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MONMOUTH COUNTY PLANNING BOARD
STV INCORPORATED

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Executive Summary

Planning Context

The City of Asbury Park is currently in the midst of revitalization. Collectively, these revitalization efforts and the synergy they generate, have the opportunity to bring Asbury Park back to the vibrant community it once was, housing a growing population while at the same time, encouraging visitors to partake of Asbury Park's attractions.

The Asbury Park Transportation Improvement Study is designed to build upon and complement the current revitalization efforts by developing an enhancement plan for the Transportation Center and key gateway connecting corridors linking existing and future west and east side residents to the transit center, retail district and the waterfront. The goal of this study effort is to provide the connections necessary to accommodate future growth within the city.

As part of this study, specific improvements are proposed to make the James J. Howard Transportation Center, the city's multi-modal rail, bus and taxi hub, a more useable and inviting place. The intent is to enhance the quality of life for residents and visitors by anticipating the transportation needs of new development, and to effectively address these needs through proactive improvement and enhancement strategies.

Study Area

The study area encompasses the Transportation Center, which is located west of Main Street in the southern portion of Asbury Park, and includes an approximate 1/4 – mile buffer around the center. In addition, the study area includes three corridors (Main Street, Cookman Avenue and Springwood Avenue) that provide critical connections to existing or proposed activity centers and neighborhoods such as the Asbury Park waterfront and Central Business District (CBD).

Public Outreach

Early and active public outreach was a key component of the study. In June 2004, the Monmouth County Planning Board and the City of Asbury Park held a land use visioning workshop with the Community Stakeholder Group. The purpose of this workshop was to help guide future development, to allow the community to participate in the redevelopment process, and to provide input into the transportation analyses and assist in identifying potential improvements.

As part of the public outreach process two separate surveys of Transportation Center users and businesses owners were conducted to gain an understanding of each group's needs and concerns. In addition, the surveys allowed respondents to provide input on proposed improvements at the Transportation Center and along the study corridors. The public played an important role in developing and identifying the recommended improvements resulting from this study. The visioning workshop and survey results are described in detail in Section II Existing Conditions.

Identification of Needs at the Transportation Center & along Study Corridors

Four broad categories of needs within the study area have been identified. These four categories are: Underutilization of the Transportation Center, Unmet transportation demand and service gaps, Pedestrian and bicycle facility needs, and Traffic circulation and parking issues. These needs are discussed in detail in Section III Issues and Recommended Improvements.

Underutilization of the Transportation Center

The Transportation Center is the key to the proposals discussed in this study because it is

the hub where the three study corridors come together. The Transportation Center has a tremendous amount of untapped potential both within the building itself and in the area surrounding it.

There are a number of issues that contribute to the underutilization of the Transportation Center, including its physical condition, its relation to the surrounding neighborhood, a lack of adequate passenger information and a concern over personal safety. These factors combine to create a general sense of unease for some customers and discourage potential users who might otherwise use this facility and its services.

Unmet Transportation Demand and Service Gaps

Presently, there is limited bus circulation within Asbury Park. Although NJ TRANSIT operates five fixed-route bus lines which serve the Transportation Center, these are primarily longer haul routes linking other communities to Asbury Park. The intervals between buses operating along the study corridors are long and limit the attractiveness and convenience of buses as a means of local travel within Asbury Park.

As redevelopment plans in Asbury Park are implemented and new residential, retail and entertainment uses are created, new travel markets will emerge and induce demand for public transportation services during evenings, weekends and the summer.

Both the emerging, redeveloped areas of Asbury Park and the established residential areas of Asbury Park need to be better connected to the Transportation Center and to study area destinations. Currently, this need is not well served by the existing long haul/regional bus routes that enter Asbury Park.

Pedestrian/Bicycle Facility Needs

The assessment of pedestrian and bicycle facilities at the Transportation Center and along the three study corridors identified a number of issues requiring mitigation in order to promote increased bicycle and pedestrian usage and improved streetscape design. These issues include:

- A lack of external pedestrian-oriented way-finding signage at the Transportation Center

and along the study corridors.

- Pedestrian access from neighborhoods to the west of the Transportation Center is limited. Memorial Drive and the railroad tracks act as both physical and psychological barriers.
- Few pedestrian crossing signals and delineated crosswalks as well as a lack of amenities such as benches, enhanced lighting, maps, signage, bike racks and dedicated bicycle lanes.

Traffic Circulation Issues

A traffic study was conducted to obtain a preliminary sense of the level of traffic improvements needed to accommodate growth along key development corridors in Asbury Park. Eight intersections were examined in terms of levels of service during the weekday AM and PM peak hours, seven of which serve as portals from external points to the north, west, and south.

Current roadway and traffic conditions and future conditions with and without significant growth and development were analyzed. Improvement measures needed to mitigate potential impacts were developed.

Recommended Transportation Improvements & Strategies at the Transportation Center & along Study Corridors

To address the needs identified in this study, specific improvements at the Transportation Center and along the three study corridors were developed. These were divided into five broad categories: 1. Improvements to the Transportation Center, 2. Enhancement to Public Transit Services, 3. Implementation of Pedestrian/Bicycle Amenities and Improvements, 4. Safety and Streetscape Improvements, and 5. Roadway Improvements. The following sections provide a summary of proposed improvements by category. These improvements are discussed in detail in Section III Issues and Recommended Improvements.

Improvements to the Transportation Center

As the hub of the project study area, the Transportation Center must be improved as a catalyst for change along the three corridors. Some proposed strategies for the Transportation Center include:

- Repairing the station building roof and ceiling tiles.
- Creating new pedestrian connections such as to the Municipal Building.
- Providing a police kiosk during the hours the station building is open.
- Installing wayfinding signage within the Transportation Center and along the study corridors.

These improvements will help the Transportation Center reach its full potential and are critical elements to making the redevelopment efforts of the city successful.

Enhancement to Public Transit Services

As part of the needs assessment the lack of internal bus circulation service within Asbury Park was identified as an issue. To meet demand from current and future residents and visitor trips generated by proposed redevelopments, a new circulator service is proposed.

In its initial stages, the circulator service may use historically themed rubber tired trolleys which may be implemented quickly. In the long-term, if ridership demand is adequate, historic or modern streetcars operating on steel wheels may be used to provide circulator service.

Implementation of Pedestrian/ Bicycle Amenities and Improvements

To mitigate the lack of external wayfinding at the Transportation Center and along the study corridors implementation of a comprehensive wayfinding signage system is recommended. This signage system would consist of pedestrian-oriented directional, informational and identity signage.

To improve pedestrian access from the west, it is recommended that a new crosswalk at the intersection of Cookman Avenue and Memorial Avenue be constructed. This crosswalk may include distinctive elements such as embedded lights in the pavement and a speed table¹ to calm traffic. A longer-term improvement proposes a new Memorial Drive plaza and a pedestrian overpass to allow an easier and safer crossing of the railroad tracks.

Safety and Streetscape Improvements

The key to strengthening the study corridors is to improve safety and movement at both a vehicular and pedestrian scale. Streetscape proposals for the study corridors generally include:

- Changing the paving material on crosswalks to alert drivers to a pedestrian presence on the street.
- Installing street furniture including directional signage, seating elements, trash bins and bicycle stands to promote increased pedestrian movement.
- Installing bus shelters and schedule information at frequent intervals. Increasing the number of street trees to provide shade, reduce wind speeds, and enhance views.
- Installing lighting elements that provide adequate illumination for vehicles and pedestrians.

Some of the proposed strategies are tailored to strengthen the unique character of each of the study corridors. These vary in scale from new seating and tree planting to larger interventions such as new mixed-use developments and neighborhood green spaces. Others such as new bus shelters and signage could be applied throughout the study area to provide a consistency among the study corridors and unify the study area. This will be reinforced by the new circulator service, as well.

Roadway Improvements

Under existing conditions, the eight study locations function at acceptable levels-of-service, although a number of individual movements experience problems during one or both peak travel hour(s).

A future “No Build” analysis, assuming only background traffic volume growth within the area, identified modest increases in traffic volumes along streets included in the traffic study area. The level-of-service for the eastbound approach of Springwood Avenue to Lake Avenue is projected to deteriorate in the future during the AM and PM peak hours. All other approaches and overall operations conditions would experience slight increases in approach delays.

A “future development” scenario was analyzed focusing on the Cookman and Springwood Avenue corridors since there are either vacant areas or areas in which development has actually commenced. After overlaying the development-generated traffic onto the street network, traffic conditions at several key intersections would be at or over capacity levels without introducing roadway or operational improvements.

For the “future development” scenario, Transportation System Mitigation would be needed to accommodate even a modest level of new development. Such improvements appear to be readily implementable. These include traffic signal system changes (retimings, new phases, etc), “daylighting” (clearing the curb lane for about 100 feet back from the intersection, possibly affecting a loss of three or four parking spaces), allowing right turns to be pulled out of the main stream of traffic, and travel lane striping changes to introduce exclusive turn lanes.

Phasing

Based on the previous recommendations, the project team developed and reviewed a series of enhancement and improvement strategies with

community stakeholders and the public, and created a phased implementation approach to allow for the realities of project funding and administration.

The strategies proposed for the Transportation Center and the three study corridors are divided into near-term, mid-term and long-term proposals.

Near-term proposals are those which can be implemented quickly, generally within two years, and with relatively little cost and center on maintenance of the Transportation Center or installing directional signage along the study corridors.

Mid-term proposals require more time for planning and could also require financing packages. The timeframe associated with these strategies is two to five years and may include improvements such as building bulbouts on Main Street.

Long-term proposals require more than five years for implementation either because of the amount of planning required, the need to establish funding streams, the time involved in obtaining necessary permits or having to wait a certain amount of time for enough demand to build up. An example of a long-term proposal would include instituting a steel-wheeled streetcar to replace the rubber-tired circulator.

The phasing for recommended improvements is discussed in detail in Section III Issues and Recommended Improvements

¹ A speed table is a long raised speed hump with a flat section in the middle and ramps on the ends; sometimes constructed with brick or other textured materials on the flat section.

I. Introduction

A Tale of Two Transportation Centers

The James J. Howard Transportation Center (Transportation Center) is located in the heart of the City of Asbury Park. It is bounded to the north by the City's business district, once a vibrant retail hub, and to the east by the famous boardwalk entertainment district, which all experienced a marked decline from their heyday in the 1960s. Over time, the boardwalk deteriorated to the point where sections were cordoned-off from the public. To the west, the Transportation Center is bounded by a neighborhood where significant disinvestment has occurred especially along the Springwood Avenue retail corridor.

Straddling these two areas is the Transportation Center. Despite its prominent location, the Transportation Center is not being utilized to its fullest potential. Currently the Transportation Center is not an inviting place. The station building is only open for a limited time during weekdays. When the building is closed, its doors are locked, while customers wait at bus shelters and train platforms with inadequate weather protection. Furthermore, there is a sense of isolation at the Transportation Center. At the bus waiting area a row of high hedges blocks views to Main Street and there are no directional signs within the building or the surrounding area to guide customers to the building, the bus waiting area, or the taxi stand. In addition, the physical condition of the station building deters further usage. The ceiling inside of the station building is in need of repair. Despite the presence of city administration and police headquarters in adjacent buildings, the perception of personal safety remains a concern of current users and a deterrent for potential users.

However, in the not too distant future, the Transportation Center will be located in the heart of some of the most vibrant and revitalized

areas of the city. To the east, hundreds of new homes will be constructed. The streets will be filled with visitors and residents, enjoying the sun at a sidewalk café, browsing the eclectic shops, or heading for the restaurants and entertainment venues. A cyber district will attract many new businesses that use the latest technology. The restored boardwalk will be bustling with activity from bicyclists and pedestrians. To the west, new mixed use developments consisting of buildings with ground floor retail and housing on the upper floors—perhaps even a new community park or even hundreds of new homes—serve the local community as visitors admire the pedestrian-friendly streetscape that draws them to the area.

Connecting these emerging areas together is the Transportation Center. The train platforms are crowded with day-trippers and commuters, traveling to Newark, New York or just down the coast. The Transportation Center's doors are open, its interior inviting and customer-friendly. Food vendors, a café and perhaps even new stores occupy the large interior, where people sit on the benches, reading or talking, awaiting their transit connection. The bus waiting areas are very busy as distinctive shuttle buses pull past the many local and regional buses to take commuters across town to their homes and visitors to the boardwalk, business district and lively city venues. The city administration and police headquarters building are in close proximity and people have a feeling that they are safe as they arrive in town.

Both these visions are of the James J. Howard Transportation Center, a transportation hub connecting the beautiful sandy beaches of the New Jersey Shore to the business and cultural centers of Newark and New York City by rail, and bus routes serving local and regional destinations. The Asbury Park Transportation Improvement Study will study these contrasts, develop a vision, and forge a plan that will make this future vision possible.

Planning Context

The City of Asbury Park is currently in the midst of revitalization. This revitalization will result in the development of new residential and commercial developments at locations that are now currently vacant properties. Collectively, these developments and the synergy they generate, have the opportunity to transform Asbury Park into a vibrant community, housing a growing population while at the same time, encouraging visitors to partake of Asbury Park's attractions.

The Asbury Park Transportation Improvement Study builds upon and complements the current revitalization efforts by developing an enhancement plan for the Transportation Center and three key connecting corridors. The goal of this study effort is to best accommodate future growth through improved access and mobility through streetscape improvements and the provision of public transit which connects important activity nodes, one being the Transportation Center.

As part of this study, specific improvements are proposed to make the Transportation Center a more useable and inviting place. In addition, specific improvements and strategies that can improve access and mobility, and support current economic and redevelopment efforts were developed for the 3 corridors. The intent is to enhance the quality of life for residents and visitors by proactively anticipating the transportation needs and potential consequences of new developments.

Background

Until the late 1960s, Asbury Park was a vibrant seaside community characterized by a bustling waterfront, active local economy, and strong sense of place. Those that visited family-friendly Asbury Park in their childhood recall famous places such as the Palace Amusements gaming hall with its grinning "Tillie" mural on the outside wall, the Asbury Park Convention Center, the games of chance and food vendors on the mile-long boardwalk and the surf and sand of a warm summer day.

During the late 1960s and 1970s, however, a domino-effect of social unrest, economic chal-

lenges and demographic changes began to unravel the strong community fabric of the city. Entire neighborhoods, such as that west of the railroad tracks along Springwood Avenue, once comprised of solid residential housing stock and small businesses, were damaged during riots or experienced disinvestment and deterioration. Families that could afford to, moved out of the city to the emerging suburbs; shopping at newly developed suburban malls instead of merchants of the Asbury Park Central Business District (CBD). Increasingly, drugs and crime filled the void and sealed the fate of the fading tourist economy. Several misplaced urban housing initiatives and urban renewal projects further weakened remaining stable communities. By the early 1980s, the once vibrant waterfront had all but disappeared, the local economy had declined, and the strong sense of place and pride that once existed in the community had faded.

Although the City recognized the severity of these problems by the early 1980s, its actions to address these problems were not successful. The first waterfront redevelopment agreement was approved by City officials with a single developer in the mid-1980s, however, the scale of the problem, coupled with restrictive legal covenants and tenuous project financing led to protracted legal wrangling that deadlocked these efforts for more than a decade. During this period, the steady depletion of commercial ratables continued unabated, while residents facing lost incomes through growing unemployment could not sustain the residential tax base.

Facing the prospect of an inability to meet the city payroll in 2001, newly elected reform members of the city council worked quickly and decisively to revoke the stranglehold of the former redevelopment agreement. At the same time, investigative and prosecutory activities by federal and state authorities began a sustained campaign to identify and excise entrenched corruption within the city system and crime in the community. The result of these efforts and a strong housing market led to renewed interest in wide-scale redevelopment within the city by private investors capable of initiating a larger, more comprehensive and better financed redevelopment plan. To assist in these efforts, a world renowned architect versed in the tenets of New Urbanism was retained to spearhead the vision-

ing process and gain the participation and support of community groups and organizations.

Spurred on by the larger redevelopment initiatives, relatively modest land prices and opportunities for a less school-dependent demographic, spot redevelopment has emerged throughout the city primarily in the form of residential rehabilitation in the northern areas and near the waterfront, both of which are within close proximity of the Transportation Center. The CBD, which borders the Transportation Center, has also begun to see redevelopment with multiple new restaurants, stores, and businesses opening in recent years catering to both residents and non-residents.

For its part, the City of Asbury Park, Monmouth County and state agencies have worked together to develop several initiatives to help revitalize the city and restore the vibrancy that once existed:

- The City has been awarded a grant from the Robert Wood Johnson Foundation to conduct a walkability audit of an area in the southwest portion of the City, which will focus on empowering local residents through their participation.
- The City has been awarded a Smart Growth Planning Grant by the State of New Jersey, which will ultimately result in a Municipal Strategic Revitalization Plan to help guide future redevelopment efforts throughout the City.
- The city council has considered and/or approved a Downtown Redevelopment Plan and Waterfront Redevelopment Plan.
- The City has been awarded a Cyber District Grant, which will focus on promoting the downtown area as a place for high tech companies and businesses/users.

Thanks to these efforts and activities, along with others, Asbury Park has and continues to undergo noticeable redevelopment.

Challenges Ahead

While the City is experiencing the beginnings of a renaissance in its residential and commercial core, the prospect of meeting renewed demand for transportation access and services,

long diminished from years of decline, has taken on new importance. Wide streets and outdated traffic signals at intersections long devoid of automobiles will likely see new demand for parking and efficient traffic management. The needs of pedestrians and bicyclists within this mile-square city will require more than afterthought as to how to integrate their paths into the transportation framework. Most importantly, the Transportation Center, constructed in the 1970's and deteriorating from years of neglect, will become an important nexus for travel - commuters, tourists and visitors - that will each day enter a renewed Asbury Park by modern train and local buses already in service.

Several looming yet unanswered questions remain:

- How will the redevelopment areas both east and west of the station be connected to this facility through the neighboring streets and corridors?
- Can suitable land use, aesthetic streetscaping and / or community purposes be identified for these corridors that define a clear and unmistakable pathway between the residential, commercial and transportation cores?
- What improvements to facility design, uses, traffic flow and parking can be identified to improve the quality and integrity of the transportation center facility?
- What new or enhanced public transportation services should be implemented to improve accessibility between the transportation center, the City of Asbury Park and job opportunities within or nearby the study area?

The missing element of the Asbury Park revitalization renaissance is a comprehensive transportation study that supports the aforementioned redevelopment efforts and utilizes transportation improvement strategies to stimulate further redevelopment. The *Asbury Park Transportation Improvement Study* would help fill this gap by enhancing existing transportation facilities and services, particularly the Transportation Center, and developing improved gateway corridors accessing the nearby communities, services, businesses, and attractions that will grow in the new Asbury Park.

Study Area

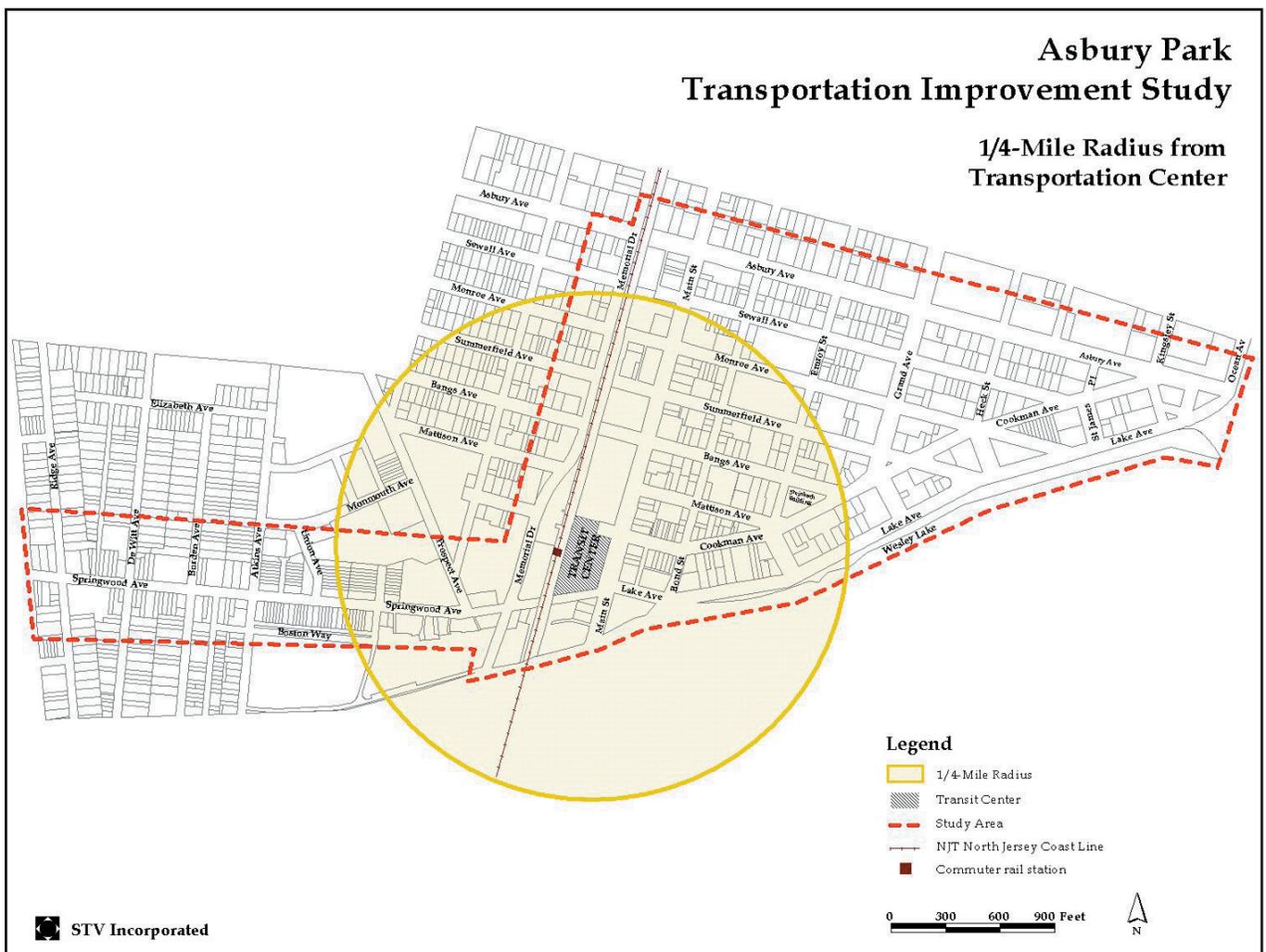
The study area encompasses the Transportation Center, which is located west of Main Street in the southern portion of Asbury Park, and includes an approximate 1/4-mile buffer around the center, illustrated in Figure I-1. In addition, the study area includes three corridors (Main Street, Cookman Avenue and Springwood Avenue) that provide critical connections to existing or proposed activity centers and neighborhoods such as the Asbury Park waterfront, the Central Business District (CBD) and the Transportation Center. These corridors were identified in cooperation with municipal representatives and community stakeholders through outreach efforts and field observations. The corridor selection process is discussed in detail in Section II of this report.

Project Goals

The goals of the *Asbury Park Transportation Improvement Study* involve building on and strengthening the current revitalization renaissance occurring in Asbury Park by developing an enhancement plan for the Transportation Center and key connecting corridors through:

- Restoring the Transportation Center to a position of prominence within the community to serve as the crossroads of a revitalized City of Asbury Park.
- Identifying the critical physical, aesthetic and operational issues at the Transportation Center and proposing improvements to address its needs.
- Improving connections between the Transportation Center and redeveloping areas in the downtown, on the west side and on the waterfront.

Figure I-1: Study Area



- Main Street
- Cookman Avenue
- Springwood Avenue
- Reducing future traffic demand and congestion before it becomes a problem.
- Creating new multi-modal transportation options for residents and visitors by encouraging alternatives to automobile use such as circulator routes, bicycling and walking.

A list of specific improvements and strategies to help meet these goals will emerge from this study, establishing improvement priorities and providing agencies and partners with definable projects that could be advanced for implementation by the county and/or interested municipalities, the transportation community, and redevelopment/economic development organizations.

Project Objectives

The study has several key objectives to achieve these goals. They are:

- Work with municipal representatives, community stakeholders, and relevant state and local agencies to identify the vision for the Transportation Center and surrounding area and strategize on the types of transportation improvements that can be implemented to help work towards this collective vision.
- Inventory recent and current studies and revitalization efforts taking place near the Transportation Center and surrounding communities, including transportation initiatives and redevelopment activities, and develop transportation improvement strategies that complement and build on these efforts.
- Assess existing transportation facilities and services, current traffic circulation patterns, existing zoning and land uses, and/or development activity in the study area, focusing on the study area.
- Identify existing and future transportation needs, especially those projected to be created through the proposed redevelopment of the Asbury Park waterfront and surrounding areas.
- Develop transportation, streetscape, and safety improvements to encourage the use of public transportation services, walking, and bicycling as a means of accessing the Transportation Center reducing the need for additional parking capacity and local roadway congestion.
- Utilize transportation enhancements to help stimulate economic and redevelopment activity around the Transportation Center and in surrounding communities.

II. Existing Conditions

The Monmouth County Planning Board conducted data collection and analysis in four areas to support analysis conducted by the study:

- Socio- Economic Trends
- Environmental Sensitivities and Concerns
- Review of Planning Studies and Redevelopment Initiatives
- Zoning and Development Trends
- Community Visioning

The results of these analyses are presented in the following sections.

Socio-Economic Trends

Population

The Monmouth County Planning Board conducted a review of historic census population data for the City of Asbury Park and its neighboring municipalities for the period 1950-2000.

In addition, the County has identified projected future population levels in 2025 for these communities. Tables II-1 and II-2 provide a summary of this information.

Although Monmouth County has in recent years been one of the fastest-growing counties in all of New Jersey, a review of population trends in the well-developed eastern sections of the County tell a different story. The City of Asbury Park experienced rapid growth after 1900 and particularly following World War II. As can be seen in Table II-1 Asbury Park showed significant growth until the 1960s, when social unrest, coupled with suburbanization led to a loss in population. Although the years following 1970 have shown modest increases and declines in population, the overall net trend following 1970 suggests that Asbury Park had reached the limits to its new growth potential given the available land area, economic and social conditions for development.

Table II-1: Asbury Park and Vicinity – Historic and projected population 1950-2025

Municipality	1950	1960	1970	1980	1990	2000	2025*
Allenhurst	758	795	1,012	912	759	718	733
Asbury Park	17,094	17,366	16,533	17,015	16,799	16,930	20,500
Interlaken	833	1,168	1,182	1,037	910	900	908
Loch Arbour	*	297	395	369	380	280	280
Neptune	13,613	21,487	27,863	28,366	28,148	27,690	33,215
Ocean	6,734	11,622	18,643	23,570	25,058	26,959	29,216
Monmouth County			461,849	503,173	553,124	615,301	703,784

Table II-2: Asbury Park and Vicinity Change in Historic and Projected Population

Municipality	1980	1990	Difference	%	2000	Difference	%	2025*	Difference	%
Allenhurst	912	759	-153	-16.7%	718	-41	-5.4%	733	15	2.0%
Asbury Park	17,015	16,799	-216	-1.3%	16,930	131	0.8%	20,500	3,570	17.4%
Interlaken	1,037	910	-127	-12.2%	900	-10	-1.1%	908	8	0.8%
Loch Arbour	369	380	11	3.0%	280	-100	-26.3%	280	0	0.0%
Neptune	28,366	28,148	-218	-0.8%	27,690	-458	-1.6%	33,215	5,525	16.6%
Ocean	23,570	25,058	1,488	6.3%	26,959	1,901	7.6%	29,216	2,257	7.7%
Monmouth County	503,173	553,124	49,951	9.0%	615,301	62,177	10.1%	703,784	88,483	12.6%

* Source: Monmouth County New Jersey Cross Acceptance 2004. Monmouth County Planning Board. January 2005, p. 30.

Table II-3: Asbury Park and Vicinity - Employment Estimates and Projections by Place of Employment

Municipality	1995 Cross Acceptance Estimate	2000 Estimate Based on 1995 Cross Acceptance	2000 - 2025 Change in Employment	2025 Estimate Based on 1995 Cross Acceptance	Percent Change 2000 - 2025
Allenhurst	433	433	0	433	0.0%
Asbury Park	3,764	3,914	750	4,664	19.2%
Interlaken	31	31	0	31	0.0%
Loch Arbour	29	29	1	30	3.5%
Neptune	10,873	12,037	5,823	17,860	48.4%
Ocean	8,449	8,758	1,543	10,301	17.6%
Monmouth County	196,885	213,162	83,617	296,779	39.2%

Source: *Monmouth County New Jersey Cross Acceptance 2004*. Monmouth County Planning Board. January 2005, p. 30.

Interestingly, although the absolute numbers in population change are greater when compared against neighboring towns, the percentage change in population experienced by Asbury Park has been lower than that of other more affluent communities. In towns such as Allenhurst, Interlaken and Loch Arbour, this may be explained by the nature of those communities, where suburban families were raised early and the population has since aged as younger family members have left the area. In Ocean and Neptune Townships, where suburbanization occurred later and sufficient land exists to expand available housing, population growth has continued in recent years. Also, improved roadway access to Ocean and Neptune Townships, following the opening of the Garden State Parkway was instrumental in later development.

Under projected future conditions, the population within Asbury Park is likely to grow substantially as redevelopment initiatives are completed. This is illustrated in Table II-2, where it is projected by 2025 the population in Asbury Park will grow by more than 17%; a rate greater than the fastest-growing of its suburban neighbors and the countywide figure.

Employment within Asbury Park is also projected to modestly increase by 2025. Based upon information contained in the Monmouth County Cross Acceptance 2004 Report, Asbury Park is projected to see an over 19% increase in employment by the year 2025, compared to a countywide average of slightly over 39%. Table II-3 illustrates projected employment information for Asbury Park and neighboring communities.

Census Block Analysis

In the 2000 U.S. Census, Asbury Park is comprised of five census tracts: 807003, 807004, 807100, 807200 and 807300. Blocks 807200 and 807300 each have three census blocks, tracts 807100 and 807004 have 4 census blocks while tract 807003 has five census blocks. (See Figure II-1.)

Census tracts 807004 and 807003 incorporate most areas east of the railroad tracks, which divide the City into two parts from north to south. Census tract 807004 is bounded by Deal Lake to the north, Sunset Avenue to the south, the Atlantic Ocean to the east and Main Street to the west. Census tract 807003 is bounded by Sunset Avenue to the North, Lake Wesley to the south, the Atlantic Ocean to the east and Main Street to the west. Both of these tracts include a majority of the proposed redevelopment areas in Asbury Park as well as the business district along the east side of Main Street and Cookman and Lake Avenues.

Census tracts 807100, 807200 and 807300 comprise the areas east of the railroad tracks. Census tract 807100 is bounded by Deal Lake to the north, Asbury Avenue to the south, Main Street to the east and the municipal boundary to the west. Census tract 807200 is bounded by Asbury Avenue to the north, the municipal boundary to the south, Main Street to the east, and Atkins/Summerfield/Comstock Avenues to the west. Census tract 807300 is bounded by Asbury Avenue to the North, the municipal boundary to the south, Atkins/Summerfield/Comstock Avenues to the east and the municipal border to the west. Although the majority

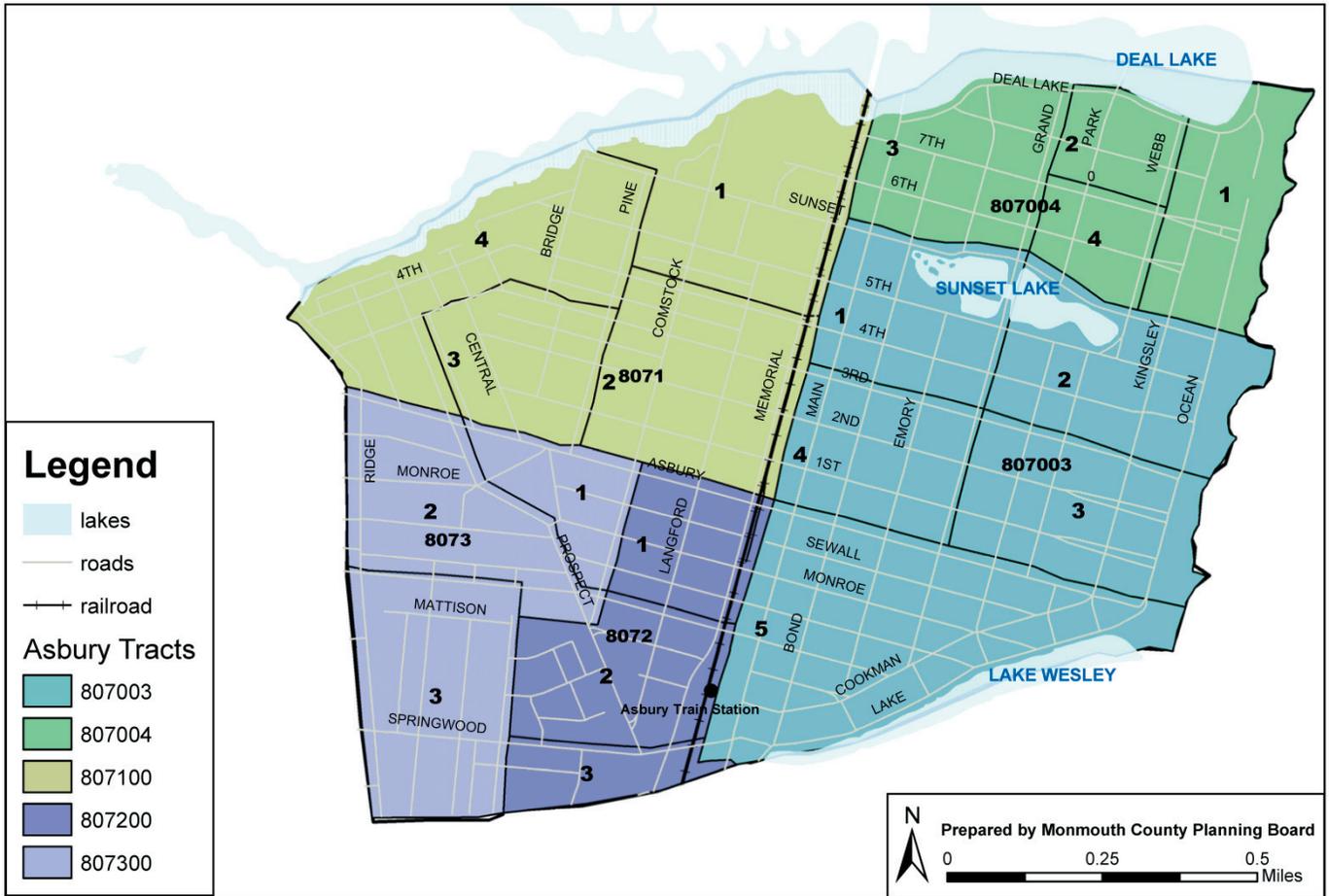


Figure II-1: Asbury Park Census Tracts and Blocks

of these census tracts comprise residential areas, portions of Springwood Avenue in census tracts 807200 and 807300 were part of the Central Business District before being extensively damaged following social unrest in 1970.

A comparison of census tracts is illustrated in Table II-4 and includes demographic variables such as:

- Population
- Employment
- Median Income
- Housing Units
- Vehicle ownership

While an economic distinction has often been made between areas west and east of Main Street, Census data suggests that a north-south line appears to more closely stratify the economic disparity in the Asbury Park community. In this regard, census tracts, 807004 and 807100 have the highest employment rates, me-

dian incomes, availability of personal vehicles and percentage of occupied housing units in the City in Asbury Park. These areas have long been considered to be strong working-class districts with a more stabilized housing stock.

In comparison, Census Tracts 807003, 807200, and 807300 include areas with lower median incomes, employment rates, availability of personal vehicles and percentage of occupied housing units. It is predominantly within the southern census tracts within the city that redevelopment activity has been proposed.

Census tract 807003 contains a majority of the Main Street Central Business District and famous boardwalk destinations, many of which experienced rapid economic deterioration as the City's fortunes declined. Is this area that is now the proposed location for a majority of the planned high-end residential and commercial redevelopment activities.

Census Tracts 807200 and 807300 experienced the largest direct loss and deterioration

Census Tract	Population	Age 16> in Labor Force	Age 16> Employed	% in Labor Force Employed	1999 Median Household Income	Total Housing Units	Occupied Housing Units	%	Households with No Vehicle	% with No Vehicle
807100	3,374	1,424	1,307	92%	\$28,568	1,361	1,272	94%	445	35%
807003	5,430	2,177	1,889	87%	\$21,845	2,447	2,087	85%	831	40%
North of Asbury/ Main/Sunset	8,804	3,601	3,196	88.8%		3,808	3,359	88.2%	1,276	38.0%
807004	3,458	1,773	1,598	90%	\$26,299	2,104	1,899	90%	580	31%
807200	1,832	616	535	87%	\$14,883	702	613	87%	243	41%
807300	2,836	1,104	943	85%	\$21,354	1,130	883	78%	350	39%
South of Asbury/ Main/Sunset	8,126	3,493	3,076	88.1%		3,936	3,395	86.3%	1,173	34.6%
TOTAL	16,930	7,094	6,272	88%	\$23,081	7,744	6,754	87%	2,449	36%

Table II-4: Asbury Park Demographics by Census Tract

of housing and businesses following the social unrest of the 1960s and 1970s. Much of these areas are characterized by deteriorated housing stock, empty lots, and clustered public housing developments which have emerged over the past three decades. The tract contains the former Westside Central Business District along Springwood Avenue, now largely devoid of habitable structures. It is this area that has been the proposed location for the development of a substantial number of new affordable housing units within Asbury Park and possible area to create parks and community centers, although recent community input has suggested that a return to storefront businesses with second floor residential space may be more appropriate in terms of affordable housing, new employment and overall area revitalization.

When compared against Monmouth County demographic statistics, Asbury Park is a study in contrasts. Whereas the 2000 U.S. Census indicates a county-wide average unemployment rate of 5%, Asbury Park has an unemployment rate averaging approximately 12%. Median income in Asbury Park is approximately one third of that county-wide. A housing vacancy rate of 7% is experienced county-wide, while over 13% in Asbury Park. Finally and most dramatically, while only 8% of households county-wide lacked access to a personal vehicle, this figure

increased to 36% for Asbury Park households.

Clearly, demographic statistics for Asbury Park, paint a picture of a community facing substantial unemployment, deteriorated housing stock and physical infrastructure, and challenging social issues and needs. While significant disparities between comparable indicators for Asbury Park and the county are readily in evidence; a disparity between selected geographic areas in terms of economic well-being can be identified even within the borders of Asbury Park. Table II-4 provides statistics at the census tract level and Table II-5 provides a comparison between Asbury Park and countywide summary statistics.

Employment

The patterns of employment within the City of Asbury Park have mirrored many of the trends experienced in the residential sector.

In 1950, much of Asbury Park's employment was centered on seasonal tourism and the vacation trade businesses. Hotels, restaurants, boardwalk stores, vendors and recreational and entertainment jobs comprised a majority of the city's economy. Furthermore, Asbury Park was a major retail center for Monmouth County, serving populations that were largely concentrated in the eastern half of the county.

Table II-5: Asbury Park vs. Monmouth County – Comparative Statistics

Census Tract	Percent in Labor Force Employed	1999 Median Household Income	Percent of Housing Units Occupied	Percent with No Vehicle
Asbury Park	88%	\$23,081	87%	36%
Monmouth County	95%	\$64,271	93%	8%

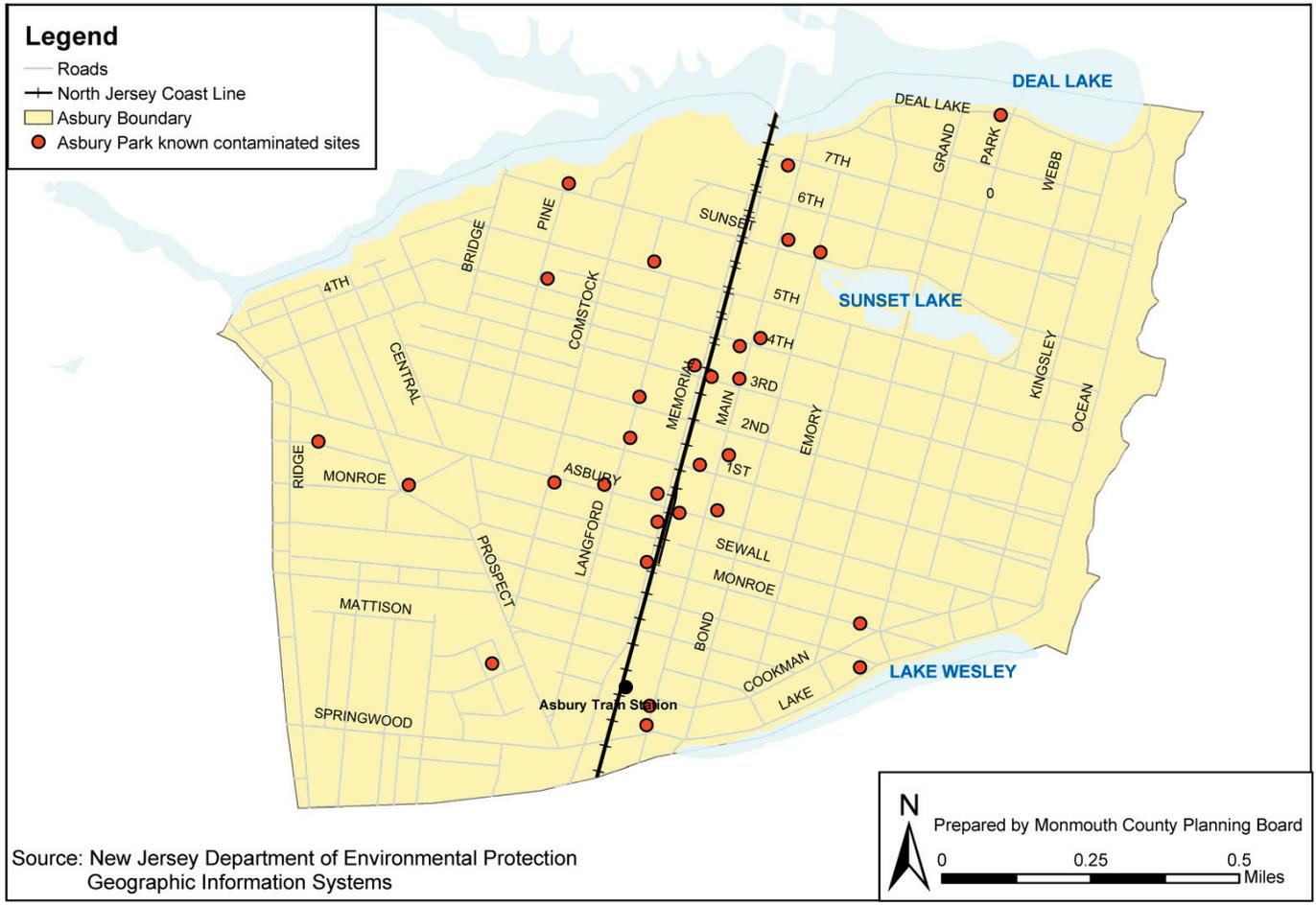


Figure II-2: Known Contaminated Sites Map

Employment outside of Asbury Park was largely concentrated in the town centers such as Long Branch and Red Bank, or was related to the still flourishing Bayshore fishing industry, military research and installations (Naval Weapons Station Earle, Fort Monmouth, Fort Evans), and agriculture. Commutation to New York City, mostly by rail, was relatively modest.

Monmouth County’s population experienced significant growth during the 1960s with the opening of the Garden State Parkway and the development of suburban bedroom communities for New York and Northern New Jersey. As this growth occurred, retail and services began to follow, and employment increasingly began to shift to emerging areas in the county. Although Asbury Park remained a shopping destination, newer suburban shopping centers and retail strip development along state highway corridors including NJ Route 35 began to attract the majority of the market.

By 1970, the decline in Asbury Park’s employment sector was compounded by social unrest,

the loss of the Springwood Avenue business corridor, and declines in the tourism and vacation trades. Without a significant economic base, the last of the city’s major retail stores closed during the 1980’s, shrinking the business district back from the famous boardwalk and Cookman Avenue, leaving primarily small family-owned businesses along Main Street as the surviving business and employment sector.

Environmental & Historic Review

In order to identify potential environmental issues affecting the City of Asbury Park, Monmouth County evaluated several criteria that could impact development and redevelopment initiatives in the study area. These include the following categories:

- Known Contaminated Sites
- Floodplain Areas Delineation
- Freshwater Wetlands Areas Delineation

- Proposed Recreational Areas Delineation
- Storm Water Management Requirements
- Noise
- Air Quality
- Coastal Areas Facilities Review Act (CAFRA)
- Historic Sites

Known Contaminated Sites

Monmouth County Planning Board staff reviewed the New Jersey Department of Environmental Protection list of known contaminated

sites in Asbury Park that could affect the study area. Figure II-2 displays the location of these sites and Table II-6 provides detailed information on these sites. There are a limited number of known contaminated sites within the study area, and only two sites are in close proximity to the Transportation Center. These sites are identified as Asbury Park Department of Public Works located at 818 Lake Avenue and Asbury Park–New York Transit Garage located at 147 Main Street.

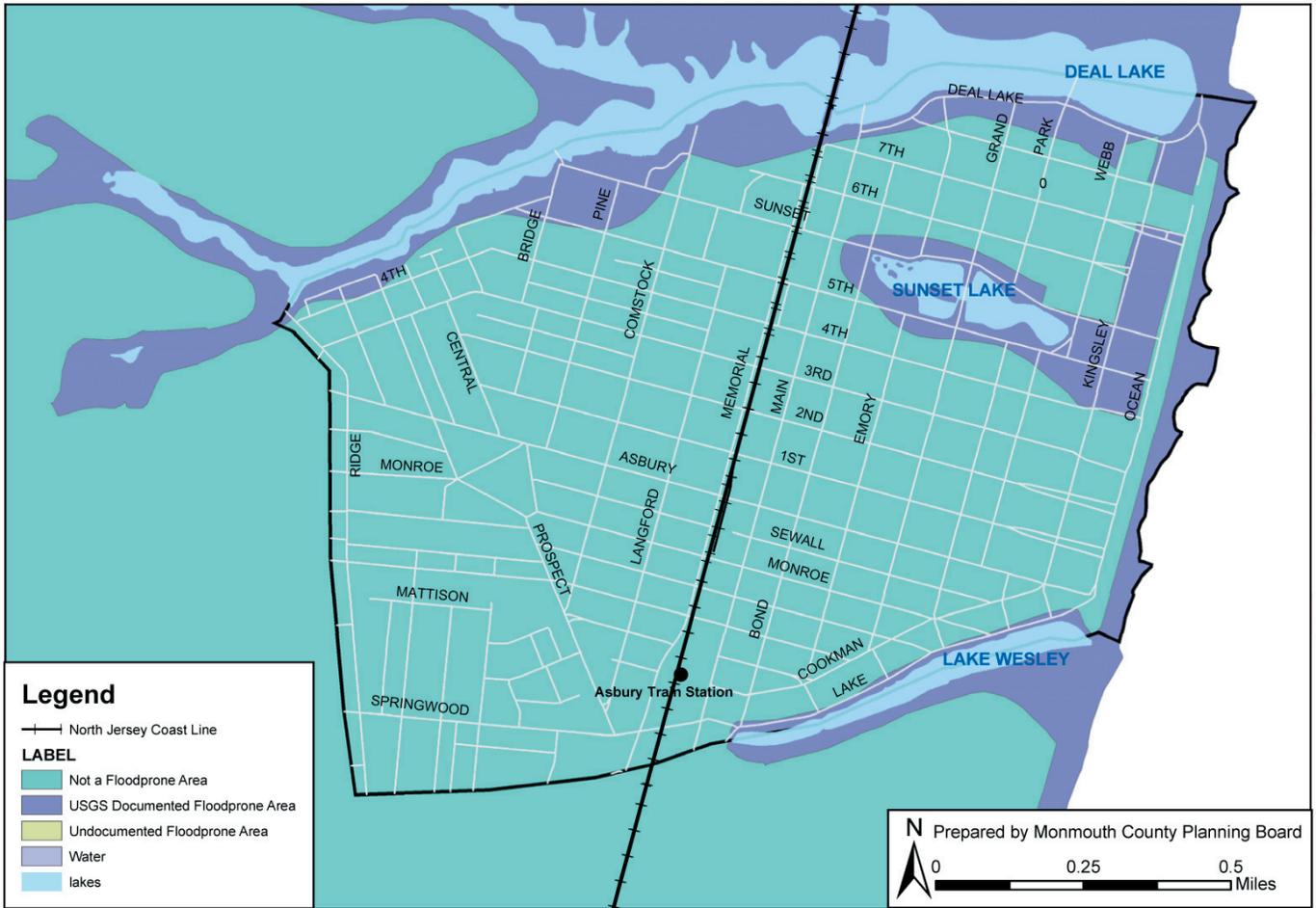
Floodplain Areas Delineation

Figure II-3 identifies floodplain areas within the City of Asbury Park. Floodprone areas are

Table II-6: Known Contaminated Sites (2001)

Site ID	Name	Address
NJL600077655	Asbury Park Department Of Public Works	818 Lake Ave
NJL600107049	Vita Gardens Apartments	120 Monmouth Ave
NJL800087678	Asbury Park Fire House	Main St & Asbury Ave
NJL800135121	929 Asbury Avenue	929 Asbury Ave
NJL800204158	Cumberland Farm Company	1116 Main St
NJ0001118884	Asbury Park Coal Gas (Jcp&L)	1201 Monroe Ave
NJD981177603	Nj Bell Telephone Asbury Park City	701 Memorial Dr
NJL000053264	A & B Gas Station	1501 Main St
NJD986592418	Monmouth Plastics Incorporated	814 Asbury Ave
NJD008911497	Joseph F Stein Incorporated	1715 Asbury Ave
NJD982532830	Hess Service Station Asbury Park City	1028 To 1042 Asbury Ave
NJD000697128	Sunoco Service Station Asbury Park City	Rte 35 & Sunset Ave
NJL600131759	Coast Cigarette Sales Incorporated	Main St & Munroe Ave
NJL600154033	Santander Association Incorporated	400 Deal Lake Dr
NJL800025033	809 3rd Avenue	809 3rd Ave
NJD982273237	Getty Service Station Asbury Park City	1200 Main St & 4th Ave
NJL000060012	Resco Electrical Supply Company	1001 To 1004 Asbury Ave
NJL800324535	Keller Auto Electric	601 Memorial Dr
NJL600127849	A Marrucca & Sons Incorporated	1531 Sewell Ave
NJL600001549	New York Transit Garage Asbury Park	147 S Main St
NJL800564304	Citgo Service Station Asbury Park	801 Main St
NJL800058471	Lottis All American Shop	1400 Main St
NJL800367286	1000 2nd Avenue	1000 2nd Ave
NJL800425167	Fink Plastics Incorporated	1001-1005 1st Ave
NJL800356602	Paul Thomas Auto Sales	926 Main St
NJL800484446	1207 Sunset Avenue	1207 Sunset Ave
NJL800487845	917 3rd	917 3rd
NJL600257893	Commercial Building	1201 Main Street
NJL800533051	705 Sunset Ave	705 Sunset Ave
NJL800585598	1200 4th Ave	1200 4th Ave
NJL800614976	1008 5th Ave	1008 5th Ave
NJL800399982	809 1 St Ave & Main St	809 1 St Ave & Main St
NJL800481095	Ocean Mile Properties	401 To 405 Lake Ave
NJL800520843	3105 Sunset Ave	3105 Sunset Ave

Figure II-3: Floodplain Areas



located along Wesley Lake, Sunset Lake, Hollow Brook and Deal Lake, and along the beachfront, particularly between Sunset Lake and the beach. New development within these areas is either severely restricted or subject to the proper building regulations.

Freshwater Wetlands Areas Delineation

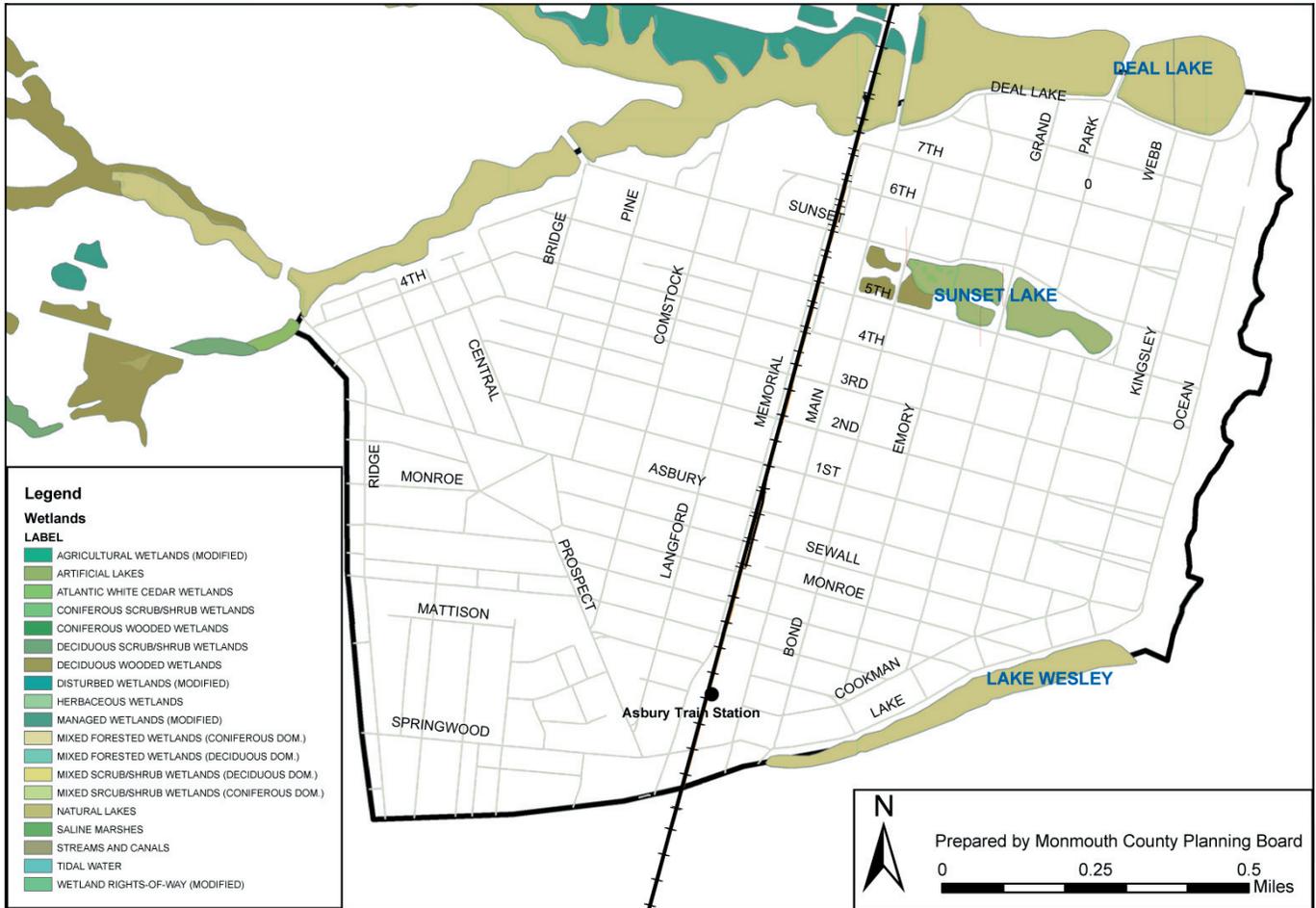
Figure II-4 identifies freshwater wetlands in the City of Asbury Park. Wesley Lake, Sunset Lake and Deal Lake are identified as wetlands. In addition, Hollow Brook located along the northwest boundary of the City, also contains wetlands along its stream corridor. Even though the City is nearly fully developed, these unique areas provide a natural habitat for fish and waterfowl. The beachfront area is obviously a great recreational asset and natural resource that requires protection from overuse and overdevelopment.

Proposed Recreational Areas Delineation

Monmouth County Planning Board staff consulted with the City of Asbury Park and the Monmouth County Department of Parks and Recreation to identify any potential locations under consideration for development of recreational facilities.

Although the Monmouth County Parks Department has proposed that an area just to the west of the Transportation Center along Springwood Avenue be considered for development as a community recreational space and park, this is in the same area that was identified in the Springwood Avenue Redevelopment Plan that was seeking moderate density affordable housing. By early 2005, concerns expressed by the community revealed the community’s strong interest in higher density multi-use residential and business development in this area to better accommodate a shortage of residential units and employment needs in the west side area.

Figure II-4: Freshwater Wetlands



Stormwater Management Requirements

The New Jersey Department of Environmental Protection (NJDEP) recently developed the Municipal Stormwater Regulation Program. This program is a result of the United States Environmental Protection Agency’s Storm Water Phase II Final Rule¹, which requires additional operators of municipal separate storm sewer systems (MS4s) in urbanized areas and operators of small construction sites, through the use of NJPDES permits, to implement programs and practices to control polluted stormwater runoff.²

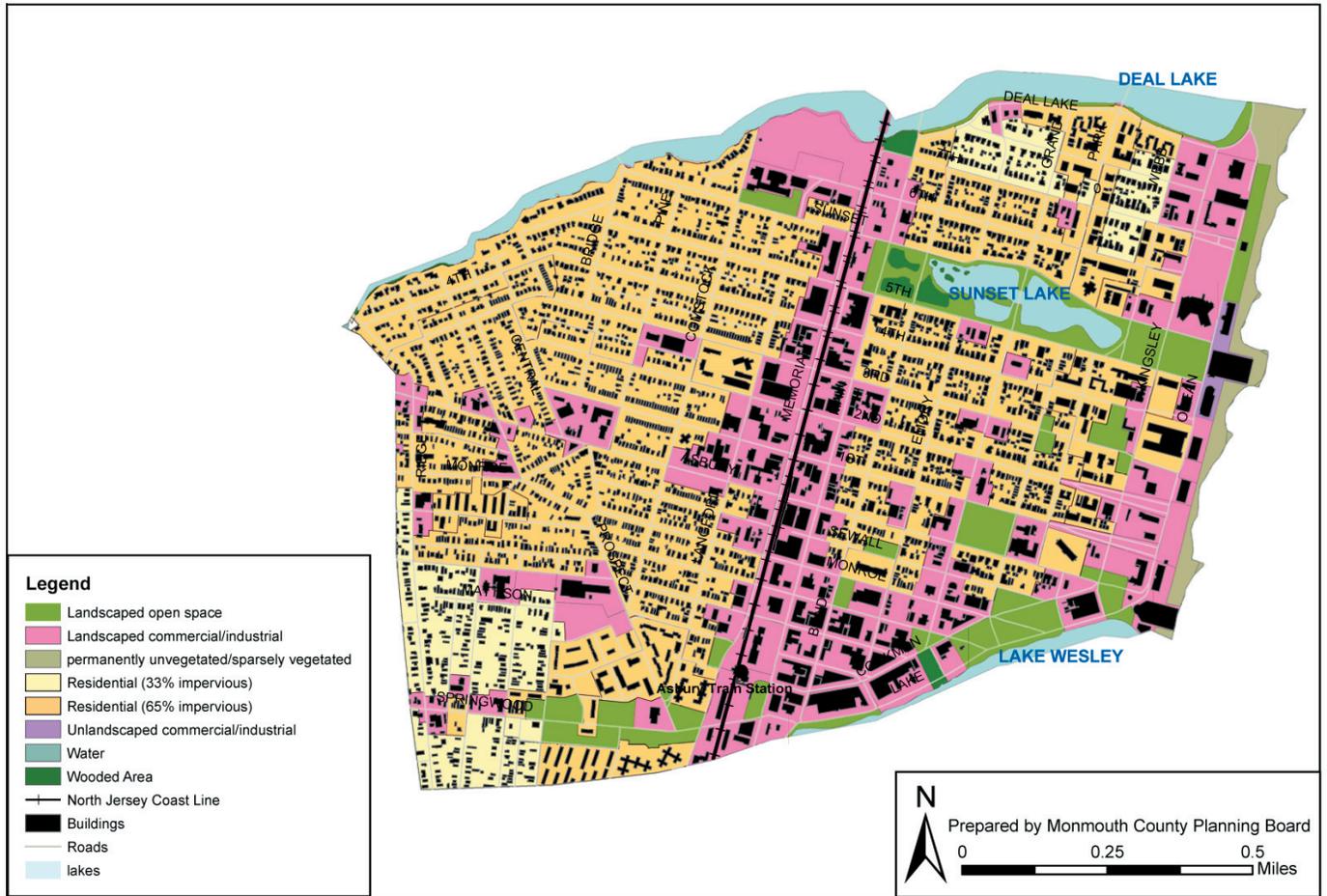
This program requires municipalities to address pollutants that are entering from many storm drainage systems. Monmouth County, including Asbury Park, has been categorized as a Tier “A” municipality. Tier “A” municipalities are generally the more urbanized municipalities and those coastal municipalities regulated by the Sewage Infrastructure Improvement Act.

Each municipality will need to comply with the required statewide basic requirements (SBR) which can impact future development. Below is a brief listing of these basic requirements:

- Creation of a Stormwater Pollution Prevention Plan (SPPP)
- Public notice
- Post-Construction Stormwater Management in New Development & Redevelopment
- Local Public Education
- Solids & Floatables Controls

The New Jersey Pollutant Discharge Elimination System (NJPDES) has issued permits to municipalities throughout the State, public complexes (including large public colleges, prisons, and hospitals), and highway systems. Once the operator of a regulated small MS4 submits a permit application and a permit is obtained, the conditions of the permit must be satisfied. This includes development and implementation of a

Figure II-5: Areas of Impervious Cover



stormwater management program and submission of periodic reports stating the status and effectiveness of the program.³ For more information on the NJDEP Municipal Stormwater Regulation Program go to www.NJstormwater.org.

The Monmouth County Planning Board developed a map, Figure II-5, illustrating areas where impervious cover within Asbury Park may present issues related to stormwater management. A majority of land within the study area features impervious cover.

Noise

The presence of noise that exceeds ambient levels is reviewed for proposed development locations where noise has been identified as a potential concern and where federal funding is involved in funding the development project.

Within the study area, the most significant source of noise production would be NJ

TRANSIT’s North Jersey Coast rail line. Two tracks pass through a series of at-grade signal and gate-protected crossings within the City. Since these crossings do not meet newly adopted federal standards for “quiet zone” operation, rail operating rules currently require the sounding of horns in advance of each crossing. Trains are powered by diesel locomotives and have consists ranging from two to several cars. All trains stop in Asbury Park at the Transportation Center. Service operates 24 hours per day, seven days per week, although frequency during late night and early morning hours is limited.

Noise-related issues that would be considered in a formal environmental assessment of rail noise include:

- Proximity of site to active rail line(s).
- Number of trains that pass per 24 hour period.
- Percent of rail operations that occur during night hours.

- Rail propulsion technology utilized (e.g., diesel, electric).
- Average speed and number of cars per train.
- Presence of nearby grade crossings and use of horns/whistles.

Mitigation measures for sites with unacceptable noise levels are possible, and could incorporate a variety of methods including the elimination of windows on walls facing railroad tracks, use of noise-attenuating building materials and/or installation of noise walls, berms or barriers that would deflect noise, and where certain requirements are met, through grade crossing design, “quiet zones” which would eliminate the use of horns to alert motorists at crossings. It should be noted that any building within 100 feet of a railroad track may have significant vibration issues in addition to noise.

Air Quality

The federal government has established attainment standards for air quality that seek to reduce several targeted types of emissions. Originally adopted in the 1970’s under the National Ambient Air Quality Standards (NAAQS), limits have been tightened in recent years to combat increasing levels of ground-level ozone called Nitrogen Oxides (NOx), a harmful compound formed through the interaction of sunlight, Carbon Monoxide (CO) and pollutants called Volatile Organic Compounds (VOCs). Other targeted emissions include particulate matter typically produced through the incomplete combustion of fossil fuels and largely attributable to diesel emissions of trucks and buses.

The importance of meeting federal air quality standards has taken on increased significance in recent years, since mandates link continued federal funding for state highway programs to the attainment of air quality standards by individual states. Conformity to these standards is determined annually through analysis at a statewide level and is documented in the Statewide Implementation Plan (SIP), an air quality “budget” identifying tons per day of emissions and attainment or non-attainment of federal standards.

Air quality within the Asbury Park study area is affected by a complicated mix of emissions of

both local and non-local origin. Local emissions can occur from both mobile (e.g., automobiles, trucks) and stationary (e.g. industrial, gasoline mowers, barbeques) sources, and can mix with emissions that are transported significant distances from non-local sources as far away as the Midwestern U.S. Because of the complicated nature of the sources of these emissions, debate has continued within the U.S. for over a decade as to the ability of Northeastern states to meet continued tightening of federal air quality standards that require reduction of sources within state borders when uncontrolled non-local transported emissions make this attainment difficult or impossible. New Jersey and Asbury Park, which experience predominantly west to east weather patterns, are located within the path of these transported non-local emissions.

Since most ozone “non-attainment” events, called “non-attainment days,” have historically occurred during hot and stagnant summer periods which can now be predicted with some degree of reliability through meteorological evaluations, air quality mitigation efforts in Asbury Park should focus on reducing the use of mobile sources (personal and commercial vehicles) and personal stationary sources (daytime use of gasoline mowers, etc.) during peak summer travel and vacation periods such as weekends and holidays. Methods to address non-attainment events include increasing the use and availability of public transportation, carpooling and notifications to residents to curb use of personal stationary sources for the duration of the event period. The New Jersey Department of Environmental Protection, NJ TRANSIT, New Jersey Department of Transportation and local Transportation Management Associations (TMAs) can provide detailed information on forming or participating in programs designed to address Ozone Alert Days.

Coastal Areas Facilities Review Act

The Coastal Areas Facilities Review Act (CAFRA) was originally adopted in 1973 to control the adverse impacts of major industrial sites and public works facilities on water quality and estuarine habitat. In 1993, amendments to the act expanded the scope of review to include developments in regulated coastal areas. NJ TRANSIT’s North Jersey Coast Line

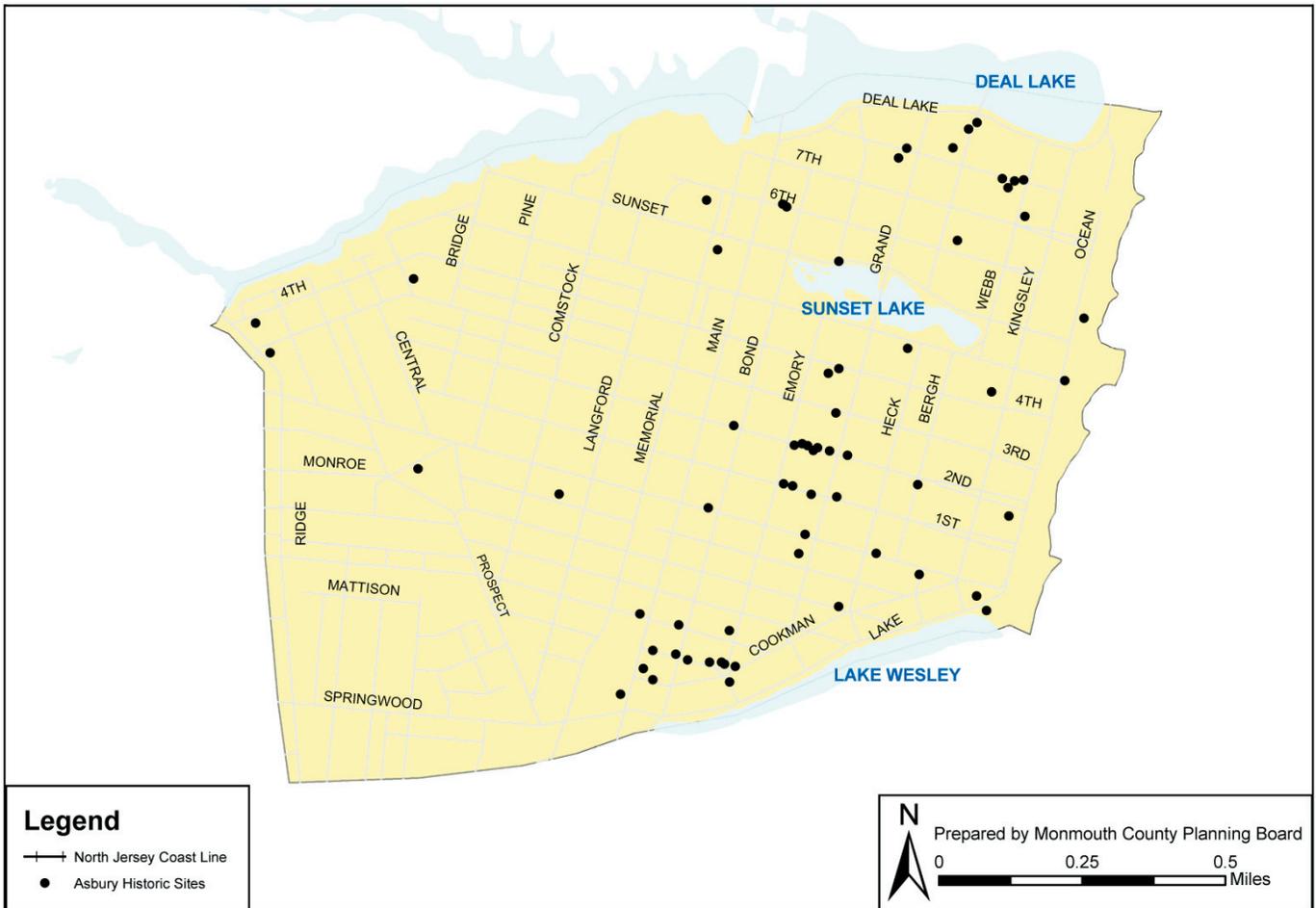


Figure II-6: Historic Sites

train tracks delineate the westerly boundary of the CAFRA zone in Asbury Park. All projects located to the east of the tracks are subject to CAFRA review and must obtain New Jersey Department of Environmental Protection approval.

Historic Sites

A detailed inventory of historic sites in the City of Asbury Park can be found in the Asbury Park Master Plan Historic Preservation Element, adopted March 1990 and prepared by the Asbury Park Office of Planning and Zoning. The sites listed in the report should be considered to be important cultural interpretive elements to the surrounding area. Where transportation improvements are sought, strategies must avoid negative impacts to these locations and where possible, should seek to complement the surrounding historic sites and areas.

Designated specific historic sites are illustrated in Figure II-6 (above) and listed in Table II-7 (following page).

Review of Previous Efforts

Six previous or ongoing studies that addressed redevelopment plans for the City of Asbury Park were reviewed to identify and highlight issues that may affect the direction of transportation and land use planning (see Figure II-7). All of the studies were prepared within the past five years. The purpose of reviewing earlier studies was to gain in-depth understanding of previously identified issues and concerns in the study area and to provide the building blocks for this study.

Each of the studies are briefly summarized in the following section.

Strategic Target Area Rebuilding Spirit (STARS) Redevelopment Plan (2000)

The STARS Redevelopment Plan was undertaken to regulate development in the area bounded by Memorial Avenue to the east, Atkins Avenue to the west, the lots fronting Springwood Avenue to the south and an irregular line 200-290

feet north of Springwood Avenue between Atkins Avenue and Memorial Drive.

The redevelopment objectives include development of commercial facilities along Springwood Avenue, a variety of housing types in the residential neighborhood, the elimination of substandard and dilapidated structures and functional and physical improvements in the project area. This plan sets forth the provisions and procedures for meeting these objectives.

Asbury Park Waterfront Redevelopment Plan (2002)

In 1984, the first Asbury Park Waterfront Redevelopment Plan was adopted. In the following years, the plan was amended twice, in 1987 and again in 1991. Finally, in 2002 the City of Asbury Park selected a new prime developer and the Waterfront Redevelopment Plan was amended a final time to reflect the public’s vision and character of new construction, and to take into consideration current and anticipated real estate market conditions.

The Asbury Park Waterfront Redevelopment Area is comprised of all of the property east of Grand Avenue to the beachfront, covering an area of approximately 230 acres. The redevelopment area is further divided into three subareas:

1. **Renovation/Infill Area**, defined as the area bounded by Grand Avenue to the west, Bergh and Webb Streets to the east, Deal Lake Drive to the north, and Asbury and Sewall Avenues to the south. The actions to be taken in this area include the renovation of existing buildings and infill with new construction where appropriate.
2. **Prime Renewal Area** is the area bounded by Bergh and Webb Streets to the west, Ocean Avenue to the east, Deal Lake Drive to the north and along Lake Avenue to Grand Avenue. Most of the parcels in this area will be consolidated into larger tracts of land to accommodate new construction. Properties within this area are subject to condemnation.
3. **Boardwalk Area**, includes the area between Ocean Avenue and the Atlantic Ocean, anchored by the Casino Building to the south and Deal Lake in the north. Proposed uses

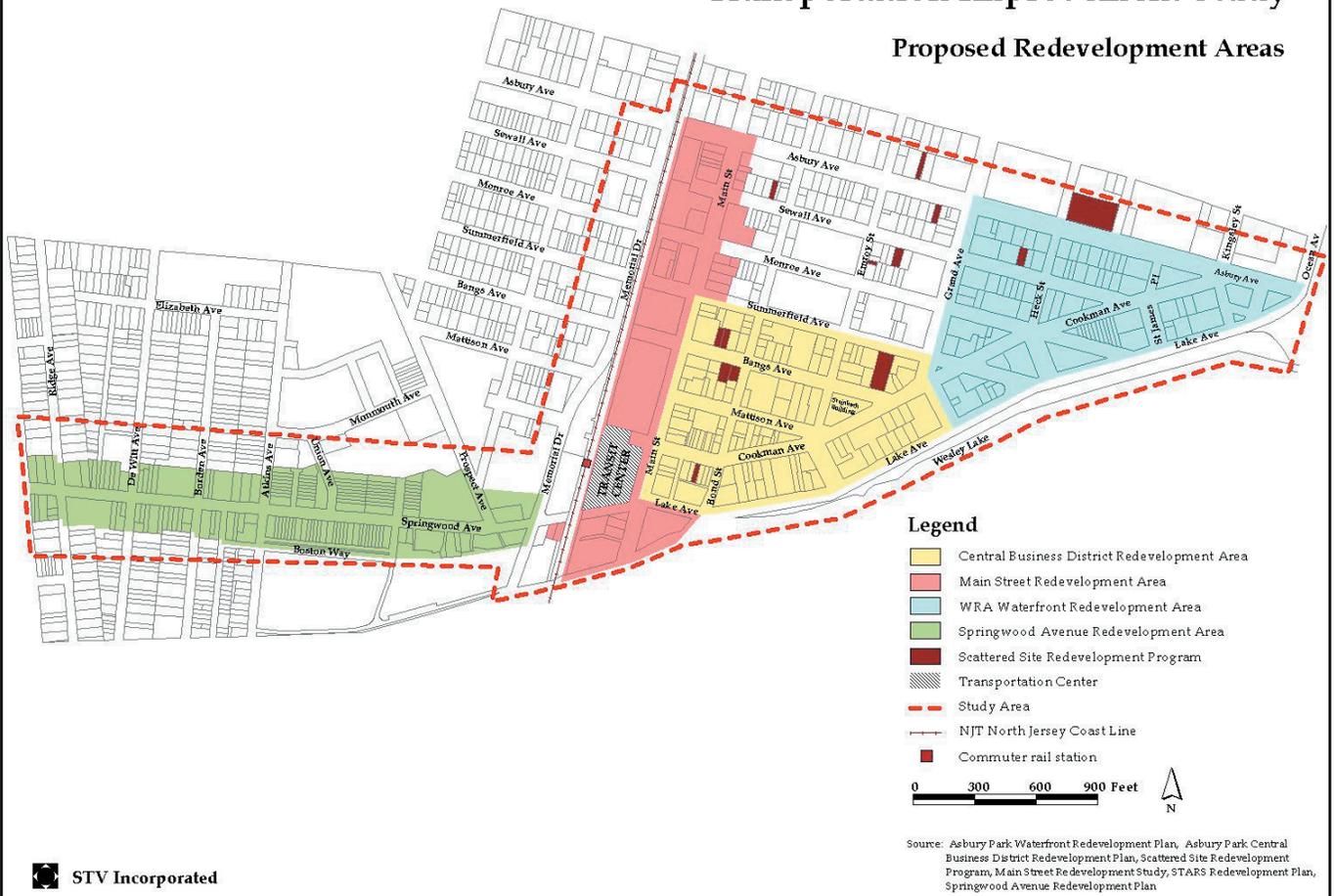
Table II-7: Designated Historic Sites⁴

Name	Address	ID Number
Seacoast Trust Company (1303-9)	572-576 Cookman Ave.	1303-09
Santander Apartments (1303-34)	400 Park Ave.	1303-34
(1303-25)	163-167 Main St.	1303-25
(1303-47)	304 Eighth Ave.	1303-47
(1303-48)	504 Eighth Ave.	1303-48
Asbury Park Casino and Carousel (1303-21)	Lake Ave. at Atlantic Ocean	1303-21
(1303-2)	300 Asbury Ave.	1303-02
Metropolitan Hotel (1303-3)	309 Asbury Ave.	1303-03
Elks Club Building (1303-31)	401 Monroe St.	1303-31
Steinbach Bros. Store (1308-8)	NE cr. Cookman Ave. and Emory St.	1303-08
Asbury Park Post Office	NW cr. Bangs Ave. & Main St.	1303-05
Asbury Park and Ocean Grove Bank (1303-26)	308 Main St.	1303-26
First National Bank Asbury Park (1303-30)	701-705 Mattison Ave.	1303-30
Merchants National Bank (1303-29)	649 Mattison Ave.	1303-29
Asbury Park Press Building	605 Mattison Ave.	1303-28
Byram Building (1303-27)	601-603 Mattison Ave.	1303-27
(1303-06)	1005 Bergh St.	1303-06
(1303-7) (site absorbed into Downtown H.D. - See 1303-D3)		1303-07
Winsor Building (1303-24)	NE cr. Main St. and Bangs Ave.	1303-24
Trinity Episcopal Church (1303-1)	NW cr. Asbury and Grand Aves.	1303-01
(1303-4)	705 Asbury Ave.	1303-04
(1303-16)	517 First Ave.	1303-16
(1303-15)	513 First Ave.	1303-15
Asbury Park Library (1303-14)	SW cr. First and Grand Aves.	1303-14
First Methodist Church (1303-18)	NE cr. Grand and First Aves.	1303-18
Willis Apartments (1303-36)	216-18 Second Ave.	1303-36
(1303-37)	415 Second Ave.	1303-37
(1303-20)	1001 Grand Ave.	1303-20
(1303-38)	505 Second Ave.	1303-38
(1303-39)	506 Second Ave.	1303-39
(1303-40)	509 Second Ave.	1303-40
(1303-41)	511 Second Ave.	1303-41
(1303-42)	514 Second Ave.	1303-42
Church of the Holy Spirit (1303-35)	NW cr. Second Ave. and Bond St.)	1303-35
First Baptist Church (1303-19)	SW cr. Grand and Third Aves.	1303-19
(1303-17)	504 Fourth Ave.	1303-17
Asbury Park Convention Hall (1303-33)	Ocean Ave. between Fifth and Sunset Aves.	1303-33
(1303-43)	321 Sixth Ave.	1303-43
George Wurt's House (1303-12)	306 Eighth Ave.	1303-12
(1303-11)	302 Eighth Ave.	1303-11
(1303-10)	301 Eighth Ave.	1303-10
(1303-23)	SE cr. Lake Dr. and Park Ave.	1303-23
North Asbury Park Railroad Station (1303-32)	New York-Long Branch Railroad between Sunset and Fifth Aves.	1303-32
(1303-46) (Site absorbed into Sunset H.D. - See 1303-D1)		1303-46
(1303-44)	705 Sixth Ave.	1303-44
(1303-45)	707 Sixth Ave.	1303-44
(1303-13)	503 Eighth Ave.	1303-13
BPOE, Elk's Lodge 128 (1303-49)	1701 Park Ave.	1303-49
(1303-50)	1411 Memorial Dr.	1303-50
Berkeley - Carteret Hotel (1303-51)	1401 Ocean Ave.	1303-51
Palace Amusements (1303-22)	NW cr. Lake Ave. and Kingsley St.	1303-22
(1303-54)	1708 Fourth Ave.	1303-54
(1303-55)	1708 Third Ave.	1303-55
The Stone Pony (1303-56)	913 Ocean Ave.	1303-56
(1303-57)	1108 Jeffrey St.	1303-57
(1303-58)	650 Church St.	1303-58
(1303-59)	1021 Sewall Ave.	1303-59
The Electric Company/New Jersey Natural Gas Building	601 Bangs Ave.	1303-60
Crane House (1303-61)	508 Fourth Ave.	1303-61
(1303-62)	402 Fifth Ave.	1303-62
Edward's Beauty Salon (1303-63)	705 Grand Ave.	1303-63
The Tap Room (1303-64)	208 Main St.	1303-64
Baronet Theatre (1303-65)	205 Fourth Ave.	1303-65
(1303-66)	209 Seventh Ave.	1303-66

⁴ Monmouth County GIS Historic Sites Inventory.

Asbury Park Transportation Improvement Study

Proposed Redevelopment Areas



STV Incorporated

Source: Asbury Park Waterfront Redevelopment Plan, Asbury Park Central Business District Redevelopment Plan, Scattered Site Redevelopment Program, Main Street Redevelopment Study, STARS Redevelopment Plan, Springwood Avenue Redevelopment Plan

Figure II-7: Proposed Redevelopment Areas

within this area include infill of certain sites with ocean resort type uses and restoration and/or adaptive reuse of historic structures such as the Casino and Convention Hall.

development consisting of residential, retail and entertainment uses.

The southernmost portions of the Prime Renewal Area overlap with three corridors under consideration for the Asbury Park Transportation Improvement Study; Asbury Avenue, Cookman Avenue, and Lake Avenue (see Figure II-7). For the purposes of this document, only the overlapping portion of the Prime Renewal Area and the Asbury Park Transportation Improvement Study will be discussed.

The design principles for Wesley Lake Village include:

Within the overlapping portions of the Prime Renewal Area and the Asbury Park Transportation Improvement Study, two new neighborhoods are proposed to be created, Wesley Lake Village and the Entertainment District. Wesley Lake Village is envisioned as a new mixed-use

- Improvements to the landscape, street furnishings, trees and lighting along Asbury Avenue to create a grand entryway into the City.
- Closing sections of Summerfield, Monroe and Sewall Avenues to create larger blocks along Wesley Lake. These large blocks are more attractive to potential developers.
- Constructing low rise residential buildings (2 to 3 stories) along Lake Avenue with increased building heights along the south side of Cookman Avenue (4 stories).
- Permitting mid-rise residential buildings (6 to 8 stories) on the north side of Cookman Avenue.

Adjacent to Wesley Lake Village, an entertainment district would be established taking advantage of existing, architecturally significant buildings such as the Casino and the Heating Plant, by renovating them for retail and entertainment uses.

Asbury Park Central Business District Redevelopment Plan (2003)

The Asbury Park CBD Redevelopment Plan, adopted in June 2003, seeks to capitalize on the private reinvestment occurring in the CBD by promoting a comprehensive vision for this area and developing strategies and regulations to assure its implementation. The standards detailed in this plan supersede all previous use, bulk and design standards provisions of the City of Asbury Park's Land Development Regulations as well as other redevelopment plans.

The boundaries of the Asbury Park CBD Redevelopment Plan are Summerfield Avenue to the north, Lake Avenue to the south, Main Street to the west and Grand Avenue to the east (See Figure II-7).

This plan divides the CBD into four separate zoning districts:

1. **Steinbach Building district**, bounded by Emory Street, and Bangs and Cookman Avenue.
2. **Cookman Avenue retail district**, extending from Main Street to Grand Avenue.
3. **CBD mixed-use district**, located along Summerfield, Bangs, and Mattison Avenues, and Main and Emory Streets.
4. **Lake Avenue residential district**, spanning Lake Avenue from Main Street to Grand Avenue.

In the Steinbach Building district, the adaptive reuse and historic restoration of the Steinbach Building for mixed-use development is encouraged. The permitted principal uses on the ground floor are limited to retail uses (i.e., retail sales, eating and drinking establishments, art galleries, museums and theatres). The upper floors may be developed with permitted ground floor uses, offices, residential uses, or a combination of permitted uses.

The Cookman Avenue retail district is comprised of a mix of historic and architecturally significant buildings. The plan encourages adaptive reuse of this area as a mixed-use district to create a retail corridor within the CBD. The permitted principal uses on the ground floors of buildings within this district include retail sales, eating and drinking establishments, art galleries, museums and theatres, banks and public parks. The upper floors of these buildings may be developed for a variety of non-residential (office, retail sales and service, cyber-related businesses, professional offices related to computer or internet-related companies) and residential uses.

The CBD mixed-use district encourages the adaptive reuse and improvement of existing buildings and businesses. This district is intended to complement the Cookman Avenue retail district. Permitted uses at street level include retail sales and service uses, offices and financial institutions. The upper floors may be developed with permitted ground floor uses, residential uses, or a combination of permitted uses.

The Lake Avenue district is zoned as a primarily residential district due to its proximity to Wesley Lake and the Waterfront Redevelopment zone. Permitted principal uses are residential, including at street level. Secondary uses that support these residential uses are permitted.

All redevelopment within the boundaries of the Asbury Park CBD Redevelopment Plan is subject to the zoning and building ordinances set forth in this plan.

Scattered Site Redevelopment Program (2003)

In August 2003, the City of Asbury Park completed a survey to identify individual residential and non-residential structures and sites scattered throughout the City that have been vacated and allowed to fall into a state of disrepair and deterioration. In an effort to enhance its neighborhoods and commercial areas, the City has initiated this program to restore these properties to a sound and productive condition. Under the redevelopment process, the City may designate a property as in need of redevelopment, adopt a plan and implement a program of redevelopment and rehabilitation, pursuant

to the powers provided by the Local Redevelopment and Housing Law.

Thirteen vacant and boarded up sites are located within the boundaries of the Asbury Park Transportation Improvement Study and are labeled as “scattered sites” in the legend (see Figure II-7). For seven of these properties it was recommended that the property be acquired and conveyed to a developer for rehabilitation and redevelopment in accordance with redevelopment plans. For the remaining properties, the owners were provided a six-month “grace period” in which to complete improvements already underway or show substantial progress in their efforts.

Springwood Avenue Redevelopment Plan (2004)

The Springwood Avenue Redevelopment Plan, completed in December 2004, seeks to redevelop the area between Memorial Drive, Atkins Avenue and Lee’s Lane as a predominantly low-rise residential community consisting of market-rate and affordable housing. “Smart Growth” and “Transit Village” principles will be followed in the redevelopment of this area.

This redevelopment plan proposes to improve and upgrade the Redevelopment Area by eliminating incompatible land uses, consolidating land into parcels suitable for redevelopment and constructing new residential structures and complimentary facilities consistent with the character of the surrounding area.

Recently, plans to construct 70 affordable housing units on Springwood Avenue between Memorial Drive and Sylvan Avenue have met with public concern. Residents have stated a preference for mixed uses along the corridor consisting of buildings with ground floor retail and housing on the upper floor.

Main Street Redevelopment Study (2004)

In September 2004, the Asbury Park City Council authorized the Asbury Park Planning Board to conduct a preliminary investigation of Main Street to determine whether or not the area meets the statutory criteria under the New Jersey Local Redevelopment and Housing Law.

The study area is defined as “all blocks between Main Street and the rail right-of-way and all properties fronting on the east side of Main Street between Summerfield Avenue and Deal Lake Drive and the block between Lake Avenue and the Neptune border.”⁵

The segment of Main Street between Asbury Avenue to Lake Avenue is located within the boundaries of the Asbury Park Transportation Improvement Study’s study area.

The investigation determined that the Main Street study area meets the necessary criteria to be declared an area in need of redevelopment. In April 2004, the City Council adopted a resolution declaring all of the commercial properties located within the Main Street study area as an Area in Need of Redevelopment and directed the City Redevelopment Director to prepare a redevelopment plan. The City Redevelopment Director is currently formulating a timeline and public involvement plan as the first step in beginning the redevelopment process.

Zoning & Development Trends

Zoning

The Asbury Park Transportation Improvement Study area encompasses several zoning districts (see Figure II-8). The zoning within each of the three selected study corridors is described below.

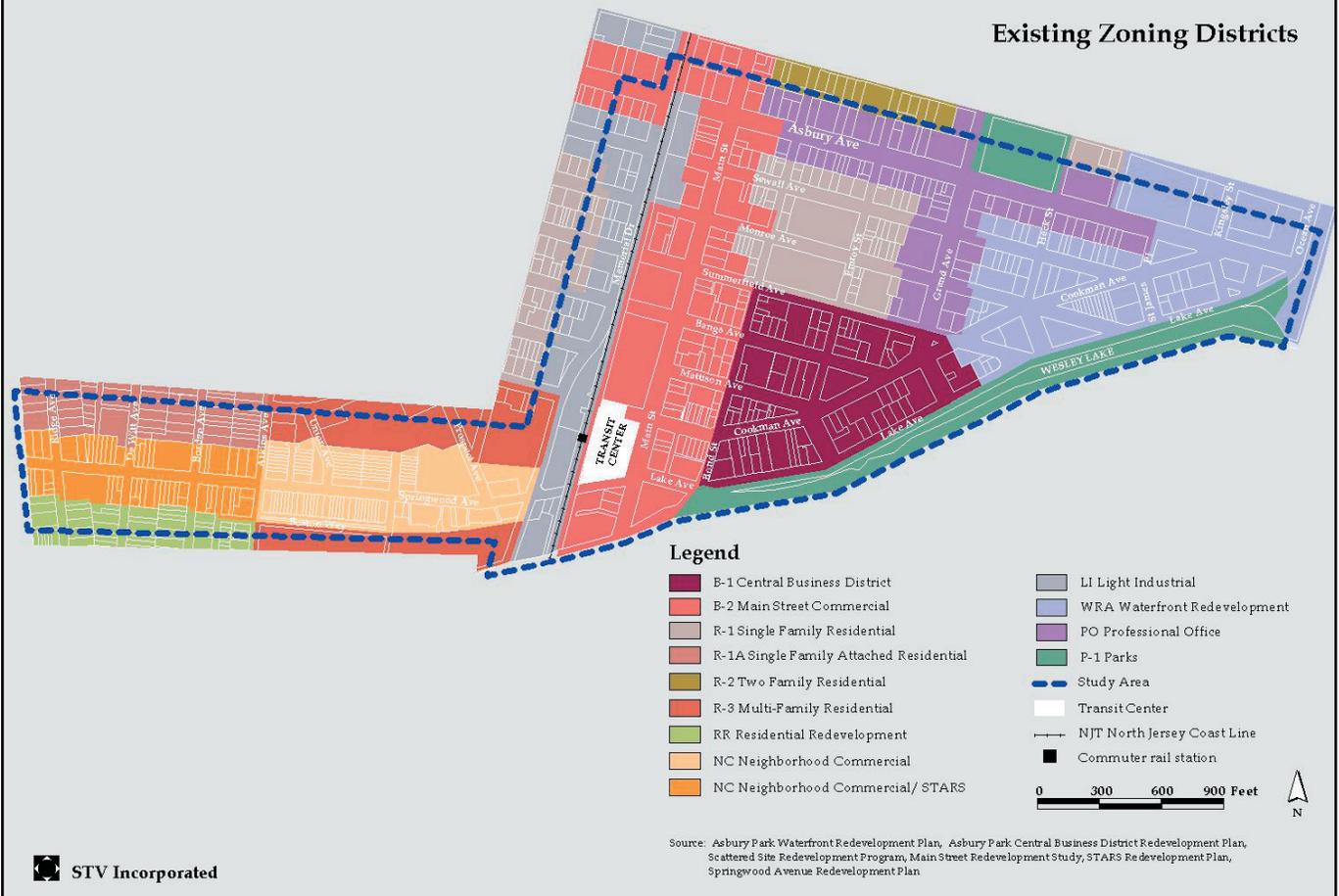
COOKMAN AVENUE CORRIDOR

The Cookman Avenue Corridor encompasses a range of zoning districts. In the area west of the NJ TRANSIT North Jersey Coast Line railroad tracks, Cookman Avenue is comprised of Light Industrial and R-3 multifamily—medium density residential districts. Between Main Street and Bond Street, Cookman Avenue is designated a B-2 Main Street Commercial district with permitted uses primarily being retail sales and service uses.

From Bond Street to Grand Avenue, Cookman Avenue is designated a B-1 Central Business District zone. As per the regulations set forth in the Asbury Park CBD Redevelopment Plan, this area is designated as a retail core and permitted principal uses include retail sales, eat-

Asbury Park Transportation Improvement Study

Existing Zoning Districts



STV Incorporated

Figure II-8: Existing Zoning

ing and drinking establishments, art galleries, museums and theatres, banks on the ground floors of buildings with non-residential (office, retail sales and service, cyber related businesses, professional offices related to computer- or internet-related companies) and residential uses permitted on the upper floors.

East of Grand Avenue to the waterfront, Cookman Avenue is regulated by the Waterfront Redevelopment zoning codes. On the north side of Cookman Avenue, mid-rise residential buildings (6 to 8 stories) are permitted. On the south side, low rise residential buildings up to 4 stories are permitted.

MAIN STREET CORRIDOR

The length of Main Street from Asbury Avenue to Lake Avenue is designated a B-2 Main Street Commercial district. This uses in this area are intended for retail sales and service uses. Per-

mitted uses include: retail sales and services, business and professional offices, banks, automobile rental establishments, laundromats, restaurants, bars and upper story residences. Gas stations and check cashing establishments are allowed as conditional uses.

SPRINGWOOD AVENUE CORRIDOR

The Springwood Avenue corridor runs from Main Street west to Ridge Avenue. The portion from Main Street to the NJ TRANSIT rail-



Conceptual rendering of redeveloped Lake Avenue

road tracks, where the Transportation Center is located, is designated a B-2 Main Street Commercial district, intended for retail sales and service uses.

From the railroad tracks to Memorial Drive, the zoning is Light Industrial (LI) which permits the manufacture of products that do not involve the emission of smoke nor generate excessive noise beyond the property line. It may also include warehousing, wholesaling and repair shops.

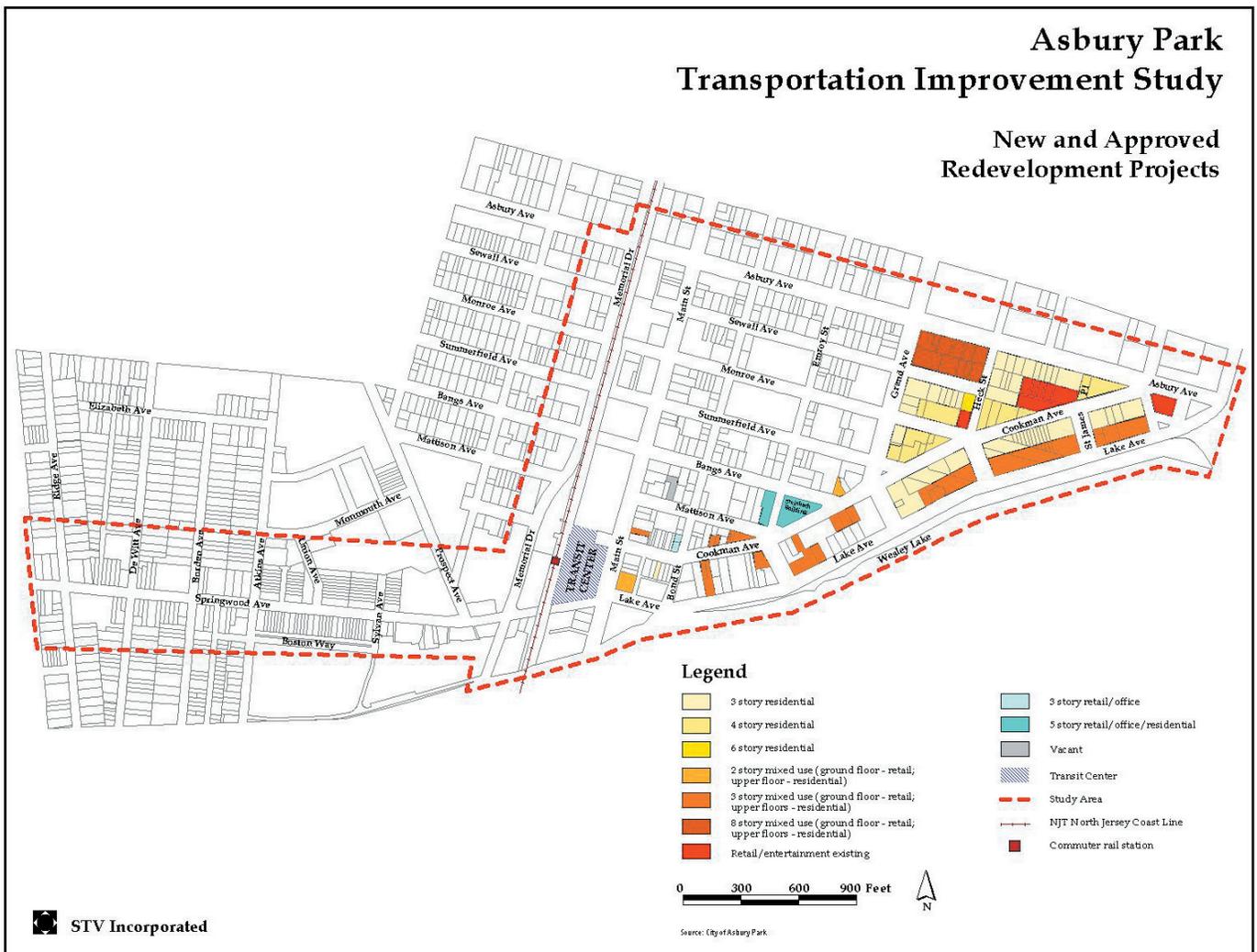
Between Memorial Drive and Atkins Avenue, the zoning classification is Neighborhood Commercial (NC). Between Atkins Avenue and Ridge Avenue the zoning classification is NC STARS. It was rezoned as Strategic Target Area Rebuilding Spirit (STARS) as part of the redevelopment efforts in this area. The proposed redevelopment will include both market-rate and affordable housing along with some neighborhood-oriented retail uses.

Development Trends

A significant number of approved redevelopment projects are taking place within the study area, and collectively these projects will dramatically reshape portions of Asbury Park. (See Figure II-9).

Most of the approved redevelopment projects are located toward the eastern end of the study area, in a triangular area bisected by Cookman Avenue and roughly bounded by Lake, Grand and Asbury Avenues. In general, mixed use development will be introduced along the north side of Lake Avenue. In this area, Cookman Avenue will be restricted to residential development with the exception of an existing retail/entertainment use at the intersection with St. James Place. Densities will be greater on the north side of Cookman Avenue than on the south side. These taller structures will have a more appropriate scale with respect to existing structures. Another

Figure II-9: New and Approved Redevelopment Projects





The area along Wesley Lake will be redeveloped with residential uses to bring new vitality to the waterfront.



retail/entertainment use will anchor the eastern tip of the redevelopment triangle.

The Wesley Grove project, bounded by Lake Avenue and Wesley Lake will include 750 new residential units. Phase One is currently under construction. It is part of the overall plan for the Wesley Lake district which calls for approximately 3,000 residential units, 450,000 square feet of retail space, entertainment venues, and a new boardwalk area.

For the purposes of this assessment, Main Street is fairly well developed with a mix of uses including institutional (e.g., a USPS facility and Transportation Center) and active small businesses. There are few open or vacant parcels to accommodate significant new uses.

Further west along Cookman Avenue, toward the Transit Center, infill redevelopment will occur which will primarily consist of low-rise, low-density mixed-use developments. One example is the venerable Steinbach Building, which is being redeveloped as a combination of retail, office and residential uses.

The area surrounding this project's Springwood Avenue corridor has been designated part of the STARS Redevelopment Plan. The STARS Plan provides a comprehensive redevelopment plan for the area which includes housing, commercial facilities, the removal of blighting influences, and circulation, streetscape and landscape improvements.

PRIVATE RESIDENTIAL & COMMERCIAL INVESTMENT

Within the past few years, significant private investment has occurred in both business and

residential properties in the City. Much of this increased activity has been driven by rapidly escalating land use values, particularly (though not exclusively) in the established shore communities throughout Monmouth County, increasing the desirability of economically depressed real estate values in the more urbanized and economically challenged areas of the county. Additionally, the city began to attract a new demographic of residents seeking to gentrify areas of the community.

Commercial properties were first to experience redevelopment activity within the city of Asbury Park. Many of the stores which comprised the downtown central business district had all but closed and shuttered by the 1980s, leaving the formerly busy commercial area east of Main Street an empty shell devoid of traffic and pedestrians. Only basic service and retail businesses located along Main Street continued to survive to fill the needs of the local community. However, as gentrification began to occur in areas of the city by the late 1990s, significant



The Springwood Avenue corridor is proposed to be redeveloped to be more compatible with the surrounding residential area and with the commercial development closer to the Transit Center.

interest emerged in developing new restaurants, bars and galleries to serve this clientele. As many of these initial redevelopment initiatives were located near the Transportation Center and along Cookman Avenue, they also began to attract visitors from outside of Asbury Park, which further stimulated additional interest in redeveloping neighboring commercial properties east of Main Street. This trend has continued to present, with the scale and scope of the commercial redevelopment projects growing as a reflection of increased business synergy.

On the residential side, the dramatic increase in land values can be illustrated in the trend experienced in Monmouth County by median prices for existing homes. In 1995, while the median price for an existing home in Monmouth County was \$137,200, by 2004, the median price for existing homes in Monmouth County was \$319,100. In Asbury Park, existing home values as of 2000 were \$91,800.

AFFORDABLE HOUSING

The Council on Affordable Housing (COAH) was created by the Fair Housing Act of 1985 as the State Legislature's response to a series of New Jersey Supreme Court cases known as the Mount Laurel decisions. The Supreme Court established a constitutional obligation for each of the 566 municipalities in the state to establish a realistic opportunity for the provision of fair share low and moderate income housing obligations, generally through land use and zoning powers. The legislature provided an administrative alternative to this constitutional obligation via the Fair Housing Act.

With 11 members appointed by the Governor on the advice and consent of the Senate, COAH is empowered to: (1) define housing regions, (2) estimate low and moderate income housing needs, (3) set criteria and guidelines for municipalities to determine and address their own fair share numbers and then (4) review and approve housing elements/fair share plans and regional contribution agreements (RCAs) for municipalities. As a quasi-judicial organization, COAH can also impose resource restraints and consider motions regarding housing plans.

COAH is an administrative and regulatory organization. It does not produce, fund or compel

municipalities to expend local funds to build affordable housing. COAH does provide municipalities that choose to enter its process and obtain substantive certification of their fair share plans with an administrative shield from developer's lawsuits. Often such lawsuits result in the imposition of "builder's remedies" (four market units for each low and moderate income unit).

New Jersey municipalities enter the COAH process voluntarily. They do so by filing a housing element (required by the Municipal Land Use Law as part of each municipality's master plan) and a fair share plan establishing a realistic opportunity for the provision of a predetermined number of units affordable to low and moderate income households.

Within two years of such filing, municipalities must petition COAH for substantive certification (approval) of such plans if a municipality is to remain under COAH's jurisdiction. Petitioning assures continued protection from lawsuits while COAH reviews, sometimes requests revisions and possibly mediates objections from interested parties before COAH grants or denies substantive certification. Certification is granted for a six-year period and may be withdrawn if a municipality fails to assure the continuing realistic opportunity for its fair share housing obligation.

Often municipalities can meet a portion of their fair share obligation through rehabilitation of existing units. To provide a realistic opportunity for the construction of new units, municipalities may zone specific sites for residential developments by the private sector. Developers must agree to build a fixed percentage of affordable units---usually 20 percent---of the total constructed on the site, to market to low and moderate income households and to maintain affordability for 30 years.

Other methods for meeting the obligation include municipally sponsored construction using for-profit or nonprofit builders, the purchase of existing units for sale or rent to eligible householders, regional contribution agreements (RCAs), the creation of accessory apartments within existing structures, a write-down/buy-down program and the provision of alternative or congregate living arrangements including

group homes for the physically handicapped or developmentally disabled.⁶

The practice of transferring fair share housing obligations between communities through RCAs requires a willing sending and receiving municipality. Based on data from the program, fast-growing suburban communities tend to be sending municipalities, while older more established municipalities tend to be the receiving municipalities.

Although the COAH program has experienced controversy regarding appropriate methodologies to calculate the municipal fair share housing requirements, RCAs have strongly benefited Asbury Park by providing funding to create new affordable housing within the community. Since as early as 1989, several Monmouth County communities have entered into RCAs with the City of Asbury Park. Under these RCA's, a total of 405 units have been transferred to the city from these municipalities with an approximate total value of \$8,520,000. This represents almost 15% of all housing units and approximately 17% of the total value of units transferred under both the first and second round COAH program obligations.

Community Visioning

The Mission

A common, agreed upon land use vision is an essential step towards revitalizing the Transportation Center and surrounding area. It serves multiple purposes including:

- A guide for future development, including infrastructure improvements.
- An opportunity for the community to participate in the redevelopment process and help determine how the Transportation Center and surrounding area will look and function in the future.
- A basis on which to assess current zoning and investigate potential zoning changes.
- Input into the transportation analyses conducted in this study and the development of recommended improvements.

To achieve this objective, the MCPB, in conjunction with the City of Asbury Park, facili-

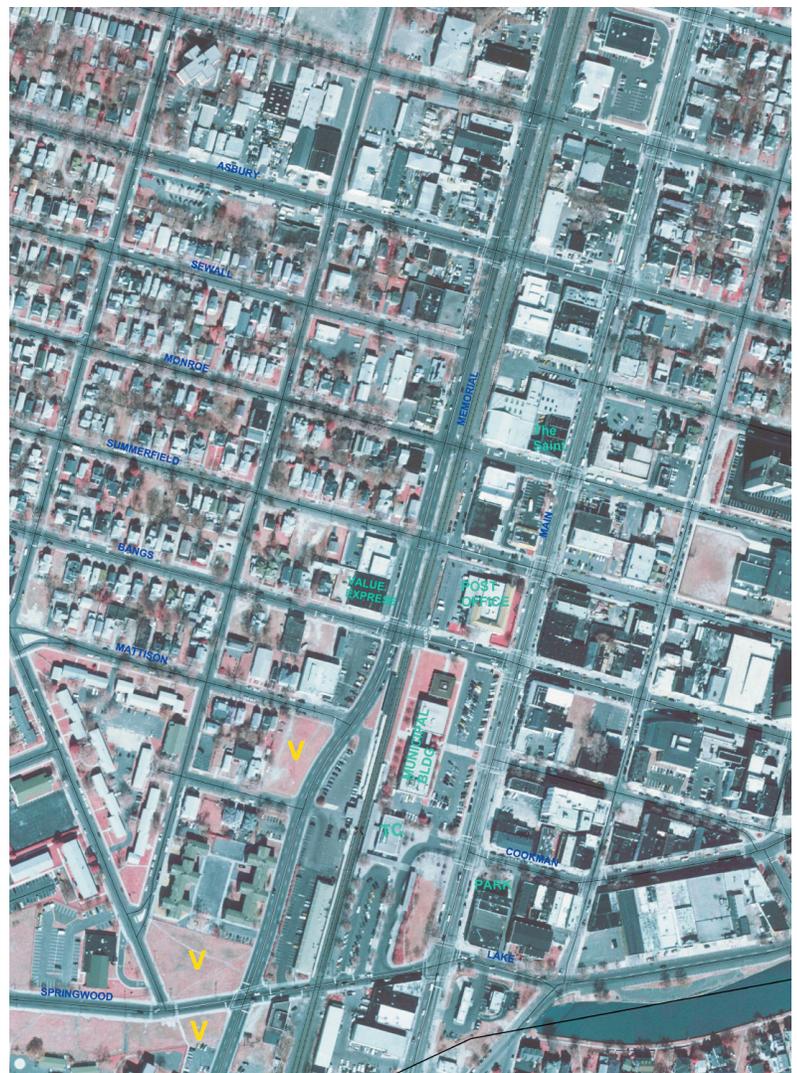
tated a land use visioning workshop. Details of this event and the resulting preliminary land use vision are discussed in the remainder of this section.

Process

In June 2004, the MCPB, in conjunction with the City of Asbury Park, conducted a land use visioning workshop, where the Community Stakeholder Group participated in developing a land use vision for the Transportation Center and surrounding area.⁷ Figure II-10 illustrates the area reviewed by the group. The workshop was conducted at the city's municipal building, which is located in the focus area, and included:

- Study overview presentation.
- Slide show of existing conditions at the Transportation Center and in the surrounding area.

Figure II-10: Community Stakeholder Group Study Area



- Slide show of train station area redevelopment occurring elsewhere in New Jersey.
- Land use visioning exercise.

While the study overview and slide shows provided the context and tools for developing the vision, the visioning exercise was the focus of the workshop. The exercise consisted of an educational discussion regarding what a land use vision is and the desired end product, a breakout session where small groups of stakeholders collectively developed a land use vision for an assigned geographic area, and regrouping the stakeholders to discuss their group’s vision and assemble these visions into one coherent land use vision for the Transportation Center and surrounding area. The preliminary land use vision resulting from this process is presented on the following pages.

Preliminary Vision

The preliminary land use vision seeks to build on and strengthen the current revitalization efforts occurring in the City by redeveloping underutilized and vacant land areas, and preserving and enhancing existing desirable land uses and development. The vision encompasses several key themes, which include:

- Integrating the area west of the train tracks with the Transportation Center, municipal building complex, Main Street and Central Business District (CBD); or as one stakeholder said, “bring the city to the neighborhoods west of the train tracks”.
- Redeveloping the Transportation Center and municipal building complex into a vibrant activity center and hub for the city.
- Continuing the revitalization of Main Street, especially along the west side, creating a more uniform “Main Street” character throughout the corridor.
- Redeveloping existing public housing into lower-density “townhouse style” developments that include a mix of affordable and market-rate housing.
- Preserving existing park/civic space and enhance the overall aesthetic quality of the area.
- Maintaining and/or developing adequate parking supply to meet future demand.

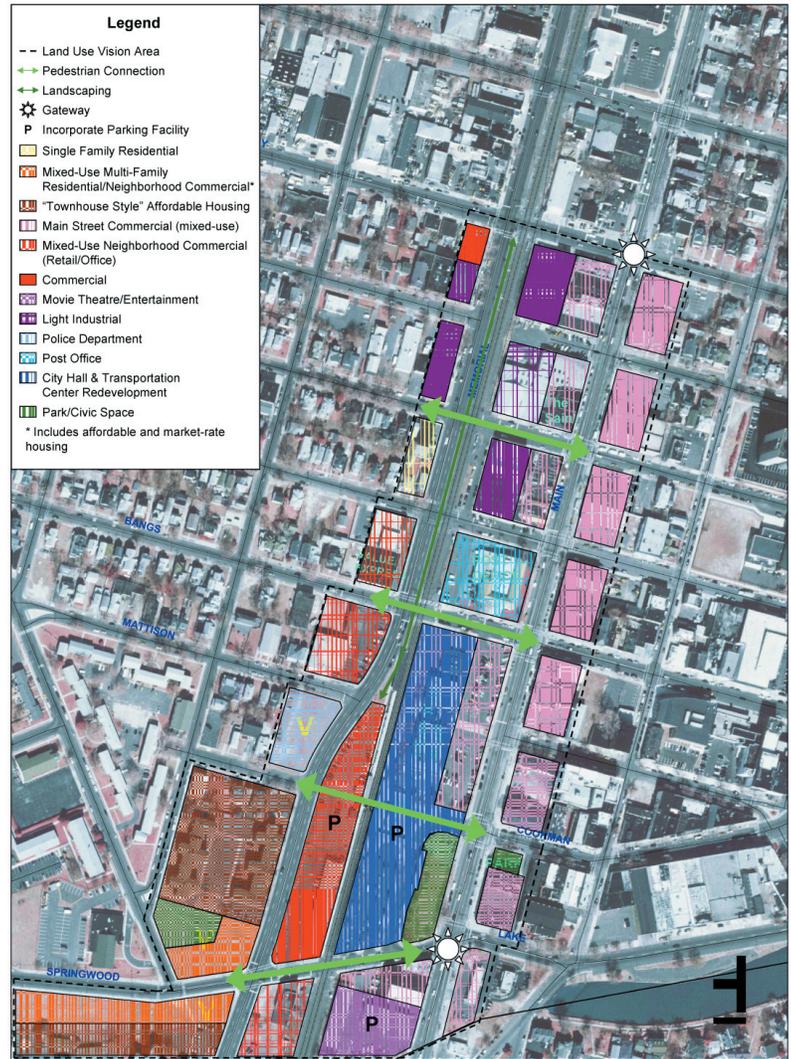


Figure II-11: Land Use Vision

Following is a detailed discussion of the vision organized by the aforementioned themes. Additionally, the vision is graphically depicted in Figure II-11 which serves as a reference for the remainder of this section.

INTEGRATE THE AREAS EAST & WEST OF THE TRAIN TRACKS

The preliminary land use vision incorporates multiple features that will help integrate the area west of the train tracks with the Transportation Center, municipal building complex, Main Street and CBD. These features include:

- Improving pedestrian connectivity along three east-west corridors (Monroe Avenue, Bangs Avenue, and Springwood Avenue) creating a safer and more inviting thoroughfare between neighborhoods west of Memorial Drive and Main Street. In addition to streetscape and pedestrian facility improve-

ments, which will be analyzed in detail in this study, the land use changes proposed along Springwood Avenue could help create a perception of improved safety and a more inviting pedestrian environment. These actions would help facilitate pedestrian, as well as bicycle, activity between the areas east and west of the train tracks.

- Introducing a pedestrian crossing between Bangs Avenue and Springwood Avenue that would connect the City Hall and Transportation Center redevelopment area to the proposed mixed-use neighborhood commercial development area located on the west side of the train tracks where a current Transportation Center parking lot and the Railroad Plaza retail center are located. The crossing would in essence provide a continuous pedestrian connection, and possible bicycle connection, from Cookman Avenue west of Memorial Drive to Cookman Avenue east of Main Street. The crossing would be above-grade preventing issues associated with constructing an at-grade railroad crossing.
- Extending commercial and municipal uses to areas west of the train tracks and/or south of Springwood Avenue creating a sense of connection to the City Hall/ Transportation Center redevelopment area and CBD while encouraging local residents and visitors to patronize businesses and services along Memorial Drive and Springwood Avenue. This includes the proposed Main Street commercial and movie theatre/entertainment uses south of Springwood Avenue between the train tracks and Main Street, the proposed mixed-use neighborhood commercial development between Memorial Drive and the train tracks both north and south of Springwood Avenue, the proposed mixed-use multi-family residential/neighborhood commercial area along Springwood Avenue, and the proposed Police Department on the west side of Memorial Drive between Matison Avenue and Cookman Avenue.

TURN THE TRANSPORTATION CENTER & MUNICIPAL BUILDING COMPLEX INTO A VIBRANT ACTIVITY CENTER

The Transportation Center, municipal building complex, land area between Memorial Drive and

the train tracks north of Springwood Avenue, and the area between the train tracks and Main Street south of Springwood Avenue were identified as underutilized lands that should be redeveloped to help create a vibrant activity center and hub for the City. The following land uses were proposed to accomplish this:

- Mixed-use neighborhood commercial between Memorial Drive and the train tracks north and south of Springwood Avenue, which would include two to three story buildings with a mix of retail and office uses.
- Main Street commercial uses integrated with a movie theatre and/or other entertainment uses south of Springwood Avenue between the train tracks and Main Street, which would include relocating the Department of Public Works.
- Redevelopment of the Transportation Center and municipal building complex. Key features would include a new mid-rise (five to six story) building to accommodate municipal and office uses; commercial uses along the eastern edge of the site to match the character of the east side of Main Street; and a new mixed-use Transportation Center that would incorporate a station, visitor center, and retail, office, and/or residential uses. Additionally, the site would incorporate new park/civic space, possibly in conjunction with the proposed pedestrian crossing discussed previously, and the park/civic space located along Main Street north of Springwood Avenue, locally referred to as “the bowl,” would be enhanced.

CONTINUE THE REVITALIZATION OF MAIN STREET

Over the past few years, buildings along Main Street, primarily on the east side, have been revitalized, improving the overall character and aesthetic quality of the corridor. The land use vision seeks to support and strengthen the revitalization of Main Street through the following land use changes:

- Main Street commercial uses integrated with a movie theatre and/or other entertainment uses between the train tracks and Main Street south of Springwood Avenue. These uses would replace the Department of Public Works and a few buildings housing retail/

warehouse uses, extending the “Main Street” character south of Springwood Avenue.

- Main Street commercial uses along the east side of Main Street south of Lake Avenue. This site is currently occupied by a gas station, which is inconsistent with the uses along and character of Main Street north of Lake Avenue. Redeveloping this site with uses and design characteristics compatible with the east side of Main Street north of Lake Avenue would extend the “Main Street” character south of Lake Avenue and complement the aforementioned proposed uses for the west side of Main Street south of Springwood Avenue.
- Main Street commercial uses along the west side of Main Street between Bangs Avenue and Cookman Avenue replacing the existing municipal building parking lot. This portion of Main Street is an “eye sore” for the corridor and consumes valuable street front property that is well-suited for retail uses, similar to those along the east side of Main Street. Redeveloping this site into two to three story buildings with ground-level retail and office and/or residential uses above would improve the aesthetic quality of the corridor and mirror the “Main Street” character that is present on the east side of Main Street.

REDEVELOP EXISTING PUBLIC HOUSING

There are two public housing developments within the land use vision focus area. One is located south of Cookman Avenue between Langford Street and Memorial Drive, and the second is located south of Springwood Avenue between Atkins Avenue and Memorial Drive. Additionally, there are two vacant land areas adjacent to these developments both north and south of Springwood Avenue.

Workshop participants expressed several safety and crime-related concerns for both the public housing residents and surrounding neighborhoods. Additionally, the Housing Authority, which owns and operates public housing in the City, plans to redevelop the two public housing developments discussed here as funding becomes available and the opportunity arises. To help address the safety and crime-related concerns, and to support the Housing Authority’s

redevelopment goals, the land use vision proposes the following:

- Redevelop the existing public housing developments, creating lower-density “townhouse style” affordable housing that accommodates a mix of income levels.
- Utilize the vacant lands north and south of Springwood Avenue to create mixed-use multi-family residential/neighborhood commercial developments. These developments should include a mix of affordable and market-rate housing, which would help offset the reduction in affordable housing units resulting from the public housing redevelopment previously discussed. Additionally, ground-level retail/commercial uses, particularly near the Springwood Avenue/Memorial Drive intersection, would compliment and serve as a transition to the mixed-use neighborhood commercial uses proposed along the east side of Memorial Drive.

PRESERVE PARK/CIVIC SPACE & ENHANCE AESTHETIC QUALITY OF THE AREA

Park/civic space in or near the land use vision focus area is limited. Additionally, workshop participants indicated that several portions of the focus area are in need of aesthetic enhancements. The preliminary land use vision seeks to preserve and increase park/civic space, and enhance the aesthetic quality of the area through the following actions:

- Preserve and enhance the existing park/civic space. There are two parks located within the land use vision focus area: a small neighborhood park at the southeast corner of the Cookman Avenue/Main Street intersection and a larger park/civic area along Main Street north of Springwood Avenue, which is locally referred to as “the bowl.” The workshop participants indicated that these park/civic areas are valuable community assets that should be preserved and enhanced.
- Provide new park/civic space. The preliminary land use vision proposes a new park/civic space north of Springwood Avenue near the junction of Langford Street and Prospect Avenue. This new park/civic space could be incorporated into the adjacent public housing redevelopment and mixed-use

multi-family residential/neighborhood commercial area proposed north of Springwood Avenue. Additionally, while locations have not been specified, park/civic space should be incorporated into several of the land uses proposed in the vision, including the City Hall/Transportation Center redevelopment, mixed-use neighborhood commercial area between Memorial Drive and the train tracks, public housing redevelopment, and mixed-use multi-family residential/neighborhood commercial area along Memorial Drive and Springwood Avenue.

- Develop gateways to identify key entry points and enhance the area's image. Two locations were identified as key entry points into the land use vision focus area: the Main Street shopping corridor and CBD. These include the Asbury Avenue/Main Street intersection and Springwood Avenue/Lake Avenue/Main Street intersection. To help establish a recognizable identity for the area, as well as enhance its aesthetic quality, the vision proposes creating gateways at both of these locations.
- Landscape the east side of Memorial Drive along the train tracks. While streetscape improvements will be considered in detail in this study, workshop participants identified the east side of Memorial Drive along the train tracks as an area in critical need of aesthetic enhancements. Therefore, the vision proposes landscaping along the east side of Memorial Drive from Mattison Avenue to Asbury Avenue.

MAINTAIN ADEQUATE PARKING SUPPLY TO MEET FUTURE DEMAND

The current parking supply in the land use vision focus area more than meets existing demand. However, the combination of land uses and accompanying development proposed in the preliminary land use vision and the future development activity that will occur in the CBD and waterfront redevelopment area will likely create an increase in parking demand.⁸

One of the primary goals of this study is to improve non-auto accessibility, especially walking, biking, and public transportation between the Transportation Center, surrounding com-

munities, key activity centers, and the region. Additionally, the Project Team and workshop participants also recognize the importance of improving auto access and providing adequate parking in the Transportation Center area. The preliminary land use vision proposes the following to help ensure that future parking needs are met:

- Incorporate parking facilities into new larger developments. The proposed City Hall and Transportation Center redevelopment, mixed-use neighborhood commercial area between Memorial Drive and the train tracks, and movie theater/entertainment uses south of Springwood Avenue between Main Street and the train tracks are designated to include parking facilities. Parking demand analyses will need to be conducted to determine the appropriate capacity of the facilities. These facilities could accommodate parking needs for the general area, but at a minimum should accommodate the parking demand generated by on-site activity.
- Determine future parking demand. The land use vision resulting from this study will feed into the Main Street redevelopment study and city-wide master planning effort recently embarked on by the City. Once the redevelopment study and master plan are adopted, a build-out scenario, based on the desired future land use and supportive zoning, can be developed and future parking demand can be determined. The future parking demand determined through this process can be used to ensure that adequate parking capacity is provided as redevelopment occurs.

Corridor Selection

Through a screening process, three corridors were selected for analysis: Cookman Avenue, Main Street and Springwood Avenue. The corridors are shown in Figure II-12. Figure II-13 shows the study area boundaries and the location of the James J. Howard Transportation Center.

Project Corridor Evaluation

Initially five potential study corridors were identified for the Asbury Park Transportation Improvement Study: 1) Asbury Avenue, 2) Cook-

Figure II-12: Corridors Considered

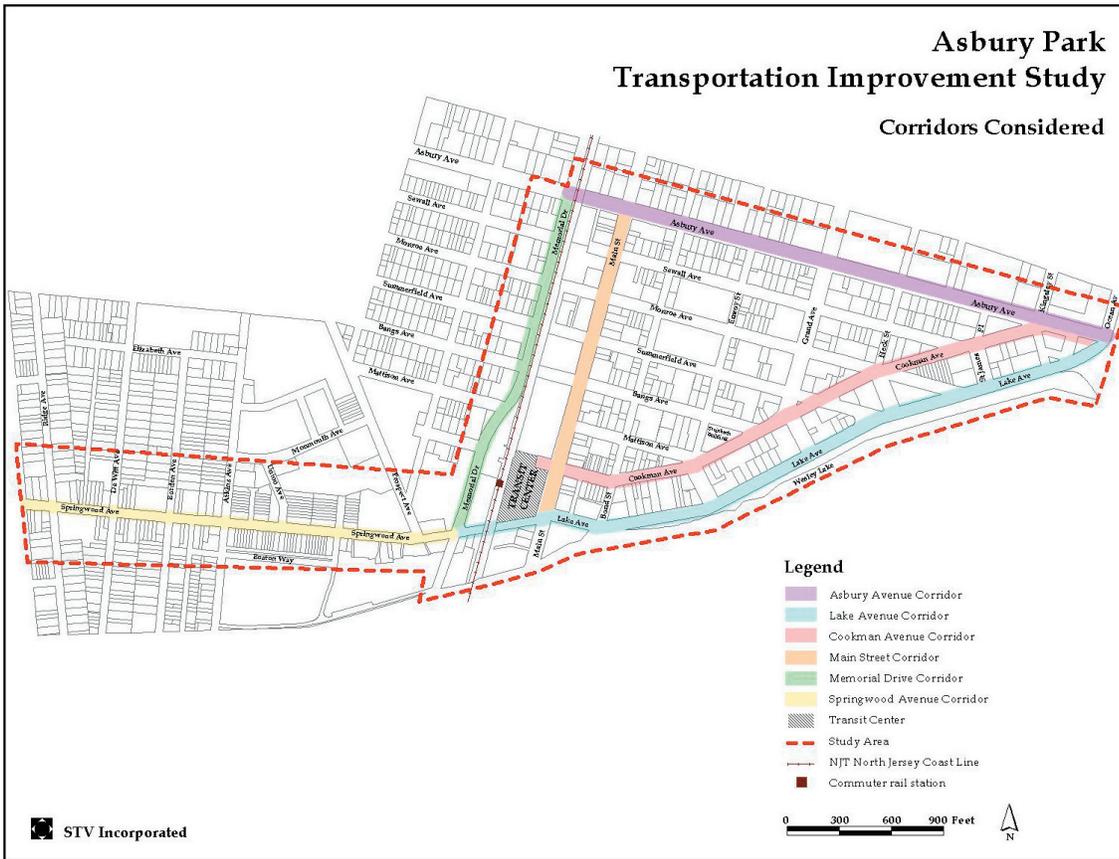
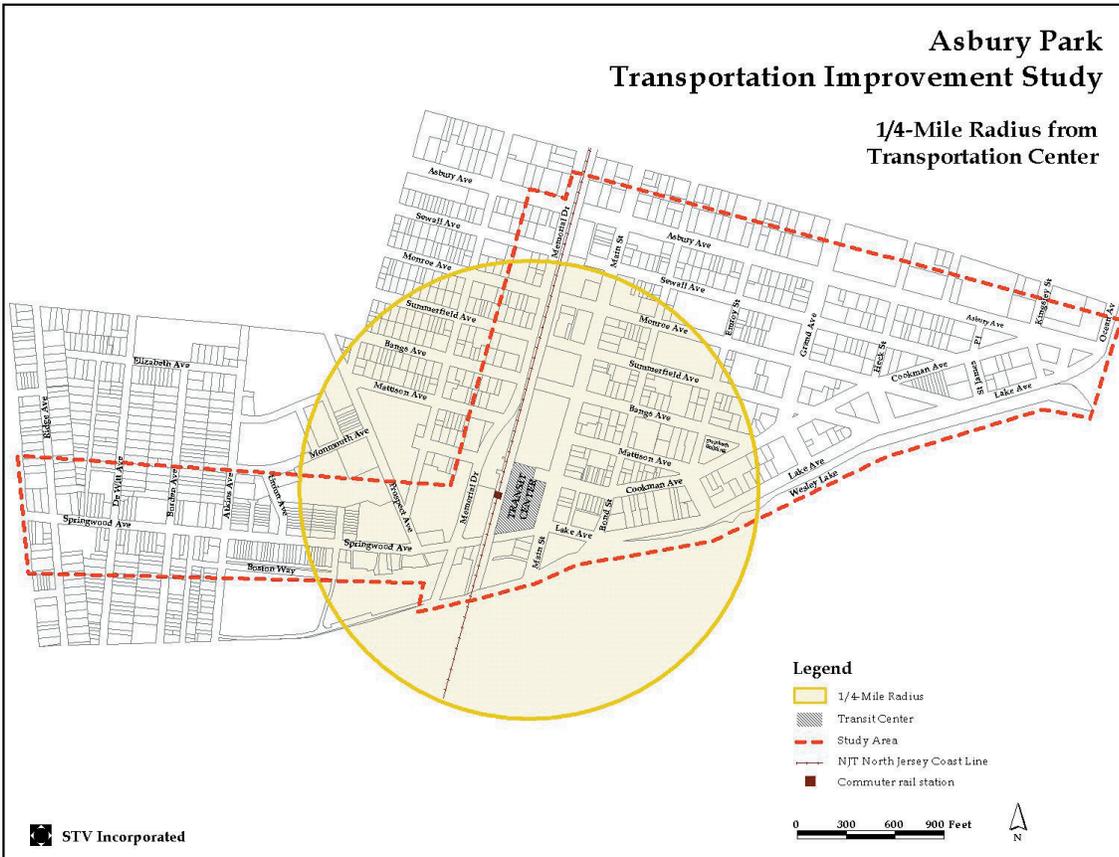


Figure II-13: Study Area Map



man Avenue, 3) Lake Avenue, 4) Main Street, and 5) Memorial Drive. The project sponsor in consultation with the City of Asbury Park identified a sixth corridor, Springwood Avenue, for consideration as a potential corridor. For the purposes of this study, three corridors were selected to advance for detailed analysis.

EVALUATION METHODOLOGY

To identify the most promising corridors, an evaluation methodology was developed. As part of this methodology, three guiding principles were identified to ensure that the selected corridors meet the goals and objectives set forth for this study, namely, to improve access and mobility, and to support current economic and redevelopment efforts within the City of Asbury Park.

The three guiding principles used to direct the corridor selection process were:

1. One of the selected corridors must connect the Transportation Center to the Waterfront Redevelopment Area.
2. One of the selected corridors must connect the Transportation Center to the West Side development area.
3. One of the selected corridors must connect the Transportation Center to the Asbury Park Central Business District (CBD).

In addition to these guiding principles, specific screening criteria were developed to measure a corridor's ability to meet the conditions set forth by the guiding principles.

The selection criteria used to identify the most promising corridors are identified below:

- The candidate corridor serves as a Study Area "Gateway" to waterfront/CBD points of interest.
- The candidate corridor is anchored by the Transportation Center at one end.
- The candidate corridor has a "destination" at the other end.
- The candidate corridor is a major pedestrian route to study area "attractors."
- The candidate corridor is (or can readily be) pedestrian-friendly.

- The candidate corridor has areas of visual interest en route.
- The candidate corridor serves vacant tracts/parcels with potential for redevelopment.
- The candidate corridor has ability to serve multiple modes (i.e. transit, bicycles, boats, in line skaters, segways, pedestrians, etc.).
- The candidate corridor complements current/committed redevelopment projects underway.

In order to measure a corridor's ability to satisfy the objectives of the screening criteria the following numeric scoring system was used:

- **3—Good.** A score of 3 points means that the corridor meets the objective of that specific screening criterion.
- **2—Fair.** A score of 2 points means that a corridor results does not fully meet the criterion's objective.
- **1—Poor.** A score of 1 point means that the corridor does not meet the objectives established for a specific screening criterion.

SCREENING CRITERIA & SCORING

Each of the nine criteria and how each was scored is described in more detail as follows:

Corridor serves as a Study Area "Gateway" to waterfront/CBD points of interest.

Creating a "gateway" to the study area is important to signify to the visitor or resident that one has arrived in Asbury Park. Gateways provide a symbolic as well as tangible expression in creating a "sense of place" that is critical in creating attractive places to visit and live. Corridor gateways are aimed at both the non-motorists (transit users, bicyclists, pedestrians and other modes) as well as at motorists.

A corridor that serves as a "gateway" (i.e. provides a distinctive visual image and identity) for points of interest in both the Central Business District (CBD) and the Waterfront will receive a score of 3 points for this criterion.

In the case where a corridor serves as a "gateway" for only one major destination (i.e. either the CBD or the Waterfront, but not both) it will receive a score of 2 points for this criterion.

If a corridor does not serve as a “gateway” for either the CBD or the Waterfront it will receive a score of 1 point for this criterion.

Corridor is anchored by the Transportation Center at one end.

The focal point of the Asbury Park Transportation Study is the Transportation Center. The selected study corridors should provide a tangible linkage to the Transportation Center and reinforce the role of the Transportation Center as an anchor and focal point for the study area.

A corridor in which the Transportation Center is integrated as a key element in connecting emerging redevelopment areas and encourages its use by both visitors and residents for a variety of trip purposes will receive a score of 3 points.

A corridor may be in close physical proximity to the Transportation Center but access to the facility can be impeded through either physical barriers (such as high speed or heavily traveled roadways) or psychological barriers (such as having to traverse through the Transportation Center’s parking lots). This situation discourages its usage and isolates the Transportation Center from its surroundings. Corridors that meet these conditions will receive a score of 2 points.

Any corridor that bypasses the Transportation Center entirely will receive a score of 1 point.

Corridor has a “destination” at the other end.

Just as important as having the Transportation Center “anchor” the corridor was the need for the corridor to lead to a “destination” or attractor that would entice the visitor or serve a destination for residents at the other end of the corridor. Ideally a corridor should lead to a number of destinations.

A corridor that serves multiple destinations such as the retail, employment and residential uses in the Central Business District (CBD) and recreational and residential uses in Waterfront will receive a score of 3 points for this criterion

If a corridor serves only one destination, i.e. either CBD or the Waterfront, but not both, it will receive a score of 2 points for this criterion.

A corridor that neither serves the CBD nor the Waterfront will receive a score of 1 point for this criterion.

Corridor is a major pedestrian route to study area “attractors.”

Encouraging visitors and residents to walk, rather than drive, is an important step in discouraging automobile use within the study area. Major pedestrian routes are characterized by intuitive routes, continuous, barrier free sidewalks and provide access to different destinations and linkages to study area attractions, such as the CBD and waterfront.

Corridors that serve as major pedestrian routes to both the CBD and the Waterfront will receive a score of 3 points for this criterion.

A corridor that serves as a major pedestrian route for “attractors” either in the CBD or the Waterfront, but not both, will receive a score of 2 points for this criterion.

A corridor that neither serves as a major pedestrian route to the CBD nor the Waterfront will receive a score of 1 point for this criterion.

Corridor is (or can readily be) pedestrian-friendly.

To encourage pedestrians, the corridors must be pedestrian-friendly or have the ability to become pedestrian friendly with relatively minor construction. Pedestrian-friendly corridors are characterized by an environmental ambience and built land form that is conducive towards walking, have sufficient sidewalk width (or room for sidewalks), and does not have pedestrian safety hazards. Corridors that have fast moving traffic lanes, or have frequent driveway entrances with heavy vehicular activity are not considered to be pedestrian-friendly.

Corridors that are characterized by compact development, interconnected streets, mixed land uses, designed for a balance of pedestrians and automobiles, similar sized buildings and low vehicular speeds are considered to be pedestrian-friendly and will receive a score of 3 points for this criterion.

Corridors that have some but not all of the characteristics described above will receive a score of 2 points for this criterion.

Those corridors that are characterized by large streets designed to carry automobiles, high speed traffic, discontinuous or missing, side-

walks hazardous street crossings, long continuous blocks, and automobile-oriented land use are not considered to be pedestrian-friendly and will receive a score of 1 point for this criterion.

Corridor has areas of visual interest en route. Corridors that have areas of visual interest en route will help attract non-motoring uses such as walkers, joggers, in line skaters and bicyclists whether they are visitors or residents. Areas of visual interest, such as a park, architecturally significant buildings, lake or ocean front, are known to attract such activities over areas that lack visual interest.

Corridors that are recognizable or are visually distinctive (i.e. containing architecturally significant buildings or natural features) will receive a score of 3 points for this criterion.

A corridor that has some but not all of the features described above will receive a score of 2 points for this criterion.

In the case of a corridor that is visually uninteresting (i.e. a predominance of commercial and industrial uses or expanses of walls or fences) the corridor will receive a score of 1 point for this criterion.

Corridor has ability to serve multiple modes (i.e. transit, bicycles, boats, in line skaters, Segways, pedestrians, etc.).

A key to reducing the growth of single occupant automobile use within the study area is to promote a variety of alternatives for traveling about the study area. Alternative modes could include walking, bicycling, 4-wheel bicycling, in line skating, scooters, Segways, electric carts, paddle boats, gondolas, water taxis, rubber tired trolley, streetcars, etc. With more choice of modes, there is greater opportunity to reduce automobile use while creating new and “fun” transportation options. To accommodate multiple modes corridors must meet the following requirements:

- Corridors must be (or readily made) pedestrian friendly
- Corridor roadways must be wide enough to accommodate bicycle lanes
- Corridors must serve a mix of potential attractions that could be prime travel destina-

tions such as entertainment facilities, shops, restaurants, hotels and residences

- Corridors must serve potential journey-to-work-trips and discretionary trips.

Corridors that meet all four requirements listed above will receive a score of 3 points.

Corridors that meet two or three of the requirements listed above will receive a score of 2 points.

Corridors that meet one or none of the requirements listed above will receive a score of 1 point.

Corridor compliments current/committed redevelopment projects underway.

There are currently a number of new redevelopment projects either under construction or committed for construction within Asbury Park. So far, most of these projects involve residential construction, although entertainment uses are planned. The ability to entice new residents and visitors to forsake their automobiles and to use other means of traveling around Asbury Park is important if automobile use (and its attendant impacts) is to be discouraged. Corridors that serve these new redevelopment sites stand a better chance of attracting such residents and visitors than those corridors that do not.

Corridors that traverse three or more redevelopment areas (Central Business District Redevelopment Area, Main Street Redevelopment Area, Waterfront Redevelopment Area and/or Springwood Redevelopment Area) will receive a score of 3 points.

In cases where corridors serve two redevelopment areas, it will receive a score of 2 points.

If corridor serves only one redevelopment area or does not serve any redevelopment area it will receive a score of 1 point.

EVALUATION PROCESS

Initially, the potential study corridors were organized into categories based on their ability to meet the conditions of the guiding principles.

1. One of the selected corridors must connect the Transportation Center to the Waterfront Redevelopment Area.

There were three potential corridors that met the conditions of this guiding principle:

- Asbury Avenue
- Cookman Avenue
- Lake Avenue

2. One of the selected corridors must connect the Transportation Center to the West Side development area.

Two potential corridors met the conditions of this guiding principle:

- Springwood Avenue
- Memorial Drive

3. One of the selected corridors must connect the Transportation Center to the Asbury Park Central Business District (CBD).

There was only one potential corridor that met this condition:

- Main Street

Next, the study corridors were analyzed for each criterion (e.g., *Serves as a Study Area Gateway to waterfront and CBD points of interest*) and given a numeric rating from “1 to 3.” This same process is repeated until each evaluation criterion has been analyzed for every study corridor. For a corridor to be advanced for further detailed analysis, it must achieve the highest combined overall score for its category.

SCORING RESULTS

Table II-8 displays both the individual scores that each corridor received based upon the evaluation criterion, as well as the total score.

The most promising study corridors that best met the conditions as set forth by the evaluation methodology are identified below:

- The *Cookman Avenue Corridor* is recommended as the most promising corridor that connects the Transportation Center to the Waterfront Redevelopment Area.
- The *Main Street Corridor* is recommended as the most promising corridor that connects the Transportation Center to the Asbury Park Central Business District.
- The *Springwood Avenue Corridor* is recommended as the most promising corridor that connects the Transportation Center to the West Side development area.

Based upon these results, these three corridors were advanced for further study.

Transportation Services & Facilities

The James J. Howard Transportation Center in downtown Asbury Park is currently the focus, or hub, for a variety of multimodal transportation services. Summarized in this section is the

Table II-8: Study Corridor Evaluation Results

Evaluation criteria	Connects to Waterfront			Connects to CBD	Connects to West Side Development		
	Cookman Corridor	Lake Corridor	Asbury Corridor	Main Corridor	Memorial Corridor	Springwood Corridor	Mattison Corridor
1 Corridor serves as Study Area “Gateway” to waterfront/CBD points of interest	3	2	2	2	1	2	1
2 Corridor is anchored by Transportation Center at one end	3	2	1	3	3	3	2
3 Corridor has a “destination” at the other end	3	3	2	1	1	1	1
4 Corridor is a major pedestrian route to study area “attractors”	3	3	2	2	1	1	1
5 Corridor is (or can readily be) pedestrian-friendly	3	3	3	3	1	2	3
6 Corridor has areas of visual interest en route	2	3	2	1	1	1	1
7 Corridor serves vacant tracts/parcels with potential for redevelopment	3	3	2	1	2	3	1
8 Corridor has ability to serve multiple modes (i.e. transit, bicycles, boats, in line skaters, segways, pedestrians, etc.)	2	2	2	2	1	1	1
9 Corridor compliments current/committed redevelopment projects underway	3	3	2	2	1	2	1
Total points	25	24	18	17	12	16	12
Corridor ranking	1	2	3	1	2	1	3

existing network of transportation services and facilities within the City of Asbury Park. Such services include NJ TRANSIT's North Jersey Coast Line rail service, NJ TRANSIT's local and regional bus routes, and Academy Lines' commuter bus service.

Public Transportation Services and Facilities

JAMES J. HOWARD TRANSPORTATION CENTER

The James J. Howard Transportation Center (Transportation Center) is a major multi-modal transportation hub serving the City of Asbury Park and adjacent communities, such as the towns of Neptune and Ocean Grove. The Transportation Center is located on the west side of Main Street between Cookman and Lake Avenues.

The City of Asbury Park owns the Transportation Center and is responsible for its operation and maintenance. Conversely, the railroad

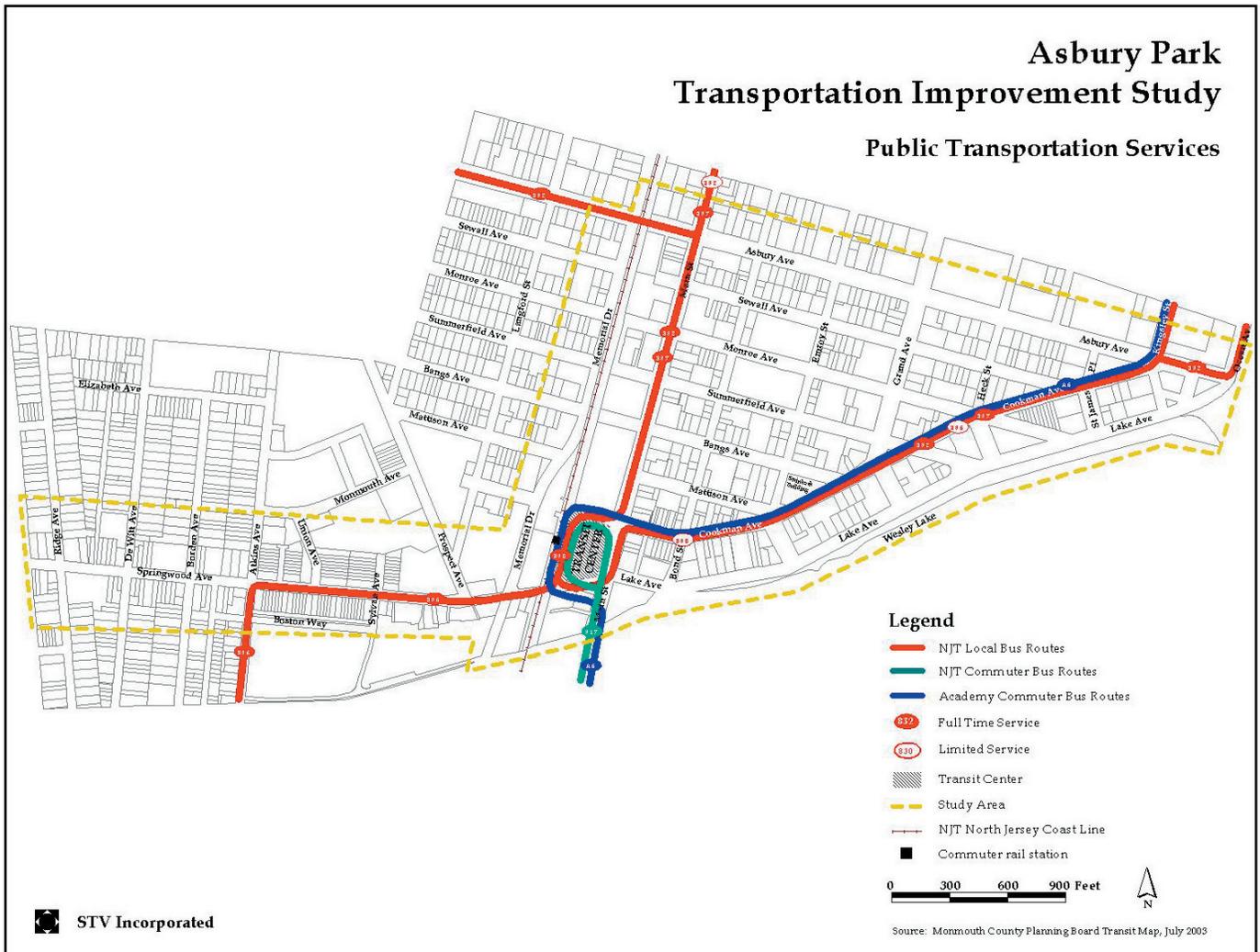
right-of-way is owned by NJ TRANSIT, who is responsible for the operation and maintenance of the railroad tracks and station platforms.

Several public transportation modes serve the Transportation Center including rail service via NJ TRANSIT's North Jersey Coast Line, five NJ TRANSIT fixed route bus lines (Figure II-14), an Academy commuter bus line and taxis.

Two surface parking lots are provided for commuters and are free of charge. On the southern portion of the Transportation Center property there is a small parking lot comprised of approximately 55 parking spaces, a taxi stand, and three saw-tooth bus bays with sheltered waiting areas. An additional commuter parking lot is located between the train tracks and Memorial Drive, west of the Transportation Center.

The station building has a large waiting room with limited seating, customer information

Figure II-14: Public Transportation Services





Transportation Center Waiting Room



NJ TRANSIT train arriving in Asbury Park station

panels along its walls, public restrooms, a concession area, and a NJ TRANSIT ticket window. The waiting room is in fair condition. As can be seen in the photograph above, the ceiling has water damage and missing tiles, and is in immediate need of repair.

Each of the available public transportation services serving Asbury Park are described in the following sections.

NJ TRANSIT RAIL SERVICE

At Asbury Park, NJ TRANSIT's North Jersey Coast Line provides diesel-powered rail service to Bay Head, NJ (to the south) and to Long Branch (to the north). At Long Branch, customers may transfer to electrically powered trains that serve the New York City/Newark metropolitan area. The transfer is required because diesel trains are not permitted (by New York City law) to operate into Penn Station New York. Rail service is provided seven days a week from 4:30 AM to 2:30 AM the next day.

During the weekdays on the North Jersey Coast Line, 18 trains operate northbound to New York City/Newark and 22 trains operate in the southbound direction. During the weekday AM peak period (6-9 AM), the Transportation Center is served by five northbound trains with 30 minute headways (the time interval between trains traveling in the same direction on the same line). In the weekday PM peak period (4-7 PM), the Center is served by six southbound trains with 20 minute headways.

In FY 2004, 581 average weekday boardings were made at the Transportation Center for the North Jersey Coast Line. During weekends, ridership tended to be lower with 218 average

Saturday boardings and 169 average Sunday boardings. Ridership at this station is stable and in interviews with NJ TRANSIT staff, they stated that there are no current plans to increase the number of trains operating on this line.

Ticketing for NJ TRANSIT rail services is provided by Ticket Vending Machines located on the train platforms and via a staffed ticket window operated by NJ TRANSIT from 4:30 AM to 12 PM on weekdays only.

Table II-9 depicts the average headways for rail service at the Transportation Center at selected time periods during the week. The time periods depicted include the weekday AM peak (6-9 AM), weekday midday (11 AM-1 PM), weekday PM peak (4-7 PM) and Saturday and Sunday midday (11 AM-1 PM).

Table II-9: NJ TRANSIT North Jersey Coast Line Rail Service and Headways

Name	Type of Route	Day	Headways(minutes)		
			AM	Midday	PM
North Jersey Coast Line	Rail	M-F	30	120	20/30
		Sat	60	60	60
		Sun	60	60	60

FIXED-ROUTE BUS SERVICE

In addition to commuter rail, NJ TRANSIT operates five fixed-route bus lines which serve the Transportation Center, these routes are:

- NJ TRANSIT 317—Asbury Park/Fort Dix/Philadelphia.
- NJ TRANSIT 830—Asbury Park/Point Pleasant Beach.
- NJ TRANSIT 832—Red Bank/Monmouth Mall/Asbury Park.

Passengers boarding NJ TRANSIT Bus at Transportation Center



- NJ TRANSIT 836—Asbury Park/Freehold Raceway Mall/Central State Medical Center.
- NJ TRANSIT 837—Long Branch/Asbury Park/Seaview Square.

Ridership data is available for only two routes, NJ TRANSIT 317 and NJ TRANSIT 836. No detailed daily average ridership statistics are available for the NJ TRANSIT 830, NJ TRANSIT 832, or NJ TRANSIT 837 due to the type of farebox used by the contract carriers. Samples of recent average daily ridership for NJ TRANSIT 317 and 836 routes are displayed in Table II-10.

From July 2003 to June 2004, average daily ridership on NJ TRANSIT 317 ranged from 800 to 900 riders during weekdays. On Saturdays, this route carries a significant number of riders with a low of 550 average daily riders in January 2004 and a high of 780 average daily riders in August 2003, reflecting the changes in seasonal demand.

NJ TRANSIT 836 carries between 600 and 700 average daily riders during weekdays. On weekends, when only half as many trips operate vs. weekdays, average daily ridership is only modestly lower. It can be concluded that this route is used primarily for journey-to-work trips.

According to discussions with NJ TRANSIT staff, ridership on these routes is anticipated to grow by 1 to 3 percent per year and there are no plans to increase the service or extend routes in the near future. Monmouth County planning staff anticipate higher ridership growth due

Table II-10: NJ TRANSIT Fixed Route Bus Ridership
Source: NJ TRANSIT, Connex TCT ridership reports

Route	Average Daily Ridership		
	Weekday	Saturday	Sunday
317 Philadelphia-Asbury Park			
July-03	921	742	598
August-03	913	780	578
September-03	959	730	554
October-03	939	725	562
November-03	900	672	535
December-03	878	672	484
January-04	801	555	478
February-04	841	695	561
March-04	826	687	588
April-04	860	700	554
May-04	879	719	600
June-04	941	731	666

Route	Average Daily Ridership		
	Weekday	Saturday	Sunday
836 Asbury Pk-Freehold			
July-03	696	380	252
August-03	683	412	279
September-03	718	423	254
October-03	721	395	268
November-03	664	413	281
December-03	607	292	214
January-04	556	291	180
February-04	623	328	231
March-04	653	371	261
April-04	680	377	256
May-04	720	373	284
June-04	689	398	268

to redevelopment projects and suggest careful monitoring to determine future service needs.

A summary of the operating characteristics for each of the bus routes serving Asbury Park is displayed in Table II-11. Headways during the AM peak (6-9 AM), middays (11 AM-1 PM) and PM peak (4-7 PM) periods on weekdays range from 30 to 120 minutes. Most routes operate at 30- or 60-minute headways during the weekdays. Fixed-route bus service operates seven days a week. Hours of service vary among the routes and from weekday to weekend day.

LOCAL BUS CIRCULATION WITHIN ASBURY PARK

Each of the three study corridors are served by buses, however, other parts of Asbury Park do not have transit service. Cookman Avenue is served by four NJ TRANSIT bus routes: NJ TRANSIT 830, 832, 836, and 837. Main Street is served by NJ TRANSIT 832 and 837. A portion of Springwood Avenue from Main

Street to Atkins Avenue is served by NJ TRANSIT 836. Academy Bus serves the Transportation Center and has a stop on Cookman Avenue, but the nature of this type of service does not allow use for local trips.

As shown in Table II-11, the frequency of bus service is limited throughout the day. Table II-11 shows headways for three selected time intervals corresponding to the AM peak (6-9 AM), midday (11 AM-1 PM) and PM peak (4-7 PM).

NJ TRANSIT 832 provides the most frequent service with 30 minute headways, 7 days per week. NJ TRANSIT routes 830 and 837 operate once an hour, 7 days per week. NJ TRANSIT 836 operates once an hour Monday through Friday and every two hours on weeknights after 6 PM, Saturday and Sunday.

In terms of meeting local circulation needs, existing bus routes and headways are too long to adequately serve the needs of residents who may want to use scheduled public transit services as a means of traveling to other parts of Asbury Park. As a result of these infrequent headways, residents are discouraged from using public transit services for local trips to the Transportation Center or for travel to other parts of Asbury Park. (i.e., buses are oriented toward serving regional travel patterns).

COMMUTER BUS SERVICE

Academy Bus lines provides commuter bus service between Point Pleasant, NJ and the Port Authority Bus Terminal in New York City including stops at the Transportation Center and at the intersection of Cookman and Grand Av-

Route	Name	Type of Route	Day	Headways(minutes)			Notes
				AM	Midday	PM	
317	Philadelphia	Local	M-F	n/a	120	120	On weekdays and weekends, 1 bus is leaves for Philadelphia at 8 AM.
			Sat	n/a	120	120	
			Sun	n/a	120	120	
317	Asbury Park	Local	M-F	n/a	120	120	On weekends, 1 bus arrives at the Transportation Center at 7:37 AM.
			Sat	n/a	120	120	
			Sun	n/a	120	120	
830	Point Pleasant to Rt. 71, Spring Lake	Local	M-F	60	60	60	
			Sat.	60	60	60	
			Sun	n/a	n/a	n/a	
830	Asbury Park	Local	M-F	60	60	60	
			Sat	60	60	60	
			Sun	n/a	n/a	n/a	
832	Red Bank	Local	M-F	30	30	30	
			Sat	30	30	30	
			Sun	n/a	60	60	
832	Asbury Park	Local	M-F	30	30	30/60	On weekdays and Saturdays, buses arrive every 60 minutes after 6 PM.
			Sat	30	30	30/60	
			Sun	n/a	60	60	
836	Freehold	Local	M-F	60	60	60	
			Sat.	120	120	120	
			Sun	120	120	120	
836	Asbury Park	Local	M-F	60	60	60	
			Sat.	120	120	120	
			Sun	120	120	120	
837	Long Branch	Local	M-F	60	60	60	
			Sat.	60	60	60	
			Sun	n/a	n/a	n/a	
837	Asbury Park	Local	M-F	60	60	60	
			Sat.	60	60	60	
			Sun	n/a	n/a	n/a	

Table II-11: NJ TRANSIT Fixed Route Bus Service and Headways



Commuter bus service is offered at the Transportation Center

enues. On weekday mornings, the peak direction is northbound to New York City. Service is provided most frequently between 5 and 7 AM with buses departing every 30 minutes. During weekday evenings southbound service stops at the Transportation Center most frequently between 6:30 and 8 PM, with 30-minute arrivals.

A summary of the operating characteristics for Academy Bus service for Asbury Park is displayed in Table II-12. Headways during the AM peak (i.e., 6-9 AM), midday (i.e., 11 AM-1 PM) and PM peak (i.e., 4-7 PM.) periods on weekdays range from 30 to 120 minutes.

Assessment of Current and Future Traffic

TRAFFIC

Provided in this section is a preliminary sense of the level of traffic improvements needed to accommodate growth along key development corridors in Asbury Park. Eight intersections were examined in terms of levels of service during the weekday AM and PM peak hours, with seven serving as portals from external points to the north, west, and south.

Outlined in the following discussion are the current roadway and traffic conditions in Asbury Park, future conditions without any major development, and future conditions with significant growth as well as improvement measures needed to mitigate potential impacts.

Existing Traffic Conditions

The street network of Asbury Park generally follows the typical orthogonal street grid of most New Jersey communities lining the shore. Most streets have one or two moving travel lanes, and curbside parking is allowed on many blocks with commercial or residential uses. Traffic signals are provided at the intersection of two major streets or, in some cases, where one major street crosses a minor side street.

The focus of this assessment was on the east/west Asbury and Springwood Avenues and on the north/south corridors of Memorial Drive and Main Street, all being major traffic carriers. Memorial Drive and Main Street border NJ TRANSIT's North Jersey Coast Line commuter rail line, with vehicle traffic allowed to cross the tracks at grade on intersecting side streets.

The eight signalized intersection locations examined included:

1. Lake/Springwood Avenue at Main Street
2. Cookman Avenue at Main Street
3. Cookman Avenue at Heck Street/Monroe Avenue
4. Bangs Avenue at Main Street
5. Asbury Avenue at Main Street
6. Lake/Springwood Avenue at Memorial Drive
7. Bangs Avenue at Memorial Drive
8. Asbury Avenue at Memorial Drive

Name	Type of Route	Day	Headways (minutes)			Notes
			AM	Midday	PM	
Academy Bus (northbound)	Commuter	M-F	30/60	120	120	Between 5 and 7AM on weekdays, service to NYC is every 30 minutes and every 60 minutes from 7 to 9AM.
		Sat	120	120	120	
		Sun	120	120	120	
Academy Bus (southbound)	Commuter	M-F	n/a	120	60/30	Between 4:30 and 6:30 PM on weekdays, service from NYC is every 60 minutes and every 30 minutes from 6:30 to 8:30 PM.
		Sat	120	120	120	
		Sun	120	120	120	

Table II-12: Academy Bus Service and Headways

Traffic conditions for the weekday AM and PM peak hours were assessed using vehicle count information listed in the *Traffic Impact Study for Asbury Park Redevelopment* (April 2003) and recent counts conducted by STV. The peak travel hours were observed to be typical weekday commuter periods, 7-9 AM and 4-6 PM.

In terms of current travel patterns, Memorial Drive and Main Street appear to be used as through streets, with only minor flows connecting to Asbury Park's CBD or waterfront areas. For example, Main Street south of Lake Avenue carries about 620 vehicles per hour (vph) northward in the AM peak hour, and about 550 vph north of Asbury Avenue in the same direction. Southbound, Main Street flows are about 600 vph both north of Asbury Avenue and south of Lake Avenue. Memorial Drive carries about 300-350 vph along its entire length through Asbury Park in both directions. At most intersections along Memorial and Main, the turning movements toward the shorefront areas are less than 40 vph.

The east/west streets exhibit fairly balanced flows during both the AM and PM peaks, and markedly lower than the north/south movements, perhaps reinforcing the importance of Memorial and Main as through corridors. East of the railroad tracks, Lake Avenue carries less than 260 vph in either direction, a volume indicative of about a half lane of travel capacity, while Asbury Avenue carries traffic volumes less than half of those seen on Lake Avenue. West of the railroad tracks, traffic builds slightly to between 250 and 330 vph in either direction, although there again less than a full lane of travel capacity.

The *2000 Highway Capacity Manual (HCM)* procedures were used to determine the capacities and levels of service for each of the intersections comprising the traffic study area. For signalized intersections, levels of service (LOS) are defined in terms of the average control delay experienced by all vehicles that arrive in the analysis period, including delays incurred beyond the analysis period when the lane group is saturated.

- LOS A describes operations with very low delay, i.e., less than 10 seconds per vehicle. This occurs when signal progression is ex-

tremely favorable, and most vehicles arrive during the green phase. Most vehicles do not stop at all.

- LOS B describes operations with delay in the range of 10.1 to 20.0 seconds per vehicle. This generally occurs with good progression and/or short cycle lengths. Again, most vehicles do not stop at the intersection.
- LOS C describes operations with delay in the range of 20.1 to 35.0 seconds per vehicle. These higher delays may result from fair progression and/or longer cycle lengths. The number of vehicles stopping is significant at this level, although many still pass through the intersection without stopping.
- LOS D describes operations with delay in the range of 35.1 to 55.0 seconds per vehicle. At LOS D, the influence of congestion becomes more noticeable. Longer delays may result from some combination of unfavorable progression, long cycle lengths, or high volume-to-capacity (v/c) ratios. Many vehicles stop, and the proportion of vehicles not stopping declines.
- LOS E describes operations with delay in the range of 55.1 to 80.0 seconds per vehicle. This is considered to be the limit of acceptable delay. These high delay values generally indicate poor progression, long cycle lengths, and high volume-to-capacity ratios.
- LOS F describes operations with delay in excess of 80.0 seconds per vehicle. This is considered to be unacceptable to most drivers. This condition often occurs with oversaturation, i.e., when arrival flow rates exceed the capacity of the intersection. It may also occur at high volume-to-capacity ratios with cycle failures. Poor progression and long cycle lengths may also be contributing to such delays. Often, vehicles do not pass through the intersection in one signal cycle.

Levels-of-service A, B, and C are considered acceptable per the Institute of Transportation Engineers, LOS D is generally considered marginally acceptable/unacceptable, and LOS E and F are considered unacceptable for signalized intersections.

Each of the signalized intersections comprising the traffic study area was analyzed in terms of

their capacities to accommodate existing traffic volumes and their resulting levels of service. A summary of findings is presented in Table II-

13 (below) and illustrated in Figure II-15, with the key findings discussed on the following pages.

Table II-13: 2005 Existing Traffic Conditions

Intersection & Approach			Weekday						
			Mvt.	AM Peak Hour			PM Peak Hour		
				V/C	Control Delay	LOS	V/C	Control Delay	LOS
Lake/Springwood Avenue at Main Street									
Springwood Avenue	EB	LTR	0.84	43.9	D	0.94	60.5	E	
Lake Avenue	WB	L	0.27	22.5	C	0.31	22.9	C	
		TR	0.35	23.1	C	0.33	22.8	C	
Main Street	NB	LTR	0.45	12.5	B	0.67	16.1	B	
	SB	LTR	0.38	11.9	B	0.52	13.3	B	
	Overall Intersection		-	19.0	B		22.2	B	
Cookman Avenue at Main Street									
Cookman Avenue	EB	LR	0.01	16.3	B	0.01	16.3	B	
	WB	LR	0.12	17.1	B	0.25	18.2	B	
Main Street	NB	TR	0.49	16.3	B	0.54	16.9	B	
	SB	LT	0.41	15.4	B	0.57	17.3	B	
	Overall Intersection		-	15.9	B		17.2	B	
Cookman Avenue at Heck Street/Monroe Avenue									
Heck Street	WB	TR	0.01	32.1	C	0.01	32.1	C	
Monroe Avenue	SB	LTR	0.07	32.5	C	0.07	32.5	C	
Cookman Avenue	NW	LTR	0.15	21.7	C	0.18	22.1	C	
	SE	LTR	0.03	20.7	C	0.03	20.7	C	
	Overall Intersection		-	23.7	C		23.7	C	
Bangs Avenue at Main Street									
Bangs Avenue	EB	LTR	0.33	27.7	C	0.68	36.2	D	
	WB	LTR	0.21	26.7	C	0.57	31.3	C	
Main Street	NB	LTR	0.40	8.7	A	0.49	9.4	A	
	SB	LTR	0.37	8.5	A	0.45	9.1	A	
	Overall Intersection		-	10.9	B		14.2	B	
Asbury Avenue at Main Street									
Asbury Avenue	EB	LTR	0.66	30.5	C	0.78	37.5	D	
	WB	LTR	0.28	23.8	C	0.30	24.0	C	
Main Street	NB	L	0.29	10.3	B	0.41	12.0	B	
		TR	0.53	12.7	B	0.66	15.2	B	
	SB	LTR	0.42	15.5	B	0.57	17.4	B	
	Overall Intersection		-	17.4	B		19.9	B	
West Lake/Springwood Avenue at Memorial Drive									
Springwood Avenue	EB	LTR	0.54	23.6	C	0.66	27.0	C	
Lake Avenue	WB	LTR	0.49	22.7	C	0.80	36.1	D	
Memorial Drive	NB	LTR	0.25	12.4	B	0.28	12.6	B	
	SB	LTR	0.20	12.1	B	0.35	13.3	B	
	Overall Intersection		-	16.9	B		20.5	C	
Bangs Avenue at Memorial Drive									
Bangs Avenue	EB	LTR	0.27	27.1	C	0.64	34.2	C	
	WB	LTR	0.25	27.0	C	0.75	40.7	D	
Memorial Drive	NB	LTR	0.23	7.5	A	0.23	7.6	A	
	SB	LTR	0.18	7.3	A	0.30	8.0	A	
	Overall Intersection		-	11.2	B		16.6	B	
Asbury Avenue at Memorial Drive									
Asbury Avenue	EB	LTR	0.46	12.6	B	0.57	13.9	B	
	WB	LTR	0.84	24.3	C	0.45	12.5	B	
Memorial Drive	NB	LTR	0.30	12.4	B	0.45	13.4	B	
	SB	LTR	0.26	12.1	B	0.35	12.7	B	
	Overall Intersection		-	16.7	B		13.2	B	

Notes:

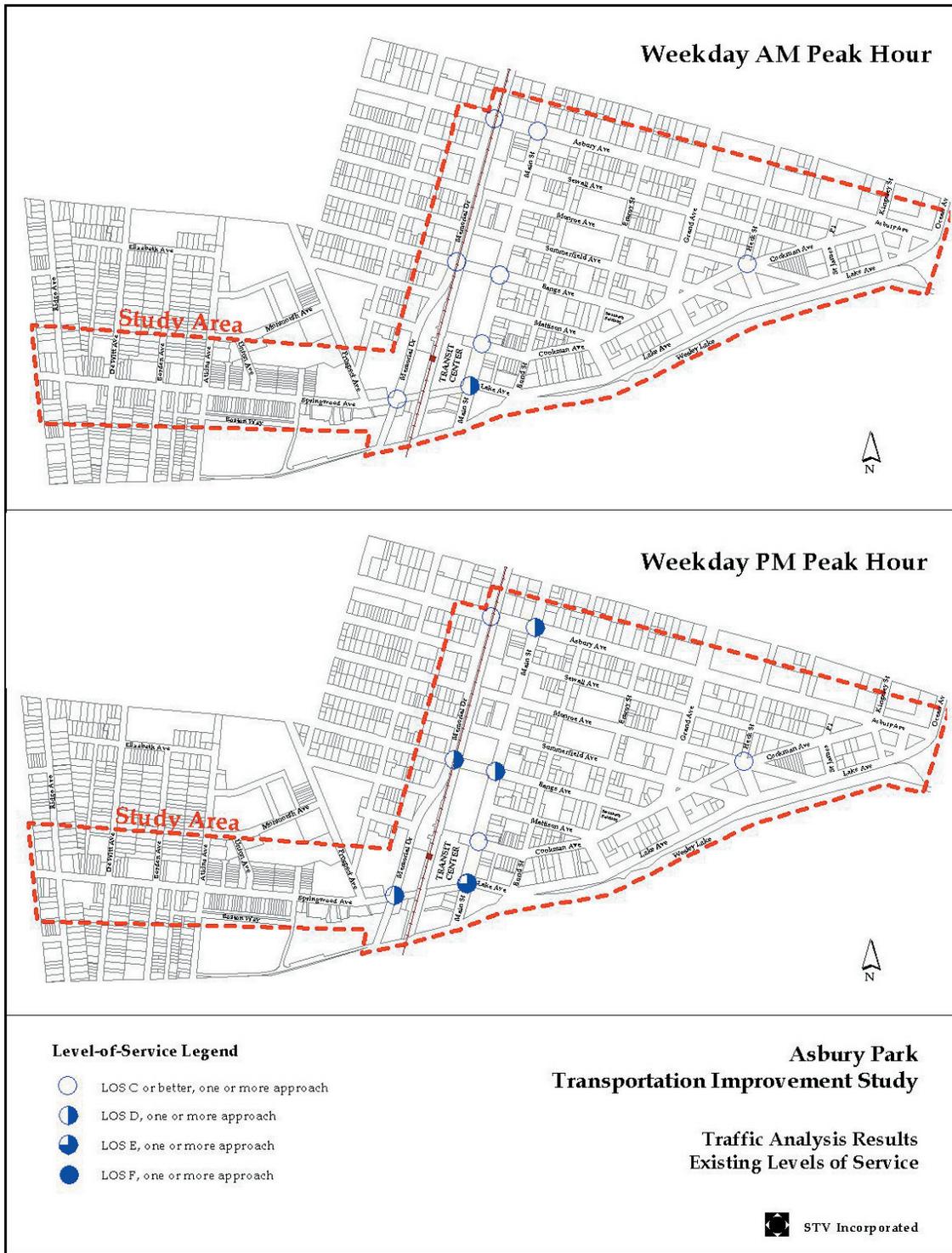
"Mvt." refers to the specific intersection approach lane(s) and how the lane(s) operate and/or specific pavement striping. TR is a combined through- right turn lane(s), R or L refers to exclusive right- or left-turn movement lane(s), and LTR is a mixed lane(s) that allows for all movement types. It is possible that lane uses change in different time periods. For example, a very heavy right-turn volume may exceed a single lane capacity, thus forcing drivers to use (or "share") an adjacent lane for additional travel capacity in the AM, but as flows decrease later in the day, a shared lane may not be needed. DefL is a defacto left-turn lane automatically input by the HCS software when the volume of left turns is high enough to create a "natural" turn lane to accommodate the demand; through movements would then use the adjacent travel lane.

V/C is the volume-to-capacity ratio for the Mvt. listed in the first column. Values above 1.0 indicate an excess of demand over capacity.

Level of service (LOS) for signalized intersections is based upon average control delay per vehicle (sec/veh) for each lane group listed in the Mvt. Column as noted in the 2000 HCM - TRB.

The delay calculations for signalized intersections represent the average control delay experienced by all vehicles that arrive in the analysis period, including delays incurred beyond the analysis period when the lane group is saturated.

Figure II-15: 2005 Existing Traffic Conditions – Levels of Service



The eight study locations function at acceptable levels-of-service B, although a number of individual movements experience problems during one or both peak travel hour(s). In particular, the eastbound approach of Springwood Avenue at Main Street operates at LOS D (AM) and E (PM) mostly due to insufficient green signal time to be processed. Eastbound Asbury Av-

enue at Main Street operates at LOS D in the PM, again due to an insufficient green cycle length.

Future Traffic Conditions without Development

The analysis of future traffic conditions without the proposed transportation improvements (i.e., the future No Build condition) serves as a

baseline against which the impacts of the other future development will be compared, and only includes background traffic volume increases that reflect expected growth in overall travel through and within the area, and roadway operational system changes scheduled to be occupied or implemented by a future assessment year. For assessment purposes, a ten-year build-out period was assumed, i.e., 2015. For background growth, a rate of one percent per year was assumed for an overall growth rate of about ten percent by 2015. No major roadway modifications are planned in the area that would modify travel patterns.

Based on the projected increases in traffic volumes noted above, future No Build levels of service were determined. There would be modest increases in traffic volumes expected along the streets included in the traffic study area, with the largest increases of 50-60 vph noted to occur along Main Street and Memorial Drive. Along study area east/west cross streets, traffic increases would be 30 vph or less.

These findings are listed in Tables II-14 and -15, and are discussed below. Only one intersection approach would deteriorate from LOS D or E (existing) to F (future No Build), namely the eastbound approach of Springwood Avenue to Lake Avenue in the AM and PM peak hour. All other approaches and overall operations conditions would remain similar to existing conditions, albeit with slight increases in approach delays. All intersections would operate at an overall LOS C or better (see Tables II-14 and -15, and Figure II-16).

Future Traffic Conditions with Redevelopment

The analysis of future conditions with redevelopment in place involves the determination of the volume of vehicle trips expected to be generated by new land uses, the assignment of these vehicle trips to the street network approaching the area, and the determination of projected levels of service at the critical locations analyzed.

The assessment of a possible future development scenario focused on the Cookman and Springwood Avenue corridors since there are either vacant areas or along which development has actually commenced. Main Street

was not included herein since field observations indicated that the corridor appears to be active with institutional and business uses not likely to change in the near future. (This corridor could be explored as part of a subsequent study as to the type and intensity of realistic development that could appear along it, and then traffic assessments could be conducted for possible new uses.) Planned developments and zoning information listed in a number of recent documents for Asbury Park (see Figure II-17), include:

For the Cookman Avenue corridor:

- Waterfront Redevelopment Plan (2002)
- CBD Redevelopment Plan (2003)

For the Springwood Avenue corridor:

- Strategic Target Area Rebuilding Spirit (STARS) Redevelopment Plan (2000)
- Springwood Avenue Redevelopment Plan (2004)

A block-by-block assessment was performed for each corridor, assuming that redevelopment would occur along the actual blockface and not for the entire block. That is, new retail and office uses, for example, would only extend back for a reasonable depth back from the study corridor, and not encompass the entire block. Residential uses were limited to the number of dwelling units specified in the documented zoning studies, typical one or two dwelling units per floor on a three- or four-story structure.

Briefly, comparing the findings and direction of development from the four referenced documents indicates that the majority of new residential space would be situated east of Main Street, while the commercial core would be to the west. In a sense, it appears that people would reside in one area, and could then work in a neighboring—perhaps walkable—area nearby. For the Cookman Avenue corridor, 930 residential dwelling units and about 230,000 sq. ft. of retail space were derived. The studies also indicated that upwards of 1,470 parking spaces for residents and 270 spaces for retail users would also be provided. For the Springwood Avenue corridor, 200 residential dwelling units and about 490,000 sq. ft. of commercial (office) space were derived. The number of parking

Table II-14: 2015 No Build and Build Traffic Conditions (AM Peak Hour)

Intersection & Approach		Mvt.	Weekday									Mitigation Measures Required
			No Build			Build			Build with Mitigation			
			V/C	Control Delay	LOS	V/C	Control Delay	LOS	V/C	Control Delay	LOS	
Lake/Springwood Avenue at Main Street												
Springwood Avenue	EB	LTR	1.01	82.5	F	1.28	180.1	F	0.61	36.6	D	Eliminate parking on the EB approach to provide one additional lane. Restripe the WB exclusive left-turn lane to a shared through-left turn lane. Provide a NB lead phase such that: EB/WB phase = 30 sec., NB lead phase = 11 sec. and, NB/SB phase = 50 sec.
Lake Avenue	WB	L	0.31	22.9	C	0.34	23.4	C	-	-	-	
		TR	0.39	23.5	C	0.45	24.0	C	-	-	-	
		LTR	-	-	-	-	-	-	0.56	35.6	D	
Main Street	NB	LTR	0.51	13.2	B	-	-	-	-	-	-	
		Def L	-	-	-	1.40	226.5	F	0.86	37.3	D	
		TR	-	-	-	0.66	16.1	B	0.57	12.5	B	
	SB	LTR	0.43	12.4	B	0.61	14.7	B	0.74	26.9	C	
Overall Intersection		-		25.8	C		64.2	E		27.1	C	Increase signal cycle length from 90 to 110 sec.
Cookman Avenue at Main Street												
Cookman Avenue	EB	LR	0.02	16.3	B	0.02	16.3	B				
	WB	LR	0.12	17.1	B	0.34	19.1	B				
Main Street	NB	TR	0.54	16.9	B	0.58	17.5	B				
	SB	LT	0.45	15.8	B	0.59	17.6	B				
Overall Intersection		-		16.5	B		17.7	B				
Cookman Avenue at Heck Street/Monroe Avenue												
Heck Street	WB	TR	0.01	32.1	C	0.01	32.1	C				
Monroe Avenue	SB	LTR	0.07	32.6	C	0.07	32.6	C				
Cookman Avenue	NW	LTR	0.16	21.9	C	0.16	21.9	C				
	SE	LTR	0.03	20.7	C	0.03	20.7	C				
Overall Intersection		-		23.8	C		23.8	C				
Bangs Avenue at Main Street												
Bangs Avenue	EB	LTR	0.37	28.2	C	0.37	28.2	C				
	WB	LTR	0.24	26.9	C	0.26	27.1	C				
Main Street	NB	LTR	0.44	9.0	A	0.47	9.2	A				
	SB	LTR	0.42	8.9	A	0.53	9.9	A				
Overall Intersection		-		11.3	B		11.6	B				
Asbury Avenue at Main Street												
Asbury Avenue	EB	LTR	0.72	33.6	C	0.87	48.8	D	-	-	-	Daylight the curb along the EB approach during the AM peak hour (i.e., eliminate 100 feet of parking approx. 4 parking spaces)
		LT	-	-	-	-	-	-	0.57	27.9	C	
		R	-	-	-	-	-	-	0.18	22.8	C	
	WB	LTR	0.31	24.1	C	0.60	28.5	C	0.60	28.4	C	
Main Street	NB	L	0.34	10.7	B	0.43	12.4	B	0.43	12.4	B	
		TR	0.59	13.7	B	0.63	14.6	B	0.63	14.6	B	
	SB	LTR	0.46	16.0	B	0.61	18.1	B	0.61	18.1	B	
Overall Intersection		-		18.4	B		22.5	C		19.3	B	
Lake/Springwood Avenue at Memorial Drive												
Springwood Avenue	EB	LTR	0.61	25.3	C	1.33	196.7	F	0.60	24.4	C	Eliminate parking on the EB and WB approaches to provide one additional lane on each approach
Lake Avenue	WB	LTR	0.55	24.0	C	1.55	285.6	F	0.76	28.6	C	
Memorial Drive	NB	LTR	0.28	12.6	B	0.46	14.3	B	0.46	14.3	B	
	SB	LTR	0.23	12.2	B	0.30	12.8	B	0.30	12.8	B	
Overall Intersection		-		17.6	B		143.4	F		20.9	C	
Bangs Avenue at Memorial Drive												
Bangs Avenue	EB	LTR	0.30	27.4	C	0.30	27.5	C				
	WB	LTR	0.28	27.2	C	0.30	27.4	C				
Memorial Drive	NB	LTR	0.25	7.7	A	0.26	7.7	A				
	SB	LTR	0.20	7.4	A	0.24	7.6	A				
Overall Intersection		-		11.3	B		11.3	B				
Asbury Avenue at Memorial Drive												
Asbury Avenue	EB	LTR	0.51	13.1	B	0.52	13.2	B	0.47	10.9	B	Shift 3 seconds of green time from the north/south phase to the east/west phase such that: EB/WB phase = 29 sec. and SB phase = 21 sec.
	WB	LTR	0.93	35.4	D	1.04	61.7	E	0.93	32.5	C	
Memorial Drive	NB	LTR	0.33	12.6	B	0.36	12.8	B	0.41	15.1	B	
	SB	LTR	0.29	12.3	B	0.37	12.9	B	0.42	15.1	B	
Overall Intersection		-		21.0	C		30.6	C		20.7	C	

Table II-15: 2015 No Build and Build Traffic Conditions (PM Peak Hour)

Intersection & Approach		Mvt.	Weekday									Mitigation Measures Required	
			No Build			Build			Build with Mitigation				
			V/C	Control Delay	LOS	V/C	Control Delay	LOS	V/C	Control Delay	LOS		
Lake/Springwood Avenue at Main Street													
Springwood Avenue	EB	LTR	1.09	104.5	F	3.16	1011.0	F	-	-	-	Eliminate parking on the EB approach to provide one additional lane. Restripe the WB exclusive left-turn lane to a shared through-left turn lane. Provide a NB lead phase such that: EB/WB phase = 35 sec., NB lead phase = 11 sec. and, NB/SB phase = 47 sec. Increase signal cycle length from 90 to 110 sec.	
		Def L	-	-	-	-	-	-	1.06	103.2	F		
		TR	-	-	-	-	-	-	0.97	68.9	E		
Lake Avenue	WB	L	0.36	23.5	C	0.41	24.2	C	-	-	-		
		TR	0.36	23.1	C	0.43	23.9	C	-	-	-		
		Def L	-	-	-	-	-	-	0.48	31.8	C		
		TR	-	-	-	-	-	-	0.45	30.5	C		
Main Street	NB	LTR	0.79	20.4	C	1.07	69.1	E	-	-	-		
		Def L	-	-	-	-	-	-	0.77	40.3	D		
		TR	-	-	-	-	-	-	0.82	23.6	C		
	SB	LTR	0.58	14.1	B	0.70	16.9	B	0.89	36.2	D		
Overall Intersection		-		30.4	C		285.5	F		44.6	D		
Cookman Avenue at Main Street													
Cookman Avenue	EB	LR	0.02	16.3	B	0.02	16.3	B					
	WB	LR	0.27	18.4	B	0.58	22.6	C					
Main Street	NB	TR	0.59	17.8	B	0.86	26.2	C					
	SB	LT	0.63	18.4	B	0.67	19.2	B					
Overall Intersection		-		18.1	B		23.1	C					
Cookman Avenue at Heck Street/Monroe Avenue													
Heck Street	WB	TR	0.01	32.1	C	0.01	32.1	C					
Monroe Avenue	SB	LTR	0.08	32.6	C	0.08	32.6	C					
Cookman Avenue	NW	LTR	0.20	22.3	C	0.20	22.3	C					
	SE	LTR	0.03	20.8	C	0.03	20.8	C					
Overall Intersection		-		23.8	C		23.8	C					
Bangs Avenue at Main Street													
Bangs Avenue	EB	LTR	0.80	45.8	D	0.87	55.6	E	0.73	36.1	D	Shift 3 seconds of green time from the north/south phase to the east/west phase such that: EB/WB phase = 26 sec. and SB phase = 53 sec.	
	WB	LTR	0.63	33.2	C	0.66	34.4	C	0.59	29.5	C		
Main Street	NB	LTR	0.55	10.2	B	0.66	11.8	B	0.70	14.2	B		
	SB	LTR	0.50	9.5	A	0.53	9.8	A	0.56	11.7	B		
Overall Intersection		-		15.8	B		17.5	B		16.8	B		
Asbury Avenue at Main Street													
Asbury Avenue	EB	LTR	0.88	48.7	D	1.39	224.2	F	-	-	-	Daylight the curb along the EB approach during the PM peak hour (i.e., eliminate 100 feet of parking approx. 4 parking spaces). Shift 2 seconds of green time from the north/south phase to the east/west phase such that: EB/WB phase = 30 sec. and SB phase = 41 sec.	
		LT	-	-	-	-	-	-	0.84	42.2	D		
		R	-	-	-	-	-	-	0.24	22.0	C		
	WB	LTR	0.34	24.4	C	0.78	37.5	D	0.80	38.4	D		
Main Street	NB	L	0.50	13.4	B	0.61	18.5	B	0.63	20.7	C		
		TR	0.72	17.2	B	0.93	33.5	C	0.97	42.5	D		
	SB	LTR	0.64	18.5	B	0.78	22.3	C	0.85	27.0	C		
Overall Intersection		-		22.8	C		59.5	E		34.0	C		
Lake/Springwood Avenue at Memorial Drive													
Springwood Avenue	EB	LTR	0.75	30.8	C	2.37	650.1	F	0.70	16.0	B		Eliminate parking on the EB and WB approaches to provide one additional lane on each approach Shift 17 seconds of green time from the north/south phase to the east/west phase such that: EB/WB phase = 50 sec. and SB phase = 29 sec.
Lake Avenue	WB	LTR	0.92	54.5	D	2.18	571.3	F	-	-	-		
		Def L	-	-	-	-	-	-	0.81	36.9	D		
		TR	-	-	-	-	-	-	0.38	11.5	B		
Memorial Drive	NB	LTR	0.31	12.9	B	0.42	13.9	B	0.75	31.2	C		
	SB	LTR	0.40	13.7	B	0.43	14.0	B	0.74	30.8	C		
Overall Intersection		-		25.3	C		363.7	F		23.1	C		
Bangs Avenue at Memorial Drive													
Bangs Avenue	EB	LTR	0.73	39.3	D	0.80	44.7	D	0.69	33.6	C	Shift 3 seconds of green time from the north/south phase to the east/west phase such that: EB/WB phase = 26 sec. and SB phase = 53 sec.	
	WB	LTR	0.86	53.9	D	0.92	65.5	E	0.78	40.7	D		
Memorial Drive	NB	LTR	0.26	7.7	A	0.31	8.1	A	0.33	9.6	A		
	SB	LTR	0.33	8.2	A	0.35	8.3	A	0.37	9.9	A		
Overall Intersection		-		19.6	B		21.7	C		17.6	B		
Asbury Avenue at Memorial Drive													
Asbury Avenue	EB	LTR	0.63	15.3	B	0.73	18.3	B					
	WB	LTR	0.50	13.0	B	0.66	16.0	B					
Memorial Drive	NB	LTR	0.50	13.9	B	0.60	15.0	B					
	SB	LTR	0.39	13.0	B	0.56	14.6	B					
Overall Intersection		-		13.0	B		15.8	B					

Figure II-16: Future Traffic Conditions without Development– Levels of Service

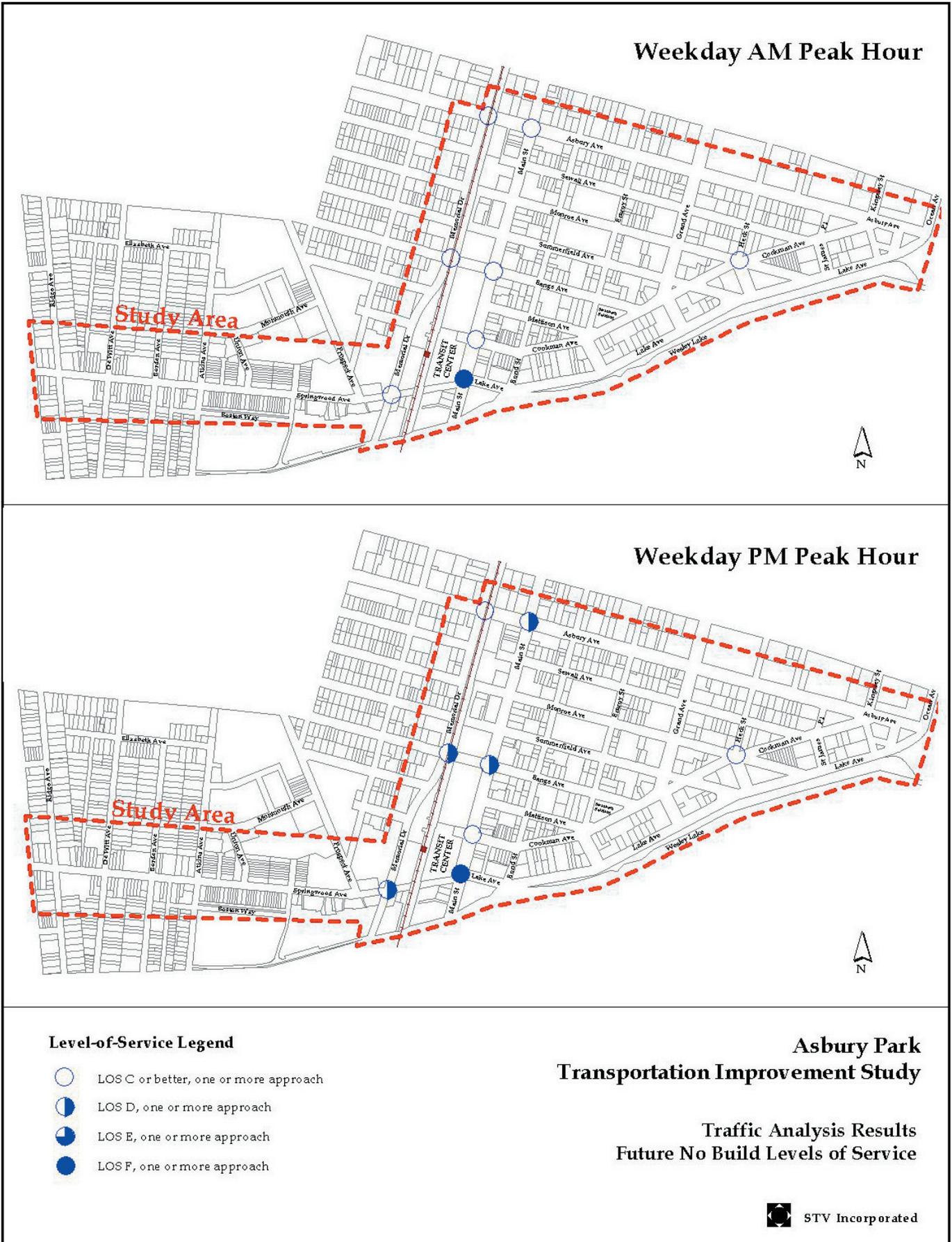
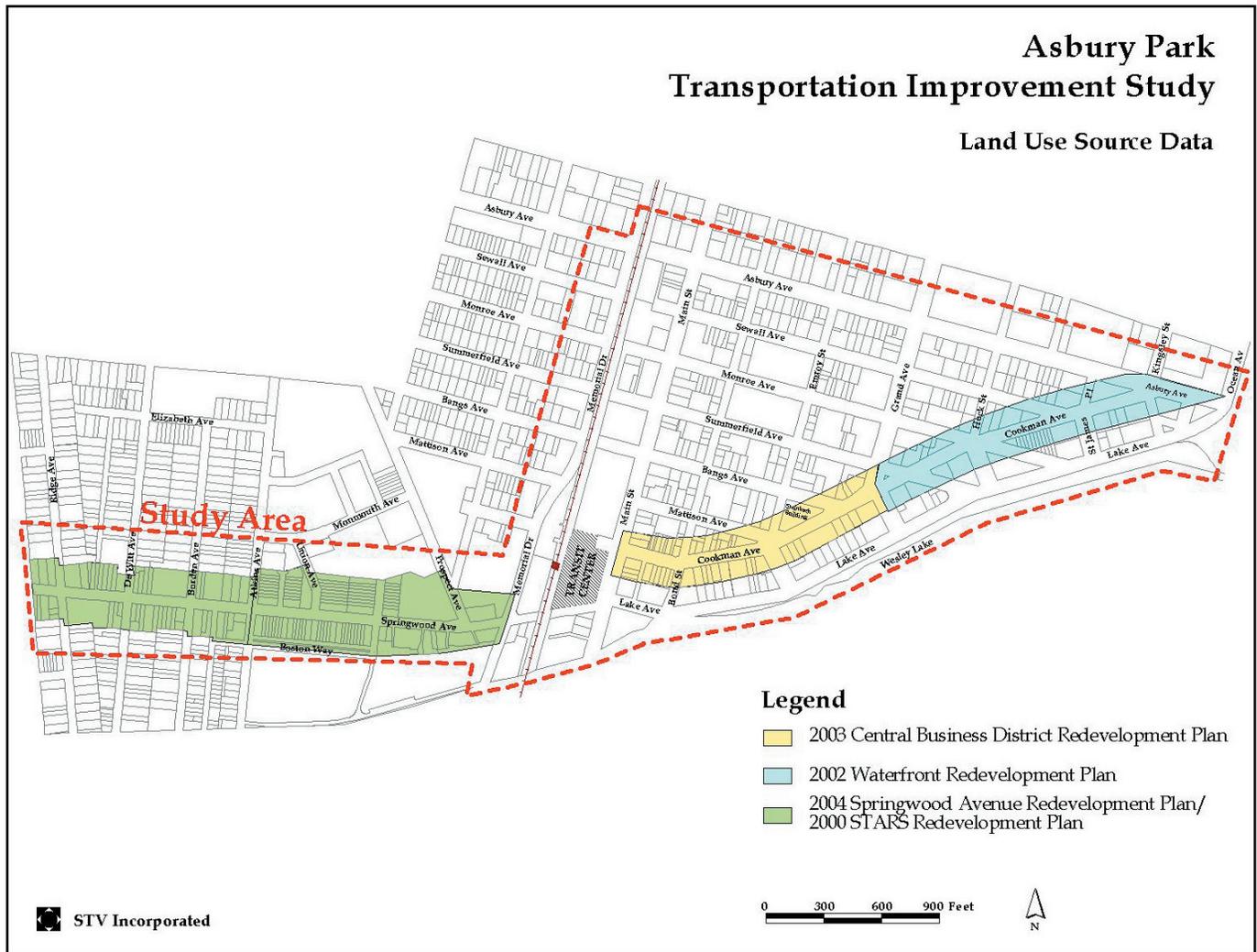


Figure II-17: Sources of Planned Development and Zoning Information



spaces was not indicated in the Springwood-related documents.

Vehicle trip generation was based on a mix of data contained in the Institute of Transportation Engineer’s *Trip Generation* manual and other published data on mode split, vehicle occupancy, and temporal distribution. These data are summarized in Table II-16 on the next page.

Another data source used was the journey-to-work mode split information within the 2000 US Census. For the two Asbury Park tracts on either side of the NJ TRANSIT railroad tracks, data indicate that about 68 percent of all work trips were made by auto and taxi. By comparison, for all five tracts composing the City of Asbury Park, upwards of 80 to 85 percent of all work trips were made by auto and/ or taxi. This suggests that there is significant

reliance on transit in the Asbury Park CBD, given that reasonable rail and express bus services are available to commuters now, and that the area may be receptive to more use of transit given the correct mix of land uses and better transit services.

For the combined development corridors, the projected total number of new generated trips (autos + taxis) would be 840 arrivals and 425 departures in the AM peak hour, and 715 arrivals and 1,125 departures in the PM peak hour.

Development-related traffic was assigned to approach and depart the study area based on a general consideration that the City’s vehicle patterns would not change significantly from that of today, especially considering that there are very few roadway choices to use to travel from more distant points away from Asbury Park.

Table II-16: Trip Generation Factors

Corridor and Land Use	Component Size	2-Way Trip Gen Rate	Temporal Distribution, by percent (in/out)	Vehicle Mode Split, by percent	Vehicle Occupancy	New Vehicle Trips
Cookman Avenue						
Residential	940 DUs	8 / unit / day	AM: 1.4 / 7.7 PM: 7.5 / 3.2	Auto: 68.5 (per US Census) Taxi: 5.0	Auto: 1.65 Taxi: 1.40	<u>AM</u> In: 50 Out: 260
Retail	227,400 SF	6 / 1,000 gsf / hr (includes 25% pass-by credit)	AM: 0 / 0 PM: 50 / 50	Auto: 70 Taxi: 5.0	Auto: 2.00 Taxi: 2.00	<u>PM</u> In: 510 Out: 365
Springwood Avenue						
Residential	205 DUs	8 / unit / day	AM: 1.4 / 7.7 PM: 7.5 / 3.2	Auto: 68.5 (per US Census) Taxi: 5.0	Auto: 1.65 Taxi: 1.40	<u>AM</u> In: 790 Out: 165
Commercial Office	490,000 SF	5.5 / 1,000 gsf / hr (assumes half of ITE Office rate)	AM: 88 / 12 PM: 17 / 83	Auto: 50 (assumed) Taxi: 5.0 (assumed)	Auto: 1.65 Taxi: 2.00	<u>PM</u> In: 205 Out: 760

It is quite possible, however, that some new roads would be constructed or others widened to meet the projected vehicle demands for the larger waterfront development on the east. Yet to be conservative for this assessment, no such roadway upgrades were included.

In general, 25 to 40 percent of trips would be oriented to points to or from the north and the south (Main Street, Memorial Drive), 20 percent would travel to and from the west (Asbury Avenue, Springwood Avenue), and another five percent from other local streets (such as Bangs Avenue). Vehicle assignments along local streets within Asbury Park carried vehicles to a centroid, rather than to specific land parcel since the traffic study area was limited to only the “entry points” serving the study corridors and general area.

Overall, intersection approaches along Main Street and Memorial Drive would carry the highest incremental traffic volumes of about 200 vph per direction during each peak hour. Closer to where these two streets intersect with Springwood Avenue and closer to the main focal points of the two study corridors, upwards of 400 to 450 vph would be carried on a number of individual approaches.

Overlaying the development-generated traffic onto the street network studied would deteriorate traffic conditions into at- or over-capacity levels without introducing roadway or opera-

tional improvements. The two intersections along Lake/Springwood Avenue at Memorial Drive and Main Street would both experience LOS F conditions on one or more approaches, causing the overall intersection to function poorly. Along Asbury Avenue, the intersection with Main Street would function poorly (LOS F) on its eastbound approach in the PM peak hour (see Figure II-18).

Traffic Mitigation

New Jersey typically views a level-of-service D as being the minimal acceptable operating conditions for vehicle traffic, although there is some variance in how local municipalities and townships adhere to these guidelines⁹. For this assessment, we have considered LOSs that deteriorate from Levels A through D in the future No Build to LOS E or F in the future Build condition as being considered significant traffic impacts requiring the application of improvement measures to relieve congested conditions. As a broad stroke, mitigation could include traffic signal retimings, new signal phases, curb parking restrictions, lane restriping, and roadway widenings.

Of all roadways examined, the Springwood Avenue corridor between Atkins Avenue on the west and Main Street on the east appears to have the greatest need for roadway improvements since this street would be the focal point for its own development as well as having to process a significant portion of the Cookman

Figure II-18: Future Traffic Conditions with Development—Levels of Service

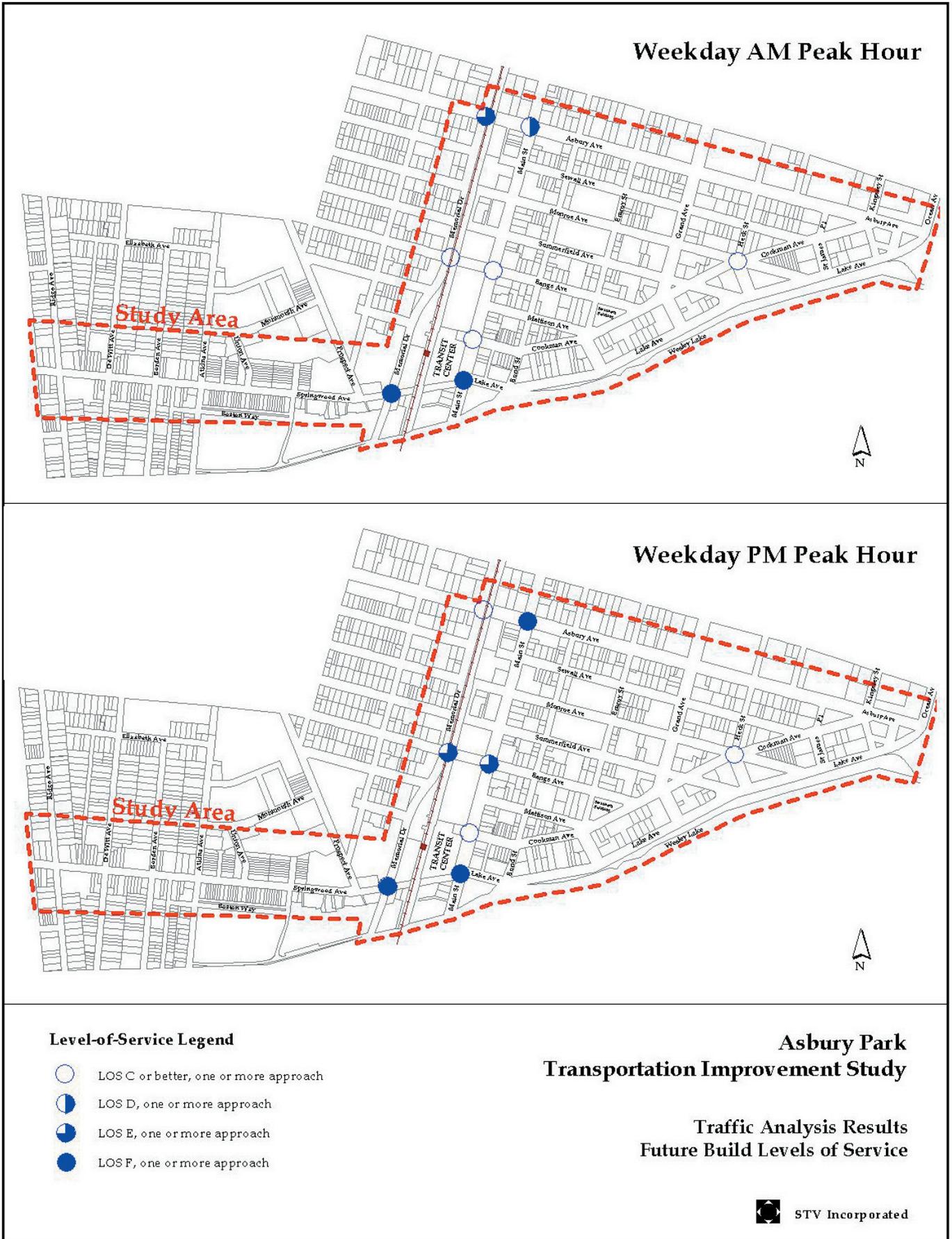
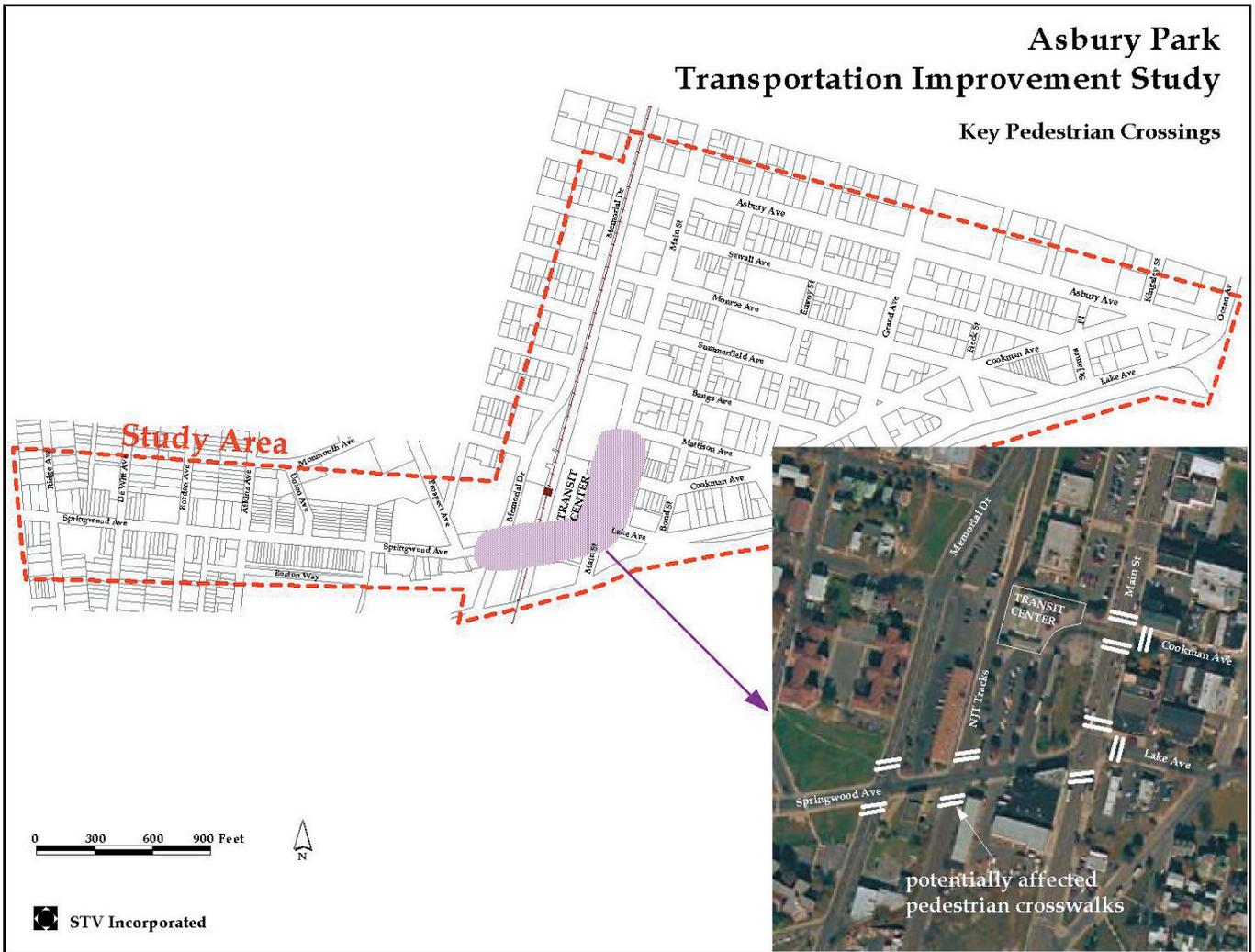


Figure II-19: Key Pedestrian Crossings



Avenue corridor’s traffic demands. There appears to be some flexibility in the adjacent abutting land areas that are either vacant or whose buildings are sufficiently set back from the actual roadbed to accommodate widenings.

Main Street and Memorial Drive are bordering on the need to have all of their paved travel lanes used as actual moving lanes during peak travel hours; added development above that considered in this assessment would likely strengthen that finding. Yet, in this regard, there needs to be a watchful eye focused on crossing pedestrians moving from nearby locales to the east and west as increased reliance on transit would draw and increase pedestrian traffic. (Figure II-19 shows key pedestrian crosswalks that could be potentially affected by increased transit and other development.) The concepts brought forth in Context Sensi-

ve Design (balancing vehicle and pedestrian traffic, amongst others) could be employed to achieve a balance between levels of service for both groups. Specifically, should pedestrian traffic grow to high levels, there may be a need to calm vehicle traffic along Main and Memorial with slightly shorter-green signal phases to provide adequate gaps for people to cross. When development plans solidify, more detailed vehicle and pedestrian analyses would be needed to assess vehicle and pedestrian needs.

TRAFFIC CONCLUSIONS

This traffic evaluation was conducted to provide a first-look at the effects of traffic operations associated with an intense development scenario that is generally consistent with programmed proposals and current zoning. Follow-up analyses can include a graduated approach as devel-

opment is increased, with the level of traffic mitigation tied to each development step.

For the intense development scenario, a basic level of traffic improvement would be needed to accommodate even a modest level of new development. Such improvements—Transportation System Mitigation—appear to be readily implementable, including traffic signal system changes (retimings, new phases, etc), “daylighting” (clearing the curb lane for about 100 back from the intersection, possibly affecting a loss of three or four parking spaces) to allow right turns to be pulled out of the main stream of traffic and travel lane striping changes to introduce exclusive turn lanes.

The significant findings include:

- Lake Avenue west of Main Street would be needed as a secondary east/west route to avoid some congestion along Cookman Avenue.
- Main Street, Memorial Drive, and Springwood Avenue would continue to be the CBD’s main roadway spines, and would require some focus to maintain and maximize throughput.

Given the intense development scenario assessed, capital-intensive improvements would be needed to accommodate significant trip generation. These improvements could include lane/roadway widenings (such as would be needed along Springwood Avenue), introducing new traffic signals, and perhaps a better-coordinated traffic signal system. Roadway widenings may involve property acquisitions. If such improvements involve the elimination of curb parking to maximize roadway capacity, then some new off-street parking sites may be needed. Also,

given the close proximity of intersections in Asbury Park, signal timing adjustments to individual locations to mitigate traffic impacts need to be examined in a more comprehensive manner (using Synchro software, an accepted industry-wide tool) to assure that smooth corridor traffic progressions can be achieved.

Should development occur as suggested above and the possible physical limitations to the roadway systems serving Asbury Park prevail, the opportunity exists to create a significant shift in travel modes. In fact, Census data indicates that there is a clear inclination for area residents to use transit. Without a significant mode shift, Asbury Park may be limited in the actual level of development achievable and physical improvements possible.

Assessment of Parking Facilities

Parking needs will vary significantly when comparing the Springwood and Cookman corridors because of the nature of development planned along each. Springwood, for example, would be heavily oriented to inbound trips in the AM due to the mostly commercial uses planned along it. Existing data sources do not indicate that off-street parking would be provided for these commercial uses. By contrast, Cookman would be lined with residential uses (and mostly local support retail) that generate mostly outbound trips during that same AM peak. Unlike Springwood, a significant off-street supply of parking spaces has been identified for the Cookman corridor in existing documents. Specifically, respective residential and retail parking supplies of about 1,470 and 270 spaces have been aggregated for the possible uses along Cookman Avenue (see Table II-17).

Corridor and Land Use	Component Size	Off-Street Parking Supply (spaces)	Parking Generation Rate (Occupied Spaces per DU or 1,000 SF)	Projected Parking Demand	Parking Surplus or Shortfall
Cookman Avenue					
Residential	940 DUs	1,470	1.11	1,040	+ 430
Retail	227,400 SF	270	3.23	735	- 465
Springwood Avenue					
Residential	205 DUs	n/a	1.11	230	n/a
Commercial Office	490,000 SF	n/a	2.79	1,370	n/a

Table II-17: Parking Supply and Demand

COOKMAN AVENUE CORRIDOR

It is very likely that the two major land uses (residential and retail) do not have overlapping patterns, and that the need for parking spaces to mitigate the retail-related shortfall can therefore be reduced by taking advantage of such varying needs of each dominant use. This parking management tool, known as “shared parking,” seeks to take advantage of the fact that most parking spaces are only used part time by a particular motorist or group, and many parking facilities have a significant portion of unused spaces, with utilization patterns that follow predictable daily cycles. Shared parking can reduce parking facility costs, allow greater flexibility in facility location and site design, and encourage more efficient land use.

In this case, many parking spaces would become available as residents depart for work in the morning using their private autos. Depending on the proximity of such spaces to retail areas, drivers seeking retail destinations could make use of these vacated spaces during peak midday retail periods. Further, it appears that the residential related parking supply had been overestimated by over 400 spaces—this is nearly the number of spaces estimated to be needed to negate the retail parking shortfall. Overall, it would appear that the Cookman Avenue corridor would meet its parking needs by the prescribed off-street spaces. This has the added advantage of limiting traffic caused by people searching for curbside parking spaces.

In terms of on-street parking, field reconnaissance conducted for this assessment estimated that about 1,000 curbside spaces exist in the ¼-mile walkable zone along streets bordering on Cookman Avenue, of which only 100 or so were estimated to be unoccupied. However, with provisions for sufficient off-street parking built into future development, on-street curb parking space need not be relied upon.

SPRINGWOOD AVENUE CORRIDOR

The Springwood corridor appears to have the opposite issue of the Cookman corridor—having no identified off-street parking supplies in the area. Although a number of large vacant parcels along Springwood Avenue close to Memorial Drive would be suitable for creating

a large parking lot or structure, these would reduce the amount of developable land. Of the corridor’s two major land uses, residential areas are projected to generate modest demand of about 230 spaces for residents. Given that the Cookman residential uses would be required to supply off-street spaces, it would be reasonable to assume that new housing nearby to the west would follow suit and build in provisions for off-street spaces.

The more critical issue relates to the commercial space projected to be the dominant use along the corridor. Although Asbury Park has adequate transit services nearby, if the bulk of the new workers to be employed in new commercial uses choose to make their trip by private auto, a parking demand of nearly 1,400 spaces would be needed.

Of note is the lack of on-street curb parking space on streets adjacent to Springwood Avenue. Based on field reconnaissance, an estimated 1,500 curbside spaces exist in the ¼-mile walk zone on either side of Springwood Avenue. However, very few available spaces were observed—an estimate of 90 to 95 percent of all such curb spaces were found to be occupied. Thus, only 75 to 150 spaces may be open to accommodate new demands, which would be clearly insufficient in meeting future parking demands.

These are two ways to view this issue. On the one hand, should insufficient capacity be provided, excessive traffic circulation would likely occur. On the other hand, a parking shortfall could act as a form of transportation demand management, and work in Asbury Park’s favor. By *not* providing the requisite number of projected parking spaces, workers could be forced to use alternatives to personal automobiles including public transportation or ridesharing.

PARKING CONCLUSIONS

Parking supply vs. projected demand varies significantly between the two study corridors. The Cookman Avenue corridor appears to have sufficient off-street parking built into its development plans, and because of the contrasting nature of the proposed uses, has an opportunity to employ shared-parking traffic management strategies. By contrast, parking needs on the

Springwood Avenue corridor have not yet been addressed in current planning documents, yet remain integral to ensuring successful redevelopment. It is possible that should that area not supply sufficient parking, circulating traffic seeking parking could interfere with traffic flows destined to and from the waterfront areas, although alternative transportation modes such as transit may become more attractive for those destined to this area.

Parking needs along Springwood Avenue corridor may entail creating a significant off-street parking site to accommodate the planned commercial office space proposed for its west end near Ridge Avenue. Off-street parking opportunities could be considered near the corridor's east end at Memorial Drive.

On-street parking spaces do not offer a significant increase to each area's overall parking supply since the overall observed curb utilization is at least 90 percent and allows for 200 or 300 unoccupied spaces. It is clear that where shared parking strategies and/or transit "demand management" alternatives are not available, new development should accommodate visitors and residents with sufficient on-site parking spaces.

Assessment of Pedestrian and Bicycle Facilities

APPROACH

A key factor in encouraging residents and visitors to Asbury Park to use alternative transportation modes to the automobile is to have in place a highly walkable community environment. Walkability refers to how hospitable a pedestrian may feel—and there are many determining considerations, including whether there are sidewalks in place, the condition of those sidewalks, availability of curb cuts for wheelchair users, crosswalks, sidewalk lighting—and the like. Similar factors influence bicycle use.

At 1.3 square miles, Asbury Park is a relatively compact urban land form with a grid system of interconnecting streets, flat terrain and an absence of hills. These factors should make Asbury Park attractive for pedestrians and bicyclists if pedestrian and bicycling efforts are promoted or enhanced.

Walkability also is related to transit usage. More walkable community environments also foster greater transit use and more transit use often translates into more pedestrians, especially in a dense and compact urban location.

Walking audits were conducted on the three selected corridors (Cookman Avenue, Main Street, Springwood Avenue) both to confirm basic information on current conditions and to identify issues (e.g., lack of external wayfinding signage to the Transportation Center), as well as to determine future opportunities for potential improvements.

This effort included gathering information on existing conditions of pedestrian and bicycle facilities, and roadways. A checklist was developed for conducting the walkability survey along the selected corridors. The corridors were examined from pedestrian perspectives. Data collected for the walking audit included the following information:

- Sidewalk width (i.e., sufficient space to accommodate two pedestrians side by side).
- Physical condition of sidewalk pavement (i.e., Are sidewalks broken or cracked or have uneven surfaces which may be safety hazards).
- Presence of sidewalk curb cuts at street corners (to accommodate physically challenged pedestrians).
- Presence of pedestrian crosswalks and signals at intersections to allow for safe crossing of roadways.
- Physical condition of roadways and curbs (Do roadways have potholes? Are sections of curb broken?).
- Availability of on-street parking.
- Availability of bicycle lanes (i.e., Are there dedicated bicycle lanes on roadways?).
- Presence and condition of pedestrian- and auto-oriented signage (i.e., Are wayfinding signs available? Are signs legible?).
- Presence of pedestrian and automobile-oriented streetlights (i.e., Are sidewalks and roadways well-lit?).

Table II-18: Walkability Survey Summary

Corridor	Room for 2 people ?	Sidewalk condition	Curb cuts at corners?	Crossings visible to motorists?	Crosswalk marking condition	Ped signals at intersections?	Pavement condition	# parking lanes each direction	# bike lanes each direction	Curb condition	Storm Drains Bicycle Friendly? (where they exist)	Street Sign Condition	Street Names Available	Ped-oriented signage for TC?	Sufficient time for pedestrians to cross?	Sidewalk well-lit?
Cookman Ave.	Yes	→	Yes	Yes	↓	No	↑	1	0	→	Yes	→	Yes	No	N/A	No
Springwood Ave.	Yes	↓	No	Yes	↓	No	↑	1	0	→	Yes	↑	Yes	No	N/A	No
Main St.	Yes	→	Yes	Yes	↑	Yes	→	1	0	→	Yes	→	Yes	No	Yes	No

Key

↑ Good → Fair ↓ Poor

WALKABILITY SURVEY FINDINGS

The following sections provide a summary of the findings of the walkability survey for each of the study corridors. Table II-18 includes a summary of the findings. Because the table summarizes the three study corridors, each cell contains an average response for all of the blocks within a particular corridor—detailed Walkability Survey matrices (by block) can be found in Appendix A.

Cookman Avenue Corridor

Sidewalk Width - Sidewalk widths along Cookman Avenue are sufficient for pedestrians, except between Mattison Avenue and Bangs Avenue and Heck Street and St. James Street, where sidewalks are presently closed due to construction.

Sidewalk Pavement Condition - In general, the sidewalk pavement conditions in this corridor range

from fair to poor and are characterized by older sidewalks with cracks and uneven surfaces that are in need of repair. On some blocks, spot repairs have been made to the sidewalks creating a patchwork pattern. Towards the eastern portion of the corridor, the pavement conditions tend to deteriorate as entire blocks are in poor condition.

Curb Cuts - Curb cuts are present along both sides of the street, except at the south-east corner of the Bond Street and Cookman Avenue.

Pedestrian Crossings - Striping for pedestrian crossings is present at all intersections along the corridor. However, these markings are faded and in poor condition. At Bond Street and Mattison Avenue, a distinctive crosswalk consisting of brick pavers was observed; however, portions of the crosswalk are covered with asphalt.



Right: Cookman Avenue Corridor. Efforts have been made to greatly improve the building facades along this corridor. Sidewalk pavement conditions need to be improved to complement this effort. Left: The sidewalk at Cookman & Munroe is in very poor condition.



Faded crosswalk striping at Cookman & Grand.

Street Pavement Conditions - Overall, the street pavement condition in this corridor is good; characterized by some cracking and patchwork/repairs in sections.

Number of Parking Lanes - Curbside parking is available in each direction along the entire length of Cookman Avenue.

Number of Bike Lanes - It was observed that there are no dedicated bicycle lanes in any of the three corridors.

Curb Conditions - Curb conditions within this corridor range from good to poor condition. Generally, the curbs along Cookman Avenue are old but intact. A number of blocks have sections of broken curb that are in need of repair.

Storm Drains - On the blocks in which storm drains were present, they are found to be bicycle compatible with some exceptions.

Signage - Street signs are either in good or poor condition. It seems some effort was undertaken to replace old or obsolete street signs; although a more comprehensive effort is needed. On a number of blocks it was observed that street signs are old, small in size and rusted. These conditions decrease their visibility. Even those signs that are in good condition are small and



Many street signs along Cookman are rusted.

therefore difficult to see. For the purpose of the walkability survey, only pedestrian-oriented signage (typically street signs) was looked at.

Lighting - Along Cookman Avenue Street lighting tends to be automobile-oriented, although on several blocks such as Bond Street and Mattison Avenue and Grand and Summerfield Avenues pedestrian-scale street lights were observed.

Springwood Avenue Corridor

Sidewalk Width - Sidewalk widths are sufficient for pedestrians except along the north side of Springwood Avenue between Sylvan and Union Avenues where the sidewalk narrows.



The Springwood Avenue Corridor is oriented more towards serving automobiles rather than pedestrians. This corridor is characterized by wide roads and deteriorating sidewalks.

Sidewalk Pavement Condition - The condition of sidewalks along Springwood Avenue is consistently poor. All of the sidewalks within this corridor are in need of repair. Along entire blocks, the sidewalk pavement has cracks, uneven surfaces and excessive wear. Between Memorial and Sylvan Avenues, sections of the sidewalk have weeds growing in them.

Curb Cuts - Curb cuts are not present on most blocks in the corridor. The reason may be due to the fact that installation was not a common practice when these sidewalks were constructed. Of those that are present, practically all do not meet the current ADA guidelines, despite providing nominal access for wheelchairs to navigate.

Pedestrian Crossings - Pedestrian crossing striping is present at most intersections along the corridor. However, these markings are faded and in poor condition.



Many intersections along the Springwood Avenue Corridor lack curb cuts. Throughout the corridor, sidewalk striping is generally faded.

Street Pavement Conditions - Within this corridor the roadway surface is in generally good condition. Some cracking and patchwork repairs were observed.

Number of Parking Lanes - Curbside parking appears to be restricted on both sides of Springwood Avenue between Memorial Drive and Sylvan Avenue. The curbs are painted yellow, however, signage with parking regulations was not observed. Along the remainder of the corridor, curbside parking is generally available.

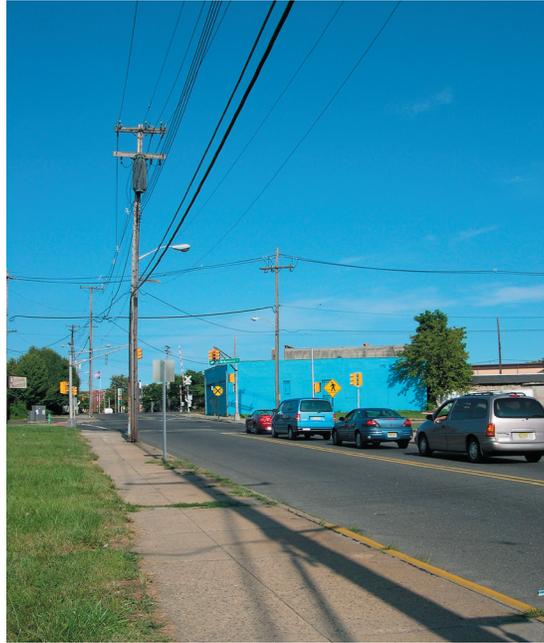
Number of Bike Lanes - It was observed that there are no dedicated bicycle lanes in any of the three corridors.

Curb Conditions - Within this corridor, curb conditions are fair. The curbs are intact but old.

Storm Drains - On the blocks in which storm drains were present, they were found to be bicycle compatible.

Signage - Overall, street signage on Springwood Avenue appeared to be new and in good condition. However, similar to Cookman Avenue, these signs are small in size and difficult to see. For the purpose of the walkability survey, only pedestrian-oriented signage (typically street signs) was looked at.

Lighting - Lighting along Springwood Avenue is consistently oriented towards automobiles. No pedestrian-scale lighting was observed in the corridor.



There is no pedestrian-oriented lighting along Springwood Avenue.

Main Street Corridor

Sidewalk Width - Overall, sidewalks along Main Street provide sufficient width for pedestrians.

Sidewalk Pavement Condition - The sidewalk pavement conditions along Main Street are generally fair. On several blocks, it was observed that portions of the sidewalk appear to have been repaired or replaced. However, on most blocks, sidewalks are in need of repair on at least some portions. The sidewalks in front of City Hall and the Transportation Center tend to be in good condition.

Curb Cuts - Curb cuts are present along both sides of the street.

Pedestrian Crossings - Pedestrian crossing striping is present at all intersections along the corridor.

The Main Street Corridor is a heavily traveled vehicular roadway, although it experiences a significant amount of pedestrian use as well.



However, these markings are faded and in poor condition.

Street Pavement Conditions - Compared to the other corridors, the street pavement condition is fair. Numerous sections of patches and repairs were observed. This is not surprising considering the high volumes of automobile traffic that travel along this corridor.

Number of Parking Lanes - Similar to Cookman Avenue, curbside parking is available in each direction along the entire length of the Main Street corridor.

Number of Bike Lanes - It was observed that there are no dedicated bicycle lanes in any of the three corridors.

Curb Conditions - The curb conditions on Main Street range from good to poor. In the area around City Hall and the Transportation Center, curbs are intact and in good condition. Although several blocks had curbs in broken or poor condition, the remainder were in fair condition as new replacement curbs have been constructed in places.

Storm Drains - On the blocks in which storm drains were present, they are found to be bicycle friendly.

Signage - The street signs on Main Street are large, automobile-oriented signs which are suspended above the intersections. The physical conditions of the signs themselves are fair. It was observed that the south facing signs are faded.

In addition, it was observed that there are no street maps depicting the location of the Transportation Center in relationship to these nearby areas; nor is there pedestrian-oriented signage directing pedestrians to the Transportation Center. External wayfinding outside of the Transportation Center is deficient. There is a general lack of trailblazing signs on the roadways leading to the Transportation Center and gateway corridors. Except for a large signpost on Main Street, there is no indication that the rail station even exists.

Lighting - Similar to Springwood Avenue, lighting on Main Street is oriented towards automobiles. No pedestrian-scale lighting was observed in the corridor.

Conclusions

Based on the findings of the Walkability Survey the following conclusions can be made:

- Sidewalk widths for all three corridors appear to be sufficient to accommodate current and future demand.
- Sidewalk pavement and curb conditions for all three corridors range from fair to poor. The sidewalks and curbs in these corridors need to be repaired in order to improve pedestrian safety and the attractiveness of the corridors.
- Pedestrian crossing markings for all three corridors are faded, creating unsafe conditions for both pedestrian and drivers. Crosswalks should be restriped and added where necessary. Pedestrian-scale street lighting is needed in each of the corridors.
- Street pavement conditions for all three corridors are for the most part good. Street resurfacing should be a long-term goal.
- There are no bicycle facilities (i.e., dedicated bike lane, bike racks) in all three corridors. The lack of these amenities discourages bicycle usage as an alternative mode of transportation.
- Signage is a problem within all three corridors. Signage needs to be improved and old, obsolete and faded signage needs to be replaced.

In addition, none of the corridors have any trailblazing signs or street maps showing the relation of these three corridors to the Transportation Center.

Survey Of Transportation Center Users & Local Businesses

Purpose of Survey

As part of the public outreach effort, two separate surveys of Transportation Center users and business owners were conducted to gain an understanding of each group's needs and concerns as well as to solicit their input on how to improve transit and pedestrian connections between the Transportation Center and key destinations in Asbury Park such as the waterfront

and Central Business District. These survey instruments are included in Appendix C.

The Transportation Center Users survey questions were designed to gather information on aspects such as:

TRAVEL BEHAVIOR:

- Travel mode.
- Origin and destination.
- Number and types of trips.

SUPPORT FOR SPECIFIC TYPES OF IMPROVEMENTS IN THE TRANSPORTATION CENTER:

- Customer Environment.
- Customer Services.
- Customer Security.
- Connecting Transportation Services.
- Transportation Center Accessibility.
- Transportation Center Parking Facilities.
- Types of stores, services, activities or vendors to be included in the Transportation Center.
- Satisfaction with the existing Transportation Center.

The focus of the Business Owners survey was to solicit input in several areas such as:

EMPLOYEE TRAVEL BEHAVIOR

- Employee travel habits (i.e., mode of travel and parking).

PARKING CONCERNS

- Adequacy of on-street parking.

SUPPORT FOR SPECIFIC TYPES OF CORRIDOR LEVEL IMPROVEMENTS

- Streetscape improvements.
- Connecting transportation services.
- Perception of security.
- Establishment of a Business Improvement District (BID).

Survey Methodology

Both surveys were conducted between May 14 and May 19, 2005. The Transportation Center Users survey was conducted at the Transporta-

tion Center (inside the station building, at the train platforms and at the bus stops) during the 6-10 AM and 4-8 PM peaks. These are typical commuter time periods. The survey of Business Owners was conducted along the three study corridors, Main Street, Cookman Avenue and Springwood Avenue, between 10 AM and 4 PM. All participants were interviewed in person and asked to complete the appropriate survey form.

A total of 162 Transportation Users surveys were completed. For the Business Owners surveys, 64 business owners representing a variety of businesses types participated in the survey.

The survey findings represent an “overview” and deal almost exclusively with “totals”—frequencies and percentages based on the total sample.

Percentages are rounded to the nearest whole number above or below one-half per cent, which is reported precisely. For example, 6.8% will be reported as 7%, 40.1% as 40%, and 2.5% as 2.5%. Percentages of .01-.09 will be reported as “less than one per cent.”

At the end of each survey (Commuters and Business Owners), the respondent was given the opportunity to suggest improvements or, in the case of business owners, voice concerns on issues not included on the questionnaire. These open-ended comments were not tabulated since, of the small number who responded, the vast majority was simply repeating an answer they had given in the closed-end questions. However, a few responses were “new” thoughts and are discussed in the body of this overview.

Survey Analysis and Results

The following discussion presents a summary of the survey questions and responses based on the surveys completed between May 14 and May 19, 2005.

TRANSPORTATION CENTER USERS SURVEY

A total of 162 people (93 men and 67 women) who use the train and/or the bus system at the Transportation Center (TC) were surveyed. The ages varied from “under 18 years” to “65 years or over,” although only 3% fell into the former and 7% into the latter. The overwhelming ma-

majority of respondents were between the ages of 18 and 64 years.

Nearly 40% of the respondents live in the 07712 (City of Asbury Park) Postal ZIP code area. Surprisingly, many people (43%) who use the Transportation Center walk to it, although a significant number take the bus (19%). The largest percentage of Transportation Center users are traveling to work (48%). Coincidentally, one half of the total number of respondents makes the same trip five or more times per week.

Types of Improvements Desired

Respondents were asked to rank a series of potential improvements to the Transportation Center on a scale of 1 to 5, with a score of 1 as “least important to you” and a score of 5 as “most important to you.” Proposed improvements were divided into six categories:

1. Customer Environment.
2. Customer Services.
3. Customer Security.
4. Connecting Transportation Services.
5. Transportation Center Accessibility.
6. Transportation Center Parking Facilities.

The results indicate that Transportation Center users would like to see nearly all of the improvements listed in the questionnaire—all but three of the proposed improvements received a mean score of 3.72 or higher.

The following indicates, by category, how many respondents scored a particular improvement as a 4 or 5:

Customer Environment

- Improved cleanliness inside the TC building (79%)
- Improved cleanliness in the area surrounding the TC building (82%)
- Improved lighting inside the TC building (67%)
- Improved lighting in the area surrounding the TC building (77%)
- Scheduled cultural activities (41%)
- More amenities inside the TC building (71%)

- More amenities in the area surrounding the TC (73%)

Customer Services

- Bus and train arrival/departure boards/video screens (88%)
- More vendors or stores inside the TC (69%)
- Vendors in the area surrounding the TC (64%)
- Staffed transportation information window (75%)
- Staffed City tourism/information window (59%)
- Bicycle racks at the TC (52%)

Customer Security

- Increased police presence inside the TC building (77%)
- Increased police presence in the area surrounding the TC building (77%)
- Discouraging of non-passenger loitering inside the TC building (84%)
- Discouraging of non-passenger loitering in the area surrounding the TC (3%)
- Installation of video cameras in the area surrounding the TC (79%)

Connecting Transportation Services

- Introduction of new shuttle buses circulating through Asbury Park to take people to the TC (84%)

Transportation Center Accessibility

- Improved crosswalks/signal timing for pedestrians at intersections near TC (63%)
- Increased hours the TC building is open (86%)
- Increased hours the railroad underpass is open (77%)

Transportation Center Parking Facilities

- Improved/increased lighting in the TC parking lots (75%)
- Improved cleanliness in the TC parking lots (68%)
- Improved physical condition of the TC parking lots (69%)

The highest priorities for respondents are im-

improvements dealing with security, cleanliness, and the hours of the TC building's operation.

Interest in Stores, Services, Activities, Vendors at the Transportation Center

Participants were presented a list of potential special features for the Transportation Center (both inside and outside the building) and were asked to list as many as they wished. Groceries, take-out or eat-in food establishments were mentioned most often. A magazine/newspaper store was mentioned with the second-highest frequency.

The following indicates the percentage of respondents interested in a particular feature for the TC:

Inside the Transportation Center

- Food Vendor or Takeout-food store (76%)
- Magazine/Newspaper store (61%)
- Convenience/Grocery market (40%)
- Post Office substation (28%)
- Shoe Shine (22%)
- Dry Cleaner/Tailor (15%)
- Video/DVD Rental (14%)
- Locksmith (5%)
- Miscellaneous others (6%)

Outside the Transportation Center

- Licensed food vendor (59%)
- Farmers Market (32%)
- Arts and Crafts Show (30%)
- Licensed merchandise vendor (25%)
- Miscellaneous others (9%)

Current Ability to Meet the Needs of Asbury Park

Respondents were asked to rank how satisfied they are with the current Transportation Center's ability to serve the needs of Asbury Park on a scale of 1 to 5, with 1 as "not very satisfied," 3 as "somewhat satisfied," and 5 as "very satisfied." Overall, the Transportation Center did not receive high marks. Only 33% of respondents rated their satisfaction level at 4 or 5. About 25% rated their satisfaction level 1 or 2.

Unaided Issues, Concerns and Suggestions

Respondents were invited to make suggestions for improvements not covered in the specific questioning. Most of the small number of respondents simply repeated or reiterated a previously given response. Others elaborated on previous answers, suggesting, for example, that fast-food restaurants such as McDonald's or Burger King occupy space inside the TC building, that the TC stay open longer "especially in the winter" for bus commuters and that the pedestrian walkway under the railroad overpass stay open longer in the winter since ice and snow are not cleared from the route that pedestrians must take when the underpass is closed.

Some respondents mentioned the need to rid the premises of "homeless," "bums," and/or "riff raff" who loiter at the Transportation Center. There were also allusions to the presence of drug dealers and purchasers/users who loiter in or around the building. Respondents expressed safety concerns in conjunction with these comments.

BUSINESS OWNER SURVEY RESULTS

A total of 64 business owners were interviewed, representing a wide variety of types of businesses including: realty companies, restaurants, clothing stores, gift shops, jewelry stores, a medical facility, a pawn shop, and a pre-school. The majority of respondents are located in the Main Street corridor. About one third (22) are very small businesses employing only one or two people, sixteen have three or four employees and another third (22) employ five or more people.

Most employees drive alone to work, although a significant number (approximately 22%) walk to work. A handful either takes the train or bus and none take a taxi.

Parking Issues

The vast majority of business owners (77%) report that their employees park on the street. Only 23% of the business owners feel that there is adequate on-street parking in their business corridors.

In general, it appears there is opposition to installing parking meters on the street. A small majority (59%) believe installing parking meters on the street would hurt their business by discouraging potential customers from parking

in front. When asked if installing parking meters would help businesses by encouraging parking turnover an overwhelming 77% of owners said “no.”

Types of Improvements Desired

Respondents were asked to rank a series of potential streetscape improvement on a scale of 1 to 5, with a score of 1 as “least important” and a score of 5 as “most important.”

The following indicates how many respondents scored a particular improvement as a 4 or 5:

- Repair/replace old or broken sidewalks/curbs (78%)
- Replace old/faded roadway street signs (67%)
- Create new or improve existing pedestrian crosswalks (55%)
- Improve/increase street furnishings (67%)
- Use distinctive paving materials (44%)
- Install public art such as sculptures or murals (39%)
- Create new public spaces (44%)
- Increase the number of street trees (39%)
- Install wayfinding signage (50%)
- Install information kiosks/local business directories (55%)

Connecting Transportation Services

Respondents were then asked a series of questions related to a possible new shuttle service circulating between the Transportation Center, the redevelopment areas and the businesses along the three study corridors. A majority of business owners (58%) ranked the introduction of a new shuttle service as a 4 or 5. They were evenly split on whether the new service should be free or charge a fare to riders. Of those who felt a fare should be established, their responses varied from fifty cents to one dollar.

Only 14% of business owners said they would be willing to contribute funding towards a new shuttle bus service “if the service is free or if the fare pays for only some of the operating costs.” However, 56% would be willing to place advertising or provide coupons promoting their businesses to riders.

Security

A majority of business owners (66%) are concerned about safety on their streets and 69% of them also believe their customers have security concerns.

Respondents were asked if they would like to see several improvements—their answers are below:

- Increased police presence on your street/corridor (80%)
- Improved lighting on your street/corridor (75%)
- Improved cleanliness of streets/sidewalks (72%)

Business Improvement District Concept

The following concept of a Business Improvement District (BID) was read to respondents:

“A Business Improvement District (BID) is a public/private partnership in which property and business owners voluntarily join to collectively contribute to the maintenance, development and promotion of their business district. A BID delivers supplemental services such as partnership-sponsored litter patrols, uniformed security patrols, scheduled cultural events, community services, capital improvements and beautification in a designated area. BIDs are funded by a special assessment paid by property and business owners within the district.”

Respondents were then asked if they would support forming a new BID (or joining an existing one). Those who answered “yes” were asked to choose their preferences from a list of possible services the BID could provide. They were also asked how much they would be willing to pay annually to contribute towards the cost of a BID.

Thirty-four percent of business owners surveyed indicated that they favored forming a new BID or joining an existing one. Among the 21 business owners who said they would support forming or joining a BID, the types of services they would most like to see provided were:

- Summer/after school employment
- Employment for local residents

- Improved street lights
- Custom trash receptacles
- Street/sidewalk cleaning
- Special events at the Transportation Center
- Holiday decorations
- Planting trees/flowers

Only thirteen of the business owners would be willing to contribute financially to a BID; their responses varied from \$100 to \$1,000 annually.

Unaided Issues, Concerns and Suggestions

Finally, respondents were asked for any other issues, concerns or suggestions which were not included in the survey. For those responding to this open-ended question, the main issues were parking, increased police presence, trash removal from sidewalks and streets and snow removal. With respect to parking, participants desire a municipal lot or garage with special permits for business owners. Lack of snow removal further complicates the parking issue and discourages potential customers.

Several business owners mentioned the perceived problem of unsavory characters loitering in the area, an issue brought up in the Transportation Center users survey as well. One owner noted the presence of a “soup kitchen” across from the Transportation Center that violated zoning ordinances.

CONCLUSIONS

Transportation Center Users

Transportation Users expressed concerns with customer environment, customer services, security, connecting transportation services and Transportation Center accessibility.

In terms of customer environment, the vast majority of respondents indicated interest in improving cleanliness inside of the Transportation Center (82%) and the area surrounding it (78%). Furthermore, improving lighting in areas surrounding the Transportation Center (bus shelters and plaza) is important, with 77% of respondents specifying this as being important or very important to them.

The most popular customer service improvement was installation of bus and train arrival and departure boards/video screens. Eighty-

eight percent of respondents favor this type of improvement.

Transportation Center users expressed concern with security and favor improvements such as discouraging non-passenger loitering inside the Transportation Center building and the area surrounding it, installation of video cameras in the area surrounding the Transportation Center building (parking lots, train platforms, bus shelter, plaza, and increased police presence.)

Eighty-four percent of respondents indicated that they would be interested in a new shuttle bus service circulating through parts of Asbury Park to the Transportation Center.

Access to the Transportation Center is a concern to its users. Specifically, Transportation Center users indicated that they want the station building and pedestrian underpass to be open longer.

When asked how satisfied they were with the current Transportation Center, forty percent of respondents stated that they were “somewhat satisfied.” Only a third of respondents indicated that their level of satisfaction was high. Twenty-five per cent rated their satisfaction level as not satisfied.

Business Owners

Among Business Owners, the areas of the greatest concern include parking, improvements to streetscape infrastructure and security.

Of the business owners surveyed, 77% responded that on-street parking in the corridor in which their business is located is inadequate. However, they are not interested in installing parking meters, which may be used to encourage turnover, because of fears that this would hurt their business.

Respondents indicate that they would like to see improvements made to sidewalk/curb conditions (78%), replacement of old or faded street signs (67%) and improved/increased street furnishings (67%).

A majority of business owners (58%) expressed interest in a new shuttle bus service; although only 14% of respondents indicated that they would be willing to contribute funding.

The majority of business owners indicated that security is a concern for them and their customers. The types of improvements that garnered the highest support include: increased police presence (80%), improved lighting (75%) and improved cleanliness of streets and sidewalks (72%).

Most business owners are not interested in joining an existing BID or forming a new BID. Only 21 business owners indicated interest in BIDs and only 13 businesses would be willing to contribute funding.

The results of these surveys will be used to provide guidance on the transportation and streetscape solutions developed as part of this study.

The previous sections of this Final Report document the issues and needs of the Transportation Center and the selected study corridors. The following section describes approaches that other cities, similar to Asbury Park, have taken to address their issues and needs.

Case Studies

Learning lessons from other communities nationally can provide useful insights in helping to develop strategies and concepts for Asbury Park. These lessons can serve as a useful tool to determine ideas worthy of emulation, as well as serving as important lessons in “how not to do things.” As part of the research process, case studies nationally were analyzed, and they are presented below.

Transit-Oriented Development

Transit-Oriented Development (TOD) is a popular transportation-related land use strategy used by communities to create moderate to higher density, mixed use development within walking distance of a transit facility (i.e., rail station, bus stop, etc). Generally, TOD includes a mix of residential, employment and retail opportunities focused around transit facilities. The proximity of these uses to transit encourages residents and employees to travel by transit, bicycle or foot—helping to eliminate dependence upon the automobile for all trips.

According to NJ TRANSIT’s *Planning for Transit-Friendly Land Use: A Handbook for New*

Jersey Communities TOD includes the following design components:

- A transit station or stop that is a focal point for the community it serves.
- Continuous and safe sidewalks and paths that encourage pedestrian access.
- Bicycle paths and storage facilities that promote bicycle usage.
- Major origins and destinations for transit riders within walking distance of the transit station or stop.
- A mix of land uses, including housing, retail and/or offices.
- The location of essential services and conveniences (i.e., day care centers or dry cleaning) proximate to transit to encourage trip-linking and reducing the need to make additional stops during the trip.
- Safe, well-lit, attractive areas for direct transfer between transit modes, commuter parking and passenger pick-ups/drop-offs.
- An active, pedestrian scale environment which is visually interesting and encourages walking.

The benefits of TOD include: increasing mobility by providing alternatives to automobile use, encouraging transit usage and increasing transit ridership, improving safety for pedestrians and transit-users, stimulating economic development, reducing automobile usage, and encouraging a range of housing.

The following are case studies of comparable communities around the United States that had similar experiences as Asbury Park and used TOD to spur and reinforce the redevelopment of their communities.

CITY OF RAHWAY, NEW JERSEY

The City of Rahway is undergoing significant redevelopment after years of decline. The City’s resurgence began with the reconstruction of its rail station. The rail station is the focal point of the community. NJ TRANSIT invested \$18 million to construct a new station including a new public plaza.

The station’s ties with the community are strengthened through community events such

as a farmers market held on Thursdays and arts & crafts fairs held several times a month in the station's plaza. In addition, streetscape and traffic calming improvements have been implemented to enhance the station's pedestrian environment.



City of Rahway's new rail station

To further encourage redevelopment, the City of Rahway has designed its downtown plan around the rail station. The plan proposes constructing 1,400 housing units within walking distance of the station. The housing units will include a mix of units for all income levels. It is anticipated that the market for these units will be Manhattan-bound commuters who cannot afford the housing prices of Hoboken, NJ. A zone overlay was created that provides a maximum parking ratio of 1.2 spaces per residential unit within three blocks of the train station to encourage transit usage. Rahway's attractiveness as an emerging residential area is being reinforced by the development of an arts-restaurant-entertainment district. As part of this effort, the former Rahway Theatre, once a movie palace, has been converted into the home of the Union County Arts Center.

The mix of housing and entertainment uses serves several functions. The increase in residential uses produces additional activity and adds to the perception of safety. Theater and restaurant patrons create additional activity during evenings and weekends. All of these activities reinforce usage of the station by generating riders during different days of the week and various times.

The City of Rahway is one of seven municipalities in New Jersey to participate in NJ DOT's Transit Village Initiative. The Transit Village Initiative is a state program whereby selected communities use transit as an anchor. The goals of this program are increased transit ridership, economic revitalization, and growth in the housing stock. In addition to receiving fund-

ing, designated transit villages are eligible for technical assistance from ten participating state agencies, including Environmental Protection, Housing and Mortgage Finance, and the Economic Development Authority, among others.

VILLAGE OF SOUTH ORANGE, NEW JERSEY

As in Rahway, the Village of South Orange is experiencing a dramatic revitalization resulting from TOD centered on its rail station. South Orange Village is also a participant in NJ DOT's Transit Village Initiative. South Orange's redevelopment was spurred by NJ TRANSIT's decision to introduce direct train service to Manhattan on the Morris and Essex Lines in 1996. As a result of direct service, travel time to Manhattan is now 30 minutes, a reduction in travel time of 20 minutes.



Example of TOD in South Orange. Gaslight Commons

In response to this service change, the Village created a redevelopment plan that encourages transit-oriented development around its station. Specifically, the plan proposed the creation of housing in its downtown core to allow residents to take advantage of its proximity to the rail station. In addition to creating new housing opportunities, various urban design improvements and public amenities were created.

Since 2001, within a ¼ mile of the South Orange Station 340 apartments have been created.

One project, the Gaslight Commons, features two four-story buildings containing 200 luxury one and two bedroom apartments and approximately 350 parking spaces. This project has been recognized as a model of TOD and has won the Smart Growth Design Award from New Jersey Future, a prominent planning association.

Another TOD related project is the Sloan Street Streetscape Improvements project.

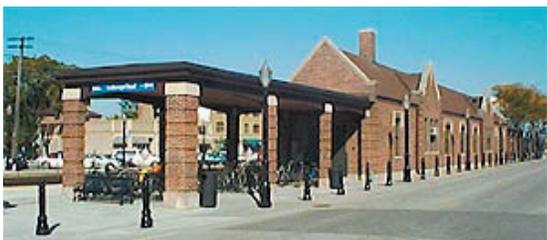


The Sloan Street improvement project was the first project completed as part of South Orange Village's downtown redevelopment effort. The Village entered into an agreement with a private developer to renovate storefronts underneath the train station viaduct. The project created seven retail stores and restaurants to serve commuters totaling 12,000 square feet. In conjunction with the redevelopment of the storefronts, streetscape improvements were made at and around the station. These improvements include distinctive lighting and artwork to create an attractive environment for the station area. A traffic circle and plaza were added to the station to improve vehicular circulation. Traffic calming treatments such as sidewalk widening, zebra-stripe crosswalks, installation of traffic signals and intersection bulbouts were implemented to calm vehicular traffic and improve pedestrian safety. These improvements provided a catalyst for attracting further investment to the area.

VILLAGE OF LAGRANGE, ILLINOIS

The Village of LaGrange, a suburb of Chicago is served by Metra's Burlington Northern Santa Fe line. The Village was incorporated in 1879, and has retained its historic character and its traditional pedestrian-friendly design. LaGrange is primarily residential in character with a vibrant downtown. Over the past 20 years, the Village has sought to take advantage of these resources, including its rail station.

The Metra station located in downtown LaGrange has undergone significant refurbishment including station cleaning, interior redecorating, and improvements to station lighting, safety and access. The Village was able to develop an agreement with Metra to assume control of the station's leasable space following Metra's completion and maintenance of the station improvements.



LaGrange's refurbished Metra station

In 1986, LaGrange developed a master plan that helped guide its redevelopment. Key components of the master plan included identification of redevelopment sites close to the Metra line, creating a zoning district that permits a gradual transition of exiting land uses to higher uses as well as creating a multiple family zoning ordinance that encourages higher residential densities within the downtown core.

To further promote redevelopment, the Plan established a Tax Increment Finance (TIF) district. Within a TIF district, the difference between the amount of real estate and sales tax revenue generated before and after TIF discount designation is used by the Village to promote redevelopment throughout its core. In addition, the Village has undertaken several other approaches to entice redevelopment including acquisition and assembly of parcels, a loan program to fund building façade improvements, streetscape improvements and introduction of bicycle patrols to augment security.

As a result of these initiatives, the Village has been able to attract two condominium projects, create nearly 50,000 square feet of retail space, and over 30 restaurants.

CITY OF WHEELING, WEST VIRGINIA

Wheeling, West Virginia is located along the banks of the Ohio River in the northwest corner of the state which borders Ohio. In the early 1990s, local economic development groups joined forces to aggressively stimulate the local economy by creating jobs and encouraging local entrepreneurs. The Wheeling Heritage Area Task Force was formed in 1990 with the support of U.S. Senator Robert C. Byrd (WV), and its goal was to revitalize Wheeling's downtown area, which had been in decline for years. In 1996, the Wheeling Artisan Center opened as the first Heritage Area project, followed in early 1998 by the \$11 million Robert C. Byrd Intermodal Transportation Center.

The Robert C. Byrd Intermodal Transportation Center serves as a gateway to the Wheeling National Heritage Area, which includes the Artisans' Center, a Visitors' Center, Independence Hall and the Historic Waterfront. It also serves as an entry point to many downtown attractions including the Civic Center, Capitol Music



Several views of the Robert C. Byrd Intermodal Transportation Center in Wheeling, West Virginia.

Hall, Community College, and the central business and shopping district.

The Robert C. Byrd Intermodal Transportation Center includes a 850-car parking garage, and also houses the Wheeling Visitor Center, the offices of the Wheeling Convention and Visitors Bureau and the Greyhound and Wheeling-Ohio Valley Regional Transportation Authority (OVRTA) bus terminal.

The Visitor Center draws tourists to the Robert C. Byrd Intermodal Transportation Center by showing exhibits about the area including transportation related exhibits on the river, the road, the rail and the Suspension Bridge and interactive exhibits about Wheeling's role in the westward movement of the 19th Century. Rents for each tenant vary: Greyhound leases their operating space while the office of the Convention and Visitors Bureau manages, maintains, and staffs the Visitor Center in exchange for their space under a long-term agreement.

In order to integrate the historical context of the area, the siting, massing and facade treatments of the Center and the surrounding streetscape were carefully planned and designed. The functional layout and design of the garage and bus facilities also ensures maximum operational efficiency, flexibility and durability. One nice touch was to give passengers in the waiting room a clear orientation to the Heritage Area and its supporting venues. The construction of the Robert C. Byrd Intermodal Transportation Center was financed with Federal Transit Administration (FTA) funds, while space for the National Heritage Area Visitors Center was provided through additional funding from the National Park Service.

CITY OF MEMPHIS, TENNESSEE

The City of Memphis has undertaken a comprehensive approach to its redevelopment and revitalization. Elements of its vision include refocusing residential, recreational and cultural activities along the historic riverfront, encouraging new public and private investment in office and retail buildings, improving public transportation, parking and sidewalks, and preserving and renovating historic industrial and warehouse buildings for adaptive reuse.

Key components of this approach included the construction of the Main Street Trolley Project, the Riverfront Loop Project and the redevelopment of the Central Station. These projects were undertaken to improve mobility within the downtown and promote economic development.

The Main Street Trolley project was completed in 1993 by the Memphis Area Transit Authority (MATA). Vintage electric street cars operate on a 2.2-mile double track rail line along Main Street. In addition to constructing the trackage, the Main Street Mall (built in the 1970s in an attempt to revitalize the downtown) was redesigned and reconstructed to be more compatible for pedestrians and riders.

The project was an immediate success. In addition to serving the Mall, trolleys also served emerging neighborhoods which were in the process of gentrifying. On the south end of the route, in the South Main Arts District, new development was spurred, providing Main Street



Vintage trolley operating on the Riverfront Loop route



Main Street Trolley as it passes the Central Station building in the background

Trolley with many residential riders as well as tourists.

In 1997, MATA completed the Riverfront Loop Project providing an extension to the Main Street Trolley. The Loop route is an important element in the comprehensive riverfront redevelopment effort. Along with the Main Street Trolley, the combined 4.5 mile route links Main Street, downtown offices and hotels with key destinations such as the Pyramid Arena, the Tennessee Visitors Center, restaurants along the riverfront, and Beale Street (the birthplace of the Blues).

In 1999 the renovation of the Central Station was completed. The Central Station is a historic train station, once housing the offices for the Illinois Central Railroad. In the 1970s as passenger service dwindled, the station and the surrounding area began to decline. However, in the late 1990s, MATA spearheaded the restoration of Central Station to its original condition and beauty, and has developed it as an intermodal transportation hub.

The project had two components: transportation improvements and private development and building restoration. The transportation improvements included creating an intermodal transportation center serving Amtrak, the Main Street and Riverfront Trolleys, MATA buses, taxis and automobiles. In addition, improvements were made to railroad platforms, tracks and other infrastructure; 325 parking spaces were constructed on former track area; an eight-bay bus transfer center was constructed; and landscaping and pedestrian improvements were made throughout the property. The transportation improvements were publicly funded.

A private developer was responsible for the building restoration and adaptive re-use of the former Illinois Central Railroad offices. In this phase, the building façade and main waiting room were repaired and restored to their original appearance. For the 8-story building portion, 63 one- and two-bedroom apartments were constructed; 37,000 square feet of commercial space was developed; 5,800 square feet was set aside for Amtrak and a police precinct. Parking for residents and users is accommodated through surface lots.



The historic Central Station

As a result of this initiative, vacant land and buildings near the Central Station are being redeveloped for housing and mixed uses. Single-family homes, townhouses, apartments and lofts are being created on the sites of formerly derelict properties. Along Main and Calhoun Streets, mixed use development is occurring. The proximity of these residences to jobs, shopping, entertainment and convenient transportation has made the South Main Historic District a desirable place to live.

Circulator Services

Rubber tired trolleys are used in cities such as New York, Dallas, Birmingham, and San Antonio on shuttle loops circulating around a downtown area. In New York, rubber tired trolleys are used by New York University to shuttle their students between campus buildings and campus dormitories while creating a distinct identity for their shuttle service.



Remember the Alamo! VIA Metropolitan Transit in San Antonio operates an extensive network of downtown circulator routes to connect various touristic points of interest.

Historic streetcars are operating in San Francisco, Portland (Oregon), San Pedro, (California), New Orleans, Seattle, Little Rock, Memphis, Kenosha (Wisconsin), Dallas, Galveston—to name just a few cities. Closer to Asbury Park, historic streetcars are proposed for the former Military Ocean Terminal Base in Bayonne, New Jersey. There, former PCC type streetcars that until a few years ago operated in the New-



Replica trolleys provide circulator service that feed into Dallas DART's main line bus routes.

ark City Subway are proposed to be used on a new waterfront line to help spur redevelopment.

Worldwide there is a good supply of historic streetcars that are suitable for reuse. In some cases, new streetcars that appear to look old have been constructed to meet the specific operating requirements of the operators. Such examples of new streetcars that appear to look old can be found in Tampa and San Pedro. In the case of Tampa, the operator wanted to install air conditioning, a feature not available when the cars were originally built. In San Pedro, the operator wished to use high level platforms to make it easier for wheelchair users to board/alight.

Two cities that have recently used the “modern streetcar” approach successfully are Portland, Oregon with its 3.0 mile long Portland Streetcar and Tacoma, Washington with its 1.6 mile long Tacoma Link service.

Modern streetcars feature articulated sections that allow the carbody to “bend” in the middle, so that they can readily fit around tight corners. They have a larger seating capacity than rubber-tired trolleys and overall greater seating and



Dallas's M-Line streetcar service nicely complements newly built transit-oriented developments (background) and feeds into the modern DART Light Rail main line services.

standing capacity than the historic streetcars. As with the historic streetcars, their silent electric operation allows them to blend well into small scale neighborhood neighborhoods. The Czech manufactured Skoda Astra type streetcar can operate individually, or if additional capacity is required coupled in trains.

Modern streetcars typically operate at top speeds of 40-50 MPH, although a lower speed limit of 30-35 MPH would be more compatible with Asbury Park's posted speed limits along city streets. Compared to historic streetcars and rubber-tired trolleys, modern streetcars are the easiest vehicles to board and alight from as they have very low floors and require only a short raised curb platform for boarding. Low floor boarding makes it very easy for wheelchairs, those with strollers and small children in tow to quickly board the vehicle, which in turn reduces the amount of time spent at each stop, thereby speeding the overall trip.

The modern streetcar blends well with a contemporary urban environment. In terms of blending with a more historic setting, there are two schools of thought—one is that it does not blend well; the other is that a contemporary streetcar provides a modern day contrast with the older environment, and as such helps prevent the cityscape from appearing to be a “museum-like” setting. Given that other vehicles (cars, trucks, buses) using Asbury Park's streets will be of modern styling, the addition of a modern streetcar should not detract from Asbury Park's historic setting.

Car Sharing

In larger cities such as New York, Boston or Washington DC, or smaller cities such as



The Red Cars of Los Angeles have returned to San Pedro, CA on a 1.5 mile long route. These brand new cars are designed to look old, and feature high level platforms for easier boarding.



Opening day for the Portland Streetcar. This system blends seamlessly with the campus environment of Portland State University.

Portland (Oregon), Hoboken or Princeton, car sharing services such as Zip Car or FlexCar enables residents and visitors to share (rent) cars as required.

According to www.carsharing.net:

“About 75% of North Americans live in cities. Many of them simply don’t drive enough to justify the expense and hassles of owning a car—yet can’t give up the freedom of driving a car when they want to.

Car Sharing provides flexible wheels for an urban lifestyle. It’s instant-access to a network of cars throughout the city, 24 hours-a-day, paying-per-trip, without commitment or inconvenience:

- as EASY as hailing a cab,
- the FREEDOM of your own car,
- FASTER than renting, and
- as AFFORDABLE as a latte!

If you drive less than 12,000 km (7,500 miles) a year and you don’t need a car for work every day, car sharing will likely save you thousands of dollars a year,

give you greater mobility—and actually reduce pollution.”

Car sharing services offer the flexibility of personal transportation while minimizing cost and vehicle storage/ownership for its target markets. The availability of such a service at an intermodal transportation center could benefit Asbury Park.



Car sharing is not a new concept, as this World War II poster illustrates.

- ¹ USEPA Storm Water Phase II Final Rule—An Overview
- ² USEPA Storm Water Phase II Final Rule—Small MS4 Storm Water Program Overview
- ³ USEPA Storm Water Phase II Final Rule—Permitting and Reporting: The Process and Requirements
- ⁴ Monmouth County GIS Historic Sites Inventory.
- ⁵ City of Asbury Park, *Main Street Redevelopment Study*, October 2003
- ⁶ Council on Affordable Housing web site, (www.state.nj.us/dca/coah/about.shtml), New Jersey Department of Community Affairs
- ⁷ The Community Stakeholder Group was established by the City of Asbury Park and includes representatives from several city departments, local businesses, and community organizations.
- ⁸ While the Waterfront Redevelopment Plan requires new developments to provide on-site parking, the increased activity and destinations resulting from the build-out of the plan will likely create spill over effects that increase parking demand in the CBD and TC area.
- ⁹ Per the Coastal Zone Management rules (2/2/04) as outlined in Section NJAC7:7E-8.14 by the Department of Environmental Protection, “Any development that causes a location on a roadway to operate in excess of capacity Level D is discouraged. A developer shall undertake mitigation or corrective measures that may be necessary so that the traffic levels at any affected intersection remain at capacity Level D or better. A developer may, by incorporating design modifications or by contributing top the cost of traffic development, be able to address traffic problems resulting from the development, in which chase development would be conditionally acceptable.”

III. Issues and Recommended Improvements

Identification of Needs at the Transportation Center and Along Study Corridors

Operations

Based upon an analyses of the existing NJ TRANSIT rail and bus routes, schedules and service, plus the current Academy express bus service to New York City, it appears that current bus and train services operate reasonably well and reliably. Interviews with NJ TRANSIT bus operations staff indicated their satisfaction with the on time performance of the NJ TRANSIT bus routes, some of which are contracted out to Connex, a private bus operator. Most existing NJ TRANSIT rail services through Asbury Park are not currently operating at capacity, and therefore do not have significant overcrowding concerns. One reason that rail capacity is not an issue for customers boarding at Asbury Park is because that station is served by diesel train service only. Since diesel trains cannot operate directly into New York City, Asbury Park is less attractive for railroad customers who would park and ride. Long Branch Station, just three stations north is more attractive to many customers because it is the terminus of electrified train service to/from New York City, offering customers both a one-seat train ride into New York City



Diesel trains are not permitted to operate into New York City. Many potential customers prefer to board at Long Branch Station, just 3 stations north, which offers a one-seat ride to New York City.

and a choice of empty seats since it is the originating point for the service.

According to both NJ TRANSIT rail and bus operations staff the agency has no current plans to substantially increase bus or rail service within or to Asbury Park either by adding more trips or by adding new routes to serve new areas of Asbury Park. NJ TRANSIT stated that they monitor rail and bus ridership and as required will consider adding service to address overcrowding during certain peak time periods, on certain routes. Given these operating parameters, the Transportation Center is about the appropriate physical size in terms of platform lengths, number of bus bays, and number of parking spaces provided to serve current rail and bus ridership demand.

Looking to the future, it is important to determine whether the number of customers will be expected to increase—since more train and bus ridership at the Transportation Center might prompt the need for service and the facility to be expanded. However, with four “saw tooth” bus bays, the Transportation Center appears to have surplus capacity. Saw tooth bus bays are particularly efficient, allowing buses to pull in and out without affecting other parked buses.



Assuming that each bus berths at the bay for an average of two minutes, the effective capacity of one bus bay is at least 24 buses per hour (after considering pull in and pull out time). With four bus bays the combined effective capacity is 96 buses per hour.

If a bus should elect to layover (park between runs) at one of the four bus bays, it would reduce overall capacity. Even then, should the capacity of bus bays become a problem the logical strategy is for buses to use the bus bays to drop off and pickup customers only, and then layover at some other location at the Transportation Center.

Currently, during peak periods, NJ TRANSIT and Academy use only approximately 25% capacity of the four bus bays combined, and this includes a combination of buses that lay up at the bus bay as well as buses that do not. Thus, even if bus service into the Transportation Center were doubled in frequency, there should not be any capacity problems with the number of existing bus bays.

As there are no plans by NJ TRANSIT to substantially increase either rail or bus service, the Transportation Center appears capable of handling both existing and future transportation services without the need for expansion. This is not to say however that there is no room for improvement at the Transportation Center.

Facilities

The work documented in this final report has assisted in identifying four categories of needs within the study area. These four categories are:

- Underutilization of the Transportation Center
- Unmet transportation demand and service gaps
- Pedestrian and bicycle facility needs
- Traffic circulation and parking issues

These four categories of needs are presented in the following discussion and formed the backbone for which alternatives and possible solutions were developed. The results and proposed solutions have been presented to the Steering Committee, stakeholders and the public for

their comment, prior to issuing this Final Report.

UNDERUTILIZATION OF THE TRANSPORTATION CENTER

The existing Asbury Park Transportation Center is a modern facility, yet it is not being utilized to its full potential.

The Transportation Center is the key to the proposals discussed in this study because it is the hub where the three study corridors come together. While the Transportation Center has “good bones” there is a tremendous amount of untapped potential both within the building itself and in the area surrounding it. A number of issues at the Transportation Center are identified below, divided into the following categories for ease of discussion: the Transportation Center building, the bus waiting area, the plaza (including the grassy area along Main Street), the NJ TRANSIT railroad tracks and platforms, and the area west of the railroad tracks (between the southbound platform and Memorial Drive). Solutions to these issues are provided in the next section of this report.

Transportation Center Building

The roof of the Transportation Center is in a state of disrepair. The structural integrity of the building is in danger of being severely compromised by a roof which leaks in multiple locations.

The Transportation Center building does not relate well to the surrounding communities on either side of the railroad tracks. There is no directional signage on Main Street to guide customers to the building, the bus waiting area, or the taxi stand. The building is partially obscured from Main Street by a row of hedges and from the communities west of Memorial Drive by an uninviting parking lot which Transportation Center users must cross to access the southbound tracks or the pedestrian tunnel. An expansive blank brick façade serves to create a feeling of isolation, even though the Transportation Center is next door to a police station.

The front door of the building is locked and chained during daytime hours, forcing transit users to walk around to the side door to access the waiting area. Once inside, there are few

directional or wayfinding signs to direct customers to the train platforms, the pedestrian tunnel, connecting buses or to the taxi stand. In addition, there are no information panels either inside or outside the building identifying the bus services available, their routes, schedules or fares thus creating difficulty for customers seeking information. This is compounded by the fact the NJ TRANSIT ticket window closes at noon.

Other issues within the Transportation Center building include public restrooms which are not well maintained, the underutilization of considerable amounts of interior space in the waiting area and a general sense of unease for some customers created by people who loiter on the benches.

Bus Waiting Area

The bus waiting area is bordered by a row of high hedges which block views to Main Street. This can create a feeling of unease and isolation for customers who are waiting for a bus. Although schedule display panels are located at each of the four bus bays, they are blank—no route maps or schedule information are provided.



Empty bus schedule panels discourage potential users from riding transit services.

Customers arriving at the Transportation Center by bus and wishing to make an intermodal connection do not have a continuous canopy to provide shelter while walking between the building and the platforms.

Plaza

Despite the existing plaza, there is no sense of “arrival” at the Transportation Center from Main Street—only one signpost identifies the Asbury Park NJ TRANSIT station and it is partially obscured by a tree. People loitering on the benches outside the Transportation Center and on the plaza can create a feeling of unease for customers. The sunken lawn and the abandoned fountain are underutilized space which could be reprogrammed.

When stepping onto the plaza from the Transportation Center building, visitors to Asbury Park do not have any wayfinding signs to direct them to area destinations and attractions such as the Central Business District or the Atlantic Ocean and boardwalk. Moreover, there are no street maps depicting the location of the Transportation Center in relation to other nearby points of interest. Further, there is a lack of pedestrian-oriented directional signs to guide visitors to these attractions.

NJ TRANSIT Platforms and Railroad Tracks

The NJ TRANSIT railroad tracks that divide Asbury Park in two create both a physical and psychological barrier. The tracks are also lined by three fences, which, although providing safety, further emphasize the sense of a divided Asbury Park. The entrance from the Memorial Drive parking lot to the southbound platforms is foreboding due to a lack of landscaping and activity.

Area west of the NJ TRANSIT tracks

Similar to the Main Street side of the Transportation Center, the Memorial Drive entrance does not convey a sense of “arrival” either. The Memorial Drive parking lot is in disrepair, with broken pavement and weeds growing out of the cracks. There is no landscaping, either within the lot or along its periphery.

Entrances at the strip shopping center, to the south of the parking lot, face away from the Transportation Center. A blank rear wall is all



A foreboding appearance to the southbound platform entrance. The blank back walls of the retail shops, the numerous fences, and the narrow pathways collectively create a sense of isolation from the rest of the Transportation Center and the city.

that is visible from the Transportation Center, which suggests a disconnection from it.

UNMET TRANSPORTATION DEMAND AND SERVICE GAPS

There is a lack of internal bus circulation service within Asbury Park. The existing transit services serving Asbury Park are primarily connected to longer haul routes and are generally oriented in the north-south direction.

The intervals between buses operating along the Main Street, Cookman Avenue and Springwood Avenue corridors are long. Headways on these routes range between every 30 to 60 minutes during weekdays. Such frequencies reduce the attractiveness and convenience of buses as a means of local travel within Asbury Park.

Furthermore it should be recognized that as redevelopment plans in Asbury Park are implemented and new residential, retail and entertainment uses are created, new travel markets will emerge and induce demand for public transportation services during evenings, weekends and the summer.

New residential developments along Cookman Avenue and Springwood Avenue will likely result in increased journey-to-work trips and increased demand for public transportation services connecting these areas to the Transportation Center. New retail and entertainment uses along the waterfront and Cookman Avenue will create a recreational travel market comprised of visitors.

There are three potential travel markets in Asbury Park that represent areas of unmet demand and gaps in service. These potential markets include:

- Local Trip Market – Comprised of potential riders seeking to make local trips within Asbury Park using public transportation.
- Journey-to-Work Market – Current and future riders traveling from the redevelopment areas to the Transportation Center to connect with NJ TRANSIT buses and trains.
- Recreational Market – Potential riders traveling to Asbury Park by train or bus destined for new activities and attractions at the waterfront and along the study corridors.

Diverting some of these trips that may otherwise be made by auto to walking, bicycling or transit trips will in turn reduce traffic impacts upon the city and allow the city to become more transit-oriented.

There is a need to better connect both the emerging, redeveloped areas of Asbury Park, as well as older, more established residential areas to the Transportation Center and to study area destinations. This need is currently not well served by the existing long haul/regional bus routes that enter Asbury Park. The provision of new circulator Transit services to augment existing bus routes could be implemented to address current and future demand for travel within Asbury Park.

PEDESTRIAN/BICYCLE FACILITY DEFICIENCIES

The Transportation Center is the crossroads where all of the Asbury Park study corridors meet. As identified in the section *Underutilization of the Transportation Center*, several issues concerning pedestrian and bicycle access were identified as contributing to the underuse of this facility. In this section specific pedestrian and bicycle facility needs at both the Transportation Center and the study corridors are discussed in further detail.

The following issues and conditions act together to discourage greater pedestrian and bicycle use of the Transportation Center and along the study corridors.

Lack of External Wayfinding

There is a lack of external pedestrian-oriented wayfinding signage at the Transportation Center and along the study corridors. Except for a large signpost outside of the Transportation Center on Main Street, there is no indication that the Transportation Center even exists. Beyond the Transportation Center's boundaries, there are a number of potential attractive destinations within walking distance, such as along Cookman Avenue. Yet, there are no street maps depicting the location of the Transportation Center, in relationship to these nearby areas, nor are there pedestrian-oriented directional signs to guide one from the Transportation Center along streets to these attractions.

Limited Pedestrian Access from the West

There is no direct pedestrian connection to the Transportation Center from neighborhoods to the west. Memorial Drive and the railroad tracks act as both physical and psychological barriers to those who wish to walk to the Transportation Center. The closest through streets which may be used to access the Transportation Center on foot are Bangs Avenue to the north or Springwood Avenue to the south. However, these routes are long and circuitous.

Cookman Avenue between Langford Street and Memorial Drive is a logical and intuitive pathway for connecting the Transportation Center to the west side of Asbury Park. In fact, on the east side of the Transportation Center, Cookman Avenue is configured to lead directly to it. However, west of the Transportation Center, Cookman Avenue ends on a "T" intersection with Memorial Drive. High volumes and fast moving automobile traffic on Memorial Drive create unappealing and unsafe conditions for pedestrians, which in turn serves as an impediment for access to the west.

Transportation Center Underpass

The underpass underneath the railroad tracks acts as an impediment for pedestrian use. The underpass is designed to serve commuters by providing a direct connection into the Transportation Center building. However, there are several problems with the underpass that discourage its use by pedestrians. These issues include:

- Limited hours of operation
- Perception of being unsafe due to its isolation
- Lack of visual appeal



The entrance to the pedestrian underpass connecting the parking lot to the transportation Center.



The pedestrian underpass is visually unappealing and may be intimidating to potential users.

The pedestrian underpass is available during the same time period that the station building is open from 4:30 AM to noon weekdays. On weekends both the station building and underpass are closed. In terms of serving pedestrian needs, these hours of operation are inadequate.

During the times when the underpass is available, it may not be a viable option for pedestrians because of its perception of being isolated and unsafe due to a lack of activity and usage. Adding to this perception is its lack of visual appeal. A security camera was observed although it could not be confirmed whether it is monitored or in operation.

Inadequate bicycle storage facilities available at the Transportation Center

No bicycle storage facilities are available at the Transportation Center. It seems that in the past



a bicycle rack was provided at the Transportation Center adjacent to the railroad platforms (as illustrated in the photo), however it appears to have been in a state of disrepair for some time. Without secure bicycle storage facilities, most riders would not consider using bicycles as a mode of access to the Transportation Center.

Pedestrian and Bicycle Needs along the Study Corridors

The assessment of pedestrian and bicycle facilities in the three study corridors conducted as part of the Walkability Survey identified a number of issues requiring mitigation in order to promote increased bicycle and pedestrian usage and improved streetscape design. Pedestrian, bicycle and streetscape issues include:

- Sidewalk pavement and curb conditions for all three corridors are in need of repair in order to improve pedestrian safety and increase

the attractiveness of the corridors.

- Pedestrian safety needs to be improved in terms of providing pedestrian crossing signals and restriping or adding crosswalks where necessary.
- Pedestrian amenities such as benches, enhanced lighting, maps and signage, and decorative pavement treatments are needed to enhance the streetscape in each of the corridors.
- There are no amenities for bicyclists such as bicycle racks and dedicated bicycle lanes within the study corridors.

The addition of these improvements will enhance the pedestrian and cyclist experience and encourage trips to be made by foot and bicycle.

As Asbury Park seeks to once again attract visitors to its shores and city, it will be important to guide these visitors. Currently, directional signage, or wayfinding for pedestrians is nonexistent; there is no pedestrian-oriented signage to guide visitors to the various points of interest in Asbury Park or to the Transportation Center.

Asbury Park could be a wonderful place to bicycle. With flat terrain and points of interest scattered throughout the city, bicycles could provide a viable alternative for some local city trips. Currently, facilities are inadequate to encourage users to bike to the station rather than drive.

Traffic Circulation and Parking Issues

In the previous section, current and future roadway and traffic conditions in Asbury Park, as well as improvement measures needed to



Springwood Avenue is a prime candidate for streetscape improvements to help make the corridor more pedestrian friendly and less auto-oriented. Some possibilities include providing traffic calming, improved sidewalks, pedestrian-oriented lighting, street furniture and bicycle lanes.

mitigate potential impacts, were generally discussed. In this section, specific traffic circulation issues are discussed in further detail.

TRAFFIC CIRCULATION ISSUES

New Jersey¹ typically views a Level-of-Service (LOS) D rating for intersections as being the minimal acceptable operating conditions for vehicular traffic, although there is some variance in how local municipalities and townships adhere to these guidelines. For the purposes of the traffic assessment, levels of service that deteriorate from Levels A through D in the future No Build to LOS E or F in the future Build condition are considered significant traffic impacts requiring the application of improvement measures to relieve congested conditions. Mitigation could include traffic signal retimings, new signal phases, curb parking restrictions, lane restriping, and roadway widenings.

Of all roadways examined, the Springwood Avenue corridor between Atkins Avenue on the west and Main Street on the east appears to have the greatest need for roadway improvements. This street would be the focal point for its own development as well as having to pro-

cess a significant portion of the Cookman Avenue corridor's traffic demands. There appears to be some flexibility in adjacent land areas that are either vacant or whose buildings are sufficiently set back from the right of way to accommodate modest widenings.

Main Street and Memorial Drive are bordering on the need to have all of their paved travel lanes used as actual moving lanes during peak travel hours. Additional development above that considered in this assessment would likely strengthen this finding. Yet, it will be important to ensure that a balance between vehicular travel and pedestrians crossing from nearby locales to the east and west is maintained as increased reliance of transit will increase pedestrian demand. (Figure III-1 shows key pedestrian crosswalks that could be potentially affected by increased transit and other development.) The concepts brought forth in Context Sensitive Design (balancing vehicle and pedestrian traffic, amongst others) could be employed to achieve a balance between levels of service for both groups. Specifically, should pedestrian traffic grow to high levels, there may be a need to calm vehicle traffic along Main and Memo-

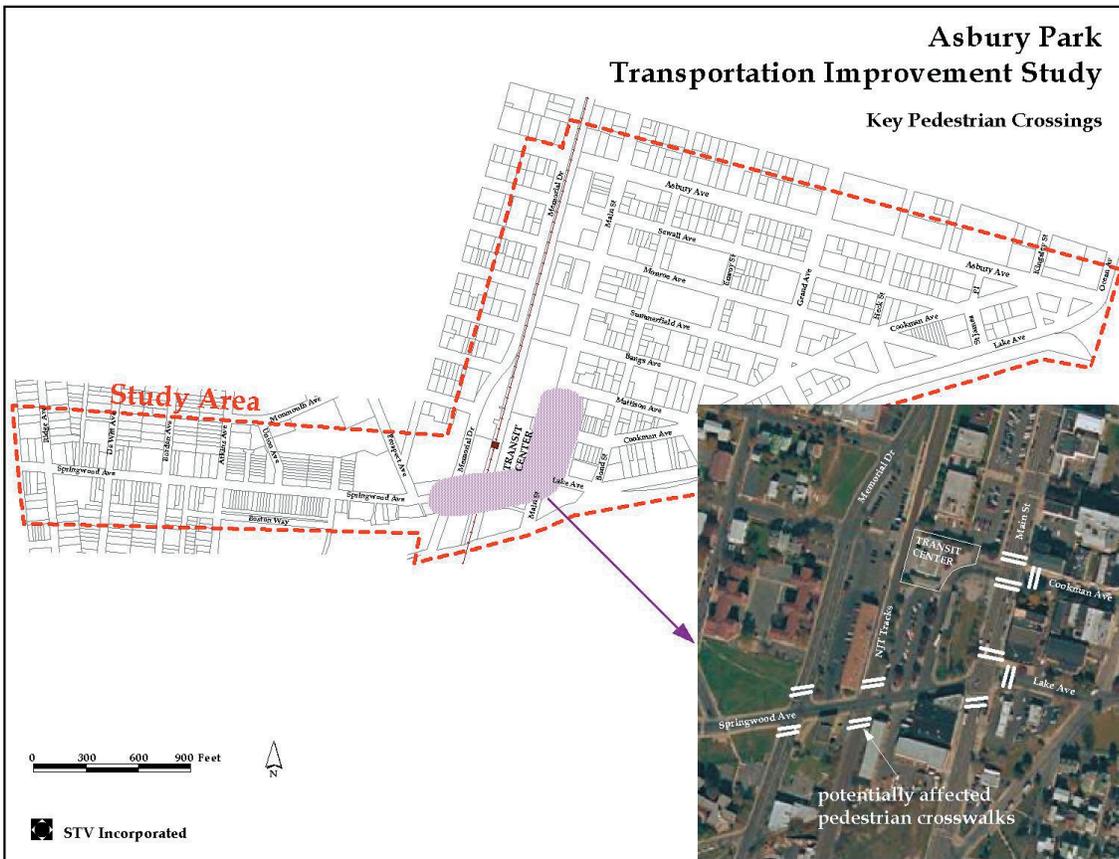


Figure III-1: Key Pedestrian Crossings

rial with slightly shorter green signal phases to provide adequate “gaps” in the vehicle stream for people to cross. As development intensifies, more detailed vehicle and pedestrian analyses would be needed.

PARKING ISSUES

Unlike most NJ TRANSIT stations where parking is in short supply during commuting hours, at Asbury Park there are a plethora of spaces. During field observations taken during commuting hours, the parking lots were never observed to be more than half full. As a result, there is an adequate parking supply at the Asbury Park Transportation Center and users can find a parking space even at midday during the week; a highly unusual condition at a NJ TRANSIT station.

The parking lot along Memorial Drive is in disrepair with broken pavement and weeds growing out of the cracks. There is no landscaping either within the lot or along the periphery. The poor physical condition of the parking lot tends to create a foreboding appearance which may discourage potential users.

Transportation Improvements and Strategies

Improvements to Transportation Center

The James J. Howard Transportation Center is the crossroads to the City of Asbury Park. Because of its location and function, improvements to the three corridors and Transportation Center are critical elements to making the redevelopment efforts of the city successful. The following section discusses the proposed strategies and improvements to realize the full potential of the Transportation Center. These are divided into the same categories that were identified in the issues section: the Transportation Center building, the bus waiting area, the plaza (including the grassy area along Main Street), the NJ TRANSIT railroad tracks and platforms, and the area west of the railroad tracks (between the southbound platform and Memorial Drive). Proposed improvement strategies for the Transportation Center are illustrated in Figure III-2.

TRANSPORTATION CENTER BUILDING

Before any other improvements are implemented at the Transportation Center, the building’s roof must be fixed to prevent structural damage and to allow the continued occupancy of the building. Once the building is stabilized, attention can turn to other improvements in and around the Transportation Center.

To help the Transportation Center relate better to the communities around it, several strategies are proposed:

RELATION OF TRANSPORTATION CENTER BUILDING AND SURROUNDING AREA

Because, the Transportation Center station building does not relate well to the communities which surround it, a series of strategies were developed. On the Main Street side of the building, it is recommended that the hedge-rows lining the bus waiting area be removed to allow passers-by an improved line-of-sight to the station building and that new windows be installed into the building façade to improve openness and visibility at the building. Another very basic change would be to keep the main entrance to the building unlocked at all times the building is open, instead of presenting a locked and chained front door to Transportation Center users. To help the Transportation Center relate to the neighborhoods west of the railroad tracks, a new plaza could be created on the existing Memorial Drive parking lot to welcome customers. Along with the new plaza, a pedestrian overpass could be constructed to facilitate crossing of the tracks and would serve to symbolically connect the two halves of Asbury Park. This overpass would comply with the Americans with Disabilities Act (ADA). On its western end it would touch down in the new Memorial Drive plaza, and on its eastern end it would touch down near the side entrance to the Transportation Center building.

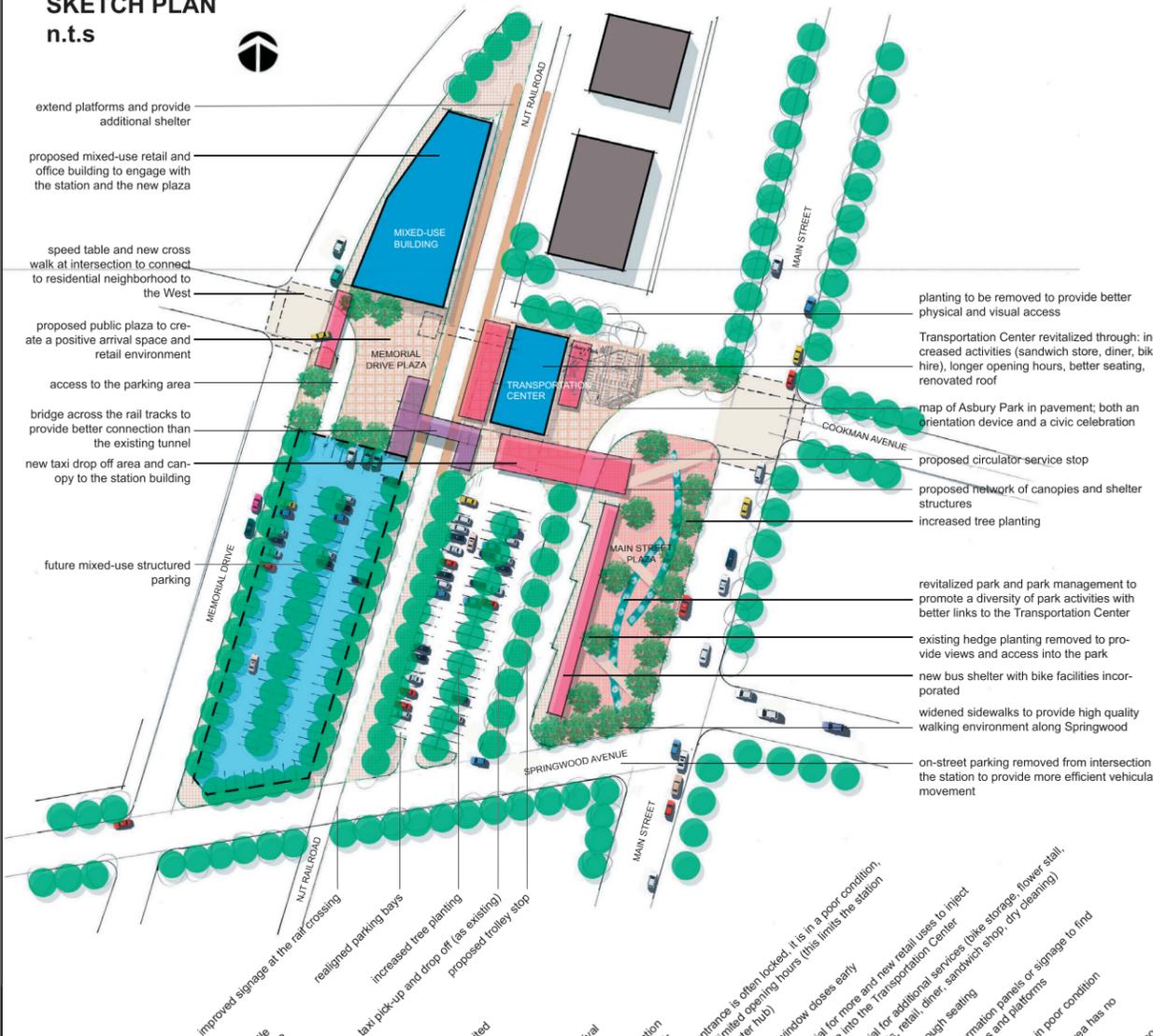
PERCEPTION OF SECURITY AT TRANSPORTATION CENTER BUILDING

The Transportation Center has a feeling of isolation even though it is located next door to a police station and the municipal complex of offices. A police kiosk, manned during all

Figure III-2: Transportation Center Improvement Proposals

TRANSPORTATION CENTER CONCEPTS

SKETCH PLAN n.t.s



EXISTING VIEW FROM MAIN STREET



EXISTING VIEW INSIDE CENTER



EXISTING VIEW SOUTH FROM CENTER

DESIGN PRINCIPLES

1. Provide an "event of arrival" and a "sense of place" at the transportation center through some site specific design and materials
2. Create a safe pedestrian environment for changing from one mode of transport to another and moving across the site
3. Improve the existing buildings and services
4. Intensify the site with additional uses such as bike services, food kiosks, programmed plazas
5. Improve connections across the site to facilitate an increased multi-modal center

SHELTERS



Specially designed shelters will give a unique feel to the Transportation Center while further shelters will allow advertising/signage opportunities and continuity across Asbury Park.



LIGHTING

Lighting will be a strong element to bring an increased sense of safety to the Transportation center while enhancing the design proposals.



Bollard type proposed within Asbury Park CBD Streetscape Improvements, January 2005. NB Bollards and other lighting elements can utilize solar power technology

SEATING

Some seating will be specific to the Transportation Center while we propose that further seating is used throughout Asbury Park to give a strong identity to the city.



Seating type proposed within Asbury Park CBD Streetscape Improvements, January 2005, and the Trash receptacle is from the same product range.

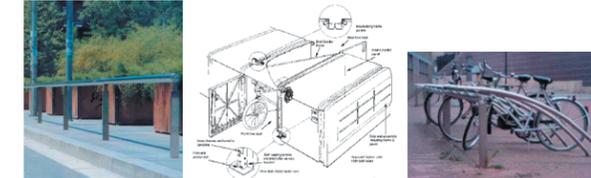
PAVING

Both unit paving and poured concrete will be used to different effect to create a strong pedestrian environment. Signage will be incorporated into the paving to direct people to different Asbury Park destinations



BIKE

Bike storage for commuters and visitors alike will be provided along with other bike services such as bike racks and maintenance store. Bike racks will also be provided along the transportation corridors.



PLANTING

Tree planting will be a strong feature however a 7' clear stem will provide the safety required around the Transportation Center. Hedge planting will be removed.



hours when the station building is open, could be installed inside. In addition, new pedestrian connections between the station building and the municipal building could be created via a new door through the northern façade of the station building. Relocating the taxi dispatcher to a more prominent location within the station building would also create activity and presence within the facility, and help to supplement security measures.

DIRECTIONAL SIGNAGE

To guide visitors to the Transportation Center from points throughout the study area, directional signage should be installed along Main Street, Cookman Avenue and Springwood Avenue. This new wayfinding system would guide visitors, as well as Asbury Park residents, to the Transportation Center building, the bus waiting area and the taxi stand. When visitors arrive at the Transportation Center, they would be greeted by a new barrel vault over the front door which will create a grand entrance. New signage should also be installed inside the building to guide people to the platforms, the pedestrian tunnel, the bus waiting area and the taxi stand.

MAINTENANCE OF TRANSPORTATION CENTER BUILDING

A series of improvements to the interior of the station building, ranging from simple modifications to more long-term proposals, should be considered. Basic enhancements would include providing regular maintenance and cleaning for the public restrooms (self-cleaning toilets could be considered for the longer term), encouraging sponsorship of the station building by local companies, installing bus service information panels and brochure racks inside the station building and regularly checking to ensure they are fully-stocked with up to date information.

NEW USES AT TRANSPORTATION CENTER BUILDING

The station building has considerable unused/underutilized interior space. Environmental changes, including new retail uses, are proposed for the station building to discourage loitering – a problem which was cited by many survey participants. To create a constant flow of people in and out of the building (not only during train arrivals and departures), a restaurant or

café is proposed for the southwest corner of the building. Installation of rotating art displays to showcase local talent and space for artists' galleries within the station building should be considered, possibly in the pedestrian tunnel stairwell.

TICKET WINDOW HOURS

Many survey respondents also indicated that they prefer the ticket window remain open for longer hours during the day, a recommendation which is fully endorsed by the project study team. However, if the ticket window cannot be staffed for a longer period each day, a staffed information booth could be installed within the station building. The staff at the information booth should be familiar not only with the various transit services at the Transportation Center, but also with the various attractions around Asbury Park. City maps and brochures for various attractions should be kept at this information booth. The booth could be sponsored by a local civic organization, chamber of commerce or tourism office.

BUS WAITING AREA

Customers currently waiting for the bus at the Transportation Center can experience unease and isolation as there are no sight lines to other active areas of the facility. The hedgerow alongside the bus waiting area should be removed to give a greater feeling of openness and allow views to the plaza and Main Street. The sunken lawn could also be reprogrammed to include interactive fountains and pedestrian pathways to provide additional connections from the bus waiting area to Main Street. A continuous canopy from the bus waiting area to the side door of the Transportation Center building should be installed to provide continuous shelter for bus riders looking to make intermodal connections to the train. This canopy will mimic the style of the barrel vault proposed for the main door of the station building to create a continuous theme for the Transportation Center.

Although schedule display panels are installed near the bus bays, they are usually empty. These panels should be checked regularly to ensure they are fully-stocked and that outdated route maps, schedules and fare information are replaced with current information.

PLAZA

The plaza in front of the Transportation Center building should be reprogrammed to give visitors and residents a greater sense of “arrival” when reaching the station complex. A free-standing “Asbury Park Transportation Center” sign, approximately forty inches high and six feet long, should be installed on the plaza along with new paving in front of the main entrance and on the plaza. The style of the new barrel vault proposed to be installed over the main entrance to the station building should be incorporated into the new canopy connecting the bus waiting area and the side door of the station building. All dead and diseased trees should be replaced and additional trees planted. The plaza could be infused with new uses, such as civic or community events or a farmers’ market, to discourage loitering. The sunken lawn could be reprogrammed to include interactive fountains and pedestrian pathways offering additional connections from the Transportation Center building to Main Street. The current abandoned fountain should be removed and the space incorporated into the reprogrammed plaza as well.

Trees around the existing NJ TRANSIT sign on Main Street should be pruned regularly to ensure it is visible to both drivers and pedestrians. Auto- and pedestrian-oriented signage should be installed along the Main Street, Cookman Avenue and Springwood Avenue corridors to direct visitors to the Transportation Center. The pedestrian-oriented wayfinding should include maps illustrating a ¼, ½ and ¾ mile radius from each location, so pedestrians know how far they are from major destinations and attractions.

An “embedded map” of Asbury Park could be installed in the plaza pavement to indicate the locations of key destinations and attractions. Directional signage should be included in the plaza to direct visitors to them. This will be reinforced by the use of new streetscape treatments that flow from the three study corridors into the Transportation Center including pavement treatments, street furniture, graphics, signage, and pedestrian-scale street lighting.

Bicycle facilities including stands and lockers should be provided. Alternatively, a “Bike Station” where transit users drop off their bicycle in the morning for storage in a monitored location until they return, could be constructed. The facility could provide cycle maintenance and repair during the day, and could also rent bicycles to visitors.

NJ TRANSIT PLATFORMS AND RAILROAD TRACKS

A new plaza located on the existing Memorial Drive parking lot should be developed to welcome customers arriving at the Transportation Center from the west. A pedestrian overpass would allow easier crossing of the railroad tracks and would serve to symbolically connect the two halves of Asbury Park. If a parking garage is constructed in the future to respond to increased demand, the pedestrian bridge could tie into one of the structure’s upper levels.

Two of the three fences which currently line the railroad tracks should be removed, leaving only the centerline fence per NJ TRANSIT regulation.

AREA WEST OF THE NJ TRANSIT TRACKS

To create a sense of arrival along Memorial Drive, the entire area west of the tracks, including the parcel with the strip shopping center and the existing NJ TRANSIT parking lot should be reprogrammed. A new plaza should be installed immediately opposite the side entrance to the station building and the retail uses in the current strip shopping center could be relocated next to the plaza to frame its northern edge and create synergy between them. The parking spaces lost from the creation of the new plaza and retail space would be relocated to a new, landscaped surface parking lot on the location of the current strip shopping center. In the future, as demand increases, a parking structure could be built on the site of the surface parking lot. This parking structure could include additional retail uses at ground level along Memorial Drive and Springwood Avenue.

CIRCULATOR SERVICE STOP LOCATION

Although a circulator service does not currently exist, it is one of the proposals in this study,

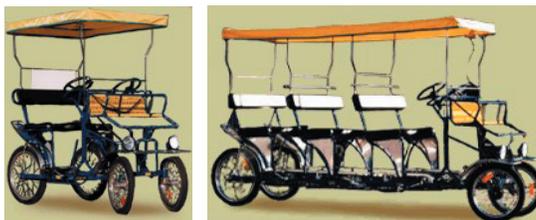
and therefore must be seamlessly tied into the Transportation Center. Circulator vehicles would enter the Transportation Center grounds from both Main Street and Springwood Avenue, depending on which part of the loop route the bus is traveling. Shuttle buses would depart from a dedicated stop on either side of the driveway just north of the existing bus bays (see Figure III-2). This service is discussed in greater detail in the following section.

Enhancement to Public Transit Services

As mentioned in the *Unmet Transportation Demand and Service Gaps* section, the proposed redevelopments within Asbury Park will generate new residential and visitor trips. Documented earlier are a number of significant new projects that could be prime travel destinations, including entertainment uses along Wesley Lake and the Atlantic Ocean; these uses could include restaurants, hotels, retail and mixed use residential. In addition, there are a number of vacant and soft sites that in the future could be redeveloped and those areas could eventually generate new trips within Asbury Park.

Instead of reacting to increased traffic conditions after they occur, which is frequently the case in other cities; there is an excellent opportunity in Asbury Park to proactively encourage some portion of these new trips to be made by transit, bicycles, or by walking. In addition, there are several non-traditional types of transportation services that might be suitable in Asbury Park. They include creating bicycle/Segway paths, and promoting the use of four wheeled bicycles, gondolas and water taxis along Wesley Lake. Such non-traditional modes are fun to use, can be a tourist attraction and can create a new “buzz” for Asbury Park.

The transportation policy for Asbury Park should promote a mixture of public transit modes. Asbury Park’s compact size, flat terrain, broad streets and street grid pattern and parcels of still to be developed tracts are all favorable factors in encouraging new residential and visitor trips to be made on modes other than by automobile. By providing a rich selection of fun to use transport modes, there is an excellent opportunity to shift trips that otherwise would be



Creating new Segway-friendly paths could reduce car trips while encouraging a new “fun” mode of travel.

Four wheeled bicycles could be a fun and useful way for visitors and residents to move about Asbury Park. They provide a popular form of transport in the oceanfront town of Coronado, CA.

The larger version of the 4 wheeled bicycle is useful for guided tours of Asbury Park or for groups

made by car to more socially-friendly modes. Asbury Park has been built around entertainment uses; fostering new, fun modes of travel is a perfect complement to Asbury Park’s rich recreational and transportation heritage.

A NEW CIRCULATOR SERVICE

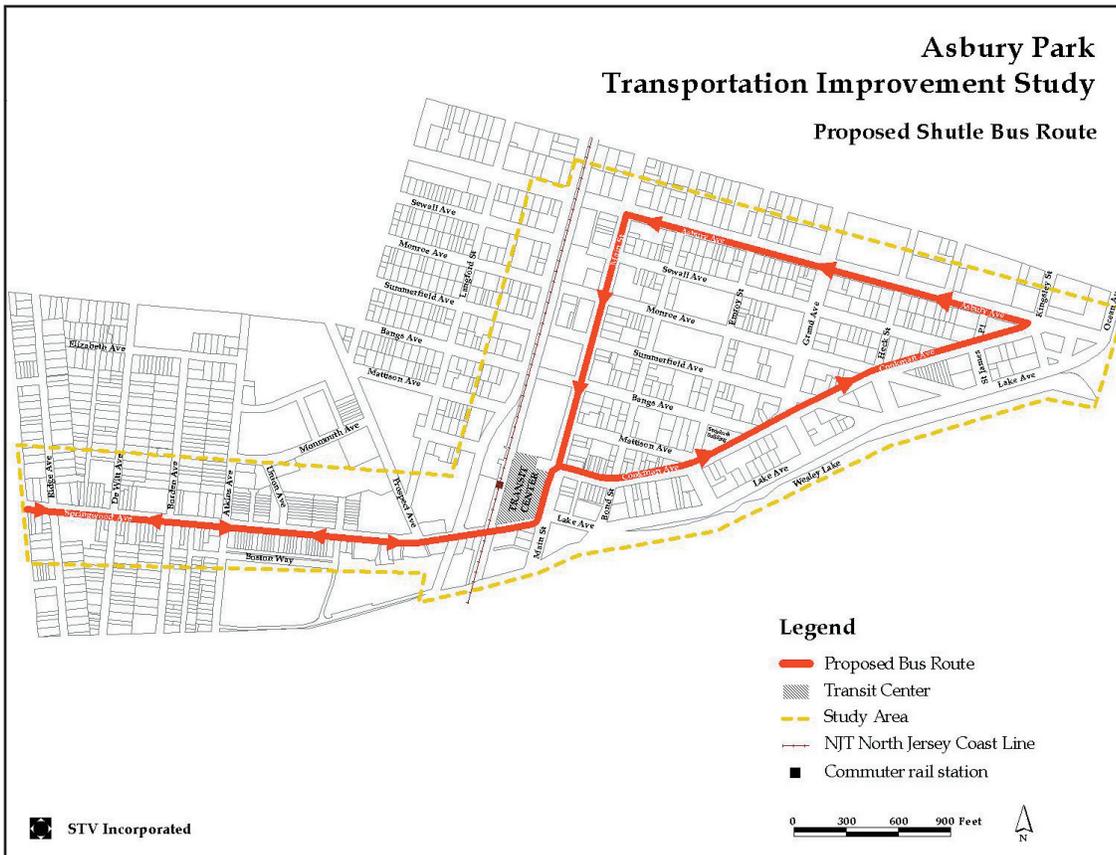
At a distance of approximately 7/10 of a mile from the Transportation Center, the oceanfront is considered too far to walk for some, yet close enough to be easily served by some form of shuttle transit system. A shuttle service that links a renewed Transportation Center with the oceanfront via the Cookman and Main Street Corridors could serve as an effective means of providing improved transit services and circulation within the Study Area.

At the same time, during this study’s visioning efforts, residents that live west of Memorial Drive clearly indicated they would like to be better connected to the rest of Asbury Park. An extended shuttle service that serves both the Transportation Center and the Study Area/ oceanfront east of Main Street as well as providing connections along Springwood Avenue west of Main Street would provide new access within Asbury Park and help stitch together neighborhoods.

Thus, a circulator service connecting the Transportation Center to both the oceanfront to the east and along Springwood Avenue on the west could serve the following functions:

- Provide local neighborhood transit service in areas that are not well served by regional line haul buses.

Figure III-3: Proposed Shuttle Bus Route



- Provide connectivity to regional line haul buses at the Transportation Center
- Provide connectivity to NJ TRANSIT rail services at the Transportation Center
- Provide a focal point and corridor for new developments to cluster around
- Link the Study Area neighborhoods with a convenient and attractive transportation alternative
- Fit the scale and traffic patterns of existing Study Area neighborhoods
- Provide quality service to attract new transit ridership
- Reduce the number of short Study Area auto trips, parking demand, traffic congestion and air pollution
- Create a fun way to travel about the City, attracting both tourists and residents—not just the transit dependent individual
- Raise the profile of transit services within Asbury Park

CIRCULATOR ROUTING

The routing of any proposed circulator service must be direct, serving as many customer-preferred destinations (attractions) as possible while capturing ridership from places where customer might be expected to begin their trips. Yet, the routing must not be too circuitous, as indirect routes can be confusing, time consuming and expensive. Simplicity is the key.

In order to link the Transportation Center to both the oceanfront and to the Springwood Avenue corridor, the following routing is proposed (and is illustrated on Figure III-3):

From the Transportation Center, the route should proceed east along Cookman Avenue to the Casino, turning west along Asbury Avenue, south along Main Street onto the Transportation Center, then travel west along Springwood Avenue to Ridge Avenue. Service would then reverse direction and travel east along Springwood Avenue to return to the Transportation Center, where the service would repeat this travel pattern.

The proposed route would serve the Transportation Center, the emerging Cookman Avenue business district, residential areas under construction along Wesley Lake, the oceanfront, residential areas along Asbury Avenue, the business district along Main Street, and the to-be-redeveloped Springwood Avenue corridor.

It is helpful to envision the proposed circulator service as operating in two halves—an eastern half serving the oceanfront and a western half serving the Springwood Avenue corridor. The outbound portion of the eastern half of the circulator route has been designed to distribute those arriving at the Transportation Center to Asbury Park’s destinations along Cookman Avenue and at the oceanfront. The inbound portion of the eastern half of the circulator route has been planned to encourage those living along Asbury Avenue to use the shuttle service to reach the business district along Main Street, the Transportation Center and the area along Springwood Avenue.

The western half of the circulator route has been planned to provide a direct link between the Transportation Center and Springwood Avenue, while providing a one-seat shuttle ride to/from the eastern portion of the circulator route. Thus, both the eastern and western portions of the circulator route are directly served from the Transportation Center, saving customers going to only the eastern or western half time, with through customers (i.e. those traveling from the western half to the eastern half) on the shuttle able to enjoy the convenience of a one-seat ride.

Scheduling a circulator service in this manner also promotes efficient use of vehicles/rolling stock, which in turn will help minimize operating costs.

VEHICLES

Just as important as the routing of the proposed circulator service is the type of vehicle that might be used. Selecting the appropriate type of vehicle is a critical task as it must consider numerous factors, including:

- Image
- Costs to acquire

- Costs to operate
- Capacity
- Speed
- Context with the urban environment.

These factors are discussed below.

Image. Image refers to the type of identity that will be presented to those visiting or living in Asbury Park. San Franciscans identify with their iconic cable cars, Parisians with their rubber tired Metro, New Yorkers with subways and once upon a time, Brooklyn with its trolleys. Indeed, the local baseball team there was once known as the Brooklyn Trolley Dodgers; today it is simply known as the Dodgers and transplanted elsewhere. Ideally, the selected vehicle type should present an inviting image that encourages visitors and residents alike to use the shuttle service.

Costs to acquire. As a smaller city, the cost of acquiring a fleet of vehicles for the circulator service must be kept affordable.

Costs to operate. Equally important to procuring the vehicles are the ongoing costs associated with operating them, as this will be a continuing expense.

Capacity. The selected vehicle should ideally have the appropriate amount of capacity to meet demand, which can vary by time of day or even by season in the case of Asbury Park. Initially, capacity will be less of a concern as ridership will be developing.

Speed. Speed refers to not only how fast the vehicle moves when in motion, but also to how long it takes to board/alight the vehicle, as boarding/alighting times also affect overall trip times. Vehicular speed in Asbury Park is less critical than boarding/alighting times since vehicular stops are envisioned to be relatively closely spaced—every 2 or 3 blocks. Frequent stops are proposed to better provide access to the circulator service. Using vehicles that are easy for customers—particularly elderly and disabled customers—to board and alight from can reduce delays and speed the trip.

Context with the urban environment. Related to image, ideally the selected vehicle should visually blend well with the urban environment and not create visual, noise or traffic impacts.

Three modes of transportation were studied for possible use in Asbury Park:

- Historically themed (or replica) trolleys operating on rubber tires.
- Historic streetcars operating on steel wheels.
- Modern streetcars operating on steel wheels.

Each of these modes is described below:

HISTORICALLY THEMED (OR REPLICA) TROLLEY

Rubber-tired trolleys operating on city streets have become a popular fixture in many cities nationwide. Such rubber-tired trolleys evoke the image of an old time streetcar service to create an eye catching identity that might not attract the same attention if a regular transit bus were deployed.

Because rubber-tired trolleys are smaller in size than a standard 40 foot transit bus, they tend to have lower operating costs and better fit into smaller scale neighborhood environments.

Rubber-tired trolleys are relatively inexpensive to acquire and to operate. Because they are prevalent, it is also possible to contract with a private bus operator for such a service on a short or long term contract basis.



New York University uses a fleet of rubber-tired trolleys to provide a separate transportation service distinct from the regular city buses.

Rubber-tired trolleys typically seat approximately 24-30 passengers per vehicle which should be sufficient capacity for Asbury Park,

except for possibly during peak summer time periods. If additional capacity is required, additional rubber-tired trolley trips can be operated.

Rubber-tired trolleys are capable of operating at speeds of up to 50 MPH, but given the lower prevailing speed limits along Asbury Park's streets, a more typical service speed of 25-35 MPH will be sufficient. Rubber-tired trolleys are relatively easy to board and alight from, but wheelchairs will usually require lift access.

In terms of fitting in with the urban environment, the themed historic appearance can complement the historic setting of Asbury Park, while the vehicle's smaller size can blend in well with neighborhood streets.

With no new tracks or guideways to construct or install, service using rubber-tired trolleys can be quickly implemented.

HISTORIC STREETCAR OPERATING ON STEEL WHEELS

Historic streetcars operating on steel wheels are becoming a popular means of creating a fun, new permanent transit service within city centers nationally. For supporters of such services, rubber-tired trolleys are a poor substitute. As with the rubber-tired trolley, historic streetcars evoke the image of yesteryear, and are a fun mode of transport to ride.

Historic streetcars require the installation of tracks as well as thin overhead electrical wires. Installing tracks, while more costly than using rubber-tired trolleys, does convey a sense of permanence and commitment with the service, and this commitment can help focus new developments to cluster along the streetcar line.

Recently, some cities and operating museums, in an effort to save construction costs have eliminated overhead wires in favor of the streetcar towing a trailer housing an electrical generator, at the expense of some historic accuracy. The streetcar operation in Astoria, Oregon and Galveston, Texas are two such places where this type of propulsion is used.

Historic streetcars tend to have a larger seating capacity than rubber-tired trolleys, and their silent electric operation allows them to blend well into small-scale neighborhood environ-

ments. A PCC type streetcar (shown below) has a seating capacity in excess of 40 passengers. If additional capacity is required, certain historic trolley models can be coupled together to form trains. For example, two PCC type trolleys can be coupled together to operate as a train.



A recently restored PCC type streetcar in Philadelphia, in the University City area

Unlike the rubber-tired trolley service which can be started very quickly, inaugurating steel-wheeled streetcar service requires a longer timeframe, with the process taking several years or more depending upon the complexity and whether Federal funding is required. Federal funding can add several years to the schedule because of the numerous studies that are required by the Federal Transit Administration.

Historic streetcars typically operate at speeds of 25-35 MPH, which is compatible with Asbury Park's posted speed limits along city streets. As with rubber-tired trolleys, historic streetcars are relatively easy to board and alight from, but wheelchairs will either require lift access or access via a high level platform.

In terms of blending with the urban environment, the streetcar can complement the historic setting of Asbury Park, while the vehicle's size can blend well with neighborhood streets.

MODERN STREETCAR OPERATING ON STEEL WHEELS

An alternative to using historically themed streetcars is to use modern streetcars operating on steel wheels. Modern streetcars offer benefits that historic streetcars cannot, such as low floor boarding to make it easier for all customers (including those in wheelchairs) to board, greater seating capacity, air conditioning and a modern, sleek image. The latter is very useful for cities or

neighborhoods that seek to portray a link to the future, and not to the past.

Just as with historic streetcars, modern streetcars require the installation of tracks and thin overhead electrical wires. Closely spaced stations should be considered to encourage customer access. As with the historic streetcars, modern streetcars represent a tangible, permanent transportation commitment that is not associated with the use of rubber-tired trolleys.

As with the historic streetcars, inaugurating steel wheeled streetcar service requires a longer timeframe, with the process taking several years or more depending upon the complexity and whether Federal funding is required.



The new 1.6 mile long Tacoma Link uses modern streetcars (same type as the Portland Streetcar) to help link new destinations in a revitalized downtown Tacoma.

SERVICE

Irrespective of which mode is selected, there are common service parameters that should be considered.

Hours of operation & frequency

Depending upon demand, service could vary. As a starting point, the circulator service could operate daily, with service provided approximately every 15 minutes from 6:00 AM to 10:00-11:00 PM Monday to Friday, and from 7:00 AM to 11:00 PM on weekends. Service could be started with as little as three vehicles – two revenue vehicles and one spare in case of breakdown or while a vehicle is out of service for regular maintenance.

A 15 minute service frequency (or less) is frequent enough that schedules are not required, which makes it possible to entertain “spur of the

moment” trips. To make it easier for customers to recall what time a shuttle vehicle might depart, it is recommended that time intervals such as 15 minutes, 12 minutes, 10 minutes, 6 minutes, or 5 minutes are used as these intervals are easy to remember and services will depart at the same time past each hour from hour to hour. Conversely, time intervals such as 14 minutes, 13 minutes, 7 minutes, etc. should be avoided as they are not easy to remember; and will not depart at the same time each hour.

As ridership develops, service hours could be expanded and/or frequencies increased. Preparatory to further planning for the shuttle service, ridership forecasts should be commissioned.

Fares

Any new circulator service will require an ongoing commitment of funds to continue operation. Farebox revenues, or payment collected on board the shuttles will defray only part of the cost of the proposed circulator service—typically no more than 1/3 the cost of the service.

The public survey asked business owners what fare should be charged for a new circulator service, if the service was not free of charge. This question was asked as an open ended question (as opposed to defining different fare “bands” or ranges). The majority of the respondents replied that fares should range between 50 cents and 1 dollar.

The balance of the cost of the circulator service must come from other revenue sources.

Advertising revenues could be an important revenue source, and in a survey of business owners, 56% stated that they would be willing to purchase advertising space on the circulator vehicle. In keeping with Asbury Park’s entertainment past, perhaps themed sponsorship of the vehicles might be possible whereby larger companies “rent out” the entire vehicle for sponsorship or advertising. A careful balance must be established to not overwhelm any historic characteristics of the vehicle.

Other funding sources including city, state or federal funds are discussed in the *Funding* section of this document.

Tax increment financing, direct developer contribution fees, and benefits assessment district fees are potential funding sources if levied against new developments. This may be most effective where the need to provide a specific off street parking ratio could be relaxed in exchange for financial participation in the circulator service by new developments.

Phased implementation

Based upon the characteristics of the Asbury Park study area, two modes are recommended for further consideration:

- The rubber-tired trolley bus.
- Historic steel wheeled streetcar.

Of the two modes, the rubber-tired trolley bus can be quickly implemented to “test” the market. If the test were conducted using contracted buses and staff, the service could be adjusted or even terminated if ridership were not to prove successful. It should be noted that even if a service is not initially successful in attracting ridership, it may be due to premature deployment of service. With Asbury Park’s proposed redevelopment projects coming on line within the next few years, there may be a time lag between when ridership materializes from these projects and the start of the circulator service.

For the longer term, it may be desirable to consider constructing a historic steel wheeled streetcar circulator. This service could build upon the initial service offered by a rubber-tired trolley.

A steel wheeled streetcar service has more permanence than a rubber-tired trolley bus, and can help focus and attract new development to cluster along its routes. Such steel wheeled streetcar circulators have been used in Kenosha, Wisconsin to redevelop their lakefront brown-field site, and it has become very successful in San Francisco along their waterfront. The waterfront trolley line in Seattle has also enjoyed success as a means of connecting various waterfront destinations to the downtown.

The modern steel-wheeled streetcar concept is not recommended for Asbury Park due to any inherent flaw with the concept, but because a historic streetcar theme is more in keeping with the character of Asbury Park.

CAR SHARING

As part of this study's multimodal approach towards providing new transportation options, car sharing should be considered within Asbury Park.

It is recognized that not all trips can or will be diverted from the automobile to non-automobile modes. There will be times when automobiles will be needed, whether to venture to areas outside of Asbury Park or for trips that are better suited for auto travel (such as grocery shopping). Car sharing, whether offered year round or seasonally, can help provide personal transportation when needed.

By fostering greater multimodal transportation alternatives and choices, residents and visitors to Asbury Park can reduce the need to own or bring their cars, translating into substantial environmental benefits to the City.

A logical place to host car sharing would be at the Transportation Center. This location would appeal to those arriving in Asbury Park by train, regional bus, circulator vehicle, or on foot.



Car sharing in operation at a BART station in the San Francisco Bay Area.

Implementation of Pedestrian/ Bicycle Amenities and Improvements

ESTABLISH AN EXTERNAL WAYFINDING SIGNAGE SYSTEM

To mitigate the lack of external wayfinding at the Transportation Center and along the study corridors, implementation of a comprehensive wayfinding signage system is recommended. This signage system would consist of pedestrian-oriented directional, informational and identity signage.

Directional signage is used to lead residents and visitors to key destinations and activity centers such as the Transportation Center, the waterfront or other destinations.

Informational signage provides details about areas of interest. Informational signs could include area maps, business locations, event listings, historical and local information.

Identity signage provides residents and visitors with a sense of arrival to special areas within the City. Such signage would reinforce each neighborhood's character.

The ultimate goal of this wayfinding system is to make the user's experience as pleasant and stress-free as possible. To improve the travel/commuting experience, installation of signage that provides clear, concise and accessible information at critical decision points will enable people to easily reach their destinations such as trains and buses at the Transportation Center or destinations/attractions along the study corridors.

IMPROVED PEDESTRIAN ACCESS FROM THE WEST

As discussed in the *Pedestrian/Bicycle Facility Needs* section, there is no direct pedestrian connection to the Transportation Center from neighborhoods to the west.

To address this issue, it is recommended that a new crosswalk at the intersection of Cookman Avenue and Memorial Drive be constructed. This crosswalk may include distinctive elements such as embedded lights in the pavement and a speed table² to calm traffic.

This improvement may be implemented as a stand-alone project or implemented as part of the longer-term proposed Memorial Drive plaza improvement and pedestrian bridge over the railroad tracks.

TRANSPORTATION CENTER UNDERPASS IMPROVEMENTS

The existing underpass connecting the parking lot west of the railroad to the Transportation Center building is perceived to be unsafe by surveyed users. There are a number of architectural treatments that may be implemented to improve the underpass's aesthetics and address

this perception including:

- Improved lighting
- Improved wall finishes
- Artwork (such as murals)

In addition, placing an activity (such as an artist’s studio) in the underutilized space underneath the stairwell leading to the underpass will provide an extra set of “eyes”.

BICYCLE STORAGE FACILITY IMPROVEMENTS AT THE TRANSPORTATION CENTER

A bicycle rental facility at the Transportation Center could be a welcoming sight. This service would allow visitors and residents alike to rent traditional two wheeled bicycles, four wheeled bicycles, electric scooters, Segways—and the like, and could be a popular service, particularly during the summer. A bicycle rental facility could also provide a bicycle repair and parking valet service.

Commuters could drop off their bicycles in the morning and catch a bus or train to work. While at work, their bicycle would be serviced or repaired and await their evening return for pickup.

Such a facility is currently in operation in Palo Alto, Berkeley, Long Beach (all in California) and Seattle. In Palo Alto a disused freight shed at the train station/transportation center was converted to a bicycle valet parking and repair facility. Dubbed *Bike Station Palo Alto*, this shop also sells bicycle accessories, such as tire repair kits, lights, reflective wear clothing, etc. In addition, Bike Station Palo Alto also serves as an unofficial information booth when the official transit information center at the Palo Alto Transportation Center is closed.

It would be possible to envision a similar bike station serving as a starting point for bicycle tours of Asbury Park or even Segway tours. Segway tours use the Segway Human Transporter technology as the tour vehicle, and can be either guided or self-guided. Such tours have spread in popularity and are offered in cities such as San Francisco, Atlanta, Annapolis, Washington DC, Paris and Bangkok. Clearly such “fun” modes of transport have worldwide appeal.

Beyond providing a useful service, a “Bike Station” located at the Transportation Center would also help inject additional staff within the Transportation Center grounds and add a human presence to the Transportation Center—further helping to discourage anti-social activities.



Segway tours have become popular in many vacation cities around the world, such as Bangkok (above) and appeal to all ages.

IMPROVEMENTS TO PEDESTRIAN AND BICYCLE FACILITIES ALONG STUDY CORRIDORS

Specific improvements to pedestrian and bicycle facilities include:

- Use of distinctive materials and paving treatments at crosswalks and sidewalks along each of the study corridors.
- Sidewalk widening along Cookman and Springwood Avenues.
- Construction of bulbouts at street corners on Main Street to facilitate easier crossing by pedestrians. At key intersections such as Main Street and Cookman Avenue, speed tables may also be incorporated as part of the treatment.
- Provision of bicycle racks along each of the corridors and a dedicated bicycle lane along Springwood Avenue.

These improvements are discussed in the following section.

Safety and Streetscape Improvements

The James J. Howard Transportation Center, in the heart of Asbury Park, functions as the crossroads of three connecting study corridors, Cookman Avenue, Main Street and Springwood Avenue – each with its own distinct character. The proposals for the corridors emphasize and strengthen these different characters to create distinct environments. However, they also include some unifying features that reinforce the idea that they are part of a larger network.

Main Street Corridor

EXISTING STREETScape

Main Street is primarily a functional street with four traffic lanes designed to move automobiles quickly. Parking is allowed on both sides of the street. The pedestrian sidewalks are narrow and there is little provision for seating or other pedestrian activities. Pedestrian crosswalks are found at every intersection along the length of Main Street, yet in most cases, the markings are faded.

The built fabric along Main Street is inconsistent. A number of buildings are set back from the sidewalks, which, along with several vacant lots and bricked over windows on some buildings, combine to give a fragmented street view. The signage on many of the stores is of poor quality.

The lighting on Main Street is exclusively automobile-oriented. The lack of pedestrian-oriented lighting creates an unpleasant and unsafe walking environment at night.

STRATEGY

The key to strengthening Main Street as a transportation corridor is to improve safety and movement at both a vehicular and pedestrian scale. Streetscape elements that relate to both drivers and pedestrians are included. The pedestrian environment will be enhanced both on sidewalks and at crosswalks while ensuring that the vehicular movement is not restricted.

PROPOSED IMPROVEMENTS

Gateway features at either end of Main Street are proposed to give a greater identity to the



View of Main Street today



Possible future view of Main Street incorporating the streetscape proposals

corridor. These would enhance the distinct character of Main Street and mark one's arrival into Asbury Park. Large banners could hang along the street to advertise local events and potentially raise revenue for the City. Streetscape improvements for this corridor are illustrated in Figure III-4.

Other streetscape improvements for Main Street include:

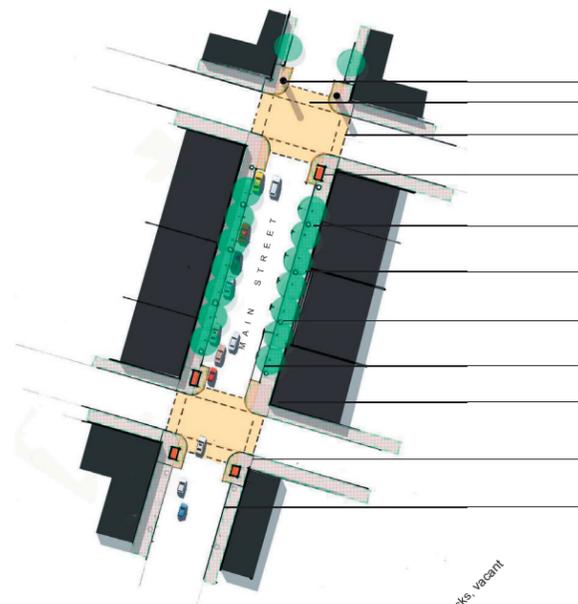
- Providing bulbouts at intersections along Main Street to make shorter crosswalks such as its intersections with Cookman and Lake Avenues.
- Constructing speed tables to slow traffic around selected intersections.
- Changing the paving material on crosswalks to alert drivers to pedestrian presence on the street.
- Providing a continuous paving treatment along the length of Main Street.
- Installing street furniture including directional signage, seating elements, trash bins and bicycle stands to promote increased pedestrian movement along the entire corridor.
- Locating kiosks, seating areas, and tree planting on bulbouts and in areas with wider sidewalks.

Figure III-4: Main Street Streetscape Proposals

MAIN STREET PROPOSALS

Main Street is a strongly gateway corridor. This is reflected through the selected furniture and streetscape design elements, unique kiosks, crosswalks, and over-sized banners visible to the motorist, the cyclist, and the pedestrian user.

TYPICAL SKETCH PLAN 1"=50'

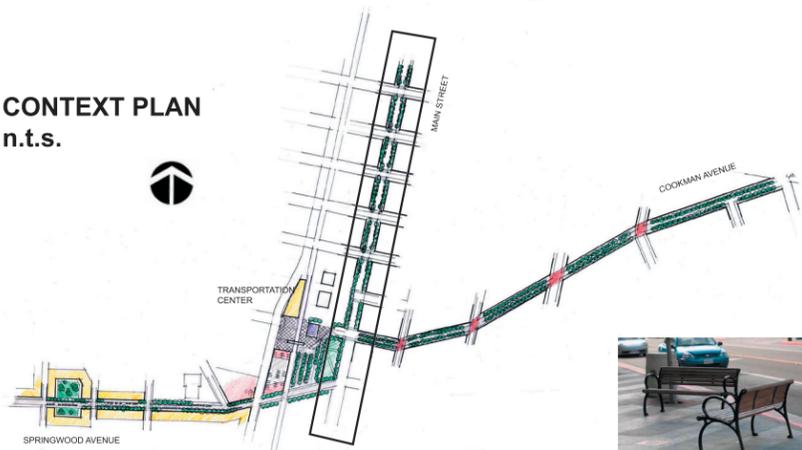


- gateway structures to announce arrival into Asbury Park
- increase pedestrian crossings, using innovative materials, on Main Street to promote pedestrian use
- increase pedestrian crossings on the side streets to Main Street to maintain constant pedestrian flows
- retail kiosks, bus shelters and vendors positioned on generous sidewalk bulbouts/wide sidewalk areas
- increase street tree planting to promote pedestrian environment
- large banners and frequent intervals to promote Asbury Park to all users
- promote landscape works to improve vacant lots (planting, murals and low walls)
- enhance bus stops and bus shelters along Main Street
- promote active frontages and mixed-uses along Main Street buildings
- sidewalk bulbouts (improved crosswalks) make pedestrian crossings easier and parking more contained
- parking to be rationalized to provide bulbouts and increased sidewalk area

DESIGN PRINCIPLES

1. Improve the pedestrian environment along Main Street and at all street crossing opportunities
2. Increase the transportation options along Main Street
3. Relate design proposals to the motorist, the pedestrian and the cyclist
4. Provide design suggestions that could be used throughout Asbury Park to give the whole city a strong identity

CONTEXT PLAN n.t.s.



- promote building on vacant lots to increase street activity mixed-use
- increase number and availability of bus stops and shelters
- sidewalk bulbout to make shorter street crossings and to organize the on-street parking
- kiosks and shelters along Main Street on the bulbouts
- building frontages improved with more signage, windows and access
- improve crossings on the side-streets to Main Street
- upgrade street signage
- maintain on street parking

EXISTING VIEW



- vacant lots giving inconsistent street frontage
- unevenly spaced lighting with small banners at frequent intervals and too small for visibility from moving vehicles
- very few street trees providing poor perspective along the street
- wide roadway and parking make it difficult to cross the street
- insufficient pedestrian crossings buildings in poor condition with few windows and doors
- poor crossings on side streets

POTENTIAL VIEW



- more street lighting and oversized banners to promote Asbury Park
- street trees to create better pedestrian environment and direct views along the street
- trolley stops along Main Street
- improve sidewalk surface
- improve crossings with speed tables at some key intersections incorporating embedded lights and paving treatment

MATERIAL + PRECEDENT

SIGNAGE Signage is a significant component of the Asbury Park Transportation Study



Bus shelters that provide an attractive, ADA compliant, and safe environment is important. Advertising can create revenue for the city and a consistent shelter will give the bus routes and the city an identity.

SEATING



Some seating will be specific to the study area while we propose that further seating is used throughout Asbury Park to give a strong identity to the city.

SEATING



PAVING

The paving to Main Street should be functional. While parts of Main Street come within the CBD streetscape improvements plan there should also be a consistent treatment along the entire street



Paving type proposed within Asbury Park CBD Streetscape Improvements, January 2005

BIKE



Lighting will be a strong element to bring an increased sense of safety to the street. Using at least two light fittings will provide safe environments for the sidewalk and the roadway.

LIGHTING



PLANTING



Tree surround proposed within Asbury Park CBD Streetscape Improvements, January 2005

- Installing bus shelters and schedule information at frequent intervals on Main Street.
- Increasing the number of street trees to provide shade, reduce wind speeds, and enhance views along the entire corridor.
- Installing lighting elements that provide adequate levels of lighting for vehicular and pedestrian movements on the Main Street corridor.
- Installing large banners along Main Street that relate both to drivers and pedestrians.
- Constructing low walls, temporary hoarding, or planting to the edge of vacant lots to give a stronger edge to the interior of the sidewalk.

Cookman Avenue Corridor

EXISTING STREETScape

Cookman Avenue is oriented east-west and connects the Transportation Center to the ocean. The street alignment changes direction at each consecutive intersection. On its western end, it is directly aligned with the main entrance of the Transportation Center. Cookman Avenue has two wide traffic lanes, on-street parking on both sides of the street, and narrow sidewalks. Vehicular traffic is not dominant partly due to the alignment changes and the scale of the street.

The sidewalks along Cookman Avenue have a variety of street furniture; however, in some areas there is a lack of seating, trash receptacles, and lighting. Although pedestrian-oriented lighting exists, the units are not spaced evenly. Light levels are not uniform throughout the corridor.

The built fabric along Cookman Avenue is inconsistent. It includes buildings of a high architectural quality that relate well to the street, yet these are interspersed with vacant parcels.

These discordant elements combine to create a confused streetscape.

STRATEGY

As the main link between the Transportation Center and the waterfront Cookman Avenue's greatest potential is as an active pedestrian environment. Cookman Avenue's pedestrian



View of Cookman Avenue today



Possible future view of Cookman Avenue incorporating the streetscape proposals

nature would be emphasized through enhanced sidewalks and improved signage/wayfinding to the waterfront. The aesthetic of Cookman Avenue will be bolder than Main Street, giving the street a distinct identity and creating a continuous route to the ocean.

PROPOSALS

Widening sidewalks will enable Cookman Avenue to achieve an active pedestrian environment. This would facilitate a better walking environment and create opportunities for a variety of active nodes along the street, including sidewalk dining. It is important to note that the existing number of roadway lanes and on-street parking spaces will be maintained. Streetscape improvements for this corridor are illustrated in Figure III-5.

Other streetscape proposals for Cookman Avenue include:

- Widening the sidewalks to provide an enhanced pedestrian environment.
- Constructing strong parallel curbs to emphasize the direction of the street.
- Creating seating nodes along the street particularly at street intersections.
- Providing distinct lighting to the sidewalks with feature lighting to the seating nodes.

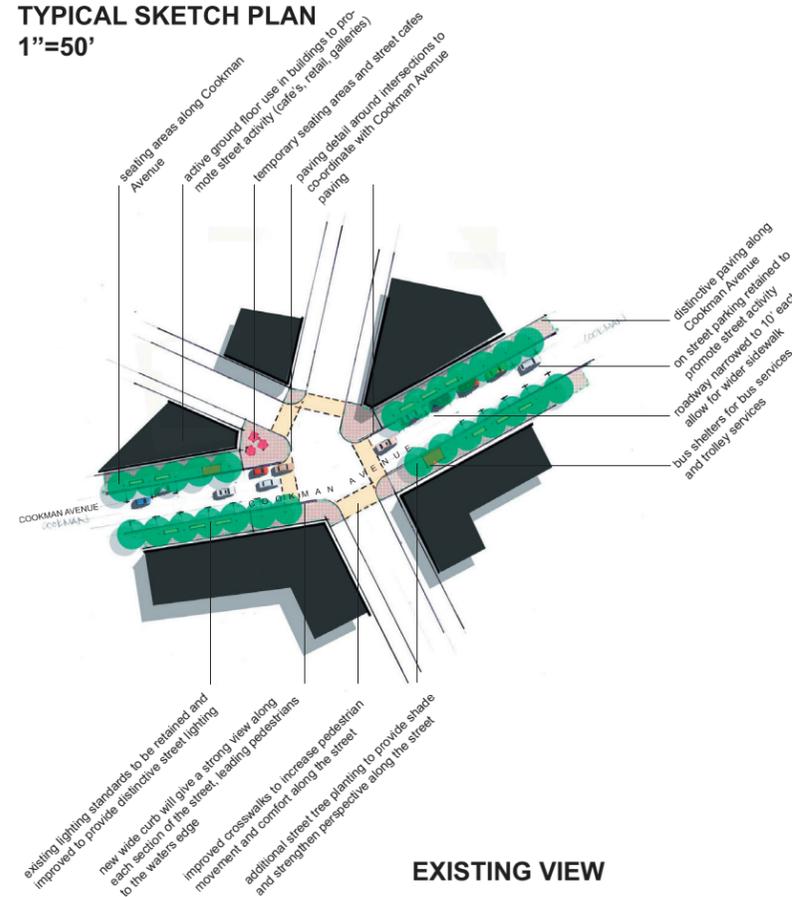
Figure III-5: Cookman Avenue Streetscape Proposals

COOKMAN AVENUE PROPOSALS

The special elements along Cookman Avenue provide a strong direction towards the waterfront. Sinuous lines of feature seating and paving, in addition to consistent signage, provide visitors and residents with a distinct presence of the waterfront in Asbury Park.

TYPICAL SKETCH PLAN

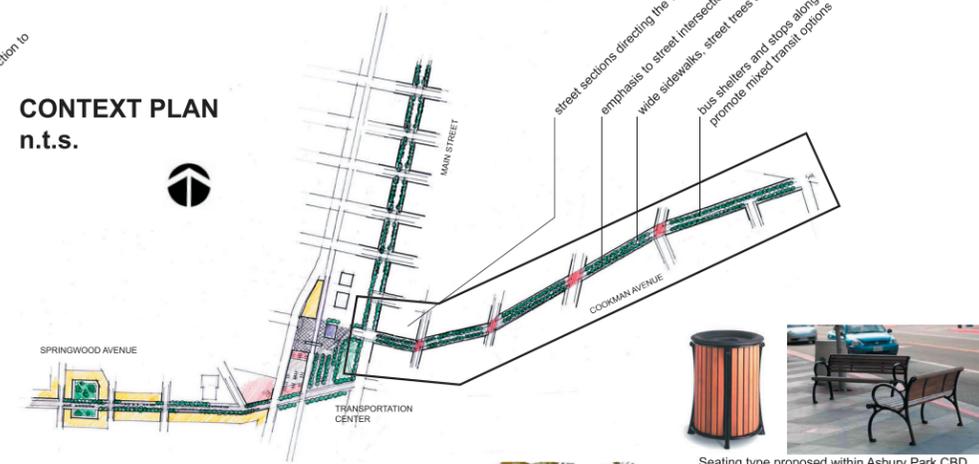
1"=50'



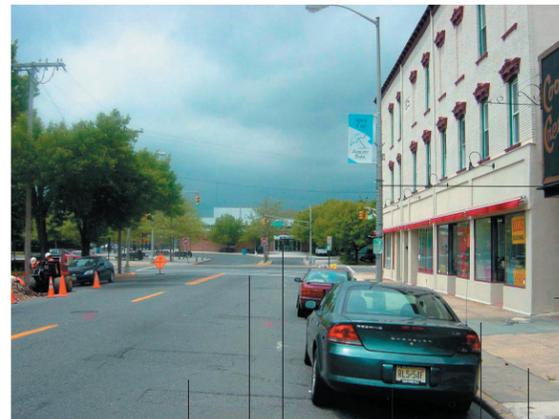
DESIGN PRINCIPLES

1. Widen the sidewalks to create a distinct and safe street environment that directs the pedestrian to the ocean
2. Increase the transportation options along Cookman Avenue to increase options and increase the volume of users
3. Give an identity to Cookman Avenue as it moves through the city areas
4. Provide design suggestions that could be used throughout Asbury Park to give the whole city a strong identity

CONTEXT PLAN n.t.s.



EXISTING VIEW



- wide roadway
- unclear pedestrian street crossing
- poorly strong view of the Transportation Center
- on street parking
- narrow and inconsistent sidewalk treatment
- inconsistent tree planting leaves some areas of street with no shade

POTENTIAL VIEW



- mixture of modern utility lighting and traditional lighting standards
- several gap sites and vacant properties give a deserted feel to the street environment
- wide paving areas around intersections
- narrow roadway to provide wider sidewalks
- new canopies around transportation center
- formalized on-street parking along the narrowed roadway
- renovated traditional lighting standards to combine the history of Asbury Park with modern proposals
- curb units to give strength to sidewalk edges along the widened sidewalk and wider proposed seating
- increased sidewalk to promote increased pedestrian use
- street tree planting to provide shade
- promote active street frontage and building improvements

PRECEDENT

There is a tradition of having interesting and site specific paving/streetscape in waterfront cities.



SEATING

Bus shelters that provide an attractive, ADA compliant, and safe environment is important. Advertising can create revenue for the city and a consistent shelter will give the bus routes and the city an identity.



SEATING

Some seating will be specific to Cookman Avenue while we propose that further seating is used throughout Asbury Park to give a strong identity to the city.



LIGHTING

Lighting will be a strong element to bring an increased sense of safety to the street. Using at least two light fittings will provide safe environments for the sidewalk and the roadway.



Bollard type proposed within Asbury Park CBD Streetscape Improvements, January 2005.

PAVING

Both unit paving and poured concrete will be used to different effect to create a strong pedestrian environment. Signage will be incorporated into the paving to direct people to different Asbury Park destinations

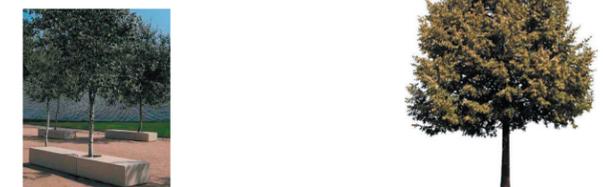


Paving type proposed within Asbury Park CBD Streetscape Improvements, January 2005

BIKE



PLANTING / PLANTING FURNITURE



Tree surround proposed within Asbury Park CBD Streetscape Improvements, January 2005

- Providing safe lighting for vehicular traffic while not detracting from the sidewalk environment along the entire corridor.
- Providing directional signage from the Transportation Center along Cookman Avenue towards the waterfront.
- Installing bus shelters and schedule information at frequent intervals.
- Increasing the number of street trees on Cookman Avenue to provide shade, reduce wind speeds, and enhance views.
- Constructing low walls to allow open vistas and sightlines, temporary hoarding to discourage vacant lots, or planting to the edge of vacant lots to give a stronger edge to the back of sidewalk.

Springwood Avenue

EXISTING STREETScape

Springwood Avenue is a neighborhood street except on its eastern end between Memorial Drive and Main Street which has a different character than the remainder of the corridor. Overall, the Springwood Avenue streetscape is poor; with broken and crumbling sidewalks and a lack of pedestrian amenities such as seating, pedestrian-oriented lighting and bus shelters. West of Memorial Drive, large vacant areas of land that are grassed over line Springwood Avenue, thus leaving the sidewalks with little activity.

STRATEGY

The key to strengthening the Springwood Avenue corridor is to provide a more vibrant street environment and increased transportation options for residents. Significant redevelopment potential lies in the vacant areas along the corridor. The proposed strategies create an enhanced environment for the community and provide upgraded transportation options.

PROPOSALS

Redeveloping the vacant areas with mixed use developments surrounding new public open spaces would revitalize the Springwood Avenue corridor by increasing activity on the sidewalk and providing new amenities for the existing



View of Springwood Avenue today



Possible future view of Springwood Avenue incorporating the streetscape proposals

residents. These large-scale interventions along Springwood Avenue would facilitate an active streetscape, as shown in Figure III-6.

Other streetscape proposals for Springwood Avenue include:

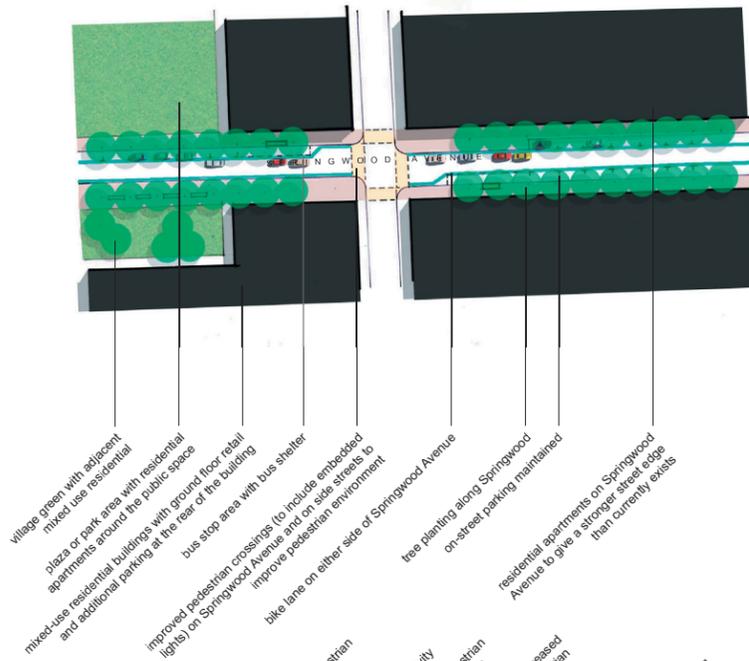
- Installing bus shelters and bus schedule information at frequent intervals along the roadway.
- Marking bicycle routes on Springwood Avenue to promote a safe bicycle environment.
- Constructing new sidewalks with activity nodes interspersed along the street where new development will occur along this corridor.
- Providing new street furniture to augment the character of Springwood Avenue.
- Creating public spaces that serve the existing and the proposed mixed-use residential community.
- Improving crosswalks with new materials incorporated into the roadway, such as on Springwood and Memorial Avenues.
- Planting street trees along the length of Springwood Avenue.

Figure III-6: Springwood Avenue Streetscape Proposals

SPRINGWOOD AVENUE PROPOSALS

Springwood Avenue is primarily a residential street. Any streetscape improvements must follow significant building and open space design in order to define the extent and functionality of the street. We would expect more playful lighting and paving while new bus stands and seating would provide much needed resting points.

TYPICAL SKETCH PLAN 1"=50'

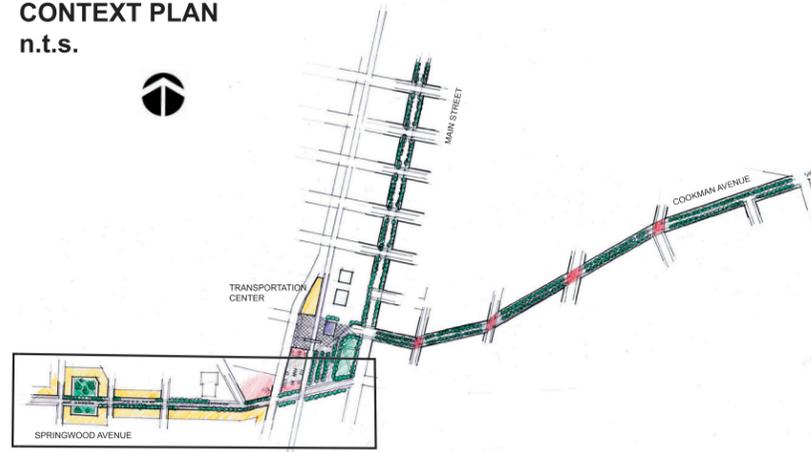


EXISTING VIEW



- poorly signed and paved pedestrian crossings on side streets
- sidewalks in poor condition
- insufficient street frontage activity
- poorly signed and paved pedestrian crossings on Springwood Avenue
- wide roadway encourages increased vehicular speeds making pedestrian crossings more difficult
- insufficient pedestrian scale
- street illumination
- under utilized on-street parking
- under utilized green space that poorly relates to adjacent properties

CONTEXT PLAN n.t.s.



POTENTIAL VIEW



- proposed mixed-use buildings activating the street and providing increased diversity of residential units
- attractive street signage to retail to pedestrian, bike and vehicular traffic
- active frontage with windows and entrances
- on street parking with windows and entrances
- bike lane to promote multi-modal transportation
- trolley service to connect the ground floor retail Transportation Center
- street trees and seating areas along Springwood to create pleasant walking environment
- wide sidewalks with on-street parking removed at intersections to increase crossing opportunities
- upgraded street crossings
- emphasis on public space for promoting pocket parks, and greens surrounded by residential and mixed-use buildings

DESIGN PRINCIPLES

1. Create a framework of residential mixed-use buildings around the existing vacant land on Springwood Avenue
2. Provide a safe and attractive pedestrian environment that is linked to the Transportation Center
3. Provide transportation options that service the existing and future populations

Lighting will be a strong element to bring an increased sense of safety to the street. Using at least two light fittings will provide safe environments for the sidewalk and the roadway.

LIGHTING



SHELTERS

Bus shelters that provide an attractive, ADA compliant, and safe environment is important. Advertising can create revenue for the city and a consistent shelter will give the bus routes and the city an identity.



SEATING

The seating proposed for Springwood Avenue will provide options for seating with backs, benches, and picnic tables. These will be used on the street and in the open spaces



BIKE

Bike stands will be provided on the street to service the retail, at the bus/trolley stops, and in the public spaces along Springwood Avenue



PAVING

Paving will be concrete with delicate patterns imprinted along the street. More detailed paving may be used in the public spaces along Springwood.



PLANTING / PLANTING FURNITURE



- Installing lighting for the roadway and the sidewalk.
- Installing feature lighting at public spaces along the street.

CONCLUSION

The proposed strategies individually are tailored to strengthen the unique character of each of the study corridors. These vary in scale from new seating and tree planting to larger interventions such as new mixed-use developments and neighborhood green spaces. At the same time, some elements, such as new bus shelters and signage, could be made consistent across all corridors to unify the study area. This will be reinforced by the new circulator transit service as well. Notably, other elements, such as seating or lighting could be used not only within the study area but around the City to promote a strong unified vision for Asbury Park.

Roadway Improvements

Under the given development scenario described in the *Traffic and Parking Issues* section, the following discussion details specific mea-

asures for each intersection (as illustrated in Figure III-7 and listed in Tables III-1 and III-2). Of the eight intersections in the project study area, potential traffic impacts were identified at four locations in the AM and five in the PM for a 2015 maximum Build condition. Overall, the improvements would range from basic, low-cost Transportation System Management (TSM) measures including traffic signal timing and phasing adjustments and curb parking restrictions to more capital-intensive improvements including roadway widening [perhaps including property acquisition] and new signal installations. This assessment determined the following mitigation measures, as presented below by intersection.

ASBURY AVENUE AND MEMORIAL DRIVE (AM PEAK HOUR)

At this intersection, shifting three seconds of green time from the north/south Memorial Drive approaches to the east/west Asbury Avenue approaches for the AM peak hour would allow for increased traffic flows along Asbury Avenue without any significant worsening along Memorial Drive.

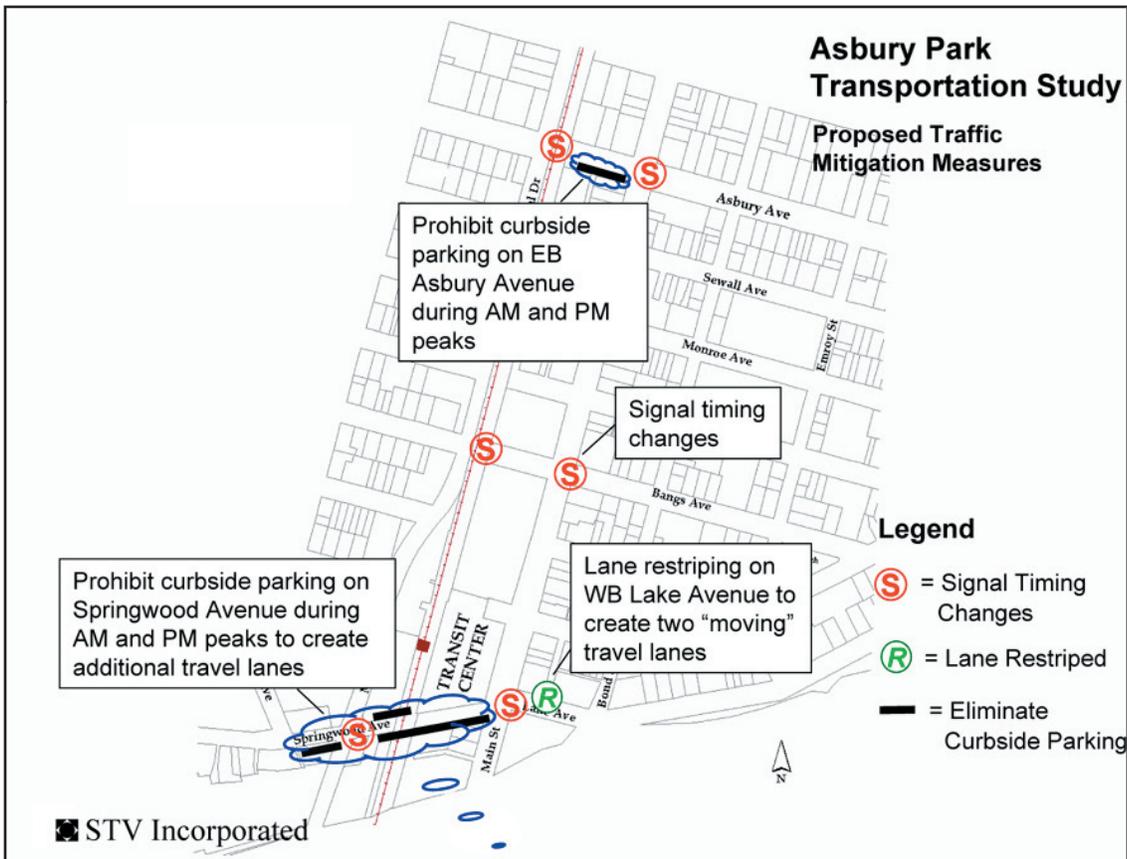


Figure III-7: Proposed Traffic Mitigation Measures

Table III-1: 2015 No Build and Build Traffic Conditions (AM Peak Hour)

INTERSECTION & APPROACH	Mvt.	Weekday									Mitigation Measures Required	
		No Build			Build			Build with Mitigation				
		V/C	Control Delay	LOS	V/C	Control Delay	LOS	V/C	Control Delay	LOS		
Lake/Springwood Avenue at Main Street												
Springwood Avenue	EB	LTR	1.01	82.5	F	1.28	180.1	F	0.61	36.6	D	-- Eliminate parking on the EB approach to provide one additional lane. Restripe the WB exclusive left-turn lane to a shared through-left turn lane. -- Provide a NB lead phase su
Lake Avenue	WB	L	0.31	22.9	C	0.34	23.4	C	-	-	-	
		TR	0.39	23.5	C	0.45	24.0	C	-	-	-	
		LTR	-	-	-	-	-	-	0.56	35.6	D	
Main Street	NB	LTR	0.51	13.2	B	-	-	-	-	-	-	
		DefL	-	-	-	1.40	226.5	F	0.86	37.3	D	
		TR	-	-	-	0.66	16.1	B	0.57	12.5	B	
	SB	LTR	0.43	12.4	B	0.61	14.7	B	0.74	26.9	C	
Overall Intersection				25.8	C		64.2	E		27.1	C	
Cookman Avenue at Main Street												
Cookman Avenue	EB	LR	0.02	16.3	B	0.02	16.3	B				
	WB	LR	0.12	17.1	B	0.34	19.1	B				
Main Street	NB	TR	0.54	16.9	B	0.58	17.5	B				
	SB	LT	0.45	15.8	B	0.59	17.6	B				
Overall Intersection				16.5	B		17.7	B				
Cookman Avenue at Heck Street/Monroe Avenue												
Heck Street	WB	TR	0.01	32.1	C	0.01	32.1	C				
Monroe Avenue	SB	LTR	0.07	32.6	C	0.07	32.6	C				
Cookman Avenue	NW	LTR	0.16	21.9	C	0.16	21.9	C				
	SE	LTR	0.03	20.7	C	0.03	20.7	C				
Overall Intersection				23.8	C		23.8	C				
Bangs Avenue at Main Street												
Bangs Avenue	EB	LTR	0.37	28.2	C	0.37	28.2	C				
	WB	LTR	0.24	26.9	C	0.26	27.1	C				
Main Street	NB	LTR	0.44	9.0	A	0.47	9.2	A				
	SB	LTR	0.42	8.9	A	0.53	9.9	A				
Overall Intersection				11.3	B		11.6	B				
Asbury Avenue at Main Street												
Asbury Avenue	EB	LTR	0.72	33.6	C	0.87	48.8	D	-	-	-	-- Daylight the curb along the EB approach during the AM peak hour (i.e., eliminate 100 feet of parking approx. 4 parking spaces)
		LT	-	-	-	-	-	-	0.57	27.9	C	
		R	-	-	-	-	-	-	0.18	22.8	C	
	WB	LTR	0.31	24.1	C	0.60	28.5	C	0.60	28.4	C	
Main Street	NB	L	0.34	10.7	B	0.43	12.4	B	0.43	12.4	B	
		TR	0.59	13.7	B	0.63	14.6	B	0.63	14.6	B	
	SB	LTR	0.46	16.0	B	0.61	18.1	B	0.61	18.1	B	
Overall Intersection				18.4	B		22.5	C		19.3	B	
Lake/Springwood Avenue at Memorial Drive												
Springwood Avenue	EB	LTR	0.61	25.3	C	1.33	196.7	F	0.60	24.4	C	-- Eliminate parking on the EB and WB approaches to provide one additional lane on each approach
Lake	WB	LTR	0.55	24.0	C	1.55	285.6	F	0.76	28.6	C	
Memorial Drive	NB	LTR	0.28	12.6	B	0.46	14.3	B	0.46	14.3	B	
	SB	LTR	0.23	12.2	B	0.30	12.8	B	0.30	12.8	B	
Overall Intersection				17.6	B		143.4	F		20.9	C	
Bangs Avenue at Memorial Drive												
Bangs Avenue	EB	LTR	0.30	27.4	C	0.30	27.5	C				
	WB	LTR	0.28	27.2	C	0.30	27.4	C				
Memorial Drive	NB	LTR	0.25	7.7	A	0.26	7.7	A				
	SB	LTR	0.20	7.4	A	0.24	7.6	A				
Overall Intersection				11.3	B		11.3	B				
Asbury Avenue at Memorial Drive												
Asbury Avenue	EB	LTR	0.51	13.1	B	0.52	13.2	B	0.47	10.9	B	-- Shift 3 seconds of green time from the north/south phase to the east/west phase such that: EB/WB phase = 29 sec. and SB phase = 21 sec.
	WB	LTR	0.93	35.4	D	1.04	61.7	E	0.93	32.5	C	
Memorial Drive	NB	LTR	0.33	12.6	B	0.36	12.8	B	0.41	15.1	B	
	SB	LTR	0.29	12.3	B	0.37	12.9	B	0.42	15.1	B	
Overall Intersection				21.0	C		30.6	C		20.7	C	

ASBURY AVENUE AND MAIN STREET (AM AND PM PEAK HOURS)

At this intersection, shifting two seconds of green time from the north/south Main Street approaches to the east/west Asbury Avenue approaches for the PM peak hour would allow for increased traffic flows along Asbury Avenue without any significant worsening along Main Street. Parking on the south curb for about 100 feet would be restricted on the eastbound approach of Asbury Avenue to the intersection

during both peak hours to allow right turns to be made in the cleared curb lane. This temporal improvement measure is referred to as “day-lighting.”

LAKE/SRINGWOOD AVENUE AND MEMORIAL DRIVE (AM AND PM PEAK HOURS)

At this intersection, parking along both the east and westbound approaches on Lake/Springwood would be restricted (possibly permanently throughout the day) to create a third travel

Table III-2: 2015 No Build and Build Traffic Conditions (PM Peak Hour)

INTERSECTION & APPROACH	Mvt.	Weekday									Mitigation Measures Required		
		No Build			Build			Build with Mitigation					
		V/C	Control Delay	LOS	V/C	Control Delay	LOS	V/C	Control Delay	LOS			
Lake/Springwood Avenue at Main Street													
Springwood Avenue	EB	LTR	1.09	104.5	F	3.16	1011.0	F	-	-	-	-- Eliminate parking on the EB approach to provide one additional lane. Restripe the WB exclusive left-turn lane to a shared through-left turn lane. -- Provide a NB lead phase s	
		DefL	-	-	-	-	-	-	1.06	103.2	F		
		TR	-	-	-	-	-	-	0.97	68.9	E		
Lake Avenue	WB	L	0.36	23.5	C	0.41	24.2	C	-	-	-		
		TR	0.36	23.1	C	0.43	23.9	C	-	-	-		
		DefL	-	-	-	-	-	-	0.48	31.8	C		
		TR	-	-	-	-	-	-	0.45	30.5	C		
Main Street	NB	LTR	0.79	20.4	C	1.07	69.1	E	-	-	-		
		DefL	-	-	-	-	-	-	0.77	40.3	D		
		TR	-	-	-	-	-	-	0.82	23.6	C		
	SB	LTR	0.58	14.1	B	0.70	16.9	B	0.89	36.2	D		
		Overall Intersection	-	30.4	C		285.5	F		44.6	D		
Cookman Avenue at Main Street													
Cookman Avenue	EB	LR	0.02	16.3	B	0.02	16.3	B					
	WB	LR	0.27	18.4	B	0.58	22.6	C					
Main Street	NB	TR	0.59	17.8	B	0.86	26.2	C					
	SB	LT	0.63	18.4	B	0.67	19.2	B					
		Overall Intersection	-	18.1	B		23.1	C					
Cookman Avenue at Heck Street/Monroe Avenue													
Heck Street	WB	TR	0.01	32.1	C	0.01	32.1	C					
Monroe Avenue	SB	LTR	0.08	32.6	C	0.08	32.6	C					
Cookman Avenue	NW	LTR	0.20	22.3	C	0.20	22.3	C					
	SE	LTR	0.03	20.8	C	0.03	20.8	C					
		Overall Intersection	-	23.8	C		23.8	C					
Bangs Avenue at Main Street													
Bangs Avenue	EB	LTR	0.80	45.8	D	0.87	55.6	E	0.73	36.1	D	-- Shift 3 seconds of green time from the north/south phase to the east/west phase such that: EB/WB phase = 26 sec. and SB phase = 53 sec.	
	WB	LTR	0.63	33.2	C	0.66	34.4	C	0.59	29.5	C		
Main Street	NB	LTR	0.55	10.2	B	0.66	11.8	B	0.70	14.2	B		
	SB	LTR	0.50	9.5	A	0.53	9.8	A	0.56	11.7	B		
		Overall Intersection	-	15.8	B		17.5	B		16.8	B		
Asbury Avenue at Main Street													
Asbury Avenue	EB	LTR	0.88	48.7	D	1.39	224.2	F	-	-	-	-- Daylight the curb along the EB approach during the PM peak hour (i.e., eliminate 100 feet of parking approx. 4 parking spaces) -- Shift 2 seconds of green time from the	
		LT	-	-	-	-	-	-	0.84	42.2	D		
		R	-	-	-	-	-	-	0.24	22.0	C		
	WB	LTR	0.34	24.4	C	0.78	37.5	D	0.80	38.4	D		
Main Street	NB	L	0.50	13.4	B	0.61	18.5	B	0.63	20.7	C		
		TR	0.72	17.2	B	0.93	33.5	C	0.97	42.5	D		
	SB	LTR	0.64	18.5	B	0.78	22.3	C	0.85	27.0	C		
		Overall Intersection	-	22.8	C		59.5	E		34.0	C		
Lake/Springwood Avenue at Memorial Drive													
Springwood Avenue	EB	LTR	0.75	30.8	C	2.37	650.1	F	0.70	16.0	B		-- Eliminate parking on the EB and WB approaches to provide one additional lane on each approach -- Shift 17 seconds of green time from the north/south phase to the east/west phase such that: EB/WB
Lake	WB	LTR	0.92	54.5	D	2.18	571.3	F	-	-	-		
		DefL	-	-	-	-	-	-	0.81	36.9	D		
		TR	-	-	-	-	-	-	0.38	11.5	B		
Memorial Drive	NB	LTR	0.31	12.9	B	0.42	13.9	B	0.75	31.2	C		
	SB	LTR	0.40	13.7	B	0.43	14.0	B	0.74	30.8	C		
		Overall Intersection	-	25.3	C		363.7	F		23.1	C		
Bangs Avenue at Memorial Drive													
Bangs Avenue	EB	LTR	0.73	39.3	D	0.80	44.7	D	0.69	33.6	C	-- Shift 3 seconds of green time from the north/south phase to the east/west phase such that: EB/WB phase = 26 sec. and SB phase = 53 sec.	
	WB	LTR	0.86	53.9	D	0.92	65.5	E	0.78	40.7	D		
Memorial Drive	NB	LTR	0.26	7.7	A	0.31	8.1	A	0.33	9.6	A		
	SB	LTR	0.33	8.2	A	0.35	8.3	A	0.37	9.9	A		
		Overall Intersection	-	19.6	B		21.7	C		17.6	B		
Asbury Avenue at Memorial Drive													
Asbury Avenue	EB	LTR	0.63	15.3	B	0.73	18.3	B					
	WB	LTR	0.50	13.0	B	0.66	16.0	B					
Memorial Drive	NB	LTR	0.50	13.9	B	0.60	15.0	B					
	SB	LTR	0.39	13.0	B	0.56	14.6	B					
		Overall Intersection	-	13.0	B		15.8	B					

lane. Additionally, shifting 17 seconds from the north/south Memorial Drive approaches to the east/west Lake/Springwood approaches for the PM peak hour would allow for increased traffic flows along the avenue without any significant worsening along Memorial Drive.

LAKE/SRINGWOOD AVENUE AND MAIN STREET (AM AND PM PEAK HOURS)

At this intersection, restricting parking on the eastbound Lake/Springwood approach

during both peak hours would allow for one additional travel lane to operate. On the westbound approach, the existing left-turn lane can be restricted to allow both through and left-turn movements. These operational changes would then allow for additional signal retimings/rephasings to be instituted, including provision of a northbound lead phase and increasing the overall signal cycle length from 90 to 110 seconds. It is of note that even with the application of these mitigation measures,

eastbound Springwood Avenue would still function at LOS E and F during the PM peak hour, although with reduced approach delay than under future Build conditions without any roadway changes.

BANGS AVENUE AT MAIN STREET AND AT MEMORIAL DRIVE (PM PEAK HOUR)

At these intersections, shifting three seconds of green time from the north/south Main and Memorial approaches to the east/west Bangs Avenue approaches would allow for increased traffic flows along Bangs Avenue without any significant worsening along the Main or Memorial arterials.

Parking Strategies

Within the study area, no parking problems were identified along the Cookman Avenue or Main Street corridors. If the original Springwood Avenue redevelopment plans are implemented, there could be parking issues along that corridor. However, the community along Springwood Avenue has not accepted the proposed redevelopment plan and is working to modify it to better reflect community needs and desires. With the redevelopment plan changing, it is not possible to definitively assess whether there will be parking issues along the Springwood Avenue corridor in the future.

Although the existing Memorial Drive parking lot at the Transportation Center will be reprogrammed with a new plaza and retail uses, the spaces will not be lost, simply relocated to the location of the current strip shopping center. In the future, should parking demand increase, the long-term proposals include structured parking to accommodate this demand.

ADA Accessibility

As proposed study improvements are made to the Transportation Center, it will become more welcoming and accessible for elderly and disabled customers. This is because each improvement must comply with the Americans with Disabilities Act (ADA) which mandates equal access for all as buildings are renovated.

The Transportation Center is currently in a state of “progressive accessibility” which means that currently not all areas of the Transporta-

tion Center are ADA compliant (as it was built prior to enactment of this legislation). For instance, while the train platforms and bus boarding areas are ADA compliant, the station entrance, NJ TRANSIT ticket windows and pedestrian underpass are not. However, as particular elements of the transportation center are substantially improved or renovated, they must be made ADA compliant.

For example, if a new overhead walkway linking the east and west halves of the Transportation Center was installed, that walkway must be ADA compliant and accessible to the mobility impaired. Typically this is accomplished by providing elevators, Braille and raised letter directional and informational signs.

In some cases, portions of the Transportation Center can be made ADA compliant at relatively low cost. At the station entrance, power assisted doors can be installed. The ticket window counter can be modified to also serve those in wheelchairs. Making the pedestrian underpass ADA compliant, however, would entail greater expense as new elevators or stairclimber lifts would have to be installed on both sides of the tracks to allow ADA access to the tunnel itself. In this case the expense of making the tunnel ADA accessible must be weighed against the cost of building a new pedestrian overpass which provides better security and circulation benefit—particularly if it should connect directly to the upper floors of a future parking garage. In the latter case, the overpass would serve double duty—both providing a more direct means of travel across the tracks for all members of the population, as well as providing a convenient, direct connection to the parking garage.

Phasing

The strategies proposed for the Transportation Center and the three study corridors cannot be realized all at once because they require varying degrees of effort and funding to implement. If early efforts were concentrated on proposals which require more time to implement, it could be several years before residents and visitors see any changes. Therefore the proposals are divided into three phases, near-, mid-, long-term.

Near-term proposals are those which can be implemented quickly, generally within two years with relatively little cost, and would be considered “early wins”. Many of them center on routine maintenance or simple but effective measures which can begin to change perceptions of the study area. Repairing the Transportation Center roof, removing two of the three fences which line the NJ TRANSIT railroad tracks, and installing directional signage along the Cookman, Main and Springwood corridors are examples.

Mid-term proposals are those which can be implemented in two to five years, and generally require more time for planning and financing. A Memorial Drive plaza at the Transportation Center and intersection sidewalk bulbouts on Main Street are examples.

Long-term proposals typically require more than five years for implementation either because of the amount of planning required, the need to establish funding streams, the time involved in obtaining necessary permits or a need to generate sufficient demand. A steel-wheeled streetcar line to replace the rubber-tired circulator service or a pedestrian bridge over the NJ TRANSIT railroad tracks are examples.

Tables III-3 through III-6 illustrate the phasing for the strategies proposed for the Transportation Center and the Cookman, Main and Springwood corridors.

Funding

There are a number of potential funding sources that may be used for the construction and operation of the proposed improvements identified as part of this study. This section provides a general overview of potential funding sources, including innovative funding approaches that may be applicable.

Capital Funding Sources

Capital costs represent the costs of long-term assets such as streetscape improvements and vehicles.

Surface Transportation Program (STP) – STP is a Federal funding source used for highway and transit capital and planning activities. Ac-

tivities include:

- Construction/rehabilitation of roads and bridges.
- Transit capital improvements.
- Car and vanpool projects.
- Park-and-ride and corridor parking facilities.
- Bicycle and pedestrian facilities.

STP provides the best opportunity for flexing Federal highway funds to pay for transit projects. This program may be a potential funding source for the circulator and bicycle/pedestrian facilities associated with this study

Congestion Mitigation and Air Quality (CMAQ) –

CMAQ funds may only be used for projects that reduce congestion and/or vehicular emissions. Projects eligible for CMAQ funding include:

- Transit system capital expansion.
- Travel demand management strategies and shared ride services.
- HOV facilities.
- Pedestrian/bicycle facilities.
- Automobile inspection and maintenance programs.

FTA Section 5307 – This is a Federal funding source primarily used to assist in the acquisition, financing, construction, cost-effective leasing, planning and improvement of facilities. FTA Section 5307 funds are also used to purchase or lease equipment for use by mass transportation services in urbanized areas.

FTA Section 5309 – This is a Federal funding source that provides assistance in three categories: fixed guideway modernization; new and extended fixed guideways under New Starts; and the replacement, rehabilitation, and purchase of buses and related equipment and the construction of bus related facilities. Funds for bus and bus-related facilities are allocated on a discretionary basis.

The Federal share on projects that use these funds has lately been around 50%, with a “local match” required to cover the remainder.

Table III-3: Project Phasing for the Transportation Center

Area of Study	Near Term Proposals (within 2 years)	Mid-Term Proposals (within 2-5 years)	Long Term Proposals (5+ years)
Transportation Center Building	<ul style="list-style-type: none"> • Repair roof and ceiling tiles • Add new concessions/newstand • Install new seating • Extend building opening hours • Relocate taxi dispatcher to a more prominent location • Staff ticket window for additional hours • Provide a staffed information booth • Install a police kiosk • Provide regular maintenance and cleaning for the restrooms • Encourage sponsorship of station building • Install information panels and brochure racks • Provide directional signage • Provide space for artists' studios • Provide auto & pedestrian-oriented directional signage 	<ul style="list-style-type: none"> • Extend canopies and platform shelters for better weather protection • Add new windows into building facade for greater sense of airiness • Create a new connection to the municipal building • Provide new finishes & architectural details for the pedestrian tunnel • Install self-cleaning toilets • Introduce new uses (i.e. restaurant/café) 	
Parking Lot		<ul style="list-style-type: none"> • Reconfigure car parking for more parking spaces (maintain all trees) 	
Bus Waiting Area	<ul style="list-style-type: none"> • Add seating, signage & lighting • Remove hedgerow from alongside bus waiting area • Regularly update information panels 	<ul style="list-style-type: none"> • Create a continuous canopy from the bus waiting area to the side door of the TC building 	
NJ Transit Platforms & Railroad Tracks	<ul style="list-style-type: none"> • Remove two of the three fences, leaving only the centerline fence • Reconfigure platform stairs for better circulation 		
Transit Circulator Service	<ul style="list-style-type: none"> • Provide a temporary circulator stop (if in operation) 	<ul style="list-style-type: none"> • Add permanent circulator stop 	
Area west of NJ Transit Tracks	<ul style="list-style-type: none"> • Restripe Memorial Drive parking lot for more parking spaces • Install landscaping in Memorial Dr parking lot 	<ul style="list-style-type: none"> • Construct a new retail space in the northern end of the Memorial Drive parking lot • Demolish retail strip; repave for replacement parking • Construct a pedestrian bridge over the NJ Transit tracks to allow easier crossing • Create a new plaza in the Memorial Drive parking lot • Add street trees 	<ul style="list-style-type: none"> • If required, construct a new parking garage on site of former strip shopping center
Main Street Plaza	<ul style="list-style-type: none"> • Remove hedgerow to provide an improved line of sight from Main Street • Add temporary lighting • Add bicycle facilities • Install a new free-standing "Asbury Park Transportation Center" sign • Install directional signage which directs visitors to area attractions/destinations 	<ul style="list-style-type: none"> • Add a new barrel vault over the front door to create a "grand entrance" • Add an embedded map of Asbury Park in pavement in front of station • Reprogram the sunken lawn to include fountains and new pedestrian pathways • Remove the abandoned fountain; reprogram the plaza • Install new paving • Install new paving • Replace existing benches with new street furniture • Replace all site lighting with new fixtures • Add more trees • Create a Bike Station and bicycle rental facilities for visitors 	

Table III-4: Project Phasing for Cookman Avenue Corridor

Area of Study	Near Term Proposals (within 2 years)	Mid-Term Proposals (within 2-5 years)	Long Term Proposals (5+ years)
Cookman Avenue			
Streetscape	<ul style="list-style-type: none"> • Install signage to the waterfront • Maintain existing trees • Install directional signage; street signage 	<ul style="list-style-type: none"> • Narrow roadway and widen sidewalks • Plant trees 	
Paving		<ul style="list-style-type: none"> • Repave street 	
Lighting		<ul style="list-style-type: none"> • Install new street lighting • Feature lighting at intersections • Feature lighting to significant buildings 	
Furniture	<ul style="list-style-type: none"> • Install bus shelters; bus signage; advertising boards 	<ul style="list-style-type: none"> • Install seating areas along the street • Install trash receptacles • Install bike racks 	
Vacant Lots	<ul style="list-style-type: none"> • Fence off vacant lots with temporary fencing 	<ul style="list-style-type: none"> • Promote active frontage and mixed use buildings 	<ul style="list-style-type: none"> • Develop vacant lots to provide an active street frontage

Table III-5: Project Phasing for Main Street Corridor

Area of Study	Near Term Proposals (within 2 years)	Mid-Term Proposals (within 2-5 years)	Long Term Proposals (5+ years)
Main Street			
Streetscape	<ul style="list-style-type: none"> • Attach large banners to existing lampposts • Install directional signage; street signage 	<ul style="list-style-type: none"> • Construct bulb-outs/crosswalk improvements • Plant trees 	<ul style="list-style-type: none"> • Construct gateway arch across Main Street at each entry to Asbury Park
Paving		<ul style="list-style-type: none"> • Repave sidewalk and bulb-out areas • Repave crosswalks with new materials and lighting elements 	
Lighting		<ul style="list-style-type: none"> • Install new street lighting • Feature lighting at intersections • Feature lighting to significant buildings 	<ul style="list-style-type: none"> • Lighting to be added at entrance features • Install kiosks
Furniture	<ul style="list-style-type: none"> • Install bus shelters; bus signage; advertising boards 	<ul style="list-style-type: none"> • Install seating areas along the street • Install trash receptacles • Install bike racks • Install bollards 	
Vacant Lots	<ul style="list-style-type: none"> • Fence off vacant lots with temporary fencing 		<ul style="list-style-type: none"> • Develop vacant lots to provide an active street frontage

Tax Increment Financing – Tax increment financing is based on the collection of additional property tax revenue that occurs due to increased property values resulting from a transportation investment. The property values of land and structures surrounding the investment have the potential to increase because of the transportation infrastructure investment. The incremental difference, or a percentage of the property taxes, is applied to the operation

and maintenance of the transportation investment. This type of financing could be useful in encouraging area redevelopment in and around the Transportation Center.

Business Improvement District (BID) – A BID is a public/private partnership in which property and business owners voluntarily join to collectively contribute to the maintenance, development and promotion of their business

Table III-6: Project Phasing for Springwood Avenue Corridor

Area of Study	Near Term Proposals (within 2 years)	Mid-Term Proposals (within 2-5 years)	Long Term Proposals (5+ years)
Springwood Avenue			
Streetscape	<ul style="list-style-type: none"> • Install directional signage; street signage 	<ul style="list-style-type: none"> • Construct wider sidewalks • Install improved crosswalks • Plant trees 	<ul style="list-style-type: none"> • Following new development, repave sidewalks and public areas
Paving	<ul style="list-style-type: none"> • Maintain pedestrian paving area 		
Lighting	<ul style="list-style-type: none"> • Ensure adequate pedestrian lighting 	<ul style="list-style-type: none"> • Install street lighting that relates to both vehicular movement and safe pedestrian environment 	<ul style="list-style-type: none"> • Feature lighting in public areas
Furniture	<ul style="list-style-type: none"> • Install bus shelters; bus signage; advertising boards 	<ul style="list-style-type: none"> • Install seating areas along the street • Install trash receptacles • Install bike racks • Install bollards 	
Vacant Lots	<ul style="list-style-type: none"> • Define future open space 	<ul style="list-style-type: none"> • Use defined open space (such as public greens and squares) to provide a framework for mixed-use residential buildings 	<ul style="list-style-type: none"> • Develop vacant lots with mixed-use buildings and open space

district. A BID delivers supplemental services such as partnership sponsored litter patrols, uniformed security patrols, scheduled cultural events, community services, capital improvements and beautification in a designated area. BIDs are funded by a special assessment paid by property and business owners within the district.

Direct Developer Contributions – Direct developer contributions are a mechanism in which developers provide or contribute to the provision of infrastructure or services necessary to serve a new development.

Impact Assessment Fees – An impact assessment fee is a new tax or fee (or a rate increase in an old one) levied on development which occurs after the transportation improvement is committed.

Transportation Enhancement District – A Transportation Enhancement District (TED), is a new planning mechanism for local governments in New Jersey to address transportation problems at the local level. The TED process establishes a voluntary and cooperative partnership to look at solutions, costs and the sharing of expenses through a long-term comprehensive planning approach. Fees could be assessed on existing traffic generating properties to correct existing transportation problems and on future

development to ensure that adequate transportation infrastructure is in place.

Joint Development – Federal funds may be used for a variety of joint development activities, however the activities must be physically or functionally related to a transit project, and must enhance the effectiveness of the transit project.

With the passage of TEA-21, the FTA has recently interpreted the Capital Program and the Federal Transit laws to allow such joint development projects under the Urbanized Area Formula Program and CMAQ Program when these funds are transferred to FTA for a transit project. Similarly, the FTA is also alerting its grantees to the fact that assets previously acquired with FTA funds may be used for such joint development purposes. For example, land now used for station parking and no longer needed for transit purposes may be converted to use in a transit-related development project.

Use of Proceeds from Sale of Assets in Joint Development Projects – To facilitate joint development activities, the FTA permits the sale of real property and property rights acquired with FTA assistance, in the following instances:

- Real property that is no longer needed for transit purposes may be sold and the pro-

ceeds may then be used to purchase other real property for a transit-supportive development. If the real property is leased, the proceeds are considered program income and may be used for any transit purpose.

- Air rights over transit facilities constructed with Federal funds may be sold to developers, and the proceeds retained as program income for future use in mass transit, rather than returned to the Treasury.

General Obligation Bonds – These are securities which are backed by the full faith and credit of the issuing state and/or local governments. General obligation (GO) bonds usually require voter approval. Two types of GO bonds are typically issued. The first is an unlimited tax general obligation bond that is secured by a tax source that is not limited in rate or amount. The second is a limited tax general obligation bond which is only secured by taxes from specific sources such as a sales, motor fuels, or property tax.

Operating and Maintenance Funding Sources

Operation and maintenance (O&M) costs are directly related to the operation and maintenance transportation and streetscape improvements. O&M costs typically include shuttle bus driver wages, fuel, maintenance crew wages and materials, and administrative costs.

Flexible Funds for Highway and Transit Flexible Funds – Flexible funds are certain legislatively specified funds that may be used either for transit or highway purposes. This provision was first included in the Intermodal Surface Transportation Efficiency Act of 1999 (ISTEA) and was continued with the Transportation Equity Act for the 21st Century (TEA-21).

The idea of flexible funds is that a local area can choose to use certain Federal surface transportation funds based on local planning priorities, not on a restrictive definition of program eligibility. Flexible funds include Federal Highway Administration (FHWA) Surface Transportation Program (STP) funds and Congestion Mitigation and Air Quality Improvement Program (CMAQ) and Federal Transit Administration (FTA) Urban Formula Funds.

Business Improvement District – As described in the previous section, a BID is a public/private partnership in which property and business owners voluntarily join to collectively contribute to the maintenance, development and promotion of their business district. BIDs are funded by a special assessment paid by property and business owners within the district.

Direct Developer Contributions – In addition to providing or contributing to the provision of infrastructure or services necessary to serve a new development, direct developer contributions may be used to fund the operation and maintenance of infrastructure or services.

Retail Concessions and Advertising Revenues – Transit agencies lease space to retail companies and independent vendors. At a minimum this involves the lease of excess space to newspaper stands and convenience centers. A more aggressive approach includes the cooperative design and development, or renovation or rehabilitation of station space.

Advertising can be an attractive source of revenue for transportation agencies. Transit agencies can sell spots for interior and exterior advertisements on buses and trains, as well as for bus shelters, in transit stations, and at transfer points.

Adopt a station/street/corridor or station/street/corridor sponsorship – An Adopt-A-Station (or street or corridor) program provides businesses and community groups, an opportunity to partner with the transit agencies to make rail stations more inviting and attractive. Program work may consist of picking up litter and/or light landscaping and/or planting/caring for flowers, shrubs, small trees and/or other ideas.

These programs help the station identify more closely with the neighborhoods it serves. Forming a strong relationship with the community creates unity and a welcoming, distinctive environment at the station.

Fare Revenues – Fare revenue is comprised of the income generated by the provision of transit service. Fare revenue is typically used to fund a portion of a transit system's operating cost.

Table III-7: Funding Opportunities

Timeframe	Area	Transportation Center Improvement	STP	CMAQ	FTA 5307	FTA 5309	Tax Increment Financing	Business Improvement District	Developer contributions	Impact assessment fees	Transportation enhancement district	Joint development	Joint development asset sales	Concession/advertising	Adopt a station/corporate sponsor	Bonds	City general funds	NJ Urban Center designation	Fare revenues	Parking ticket fees	Parking meter fees	Parking tax	Beach pass fees	NJ Transit Community Shuttle Program	Job Access Reverse Commute	
Near Term Improvements (less than 2 years)	Bus waiting area	Add seating, signage & lighting	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■			
		Remove hedgerows	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Update information panels					■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		■
	Platform area	Remove extra fences	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Reconfigure platform stairs	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
	Circulator	Add transit circulator stop	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
	West of tracks	Restripe parking lot for more spaces	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Landscape parking lot	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
	Main St. Plaza	Add temporary lighting	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Add bicycle storage facility	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		New freestanding station name sign	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Directional signage from station to city	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
	TC building	Repair roof	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Repair HVAC	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Install new concessions	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Install new seating	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Extend building opening hours					■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Relocate taxi dispatcher's booth		■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Staff ticket window hours longer					■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Add staffed information booth		■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Install Police kiosk		■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Install brochure rack & info panels	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Install directional signage	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Provide space for artist's studio					■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Provide auto- & pedestrian-oriented signage	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
	Mid-term Improvements (2 to 5 years)	Bus waiting area	Create a continuous canopy to bus bays	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Circulator	Add a permanent circulator stop	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
West of tracks		Construct new retail space		■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Demolish existing retail space (relocate)		■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Add pedestrian overpass over tracks	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Construct new Memorial Drive plaza	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Add street trees	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
Main St. Plaza		New barrel-vaulted front door roof entrance	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Embedded city map at station exit	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Convert sunken lawn to plaza with new fountains & walkways	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Install new plaza paving	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Replace benches with new type	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Replace site lighting with new type	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Add more trees	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Add bicycle station	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
Add station car rental facility		■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■			
TC building		Extend canopies & shelters	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
		Insert new windows for security/visibility	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
	Create new connection with Municipal Building	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■			
	Provide new architectural finishes for the pedestrian tunnel	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■			
	Replace station interior lighting & floors	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■			
Add new concessions		■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■				
Parking lot	Reconfigure for more parking spaces	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■				
Long-term Improvements (5+ years)	West of tracks	If required by parking demand, construct parking garage connected to pedestrian overpass	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■			

NJ TRANSIT Community Shuttle Bus Program – NJ TRANSIT’s Community Shuttle Program offers a community the opportunity to provide its residents with shuttle service to and from a rail station, major bus corridor or a light rail station, during “peak” periods (6-9 AM and 4-7 PM). The program is a competitive process, open to any municipality or county. NJ TRANSIT uses federal funds to purchase 20-passenger minibuses that are leased, at no cost, to municipalities/counties for use in providing shuttle service. In addition, NJ TRANSIT offers initial “seed” funding in partial support of the operating costs for the shuttle service, during the first three years of operation. A municipality may use the vehicle during non-peak periods for other local transportation needs, at its own expense.

Job Access Reverse Commute Program – Job Access grants are intended to provide new transit service to assist welfare recipients and other low-income individuals in getting to jobs, training, and child care. Reverse Commute grants are designed to develop transit services to transport workers to suburban job sites.

Eligible activities for Job Access grants include capital and operating costs of equipment, facilities, and associated capital maintenance items related to providing access to jobs. Also included are the costs of promoting the use of transit by workers with nontraditional work schedules, promoting the use of transit vouchers, and promoting the use of employer-provided transportation including the transit benefits. For Reverse Commute grants, the following activities are eligible—operating costs, capital costs and other costs associated with reverse commute by bus, train, carpool, vans or other transit service.

Additional operating revenue for transportation improvements may be derived from the following sources:

- Parking Ticket Revenues
- Parking Meter/Lot Revenues
- Beach Pass Fee Revenues

Table III-7 illustrates the funding sources which could be tapped to implement the proposed strategies and improvements for the Transportation Center, discussed in the previous section.

Governance

The Transportation Center comes under the jurisdiction of two separate entities. The Transportation Center building itself is owned by the City of Asbury Park, who is responsible for its operation and maintenance. The railroad right-of-way and passenger platforms are owned and operated by NJ TRANSIT. The current governance structure for the Transportation Center as a whole may be enhanced to provide a mechanism for greater participation by stakeholders (i.e. the City of Asbury Park and NJ TRANSIT).

In order to provide a forum for greater participation by the stakeholders several governance structures were investigated. Three forms of governance structures that may be applicable to the Transportation Center are described below, in order of most to least formal.

Board of Directors – The Board of Directors is the most formal type of management structure. Boards of Directors are usually created as part of legislation establishing a public organization to provide counsel and guidance to the management team. The primary duty of Board of Directors is to set policy, including providing strategic guidance, legal and fiduciary oversight, and customer representation. However, the Board of Directors is not involved in management or day-to-day operations.

The specific characteristics and composition of Boards of Directors vary from system to system. Boards of Directors may be comprised of members who are appointed by local or state elected officials. Some Boards of Directors are comprised of board members that are selected through the general public election. The membership for a Board of Directors may be mixed, that is, comprised of both elected officials, appointed officials, and citizen representatives. In some cases, citizen participation is provided through a separate mechanism, namely, a transportation advisory board. This type of board is comprised of citizens who provide guidance and recommendations, but have no governing powers.

Steering Committee – A Steering Committee is a less formal type of governance structure. The Steering Committee is usually comprised of a group of stakeholders representing a broad

cross-section of transportation and other regulatory agencies, elected and appointed officials, the business community, civic and community-based organizations, residents and other interested parties, who are responsible for providing guidance on overall strategic direction. The Steering Committee does not take the place of management, but instead provides strategic input and buy-in to the organization.

Ad Hoc Committee – The Ad Hoc Committee is the least formal governance structure. Ad Hoc Committees are established to address short-term needs or tasks. Common types of Ad Hoc Committees include:

- Executive Committee
- Finance/Budget Committee
- Planning Committee
- Legislative/Government Relations Committee
- Marketing Committee

For example, an Executive Committee provides oversight and guidance to the organization in its achievement of its goals and objectives. Its role is primarily to develop organizational policy recommendations pertaining to strategic planning, evaluate operational performance, and develop recommendations for improvements.

These governance structures provide an opportunity to create a vision of the Transportation Center and the surrounding area as well as enhancing coordination and communication between various agencies involved in current and future efforts to improve the Transportation Center and its surrounding area. Furthermore, these governance structures provide a forum for addressing issues such as funding arrangements, jurisdictional authority, and operational responsibilities arising from the implementation of improvements to the Transportation Center.

Implementation Requirements

Before any changes to governance at the Transportation Center can be made, discussions with its owner, the City of Asbury Park, must occur in order to obtain concurrence. In addition, the

guiding principles for an alternative governance structure must be created, and the most appropriate and acceptable form of alternative governance structure must be identified.

Boards of Directors are sometimes created by enabling legislation establishing a public organization and giving it the authority to be a legal governing body. The characteristics, selection method, duties, roles, and powers of the Board of Directors vary from organization to organization, therefore, the creation of a Board of Directors must be tailored specifically to meet the needs of the Transportation Center.

In addition, board members often require administrative support to fulfill their board responsibilities. Most boards require regular, but not necessarily full-time, administrative support. It is common to use the CEO/general manager's administrative staff to provide this support.

For the Steering Committee and the Ad Hoc Committee, with their less formal structures, it is not necessary to enact legislation to create them. However, the same issues concerning the characteristics, selection method, duties, roles, and powers of these committees as well as administrative support apply.

Recommendation

It is recommended that the City of Asbury Park give strong consideration to creating an independent body to take a proactive stance in governing the redeveloped Transportation Center. This independent body could be a spin-off from an existing City function.

¹ Per the Coastal Zone Management rules (2/2/04) as outlined in Section NJAC7:7E-8.14 by the Department of Environmental Protection, "Any development that causes a location on a roadway to operate in excess of capacity Level D is discouraged. A developer shall undertake mitigation or corrective measures that may be necessary so that the traffic levels at any affected intersection remain at capacity Level D or better. A developer may, by incorporating design modifications or by contributing top the cost of traffic development, be able to address traffic problems resulting from the development, in which chase development would be conditionally acceptable."

² A speed table is a long raised speed hump with a flat section in the middle and ramps on the ends; sometimes constructed with brick or other textured materials on the flat section.