

»»Asbury Park
Redevelopment
Study

»»Marley Bice

Design Portfolio »» Fall 2011



Asbury Park Redevelopment Study

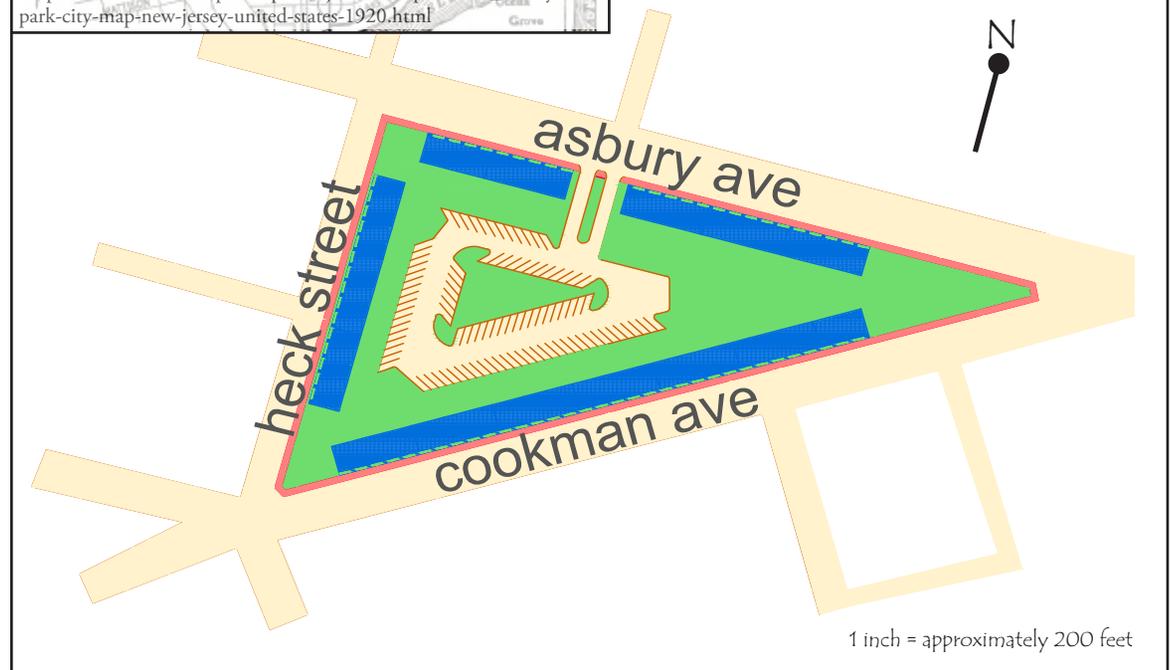
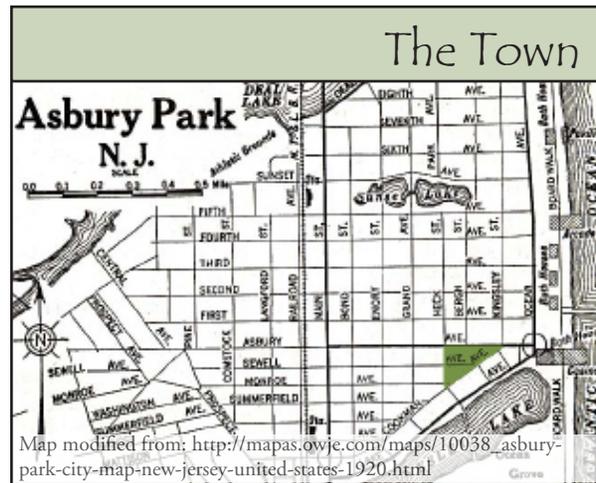
Don't call it a come back story!

>> ASBURY PARK, New Jersey has undergone several generations of decline and rebirth since it was founded in 1874. At various times, it has been an up-scale resort town, an underground music scene and a gay community mecca. Today, interest has been renewed in planning a future for Asbury Park that combines the successful aspects of all three of these types of development.

>> THIS portfolio is the story of my concept vision for a parcel of vacant land at the intersection of Cookman and Asbury Avenues, one block from the famous Asbury Park boardwalk and casino.

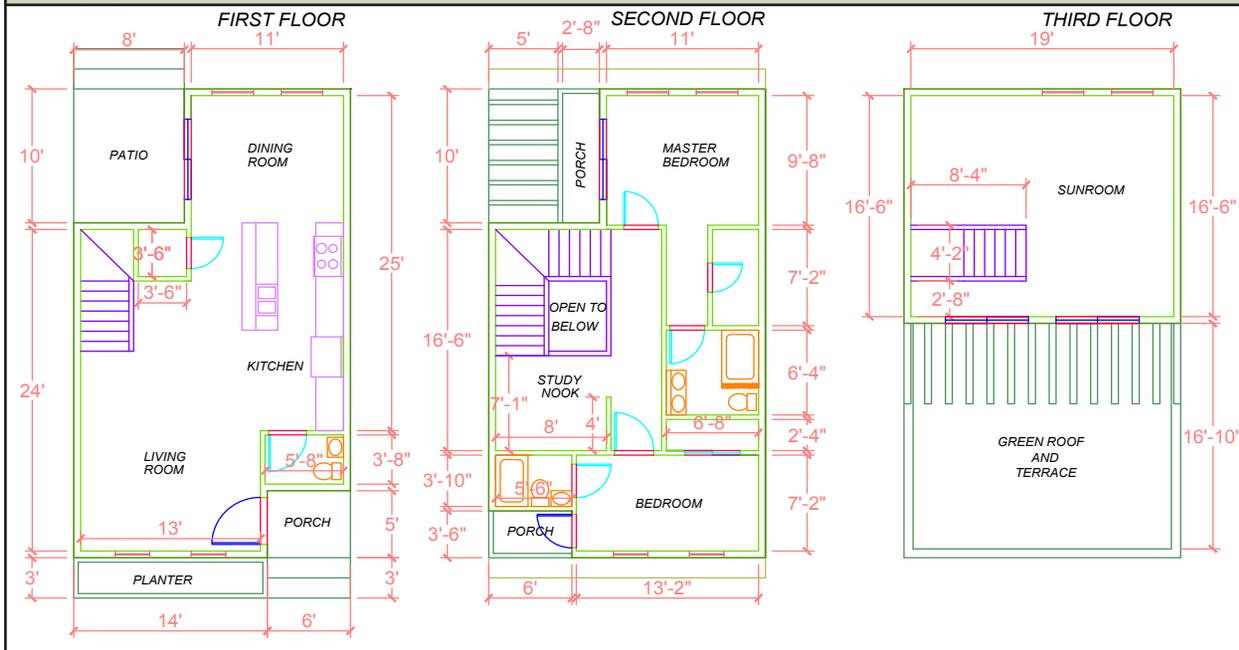
>> THE study site is located in the area identified for prime renewal by the *Waterfront Redevelopment Plan* (2002). This concept plan meets many of the *Waterfront Redevelopment Plan's* goals including encouraging new residential development, creating pedestrian-friendly streets, making Asbury Park a place for families and ...

Bringing the city back
down to the ocean!



Asbury Park Redevelopment Study

The Floor Plan



FEATURES

>> THE site features 72, 2 bedroom, 2.5 bathroom townhomes. Each townhouse has four porches, two on the front of each unit and two on the back, and a private green roof terrace. The open design also features a study nook and a sunroom.

>> TENANTS and owners have the benefit of shared open green space and a prime location between Asbury Park's up-and-coming retail district on Cookman Avenue, and the famous and historic Asbury Park Boardwalk.

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The Main Gate



The Aerial View



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The Driveway Entrance



COOKMAN PARK

>> THE townhome development will excentuate the unique triangular shape of the site. The efficient parking lot layout will help maximize the shared open space available. The site also features a public park at the prominent interseciton of Cookman Avenue and Asbury Avenue.

The View from Cookman Ave.



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The Landscape Today

>> CURRENTLY the site sits vacant and possibly contaminated. The last known use of the site was a gas station in the 1980s. The lot to the south, on the opposite side of Cookman Avenue, was recently developed into up-scale condominiums. This proposal will complement the adjacent residential uses while bringing new development back down towards the ocean and boardwalk.

>> THE existing on-street parking and bus stop will be preserved and the sidewalks bordering the site will be widened to ten feet to provide for more free pedestrian movement between the Cookman retail center and the boardwalk.

Current Conditions



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Vision Looking Down Cookman Avenue at Sunset



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Vision for the Intersection of Kingsley Street and Cookman Avenue



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HISTORIC CONTEXT OF THE DEVELOPMENT SITE IN ASBURY PARK, NJ



This map is intended to be used for informational purposes only. Do NOT use this map for navigation.

Background map source: Google Earth, 2011

Postcard image source: Historical Society of Riverton, <http://rivertonhistory.com/category/images/page/2/>

Historic Context

>> THE historic context of the development site is very important and interesting. It turns out the development site was at the center of the waterfront hotel district in the 1920s and 1930s and is just across the street from the former location of the famous Palace Amusements which at one time included a full-size ferris wheel (see photograph on the cover page).

>> THE historic geography of the site will also play a role in the saleability of the units. Potential tenants and owners will appreciate the site's proximity to both the Cookman Avenue shops and restaurants and the historic boardwalk with its own grouping of seasonal restaurants and shops.

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