

URBAN DESIGN • PLACE PLANNING

If the waterfront is the heart of this storied seaside city, then Main Street is its spine. Asbury Park's principal north/south thoroughfare, Main Street is a gateway into the city and the waterfront. It also serves as a transportation hub, a focal point for government and civic activity, and a neighborhood shopping district.

The need to expand the municipal building, capitalize on the presence of a NJTRANSIT train station, and encourage reinvestment in properties along Main Street prompted the city to explore redevelopment options within the Main Street corridor. The city selected Brown & Keener to craft the redevelopment plan.



The Community Shopping Zone District would continue to be a neighborhood-serving retail destination.

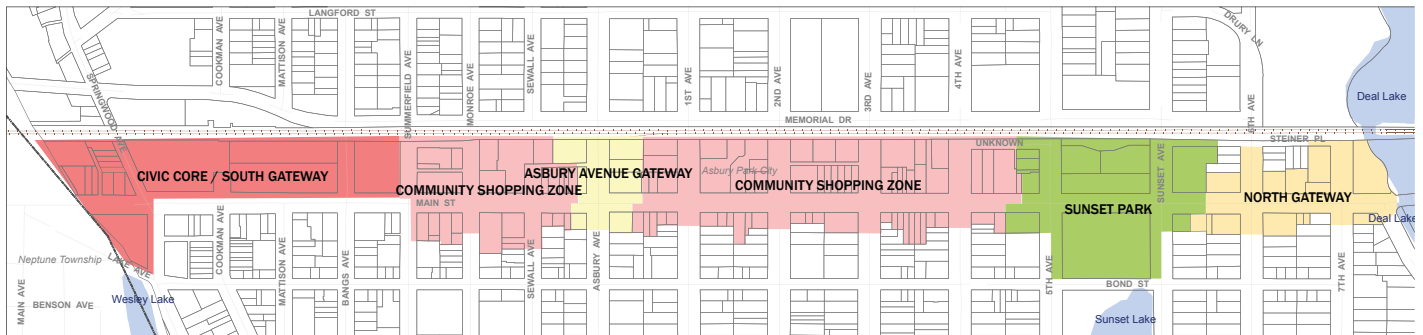


The redevelopment planning process was an opportunity to think strategically about the development, use, design, and siting of buildings and landscape elements on and along Main Street. As Main Street is a

long, multi-faceted corridor, Brown & Keener recommended organizing the corridor into a series of "character districts" and devised specific land use and design parameters tailored to the unique characteristics of each district.

For example, BK classified the section of Main Street that is home to the NJTRANSIT station and the municipal building as the "Civic Core." The recommended land uses and design parameters within the redevelopment plan would permit this district to evolve into a transit-focused, livable downtown.

As the redevelopment of the Civic Core would be a highly-visible project and a potential catalyst for further investment, BK illustrated a prospective design and development outcome for this district. The redevelopment plan includes several such concept illustrations to clearly communicate a vision to potential developers and the public.

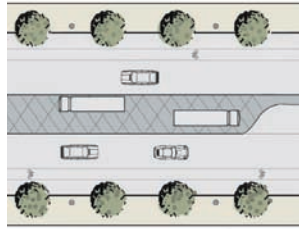
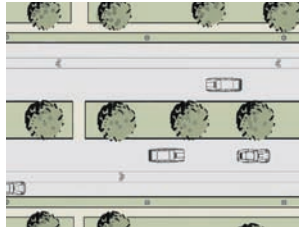
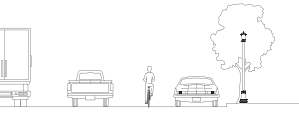
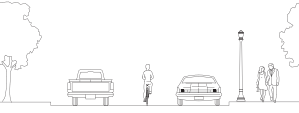


ASBURY PARK MAIN STREET REDEVELOPMENT PLAN
Character Districts within the Main Street Redevelopment Area



ASBURY PARK MAIN STREET REDEVELOPMENT PLAN

ASBURY PARK, NJ

COMMUNITY SHOPPING ZONE	SUNSET PARK
	
Summerfield Ave to 5th Ave	5th Ave to Sunset Ave
	
min. 12 ft	min. 5 ft
n/a	min. 4 ft.
30 ft. o.c.; green ash or honey locust	n/a
60 ft. o.c.; post-top	60 ft. o.c.; post-top
n/a	Y
Y	Y
Y	n/a
Y	n/a
8 ft.	8 ft.
5 ft.	5 ft.
11 ft.	11 ft.
14 ft.	10 ft.
Level concrete pavers as loading zone	Raised planted (trees/grass); hackberry and tupelo



To complement the character district land use and design parameters, BK recommended guidelines for streetscape investments in the public infrastructure of the Main Street corridor.

CLIENT

CITY OF ASBURY PARK, NJ

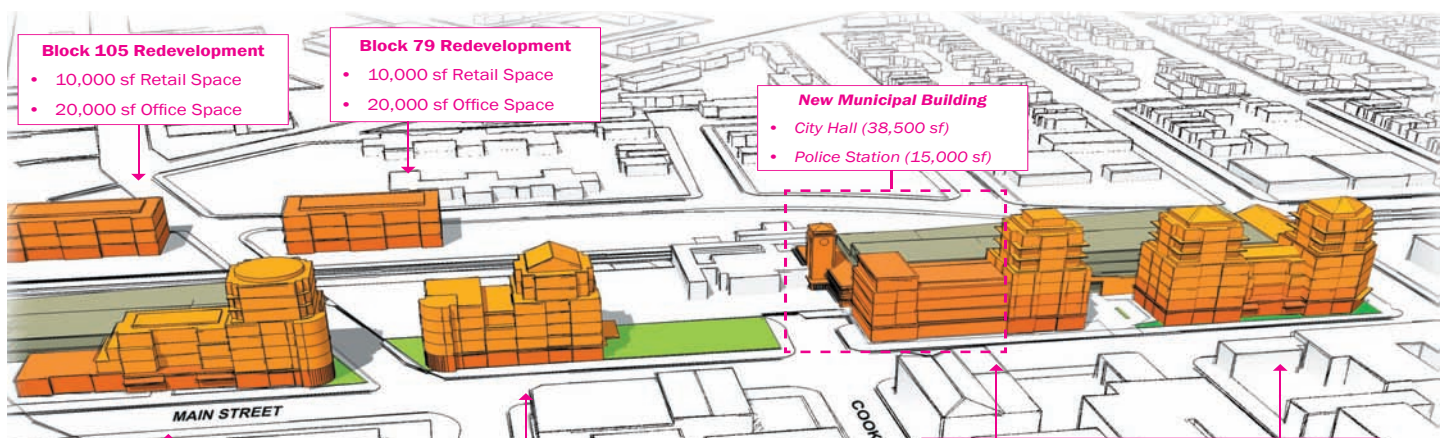
COLLABORATOR

URBAN PARTNERS

CONTACT

DON SAMMET, DIRECTOR OF PLANNING & REDEV.
732.502.5711

This graphic summarizes the recommended streetscape investments in each character district.



This model depicts a preferred built form for redevelopment within the Civic Core.