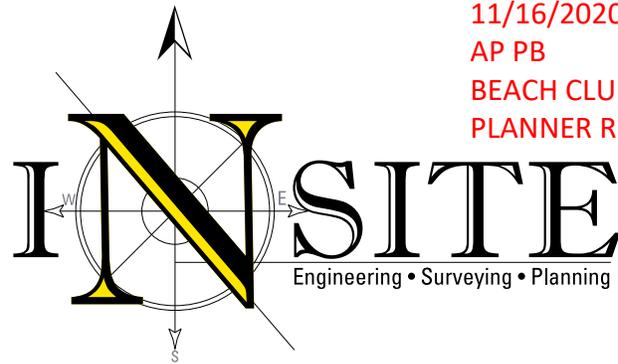


City of Asbury Park  
Planning Board  
c/o: Irina Gasparyan  
Board Secretary  
Municipal Complex  
1 Municipal Plaza  
Asbury Park, NJ 07712



Via Email: [Irina.Gasparyan@CityofAsburyPark.com](mailto:Irina.Gasparyan@CityofAsburyPark.com)

November 10, 2020

Subject: **1<sup>st</sup> Planning Review**  
**Preliminary & Final Site Plan – Asbury Park Beach Club**  
Block 4502, Lot 1.23; Tax Map Sheet #45  
City of Asbury Park, Monmouth County, NJ

Ms. Gasparyan:

In accordance with your request, we have reviewed the application by Asbury Partners, LLC for the above-referenced property. Since your initial request for a planning review from this office came during an ongoing application, and at the direction of the Board during the most recent public hearing, we reviewed the most recent documents only.

PROJECT DESCRIPTION

The applicant is proposing a private beach club between Ocean Avenue and the Boardwalk, and Sixth and Seventh Avenues. Most of the parcel is proposed to be enclosed, partially with a building, and the remainder with a fence. Within the parcel is an outdoor deck and pool, seating areas, covered food and beverage area, enclosed cabanas and lockers, enclosed back of house area, enclosed restrooms, enclosed mechanical areas, enclosed storage areas, and a 5,323 sf roof deck area that is open for seating and includes 457 sf of storage and elevator area. The roof deck includes a sunshade structure.

The following areas are summarized for the Board's reference:

- 1) 25,396 sf "Lot size" (per engineer's site plan)
  - a) The property is approximately 248-ft wide (running north-south) and 102-ft deep (running east-west)
- 2) 18,110 sf "Ground floor total area" (per architect's plan)
- 3) 11,903 sf "Ground floor open area" (per architect's plan)
- 4) 6,207 sf "Building coverage area" (per architect's plan)
- 5) 5,323 sf "Upper deck open area" (per architect's plan)
- 6) 457 sf "Upper deck enclosed area" (per architect's plan)

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A 15-ft wide concrete public access walkway from Ocean Avenue to the Boardwalk on the north side of the site is proposed to be constructed. An identical walkway is proposed to remain on the south side of the site.

All development is proposed to be constructed within the subject property’s boundaries, except for minor streetscape improvements along Ocean Avenue (including benches and bike racks) and planters and benches immediately adjacent to the site’s boundary on the Boardwalk (which were added to the plans at the Board’s request during a prior hearing).

The subject property is located near the northern end of the Boardwalk Area subarea of the Waterfront Redevelopment Area. Section 3.8 of the WRP lists “*Beach and Fishing Clubs*” as conditional uses, with the condition being that public access to the Boardwalk or public beach are not restricted. This was confirmed by the City (see Planning Review comment #'s 1 and 2, below).

The City’s document governing all zoning and development controls for the subject property is the Waterfront Redevelopment Plan (WRP). For ease of reference, the WRP can be reviewed by [clicking here](#). For the reader without a digital copy of this letter, the WRP is available at the City’s office of Planning and Redevelopment. Its official title is “Asbury Park, Waterfront Redevelopment Plan”, dated 3/15/02 with the latest revision being dated 12/7/05.

### PLANNING REVIEW

- 1) The applicant appeared before the Board’s Technical Review Committee (TRC) on 12/14/18. The City’s Director of Planning and Redevelopment then wrote a memo to the Planning Board summarizing the TRC meeting on 12/28/18. Some relevant snippets from the memo include:
  - a) A beach club is permitted at the site as a conditional use.
  - b) The proposed bulks of the development are consistent with the WRP.
  - c) A single trench is to be used for utilities into Ocean Avenue (this was subsequently accommodated).
  - d) An interior and exterior photometric (lighting) analysis is to be provided (and was subsequently provided). Testimony shall be provided to describe lighting levels to the Board. This must include areas within the site, areas outside the site’s boundary, and along the public walkways on the north and south ends of the site. Dark sky compliant lighting is encouraged.
  - e) Street amenities were requested (and subsequently provided).
  - f) Utility meters are to be screened. Testimony shall be provided to demonstrate compliance with this condition to the Board’s satisfaction (including all meters and the proposed transformer).
- 2) On 3/14/19, Mayor and Council, the City’s designated redevelopment authority, found the proposed beach club to be consistent with the WRP and granted conditional approval. The conditions are consistent with the TRC’s requests as outlined above.

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- 3) On page 17, the WRP states “*A private beach club will be constructed along the Boardwalk opposite Block 207 [now Block 4202], without restricting public access to the beach or boardwalk*”.
- a) On page 23, the WRP states “*A new private beach club will be developed on the Boardwalk between Sixth and Seventh Avenues, in a manner that will not limit pedestrian mobility along the Boardwalk.*”
- 4) We offer the following comments following the WRP section 3.7, Architectural Guidelines.
  - a) The applicant’s architect should provide testimony that the design meets the purpose of this section of the WRP.
  - b) The applicant’s architect should provide testimony that the proposed design is consistent with the WRP on page 60, which states: “*The intention of these guidelines is to properly execute the Mediterranean Revival, Arts & Crafts, and Moderne styles, which have emerged as the preferred styles of the City of Asbury Park. Other styles with a significant historical development (such as Art Deco-Streamline) may also be appropriate and while not intended to be discouraged, are not addressed in these guidelines. If proposed, the design should strictly adhere to a documented and substantiated stylistic format.*”
  - c) The applicant’s architect should provide testimony that the proposed design is consistent with the WRP’s standards for Building Elements, which start on page 61.
  - d) On page 63, the WRP addresses Building Articulation as follows: “*Overly long buildings should be broken down to a scale comparable to that of the buildings on the rest of block face. No streetwall should extend beyond 100 feet without a break This can be accomplished by articulating the building in plan or elevation, inches may be enough.*” (p.63, Building Articulation, #2). Testimony shall be provided that the proposed building is consistent with the WRP in this regard.
  - e) On page 63, the WRP addresses Building Frontages. The applicant’s architect shall provide testimony that the design of the building is consistent with the intent of this section of the WRP.
  - f) On page 63, the WRP addresses roofs under the Building Frontages section. Specifically, #8 states: “*The roof of a building may be flat, pitched, or both. The rooftop must be designed to be seen from taller buildings, existing or potential. If the roof is pitched, it shall be clad with a high-grade material*”. Testimony shall be provided that the proposed building is consistent with the RDP in this regard.
  - g) On page 65, the WRP addresses windows under the Building Parts section. Specifically, #12 state: “*The general characteristic of the Mediterranean, Arts & Crafts, and Moderne architectural vernaculars is that of mass and weight. Thus, showing the frontage wall thickness is integral to these vernaculars. Under no circumstances shall the windows be installed flush with the outer surface of the facade. Installation should be flush with the interior wall, as this increases the depth of the shadow cast. It is possible to turn the masonry unit inward at each opening to visually create a thick wall. This shall be the practice in the case of French balconies, loggias, and larger openings*”. Testimony shall be provided that the windows along Ocean Avenue are consistent with this section of the WRP.
  - h) The application shall provide testimony regarding the intention for signage and compliance with the WRP.

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- i) On page 66, the WRP addresses colors under the Attached Elements section. Specifically, #5 states: *“Facade colors shall be selected from a single quadrant of the color wheel. This technique, without specifying particular colors, allows a range that is automatically harmonious. In addition to white, the designated quadrant shall be the lighter saturations of the yellow-to-red quadrant. This encompasses the cream, ochre, pink, terra-cotta, range. Trim and attached elements may be white or a darker or lighter saturation of the wall color. Awnings, signage, doors and shutters may be any color, however, dark blues, greens and reds are traditional”*. Testimony shall be provided that the proposed building is consistent with the WRP in this regard.

If you have any questions or require further information, please feel free to contact me anytime by phone or email ([Jason@InSiteEng.net](mailto:Jason@InSiteEng.net)).

Sincerely,  
**InSite Engineering, LLC**



Jason L. Fichter, PE, PP, CFM, CME  
Planning Board Engineer  
Planning Board Conflict Planner

cc: Jack Serpico, Esq., Planning Board Attorney  
Gibbons, PC, Applicant's Attorney  
Asbury Partners, LLC, Applicant  
Handel Architects, Applicant's Architect  
Bowman Consulting Group, Applicant's Engineer  
Melillo & Bauer, Applicant's Landscape Architect  
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