



City of Long Branch Master Plan Overview

Master Plan Basics

- A master plan provides a blueprint for achieving the community's desired future. It forms the basis for sound land use, infrastructure and capital spending decisions.
- Both the content of the plan and the adoption process are governed by the NJ Municipal Land Use Law.

Master Plan ↔ Zoning Ordinance

- The **master plan** is a policy document adopted by the **Planning Board**.
- The **zoning ordinance** is a regulatory tool adopted by the **City Council** to implement the master plan.
- While the master plan will contain recommendations for revisions to the zoning ordinance, they will not take effect unless and until they are adopted by the Council.

I. Introduction

- Last comprehensive master plan – 1988

Since then:

- Reexams 1994, 2000 & 2007
- Oceanfront Master Plan
- Regional Center designation from SPC
- Urban Enterprise Zone Strategic Plan
- Beach Management Plan
- Stormwater Management Plan
- Over 70 meetings with a broad range of community and interest groups

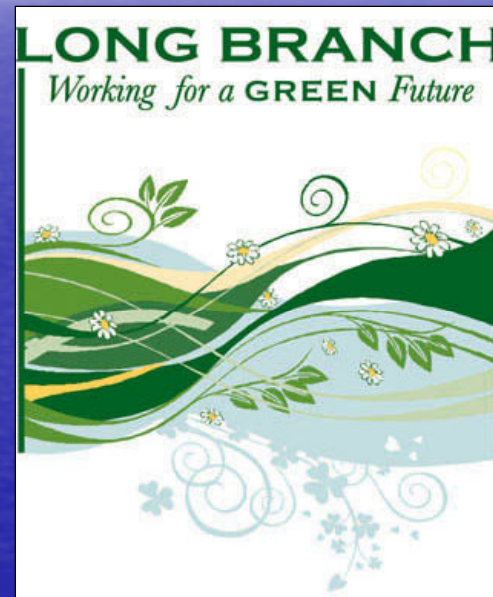
- The 2009 master plan constitutes the new comprehensive plan for the City.
- Opportunity to regroup and ensure consistency among initiatives.
- Adheres to the City's vision of a vibrant year-round community with a healthy seasonal component.
- Contains the following elements:
 - Goals and Objectives
 - Land Use
 - Circulation
 - Utilities
 - Community Facilities
 - Open Space and Recreation
 - Economic Development
 - Historic Preservation
 - Recycling

Incorporated by Reference:

- 1996 Oceanfront-Broadway Redevelopment Plan (as amended) as part of the land use element
- 2007 Public Realm Framework Update as part of the circulation and open space and recreation elements
- 2008 Beach Management Plan as part of the open space & recreation element
- 2009 Municipal Stormwater Management Plan as part of the utilities element
- 2009 Long Branch Housing Element

Green Initiative

- Guiding the preparation of the master plan is the City's green initiative that will drive public policy into the future.



Sustainable Jersey

- As part of the City's green initiative, Long Branch is pursuing certification from "Sustainable Jersey" – a voluntary program for municipalities that want to go green, control costs and save money, and take steps to sustain their quality of life over the long term.



II. Goals

17 Goals covering a broad spectrum of community aspirations.

- Provide a healthy balance of land uses.
- Maintain a balanced stock of quality housing and housing options.
- Foster neighborhood preservation efforts.
- Provide attractive and accessible commercial districts.
- Support and encourage private sector job retention and growth.
- Maintain community facilities and services and infrastructure systems.
- Maximize circulation and mobility options.
- Preserve historically and architecturally significant structures.
- Preserve the City's natural resources and reduce green house gasses.
- Preserve and maintain a comprehensive open space & recreation system.

III. Land Use

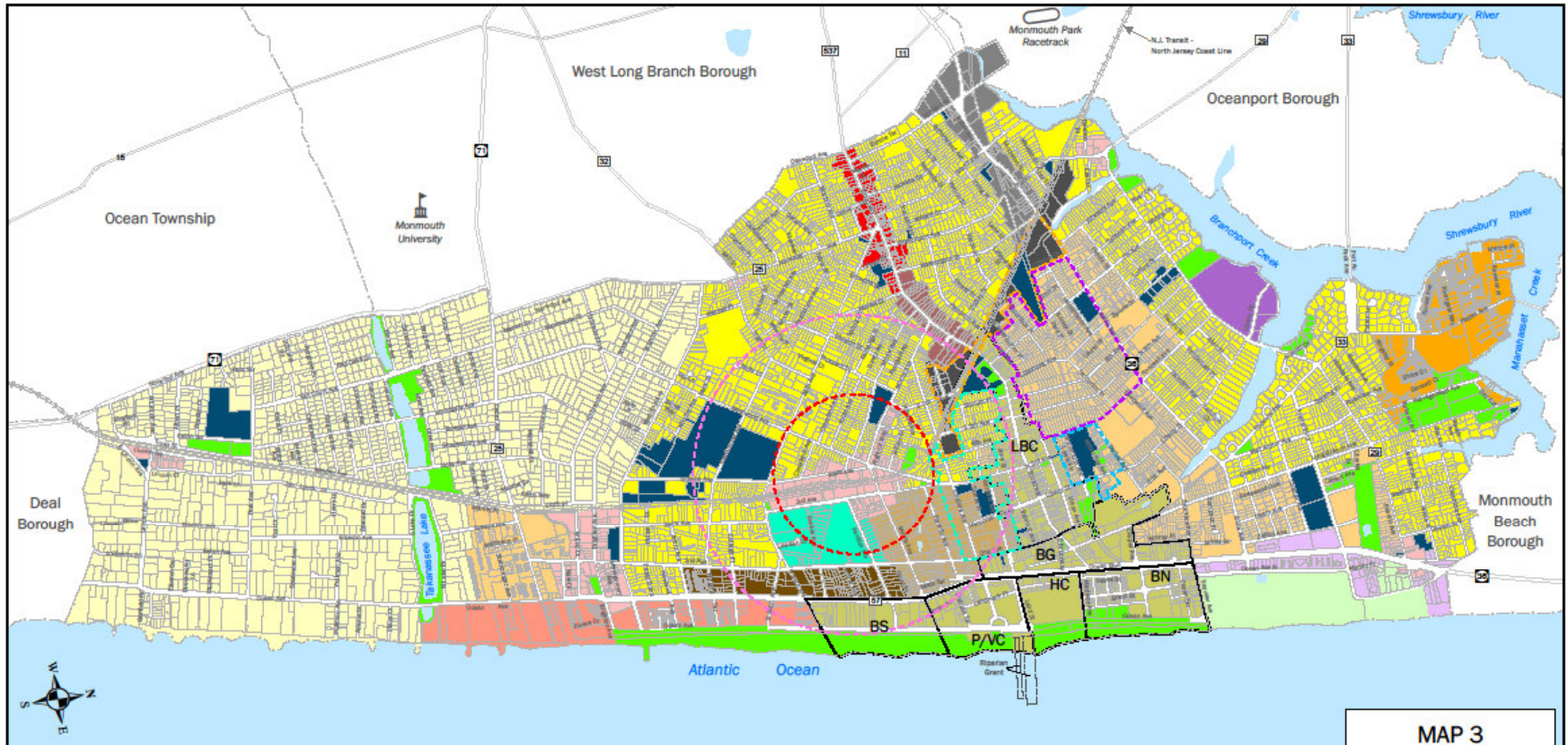
- About 4% of the City's acreage is vacant.
- Both the Monmouth County Planning Board and the North Jersey Transportation Planning Authority project continued population growth for the City.
- Given the lack of vacant land to accommodate that growth, future growth in the City will necessarily take place in areas that are already developed.
- No sweeping changes – Refine and clarify districts to create sound basis for zoning; and identify issues for ordinance consideration.

■ Primary Land Use Recommendations (1)

- **Transit Village** ⇒ ¼ mile radius; NJDOT/NJT initiative to create attractive, vibrant, pedestrian-friendly neighborhoods in close proximity to transit stations.
- **Transit Overlay** ⇒ ½ mile radius; steps down intensity nearest to train station to transition into surrounding neighborhoods.
- **Riverfront Planned Unit Residential Development** ⇒ Combine the existing RC-2 and R-5 Zones between Atlantic Avenue and Branchport Creek into a new Riverfront PURD to enable a comprehensive development approach compatible with the waterfront location while ensuring public access to the waterfront.
- **Broadway-Medical Residential Transition District** ⇒ Consolidate all or portions of S-1, R-4, R-5 and R-8 zones between the Lower Broadway Corridor and the Medical District to provide a more uniform transition between two high intensity commercial and mixed-use districts. The new district is envisioned as a high density residential district.

■ Primary Land Use Recommendations (2)

- **Age-Restricted Housing** ⇒ Opportunity to provide multi-family senior housing as a conditional use on a riverfront site in the R-4 Zone at the northern end of Branchport Avenue in the vicinity of Branchport Creek.
- **Bed & Breakfast** ⇒ B&B establishments can be an important hospitality resource and preservation mechanism. Additional analysis will develop standards to govern the placement and operation of B&B's consistent with State regulations and standards.
- **Mixed-Use Buildings** ⇒ Residential/commercial buildings in business districts can add to the area's vibrancy. An implementing ordinance will be drafted to identify appropriate districts and address design and compatibility issues.
- **Live-Work Opportunities** ⇒ Recognizes the trend to introduce commercial uses into residential buildings along Bath Ave. Further analysis will determine appropriate locations and design standards for live-work opportunities city-wide.



Legend

Land Use Districts	<ul style="list-style-type: none"> Single-Family Detached - Low Density Single-Family Detached - Low/Medium Density Single and Multi-Family - Medium Density Single-Family Detached & Townhouse - Medium Density Broadway - Medical Residential Transition Townhouse/Office Beachfront Mix Riverfront PURD Commercial 	<ul style="list-style-type: none"> Professional Office / Related Service Neighborhood Commercial Resort Commercial Medical/Hospital Industrial Manufacturing/Business Public Buildings and Facilities Municipal Parks and Open Space County Parks and Open Space Redevelopment Areas 	<p>Broadway Corridor Overlay Districts</p> <ul style="list-style-type: none"> Lippincott Overlay Monmouth Overlay Garfield and Chelsea Overlay Industrial District <p>Transit Districts</p> <ul style="list-style-type: none"> Transit Village (1/4 Mile) Transit Overlay (1/2 Mile) 	<p>Zone Sectors</p> <ul style="list-style-type: none"> BG Broadway Gateway BN Beachfront North BS Beachfront South HC Hotel Campus P/VC Pier Village Center LBC Lower Broadway Corridor <p>Other Symbols</p> <ul style="list-style-type: none"> Railroad Municipal Boundary Parcel Water Body
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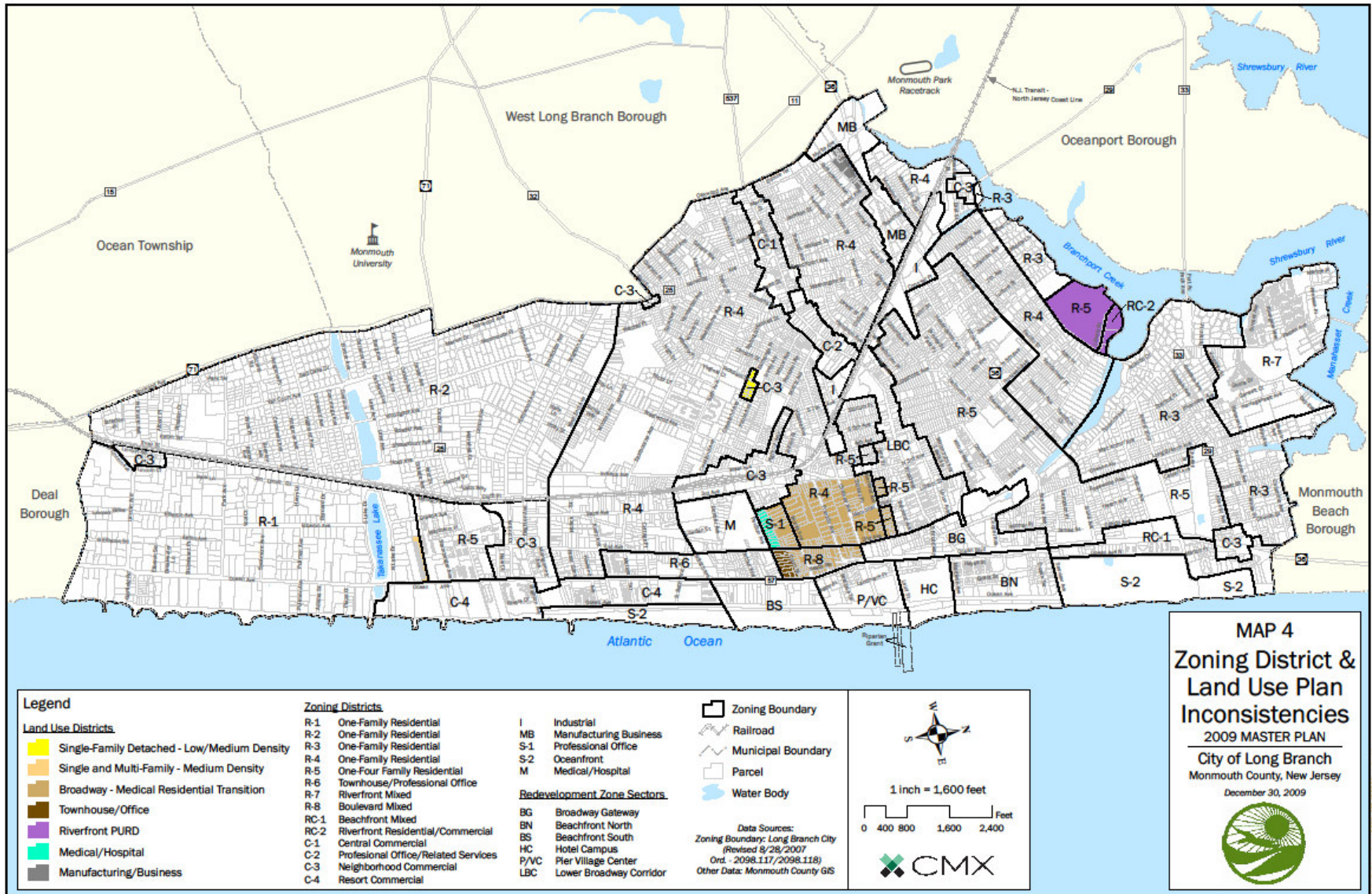
MAP 3
Land Use Plan

2009 MASTER PLAN

City of Long Branch
Monmouth County, New Jersey
December 30, 2009



Rev. 1/18/2009 (007) (01/17/2009) (REVISED)



IV. Circulation

- Backdrop – **The Public Realm Update**
 - Linking open space across the city
 - Connecting schools and playgrounds
 - Connecting public parking with the beach
 - Creating safe bike access for all neighborhoods to all parks
 - Creating a shuttle service connecting neighborhoods, commercial areas, parking and the beach

▪ Roadway System

- An established road system – No new roads or major expansions.
- Improve existing roads through regular maintenance program.
- Prioritize high accident intersections for physical or operational improvements.
- Require internal connected roadways and shared parking.
- Utilize “complete streets” concept and design streets for pedestrians, bicyclists, transit vehicles and users, and motorists.
- Investigate synchronization of traffic lights on Ocean Boulevard.
- Coordinate Route 36 drainage, right-of-way and operational improvements proposed in Coastal Monmouth Plan, NJTPA TIP, and Coastal Evacuation Routes Study.

■ Mass Transit

- Transit Village will provide a critical mass of residences and retail and service establishments in close proximity to the train station as well as provide a more pleasant and commuter-friendly station facility.
- Long Branch Pier and Ferry Terminal will provide a direct link between Long Branch and lower Manhattan. In addition to the ferry service, the Pier will include entertainment, cultural and educational venues.
- Potential shuttle routes to connect train to beach, businesses and Monmouth University.
- Require transit-friendly features in all major developments.

■ Pedestrian and Bicycle System Enhancements

- Initiate a program to repair sidewalks and add ADA compliant curb ramps.
- Inventory, prioritize, and complete missing sidewalk links.
- Use public art, trees and streetscape improvements to create attractive and interesting walking environments.
- Utilize traffic calming techniques at crosswalks.
- Encourage a continuous streetwall in the commercial corridors.
- Provide secure and accessible bicycle racks or lockers at strategic locations throughout the City.
- Install improved signage and other traffic control devices.
- Require pedestrian and bicycle circulation systems in major developments to link to surrounding neighborhoods and community facilities.
- Support the Monmouth County greenway connecting Seven Presidents Park to Fort Monmouth.

■ Parking

Increase Supply

- Ensure that existing lots are properly organized, lit and well-maintained.
- Make excess parking at public and institutional buildings available to the general public.
- Encourage shared parking.
- Establish a municipal parking capital fund

Reduce Demand

- Shuttle-Bus systems.
- Corporate Ridesharing and Van Pooling.
- Transit incentives and discounts to employees (e.g., TransitChek).
- Preferred parking for carpoolers.
- Lockers and showers for bikers.





V. Utilities

- Water supplied by New Jersey American Water Company.
- Wastewater treatment facility operated by Long Branch Sewerage Authority.
- According to the 2009 Coastal Monmouth Plan *water distribution facilities are being upgraded as needed and water demands are being met; and there is adequate wastewater capacity throughout the coastal region to accept projected 2025 flows.*
- The Energy Review Committee and Environmental Commission will continue to support and implement sound environmental planning to, for example, lessen negative impacts on infrastructure by preparing a water conservation ordinance.
- Support the efforts of the Long Branch Cable TV Commission to enhance the local cable station.

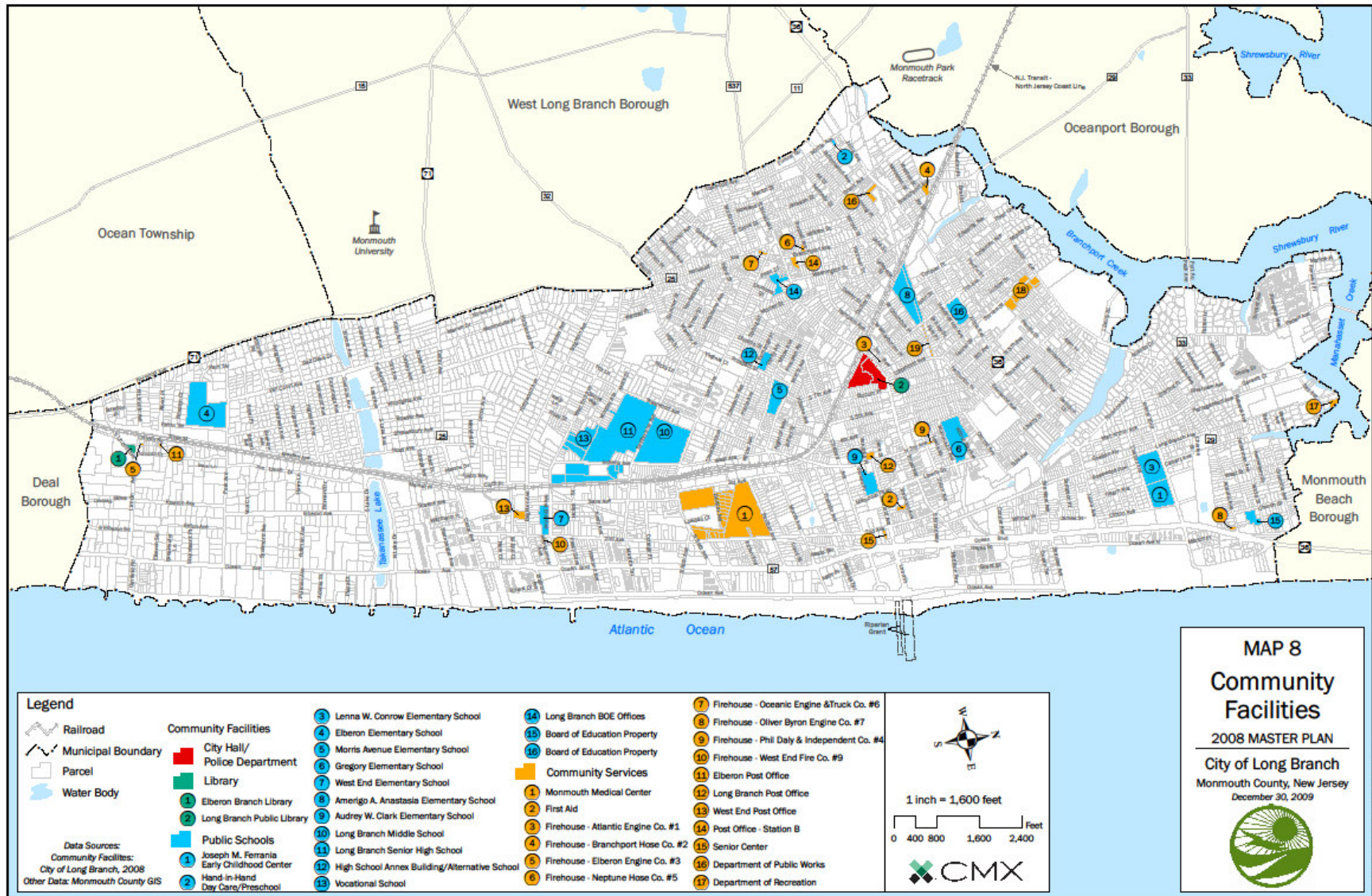
VI. Community Facilities

- Public Buildings

- Generally good condition.
- Oceanic Engine & Truck Co. on Norwood needs replacement.
- An upgraded or relocated municipal complex has the potential to serve as the civic anchor for Lower Broadway.

■ General Recommendations

- Continue & expand shared service agreements to lower costs and increase efficiency and service levels.
- Promote green building standards in all public buildings.
- Create themed gateways to promote community character & identity.
- Promote art in public places to celebrate community identity and cultural diversity.
- Support the development of the Pier & Ferry Terminal as a multi-purpose community facility with entertainment, cultural and educational venues.

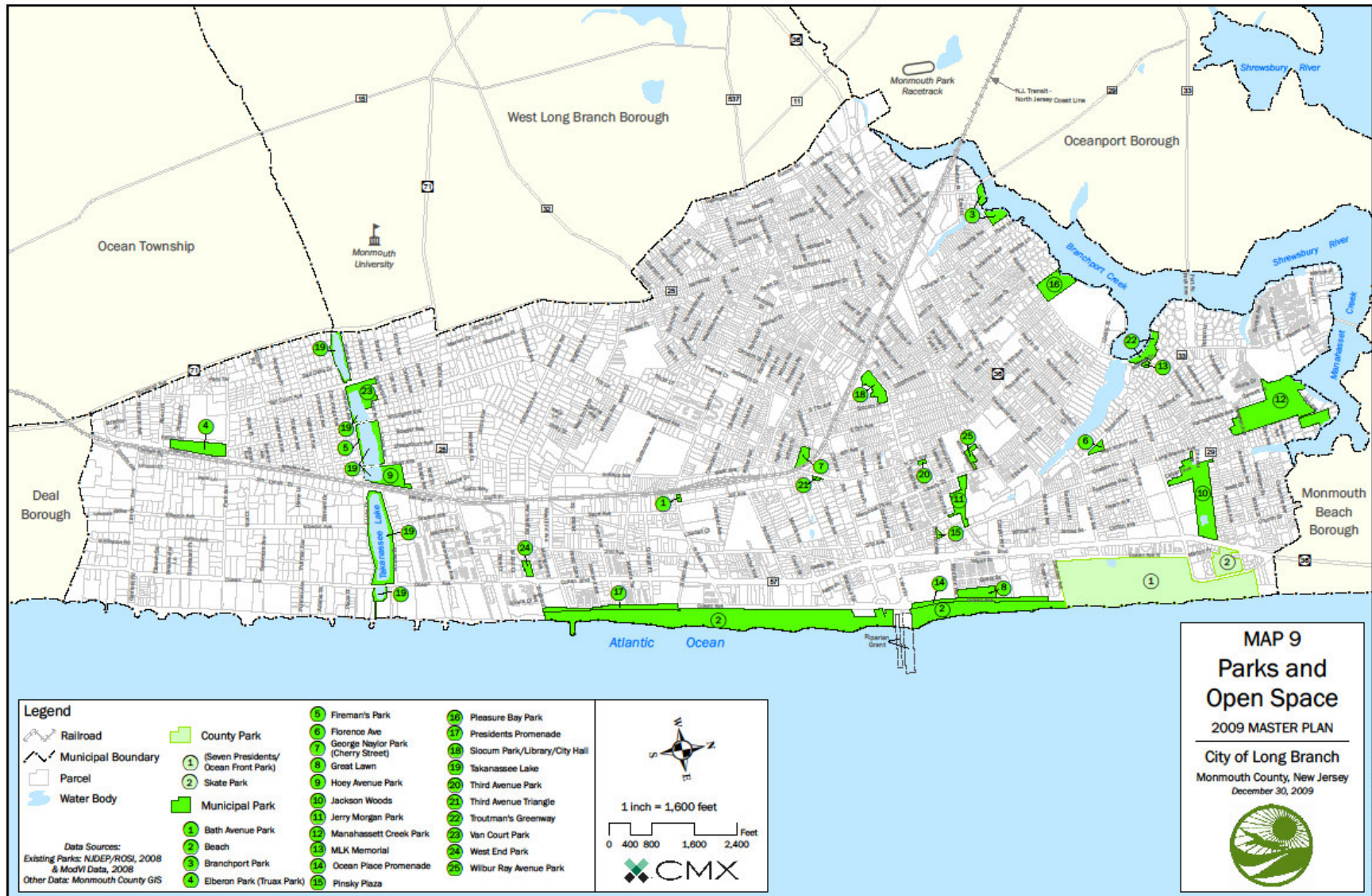


VII. Open Space & Recreation

- Only 4% of the City's acreage is vacant.
- Minimal opportunity for major open space expansion.
- Need to redefine concept of open space.
- Not limited to large open greenfields.
- Maximize existing system through linkages and developing non-traditional public spaces.

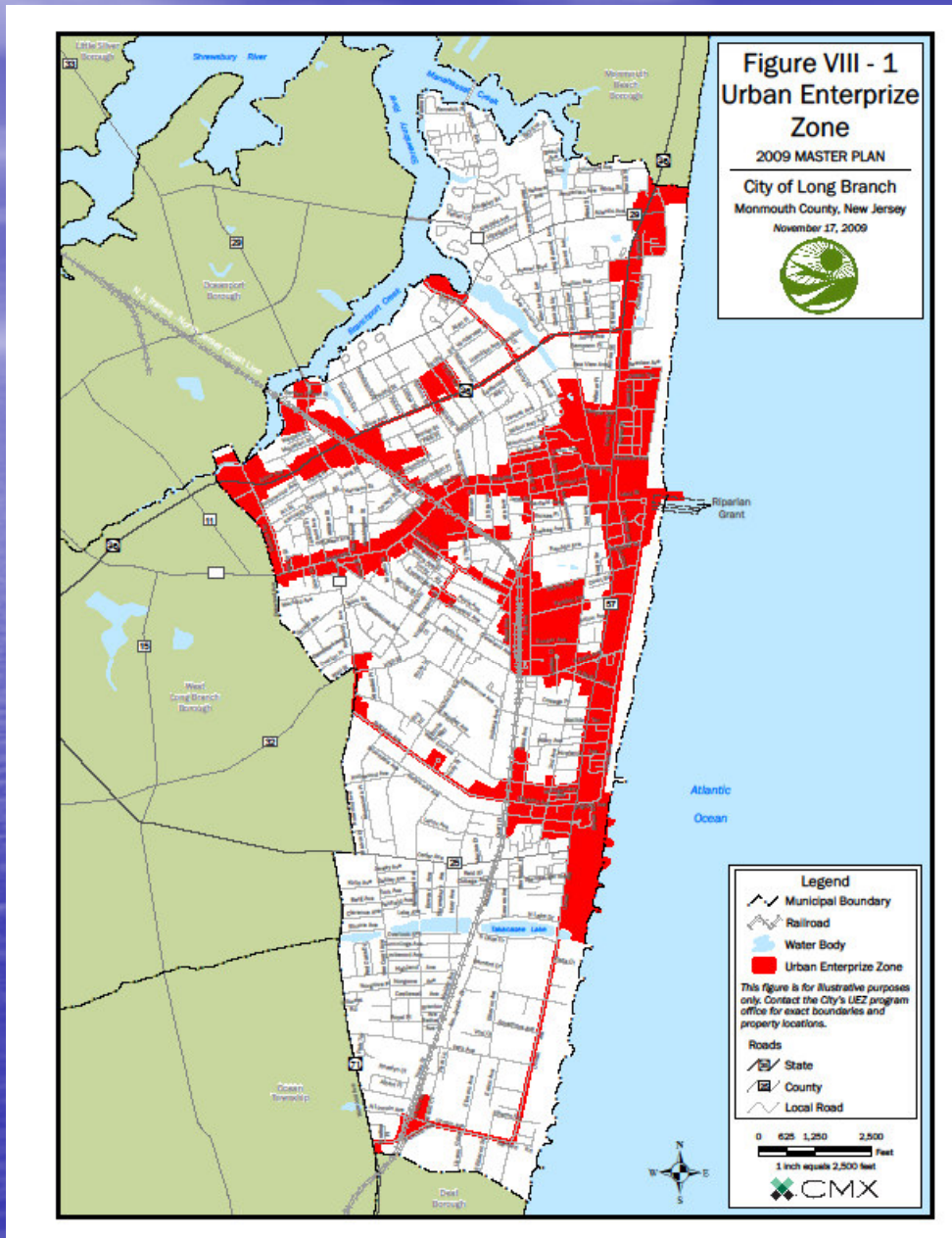
■ General Recommendations

- Ensure the most efficient use of the City's existing parks and recreation facilities through regular maintenance and upgrades.
- Identify opportunities for new open space, no matter how small, such as surplus public properties and abandoned rail beds.
- Require quality open space in private developments.
- Maintain the urban forest.
- Maintain the beach – and access to the beach.
- Provide better access to the rivers and creeks.
- Better coordination with school recreation facilities.



VIII. Economic

- Centered on **Urban Enterprise Zone Goals**:
 - To achieve maximum productivity in designated Urban Enterprise Zones.
 - To improve the physical appearance of buildings and properties and to repair and upgrade infrastructure in an effort to increase economic development activity.
 - To increase economic development activities in the UEZ, to increase jobs and to enhance City services.
 - To obtain new UEZ Business Certifications and to ensure re-certifications to continue UEZ benefits and to foster economic growth within the designated zones.
- To promote, encourage and support industries that will provide jobs in the emerging green economy.

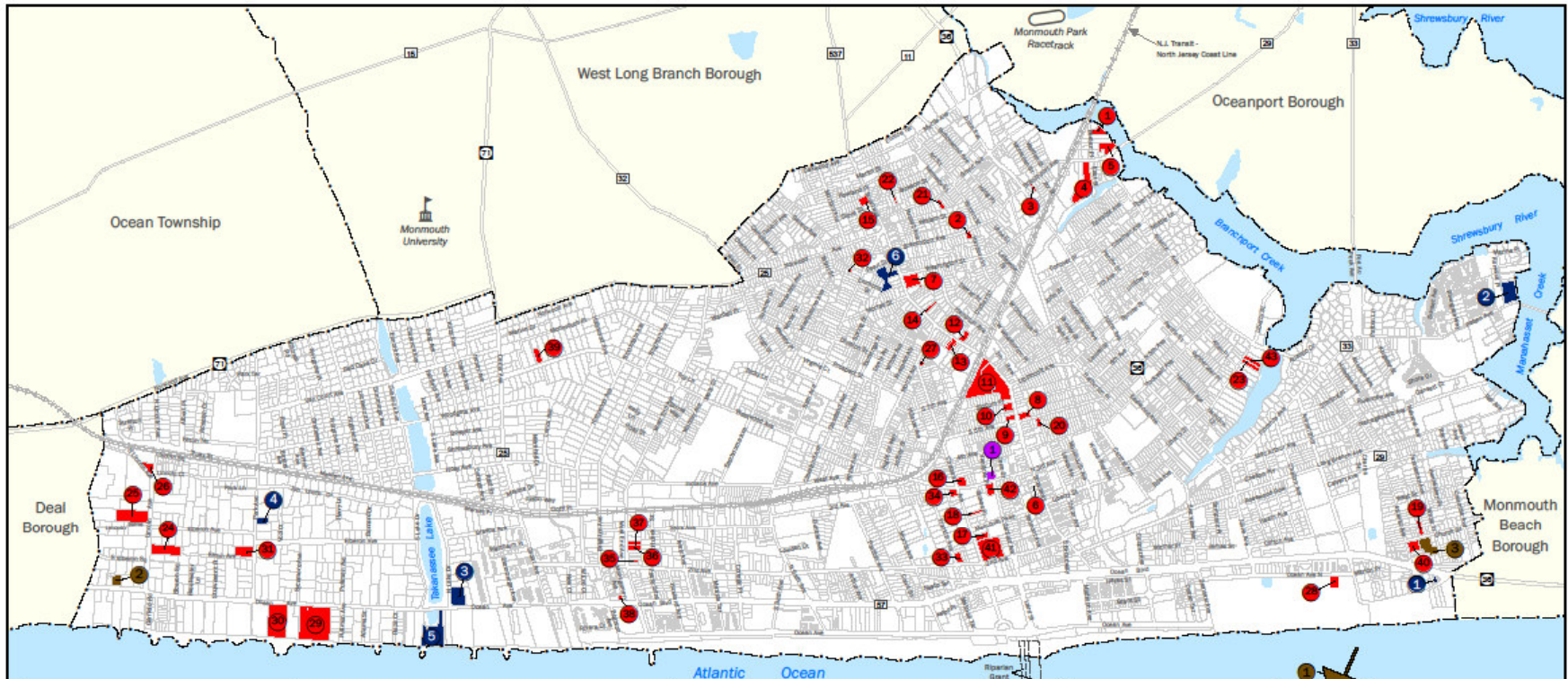


IX. Historic Preservation

- Based on Historic Preservation Ordinance adopted in May 2009.
- Meets MLUL requirements by:
 - Identifying the location of sites and districts on the State and National Registers of Historic Places.
 - Identifying sites and districts recognized by the Monmouth County Historic Sites Inventory.
 - Describing the role of the Long Branch Historic Preservation Advisory Commission.
 - Recommending criteria for designating historic properties.

■ Historic Preservation Commission Initiatives

- Prepare documentation for nominating eligible properties to the State and/or National Registers.
- Provide public education regarding the benefits (including financial) of historic preservation.
- Prepare a brochure outlining the historic preservation review process and how it fits into the City's standard development review process.
- Prepare design guidelines to assist property owners with appropriate renovations, additions and new construction.
- Coordinate historic preservation efforts with other City initiatives such as Go-Green and tourism.
- Consider participating in the Certified Local Government (CLG) program administered by the National Park Service & NJ HPO.
- Prepare a catalog of preservation related funding sources.

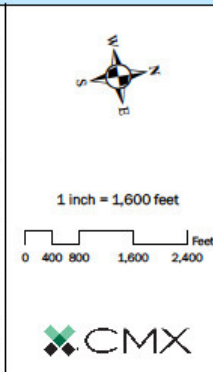


Legend

- Railroad
- Municipal Boundary
- Parcel
- Water Body
- Monmouth County Historic Sites Inventory
- National Historic Register
- State Historic Register
- State Historic Preservation Office (SHPO) Opinion

Data Sources:
 Historic Sites and Districts:
 National/State Historic Register &
 Monmouth County Historic Sites Inventory,
 Updated through April 29, 2008
 Other Data: Monmouth County GIS

National Historic Register			Monmouth County Historic Sites Inventory		
Label ID	NAME	Address	Label ID	NAME	Address
1	Chapman House (c. 1800s) (ID # 3363)	Ocean Ave	1	First Baptist Church (1325-18)	458 Broadway
2	Church of the Resurrection (St. James Church) (ID # 2006)	1295-1298 Ocean Ave	2	Star of the Sea Lychen (1325-24)	NE of Chelsea Avenue and Third Avenue
3	North Long Branch School (Primary No. 3, Church Street School) (ID # 46)	465 Church St	3	(1325-26)	127 Chelsea Avenue
4	(1325-27)	163 Chelsea Avenue	4	Benjamin White House (1325-28)	464 Church Street
5	State Historic Preservation Office (SHPO) Opinion		5	(1325-29)	74 1/2th Avenue
6	State Historic Preservation Office (SHPO) Opinion		6	(1325-31)	77 Grand Avenue
7	State Historic Preservation Office (SHPO) Opinion		7	(1325-32)	29 Jackson Avenue
8	State Historic Preservation Office (SHPO) Opinion		8	Garard House (1325-35)	35 Lincoln Avenue
9	State Historic Preservation Office (SHPO) Opinion		9	Foley House (1325-35)	100 Lincoln Avenue
10	State Historic Preservation Office (SHPO) Opinion		10	Elberton Library (1325-37)	188 Lincoln Avenue
11	State Historic Preservation Office (SHPO) Opinion		11	(1325-38)	385 Manasquan Avenue
12	State Historic Preservation Office (SHPO) Opinion		12	The International Harvester Lodge (1325-38)	NW of Atlantic Avenue and Park
13	State Historic Preservation Office (SHPO) Opinion		13	See Cliff Villa/James M. Brown House (1325-46)	901 Ocean Avenue
14	State Historic Preservation Office (SHPO) Opinion		14	(1325-47)	1038 Ocean Avenue
15	State Historic Preservation Office (SHPO) Opinion		15	Elberton Memorial Presbyterian Church (1325-55)	33 Park Avenue
16	State Historic Preservation Office (SHPO) Opinion		16	Flint House (1325-51)	47 Park Avenue
17	State Historic Preservation Office (SHPO) Opinion		17	(1325-53)	142 Second Avenue
18	State Historic Preservation Office (SHPO) Opinion		18	First Presbyterian Church (1325-58)	SW of 1327 Atlantic and Chelsea Avenue
19	State Historic Preservation Office (SHPO) Opinion		19	Murray's Inn (1325-58)	108 West End Avenue
20	State Historic Preservation Office (SHPO) Opinion		20	Black House (1325-57)	119 West End Avenue
21	State Historic Preservation Office (SHPO) Opinion		21	1928 House (1325-59)	129 West End Avenue
22	State Historic Preservation Office (SHPO) Opinion		22	Windmill Restaurant (1325-52)	SW of West and Place and Montgomery Avenue
23	State Historic Preservation Office (SHPO) Opinion		23	Abbey M.E. Church (1325-41)	61 Atlantic Avenue
24	State Historic Preservation Office (SHPO) Opinion		24	Star of the Sea Church (1325-45)	101 Chelsea Avenue
25	State Historic Preservation Office (SHPO) Opinion		25	Stinson Memorial M.E. Church (1325-64)	206 Grand Avenue
26	State Historic Preservation Office (SHPO) Opinion		26	(1325-65)	337 Beach Street
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MAP 10
Historic Sites and Districts
 2009 MASTER PLAN

City of Long Branch
 Monmouth County, New Jersey
 December 30, 2009

Photo: Right/Left/Top/Bottom

IX. Recycling

- Continue to support and expand existing programs.
- Employ an incentive-based program (“RecycleBank”) that awards points based on the average recycling tonnage for each route/neighborhood.
- Have large scale private demolition projects report tonnages of recycled materials to recycling coordinator to accurately record these items in the City’s database.
- Extend the requirement for recycling areas in multi-family residential properties to commercial properties with multiple tenants.
- Continue to increase public awareness about recycling and reuse alternatives.
- Task the Environmental Commission and Energy Review Committee with reviewing the recycling plan periodically and making recommendations for updating and improving the program.

Next Steps

- Advisory Committee review
 - Additional Planning Board review & comment in February
 - City Council review
 - Planning Board adoption in March
- ❖ Ordinance review and preparation ⇒ Ongoing