

26-28 Shrewsbury Avenue Rehabilitation Plan

Public Meeting, December 1, 2025

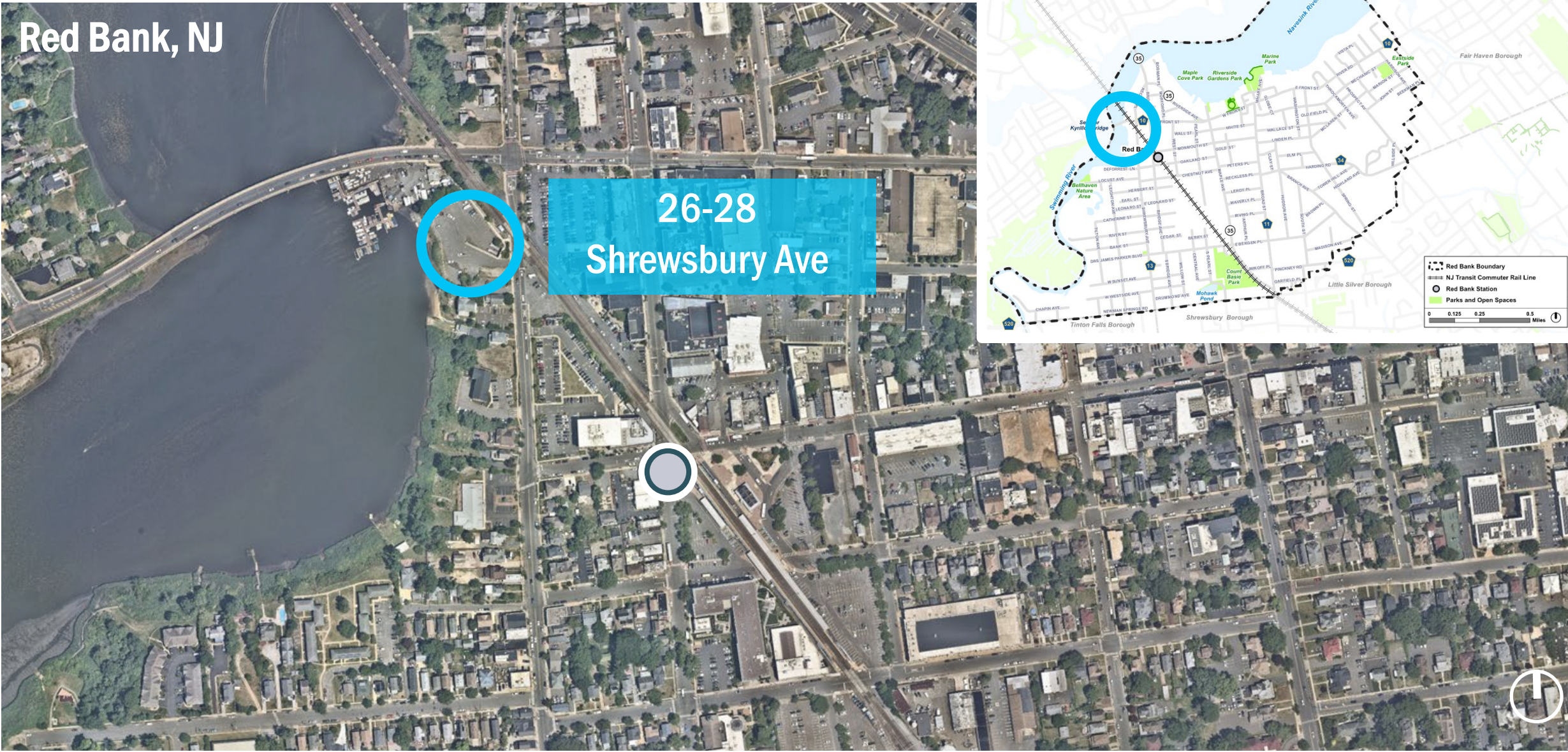


Agenda

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- 4 Existing Conditions
- 5 Proposed Development
- 6 Q&A and Next Steps

Introduction

Red Bank, NJ



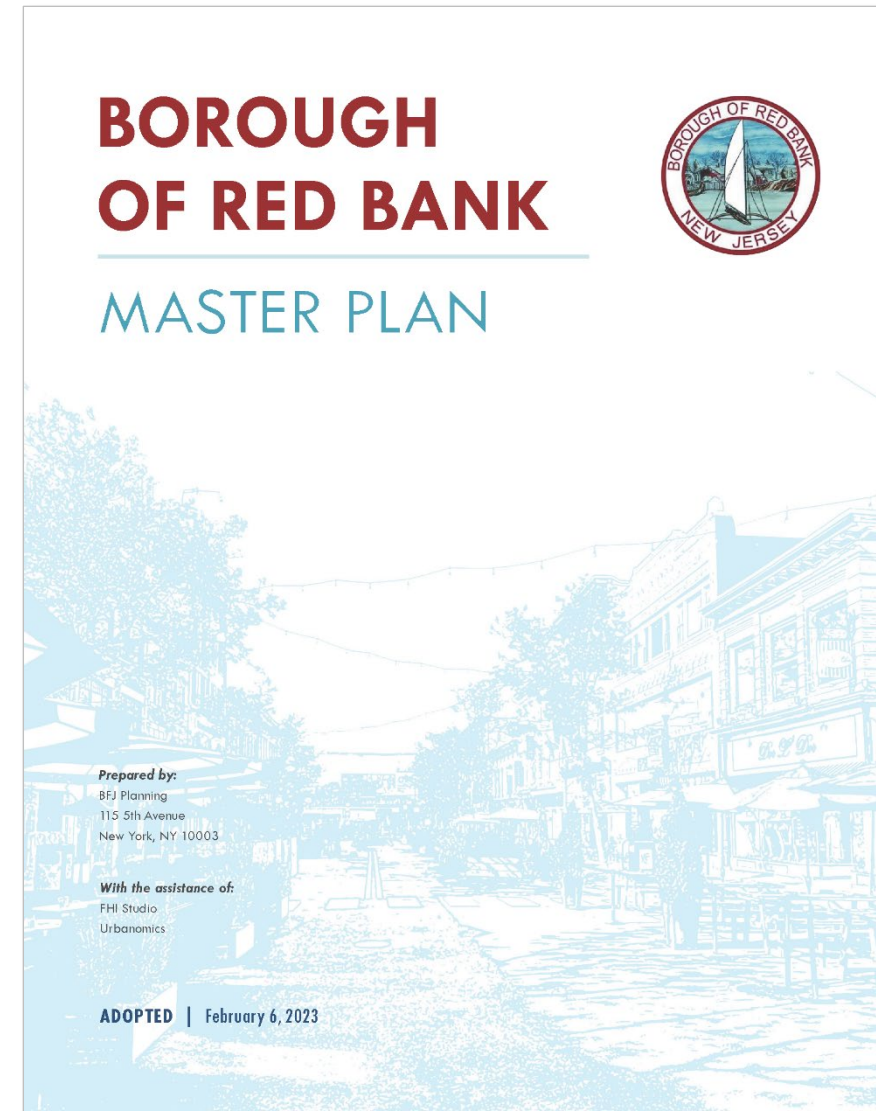
Planning Context in Red Bank

■ February 2023

- Red Bank Master Plan adopted.

■ In Process

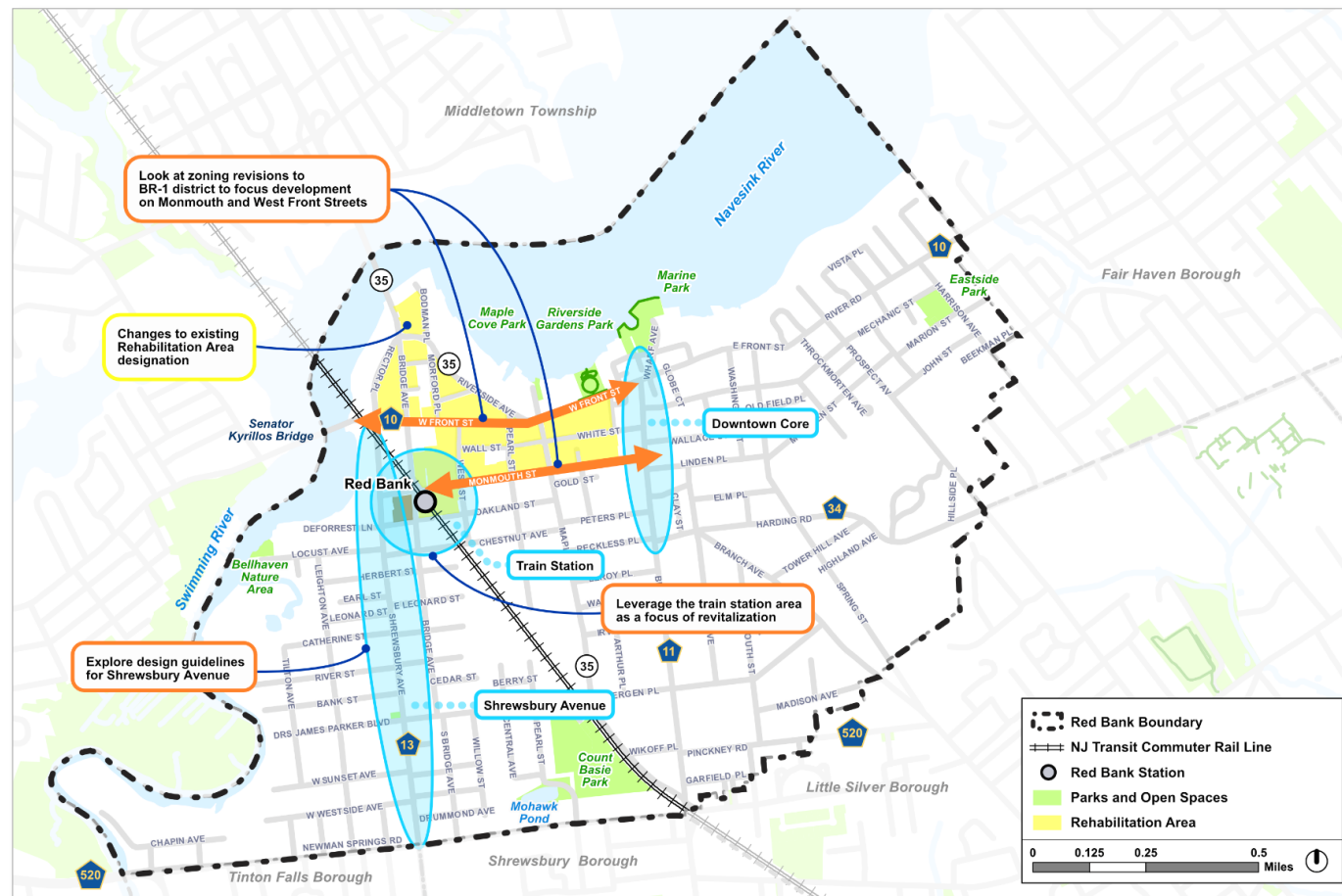
- Seeking Transit Village status.
- Approved by State for re-designation as a Regional Center.
- Implementing streetscape improvements along Monmouth Street.
- Undertaking targeted zoning revisions to implement Master Plan recommendations.



Planning Context in Red Bank

Relevant Master Plan Recommendations

- **Strengthen connections** among the traditional downtown core, Shrewsbury Avenue corridor, and train station area, while preserving each as a distinct place.
- **Create design guidelines** for the Shrewsbury Avenue corridor to enhance the public realm and its sense of place.
- **Implement a public walkway** along the Navesink and Swimming Rivers.
- **Address the Shrewsbury/West Front intersection** to improve pedestrian safety.
- **Revisit the Rehabilitation Area** to look at targeted revitalization, prepare a plan.
- **Promote a diverse range of housing types**, including condos, townhomes, small multifamily.
- **Reduce impervious coverage** throughout Red Bank.



Source: Master Plan, 2023

Redevelopment Planning 101

NJ Local Redevelopment and Housing Law (LRHL) empowers local governments to designate certain lands that meet statutory criteria as “in need of redevelopment or rehabilitation.” **Why?**

Reverse Conditions

Arrest and reverse conditions of deterioration of housing, commercial and industrial facilities.

Physical Development

Promote physical development that will be most conducive to the social and economic improvement of the State and its municipalities.

Advance Communities

Promote the advancement of community interests through programs of redevelopment, rehabilitation and incentives to the expansion of improvement of commercial, industrial, residential and civic facilities.

Reduce Red Tape

Simplify and codify the legal mechanisms for local redevelopment.

Redevelopment Planning 101

Rehabilitation vs. Redevelopment

	Rehabilitation	Redevelopment
Purpose	Eliminate substandard structural or housing conditions and arrest the deterioration of the area through the extensive repair, reconstruction or renovation of existing structures.	Facilitate more significant redevelopment of lands, buildings or infrastructure to achieve significant improvement of the area. Typically involves new construction.
Short-Term Tax Abatement	Yes	Yes
Long-Term Tax Abatement	No	Yes
Condemnation Available	No	Yes

Redevelopment Planning 101

Criteria of an Area in Need of Rehabilitation: At least ONE of these

(N.J.S.A. 40A:12A-14)

Deteriorated or
substandard structures

More than 50% of housing
stock is at least 50 years
old

Vacancy, abandonment or
underutilization of
properties

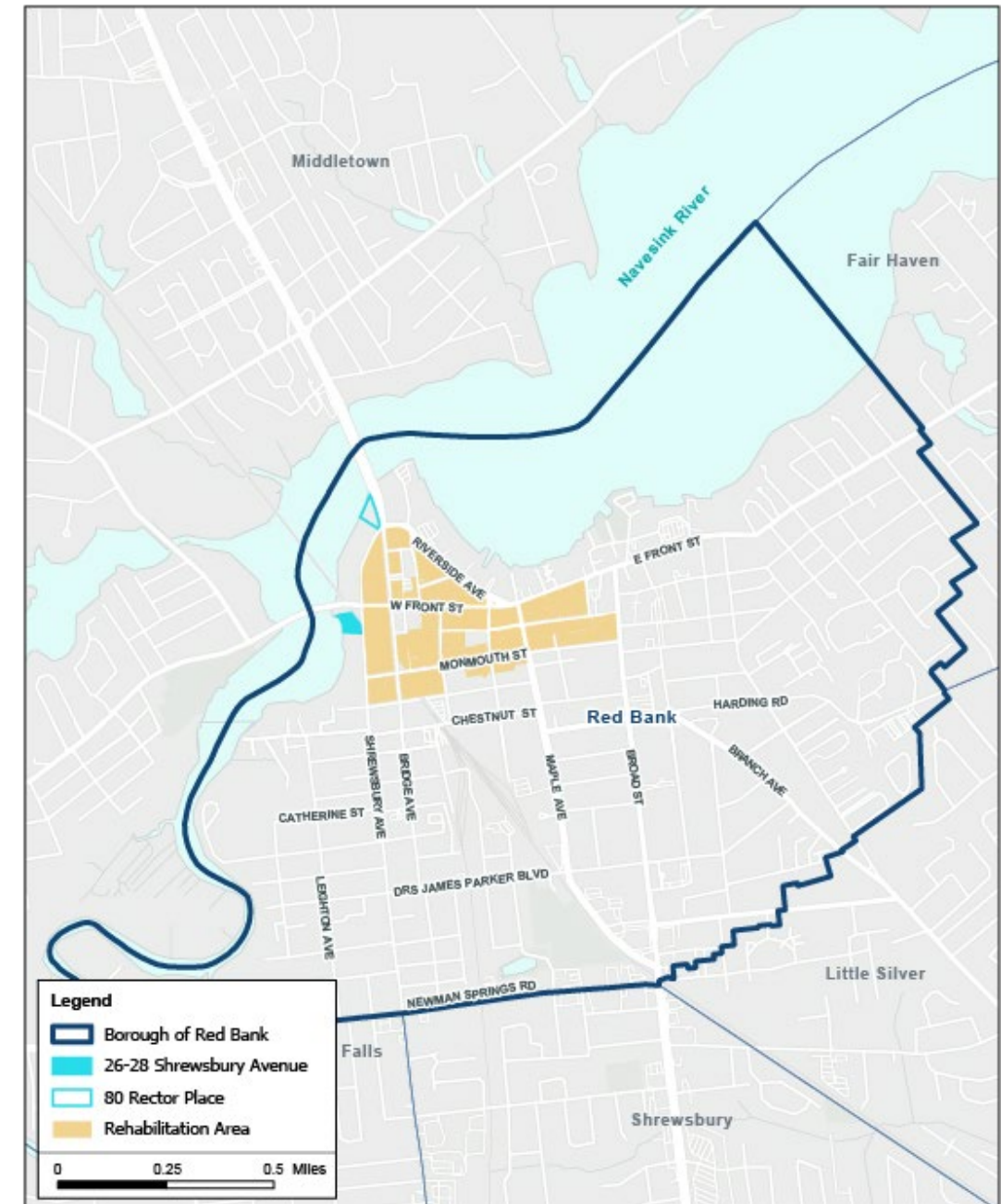
Arrearage of property tax
payments

Environmental
contamination

Water and sewer
infrastructure is at least 50
years old and is in need of
repair or substantial
maintenance

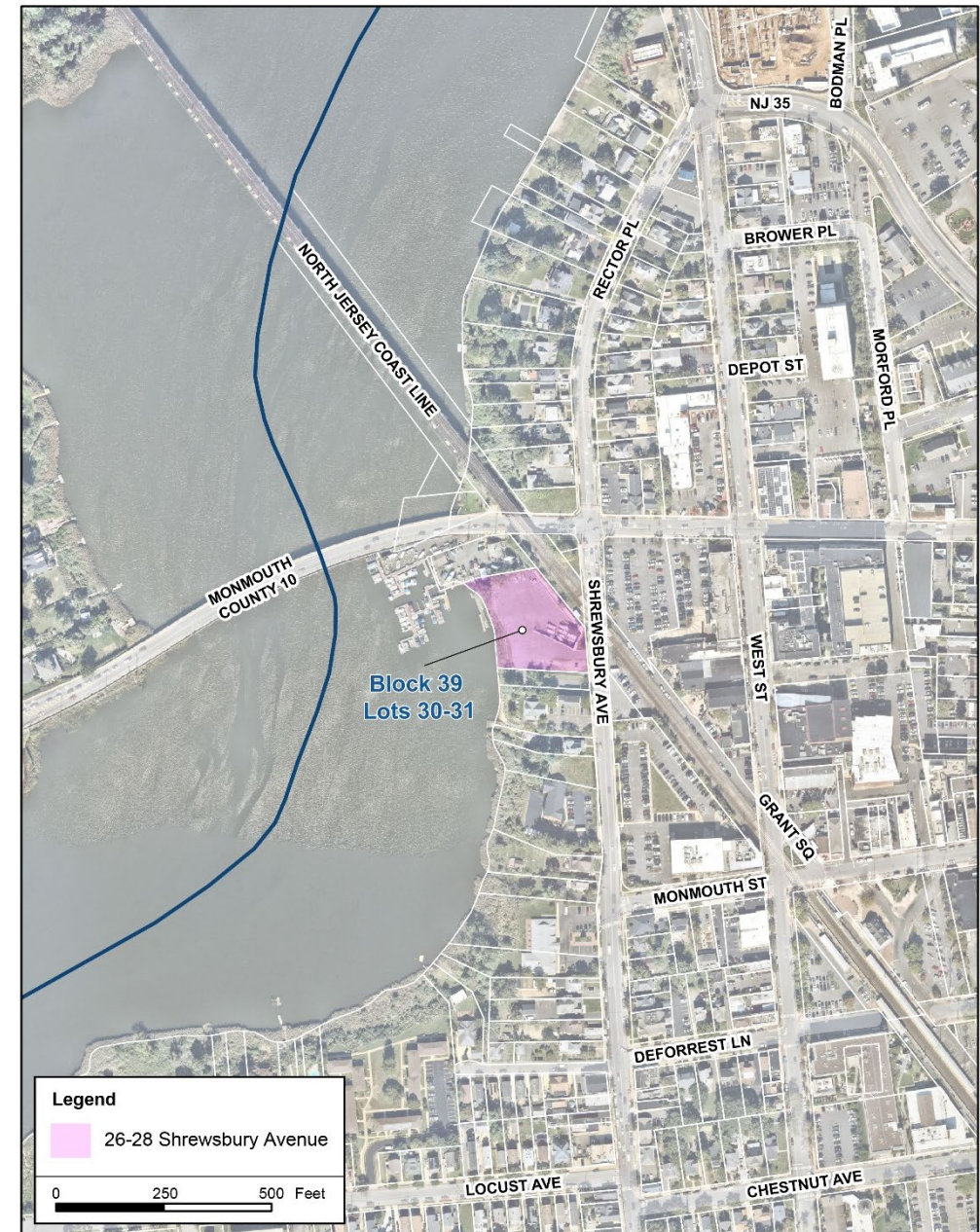
Red Bank's Rehabilitation Area

- In place since 2017
- Expanded in fall 2025 to include 26-28 Shrewsbury Avenue and 80 Rector Place
- Expansion approved by NJ DCA in November 2025
- No designation study or added public noticing requirement for rehabilitation areas



Existing Conditions

- 1.275 acres, developed with surface parking serving nearby sites, nearly 100% impervious
- Two curb cuts on Shrewsbury Avenue, pedestrian access via staircase
- Portion of site within FEMA floodplain and riverine wetlands; development subject to NJDEP approval
- Located within Waterfront Development (WD) district

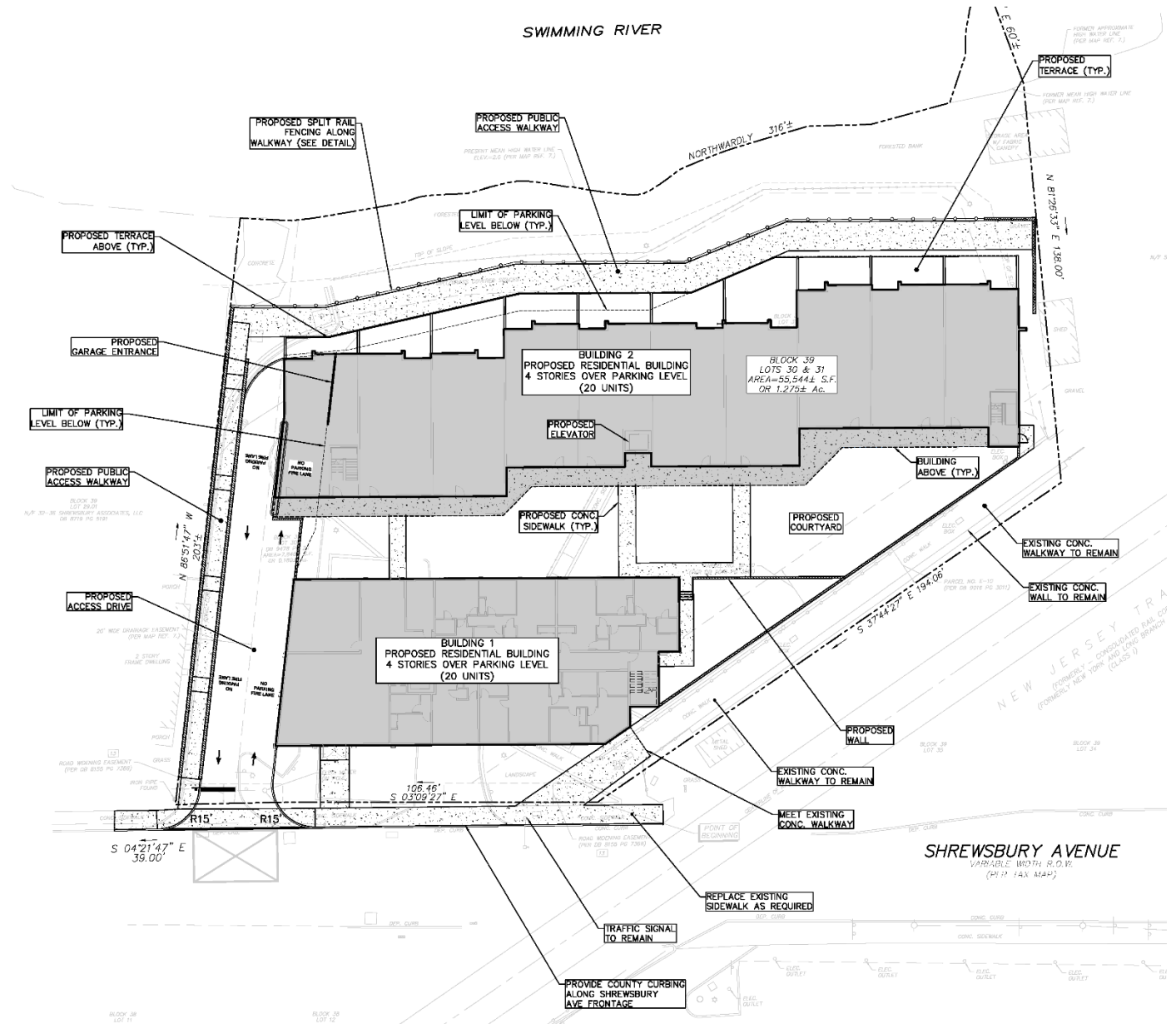


Existing Conditions



Proposed Development

- 40 total units
- 20 duplex condos in 4-story building along Swimming River
- 19 condos and 1 duplex condo in 4-story building along Shrewsbury Avenue
- 6 total affordable units (15%), located on-site
- 10-foot public waterfront walkway, accessible via Shrewsbury Avenue



Proposed Development



View from Swimming River



View from Shrewsbury Avenue, looking northwest

Proposed Development



View from Shrewsbury Avenue, looking southwest



Bird's eye view of buildings and courtyard

Next Steps

■ Draft Rehabilitation Plan

- To include development standards (height, density, setbacks, coverage).
- Will address design standards (building massing and materials, landscaping, signage, waterfront walkway, infrastructure).

■ Review and Approval

- Referred to Planning Board for Master Plan consistency.
- Public hearing of Borough Council.

Questions?



Borough of Red Bank
26-28 Shrewsbury Avenue Rehabilitation Plan

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