

**VISIONING & REVITALIZATION PLAN**  
**FOR THE**  
**FREEHOLD CENTER CORE REDEVELOPMENT PLAN AREA**

Prepared for:

Borough of Freehold  
51 West Main Street  
Freehold, NJ 07728

PREPARED BY:



200 State Highway Nine  
P.O. Box 900  
Manatapan, NJ 07726-0900

A handwritten signature in black ink that reads "David G. Roberts".

David G. Roberts, AICP/PP, CLA  
N.J. Professional Planner License Number 33LI00308100

A handwritten signature in black ink that reads "Anne I. Tyska".

Anne I. Tyska

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# CENTER CORE REVITALIZATION PLAN

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## SECTION 1.0 - INTRODUCTION

The Borough of Freehold, the county seat of Monmouth County, lies in western Monmouth County, completely surrounded by Freehold Township. The Borough covers just 1.9 square miles of land area, and is home to 10,976 residents and 3,695 households<sup>1</sup>. State Highway 79 intersects with several county routes throughout the Borough. State Highway 9 and Route 33 are the primary access routes into the Borough.

The statutory basis for the Freehold Center Core Redevelopment Plan Area (FCC) is based on the designation by the Freehold Borough Governing Body of the land at the intersection of Main Street (Route 537), South Street (Route 79) and Throckmorton Street (Route 522) and bounded by Throckmorton Street to the west, Spring Street to the east, Broad/Lafayette Street to the north (including certain parcels north of Lafayette Street), and Mechanic/Hudson Street to the south as an “Area in Need of Rehabilitation” pursuant to the Local Housing and Redevelopment Law (LRHL).

### 1.01 STATUTORY BASIS FOR THE REDEVELOPMENT PLAN

In accordance with Section 15 of the Local Redevelopment and Housing Law of New Jersey (N.J.S.A. 40A:12A-1 et. seq.), a municipality may proceed with a redevelopment project in an “Area in Need of Rehabilitation” upon adoption of a Redevelopment Plan adopted pursuant to the provisions of Section 7 of the Local Redevelopment and Housing Law.

In implementing an adopted redevelopment plan for a Rehabilitation Area, Freehold Borough may perform any of the actions allowed by Section 8 of the redevelopment statute (Effectuation of Redevelopment Plan) except, that Freehold Borough shall not have the power to take or acquire property by condemnation in furtherance of a redevelopment plan.

The Borough’s Governing Body adopted a Resolution on May 21, 2007 declaring land bounded by Throckmorton Street to the west, Spring Street to the east, Broad/Lafayette Street to the north (including certain parcels north of Lafayette Street), and Mechanic/Hudson Street to the south as meeting the statutory criteria for designation as an “Area in Need of Rehabilitation” as defined in the Local Redevelopment and Housing Law. Criteria number 2 of said statute has been determined to have been satisfied by the age of the housing stock in Freehold Center Core Redevelopment Plan Area. As indicated in Table 1, ALL of the housing stock in the delineated area is more than fifty years of age.

Table 1  
PROPERTIES IN THE FCCRPA WITH RESIDENTIAL USE

Block	Lot	State Use	Year Built
39	23	Apartment	1930
39	21	R	1930
39	22.01	R	1930
41	5	R	1900
62	22	R	1910

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<sup>1</sup> US Census Bureau, 2000.



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Block	Lot	State Use	Year Built
62	23	R	1910
41	3	R	1920
62	21	R	1910
62	25	R	1910
41	1	R	1950
39	22	R	1930
62	24	R	1905

Based on this analysis, we can verify that the area delineated in Figure 1 meets the criteria of Section 14 of the Local Redevelopment and Housing Law for designation as an Area In Need of Rehabilitation (a copy of the resolution designating Freehold Center Core Redevelopment Plan Area as an "Area in Need of Rehabilitation" is included as Appendix A).

The Redevelopment Study for the FCC has been prepared to guide the revitalization and redevelopment of properties in the Area and is intended to meet the requirements of Section 7 and Section 14 of the Local Redevelopment and Housing Law.

### 1.02 DESCRIPTION OF THE REDEVELOPMENT PLAN AREA

The FCC is comprised of 141 individual tax lots (see Table 2). According to municipal tax records, the properties situated in the Redevelopment Plan Area total approximately 35 acres, including Borough right-of-ways. There are 148 tax lots, all of which are part of the state plan designated town center.

Table 2  
LIST OF PROPERTIES IN THE  
FREEHOLD CENTER CORE REDEVELOPMENT PLAN AREA

Address	Block	Lot	Owner	Acres	State Use
14 Broad St	36	1	Boro Of Freehold	0.35	Public Property (15c)
12 Broad St	36	2	Boro Of Freehold	0.28	Public Property (15c)
8-10 Broad St	36	3	Cmc Investment Llc	0.56	Commercial (4a)
Broad St	36	4		0.25	Commercial (4a)
6 Broad St	36	5	Siegel-greenstein Llc	0.26	Commercial (4a)
4 Broad St	36	6	Siegel-greenstein Llc	0.27	Commercial (4a)
2 Broad St	36	7	Siegel-grenstein Llc	0.17	Commercial (4a)
28 Court St	36	8	Anthony J Ferrara	0.07	Commercial (4a)
26 Court St	36	9	Siegel-greenstein Llc	0.07	Commercial (4a)
Court St	36	10	Boro Of Freehold	0.68	Public Property (15c)
Court St	36	10.01		0.07	Exempt (15f)
21 W Main St 2	36	11	21 Main & Ct Ctr Llc	0.19	Commercial (4a)
Court St	36	12		0.07	
51 W Main St	36	13	Boro Of Freehold	0.09	Public Property (15c)
8 Court St	36	14	Fleet Natl Bank	0.05	Commercial (4a)



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Address	Block	Lot	Owner	Acres	State Use
1 W Main St	36	15	Fleet Natl Bank	0.05	Commercial (4a)
3 W Main St	36	16	Nikos Maragos	0.05	Commercial (4a)
5 W Main St	36	18	Elizabeth Ballew	0.09	Commercial (4a)
7 W Main St	36	19	Harris	0.26	Commercial (4a)
W Main St	36	20		0.14	
W Main St	36	21		0.09	
13 W Main St	36	22	Hjb Associates	0.13	Commercial (4a)
15-17 W Main St	36	23	Hjb Associates	0.15	Commercial (4a)
19 W Main St	36	24	Anthony R & Kathryn Coppola	0.13	Commercial (4a)
21 W Main St	36	25	Cosmetically Fit Llc	0.16	Commercial (4a)
23 W Main St	36	26	Circle S Llc	0.08	Commercial (4a)
25 W Main St	36	27	Mtbjm Realty L L C	0.14	Commercial (4a)
51 W Main St	36	27.01	Boro Of Freehold	0.05	Public Property (15c)
Throckmorton St	36	28	St Peters Episcopal Church	1.15	Church (15d)
31 W Main St	36	28.01	31 West Main Llc	0.08	Commercial (4a)
33, 35-39 W Main St	36	28.02	Otto Hintze	0.15	Commercial (4a)
Throckmorton St	36	29	St Peters Episcopal Church		Church (15d)
Throckmorton St	36	30	St Peters Episcopal Church		Church (15d)
51 Throckmorton St	36	31	Keith A Savage	0.07	Commercial (4a)
57 Throckmorton St	36	32	Joseph Boguslawski	0.05	Commercial (4a)
59 Throckmorton St	36	33	Frederick & Sherry Abbott	0.10	Commercial (4a)
61 Throckmorton St	36	34	Ramon Gonzalez	0.09	Commercial (4a)
12-16 Court St	36	35	Harriet Zlotkin	0.09	Commercial (4a)
20 Court St	36	36	20 Court Street Llc	0.12	Public Property (15c)
33 Court St	39	13	County Of Monmouth	0.16	Public Property (15c)
31 Court St	39	14	County Of Monmouth	0.28	Public Property (15c)
7 Lafayette Pl	39	15	County Of Monmouth	0.07	Public Property (15c)
9 Lafayette Pl	39	16	County Of Monmouth	0.16	Public Property (15c)
11 Lafayette Pl	39	17	County Of Monmouth	0.13	Public Property (15c)
Lafayette Pl	39	18	County Of Monmouth	0.55	Public Property (15c)
17 Lafayette Pl	39	19	County Of Monmouth	0.25	Public Property (15c)
Lafayette Pl	39	19.01	County Of Monmouth	0.26	Public Property (15c)
19 Lafayette Pl	39	20	County Of Monmouth	0.13	Exempt (15f)
21 Lafayette Pl	39	21	Norman B Decher	0.13	Residential (2)
23-25 Lafayette Pl	39	22	David & Catherine Quail	0.09	Residential (2)
16 Sheriff St	39	22.01	Ernesto Vazquez	0.04	Residential (2)
18-24 Sheriff St	39	23	Kevin P & Carlton T Brown	0.25	Apartment (4c)



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Address	Block	Lot	Owner	Acres	State Use
Sheriff St	39	24	County Of Monmouth	0.17	Public Property (15c)
Morris St	39	24.01	County Of Monmouth	0.07	Public Property (15c)
Lafayette Pl	40	1.01	County Of Monmouth	1.57	Public Property (15c)
45 E Main St	40	6.01	45 East Main & Freehold Llc	0.22	Commercial (4a)
41 E Main St	40	7.01	Gar Realty L L C	0.27	Commercial (4a)
35, 37-39 E Main St	40	8	Jevn Llc	0.28	Commercial (4a)
31 E Main St	40	9.01	,&michael	0.48	Commercial (4a)
1 Courthouse Sq	40	13	County Of Monmouth	0.39	Public Property (15c)
1 E Main St	40	16	County Of Monmouth	1.07	Public Property (15c)
5 Sheriff St	41	1	Freeman Bros Realty Co	0.07	Residential (2)
7 Sheriff St	41	2	William H & Ada S Freeman	0.07	Commercial (4a)
9 Sheriff St	41	3	C Thomas Barkalow	0.13	Residential (2)
Sheriff St	41	4	Patrick J & Wendy Mcdermott	0.09	Residential (2)
15 Sheriff St	41	5	Norma Bonilla	0.12	Residential (2)
10-12 Spring St 12	41	13	Mohammad Mian	0.21	Commercial (4a)
6-8 Spring St	41	13.01	Richard E & Paulette Leverberg	0.10	Commercial (4a)
Spring St	41	14		0.08	
63 E Main St	41	15	Hrs Investments Llc	0.30	Commercial (4a)
59 E Main St	41	16	Thomas A Iliadis	0.30	Commercial (4a)
55 E Main St	41	17	Interstate Motor Carriers Inc	0.34	Commercial (4a)
49 E Main St	41	18	William H & Ada S Freeman	0.42	Commercial (4a)
47 E Main St	41	19	William H Freeman	0.16	Commercial (4a)
2 E Main St	62	1	Vjm Realty Holding L L C	0.03	Commercial (4a)
4 E Main St	62	2	Alvin Ostroff	0.06	Commercial (4a)
6 E Main St	62	3	Hector & Juanita Maldonado	0.06	Commercial (4a)
8 E Main St	62	4	Eight Real Estate Company Inc	0.06	Commercial (4a)
10 E Main St	62	5	10 East Main St Assoc	0.23	Commercial (4a)
14 E Main St	62	6	Frank & Sons Inc	0.07	Commercial (4a)
16 E Main St	62	7	J & G Innkeepers Inc	0.05	Commercial (4a)
18 E Main St	62	8.01	18-20 East Main Street Llc	0.51	Commercial (4a)
20-28 E Main St	62	9.01	Daesener Properties	0.27	Commercial (4a)
281/2 E Main St	62	10	Boro Of Freehold	0.45	Public Property (15c)
30 E Main St	62	11	30 East Main & Freehold L L C	0.20	Commercial (4a)
34 E Main St	62	12	34 East Main Inc	0.20	Commercial (4a)
38 E Main St	62	13	Boro Of Freehold	1.00	Public Property (15c)
42 E Main St	62	14	Fox Associates	0.24	Commercial (4a)
50 E Main St	62	15	County Of Monmouth	0.68	Public Property (15c)



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Address	Block	Lot	Owner	Acres	State Use
10-12 Center St	62	16	Joseph & Effie Gilpin	0.17	Commercial (4a)
14-16 Center St	62	17	Boro Of Freehold	0.16	Public Property (15c)
20 Center St	62	18	James F & Angela N Higgins	0.47	Commercial (4a)
22 Center St	62	20	Seidel & Shaw Realty Holding	0.31	Commercial (4a)
35 Hudson St	62	21	J Nolan Higgins	0.32	Residential (2)
33 Hudson St	62	22	Yilmaz A & Audrey A Hassan	0.18	Residential (2)
31 Hudson St	62	23	Yilmaz A & Audrey A Hassan	0.18	Residential (2)
Hudson St	62	23.01	Epic Holdings South Llc	0.33	Commercial (4a)
29 Hudson St	62	24	Yilmaz & Audrey Hassan	0.25	Residential (2)
27 Hudson St	62	25	Ali O & Emine Hassan	0.28	Residential (2)
25 Hudson St	62	26	Lucille Kinsey Moore	0.12	Residential (2)
Hudson St	62	26.01	Howard Beale	0.18	Vacant Land (1)
21 Hudson St	62	27	Golden Age Rest Home Inc	0.38	Commercial (4a)
21 Mechanic St	62	35.01	Boro Of Freehold	2.50	Public Property (15c)
33 Mechanic St 2	62	35.02	Mechanic St Urban Renewal Llc	0.53	Vacant Land (1)
33 Mechanic St 2	62	35.03	Mechanic St Urban Renewal Llc	0.70	Vacant Land (1)
11 Mechanic St	62	37.01	Kay Leroy & Janet Llc	0.12	Commercial (4a)
3-5 Mechanic St	62	39	V & A Llc	0.05	Commercial (4a)
29, 31-35 South St	62	40	V & A Llc	0.11	Commercial (4a)
27 South St	62	41.01	Oneill Investments Llc	0.07	Commercial (4a)
11 Mechanic St	62	41.02	Leroy Kay & Janet Kay Llc	0.07	Commercial (4a)
7 Mechanic St	62	41.03	V & A Llc	0.06	Commercial (4a)
23 South St	62	42	Leroy Kay & Janet Kay Llc	0.14	Commercial (4a)
21 South St	62	43	Hector Maldonado	0.09	Commercial (4a)
17-19 South St	62	44	17-19 South Street Llc	0.16	Commercial (4a)
15 South St	62	45	Boro Of Freehold	0.1	Public Property (15c)
13 South St	62	46	Barney A & Margaret Di Benedetto	0.07	Commercial (4a)
11 South St	62	47	Stanley R & Gayle R Friedman	0.07	Commercial (4a)
7-9 South St	62	48	Robert Indelicato	0.09	Commercial (4a)
5 South St	62	48.01	10 Water Street Llc	0.03	Commercial (4a)
W Main St	71	1		0.07	
40 W Main St 44	71	2	Meson El Corporation	0.14	Commercial (4a)
36-38 W Main St	71	3	Mtbjm Realty Llc	0.18	Commercial (4a)
32-34 W Main St	71	4	J & N Management Llc	0.16	Commercial (4a)
26-28 W Main St	71	5	Peter & Rima Goranites	0.07	Commercial (4a)
22-24 W Main St	71	6	Vardhaman R & Rekha V Doshi	0.06	Commercial (4a)
18-20 W Main St	71	7	Peter & Rima Goranites	0.05	Commercial (4a)
14-16 W Main St	71	8	10-12 Realty L L C	0.25	Commercial (4a)
10-12 W Main St	71	9	10-12 Realty Co	0.06	Commercial (4a)
2-8 W Main St	71	10	Barbesh Company	0.19	Commercial (4a)





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Address	Block	Lot	Owner	Acres	State Use
10, 12-16 South St	71	11	Silow Corp	0.16	Commercial (4a)
18, 20-24 South St	71	12	North Side Realty L L C	0.19	Commercial (4a)
26 South St	71	13	Hoo May Soo	0.07	Commercial (4a)
30 South St	71	14	William R & Linda Oneill	0.06	Commercial (4a)
32-38 South St	71	15	David Gross	0.26	Commercial (4a)
South St.	71	16	-	0.05	-
South St.	71	17	-	0.05	-
South St.	71	18	-	0.06	
South St.	71	19	-	0.03	
44-48 South St	71	21	Power Test Realty Co Ltd	0.54	Commercial (4a)
South St & Throckmorton St	71	22	-	0.10	-
South St & Throckmorton St	71	23	-	0.04	-
South St & Throckmorton St	71	24	-	0.07	-
Throckmorton St	71	25		0.10	-
13 Throckmorton St	71	26	Ginger Baumann	0.17	Commercial (4a)
15-17 Throckmorton St	71	27	Elizabeth Colaner	0.16	Commercial (4a)
Throckmorton St	71	27.01	Boro Of Freehold	0.07	Public Property (15c)
Throckmorton St	71	28	Con Rail	0.29	Railroad Class 1 (5a)
-	71	29	Boro Of Freehold	0.81	Public Property (15c)

A number of factors have come together to support revitalization and redevelopment of the properties in FCC. The Borough has designated all land within the delineated area as an “Area in Need of Rehabilitation.” Moreover, the Borough’s 2005 Reexamination of the Master Plan addressed several areas of concern, including preserving the historic fabric and character of individual structures and streetscapes, and parking in the downtown area, which has consistently been a problem identified in all Master Plan and Master Plan Reexamination Reports.

The FCC is considered the Borough’s central district; full of commercial activity and community interaction. However, excessive surface parking and sprawling areas of asphalt between Throckmorton Avenue and Sheriff Street is causing a pattern of underutilization in the Borough’s core. The parking lot located on Main Street adjacent to the Borough Hall is a prime example of underutilization and is the focus of the visioning portion of this Plan.



Map 1

FREEHOLD CENTER CORE REDEVELOPMENT PLAN AREA





## CENTER CORE REVITALIZATION PLAN

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### SECTION 2.0 PUBLIC PURPOSE

#### 2.01 GOALS AND OBJECTIVES

The Plan is based on the following smart growth planning principles:

- Revitalizing the commercial district;
- Strengthening neighborhoods;
- Providing economic development opportunities;
- Providing housing opportunities;
- Providing a mixture of land uses;
- Providing a pedestrian oriented environment; and
- Utilizing form-based requirements and high quality design standards.

Goals of this Study of the Freehold Center Core Redevelopment Plan Area are to:

1. Return vacant or parking-oriented properties to full productivity by creating new development opportunities for a balance of private and public-private investment.
2. Provide a range of quality commercial, residential, and civic uses that will capitalize on the property's strategic location.
3. To facilitate the construction of streets, infrastructure, open space and other public investments that will benefit the residents of Freehold Borough as a whole.
4. To provide safe and adequate garaged parking using architectural design techniques that conceal the visibility of parking structures and to provide ample on-street parking along as many streets as possible.
5. To encourage innovative mixed-use blocks of development allowing greater variety in type, design, and layout of building types, and by the creation of and the more efficient use of open space, inviting, interesting streetscapes, and by integrating parking ancillary to these new uses.
6. To establish an integrated, healthy, vibrant, livable district, incorporating traditional mixed-use development while rejecting the suburban imposed building typologies and excessive, unconnected open surface parking.
7. To provide for the creation of places which promote citizen security, pedestrian activities, and social interaction.
8. To implement development where the physical, spatial, and visual characteristics are established and reinforced through the consistent use of streets, architectural design and urban components.
9. To provide a range of local and regional retail needs.
10. To increase the tax base for the Borough of Freehold.
11. To promote sustainable architecture that includes, environmentally conscious buildings, using renewable materials and relying on natural means for ventilation and illuminating interiors, provisions of green spaces green roofs, solar energy and energy production.
12. To eliminate underutilization of the designated area and to eliminate blighting influences.
13. To maximize the advantages provided by the Area's proximity to the Freehold Center bus station, thereby attracting North Jersey and Manhattan commuters, as well as people who can live and work within the Borough of Freehold.
14. To expand the level of residential and commercial activity in the FCC, thereby increasing the potential for economic activity and job creation.



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15. To facilitate timely, phased improvements to sidewalks, streets, streetscape features and other public improvements through private and public investments.
16. To integrate this new development to the extent possible with the existing structures and uses on the periphery of the FCC.

The objectives of this Plan are to:

1. Provide a public parking garage structure with street level retail to enhance the downtown.
2. Provide a catalyst for the continued revitalization of the Borough of Freehold.
3. Provide parcels of land of sufficient size and dimension to enable an orderly arrangement of new land uses.
4. Provide opportunity for expansion of the Borough Hall and Administration offices, which will be integrated into a new mixed-use development.
5. Provide opportunities for regional and neighborhood retail services.
6. Provide new housing opportunities.
7. Develop land use and building requirements specific to the redevelopment plan area that are sensitive to the adjoining neighborhoods.
8. Undertake infrastructure improvements involving streets, curbs, sidewalks, parking, and public spaces.
9. Ensure a long-term productive use/reuse of each of the parcels situated in the redevelopment plan area.

### 2.02 RELATIONSHIP TO LOCAL OBJECTIVES

The majority of the FCC is located within the B-2 General Commercial District. In the Borough of Freehold's 2005 Master Plan Reexamination and Amendment, the B-2 General Commercial was recommended for expansion in order to provide additional land for office uses which were in great demand in the Borough at that time, although the regional real estate market has cooled considerably since then as part of a national economic downturn. Despite the slow economy, the heart of the Freehold Center Core, which is the block along Main Street across from the Monmouth County Hall of Records and Annex buildings is experiencing a rebuilding of the historic American Hotel in the center of the block. It is the hope of the Borough and the Freehold Center Partnership, Inc. that this Plan will be a catalyst for additional investment in rehabilitation, restoration and infill development of surface parking lots within the FCC.

#### Freehold Zoning Ordinance

The Freehold Center Core Redevelopment Plan Area is primarily located within the B-1 (Office Commercial District) and the B-2 (Commercial District) zoning districts. A very small area in the northern portion of the study area is zoned R-7, Residential.

The B-1 Zone is north of East Main Street and permits a variety of uses including: offices, and instructional facilities. The B-1 permitted uses are as follows:

- Principal Permitted Uses: Office of a member of a recognized profession such as physicians, attorneys, dentists, ministers, chiropractors, architects, engineers, accountants, insurance agents, real estate brokers, stock brokers and other generally recognized professional



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service personnel and organizations; banks, funeral homes, photography studios, music, dance and arts studios; and public institutions of higher education.

- Permitted Accessory Uses: Private garages (provided such structures shall not provide space to exceed space for six automobiles, or three automobiles and three commercial vehicles of not more than two tons each in gross weight).
- Permitted Conditional Uses: Public utility facilities other than customarily required for providing individual service; and Private outdoor parks, playgrounds and recreation areas.

The B-2 Zone entails most of the rehabilitation area, both north and south of East Main Street. The B-2 Zoning District permits a variety of commercial uses, as follows:

- Principal Permitted Uses: The sale of retail goods such as, but not necessarily limited to the following types: grocery stores, meat and poultry stores, drug stores, variety stores, glass and aluminum stores, dry good stores, baked good stores, packaged liquor stores and taverns, flower stores, confectionery stores, household supply stores, stationery supplies stores, haberdashery, apparel stores and department stores; the provision of service establishments such as but not limited to the following types: barber or beauty shops, clothes cleaning and laundry pick-up establishments, shoe repair shops, restaurants, luncheonettes and eating places; the office of a member of a recognized profession such as physicians, attorneys, dentists, ministers, chiropractors, architects, engineers, accountants, insurance agents, real estate brokers, stock brokers and other generally recognized professional service personnel and organizations; banks, funeral homes, photography studios, music, dance and art studios; automobile parking areas; shopping center developments containing the types of retail and service establishments as listed above, including automobile parking areas; hotel; and public institutions of higher education.
- Permitted Accessory Uses: Private garages (provided such structures shall not provide space to exceed space for six automobiles, or three automobiles and three commercial vehicles of not more than two tons each in gross weight).
- Permitted Conditional Uses: Public utility facilities other than customarily required for providing individually service; community theaters and/or playhouses, provided that performances occur evenings and/or on weekends and holidays when public parking is available, unless the owner/operator can provide off-street parking in compliance with Section 16.24.030(A)(18).

The R-7 Zone is found at the northern extension of the rehabilitation area, north of Lafayette Place. The R-7 Zoning District permits residential dwelling units.

- Principal Permitted Uses: Single-family dwelling units; community residences for the developmentally disabled, community shelters for victims of domestic violence, community residences for the terminally ill, and community residences for persons with head injuries, as defined in N.J.S.A. 40:55d-66.1.
- Permitted Accessory Uses: Private garages (provided that total garage capacity be limited to a maximum of three vehicle spaces, and that no vehicle so housed may exceed two tons in gross weight), swimming pools; signs.



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- Permitted Conditional Uses: Public utilities, private outdoor parks, playgrounds and recreation areas, schools, churches and places of worship, community residences for the developmentally disabled, community shelters for victims of domestic violence, bed and breakfast residences, and any group home, community residence, halfway house or other group residence not protected by the Americans with Disability Act, the Fair Housing Amendments Act, and N.J.S.A.

### SECTION 3.0 REDEVELOPMENT PLAN REQUIREMENTS

#### 3.01 GENERAL PROVISIONS

Each parcel is to be rehabilitated and/or redeveloped in a manner that is complementary to the surrounding environment. To that end, the proposed land use for each parcel will contain an appropriate mixture of commercial and residential uses designed in accordance with the standards contained in this plan, which are primarily intended to create a pedestrian oriented, development, where residents, visitors, and area workers can easily access parking, and walk to residences, restaurants, retail establishments, and offices.

The Borough Council will act as the Redevelopment Entity for the FCC and will review concept plans provided by redevelopers and property owners. These plans will be able to be adjusted before submission to the Borough Planning Board. This process will help ensure that redevelopers are following the design standards of this Plan appropriately. In addition, through this Redevelopment Plan, the Borough will be able to offer five-year tax abatements as an added incentive for restoration and rehabilitation of older structures and actively seek public funding to assist owners in preserving and restoring historic properties.

#### 3.02 REVITALIZATION ACTIVITIES

The major activities planned for the Freehold Center Core Redevelopment Plan Area include the rehabilitation and redevelopment of properties performed in accordance with the standards contained herein, as well as related activities to be specified as part of site plan approval by the Freehold Planning Board and, for sites involving Borough and/or County property, a redeveloper agreement between the Borough and a designated redeveloper, with the County as a third party to the agreement if County property is involved.

#### 3.03 LAND USE AND DEVELOPMENT REQUIREMENTS

The requirements of this section shall apply to any redevelopment project as defined herein.

##### 3.03.01 Definitions

All terms used herein shall have the same meaning as defined in the Freehold Borough Zoning Ordinance unless otherwise specified in this redevelopment plan.

*Redevelopment Project* - Shall mean any new construction of one or more buildings; or substantial rehabilitation (rehabilitation of an existing building involving replacement of at least one major building system – roof, walls, floors, plumbing-electrical, etc.- as would qualify for a 5-year tax



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abatement under the Five Year Tax Abatement and Exemption Law; or construction of site improvements such as parking, for which an application for major development approval by the Freehold Planning Board is required by Borough ordinance.

*Day Spa* – Shall mean a business establishment which people visit for professionally administered personal care treatments such as massages and facials. It is similar to and may be combined with a beauty salon in that it is only visited for the duration of the treatment

### 3.03.02 Waivers

Any deviations from the use requirements or affordable housing provisions shall be addressed as an amendment to the Redevelopment Plan rather than via variance relief through the Zoning Board of Adjustment or Planning Board of the Borough of Freehold.

The Planning Board may grant design exceptions or design waivers from the bulk requirements and design standards set forth in Sections 3.03.04 & 3.03.05 of this Redevelopment Plan as applicable to site plan and subdivision applications for projects in the Freehold Center Core Redevelopment Plan Area if the exception or waiver is reasonable and within the general purpose and intent of the provisions for site plan and subdivision review in the Borough of Freehold Land Use Ordinance and in this Redevelopment Plan, and if the literal enforcement of one or more provisions of this Redevelopment Plan or the Borough of Freehold Land Use Ordinance is impracticable or will exact undue hardship because of peculiar conditions pertaining to the land in question.

### 3.03.03 Use Requirements

#### *a. Mandatory Uses*

The following are mandatory use requirements within the Freehold Center Core Redevelopment Plan Area for major redevelopment projects on tracts larger than 5 acres; or on tracts between 1 and 5 acres if deemed appropriate by the Planning Board:

1. *Pedestrian Plaza.* A centrally-located public plaza consisting of a pedestrian-only courtyard .
  - a. The pedestrian plaza shall be a permanently dedicated civic space situated entirely outside the limits of rights-of-way dedicated for vehicular and/or pedestrian traffic (i.e. exclusive of streets and adjacent streetside sidewalks).
  - b. The minimum land area of a pedestrian plaza shall be 4,000 contiguous square feet.
  - c. In plan view, the shape and size of the mandatory pedestrian plaza shall be such that at least one contiguous location in the plaza must have sufficient space to contain a circle having a minimum diameter of no less than eighty (50) feet.
  - d. The pedestrian plaza shall include an interpretive/educational display or kiosk of the historic turn of the century uses located in the FCC including any uses deemed historically significant.
  - e. Public dedication of the pedestrian plaza is optional; however, any dedication shall be as stipulated in a redeveloper's agreement.
2. *Public Structured Parking.* Sufficient land shall be identified in a concept plan by a designated redeveloper so as to facilitate the construction of a public parking garage (with street level retail uses) to serve Freehold Center's downtown district as well as the proposed private mixed-use redevelopment project.

#### *b. Permitted Principal Uses*

The following are permitted principal uses within the FCC:



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1. Residential dwelling units contained in a variety of building types, such as but not limited to townhouses, zero-lot-line dwellings, apartment buildings (renter- or owner-occupied), provided that no residential dwelling unit shall be permitted at the street level unless:
  - a. Such residential use fronts on a “Neighborhood Street” classified as Lafayette Street, Sheriff Street, Broad Street, Throckmorton Street, Hudson Street, Center Street or Spring Street; or,
  - b. The location of street level residential use does not run contrary to the goals and objectives of this redevelopment plan as reviewed and approved by Planning Board.
2. Mixed-use buildings containing a mix of both residential and non-residential uses provided that:
  - a. The non-residential uses shall be as specifically permitted by this redevelopment plan; and,
  - b. All dwelling units shall be situated at a building story located above the street level.
3. Buildings devoted entirely to retail sales and service establishments such as food stores, retail banks, bakeries, markets, clothing and apparel stores, book stores, music stores, video stores (retail and/or rentals), sporting good stores, department stores, drugstores, stationary stores, jewelry stores, office supply stores, furniture stores, package good stores, computer and electronics stores, florists, hobby shops, personal fitness training, day spas and other similar establishments, provided that such buildings front on E. Main Street, W. Main Street, South Street or Court Street.
4. Libraries, museums, and cultural establishments.
5. Photographer’s studios, music and dance studios.
6. Indoor recreation uses and health clubs.
7. Business, medical and professional offices.
8. Barbershops, beauty shops and similar service establishments.
9. Restaurants, luncheonettes, taverns and other eating and drinking establishments wherein food and drink are consumed within the principal building or within a formally designated outdoor dining area situated adjacent to the principal building. Such uses shall not be interpreted to include and are hereby defined to exclude drive-in restaurants.
10. Church, synagogue, house of worship and similar religious facility, except as part of a retail or mixed-use building and provided it can be accommodated on a separate site with its associated parking and not combined with any other use
11. Fraternal club or organization registered with the state of New Jersey as a nonprofit corporation.
12. Indoor theaters.
13. Hotel containing no less than eighty (80) transient rental rooms and motel/convention center.
14. Dry cleaning.
15. Offices for executive or administrative personnel, or computation centers.
16. Day care centers.
17. Public schools and/or private schools conducted for profit.
18. Transportation centers.
19. Government uses and buildings.
20. Motor vehicle parking garages, provided that no such garage shall front on a public street unless fronted by appropriate street-level retail, and/or mixed use space, and/or residential space where permitted.
21. Walking promenades, pedestrian plazas, parks and playgrounds.





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### *c. Accessory Uses*

1. Any accessory use that is clearly customary and incidental to any principal use permitted in the Freehold Center Core shall be permitted on the same or on a contiguous lot.

### *d. Prohibited Uses*

The following uses are specifically prohibited within the Freehold Center Core:

1. Motor vehicle repair garages, motor vehicle service stations, auto body repair and painting, tire sales, sales of automobiles, sales of automobile parts, or similar automotive uses.
2. Automotive or car wash establishments.
3. Shopping Centers (i.e. large format or big box, etc.).
4. Large format hardware stores, retail lumberyards for the storage, sale and minor milling of materials, or similar building supply establishment.
5. Drive-in establishments.
6. Automotive Fleet Parking.
7. Heavy manufacturing, light manufacturing, assembly or production uses or similar establishment.
8. Adult entertainment establishments, adult bookstores, adult picture theaters, adult mini-motion picture theaters, and adult cabarets
9. Any other use not specifically permitted shall be prohibited.

## 3.03.04 Bulk Requirements

### *a. Number of Stories and Height Limitations*

The number of stories and height of buildings and structures shall be regulated by all of the following requirements (See Appendix C for Building Height Exhibits):

- a.
  1. Any portion of building or structure erected in the FCC as governed above shall be no taller than five stories or 70 feet in height above the grade of the street line.
  2. Height limitations shall be exclusive of any roof top mechanical equipment and/or equipment penthouse/screening provided that the area of such equipment occupies no greater than thirty percent of the roof plan area and further provided the equipment shall be no taller than 14 feet in height above the finished elevation of the roof surface.
  3. Parking decks shall not exceed four above-grade parking levels in height, further subject to architectural design standards set forth elsewhere herein.

### *b. Residential Density*

The maximum permitted residential density shall be based upon compliance with all of the bulk requirements contained herein; however, each redevelopment project may be conditioned upon a negotiated maximum residential density, to be negotiated between the redevelopment entity and the designated redeveloper. The maximum permitted residential density shall be specifically set forth in an executed redeveloper's agreement prior to a development application being deemed complete for review before the Planning Board.

### *c. Build-to Line*

A build-to line runs parallel to the pavement edge of a street or interior roadway and is established to create an even (or more or less even) building facade line on a street:



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1. Purpose. The intent of a build-to line is to pull the building facade close to the street and streetside sidewalk. By doing so, building facades along a block face will be aligned to form a street edge that frames the public realm, while retaining sufficient width for people to walk, and sufficient space to provide a formal landscape created by street trees. The street edge shapes the public realm to provide a sense of comfort and safety in the public space.
2. Standards and regulations. The build-to line at which construction of a building facade or structure is to occur on a lot shall conform to the following requirements:
  - a. The maximum build-to line shall be no greater than 20 feet from the face of the curb (or edge of street pavement where no curb exists).
  - b. The minimum build-to line shall be no less than 10 feet from the face of the curb (or edge of street pavement where no curb exists).
  - c. Buildings may have a build-to line that exceeds (is deeper than) the above maximum requirement in order to create a recessed building entry, a courtyard or outdoor sidewalk café etc. if a low-lying screening wall or wrought iron fence, or a hardscape (i.e. paving detail) design element is provided at the required build-to line.
3. These build-to line standards shall not apply to the rehabilitation of existing buildings.
4. These build-to line standards shall not be construed to permit the construction of buildings that encroach into a right-of-way.

### *d. Interior Yards/Setbacks*

All buildings in the FCC may be attached; however, in the event that buildings are not attached, the separation between buildings shall be a minimum of 15 feet in order to provide access to the rear of the property by fire apparatus. Such opening or alley shall be lighted and kept free of debris and may serve as pedestrian access to parking areas and streets.

### *e. Building Massing*

1. In order to relieve the negative visual effect of a single, long wall, no new building or structure, when viewed in plan view, shall have an overall length or overall width dimension that exceeds 150 linear feet, unless sufficient architectural design techniques are implemented (singly or in combination) such as breaks in the wall plane facing a public street, vertical articulation, building wall offsets, recessed entries, public alcoves and/or alleys.
2. The maximum building footprint of a single building or structure or attached grouping of buildings or structures shall not exceed 50,000 square feet.
3. The ground level of a nonresidential or mixed-use building shall be separated from the second floor by a horizontal architectural element such as a sash, cornice, frieze, molding, etc.

### *f. Blocks*

1. The Blocks within the FCC are to remain under current configurations.
2. Blocks shall be measured to rights-of-way (pedestrian or vehicular) or, where no right-of-way is established, to the curblines or edge of the block defining pavement.



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### *g. Lots*

Lots within individual blocks may be further subdivided for the purpose of enabling individual sections of a block to be rehabilitated and/or redeveloped by separate entities. No minimum area or dimensional requirements shall be imposed on such lots.

### *h. Streets*

No new streets are anticipated as being necessary for the implementation of this Plan. Improvements to existing streets, curbs and sidewalks shall be considered by the Borough Council, acting as the Redevelopment Entity, and the Planning Board on a case by case basis during the site plan review of a development project within the FCC Redevelopment Plan Area.

### *i. Parking*

Parking facilities in the FCC shall comply with all of the following standards:

1. Parking shall be based upon the sum of the parking required for the various uses contained in a proposed development, based upon New Jersey Residential Site Improvement Standards (RSIS) for residential uses and the Borough of Freehold Zoning Ordinance for nonresidential uses.
2. In the case of a development proposal in which there are efficiencies derived by shared parking for uses which have complementary peak demands, the applicant shall submit parking generation data, based upon standard methodology (such as that published by the Urban Land Institute) sufficient for the reviewing board of jurisdiction to determine the appropriate reduction.
3. In the case of a development proposal consisting solely of two (2) or more contiguous uses of the same classification, the reviewing board of jurisdiction may permit a reduction of the aggregate amount of required parking based upon a determination that greater efficiency is effected by joint use of a common parking area, but in such case the required number of off-street parking spaces shall not be reduced by more than twenty-five (25) percent.
4. In determining any proposed reduction in parking requirements, the applicant shall affirmatively demonstrate the parking spaces will be made available to share among the multiple uses and that the shared parking spaces will be distributed over the site in a manner to ensure that all spaces will be situated at a reasonable distance for the intended users of the parking spaces.
5. For major redevelopment projects on tracts larger than 5 acres, no more than 10% of the total number of off-street parking spaces provided shall be located or situated in off-street surface parking lots (i.e. at least 80% of the total number of off-street parking spaces shall be contained within a structured multi-level parking deck or private enclosed parking garage).
6. No parking space shall be permitted in the area between the build-to line and the edge of pavement of a street or roadway, except for parking spaces situated along an alley and serving a townhouse with a rear-loaded garage.
7. The parking plan may also take into account the proximity of mass transit and the potential for pedestrian access.

### *j. Open Space*

Redevelopment projects of 5 acres or more shall; and redevelopment projects of between 1 acre and 5 acres, may, at the discretion of the Planning Board, provide at least 10% of the tract area as open space for the use of the occupants, exclusive of the public Pedestrian Plaza required in Subsection "a" above. Such open space may include:

1. Landscaped courtyards;



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2. Rooftop sun decks or green roofs;
3. Rain gardens.

### 3.03.05 Design Standards

#### *a. Architectural*

The following standards shall be applied to all types of development in the FCC:

1. **General.** The exterior walls of buildings, as seen from a public right-of-way, shall be designed to provide a visual diversity that is consistent with the vernacular architecture found throughout the Borough. Exterior walls shall include windows, doors, porches, pilasters, horizontal/vertical building elements and/or other similar architectural features to relieve the monotony of a blank wall and to achieve a human scale. Large blank walls are prohibited along any street.
2. **Mix of Styles.** For major redevelopment projects on tracts larger than 5 acres or on tracts between 1 and 5 acres if deemed appropriate by the Planning Board, a redevelopment project shall include a diversity of traditional forms of building façade styles, incorporating at least five identifiable architectural style periods. Such styles may include (not in order of preference): Colonial Revival, Greek Revival, Queen Anne, Second Empire, Romanesque, Italianate, Tudor, Victorian, Gothic Revival, Art Deco, 19<sup>th</sup> Century Industrial Style Mill Buildings, Vernacular Commercial-Mixed Use, and/or other identifiable architectural style proposed by the designated redeveloper and deemed acceptable by the Planning Board with advice from the Borough of Freehold Historic Preservation Commission. Styles of non-traditional forms are discouraged (such as the International Style, the Post-modern or Deconstructivism etc.)
3. **Rhythm and Patterns.** The rhythm of entrances, store fronts, windows, canopies, and awnings of new or renovated facades shall be consistent with the prevailing rhythm and patterns of such elements along the block. The upper floor façade of buildings should have an evenly spaced window pattern.
4. **Exterior Building Materials.** Building materials shall be compatible with the predominant materials already used on structures on the site and adjacent to it. In the absence of such precedent, the exterior walls of buildings shall be made of traditional downtown building materials with proven record of performance of over 25 years such as stone, brick, horizontal siding, or decorative masonry veneer. Aluminum siding, vinyl, or vinyl coated siding, metal panels, common concrete block and mirrored glass exterior surfaces are prohibited. Pole barns or prefabricated metal buildings are prohibited.
5. **Scale and Form.** Façades of larger buildings should be divided into typical “building block units” to establish a sense of human scale and overall streetscape form. For example, the typical building block unit may be three-stories high by five windows wide. The overall form is created by building upon multiples of this unit. Where a building is intended to be a more significant structure (i.e. focal point) in the overall development, then such a building may be differentiated through the use of a contrasting unit of scale and form.
6. **Proportion.** Proportion in architecture is the relationship among the dimensions of the various building elements and the individual features to each other. For new buildings in the



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Freehold Center Core, building façade harmony should be achieved through the use of façade elements that are proportional to each other and to the overall façade. Implementation of the “Golden Section” is encouraged, which is a rectangle with a width to height ratio of 1:1.618 (approximately 5:8). The resulting proportions of the Golden Section are recognized in traditional western architecture and art as an ideal ratio. To the greatest extent possible, the height of various building elements to their widths shall employ the use of the Golden Section. Architectural elevation plan submissions must graphically depict how the use of the Golden Section ratio is used in the design of the building façade and the individual elements.

7. Windows. Fenestration shall be architecturally compatible with the style, materials, colors and details of a building. Windows shall be vertically proportioned wherever possible. The location of the windows on the upper stories shall be vertically aligned with the location of windows and doors on the ground level of the building. The use of uninterrupted horizontal and/or vertical bands of windows, creating a “ribbon” effect, shall be strictly prohibited. Except for retail uses, all windows shall be double-hung sash or casement types with the glass area divided by horizontal and/or vertical muntins. Such muntins or divided light grids may be the snap-on type, if fitted on the exterior side of the window or between the glazing of the window units.
8. Entrances. All entrances to a building shall be defined and articulated by utilizing elements such as lintels, pediments, pilasters, columns, porticoes, porches, overhangs, railings, balustrades, and other such elements, where appropriate. Any such element shall be architecturally compatible with the style, materials colors and details of such building. Upper floor uses are to be provided with separate exterior entrances unless a large common lobby or atrium is provided.
9. Storefront Standards. Each street-level retail sales and/or service establishment shall have its own storefront subject to the following standards:
  - a. General. The design of storefronts shall be consistent with a traditional downtown storefront. The components of a storefront area shall have an entrance (recessed is preferred), display windows, a paneled bulkhead under the display windows, a transom window over the storefront entrance, a frieze for the placement of wall signage and a cornice which covers the horizontal beam. A storefront shall be separated from the roofline or a second floor by a horizontal architectural element such as a sash, cornice, frieze, molding, etc.
  - b. Windows. First floor facades intended for retail use must have large, clear storefront glass areas (50% to 70% of the area) to display the nature of the business and to produce an interesting streetscape. Storefront windows may be either typical large, single pane display windows separated by pilasters or multiple smaller panes (approximately 2 foot square) separated by mullions.
  - c. Continuity of Treatment. If several storefronts are located in one building, they shall be unified in design treatment (e.g. the design of windows and door openings, the use of style, materials and colors).
10. Side and rear elevations of buildings shall be given appropriate architectural treatment which shall be comparable to that of the front facade, if visible to the public.



11. **Roofs and Rooflines.** The type, shape, pitch, texture and color of a roof and the roofline shall be considered as an integral part of the design of a building and shall be architecturally compatible with the styles, materials, colors and details of such building. A flat roof may be permitted on a building of two stories or more in height, provided that a parapet wall extends above the height of the roof surface. A mansard roof may be permitted, but only if such is located at or above the third story of a building, completely and integrally enclosing such story. Roofline heights shall vary as appropriate to the architectural style in order to provide architectural interest and variety to the massing of a building, and relieve the negative visual effect of a single, long roof. Flat, shed, gambrel, and mansard roofs are prohibited on all one-story buildings unless pre-existing or demonstrated to be consistent with the traditional architectural style of buildings on and adjacent to the property. Architectural embellishments that add visual interest to roofs, such as dormers, belvederes, masonry chimneys, cupolas, clock towers, and such similar elements shall be permitted provided that such are architecturally compatible with the style, materials, colors and details of the buildings.
  
12. **Mechanical Equipment.** All air-conditioning units, HVAC systems, exhaust pipes or stacks, and elevator housing shall be shielded from view to the greatest extent possible. Such shielding shall be accomplished by utilizing the roof or parapet walls of the building or a penthouse-type screening device that shall be designed to be architecturally compatible with the style, materials, colors and details of such building.

*b. Parking Garage Façade Design Standards*

The architectural design of the exterior front façade of a parking garage structure shall be identical to the overall design of the principal building. The façade of a parking garage structure that is visible to the public shall provide continuity of treatment by incorporating identical elements of design such as, but not limited to: architectural style, fenestration details, proportion, scale and spacing; vertical and horizontal proportions of primary building design elements; building colors; and, building materials. Where structured parking extends to street level right-of-ways, the first floor of the garage is to be faced with retail storefronts, except for the car entrance/ exit ramps, to be located on a street other than Main Street.

*c. Street Furniture and Lighting*

1. All street furniture (benches, newspaper boxes, phone booths, trash receptacles, etc.) shall be consistent in scale and architectural design and constructed of or enclosed with materials reflecting the style of the buildings on and adjacent to the property. Lighting shall be subdued and shielded so as to prevent spillage onto adjoining properties unless specifically approved for that purpose by the Board. Lighting fixtures shall be mounted at the lowest appropriate height.
  
2. Street and site furnishings shall be incorporated, such as flower boxes, arbors, planters, benches, and waste receptacles. All utility boxes and HVAC exterior equipment shall be screened by architectural elements or landscape plantings.



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### *d. Signage Permitted in the Freehold Center Core Redevelopment Plan Area*

All signs shall comply with general sign provisions set forth in the Freehold Borough sign ordinance, except as specifically modified herein. If there is any conflicting standard, the standards set forth herein shall prevail.

1. **General Requirements.** Where a building requires several different signs, they shall be thematically linked and shall be similar in materials, color and method of lighting. Internally illuminated signs (i.e. backlit signs) consisting of a box-style sign frame shall not have a white sign face background or a sign face background color that is lighter than the sign message.
2. **Wall Signs.** Each nonresidential use located on the ground floor and having a street level entrance along a public sidewalk may install wall signage in accordance with all of the following requirements:
  - a. The maximum quantity of wall signs for each ground floor business use shall be no more than one (1) wall sign per street frontage.
  - b. The sign shall be located on the wall area situated near the main public entrance or centered along the street frontage.
  - c. The maximum height from ground-level to uppermost portion of the sign shall not exceed the height of the sill or bottom of any second story window or sixteen (16) feet, whichever is less. In the case of single-story buildings, the maximum height shall not exceed fourteen (14) feet or the top of the wall face, whichever is less.
  - d. The minimum height from ground-level to lowermost portion of the sign shall be no less than eight (8) feet.
  - e. Maximum permitted sign area shall be no greater than one square-foot per lineal foot of building frontage occupied by the use on that particular building frontage, not to exceed forty (40) square feet.
  - f. Maximum permitted horizontal sign dimension (width) shall be no greater than seventy-five percent (75%) of the width of the building frontage occupied by the use on that particular building frontage, not to exceed thirty (30) feet.
  - g. Maximum vertical dimension (height) of the sign face shall not exceed three (3) feet.
  - h. No wall sign shall not project more than eight (8) inches from the wall face upon which it is attached.
  - i. The sign may be internally or indirectly illuminated.
3. **Parking Garage Signs.** Wall signs identifying an entrance of a parking garage may be permitted but shall be in conformance with regulations set forth above for wall signs.
4. **Awning Signs.** Non-residential uses located on the ground floor may display signs on awnings, provided that the following standards are met:
  - a. Awning signs shall only be permitted on first-story awnings that provide roof-like shelter and/or solar shielding above doorways and windows.
  - b. The dimensions of the awning shall be in conformance with applicable regulations set forth elsewhere herein for awnings.
  - c. The sign shall only be located on the front portion of the awning that is generally parallel to the building wall face to which it is attached. This portion is more commonly known as the “valance” (see Figure 1). In the case of an awning shape



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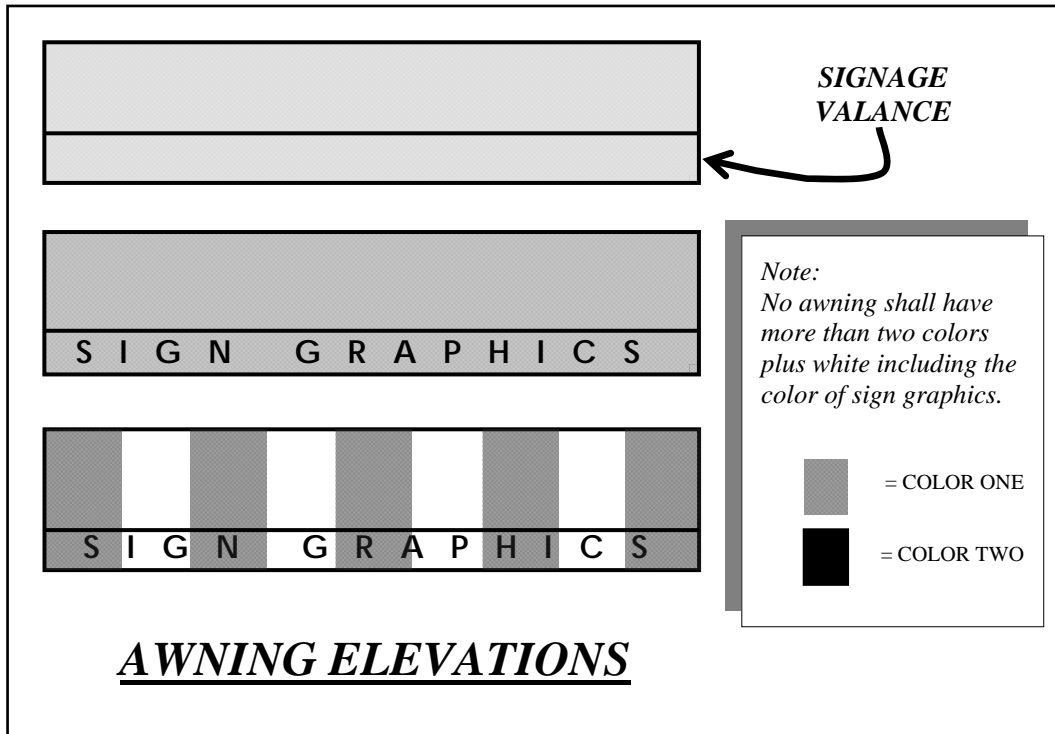
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where a traditional valance might not be provided, the sign text and graphic characters shall be restricted to the lowest fourteen (14) inches of the awning, which must be shown to be nearly parallel to the building wall face. In the case of dome awnings, the sign graphics shall additionally be restricted to the middle one-fifth (1/5<sup>th</sup>) of the awning, when viewed from the front elevation, which must be shown to be nearly parallel to the building wall face.

- d. All awning signs shall be professionally sewn or painted.
- e. The maximum vertical dimension of the sign face (valance) shall not exceed fourteen (14) inches.
- f. The maximum height of letters, individual numbers or other characters or images on the awning shall not exceed twelve (12) inches.
- g. Maximum width of individual letters, numbers, or other characters or images on the awning shall not exceed eighteen (18) inches.
- h. The total aggregate horizontal dimension (width) of all individual letters, numbers or other characters shall not exceed twenty (20) feet, or seventy-five (75%) of the width of the awning, as viewed in front elevation, whichever is less.
- i. The awning shall be limited to a total of two (2) colors plus white as approved by the Planning Board, including the color of sign lettering and all other graphics (see Figure 1).
- j. No single awning shall contain sign messages for more than two (2) business establishments.
- k. The maximum quantity of awning signs for each nonresidential use located on the ground floor shall be no more than two (2) awning signs per street frontage.
- l. Awning signs shall not be internally illuminated.





**Figure 1 – Awning Signs**

5. Permanent Window Signs. Only retail or personal service business uses located below the third story of a building shall be permitted to display a permanent window sign. Such sign may be professionally painted on the interior side of a window or may consist of a professionally printed permanent decal(s) installed on the interior side of a window, provided that the following standards are complied with:
  - a. No window sign shall be permitted in a window above the second-story of a building.
  - b. Maximum area of any and all such sign shall not exceed twenty-five percent (25%) of the total window area, not to exceed six (6) square feet in area per window.
  - c. One (1) sign per business establishment per window shall be permitted, up to a maximum of two (2) signs per business on any wall frontage.
  - d. The sign(s) shall be limited to the name and/or type of business, the address and phone number.
  - e. The sign(s) may be internally illuminated.
6. Wall-mounted Directory Sign. For buildings containing non-residential tenant(s) located above the ground level, one (1) wall-mounted directory sign for each ground floor public entrance into a building shall be permitted whether such entrance fronts on a street or a parking lot.
  - a. The maximum size of the wall-mounted directory sign shall not exceed eight (8) square feet in sign area.



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- b. The maximum height from the ground-level to uppermost portion of the sign shall not exceed nine (9) feet if situated directly above the doorway entrance, or six (6) feet if not situated directly above the doorway entrance.
  - c. The minimum height from ground-level to lowermost portion of the sign shall be no less than two (2) feet.
  - d. Such sign may identify all building occupant names and their addresses, however, no sign message for an individual business shall occupy greater than six (6) square feet in area of such a sign.
  - e. A wall-mounted directory sign may only be externally illuminated with a shielded fixture.
  - f. All lettering on a wall-mounted directory sign shall be of the same type-face (font) style.
7. Projecting Sign. Each nonresidential use located on the ground floor and having a direct street level entrance may install one (1) projecting sign subject to the following:
- a. The sign shall be attached to the wall along the frontage such use occupies.
  - b. Such sign face and all signage must be oriented in a position that is perpendicular to the wall to which it is attached.
  - c. No such sign shall have a thickness that exceeds eight (8) inches.
  - d. Maximum size of each sign face shall not exceed eight (8) square feet in area.
  - e. Minimum height from ground level to lowermost portion of sign shall be no less than eight (8) feet.
  - f. Maximum height from ground level to uppermost portion of sign shall not exceed the height of the sill or bottom of any second story window or sixteen (16) feet, whichever is less. In the case of single-story buildings, said maximum height shall not exceed fourteen (14) feet or the top of the wall, whichever is less.
  - g. Maximum horizontal projection from the building wall, including any sign appurtenances, shall not exceed four (4) feet. Such sign may project over a public sidewalk only and shall not extend over any other portion of any other public right-of-way.
  - h. Maximum horizontal dimension (width) of the sign face shall not exceed three and one-half (3 ½) feet.
  - i. Maximum vertical dimension (height) of the sign face shall not exceed five (5) feet.
  - j. Maximum height of letters, individual numbers or other characters or images on the signboard shall not exceed eighteen (18) inches.
  - k. Maximum width of letters, individual numbers or other characters or images on the signboard shall not exceed eighteen (18) inches.
  - l. A projecting sign may be internally or externally illuminated.
8. Temporary Window Advertising Signs. Temporary window advertising signs for ground level retail and personal service business uses located in the Freehold Center Core are exempt from approval requirements, subject to the following conditions:



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- a. Such signs may be constructed of paper, cardboard or plastic, and any written, numerical, graphic or photographic material or information shall constitute such a sign.
  - b. Such signs shall be removed after a period of thirty (30) days and shall have the date of installation printed clearly in the lower right-hand corner of such, as viewed from the exterior.
  - c. Such signs shall be contained solely within the ground level window of the subject business.
  - d. Maximum total area of such signs shall not exceed 40% of the total area of ground level windows, excluding window portions of doors, fronting on a public street. For the purposes of this subsection, any window area covered with a permitted permanent window sign, pursuant to this article, shall be excluded from the calculation of the total area of all ground floor windows.
  - e. Information on such signs shall be limited to advertisements for special promotions, temporary sales and other such similar nonpermanent sales promotions.
  - f. Such signs shall be maintained in an orderly manner at all times.
  - g. This section shall not be interpreted in such a manner as to limit or prohibit any business from displaying merchandise in an interior window display area.
9. Portable Sidewalk Sign. Only retail and personal service business uses and eating and drinking establishments shall be permitted to display sandwich board signs and other types of portable signs, subject to the following conditions:
- a. Maximum size of such signboard shall not exceed five (5) square feet in area. If such sign is two-sided, only one (1) side of such shall be used for the purpose of calculating the permitted sign area.
  - b. Maximum height and width of letters, numbers or other characters or images on the signboard shall not exceed twelve (12) inches.
  - c. Such signs shall be located within four (4) feet of an entrance to the business they advertise and shall not be placed so as to interfere with pedestrian or vehicular traffic on a street, sidewalk, walkway or public right-of-way. An unobstructed pathway of at least four (4) feet in width must be maintained on a sidewalk at all times.
  - d. Such signs shall be constructed of wood, slate board and/or finished metal.
  - e. Information contained on such signs shall be limited to advertisements for special promotions, sales and other such similar non-permanent sales promotions.
  - f. Such signs shall be maintained in an orderly manner at all times.
  - g. In a building with multiple business occupants who share a common entrance, no more than two (2) such signs shall be permitted, which may be shared among the applicable businesses entitled to a portable special promotion sign under the provisions of this section.
  - h. Any business use that places or installs such sign, pursuant to this section, shall be required to conform to all other applicable provisions of this article, otherwise, such business shall be prohibited from displaying such sign.



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- i. No such sign shall be displayed when the business it relates to is not open for business.
  - j. Such signs shall not be illuminated.
10. Freestanding Sign. Nonresidential uses may be permitted to install a freestanding sign only if the depth of the yard in which the sign is located is at least twenty (20) feet deep, measured from the front lot line to the nearest part of a building located on a lot. Such freestanding sign shall be regulated as follows:
- a. No more than one (1) such sign shall be permitted on any lot.
  - b. The sign shall be located in the front yard; however, no element of the freestanding sign shall be located within four (4) feet of any property line.
  - c. The area of the sign shall not exceed sixteen (16) square feet.
  - d. The maximum height to the top of the sign shall not exceed sixteen (16) feet.
  - e. The minimum mounting height to the bottom edge of the sign face shall not be less than seven feet and six inches (7'-6").
  - f. Neither the horizontal (width) nor the vertical dimension (height) of the sign face shall exceed six (6) feet.
  - g. The sign may be indirectly illuminated, or may be lit by an internal source.
11. Residential Use Signage. Signage pertaining to residential uses shall be in accordance with the signage requirements set forth in the Borough's Code for residential uses.

*e. Awnings and Canopies*

Awnings and canopies are encouraged in the Freehold Center Core at the street level of a building when occupied by a nonresidential use. For all uses, awnings and canopies may be used on the upper floors of a building, where appropriate. The design of awnings and canopies shall be architecturally compatible with the style, materials, colors and details of such buildings and should not conceal significant architectural features, such as cornices, columns, pilasters or other trim details. All of the following standards for street-level awnings and canopies shall additionally apply:

- 1. The highest point of a street-level awning or canopy shall not extend above the top of the first-story windows by more than four (4) feet or fourteen (14) feet above the sidewalk grade elevation, whichever is less.
- 2. The minimum height clearance between the sidewalk and the lowest point of an awning or canopy shall be no less than seven feet six inches (7'-6").
- 3. The maximum horizontal projection dimension of an awning from the building wall, including any appurtenances, shall not exceed six (6) feet from the building face. Awnings may project over a public sidewalk but shall not be closer than two (2) feet to the vertical plane of the curb line or the edge of any other public right-of-way. No awning shall project over a public sidewalk when the business it relates to is not open for business.
- 4. No permanent canopy structure with a projection greater than eight (8) inches from the building wall face shall project over a public right-of-way (including a public sidewalk), unless approved by the governing body of the Borough.
- 5. When fully extended and viewed in side elevation, the height dimension of an awning shall not exceed the projection from the wall face (see Figure 2 below).



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6. The surfacing material of awnings shall be made of canvas or modern materials that mimic canvas with traditionally dyed colors in solids or stripes. Metal and vinyl awnings are prohibited. Canopies shall be made of materials permitted for awnings or may be made of architectural materials found on the façade of the building.
7. No awning shall contain more than two (2) colors plus white. The color of any sign messages or other graphic features shall be included in the number of colors. The colors must be compatible with the architectural color scheme of the entire building.
8. On buildings with multiple storefronts, coordinating awning and canopy frame styles shall be used as a means of unifying the structure (see Figure 3 below for examples of frame styles).
9. All signage on awnings shall be in conformance with applicable regulations set forth elsewhere herein for awning signs.
10. All signage mounted, affixed or displayed directly on a fixed-position canopy shall be regulated as wall-mounted signs in accordance with applicable regulations set forth elsewhere herein for wall signs.
11. Internally illuminated or backlit awnings and canopies are not appropriate and are therefore strictly prohibited. No awning or canopy shall have illumination which permits the passage of light or allows light to be seen through the surface material of the awning or canopy so as to illuminate the exterior of the awning or canopy.

Figure 2 – Awning Proportion

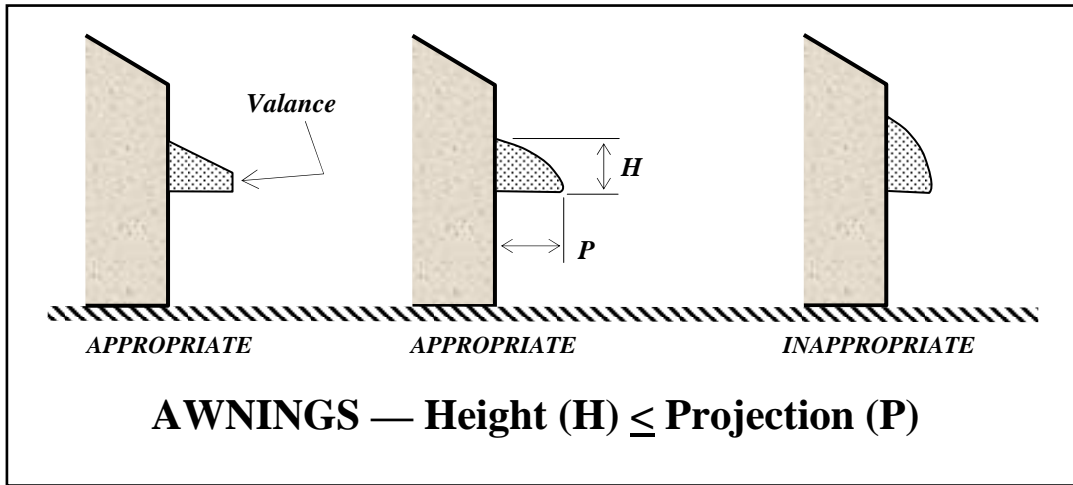
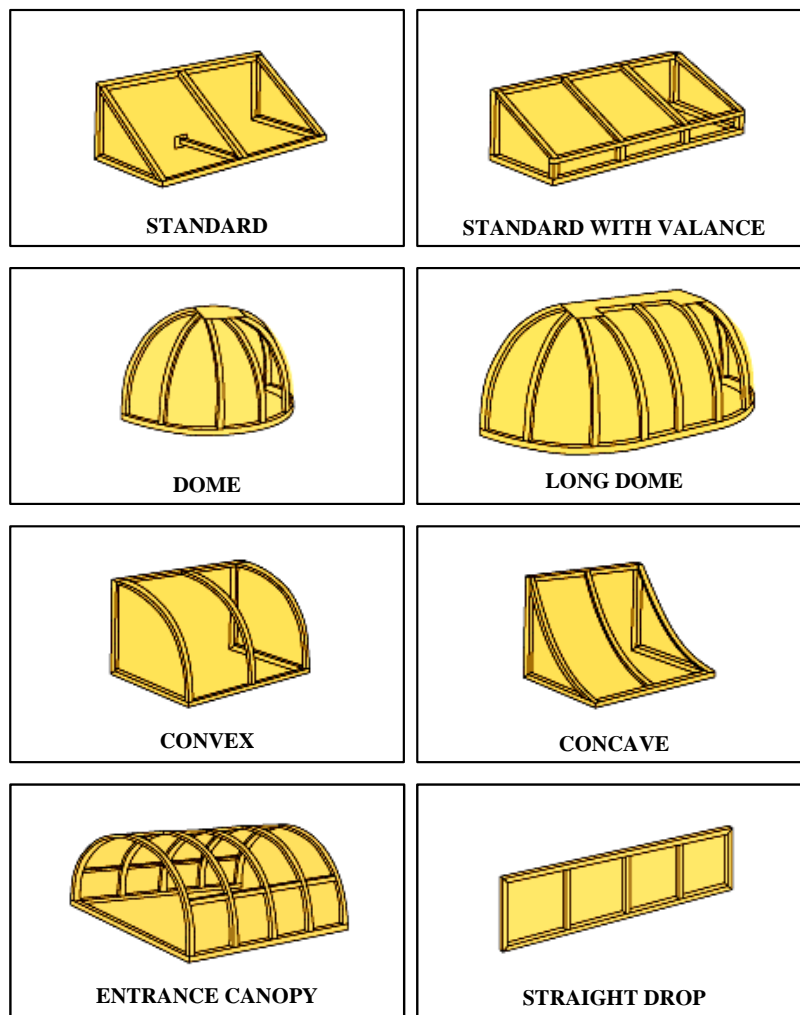


Figure 3 – Popular Awning & Canopy Frame Styles



*f. Landscaping and Street Trees*

1. Landscaped buffers between non-residential and residential uses shall be provided when necessary. When space permits, foundation plantings shall be used to soften the corners and edge of the buildings, and interior alleys.
2. All street frontages should be planted with street trees of medium size such as Amur Maple (*Acer ginnala*), Japanese Scholar Tree (*Sophora japonica*), Green Ash (*Fraxinus caroliniana*), etc. at an average spacing of 25 to 30 feet. Final species selection shall be reviewed and approved by the Borough's Shade Tree Commission.

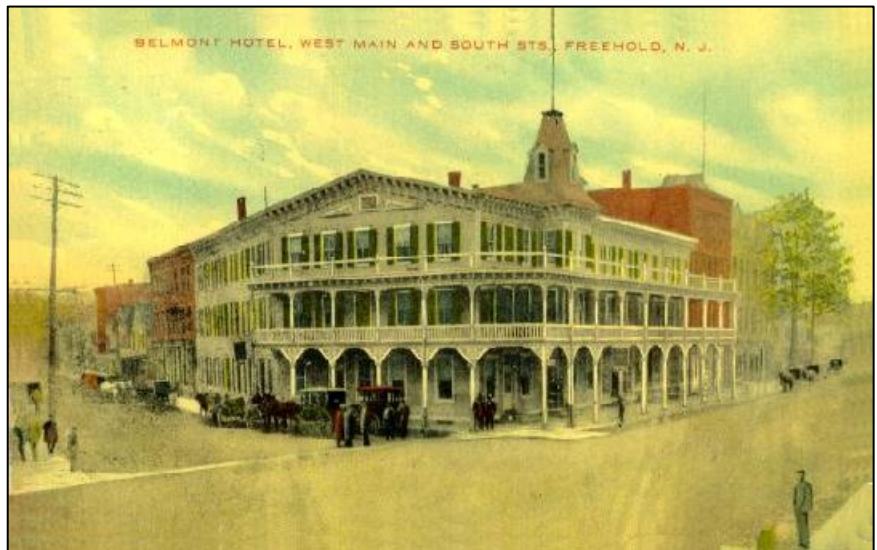
*g. Vehicular/Pedestrian Circulation*

1. All buildings are required to have entrances accessed directly from a public or semi-public pedestrian walkway. Pedestrian walkways shall be provided between all non-contiguous commercial buildings. Parking lots and pedestrian walkways shall be designed as attractive elements of the site by their own right with the use of trees, landscaping, and various building materials and textures. Sidewalks shall be connected where there are gaps and missing links. Sidewalks shall extend from the building facade or interior alleys or mews to the curb for the purpose of facilitating pedestrian movement and creating opportunities for outdoor eating and shopping areas, placement of street furniture, etc.
2. The minimum width for sidewalks shall be in compliance with the requirements set forth by the Borough Engineer. Where a sidewalk or pedestrian path does not border a street, the minimum width shall be no less than four feet.

*h. Historic Preservation*

There are many buildings in Freehold's Central Business District that date back to more than three centuries ago, when it was settled. The standards presented herein recognize the unique heritage and historic character of development that has evolved in Freehold and seek to preserve the historic character of the properties located jointly in the FCC and the historic district.

The following design standards shall be applicable to redevelopment and rehabilitation activities in the FCC on properties or district identified as being listed or eligible for listing on the National or State Register of Historic Sites. In assessing the design of any proposed addition to,





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alteration of, or demolition of a structure located within a historic district or listed on the National and/or State Registers, or any new construction on property occupied by a historic structure or within a historic district, an application shall be made to the Borough of Freehold's Historic Preservation Commission to conduct a "certificate of historic review." The Historic Preservation Commission shall consider the Secretary of Interior's Standards for Historic Preservation as well as the following design criteria:

1. General Criteria. The following general factors should be considered:
  - a. The impact of the proposed change on the historical, archeological, architectural, cultural, and/or aesthetic significance of the historic site or historic district;
  - b. The importance of the historic site or the building, structure, object, or site located in a historic district to the nation, state, region, or municipality, and the extent to which its historical, archeological, architectural, cultural, and/or aesthetic interest would be adversely affected to the detriment of the public interest;
  - c. The use of any historic site or historic district involved in the proposed change; and
  - d. The visual compatibility of the proposed change with adjacent buildings, structures, objects, and sites in accordance with the requirements for design compatibility set forth herein.
2. Criteria For Existing Buildings, Structures, Objects and Sites. The Borough of Freehold's Historic Preservation Commission should make its determination as to whether the application should be (1) approved, (2) approved with conditions, or (3) denied on the basis of the purposes of this section and the applicable standards for review which are set forth in the Code of the Borough of Freehold.
3. Criteria for Additions, Alteration, and New Construction. It is the intent of this Redevelopment Plan that any design standards for additions and new construction should not discourage technical innovations in processes or materials or creativity of design. It is acknowledged that structures must meet the needs of today's inhabitants. In assessing the design of any proposed addition or new construction, the Borough of Freehold's Historic Preservation Commission, should consider the applicable design criteria set forth in the Code of the Borough of Freehold.
4. Criteria for Demolition. Demolition of any structure shall be discouraged in the FCC. If necessary, the applicable standards set forth in the Code of the Borough of Freehold should be considered regarding applications to demolish any part of a historic site or any building, structure, object, or site located within a historic district:
5. Criteria for Relocation of Historic Building or Structures. The following factors should be considered regarding an application to move to a new location or site any building, structure, or object located on a historic site or historic district:
  - a. The impact of the loss of integrity suffered as a result of removal from the original and/or historic location and, if located within a historic district, the impact of that loss of integrity upon the district as a whole.





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- b. The relative value to the applicant of the proposed relocation contrasted with the value to the community as a whole in allowing it to remain at its original and/or historic site.
- c. The compatibility, nature, and character of the areas adjacent to both the present site and the proposed site relating to the protection of historic properties and districts.
- d. If a proposed new location is in a preservation zone, the impact on the visual compatibility of adjacent buildings, structures, objects, or sites as set forth above.
- e. The likelihood of significant damage to the physical integrity of the building, structure, or object itself due to its relocation.
- f. The compelling reasons for not retaining the building, structure, or object at its present location.

### 3.05 PROVISIONS RELATED TO OFF-SITE IMPROVEMENTS

The designated redeveloper or other such party responsible for the development of a redevelopment project covered by this redevelopment plan shall be at least responsible for his/her fair share of any installation or upgrade of infrastructure related to their project whether on-site or off-site.

Infrastructure items include but are not limited to gas, electric, water, sanitary and storm sewers, telecommunications, recreation or open space, streets, curbs, sidewalks, street lighting and street trees or other circulation improvements. The extent of the redeveloper's responsibility will be outlined in the redeveloper's agreement with the Borough. Off-site responsibility for properties not covered under the redeveloper's agreement will be determined during the permit and/or site plan review phases.

All infrastructure improvements shall comply with applicable local, state and federal codes including the Americans With Disabilities Act. All utilities shall be placed underground, except where the Borough Engineer determines that underground installation is not advisable or feasible.

### 3.06 PROVISIONS RELATED TO STATE AND FEDERAL REGULATIONS

Certain redevelopment activities proposed in this plan may be subject to state and federal standards, regulations and permit requirements. The redeveloper is responsible for ensuring compliance with all applicable standards and obtaining necessary state and federal permits.



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### SECTION 4.0 RELATIONSHIP TO ZONING ORDINANCE

#### 4.01 SUPERSEDING PROVISIONS

This Redevelopment Plan supersedes the Zoning Ordinance of the Borough of Freehold. In the case where a particular land use or site standard is not covered in this Redevelopment Plan however, compliance with the Borough of Freehold Zoning Ordinance or other applicable municipal code or ordinance will be required, as deemed appropriate by the Planning Board of the Borough of Freehold.

##### 4.01.01 Effect of Plan

The entire Freehold Center Core Redevelopment Plan Area previously identified herein at Section 1.02 shall be governed by all of the provisions contained in this Redevelopment Plan. The Borough recognizes that a variety of factors will influence the final design of a particular project and has not attempted, in these and other controls of this Plan, to anticipate every possible design solution.

##### 4.01.02 Terms and Definitions

Unless otherwise defined herein, the use of terms in this Redevelopment Plan shall be as defined in the Borough's Zoning Ordinance, unless specified otherwise herein.

##### 4.01.03 Other Applicable Design and Performance Standards

Other applicable design and performance standards listed in the Borough's Land Use Ordinance shall apply unless specifically modified by this Plan.

##### 4.01.04 Conflict

Wherever there is a conflict between the Zoning Ordinance of the Borough of Freehold and the standards in this Plan, the standards in this Plan shall apply.

#### 4.02 ZONING MAP REVISION

The Official Zoning Map of the Borough of Freehold is hereby amended in accordance with Map 1 to indicate the boundaries of the Redevelopment Plan Area and to identify it as the "Freehold Center Core Redevelopment Plan Area."



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### SECTION 5.0 ACQUISITION AND RELOCATION

#### 5.01 IDENTIFICATION OF REAL PROPERTY TO BE ACQUIRED

Properties within the Rehabilitation Area may only be acquired through negotiated purchase between a designated redeveloper and current property owner(s). Municipally owned property may be conveyed to a designated redeveloper by the Borough of Freehold following adoption of this Plan and execution of a redeveloper agreement. The LRHL does not allow a municipality to acquire private property through eminent domain/condemnation in a Rehabilitation Area.

#### 5.02 RELOCATION PROPOSAL

No relocation will be required by the implementation of this Plan, as eminent domain cannot be exercised in a Rehabilitation Area.



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### SECTION 6.0 RELATIONSHIP TO OTHER PLANS

#### 6.01 PLANS OF ADJACENT MUNICIPALITIES

Freehold Borough is located in western Monmouth County completely surrounded by Freehold Township.

#### 6.02 MONMOUTH COUNTY GROWTH MANAGEMENT GUIDE

Monmouth County last adopted a Growth Management Guide stating goals, objectives and policies in December of 1995. The most relevant and applicable to this Redevelopment Plan follow.

The County's overall goal for economic development is:

- Promote managed growth by providing a suitable long-term economic climate and preserving and enhancing the quality of life in Monmouth County for the attraction of new businesses and the retention of existing businesses.

The County's economic development objectives are:

- Promote development and support of businesses that keep money circulating within the county, increase capital flowing into the county and provide long-term employment opportunities.
- Promote the efficient utilization of land, resources, capital, and infrastructure.
- Support activities which provide a high quality of life for Monmouth County residents in addition to contributing to the local economy.

Other appropriate goals identified in the Growth Management guide are:

- Conserve valuable water-oriented resources.
- Preserve the valuable historic, cultural, natural and scenic resources of Monmouth County.

The Redevelopment Plan will stimulate the local economy by attracting new and current residents, visitors, and businesses to the beachfront to work in and to patronize the new commercial uses. Because the Plan will contribute to the economic vitality of the Borough of Freehold and the County at large, it is consistent with the goals, objectives and policies stated in the Monmouth County Growth Management Guide.

#### ROUTE 9 / WESTERN MONMOUTH DEVELOPMENT PLAN

The Route 9 / Western Monmouth Development Plan, prepared in June 2004 by Monmouth County, was structured to partially build off of the Monmouth County Growth Management Guide.



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### MONMOUTH COUNTY OPEN SPACE MASTER PLAN ELEMENT

The Monmouth County Open Space Master Plan Element proposes an extension of the Henry Hudson Trail through Freehold Borough outside of the Freehold Center Core Redevelopment Plan Area.

### 6.03 NEW JERSEY STATE DEVELOPMENT AND REDEVELOPMENT PLAN

In 2004, the State released the Preliminary State Development and Redevelopment Plan, and the Preliminary State Plan Policy Map for the third round of Cross Acceptance. The Map features Planning Areas, Centers and Environs, and parkland which are intended to help implement the goals and policies of the State Plan, and guide future growth and development in New Jersey.

Freehold Borough, with its mature settlement pattern, distinct neighborhoods and downtown, existing infrastructure, limited vacant land, and potential for redevelopment and infill, is located entirely within Planning Area 1 (Metropolitan). The Metropolitan Planning Area (PA1) is intended to provide much of the State's future redevelopment, revitalize cities and towns, promote growth in compact forms, stabilize older suburbs, redesign areas of sprawl, and protect the character of existing stable communities.

Additionally, the entire Borough is a State-designated Town Center. As the county seat of Monmouth County, Freehold Borough emulates the State Plan definition of what a Town Center should look like, as a "traditional center of commerce or government ... with diverse residential neighborhoods served by a mixed-use core offering locally oriented goods and services."

Pursuant to amendments to the State Planning Rules (N.J.A.C. 5:85-1.1 et. seq.) in May of 2004, the Center Designation process was replaced with the Plan Endorsement process, which seeks to ensure that planning throughout the entirety of a municipality is consistent with the goals and policies of the State Plan. Obtaining Plan Endorsement requires a municipality to adopt a Planning and Implementation Agreement (PIA), subject to periodic biennial monitoring of the status and progress towards achieving the efforts outlined in the PIA.

There are no proposed changes indicated on the Preliminary State Plan Policy Map in Freehold Borough.

The 2004 Cross-Acceptance Manual approved by the State Planning Commission recommends on Page 27 that the following key concepts and policy objectives of the State Plan be considered when evaluating municipal consistency with the SDRP and the proposed amendments thereto, i.e., the Preliminary Plan:

- Planning that is comprehensive, citizen-based, collaborative, coordinated, equitable and based on capital analysis is essential to achieving the goals of the State Plan.
- Planning should be undertaken at a variety of scales and should focus on physical or functional features that do not necessarily correspond to political jurisdictions.
- Planning should be closely coordinated with and supported by investments, programs and regulatory actions.



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- Planning should create, harness and build on the power of market forces and pricing mechanisms while accounting for full costs of public and private actions.
- Planning should maintain and revitalize existing communities.
- Planning, designing, and constructing development and redevelopment projects, that are residential, commercial, industrial or institutional and that contribute to the creation of diverse, compact human scale communities (i.e., communities of place).
- Identifying cores and nodes as places for more intensive redevelopment in metropolitan New Jersey.
- Emphasizing public support for physical design, public investment and government policy through access to information, services, jobs, housing, and community life.
- Planning for the protection, restoration, and integration of natural resources and systems.

During the third round of Cross Acceptance, Monmouth County interviewed the participating municipalities to determine each municipality's consistency with the Key Concepts of the State Preliminary Plan, and the goals of the Metropolitan Planning Area. The Freehold Center Core Redevelopment Plan Area will maintain and revitalize Freehold Borough. The Freehold Center Core Redevelopment Plan Area will be designed to be residential, commercial, industrial and institutional in nature, and work to create a diverse, compact, and human-scaled community. Therefore, Freehold Borough and Freehold Center Core Redevelopment Plan Area are substantially consistent with the key concepts and policy objectives of the SDRP.



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### **SECTION 7.0 AMENDMENTS TO AND DURATION OF REDEVELOPMENT PLAN**

#### 7.01 AMENDMENTS TO REDEVELOPMENT PLAN

This plan may be amended from time to time in accordance with the procedures of the Local Redevelopment and Housing Law, except that amendments affecting a redevelopment parcel addressed in an agreement, duly executed by a redeveloper and the Borough of Freehold's redevelopment entity (Borough Council) shall be contingent on the written approval of such redeveloper.

#### 7.02 CERTIFICATES OF COMPLETION

Upon the inspection and verification by the Borough of Freehold's redevelopment entity that the redevelopment of a parcel subject to a redeveloper agreement has been completed, a Certificate of Completion and Compliance shall be issued to the redeveloper and such parcel shall be deemed no longer in need of rehabilitation.

This redevelopment plan shall remain effective until the entire area has been redeveloped and/or rehabilitated and deemed no longer in need of rehabilitation by the Mayor and Board of Alderman of the Borough of Freehold.

## **SECTION 8.0 REDEVELOPER SELECTION**

In order to assure that the vision of the Freehold Center Core Redevelopment Plan Area will be successfully implemented in an effective and timely way in order to achieve the public purpose goals of the Plan, the Borough of Freehold redevelopment entity (Borough Council) will select the redeveloper for any redevelopment/rehabilitation project that involves the use of Borough and/or County properties.

The selected redeveloper will be required to execute a redevelopment agreement with the Borough of Freehold redevelopment entity.

It is anticipated that the implementation of this Redevelopment Plan will include a competitive selection of one or more redeveloper(s) for one or more of the potential redevelopment projects involving Borough and/or County surface parking lots or other public lands. In order to achieve successful implementation of this Redevelopment Plan, the Borough of Freehold's redevelopment entity will have the ability to select the most appropriate redeveloper(s) for projects within the Freehold Center Core Redevelopment Plan Area based upon a competitive selection process.

The intent of this section of the Plan is to set forth the procedural standards to guide redeveloper selection. The redevelopment entity (Borough Council) may, at any time, entertain an unsolicited proposal from a prospective redeveloper for redevelopment of one or more redevelopment parcels. The Borough of Freehold may also proactively solicit potential redevelopers by utilizing appropriate methods of advertisement and written communication.

Since this Redevelopment Plan governs the lands of an Area in Need of Rehabilitation, the present owners of property within the Freehold Center Core Redevelopment Plan Area will have an opportunity to participate in the redevelopment program through the reinvestment, rehabilitation, and/or redevelopment of their properties in accordance with the land uses, building and design requirements of this Plan. The American Hotel (shown at right) is an excellent example of the possibility that private property owners can

**American Hotel Rendering, July 2007**



restore key properties in sync with the surrounding neighborhood and design standard. To that end, the present property owners of properties within the Freehold Center Core Redevelopment Plan Area are encouraged to present their own proposals for redevelopment in accordance with this Plan. Each owner shall have the opportunity to become their own redeveloper provided that all requirements have been abided by, and approvals of submitted applications have been granted.





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The selection of a redeveloper by the Borough of Freehold redevelopment entity for any redevelopment and/or rehabilitation project on lands comprising three (3) or more gross contiguous or noncontiguous acres that includes Borough and/or County surface parking lots or other public property shall be based on a competitive selection process. At the discretion of the Borough of Freehold's redevelopment entity, the selection of a redeveloper for a redevelopment and/or rehabilitation project on lands comprising less than three (3) gross contiguous or noncontiguous acres that includes Borough and/or County surface parking lots or other public property may be based on a competitive selection process.

Under a competitive selection process, an applicant for selection as a redeveloper must submit materials to the Borough of Freehold's redevelopment entity that specify their qualifications, financial resources, experience and design approach to the property in question. The competitive selection process is recommended to include the submission of some or all of the following materials (additional submission materials may be requested by the Borough of Freehold's Redevelopment Entity as deemed appropriate to the lands in question):

- Conceptual plans and elevations sufficient in scope to demonstrate that the design approach, architectural concepts, number and type of dwelling units, parking, traffic circulation, landscaping, recreation space and other elements are consistent with the objectives and standards of this Redevelopment Plan.
- Anticipated construction schedule, including estimated pre-construction time period to secure permits and approvals
- Documentation evidencing the financial responsibility and capability with respect to carrying out the proposed redevelopment and/or rehabilitation including but not limited to: type of company or partnership, disclosure of ownership interest, list of comparable projects successfully completed, list of references with name, address and phone information, list of any general or limited partners, and financial profile of the redeveloper entity.
- If land acquisition is contemplated or necessary, specific identification of land requiring acquisition. The estimated offering price and status of negotiation to purchase the lands in question should be provided.

## Appendix A – Governing Body Resolution – Area In Need of Rehabilitation

### **RESOLUTION DESIGNATING FREEHOLD BOROUGH DOWNTOWN AS AN AREA IN NEED OF REHABILITATION**

**WHEREAS**, the downtown of the Borough of Freehold has significant aging housing stock; and

**WHEREAS**, NJSA 40A:12A-14.a sets forth criteria that must be met in order for a delineated area to qualify as an “Area in Need of Rehabilitation;” and

**WHEREAS**, the Borough’s planning consultant, Schoor DePalma, Inc. has prepared a report of findings in a memo, dated January 11, 2007, indicating that more than half of the housing stock in the area generally bounded by Throckmorton Street, Mechanic Street, Hudson Street, Center Street, Sheriff Street, and Lafayette Place (“Freehold Borough Downtown”) is at least 50 years old; and

**WHEREAS**, the Mayor and Council have received a report commissioned and prepared by David Roberts, PP/AICP, CLA recommending consideration by the Mayor and Council of designating the Freehold Borough Downtown as an Area in Need of Rehabilitation; and

**WHEREAS**, NJSA 40A:12A-14.a sets forth criteria that must be met in order for a delineated area to qualify as an “Area in Need of Rehabilitation”; and

**WHEREAS**, criteria number 2 of said statute has been determined to have been satisfied by the above noted memo of the Borough Planner with respect to the age of the housing stock; and

**WHEREAS**, it is believed that a program of rehabilitation can be expected to prevent further deterioration and help promote the overall development of the Freehold Borough Downtown; and

**WHEREAS**, the Mayor and Council have referred this resolution prior to adoption to the Planning Board for review and comment as required by law;

**NOW, THEREFORE, BE IT RESOLVED**, by the Mayor and Council of the Borough of Freehold that the land within the Freehold Borough Downtown is hereby designated as an “Area in Need of Rehabilitation.”

**BE IT FURTHER RESOLVED** that the Mayor and Council of the Borough of Freehold shall investigate the need for the preparation of Redevelopment Plan in the Borough of Freehold Downtown.



## **Appendix B. Architectural Definitions**

Awning = An awning is a moveable roof-like structure consisting of a framing covered with cloth, canvas or vinyl or other material that projects from the wall of a building for the purpose of shielding a doorway or window from the outdoor elements which is installed so as to permit it to be raised into a relatively flat position against the building when not in use.

Awning Sign = A sign that is mounted, painted, or attached to an awning.

Awning, window = A specific type of awning that provides a permanent roof-like shelter over an upper-story window, either installed to be retractable or in a fixed-position.

Baluster = Any of a number of closely spaced supports for a railing.

Balustrade = A railing with supporting balusters.

Canopy = A canopy is a structure, in a fixed position, made of canvas, cloth, plastic, metal, wood or other architectural materials and provides a permanent street-level roof-like shelter over a public or quasi- public right-of-way.

Canopy Sign = A sign that is mounted, painted, or attached to a canopy.

Cornice = A continuous, molded projection that crowns a wall or other construction, or divides it horizontally for compositional purposes.

Cupola = A small roof tower, usually rising from the roof ridge.

Directory Sign = A ground or wall sign listing the tenants or occupants of a building or group of buildings and that may indicate their respective professions or business activities.

Dormer = A projection from a sloping roof that contains a window.

Flat Roof = A roof without a slope, or one with only a slight pitch so as to drain rainwater.

Frieze = A decorative band, as one along the top of an interior wall, immediately below the cornice or a sculptured one in a string course (a horizontal course of brick or stone flush with or projecting beyond the face of a building) on an outside wall.

Gabled Roof = A roof sloping downwards in two parts from a central ridge, so as to form a gable at each end (the triangular portion of wall enclosing the end of a pitched roof)

Gambrel Roof = A ridged roof divided on each side into a shallower slope above a steeper one.

Hip (or Hipped) Roof = A roof with sloping ends and sides meeting at an inclined projecting angle.

Lintel = A beam supporting the weight above a door or window opening.

Mansard Roof = A roof with a steeper lower part and a shallower upper part on each side.



## CENTER CORE REVITALIZATION PLAN

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Mew = An interior street fronted by stores or apartments.

Molding = Any of various long, narrow, ornamental surfaces with uniform cross sections and a profile shaped to produce modulations of light, shade, and shadow.

Mullions = A vertical member between the lights of a window.

Parapet = The extension of the main walls of a building above the roof level.

Pediment = A wide, low-pitched gable surmounting a colonnade or a major division of a façade.

Pilaster = A shallow rectangular feature projecting from a wall, having a capital and a base and architecturally treated as a column.

Pole barns = A structure or building using a system of construction employing a vertical structure of pressure-treated wood poles which are firmly embedded in the ground as a pier foundation.

Portable Sign = A sign that is not securely affixed to the ground or otherwise affixed in a permanent manner to a building or other structure.

Portico = A porch having a roof supported by columns, often leading to the entrance of a building.

Projecting Sign = A sign that is wholly or partly dependent upon a building for support and that projects more than eight (8) inches from such building or a sign that is in a plane other than parallel to the face of the wall.

Sash = The fixed or removable framework of a window or door in which panes of glass are set.

Shed Roof = A roof with a single slope.

Sidewalk Sign = A temporary, moveable, non-illuminated sign located within the public right-of-way that is not permanently affixed to a wall, structure or to the ground.

Wall Sign = A sign attached to, painted on, or erected flat against the wall of a building, structure, or canopy with the exposed face of the sign in a plane parallel to the face of the wall that projects not more than eight (8) inches from the building wall or parts thereof.