

Municipal Self-Assessment Report

City of Long Branch
Monmouth County, NJ

Approved by City Council November 24, 2009

Prepared for submission to the NJ Office of Smart Growth pursuant to the
State Planning Commission Plan Endorsement Process

Prepared by:

City of Long Branch Planning and Zoning Office



With assistance from:



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INTRODUCTION

General Purpose and Process

In May of 2004, the State Planning Commission replaced the center designation process with the plan endorsement process, which seeks to ensure that planning throughout the entirety of a municipality is consistent with the goals and policies of the State Development and Redevelopment Plan. Plan endorsement generally entails comparing existing zoning and land use practices town-wide to the key concepts and policies of the State Plan and its Policy Map. Plan endorsement is also the process through which State Plan centers are designated or amended and the first step towards designation as a CAFRA center by DEP.

The plan endorsement process has evolved into a 10-step process. The City has already completed Step 1 by submitting relevant planning documents to the Office of Smart Growth and attending a pre-petition meeting with OSG and partner state agencies on January 22, 2008. Several topics were discussed at the pre-petition meeting including the need to consider sustainability, capacity issues, beach maintenance, redevelopment of brownfields, preparation of a Natural Resource Inventory, environmental justice issues, lake cleanup, and a comprehensive circulation plan. A copy of the City's Plan Implementation Update from the pre-petition meeting, prepared by Thompson Design Group, is included in the Appendix.

Step 2 of the plan endorsement process requires the creation of a Plan Endorsement Advisory Committee (PEAC) to review the self-assessment report and generally guide the plan endorsement process. Step 3 consists of the preparation, adoption and submission of this self-assessment report to OSG. The remaining steps include the preparation of an opportunities and constraints assessment by the state; a state-prepared consistency review of the City's documentation; agreement between the City and State on a Memorandum of Understanding, action plan and planning and implementation agenda; all leading to final plan endorsement by the State Planning Commission.

The City's immediate goal is to complete the work necessary to enter into a Memorandum of Understanding (MOU) and Action Plan with OSG, and thereby obtain a Certificate of Eligibility (COE). The COE serves as evidence to state agencies that the municipality has submitted all of its existing planning documents, prepared and submitted the self-assessment report, adopted a community vision, and has agreed through adoption of the Action Plan to amend local plans, where necessary, to become consistent with the goals and policies of the State Plan.

Plan Endorsement Benefits

In certain instances, benefits may be provided to endorsed municipalities by state agencies such as technical assistance, direct state capital investment, priority for state grants and low-interest loans, preferential interest rates, and a coordinated regulatory review for projects consistent with endorsed plans. Once endorsed, Long Branch could be is prioritized for funding under grant programs such as the Main Street New Jersey Program, Downtown Revitalization and Management Institute, Green Acres grants and loans, and DOT Centers of Place.

Long Branch Regional Center

Long Branch was designated a Regional Center by the State Planning Commission (SPC) on May 1, 1996 and subsequently a CAFRA Center by NJDEP. Although the SPC designation was scheduled to expire in January 2008, it has been extended to July 2010 with a possible further extension to December 2010 by the Permit Extension Act of 2008. The City is still required to complete the plan endorsement process in order to obtain a full 10 year designation from the State Planning Commission. The City is now requesting designation as an **Urban Center**, as discussed in detail in Section V.B. of this report.

In general, center-based development prevents sprawl, and redirects growth to areas where infrastructure exists or is planned, while preserving environmentally sensitive land outside the centers. Lands within the designated centers are generally intended to accommodate a greater degree of development and redevelopment as compared to lands outside of the centers.

State Development and Redevelopment Plan

The purpose of the State Development and Redevelopment Plan is to:

Coordinate planning activities and establish statewide planning objectives in the following areas: land use, housing, economic development, transportation, natural resource conservation, agriculture and farmland retention, recreation, urban and suburban redevelopment, historic preservation, public facilities and services, and intergovernmental coordination (N.J.S.A. 52:18A-200(f)).

The State Plan organizes the State of New Jersey into seven planning areas generally based on the presence of infrastructure (roads and sewer) and environmental constraints (wetlands, flood zones, forested areas, threatened or endangered habitats)as follows:

- Metropolitan Planning Area (PA1)
- Suburban Planning Area (PA2)
- Fringe Planning Area (PA3)
- Rural Planning Area (PA4)

- Rural/Environmentally Sensitive Planning Area (PA4B)
- Environmentally Sensitive Planning Area (PA5)
- Environmentally Sensitive/Barrier Islands Planning Area (PA5B)

Long Branch is located in the Metropolitan Planning Area where it is the intention of the State Plan to:

- Provide for much of the state's future redevelopment;
- Revitalize cities and towns;
- Promote growth in compact forms;
- Stabilize older suburbs;
- Redesign area of sprawl; and
- Protect the character of existing stable communities.

Supplemental Materials

Several documents are referred to in the text of this document that have been submitted as a supplement to the Municipal Self-Assessment Report. They are as follows:

1. Plan Implementation Update
2. Broadway Paramount District Plan
3. UEZ Five Year Strategic Plan
4. Commercial Façade Design Kit (4 color pamphlets)
5. Long Branch Goes Green Brochure
6. Visioning Materials – Miscellaneous newspaper articles, newsletters, and Council actions demonstrating the depth of local initiatives and public participation over the years.

I. LOCATION AND REGIONAL CONTEXT

The City of Long Branch is an oceanfront community of 5.2 square miles and over 40,000 people in northeastern Monmouth County (see Figure I-1) The City is bordered by Deal to the south; Ocean Township, West Long Branch and Oceanport to the west; and Monmouth Beach to the north. Long Branch is a densely developed community with an estimated population density of over 7,000 persons per square mile. Long Branch is connected to the larger region by State Highways 36 and 71 and by the NJ Transit North Jersey Coast Rail Line.

Long Branch is located entirely within the jurisdiction of the Coastal Area Facilities Review Act.

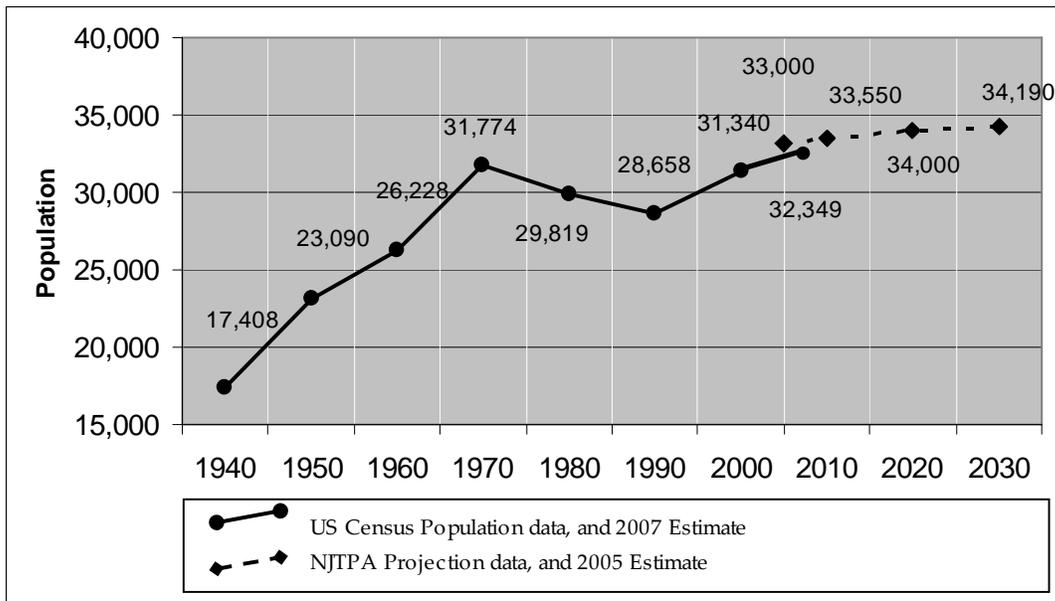
INSERT FIGURE I-1 REGIONAL LOCATION

II. DEMOGRAPHICS

Background

The 2000 Census recorded a total population of 31,340 persons in Long Branch. This reflects an increase of 2,682 persons since the 1990 Census, the first population increase since 1970 when the City's population peaked at 31,774. The 2007 Census Estimate reported a population of 32,349 – an increase of 3.2%. The North Jersey Transportation Authority (NJTPA) 2005 estimate of 33,000 is slightly higher than the census estimate and in line with the Monmouth County Planning Board 2008 estimate of 33,504. The Long Branch Community Development Department estimates a current population of over 40,000 taking into account undocumented residents and summer residents. The NJTPA forecasts a modest population growth of 1,190 people or 3.6% by the year 2030 resulting in a total population of 34,190. The County projects that Long Branch will reach a population of 34,106 by 2025 – basically five years ahead of the NJTPA projection. Figure I-1 illustrates historic population figures recorded by the US Census as well as the latest population forecast adopted by the NJTPA.

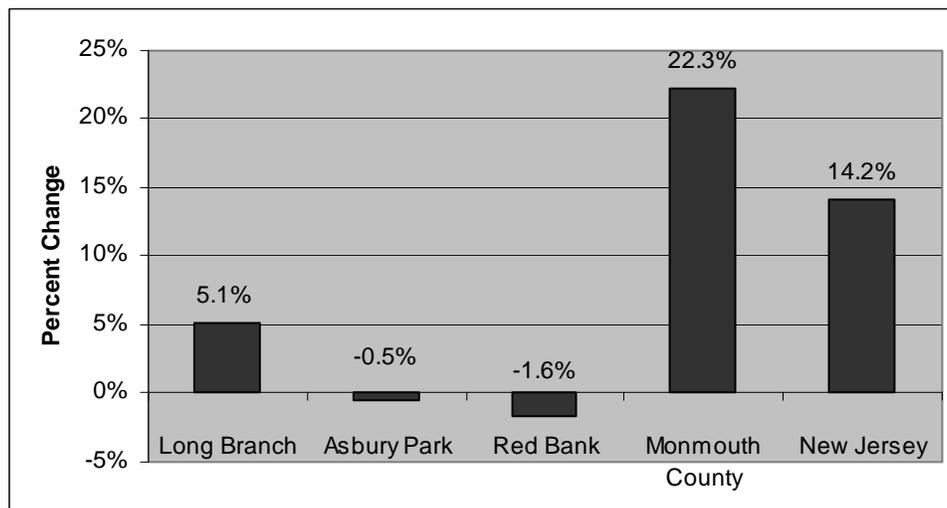
Figure II-1
Long Branch Population: 1940 to 2030 (replaced)



Long Branch ranked sixth in total population in 2000 when compared to other Monmouth County towns. Middletown Township had the largest population in the County with 67,480 people and Loch Arbor Village had the smallest with 280 people. According to the Monmouth County Planning Board 2008 population estimates, Long Branch maintained its sixth place rank in the County.

An analysis of population growth between 1980 and 2000 shows that Long Branch's population generally lagged behind the County and the State (see Figure II-2). Although Long Branch gained an additional 5.1% between 1980 to 2000, Monmouth County and New Jersey had larger growth rates, adding 22.3% and 14.2% respectively over the same period. By comparison, both Asbury Park and Red Bank saw a slight decline in population during the same time period.

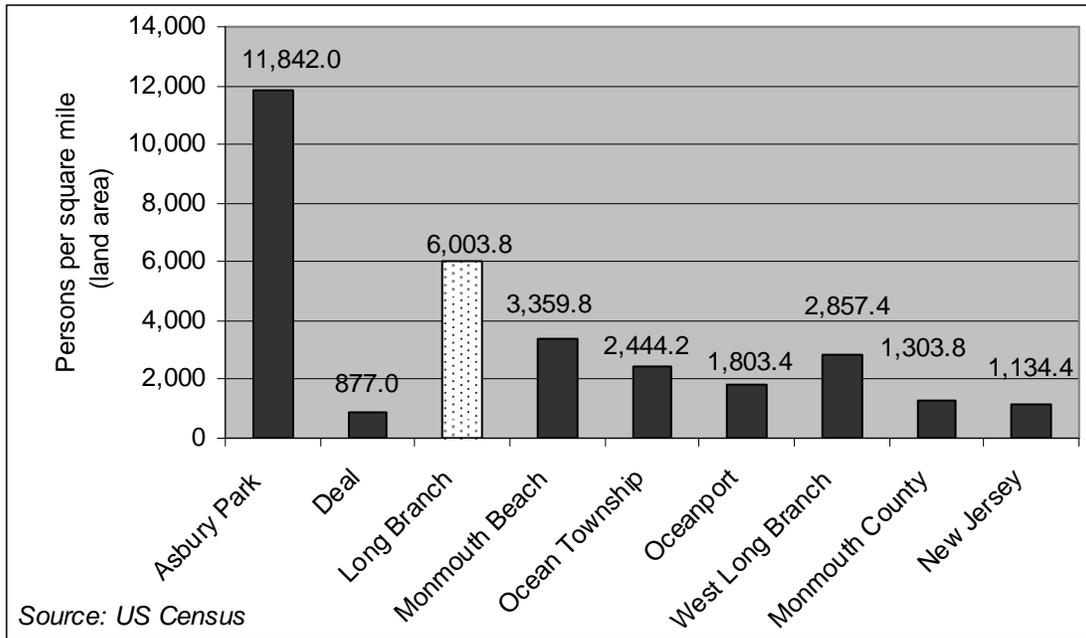
Figure II-2
Comparative Population Growth Rates 1980- 2000



Source: US Census 2000

Long Branch's 2000 population density of 6,003.8 persons per square mile of land area surpassed the density in the County and State, as well as the density of the surrounding municipalities, including Deal, Monmouth Beach, Ocean Township, Oceanport and West Long Branch (see Figure II-3). Deal was the least densely populated town of at 877 persons per square mile, followed by Oceanport at 1,803.4 persons per square mile, comparable to the County and State densities. The City of Asbury Park is the most densely populated municipality in Monmouth County at 11,842 persons per square mile of land area. Based on the City's Department of Community Development population estimate, the density in Long Branch now exceeds 7,500 persons per square mile.

Figure II-3
Population Density-2000



Long Branch households contained an average 2.47 persons per household, less than Monmouth County and New Jersey's average. The unemployment rate in 2006 was 5.2% slightly higher than the County and the State. The City's median household income was \$38,651, which was less than the County and State medians. Long Branch's poverty rate in 2000 was 16.6%, and homeownership rates were 42.4% (see Table II-1).

**Table II-1
Background Demographics-
Long Branch, Monmouth County, New Jersey (US Census 2000)**

	Long Branch	Monmouth County	New Jersey
Land Area (sq mi)	5.22	471.94	7,417
Population	31,340	615,301	8,414,350
Households	12,594	224,236	3,064,645
Average Household Size	2.47	2.7	2.68
Housing Units	13,983	240,884	3,310,275
Home Ownership Rate	42.4	74.6	66
Vacancy Housing Rate	9.9	6.9	7.4
Median Household Income	\$38,651	\$64,271	\$55,146
Per Capita Income	\$20,532	\$31,149	\$27,006
Poverty Rate	16.6%	6.2%	8.5%
2006 Unemployment Rate	5.2%	4.1%	4.6%

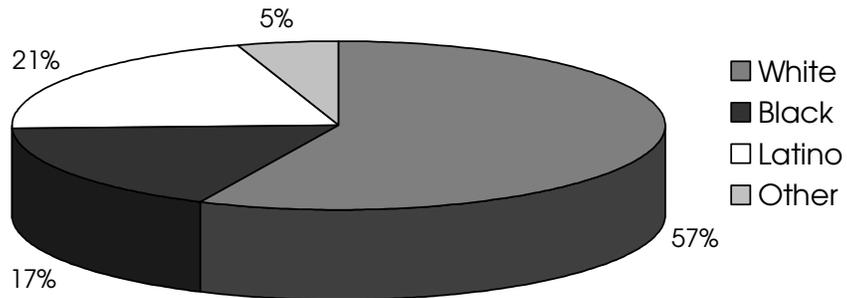
NOTE: Unemployment Rate Source - NJDOL

Racial/Ethnic

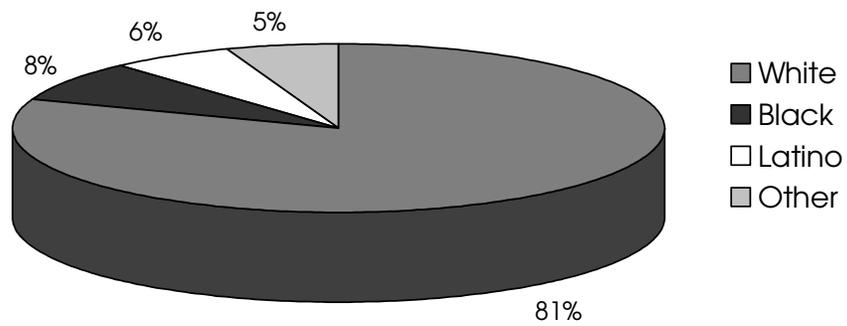
In 2000, the majority of Long Branch's population was white, at 57%. The City's population had a greater proportion of Black and Latino residents than both the County and State (see Figure II-4). Since 2000, Long Branch has experienced a notable in-migration of Brazilian and Portuguese residents.

Figure II-4
Race Background
Long Branch, Monmouth County, New Jersey (US Census 2000)

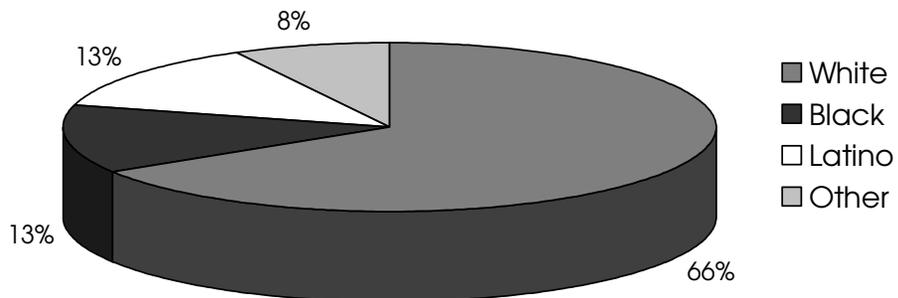
Municipality Racial/Ethnic Breakdown



County Racial/Ethnic Breakdown



New Jersey Racial/Ethnic Breakdown



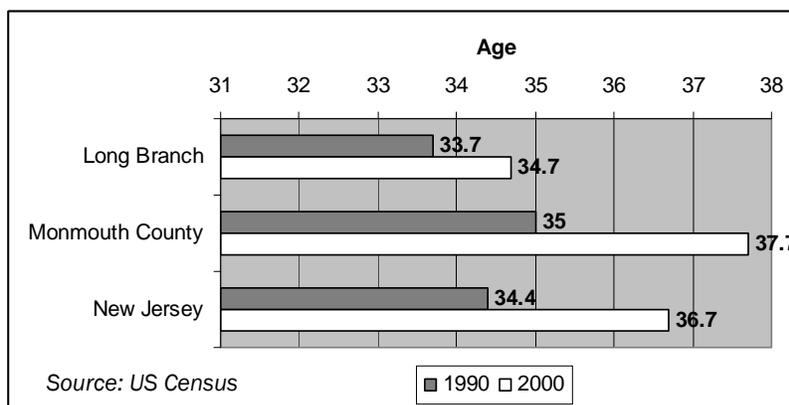
**Table II-2: Racial/Ethnic Background-
 Long Branch, Monmouth County, New Jersey (US Census 2000)**

	Long Branch		Monmouth County		New Jersey	
	#	%	#	%	#	%
White	17,831	56.9	495,902	80.6	5,557,209	66.0
Black	5,471	17.5	47,745	7.8	1,096,171	13.0
Latino	6,477	20.7	38,175	6.2	1,117,191	13.3
Other	1,561	5.0	33,479	5.4	643,779	7.7
Total	31,340	100	615,301	100	8,414,350	100

Age

The median age in Long Branch rose by exactly one year between 1990 and 2000, from 33.7 to 34.7. The County and State median age rose by slightly greater margins during that time period (see Figure II-5). In both 1990 and 2000, Long Branch’s median age was lower than the county and statewide median.

**Figure II-5
 Median Age Comparison**



Long Branch had the second lowest median age when compared to surrounding towns (see Table II-3). Deal and Monmouth Beach had the highest median age at 44.6 years. Asbury Park’s median age was approximately three years younger and Red Bank’s median age was approximately three years older than the median age in Long Branch.

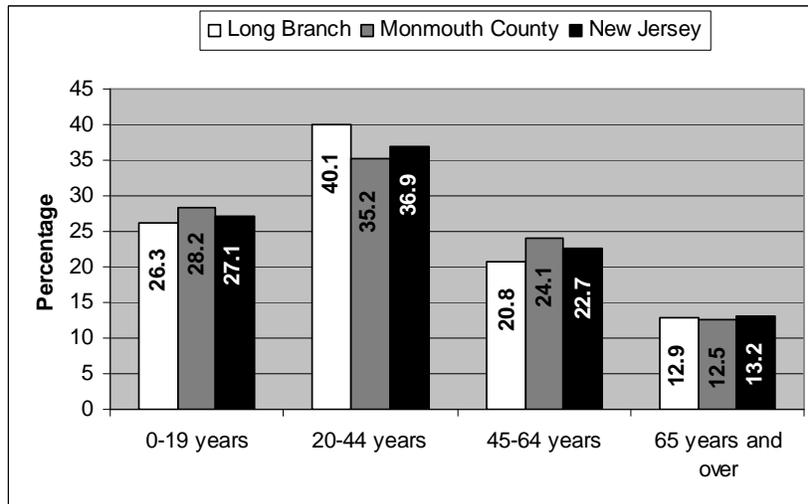
Table II-3
Median Age – 2000

Municipality	Median Age
Deal	44.6
Monmouth Beach	44.6
Oceanport	40.5
Ocean Township	38.4
Long Branch	34.7
West Long Branch	33.8
Red Bank	37.5
Asbury Park	30.6
Monmouth County	37.7
New Jersey	36.7

Source: US Census

In 2000, Long Branch had a lower percentage of residents under age 20 and between 45 and 64 years old than both the County and State; had a higher percentage of residents between 20 and 44 years old than both the County and State; and had about the same percentage of residents over 65 years old as the County and State (see Figure II-6). From 1990 to 2000, there was a slight increase (1.4%) in the 0-19 year cohort and a 2.5% decrease in the 65 plus age cohort (see Figure II-7) as a percentage of the total Long Branch population.

**Figure II-6
 Age Cohorts
 Long Branch, Monmouth County, New Jersey, 2000**



**Figure II-7
 Comparative Age Groups for Long Branch, 1990 & 2000**

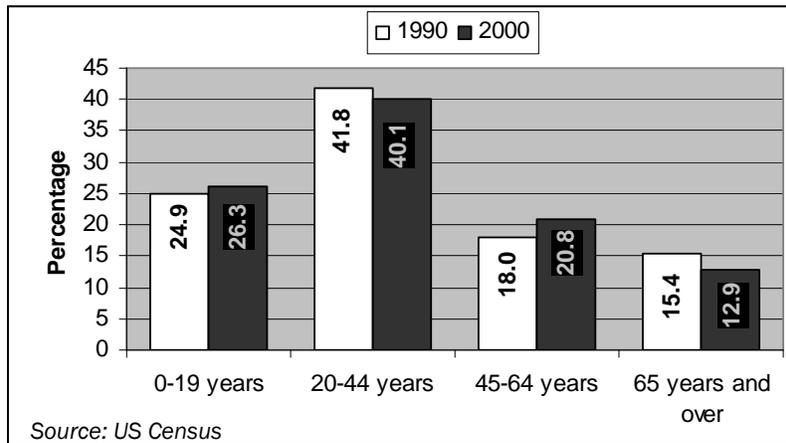
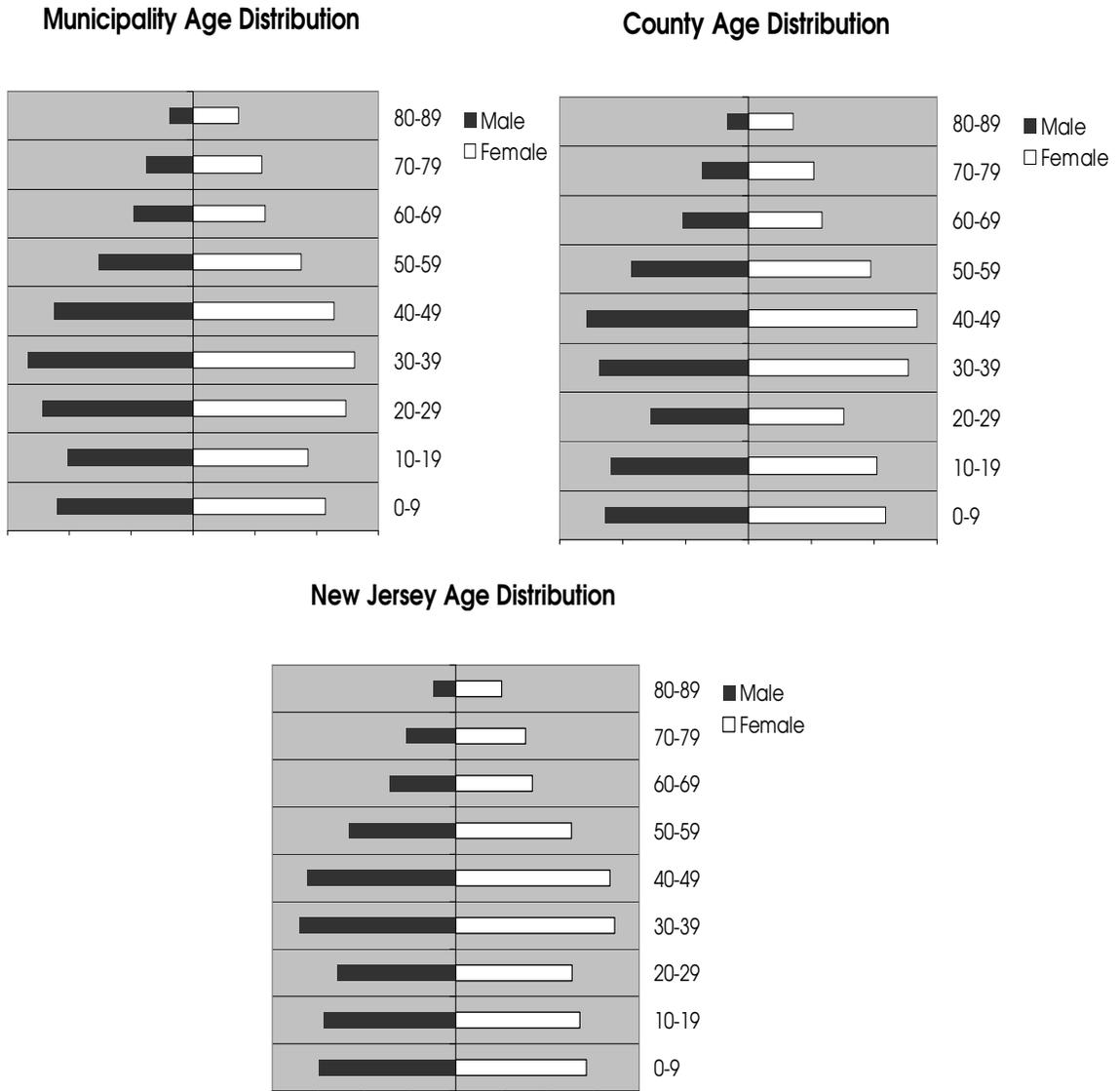


Figure II-8
Age Distribution by Gender
Long Branch, Monmouth County, New Jersey, 2000



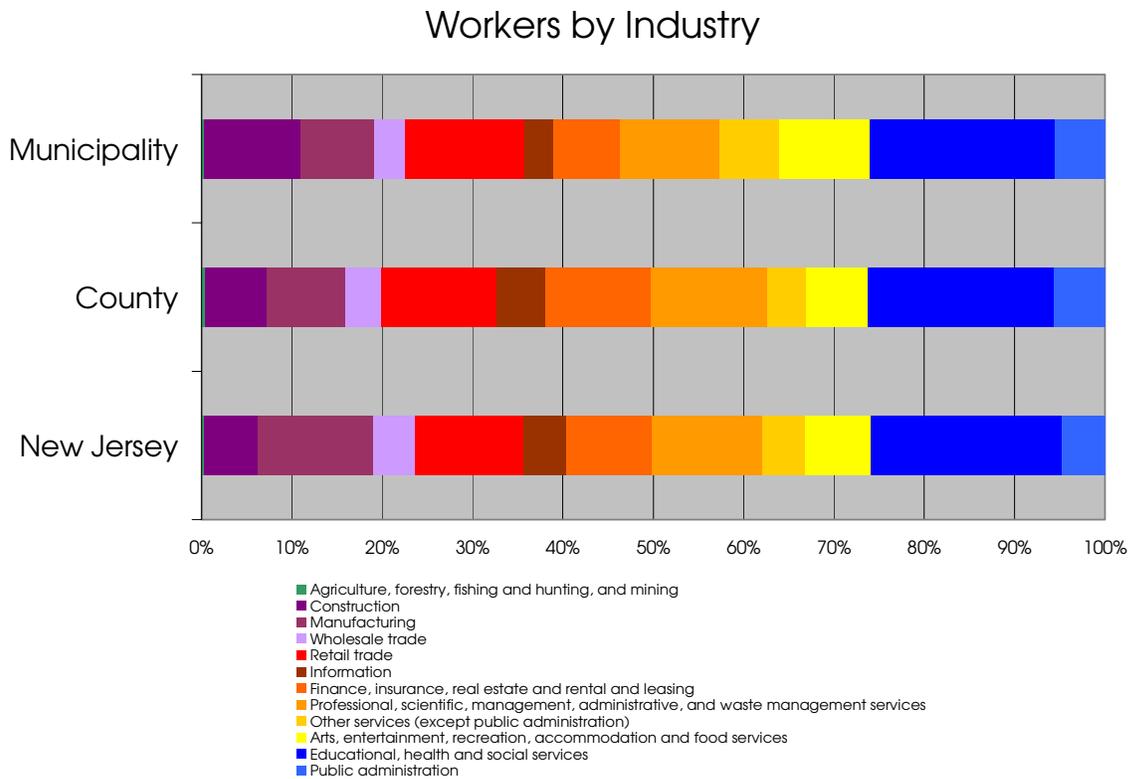
Industry

In 2000, the top three employers of Long Branch residents were almost identical to the County's. The top three industry groups were: educational, health and social service industries; professional, scientific, management, administration, and waste management industries; and retail trade (see Table II-4 and Figure II-8).

**Table II-4
Industry Groups (US Census 2000)**

Industry	Long Branch (%)	Monmouth County (%)	NJ (%)
Agriculture, forestry, fishing and hunting, and mining	0.2	0.4	0.3
Construction	10.2	6.5	5.6
Manufacturing	7.8	8.3	12.0
Wholesale trade	3.3	3.8	4.4
Retail trade	12.6	12.0	11.3
Transportation and warehousing, and utilities	4.6	5.4	5.9
Information	3.0	5.2	4.4
Finance, insurance, real estate, and rental and leasing	7.0	11.0	8.9
Professional, scientific, management, administrative, and waste management services	10.6	12.2	11.5
Educational, health and social services	19.5	19.5	19.8
Arts, entertainment, recreation, accommodation and food	9.6	6.4	6.9
Other services (except public administration)	6.3	4.1	4.4
Public administration	5.3	5.4	4.5
Total	100	100	100

Figure II-8
Workers by Industry
Long Branch, Monmouth County, New Jersey (US Census 2000)



Projections

The New Jersey Transportation Planning Authority (NJTPA) approved final population, housing, and employment projections on March 14, 2005 for the 13-county northern New Jersey Region including Bergen, Essex, Hudson, Hunterdon, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union and Warren Counties. As reported by NJTPA, the number of residents in Long Branch is expected to increase, from 33,000 in 2005 to 34,190 in 2030, and the number of households is expected to increase from 13,260 in 2005 to 13,740 in 2030. The NJTPA projects that the number of jobs in the City will decrease, however, from 11,470 in 2005 to 11,240 in 2030 (see Table II-5). Please note, these numbers do not include the undocumented residents. In 1990, the population was 28,658 people that, according to the 2006 census, has grown to 32,335 people. The actual population is greater since redevelopment has taken place. Recent counts obtained by the City’s Community Development Department increase the population number to 34,200, excluding the approximate 5,000 undocumented residents plus the additional swelling population during the summer months, totaling over 40,000.

**Table II-5
 Population, Households & Jobs Projections
 Long Branch**

	2000 (US Census)	2005 (NJTPA)	2010 (NJTPA)	2015 (NJTPA)	2020 (NJTPA)	2025 (NJTPA)	2030 (NJTPA)
Population	31,340	33,000	33,550	34,000	34,000	34,110	34,190
Households	12,590	13,260	13,480	13,590	13,660	13,730	13,740
Jobs	11,490	11,470	11,430	11,390	11,330	11,270	11,240

The New Jersey State Data Center reports that 345 residential units received building permits in Long Branch from 2000 to 2005 inclusive. When multiplied by the average household size in Long Branch of 2.47 (2000 US Census), an additional 852 people would be residing in Long Branch, which when added to the 2000 figure of 31,340 yields a potential 2005 population of 32,192. This would be consistent with the NJTPA 2005 estimate of 33,000.

III. COMMUNITY INVENTORY

▪ GENERAL INFORMATION

State Plan Policy Map

As shown on Figure III-1, Long Branch is located entirely in the Metropolitan Planning Area (PA1) where it is the intention of the State Plan to:

- provide for much of the state's future redevelopment;
- Revitalize cities and towns;
- Promote growth in compact forms;
- Stabilize older suburbs;
- Redesign area of sprawl; and
- Protect the character of existing stable communities.

Long Branch is requesting that the entire City, with no exclusions, remain entirely within PA1.

Long Branch was designated a Regional Center by the State Planning Commission (SPC) on May 1, 1996 and subsequently a CAFRA Center by NJDEP. Although the SPC designation was scheduled to expire in January 2008, it has been extended to July 2010 with a possible further extension to December 2010 by the Permit Extension Act of 2008. The City is still required to complete the plan endorsement process in order to obtain a full 10 year designation from the State Planning Commission. Long Branch is now requesting an **Urban Center** designation. See Section V.B. of this report for a detailed discussion.

CAFRA

Long Branch is located entirely within the CAFRA zone and thereby subject to the land use and environmental provisions of the Coastal Area Facilities Review Act. Long Branch enjoys a unique relationship with NJDEP relative to CAFRA regulations as a result of its comprehensive planning efforts for the oceanfront. Oceanfront redevelopment projects are governed by the Long Branch Redevelopment Zone Permit (7:7-7.4) issued by NJDEP. Pursuant to the rule, the construction of any development requiring a CAFRA permit within the Oceanfront Redevelopment Zone is authorized by NJDEP provided that the development is in compliance with the Redevelopment Plan Ordinance and the Design Guidelines Ordinance of the City of Long Branch; and the development is approved by the Planning Board of the City of Long Branch, or, if it is a public development, by the City Council or the Redevelopment Agency of the City of Long Branch.

INSERT FIGURE III-1 STATE PLAN POLICY MAP

Land Use & Zoning

Existing land use is illustrated on Map 1. The inventory of existing land use is based on Monmouth County GIS parcel data, MOD IV data, City records and field adjustments. Table III-1 shows the distribution of each category by parcel acreage and as a percentage of the total City (excluding public streets and rights-of-way). The most prevalent land use category is residential (single, two, and multi-family) accounting for 68% of the City's total parcel acreage. Other than public vacant land and a small parcel of farmland, industrial uses cover the least amount of acres; 21 acres or less than 1% of the City.

There are 25 zoning districts in Long Branch including six redevelopment zones (see Table III-2 and Map 2). In keeping with the predominant land use in the City, residential zones cover 71% of the City.

**Table III-1
 2008 Existing Land Use**

Land Use Category	Parcel Acres*	% of Total Acres
Residential	1,496.48	54.4
Multi-Family	380.27	13.8
Commercial	208.01	7.6
Farmland	5.53	0.2
Industrial/Utilities	21.68	0.8
Railroad	45.39	1.6
Public School	100.72	3.7
Public Buildings/Facilities	27.40	1.0
Institutional, Church & Charitable	100.75	3.7
Parks and Public Open Space	242.54	8.8
Public Vacant Land	18.00	0.6
Private Vacant land	102.95	3.8
Total	2,749.71	100.0

Source: MOD IV tax records and field adjustments

* Parcel acres do not include streets and public rights-of-way.

Table III-2
Long Branch Zoning Districts

Zone	Acres	% of Total
Residential	2,394.07	71.3
<i>R-1 One-Family Residential</i>	389.52	11.6
<i>R-2 One-Family Residential</i>	550.96	16.4
<i>R-3 One-Family Residential</i>	241.12	7.2
<i>R-4 One-Family Residential</i>	821.24	24.5
<i>R-5 One-Four-Family/Townhouse</i>	391.23	11.6
Mixed-Use	218.18	6.5
<i>R-6 Townhouse/Professional Office</i>	37.88	1.1
<i>R-7 Riverfront Mix</i>	109.36	3.3
<i>R-8 Boulevard Mix</i>	18.75	0.6
<i>RC-1 Beachfront Mix</i>	47.28	1.4
<i>RC-2 Riverfront Residential/Commercial</i>	4.90	0.1
Commercial	473.00	14.1
<i>C-1 Central Commercial</i>	27.73	0.8
<i>C-2 Professional Office Related Services</i>	20.39	0.6
<i>C-3 Neighborhood Commercial</i>	101.27	3.0
<i>C-4 Resort Commercial</i>	87.66	2.6
<i>I Industrial</i>	42.54	1.3
<i>MB Manufacturing/Business</i>	45.14	1.4
<i>S-1 Professional Office</i>	10.35	0.3
<i>S-2 Oceanfront</i>	103.06	3.1
<i>M Medical/Hospital</i>	34.86	1.0
Redevelopment Zones	271.60	8.1
<i>BG Broadway Gateway</i>	53.94	1.6
<i>BN Beachfront North</i>	37.55	1.1
<i>BS Beachfront South</i>	40.25	1.2
<i>HC Hotel Campus</i>	25.93	0.8
<i>PVC Pier Village Center</i>	39.72	1.2
<i>LBC Lower Broadway Corridor</i>	74.21	2.2
TOTAL	3,356.85	100.0

Oceanfront Redevelopment Plan

The City's early roots are as a resort community, but over the years it has evolved into a year-round community with a mix of commerce, industry and residences while still maintaining some vestiges of its recreational past. In the early 1990's, Long Branch set out to redefine itself with the creation of the Oceanfront Master Plan. The master plan, authored by Thompson and Wood with The Atlantic Group, offered this snapshot:

"The problem has been both physical and economic. The beach itself as a visitor attraction has been eroded by destructive storms, by a pier fire followed by loss of seasonal activity and new investment. As real estate values fell off, adjacent properties deteriorated, launching a downward cycle in which loss of environment leads to loss of clientele and business, which in turn renders the environment less desirable to visitors and business expansion."

The Oceanfront Master Plan, which includes the City's Broadway corridor, provided a new vision for Long Branch that has guided the City's planning efforts ever since. The redevelopment area includes six sectors covering 300 acres (see Figure III-2). In short, the plan calls for residential, recreation, open space and commercial uses along the oceanfront and a revitalized downtown along Broadway that includes a mix of residential, commercial, entertainment, and cultural uses. The entire redevelopment area is governed by a comprehensive set of design guidelines. The Plan Implementation Update included in the MSA Supplement provides more detail on the redevelopment plan and the City's general redevelopment program. Additional information on the City's redevelopment efforts can also be found in Sections IV and V.

INSERT FIGURE III-2 REDEVELOPMENT AREAS

NATURAL AND CULTURAL FEATURES

Wetlands

As illustrated on Map 3, wetlands are fairly limited in Long Branch. It should be noted that NJDEP offers the following qualifications for their wetlands mapping:

Any wetland boundaries shown on these maps are approximate and are for guidance only. Therefore, these maps are not an accurate indication of whether DEP will classify an area as exceptional resource value wetland under the DEP's freshwater wetland rules. To obtain a determination of whether or where wetlands are located on a property and the resource value classification of a wetland, contact the DEP and apply for a letter of interpretation under the freshwater wetlands rules, N.J.A.C. 7:7A-3.

Threatened or Endangered Species Habitat

Threatened or endangered species habitats are identified by the NJDEP Landscape Project and ranked on a scale of 1 to 5. **Rank 5** is assigned to areas containing one or more occurrences of at least one wildlife species listed as endangered or threatened on the Federal list of endangered and threatened species. **Rank 4** is assigned to areas with one or more occurrences of at least one State endangered species. **Rank 3** is assigned to areas containing one or more occurrences of at least one State threatened species. **Rank 2** is assigned to areas containing one or more occurrences of species considered to be species of special concern. **Rank 1** is assigned to areas that meet habitat-specific suitability requirements such as minimum size criteria.

Map 4 illustrates the location of Rank 4 and Rank 5 wildlife habitats in Long Branch, which are found along the oceanfront and along creeks and rivers. There are no Rank 1, 2 or 3 habitats identified in Long Branch.

NJDEP may, on a case by case basis, determine that an area documented as threatened or endangered wildlife habitat on the Landscape Project maps is no longer suitable as habitat. In such cases, the area will not be classified as endangered or threatened species habitat for regulatory purposes.

In May 2008, the City in cooperation with NJDEP's Endangered and Nongame Species Program and the US Department of the Interior Fish and Wildlife Service completed a Beach Management Plan. The plan offered the following analysis of the endangered or threatened species habitats in Long Branch.

Wildlife Species

Piping Plover (*Charadrius melodus*)

Piping Plovers are small, territorial shorebirds present on the New Jersey shore between March and August. One pair nested in the City in 2003 (in the beachfront area at Pier Village) since the species was first observed nesting in nearby Monmouth County beaches in 1997. This area is no longer suitable habitat. Piping Plovers are federally listed as threatened, State-listed as endangered, and protected by the Migratory Bird Treaty Act (MBTA).

Least Tern (*Sterna antillarum*)

Least terns are small, colonial-nesting sea birds, present on the New Jersey shore between April and September. A colony with a peak number of 128 adults was observed in the City in 2003 (in the beachfront area at Pier Village) since the species was observed nesting in nearby Monmouth County beaches in 1996. This area is no longer suitable habitat. Least Terns are State-listed as endangered and protected by the MBTA.

Plant Species

Seabeach Amaranth (*Amaranthus pumilus*)

Seabeach Amaranth is an annual plant, visible on New Jersey's Atlantic coastal beaches between May and November. Seabeach Amaranth is usually found growing in nearly pure sand. The species requires sparsely vegetated upper beach habitat that is not flooded during the growing season. Seeds are dispersed by wind and water, and are present on the beach year-round. Seabeach Amaranth populations in Long Branch have ranged from 1-24 plants since the species was first observed in the City in 2000. Seabeach Amaranth is federally listed as threatened and State-listed as endangered.

Seabeach Knotweed (*Polygonum glaucum*)

Seabeach Knotweed is an annual plant visible on the New Jersey shore between May and November. Most Seabeach Knotweed occurrences in New Jersey are on sandy beaches where the plants generally occur above the limit of the tide. One plant was documented in the City in 2007. No data was available for 2006. Eleven plants were documented in the City in 2005. From 2001 – 2004, the number of plants ranged from 3 – 10. Seabeach Knotweed is State-listed as endangered.

Flood Hazard Areas

The current Federal Emergency Management Agency (FEMA) Flood Insurance Rate Map (FIRM) for Long Branch is dated 1996, which reflects data from 1984 (see Map 5). FEMA released a draft revised FIRM for Long Branch in November 2008 (see Map 6). At the time of this report, the City was still reviewing the draft maps to ensure that updated road elevations and drainage improvements have been taken into account. Flood Hazard Areas in Long Branch are found along Branchport Creek, Manahasset Creek, Shrewsbury River, Takanasee Lake, and along the oceanfront. Applicable Flood Hazard Areas are as follows:

- AE: An area inundated by 100 year flooding, for which Base Flood Elevations (BFE) have been determined.
- VE: An area inundated by 100-year flooding with velocity hazard (wave action); Base flood elevations have been determined.
- X500: An are inundated by 500-year flooding; an are inundated y 100-year flooding with average depths of less than one foot or with drainage areas less than one square mile; or an area protected by levees for 100-year flooding.

Parks, Recreation and Open Space

As illustrated on Map 6 and outlined in Table III-3, there are 25 municipal parks in Long Branch, which together cover 140.46 acres. The municipal parks are complemented by 66 acres of county parkland (Seven Presidents Park and the Skate Park). School facilities are also available for recreation activities. The City Recreation Department offers numerous programs for children, adults, and seniors including youth golf, soccer, wrestling, golf, tennis and sports clinics; after school tutoring; lifeguard tournaments; adult basketball tournaments; senior outings; and youth employment programs.

**Table III-3
 Municipal Parks and Open Space**

Name	Location	Acres
Bath Avenue Park	NW corner of North Bath Ave. & 3 rd Ave.	.24
Beach	Ocean Ave. & Atlantic Ocean	17.34
Branchport Park	Atlantic Ave. & Branchport Ave.	3.01
Elberon Park (aka Truvax Park)	Truax St. & Eaton Ter.	5.10
Fireman's Park	Hoey Ave. & Overlook Ave.	7.50
Florence Avenue	Florence Ave. & Mac Arthur Ave.	.49
George Naylor Park	Cherry St. & Jeffrey St.	2.38
Great Lawn	Pier Village	2.94
Hoey Avenue Park	Hoey Ave.	6.34
Jackson Woods	Calvert Ave. & Ocean Blvd.	12.78
Jerry Morgan Park	Union Ave. & Monmouth Ave.	3.20
Manahasset Creek Park	Long Branch Ave. & Naberl Ave.	23.85
MLK Memorial	Atlantic Ave. & Atlantic Dr.	.40
Ocean Place Promenade	Ocean Ave. between Madison & Ocean Terr.	5.00
Pinsky Plaza	Broadway & Long Branch Ave.	.60
Pleasure Bay Park	Atlantic Ave. & Pleasure Bay Dr.	5.19
Presidents Promenade	Ocean Ave. between Brighton & S. Bath Ave.	3.64
Slocum Park/Library/City Hall	N. Broadway at Lippincott Ave.	5.58
Takanassee Lake	Takanassee Lake at Lake Dr.	22.46
Third Avenue Park	3 rd Ave. & Union Ave.	.19
Third Avenue Triangle	Westwood Ave. & 3 rd Ave.	.19
Troutman's Greenway	Atlantic Dr. at Branchport Creek	2.00
Van Court Park	Van Court Ave. & Overlook Ave.	7.23
West End Park	Ocean Blvd. & Brighton Ave.	.92
Wilbur Ray Avenue Park	Wilbur Ray Ave. & Liberty Street	1.89
Total		140.46

Source: City of Long Branch

Notes:

1. This list does not constitute the official Long Branch Recreation and Open Space Inventory (ROSI).
2. The Beach acreage does not include the recent beach replenishment.

Historic and Cultural Sites

As indicated in Table III-4, there are four sites in Long Branch listed on the State and/or National Registers of Historic Places, and six opinioned assets in the City (see Map 7).

**Table III-4
State and National Historic Sites – Long Branch**

Site Name or Inventory Number	Location	Designation
"Chauncey Jerome" Shipwreck Site ID #3353	Offshore of Seven Presidents Park	SR: 1/5/96 NR: 3/1/96 (Ref. # 96000205)
Church of the Presidents (St. James Church) ID #2006	1260-1266 Ocean Avenue	SR: 10/17/75 NR: 11/7/76 (Ref. # 76001169)
North Long Branch School (Primary No. 3; Church Street School) ID #48	469 Church Street	SR: 5/27/99 NR: 7/28/99 (Ref. # 99000906) COE: 3/17/97
Long Branch Post Office ID #2008	60 Third Avenue	SR: 1/31/86 DOE: 6/21/84
ID #2009	468 Ocean Avenue	SHPO Opinion: 12/27/76
Patten Point Yacht Club ID #4014	676 Patten Avenue	SHPO Opinion: 6/5/2002
St. Michael's Roman Catholic Church ID #4647	796 Ocean Avenue	SHPO Opinion: 8/29/2006
Summer Cottage ID #43530	109 Park Avenue	SHPO Opinion: 8/20/2004
US Lifesaving Station #5 & Takanassee Beach Club Historic District ID #4646	805 Ocean Avenue & District	SHPO Opinion: 8/29/2006
Broadway School ID #3352	540 Broadway	SHPO Opinion: 1/3/1985

Source: New Jersey and National Registers of Historic Places and City field survey

NOTES:

1. "COE," or a Certification of Eligibility, is issued by the New Jersey State Historic Preservation Officer. For properties not already listed on the New Jersey Register of Historic Places, a COE satisfies a prerequisite to apply for funds from the New Jersey Historic Trust, as well as several county preservation funding programs.
2. "DOE" is a Determination of Eligibility, issued by the Keeper of the National Register, National Park Service, and Department of Interior. It is a formal certification that a property is eligible for registration.
3. "SHPO Opinion" is an opinion of eligibility issued by the State Historic Preservation Officer. It is in response to a federally funded activity that will have an effect on historic properties not listed on the National Register.

Monmouth County keeps a "Monmouth County Historic Sites Inventory" which includes all properties considered to have historical significance, in addition to those recognized by the National and New Jersey Historic registers. Table III-5 lists the properties that were still intact as of the date of this report.

**Table III-5
 Monmouth County Historic Sites Inventory – Long Branch**

Site Name or Inventory Number	Address
(1325-3)	573 Berdan Place
(1325-4)	99 Branchport Avenue
(1325-5)	207 Branchport Avenue
Slocum House (1325-6)	291 Branchport Avenue
Hotel Norwood (1325-7)	336 Branchport Avenue
Long Branch Record Building (1325-9-2)	192 Broadway
St. Luke's M.E. Church (1325-10)	NE cr. Broadway and Washington Street
Garfield Grant Hotel (1325-11)	275 Broadway
(1325-12)	290 Broadway
St. James Episcopal Church (1325-13)	300 Broadway
Long Branch Public Library (1325-14)	328 Broadway
(1325-15)	415 Broadway
(1325-16)	426 Broadway
(1325-17)	479 Broadway
First Reformed Church (1325-19)	646 Broadway
Star of the Sea Lyceum (1325-24)	NE cr. Chelsea Avenue and Third Avenue
(1325-25)	127 Chelsea Avenue
(1325-27)	163 Chelsea Avenue
Benjamin White House (1325-28)	464 Church Street
(1325-29)	25 Fifth Avenue
(1325-31)	77 Grand Avenue
(1325-32)	29 Jackson Avenue
(1325-33)	331 Liberty Street
Gerard House (1325-35)	55 Lincoln Avenue
Fraley House (1325-36)	100 Lincoln Avenue
Elberon Library (1325-37)	168 Lincoln Avenue
(1325-38)	389 Morris Avenue
The Reservation/ Navaho Lodge (1325-39)	NW of Seven Presidents Park
Sea Cliff Villa/James M. Brown House (1325-46)	981 Ocean Avenue
(1325-47)	1035 Ocean Avenue
Elberon Memorial Presbyterian Church (1325-50)	70 Park Avenue
Flinn House (1325-51)	67 Pearl Street
(1325-53)	140 Second Avenue
First Presbyterian Church (1325-55)	SW cr. Third Avenue and Chelsea Avenue
Murray's Inn (1325-56)	103 West End Avenue
Hulick House (1325-57)	119 West End Avenue
Hulick House (1325-58)	123 West End Avenue
Windmill Restaurant (1325-59)	SW cr. West End Plaza & Montgomery Avenue
(1325-60)	692 Westwood Avenue
Asbury M.E. Church (1325-61)	61 Atlantic Avenue
Star of the Sea Church (1325-62) <i>Christ the King Parish</i>	101 Chelsea Avenue
Simpson Memorial M.E. Church (1325-64)	206 Garfield Avenue
(1325-66)	337 Liberty Street

Source: Monmouth County Historical Commission - *Monmouth County Historic Sites Inventory*, 2005 inventory, updated as of April 29, 2008; City field survey.

▪ **COMMUNITY FACILITIES**

Long Branch’s community facilities are illustrated on Map 8.

Public & Private Schools

The Long Branch public school system currently consists of three preschools, six elementary schools, one middle school, one high school, one alternative school, and one vocational school (see Table III-6). The District recently opened four new schools – the Anastasia School and the Middle School in 2005, and the Gregory School and High School in 2007. The District’s 2005 Long Range Facilities Plan proposed various renovations throughout the school system. According to the Long Range Facilities Plan, public school enrollment has shown modest increases and decreases since 2000 and is projected to remain fairly stable to 2010 (see Table IV-2). This would seem to indicate a leveling off of the growth in the school population that the City experienced between 1990 and 2000 when the 5 to 19 year old cohort grew by 19%; or 975 potential students.

**Table III-6
 Existing Public Schools**

School	Address	Grades
Joseph M. Ferraina Early Childhood Center	80 Avenel Boulevard	Pre K
Hand-in-Hand Day Care	127 Myrtle Avenue	Pre K
Lenna W. Conrow Preschool	335 Long Branch Avenue	Pre K
Elberon Elementary	240 Park Avenue	Pre K - 2
Morris Avenue Elementary	318 Morris Avenue	Pre K - 5
Gregory Elementary	201 Monmouth Avenue	Pre K - 5
West End Elementary	132 West End Avenue	Pre K - 5
Amerigo A. Anastasia Elementary	92 Seventh Avenue	Pre K - 5
Audrey W. Clark Elementary	192 Garfield Avenue	3 - 5
Long Branch Middle School	350 Indiana Avenue	6 - 8
Long Branch High School	404 Indiana Avenue	9 - 12
Alternative School	375 Exchange Place	6 - 12
HS Annex / Vocational School	255 West End Avenue	

Source: Long Branch Board of Education Long Range Facility Plan 2005-2010

According to the US Census, approximately 19% of all enrolled students in Long Branch attended private schools in or outside of the City in 2000. Private schools within Long Branch include:

- Children of the King Academy, 167 Cedar Avenue, Long Branch, NJ
- Holy Trinity, 375 Exchange Place, Long Branch, NJ
- The Power of Christ’s Gospel Academy, 344 Joline Avenue, Long Branch, NJ
- Seashore School, 345 Second Avenue, Long Branch, NJ

Nursing Homes

Following is a list of licensed nursing homes in Long Branch:

- Senior Care at Our House
- Chelsea Rest Home
- Monmouth Convalescent Center
- Community Connection

Child Care Services

Following is a list of licensed day care centers in Long Branch:

- Kinder-Care Learning Center
- Seashore Day Camp
- Seashore Day Camp Broadway Gym
- The Children of the King Academy

The Long Branch Board of Education also operates three pre-schools and offers pre-K at several of the elementary schools.

Government Buildings and Public Services

The Long Branch Municipal Building is located at 344 Broadway and is considered to be in fair condition. The Municipal Building houses the majority of the City's administrative functions including the Police Department. Notable exceptions are the Public Works Department at 636 Joline Avenue, the Department of Recreation at 3 Bay Avenue, and the Municipal Court at 279 Broadway. The Senior Center is located at 85 Second Avenue. The Long Branch Free Public Library operates two facilities – the Main Library at 328 Broadway and the Elberon Branch at 168 Lincoln Avenue. All of the facilities outside of the municipal building are considered to be in good to excellent condition.

The Long Branch Fire Department consists of both full time and volunteer firefighters. The fire companies operate out of eight firehouses located throughout the City. Six of the eight firehouses are privately owned. The two City-owned stations are 29 Norwood Avenue, which is in need of replacement and 199 Union Avenue, which is in good condition. The Long Branch First Aid & Safety Squad operates out of a station on Belmont Avenue. The Elberon First aid Squad operates out of the Elberon Firehouse.

▪ **INFRASTRUCTURE**

Roadways

The City’s roadways are classified in accordance with the Uniform Functional Classification of Streets established by the Federal Highway Administration in conjunction with the New Jersey Department of Transportation (see Table III-7 and Map 9). The roadway classifications correspond to the functions they perform:

- Principal arterial highways include freeways and expressways. They are characterized by high traffic volumes and long trip lengths at high sustained speeds. Principal arterials create a continuous network of roads, and connect to other major arterials.
- Minor arterial highways interconnect with the principal highway system. They serve trips of moderate length, and the level of travel mobility is considered low.
- Collector roads primarily serve local trips as opposed to statewide trips. The travel speed and volume of a collector road are rated the lowest compared to the principal and arterial roads. Collector roads are designed to connect neighborhoods and other development to the overall arterial system.

**Table III-7
 Functional Classification of Roadways**

Classification	Roadway	Jurisdiction
<i>Principal Arterial</i>	NJ Route 36 (Joline Ave. & Ocean Blvd.)	NJDOT
<i>Minor Arterial</i>	Park Avenue	Long Branch
	County Road 25 (Cedar Avenue)	Monmouth County
	Broadway	Long Branch
	County Road 57 (Ocean Boulevard)	Monmouth County
	Ocean/Seaview Avenues	Long Branch
	NJ Route 71 (Norwood Avenue)	NJDOT
<i>Collector</i>	Brighton Avenue	Long Branch
	Bath Avenue	Long Branch
	Westwood Avenue	Long Branch
	County Road 25 (Norwood Avenue)	Monmouth County
	Branchport Avenue	Long Branch
	Long Branch Avenue	Long Branch
	County Road 33 (Florence Avenue)	Monmouth County
	Patten Avenue	Long Branch
	County Road 29 (Atlantic Avenue)	Monmouth County
	3 rd Avenue	Long Branch

Source: NJDOT & Long Branch

Sewer Service Areas and Water Supply Franchises

Wastewater Collection and Treatment

The Long Branch Sewerage Authority (LBSA) operates an activated sludge wastewater treatment facility with a permitted design flow of 5.4 million gallons per day of discharged treated wastewater effluent. The effluent is discharged into the Atlantic Ocean, which is designated as SC (Saline Coastal) Waters in New Jersey.

The LBSA currently serves a population of approximately 40,000 people in Long Branch and at Monmouth University in neighboring West Long Branch. The collection system consists of approximately 500,000 linear feet of sewerage lines and six pump stations. The collection system has seen significant upgrades over the past few years, culminating with the Phase II Sewer Rehabilitation Project that was completed in 2003 and a \$12 million sewer line replacement project was completed in 2006. The treatment plant consists of various treatment trains, many that have also seen significant upgrades over the past few years.

Water Supply

Long Branch receives its potable water from New Jersey American Water Company Monmouth System. Potable water for the Monmouth System comes from a blend of sources that may include the Potomac-Raritan-Magothy Aquifer, the Glendola Reservoir, the Manasquan River/Reservoir, the Shark River, the Swimming River/Reservoir, middle Potomac-Raritan-Magothy Aquifer, and Jumping Brook.

▪ UNDERUTILIZED LAND

Redevelopment Areas

See prior discussion of Oceanfront Redevelopment Plan under the General Information section and in the Plan Implementation Update in the MSA Supplement.

IV. LOCAL PLANNING

Community Vision and Public Participation

The City is requesting a waiver from the visioning requirement based on its long history of public involvement and visioning. The City of Long Branch has envisioned a greater, revitalized city since at least 1994. With the UEZ Program and constructed Pier Village and Beachfront North Redevelopment Areas to the current planning of the Beachfront South, Broadway Gateway, Hotel Campus and Lower Broadway Corridor Redevelopment Areas, the city has evolved from the decline of the early 1990's to a refurbished vibrancy. With the on-going meetings and visioning of the Master Plan Committee to update the city's Master Plan coupled with the efforts of the Energy Review Committee and Environmental Commission to enhance the city's "green" initiative, the city and community are working to continue this upward trend for the rest of the city.

General

Long Branch responded to this transformational opportunity as expressed with the designation of the Urban Enterprise Zone and the published Oceanfront Master Plan by Thompson and Wood, Inc., in association with The Atlantic Group, which was completed and accepted in 1995. The plans encapsulated several years of visioning with a great deal of thought, organization, community organization, hard work and planning for the redevelopment of the Long Branch oceanfront.

Then, in early 2001, the redevelopment area was expanded to include the business and overlay areas around the lower Broadway corridor, requiring at least two years worth of additional meetings and visioning for the City.

On the heels of the expansion of the redevelopment zone, the city created a Master Plan Committee to re-examine the city's needs and to define desired physical characteristics and standards for the continued growth and success for the remainder of the city. City Council adopted the ensuing Re-Examination Study in February 2007. The committee met 11 times between March 2006 and November 2007, 3 times between July 2008 and March 2009, and continues to meet as the Master Plan Advisory Committee.

In June of 2007, the Mayor founded the city's "Energy Review Committee" which continues to meet with the intention to provide new environmentally friendly initiatives to help make the quality of life better in Long Branch now and in the future. Most recently, during the summer of 2009 the Environmental Commission was re-instated to continue and enhance these green and sustainable efforts.

These visioning processes for the redevelopment areas in Long Branch and the future of the remainder of the city required countless meetings, study, planning and evaluation of the entire city beginning in 1994 up until the present. **Based on these past and current efforts, the City feels a new visioning process is redundant and requests this process be waived.** A detailed description of these past and present visioning efforts is described in detail below.

Milestones

Many milestones were achieved in preparation of the city's overall revitalization. These targets, listed below, were reached through visioning processes in cooperation with various City, County and State Agencies, local community groups, committees and officials, city residents and businesses, for results such as:

- Urban Enterprise Zone Program initiates Spring 1994
- First Public Meeting for Master Plan & Redevelopment December 1994
- Acceptance of the Oceanfront Plan August 1995
- State designation of Urban Enterprise Zone March of 1996
- Establishment of Redevelopment Zone April 1996
- Adoption of the Redevelopment Plan April 1996
- State designation as a Regional Center May 1996
- Design Guidelines Handbooks October 1996
- Designation as Neighborhood Empowerment Zone
by Governors Urban Coordinating Council February 1997
- Completion of Review by Land Use Regulation Program
(CAFRA) for rule proposal March 1997
- Scheduled completion of US Army Corps of Engineers'
Beach Restoration project along LB sector Summer 1997
- UEZ plan "The Broadway Paramount District" issued
As A Plan to Revitalize the Broadway Corridor March 1998
- Pre-Lower Broadway Corridor Visioning Statement 2001
- Community Needs Assessment 2002
- Beachfront North construction commencement Spring 2002
- Pier Village Phase I construction begins September 2003
- Pier Village Phase I construction complete October 2004
- UEZ Five-Year Strategic Plan 2004
- Pier Village Phase I Fit-Outs 2004-2006
- Beachfront North construction complete Fall 2005
- Establish Master Plan Committee Late 2005
- Re-Examination Report Adopted by Council February 2007
- Establish Energy Review Committee June 2007
- Pier Village Phase II construction begins November 2007

- Contracted with consultant for Master Plan revisions January 2008
- Community “Green Booth” and “Go Green” Brochure Summer 2008 and 2009
- Re-Instate Environmental Commission Summer 2009

1994 – 1996:

In spring of 1994, the Urban Enterprise Zone Program started in Long Branch. The tax-incentive strategy proved to be the catalyst needed to infuse commercial revitalization into the business arteries of designated commercial zones in the city. In the meantime, with the U.S. Corps of Engineers’ beach restoration project along the Jersey Shore about to commence, the city held its first public meeting to begin its Master Plan revitalization process in December 1994.

At the onset of the city’s visioning process, the defined Waterfront Study Area for the Oceanfront Master Plan was the zone bound by Seven Presidents Park to the north, Lake Takanassee to the south, the Atlantic Ocean to the East and across and including Ocean Boulevard to the west. These segments were identified as Waterfront North (31.5 acres), Hotel (14.0 acres), Pier South (20.4 acres) and Waterfront South (49.9 acres), totaling 115.8 Acres.

The underlying structure of commerce and circulation that lied on the East-West axis of Broadway intersecting the North-South axes of Ocean Boulevard and Ocean Avenue was also considered to assess the highest and best uses of the Waterfront Study Area. Thus, the area identified as the Broadway Triangle (22.0 acres) was added, totaling 137.8 Acres projected for redevelopment.

During the visioning process of the above-mentioned waterfront area, the team of participants evaluated the entire city for three years beginning with the general meeting in December 1994 that resulted in the forging of “Long Branch Tomorrow”.

The study team integrated a variety of participants working together to look forward and improve the quality of life for the city and its neighbors. The participants included “Long Branch Tomorrow”, a group of approximately 50 members comprised of volunteers from the business community, residents, local and county elected officials, City Administration and employees, the medical facility, higher education, and the Housing Authority - all volunteers that envisioned Long Branch as a revived “Mirror of America”. This group coupled with the excellent guidance, ideas and talent of Thompson & Wood, Inc. for planning and design and The Atlantic group for economic analysis throughout the study proved to be successful.

“Long Branch Tomorrow” also met with members of the Planning Board, City Council and other contributors such as local utility companies. The team hosted more than 30 meetings including focus group meetings, public hearings, and workshops. The Planning Board held numerous meetings for review and comments over a period of three years. See the MSA

Supplement for mapping of the redevelopment area during the visioning process, newspaper press releases regarding the meetings and the workshop aerial board that was utilized.

After acceptance of the Oceanfront Plan in August 1995, the Redevelopment Zone Sectors were finalized with the major changes to the southern boundary (from Takanassee Lake to Bath Avenue) and an increase in acreage to the Broadway Triangle. The "Planned Project Area" for the Long Branch Redevelopment Area was specified in the successive Design Guidelines Handbooks published by Thompson & Woods in the Fall of 1996. These sectors became known as Beachfront North (27.5 Acres), Hotel Campus (16.75 Acres), Pier Village Center (25.5 Acres), Beachfront South (17.25 acres) and Broadway Gateway (48.5 Acres), totaling 135.5 Acres of planned redevelopment.

1996 – 2002:

The city continued its efforts with local, county, and state agencies for State designation of the Urban Enterprise Zone and Regional Center, Adoption of the Redevelopment Plan, and Designation as a Neighborhood Empowerment Zone by the Governors Urban Coordinating Council. The city worked closely with the NJDEP regulatory agency Land Use Regulation division for sector-by-sector permits-by-rule from the CAFRA program.

Once the required elements for the redevelopment areas' success were in place, the city and the UEZ partnered with local businesses, the Chamber of Commerce, Clean Communities, Historic Association, property owners, downtown workers and residents to design and consider the revitalization of Broadway from 2nd to 7th Avenues. During focus groups in the oceanfront master plan process, Broadway was selected by the community as the business district in greatest need of an economic development plan. The community and team with the guidance of K. Glover and Associates met over 18 times to propose concepts that could be implemented both immediately and incrementally. As a result, The Broadway Paramount District – A Plan to Revitalize the Broadway Corridor was issued in March of 1998.

Because of the aforementioned visioning process, the Lower Broadway Corridor was added to the Redevelopment Sectors, increasing the redevelopment zones from 5 to 6 sectors. A pre-LBC Visioning Document was produced prior to this addition. See the MSA Supplement for the visioning document, the Broadway Paramount District Plan and the Broadway Neighborhoods Revitalization Plan Map.

2002-present:

During the finalization of the Community Needs Assessment, the construction of the first redevelopment area came into fruition in early 2002. Construction of Beachfront North began with Pier Village following as outlined in the milestones above.

The UEZ Program continued its commitment to the merchants and this NJ State sponsored initiative. The vision of the program is summarized in the UEZ Five-Year Strategic Plan (see MSA Supplement) formulated in 2004 and outlines how the UEZ staff and Board of Directors continues to ensure the improvement of Long Branch's distressed and underperforming business districts. The UEZ in conjunction with Thompson and Wood, Inc., also created a Commercial Façade Design Kit (four color pamphlets included in the MSA Supplement) as part of the strategic plan as an instrument in the improvement of the appearance of buildings and commercial structures.

Upon completion of the Beachfront North construction, and as the evolution of the city became quite apparent, a Master Plan Committee (MPC) was created as previously mentioned. Established in late 2005 with various members of the Long Branch Zoning Board of Adjustment, Planning Board, and Planning Department employees, the team re-evaluated the needs of the city to determine the necessary updates to the City 1988 Master Plan and Zoning Ordinances. After meeting monthly for 6 months and bi-monthly for the next year, the MPC created a Re-Examination Report. In February of 2007, City Council adopted this Re-Examination Report that envisioned the necessary updates to modernize the city as a whole. The MPC continues to meet periodically to update and revise the city's documents as required.

In a separate effort to help Long Branch become a "green", "clean" and "cool" city, Mayor Adam Schneider created the City's Energy Review Committee in mid-2007. This committee consists of members of various city departments including planning, health, purchasing, the library, public works, and police, and meets with the intention to provide new environmentally friendly initiatives to help make the quality of life better in Long Branch. The Committee continues to meet periodically to consider ways of improving efficiency in city buildings, plan new environmentally efficient structures, reuse resources, and encourage our residents to become more environmentally friendly for a viable and sustainable community. The Committee is another means for the city's visioning process and is assisting the newly re-instated Environmental Commission in these efforts.

One highlight of Long Branch's recent success was the City's participation in the New Jersey **Clean Energy** Program "Change a Light, Change the World" Campaign for 2007. The City received an award for having the second highest number of pledges of any municipality in the State and the fourth highest number of pledges of any municipality in the U.S.A. More noticeably, the City established a phased-in program of "green" office products, supplies and eco-friendly cleaning products in addition to its stepped-up recycling and idling vehicle programs. The City has also contracted for Revisions of the City's Master Plan incorporating "green" standards, incentives & ordinances including LEED Certified projects.

- Participated in and received awards from the New Jersey **CleanEnergy** Program "Change a Light, Change the World" Campaign:

2007: 2nd highest pledges of any municipality in the State and 4th highest pledges of any municipality in the U.S.A.

2008: For second year running, 2nd in State--4th nationally among local governments in collecting highest number of pledges.

2009: Oceanfest: Environmental Commission Members helped staff the City's Green Booth on July 4th. This successful educational public awareness event received almost 500 pledges for the Change the World Clean Energy Campaign and approximately 50 Volunteers for the City's Green Team.

The City understands this on-going effort also takes commitment from community members. Not only is the Committee in the process of creating community based sub-teams, with the Environmental Commission, the Energy Review Committee also attends city-sponsored events to help educate the public on ways to "Go Green" and created a brochure with tips for home and office (See MSA Supplement). For more information, please visit our "Green Pages" on the City website at www.visitlongbranch.com/greenpage for the brochure, meeting minutes, information & links.

Status of Master Plan and Other Relevant Planning Activities

Master Planning

The last comprehensive master plan was adopted in 1988. The City prepared and adopted Reexamination Reports in 1994, 2000 and 2007. The City is currently engaged in the preparation of a comprehensive update of the master plan.

Redevelopment Planning

See discussion of Oceanfront Redevelopment Plan under General Information in Section III and in the Plan Implementation Update in the MSA Supplement.

Affordable Housing

A new housing element and a Fair Share Plan is being prepared in concert with the comprehensive update of the master plan. An overview of the City's affordable housing efforts since 1995 is included in the Plan Implementation Update in the MSA Supplement.

Recent and Upcoming Development Activities

See Plan Implementation Update in the MSA Supplement.

Statement of Planning Coordination

CAFRA

As noted in Section III, Long Branch enjoys a unique relationship with NJDEP relative to CAFRA regulations as a result of its comprehensive planning efforts for the oceanfront. Oceanfront redevelopment projects are governed by the Long Branch Redevelopment Zone Permit (7:7-7.4) issued by NJDEP. Pursuant to the rule, the construction of any development requiring a CAFRA permit within the Oceanfront Redevelopment Zone is authorized by NJDEP provided that the development is in compliance with the Redevelopment Plan Ordinance and the Design Guidelines Ordinance of the City of Long Branch; and the development is approved by the Planning Board of the City of Long Branch, or, if it is a public development, by the City Council or the Redevelopment Agency of the City of Long Branch.

Adjacent Municipalities

The new City master plan will contain the required policy statement indicating the relationship of the proposed development of the City as provided for in the master plan to the master plans of contiguous municipalities.

Monmouth County

Long Branch is participating in the County's Coastal Monmouth regional planning effort. The Coastal Monmouth Plan will outline a vision for the future for both the region and the 30 participating municipalities. The plan is scheduled for completion in 2009. The purpose of the plan is to:

- Establish a set of planning alternatives to help coastal municipalities manage their remaining development potential, conserve open space, explore redevelopment opportunities, and address the impacts of future growth on infrastructure, the natural environment and the overall quality of life;
- Formulate a plan that will be adopted as an element for the County Growth Management Guide; and
- Formulate a regional plan suitable for endorsement for the NJ State Planning Commission.

Shared Services

The following are examples of existing shared services in place involving the City of Long Branch:

- Interlocal Agreement with West Long Branch – Animal Control Services provided by Long Branch.

- Interlocal Agreement with Ocean Township – Animal Control Services provided by Long Branch.
- Interlocal Agreement with Long Branch Board of Education – IT Services relative to Fiber Ring provided to Long Branch.
- Interlocal Agreement with Monmouth County Health Consortium – Public health services provided to Long Branch.
- Interlocal Agreement with Monmouth Regional Health Commission – Lead monitoring equipment to Long Branch.
- Interlocal Agreement with Freehold Township – Lead inspection services to Long Branch.
- Monmouth County Mutual Aid Pact for Public Safety/Police – Shared services to local Police Department for unusual occurrences.
- Monmouth County Mutual Aid Pact/Fire – Shared services between Monmouth County municipalities.
- Interlocal Agreement for IT Services through PARIS Grant – County coordinating services relative to records management
- Commodity Resale System – Gasoline, diesel fuel, snow materials, public works materials sold to members: Long Branch Board of Education, Long Branch Housing Authority, West Long Branch Borough, Sea Bright Borough.

State, Federal, and Non-Profit Programs, Grants and Capital Projects

The Office of Community and Economic Development has partnered with various state and federal agencies for community development projects including the New Jersey Department of Community Affairs, Department of Transportation, Housing Mortgage Finance Agency, Council on Affordable Housing, Department of Environmental Protection and Green Acres, U.S. Department of Housing and Urban Development, County of Monmouth Office of Community Development, Monmouth County Office of Recreation and Monmouth County Office of Planning.

Internal Consistency in Local Planning

The City is currently preparing a comprehensive update of its master plan. The plan will be grounded in the most accurate and current data available and be guided by the City's ongoing visioning process (see earlier discussion under Community Vision and Public Participation). The master planning process will provide the City with the opportunity to bring all of its planning, regulatory and capital policies into consistency with the community's vision for the City's future.

Sustainability Statement

The City's current mater plan initiative will also provide an opportunity to ensure that the City's planning and regulations support social, economic and environmental sustainability. The Plan Implementation Update in the MSA Supplement provides an overview of the City's current efforts related to affordable housing, job growth, new schools, circulation, and open space.

In an effort to help Long Branch become a "green", "clean" and "cool" city, Mayor Adam Schneider created the City's Energy Review Committee in mid-2007. This committee consists of members of various city departments including planning, health, purchasing, the library, public works, and police, and meets with the intention to provide new environmentally friendly initiatives to help make the quality of life better in Long Branch. The Committee continues to meet periodically to consider ways of improving efficiency in city buildings, plan new environmentally efficient structures, reuse resources, and encourage our residents to become more environmentally friendly for a viable and sustainable community. The Committee is another means for the city's visioning process.

One highlight of Long Branch's recent success was the City's participation in the New Jersey **Clean Energy** Program "[Change a Light, Change the World](#)" Campaign for 2007. The City received an award for having the second highest number of pledges of any municipality in the State and the fourth highest number of pledges of any municipality in the U.S.A. More noticeably, the City established a phased-in program of "green" office products, supplies and eco-friendly cleaning products in addition to its stepped-up recycling and idling vehicle programs. The City has also contracted for Revisions of the City's Master Plan incorporating "green" standards, incentives & ordinances including LEED Certified projects.

The City understands this on-going effort also takes commitment from community members. Not only is the Committee in the process of creating community based sub-teams, the Energy Review Committee also attends city-sponsored events to help educate the public on ways to "Go Green" and created a brochure with tips for home and office (See MSA Supplement). For more information, please visit our "Green Pages" on the City website at www.visitlongbranch.com/greenpage for the brochure, meeting minutes, information & links.

Additionally, as part of the Master Plan revision, the City is not limiting a designated "green zone" in the city. Rather its intention is to study and incorporate environmental incentives and green sustainable initiatives into the planning process throughout the entire city.

V. STATE PLAN CONSISTENCY

A. Consistency with State Plan-Goals, Policies and Indicators

GOAL	POLICIES	INDICATORS
<p>Goal 1: Revitalize the State’s Cities and Towns</p> <p>STRATEGY: Protect, preserve and develop the valuable human and economic assets in cities, towns and other urban areas. Plan to improve their livability and sustainability by investing public resources in accordance with current plans which are consistent with the provisions of the State Plan. Leverage private investments in jobs and housing; provide comprehensive public services at lower costs and higher quality; and improve the natural and built environment. Incorporate ecological design through mechanisms such as solar access for heating and power generation. Level the playing field in such areas as financing services, infrastructure and regulation. Reduce the barriers which limit mobility and access of city residents, particularly the poor and minorities, to jobs, housing, services and open space within the region. Build on the assets of cities and towns such as their labor force, available land and buildings, strategic location and diverse populations.</p>	<p>Policy on Urban Revitalization - Prepare strategic revitalization plans, neighborhood empowerment plans and urban complex strategic revitalization plans that promote revitalization, economic development and infrastructure investments, coordinate revitalization planning among organizations and governments, support housing programs and adaptive reuse, improve access to waterfront areas, public open space and parks, and develop human resources with investments in public health, education, work force readiness and public safety in cities and towns.</p>	<p>Key Indicator 5. Progress in socioeconomic revitalization for the 68 municipalities eligible for Urban Coordinating Council assistance</p> <p>Indicator 6. Percent of jobs located in Urban Coordinating Council municipalities</p> <p>Indicator 23. Percent of building permits issued in Urban Coordinating Council municipalities</p> <p>Indicator 27. Number of Neighborhood Empowerment Plans approved by the Urban Coordinating Council</p>

Goal 1 Analysis

The City of Long Branch has shown its desire and success in protecting, preserving and developing the human and economic assets in the City with its Oceanfront Master Plan and Redevelopment Plan. Through the already enhanced beaches coupled with the constructed Pier Village Redevelopment and Beachfront North residences, the City has already begun implementing its strategy and efforts to revitalize the City. The future Ferry Pier, Broadway Gateway, Hotel Campus and Lower Broadway Corridor designs continue the City's livability and sustainability by investing public resources in accordance with current plans that are consistent with the provisions of the State Plan.

As written in the preface of the General Guideline book, "consensus has been achieved through several years of pre-planning, community organization, and detailed master planning involving high levels of citizen participation. The City of Long Branch, New Jersey, is thus fortunate...to be well positioned to optimize the advantage of an environmental "gift" – the Jersey Shore beach restoration project by the Army Corps of Engineers".

The City's planned transformation and Master Plan revisions are consistent with the State's Goals as it provides investments in jobs and housing, comprehensive public services at lower costs and higher quality and improvements to the natural and built environment. Ecological designs with LEEDS Certified buildings are requirements in the future Redevelopment Zones while past and future improvements to the business and residential districts are consistent with state goals and policies regarding socioeconomic, services, housing and open space within the region while building on the assets of the City's labor force, available land and buildings, strategic location and diverse populations.

For example, the City's specific goals for Broadway (both for the Lower Broadway Corridor and Broadway Gateway areas) derived from extensive community participation, drive the rejuvenation plans of Broadway today with principles shaped for the commercial corridor, adjacent neighborhoods, and the public realm. These goals, noted below, reflect the State's Goals as well:

- *Hometown Downtown.* Broadway's future growth is linked to the well being of the neighborhoods around it. The City actively envisions compact infill development around new and improved community-oriented schools within a short walk of Broadway.
- *Walk to work.* The goal is to co-locate new mixed-income residential development near new employment and entrepreneurial opportunities on Broadway.

- *Urban Campus.* The opportunity to leverage cultural and educational institutions including Long Branch schools, Brookdale Community College, Monmouth Medical Center teaching programs, The New Jersey Repertory Theater, Shore Institute of Contemporary Art, and Monmouth University. The City hopes to stimulate student housing along with vocational training and internships within the Broadway Cyber District.
- *A Regional Downtown.* Retail and commercial development around Broadway is planned in the context of regional transportation: the Long Branch train station, and the proposed Long Branch Pier and Ferry service, both within 3 blocks of Broadway.

In particular, the Guidelines for the Broadway Corridor Guidelines invite well-scaled contextual revitalization of Long Branch's downtown as a vital and welcoming place for people using the following:

- *Commercial sub-districts of Broadway which target synergistic tenancy-interrelated businesses and services, building up critical mass to create a competitive retail district.*
- *Residential areas that encourage a variety of compact mixed-income urban housing types.*
- *The Public Realm, which describe a regime of shared parking amid street and park fronting developments that optimize public space use around the clock by visitors and residents.*

Details of the plans and desires of the City are described in other sections of this report, the attached Redevelopment Guidelines and Oceanfront Master Plan. The master document – General Design Guidelines Handbook – and accompanying 6 books provide detailed sector specific guidelines are the culmination of a concentrated effort to define the desired physical characteristics and standards for development embraced by the citizens of Long Branch in looking to the future.

As the Office of Smart Growth is aware, the UCC was disbanded in 2004. Prior to that, the City did have 1 UCC plan approved (attached). After 2004, the NJ Redevelopment Authority and NJ Economic Development Authority absorbed the prior UCC.

In general, the City's Urban Enterprise Zone was approved East-West for about 1 mile along Broadway from the Oceanfront to Myrtle Avenue and Brighton Avenue, about 1.5 square miles (see map).

Senior Housing is reviewed under the current DCA – a full plan is outlined in the UEZ 5-year Plan elsewhere in this document.

Refer to Section V.B. of this report for more details.

Goal 1 Key Indicators:

- See Introduction and Awards list on prior pages
- Received Urban Coordinating Council designation in 1996
- In January 1997, Governor Christine Whitman dubs “Ocean Place Village” in her State of the State Address as one of six Urban Coordinating Council (UCC) cities in the State. Acceptance in the program was significant and gave the City priority on State and County grants and leeway in bureaucratic processes.
- 1/3 of approximate 5 square mile City is designated as both an Urban Enterprise Zone and a Neighborhood Empowerment Zone
- Recreation and Open Space Inventory Total Acres of wholly undeveloped lands: 137.1466
- Jersey Shore beach restoration project by the Army Corps of Engineers
- Over the last 10 years, more than 80 streets were upgraded and resurfaced as supplemental transportation funds became available to the City. The \$500,000 to \$800,000 annual road improvements costs also included required drainage and infrastructure/utility improvements and associated sidewalk repair (see sidewalk inventory).
- Monmouth County and NJDOT issued \$5M for the reconstruction of 1.5 miles of Ocean Boulevard. Built prior to the Redevelopment areas in 2005, the roadway is complete with traffic calming and pedestrian improvements to achieve a context sensitive roadway.
- The City is now in the planning stages of a new Ferry Terminal and Pier to be constructed in the Atlantic Ocean for regional commuting and access. The pier is part of Phase III of the Pier Village Redevelopment.
- As part of the circulation plan, Master Plan revisions and Green initiatives of the Energy Review Committee, the plan for a shuttle service from the train-to-beach-to businesses is currently underway. A 2007 Feasibility Access Plan was prepared by the city’s planner.
- The Sewer Authority’s \$12M sewer line replacement project was complete in 2006.
- Tax Base grew from \$1.8 billion in 1995 to \$5.1 billion in January 2009.
- Creation of City’s Energy Review Committee in mid-2007 and Environmental Commission in mid-2009 to provide new environmentally friendly initiatives to help make the quality of life better in Long Branch.
- First LEED Silver Certified HOPE VI Development in NJ was Garfield Court, part of the City of Long Branch’s Housing Authority
- Future Redevelopment will required LEED Certified projects
- Of the 10,000 residents in the labor force, the City estimates approximately 2,000 of those people live and work in Long Branch, with 50% of that total in the UEZ.

- The Housing Authority is completely renovating over 300 units of affordable housing in a highly improved condition and constructed the State of New Jersey's **first LEED Silver Certified HOPE VI Development** (Garfield Court).

GOAL	POLICIES	INDICATORS
<p>Goal 2: Conserve the State's Natural Resources and Systems</p> <p>STRATEGY: Conserve the state's natural resources and systems as capital assets of the public by promoting ecologically sound development and redevelopment in the Metropolitan and Suburban Planning Areas, accommodating environmentally designed development and redevelopment in Centers in the Fringe, Rural and Environmentally Sensitive Planning Areas, and by restoring the integrity of natural systems in areas where they have been degraded or damaged. Plan, design, invest in and manage the development and redevelopment of Centers and the use of land, water, soil, plant and animal resources to maintain biodiversity and the viability of ecological systems. Maximize the ability of natural systems to control runoff and flooding, and to improve air and water quality and supply.</p>	<p>Policy on Water Resources - Protect and enhance water resources through coordinated planning efforts aimed at reducing sources of pollution and other adverse effects of development, encouraging designs in hazard-free areas that will protect the natural function of stream and wetland systems, and optimizing sustainable resource use.</p> <p>Policy on Open Lands and Natural Systems - Protect biological diversity through preservation and restoration of contiguous open spaces and connecting corridors; manage public land and provide incentives for private land management to protect scenic qualities, forests and water resources; and manage the character and nature of development for the protection of wildlife habitat, critical slope areas, water resources, and for the provision of adequate public access to a variety of recreational opportunities.</p> <p>Policy on Coastal Resources - Acknowledge the statutory treatment of the coastal area under federal and state legislation, coordinate efforts to establish a comprehensive coastal management program with local planning efforts, undertake a regional capacity analysis, protect vital ecological areas and promote recreational opportunities.</p> <p>Policy on Special Resource Areas - Recognize an area or region with unique characteristics or resources of statewide importance and establish a receptive environment for regional planning efforts. The Highlands region has been recognized as the first Special Resource Area in New Jersey.</p>	<p>Key Indicator 2. The amount of land permanently dedicated to open space and farmland preservation</p> <p>Key Indicator 3. Percent of New Jersey's streams that support aquatic life</p> <p>Indicator 11. Conversion of wetlands for development</p> <p>Indicator 26. Percent of land in New Jersey covered by adopted watershed management plans</p>

Goal 2 Analysis

The City of Long Branch has a policy of balancing redevelopment and conserving its natural resources and systems as capital assets of the public. This is evident by the manner in which the planning from the 1990s has become reality through promotion and design of ecologically sound and environmentally sensitive development and redevelopment as outlined in the State Plan Consistency Introduction and reiterated here.

Ensuring that open space and public access exists and to expand is one of the main priorities of the City. Besides the vast expanse of beaches, the City improved and opened a variety of parks, some of which are nature preserves and interactive water feature and maintains access to its contiguous waterways: Branchport Creek, Shrewsbury River, Manahasset Creek, Takanassee Lake, and the Atlantic Ocean.

The City finalized a Stormwater Management Plan in compliance with N.J.A.C. 7:14A-25 and N.J.A.C. 7:8 and adopted by NJDEP. The plan addresses groundwater recharge, stormwater quantity, and stormwater quality impacts by incorporating stormwater design and performance standards for new major development, defined as projects that disturb one or more acres of land. These standards are intended to minimize the adverse impacts of stormwater runoff on water quality and water quantity and the loss of groundwater recharge that provides base flow measures for existing and future stormwater facilities

Public improvements include the boardwalk reconstruction, additional public access, Festival Plaza and an open-air recreational area for the public.

Refer to Section V.B. of this report for more details.

Goal 2 Key Indicators:

- In cooperation with the NJDEP regulatory agency Land Use Regulation division for **sector-by-sector permits-by-rule** from the CAFRA program, Long Branch is the only coastal town in the state of NJ to have such an extensive and uniform permit;
- The Office of Smart Growth has honored the City with multiple awards for context sensitive and sound planning and zoning;
- The Army Corp of Engineers (ACOE) beach replenish to extend the beachfront by 300 feet is complete;
- The ACOE plan has a strict policy of no development or approvals of projects proposed on wetlands;
- The cleanup and remediation of the 12 acre Coal Gas site on Long Branch Avenue is underway resulting in a cleaner Troutman's Creek stream;

- The 3 acre Great Lawn public park also has The Great Lawn Amphitheatre (a public component);
- The City maintains 8.8% of its land area for several park and recreation facilities located throughout the community that are listed below and within the context of this report;

Use	Acres	% of total city acreage
Parks and Public Open Space	242.54	8.8
Public Vacant Land	18.00	0.6
Private Vacant land	102.95	3.8

- Long Branch acquired these properties for park and open space use:

Jerry Morgan Park - Total: 3.2 Acres

- City acquired Conrail R.O.W. plus the Gas Company donated a 10-wide strip to the site for \$1 in the late 1990's for the original park
- About 0.25 Acres was purchased with CDBG funds to acquire the Liberty Street business and add to park
- Construction complete early 2003 for a park and community gardens
- Part of the park was deeded to the adjacent homeowners along 5th and 6th Avenues
- About 0.70 Acres added for the second phase for Memorial Park area

Anastasia School – Total: 5 Acres

- City used portion for community gardens and storage for containers

Manahasset Creek Park – Total: 22 Acres

- City owned approx. 7 Acres of the site for recreation purposes and 2 acres to the west of property
- Of the \$3.5 Million fees, including 10% for design, Green Acres will pay back \$2.9 Million
- City purchased approx. 10 Acres from adjacent homeowners and the LIMCo business between 2001 & 2004
- City purchased the LB Community Center parcel for \$400,000 and the community center gave \$300,000 back to the City for the approx. 2 acres parcel

Third Avenue Park – Total: 0.197 Acres

- City purchased using UEZ funds in 2002 for \$60,000 plus liens

Pinsky Park – Total: 0.197 Acres

- City purchased triangle using Green Acres Funds for somewhere between \$5,000 and \$20,000 in early 1990's
- Interactive fountain Grand Opening July 2007

Great Lawn – Total: 2.94 Acres

- Acquired and constructed with Beachfront North Redevelopment

Cherry Street Park (George Naylor Park) – Total: 2.38 Acres

- To fulfill Green Acres requirement, performed Phase I Assessment as part of renovations to park
 - Hot spots were found in areas used by the railroad and the other business use
 - Remediation monitored by Green Acres – excavation and refill of topsoil then capped
 - Deed restricted for digging depth
 - Remediation except for monitoring wells complete
 - Site is used for baseball, basketball, tot lot, fencing and amenity upgrades
- A nature preserve is located within the city at Jackson Woods Park. This park boasts 5 Preservation Zones, 1 zone dedicated for each of the ecological vegetation;
 - The ribbon-cutting ceremony for the extensive Manahasset Creek Park took place in August 2009. The newly constructed recreation facility includes 2 soccer fields, 1 baseball field, 2 softball/little league fields, 4 tennis courts, 2 basketball courts, a recreation facility and a walking/biking trail along wooded areas.
 - Along the Oceanfront are seven beaches designated for swimming. The attendance at those beaches increased from 29,254 patrons in 2000 to 174,250 in 2009. The numbers are actually higher. Since 2007, patrons under 17 and over 65 were not charged nor included in the total usage numbers.

GOAL	POLICIES	INDICATORS
<p>Goal 3: Promote Beneficial Economic Growth, Development and Renewal for All Residents of New Jersey</p> <p>STRATEGY: Promote socially and ecologically beneficial economic growth, development and renewal and improve both the quality of life and the standard of living of New Jersey residents, particularly the poor and minorities, through partnerships and collaborative planning with the private sector. Capitalize on the state’s strengths—its entrepreneurship, skilled labor, cultural diversity, diversified economy and environment, strategic location and logistical excellence—and make the state more competitive through infrastructure and public services cost savings and regulatory streamlining resulting from comprehensive and coordinated planning. Retain and expand businesses, and encourage new, environmentally sustainable businesses in Centers and areas with infrastructure. Encourage economic growth in locations and ways that are both fiscally and environmentally sound. Promote the food and agricultural industry throughout New Jersey through coordinated planning, regulations, investments and incentive programs—both in Centers to retain and encourage new businesses and in the Environs to preserve large contiguous areas of farmland.</p>	<p>Policy on Economic Development - Promote beneficial economic growth and improve the quality of life and standard of living for New Jersey residents by building upon strategic economic and geographic positions, targeting areas of critical capital spending to retain and expand existing businesses, fostering modern techniques to enhance the existing economic base, encouraging the development of new enterprises, advancing the growth of green businesses, elevating work force skills, and encouraging sustainable economic growth in locations and ways that are fiscally and ecologically sound.</p> <p>Policy on Agriculture - Promote and preserve the agricultural industry and retain farmland by coordinating planning and innovative land conservation techniques to protect agricultural viability while accommodating beneficial development and economic growth necessary to enhance agricultural vitality and by educating residents on the benefits and the special needs of agriculture.</p> <p>Policy on Equity - It is the position of the State Planning Commission that the State Plan should neither be used in a manner that places an inequitable burden on any one group of citizens nor should it be used as a justification for public actions that have the effect of diminishing equity. It is also the position of the Commission that the achievement, protection and maintenance of equity be a major objective in public policy decisions as public and private sector agencies at all levels adopt plans and policies aimed at becoming consistent with the State Plan.</p>	<p>Key Indicator 1. New development, population and employment located in the Metropolitan and Suburban Planning Areas or within Centers in the Fringe, Rural and Environmentally Sensitive Planning Areas</p> <p>Indicator 1. Average annual disposable income among New Jerseyans</p> <p>Indicator 2. Unemployment</p> <p>Indicator 3. Conversion of farmland for development</p> <p>Indicator 5. Agricultural output</p> <p>Indicator 7. Economic output per unit of energy consumed</p> <p>Indicator 21. Municipalities with median household incomes of less than \$30,000 per year (in 1990 dollars)</p> <p>Indicator 22. Number of census tracts with more than 40% of the population living under the poverty level</p>

Goal 3 Analysis

The City's UEZ continues to oversee infrastructure and facade improvements, including ADA accessibility, streetscapes, sidewalks and landscaping, throughout the City in public parks and in business areas. These efforts have gone a long way in stimulating new tenants in empty storefronts.

Approximately \$200,000 in NJDOT grants has been awarded to the "Uptown" commercial areas to improve the façades and sidewalks. Additional Community Development Block Grants (CDBG) have been utilized for sidewalk programs as well as NJDEP Green Acres funds for sidewalks within or adjacent to our parks.

As noted in the Introduction and Visioning sections of our reports, the City of Long Branch has been actively promoting the redevelopment of the Broadway and Oceanfront. The city continued its efforts with local, county, and state agencies for State designation of the Urban Enterprise Zone and Regional Center, Adoption of the Redevelopment Plan, and Designation as a Neighborhood Empowerment Zone by the Governors Urban Coordinating Council. The city worked closely with the NJDEP regulatory agency Land Use Regulation division for sector-by-sector permits-by-rule from the CAFRA program.

Once the required elements for the redevelopment areas' success were in place, the city and the UEZ partnered with local businesses, the Chamber of Commerce, Clean Communities, Historic Association, property owners, downtown workers and residents to design and consider the revitalization of Broadway from 2nd to 7th Avenues. During The UEZ Program continued its commitment to the merchants and this NJ State sponsored initiative. The vision of the program is summarized in the attached UEZ Five-Year Strategic Plan formulated in 2004 and outlines how the UEZ staff and Board of Directors continues to ensure the improvement of Long Branch's distressed and underperforming business districts. The UEZ in conjunction with Thompson and Wood, Inc., also created a Commercial Façade Design Kit (4 Color Pamphlets) as part of the strategic plan as an instrument in the improvement of the appearance of buildings and commercial structures.

The Master Plan Elements will also promote this economic development and equity in the proposed Transit Village Area surrounding the existing Long Branch Train Station. This, in conjunction with the investment in the City's infrastructure, redevelopment areas, new affordable housing as well as new and improved schools as discussed within this report strongly indicate the city's desire to create a balance of high quality housing, schools, employment, businesses and economy which complies with all the goals and policies set forth in the State Plan.

Refer to Section V.B. of this report for more details.

Goal 3 Key Indicators:

- Broadway Redevelopment Guidelines
- UEZ 5-Year Plan
- Oceanfront Master Plan
- Chamber of Commerce
- Energy Review Committee and Environmental Commissions
- Infrastructure Investments
- Façade Improvement Program
- NJDEP Greenhouse Gas Reduction Grant Applications
- Sidewalk Inventory:
 - Sidewalk Improvements with UEZ & CDBG funds
Broadway, West End Ave, Ocean Ave, Brighton Ave, Russell Ct., Morris Ave, Rockwell Ave, 7th Ave, Memorial Drive
 - Parks and Sidewalk Improvements with NJ Green Acres plus UEZ & CDBG funds
Jerry Morgan (also ADA compliant), Van Court, Atlantic Ave, Jackson Woods
 - ADA compliant park upgrades slated for next phase: (sidewalks and access to play areas, bleachers, walkways, park venues and amenities)
Cherry St Park (2009 funds will be under HAZMAT remediation funds), Manahasset Creek Park – under 2008 construction program, Branchport, Atlantic and Van Court Parks, Jackson Woods and Hoey Ave Park
- The Housing Authority is completely renovating over 300 units of affordable housing in a highly improved condition and constructed the State of New Jersey's **first LEED Silver Certified HOPE VI Development** (Garfield Court)
- The "Transit Village" area is currently in the planning process in conjunction with NJ Transit and as part of the revisions to the overall City Master Plan.

GOAL	POLICIES	INDICATORS
<p>Goal 4: Protect the Environment, Prevent and Clean Up Pollution</p> <p>STRATEGY: Develop standards of performance and create incentives to prevent and reduce pollution and toxic emissions at the source, in order to conserve resources and protect public health. Promote the development of businesses that provide goods and services that eliminate pollution and toxic emissions or reduce resource depletion. Actively pursue public/private partnerships, the latest technology and strict enforcement to prevent toxic emissions and clean up polluted air, land and water without shifting pollutants from one medium to another; from one geographic location to another; or from one generation to another. Promote ecologically designed development and redevelopment in the Metropolitan and Suburban Planning Areas and accommodate ecologically designed development in Centers in the Fringe, Rural and Environmentally Sensitive Planning Areas, to reduce automobile usage; land, water and energy consumption; and to minimize impacts on public health and biological systems, water and air quality. Plant and maintain trees and native vegetation. Reduce waste and reuse and recycle materials through demanufacturing and remanufacturing.</p>	<p>Policy on Air Resources - Reduce air pollution by promoting development patterns that reduce both mobile and stationary sources of pollution, promoting the use of alternative modes of transportation, and supporting clean, renewable fuels and efficient transportation systems.</p> <p>Policy on Energy Resources - Ensure adequate energy resources through conservation, facility modernization, renewable energy and cogeneration; to continue economic growth while protecting the environment; and to modify energy consumption patterns to capitalize on renewable, domestic energy supplies rather than virgin extraction and imports.</p> <p>Policy Waste Management, Recycling and Brownfields- Promote recycling and source reduction through product design and materials management and by coordinating and supporting legislative, planning and facility development efforts regarding solid and hazardous waste treatment, storage and disposal. Capitalize on opportunities provided by brownfield sites through coordinated planning, strategic marketing and priority redevelopment of these sites.</p>	<p>Indicator 4. Percent of brownfield sites redeveloped</p> <p>Indicator 7. Economic output per unit of energy consumed</p> <p>Indicator 8. The generation of solid waste on a per capita and per job basis</p> <p>Indicator 9. Number of unhealthful days annually caused by ground-level ozone, particulate matter and carbon monoxide</p> <p>Indicator 10. Greenhouse gas emissions</p> <p>Indicator 13. Changes in toxic chemical use and waste generation (non-product output or NPO) by New Jersey’s manufacturing sector</p> <p>Indicator 15. Vehicle miles traveled per capita</p>

Goal 4 Analysis

The City of Long Branch's efforts to protect the environment are often part and parcel of or a direct beneficiary of the initiatives discussed under other goals, the redevelopment guidelines and overall planning process in the city, Master Plan updates, and the combined efforts of the Energy Review Committee and Environmental Commission. Some initiatives include, but are not limited to:

- Promoting concentrated development and redevelopment within its business district that provides an alternative to green development in other parts of the region, while enhancing opportunities for non-vehicular travel such as walking and bicycling;
- Adopting a stormwater management plan to address groundwater recharge, stormwater quantity, and stormwater quality within the city;
- Pursuing open space opportunities whenever possible;
- Participating in the city's stepped-up recycling programs;
- Adhering to the City's Solid Waste Ordinances and Waste Management policies which are posted on the annual city calendar and website;
- Remediating sites as listed in other sections of this report;
- Including renewable energy and LEED enhanced projects, incentives and ordinances;
- Educating the public through Community Outreach;
- Continually updating the City's website "Green Page";
- Promoting the Green Team activities, such as Rain Gardens, Compost "demonstration" events, and Windspires.

As noted in other sections of this report, over 20 acres of city land have been remediated. The next step toward completing the Gas Company site remediation is the replacement of the bridge to a culvert.

The Housing Authority is completely renovating over 300 units of affordable housing in a highly improved condition and constructed the State of New Jersey's **first LEED Silver Certified HOPE VI Development** (Garfield Court);

Additionally, the city's "Go Green" initiative helps implement the initiatives of the Mayor's Energy Review Committee to increase public awareness regarding environmental issues and events. The Environmental Commission is working with the Committee to sponsor events and campaigns that improve the quality of our environment and make a difference in the health of our community. By collaborating with the city, local families, organizations, businesses, and visitors to take important actions, the Environmental Commission intends to make a positive difference in the greening of this wonderful and diverse seaside city.

Impressively, in August 2009 the City installed a renewable energy Windspire, the first in the State and the first along the coast. It is located along the Oceanfront and is being tracked for

energy output. The goal is to generate enough credits back into the regional grid to offset the power required to light the Boardwalk.

The City recently applied to the NJDEP for \$300,000 in grants for Greenhouse Gas Reduction studies and programs. These include a train-to beach-to business trolley service, carbon inventories, and a Community Outreach program.

Long Branch's goals include encouraging modes of transportation that reduce dependence upon the private automobile by promoting mass transit and pedestrian and bike-friendly transportation networks. The City will integrate transportation options with land use decisions in order to ensure a healthy environment while continuing economic growth. This effect will be two-pronged: first, through the City's updated Master Plan currently being revised, and second, with the proposed Trolley – both of which parallel the Centers program.

With the implementation of a trolley service, the business areas will be linked together as well as beach access streets. There will be a reduction in vehicle miles traveled. Residents and employees will be given access to other convenient low carbon modes of transportation. There will be a corresponding reduction in greenhouse gas emissions.

One of the most effective means of addressing transportation needs in a climate-friendly way is through effective public transit. One bus can take twenty cars off the road and produce one-tenth the climate-changing emissions. The long-term potential savings in overall operating costs will be illustrated by calculating payback periods and return on investments that can be just a few years. Building more accessible city centers means more jobs and opportunities.

The City also plans to launch a pilot Buy Local Program to encourage consumers to buy from locally owned, independent businesses and business to source locally made products. The strategy for this campaign is being pursued nationally by the Business Alliance for Local Living Economies (BALLE) and this program will build on best practices from other cities. An application was submitted to the NJDEP for a grant funding this effort.

The Buy Local Program fits within the scope of the Local Government Greenhouse Gas Reduction Grant Program and the City's overall "Green Goals" because it will have the direct effect of reducing the number of vehicle miles traveled and the indirect effect of encouraging environmentally responsible development practices as commercial corridors become more viable.

The city plans to produce a toolkit to educate business about the positive impact of local procurement and to help them measure and track their local sourcing, as well as to teach them how to use the Buy Local Program to promote their businesses. The goal is to recruit 20% of existing businesses to partner with during the pilot phase of the campaign.

Our goal is to further develop our materials and strategies to reach local residents. We currently participate in numerous community events and give-away bookmarks, decals, brochures and magnets to help educate the public along with a City website Green Page available 24/7. We welcome the support requested in this grant to further our mission with bilingual materials, other media and increased outreach strategies to include local media buys, point of sale materials, and media partnerships.

Refer to Section V.B. of this report for more details.

GOAL	POLICIES	INDICATORS
<p>Goal 5: Provide Adequate Public Facilities and Services at a Reasonable Cost</p> <p>STRATEGY: Provide infrastructure and related services more efficiently by supporting investments based on comprehensive planning and by providing financial incentives for jurisdictions that cooperate in supplying public infrastructure and shared services. Encourage the use of infrastructure needs assessments and life-cycle costing. Reduce demands for infrastructure investment by using public and private markets to manage peak demands, applying alternative management and financing approaches, using resource conserving technologies and information systems to provide and manage public facilities and services, and purchasing land and easements to prevent development, protect flood plains and sustain agriculture where appropriate.</p>	<p>Policy on Infrastructure Investments - Provide infrastructure and related services more efficiently by investing in infrastructure to guide growth, managing demand and supply, restoring systems in distressed areas, maintaining existing infrastructure investments, designing multi-use school facilities to serve as centers of community, creating more compact settlement patterns in appropriate locations in suburban and rural areas, and timing and sequencing the maintenance of capital facilities service levels with development throughout the state.</p> <p>Policy on Transportation - Improve transportation systems by coordinating transportation and land-use planning; integrating transportation systems; developing and enhancing alternative modes of transportation; improving management structures and techniques; and utilizing transportation as an economic development tool.</p>	<p>Key Indicator 4. Meet present and prospective needs for public infrastructure systems</p> <p>Indicator 14. The percent of all trips to work made by carpool, public transportation, bicycle, walking or working at home</p> <p>Indicator 16. Number of pedestrian fatalities in vehicular accidents on state roads</p> <p>Indicator 17. Increase in transit ridership</p> <p>Indicator 18. Percent of potable water supplies that meet all standards</p> <p>Indicator 19. Percent of development on individual septic systems</p>

Goal 5 Analysis

The City of Long Branch is an urban community that serves the region as a Gateway to the Atlantic Ocean and its beautiful beaches. Pedestrian, bicycle and public access has increased to the city, transit and the beaches with the reconstruction and greening of the city. Along those direct access roads are 12 municipal parking lots, containing over 1000 parking spaces that serve the beachfront.

As stated throughout this report, Long Branch has been maintaining and updating its infrastructure through numerous capital projects either through its own resources or in concert with the County, State or NJDOT as outlined in the INTRODUCTION section.

The Ocean Boulevard project not only was designed for non-point source pollution but also included bicycle racks, benches, landscaping, and continuous bikeway/walkway paths. Additional public access points to the beach with compliant ADA ramps and comfort stations were also implemented.

The City is fully sewered and is unique in that it has its own Sewerage Authority (LBSA). The Sewer Authority's \$12M sewer line replacement project was completed in 2006.

Over the last 10 years, more than 80 streets were upgraded and resurfaced as supplemental transportation funds became available to the city. The \$500,000 to \$800,000 annual road improvements costs also included required drainage and infrastructure/utility improvements and associated sidewalk repair. (See sidewalk inventory in Goal 3 for additional sidewalk improvements).

In 2008, an inter-governmental agreement was put in place for the Monmouth Park Racetrack, located in adjacent Oceanport.

The City is now in the planning stages of a new 1,000 LF Ferry Terminal and Pier to be constructed in the Atlantic Ocean for regional commuting and access. The pier is part of Phase III of the Pier Village Redevelopment.

As part of the circulation plan, master plan revisions and Green initiatives of the Energy Review Committee, a shuttle service from the train-to-beach-to businesses is currently underway (see Goal 4).

Alternative modes of transportation, specifically walking and bicycling, are promoted through the city's Redevelopment Plan, Oceanfront Master Plan, Access Feasibility and Ferry Terminal Studies, all of which include recommendations for improving pedestrian safety conditions, way finding signage, a proposed Bikeway Plan, and the completion of the Main Street Streetscape Pedestrian Improvements.

The City supported and worked with the NJDOT during the planning and re-construction of the Park Avenue and Patten Avenue bridges.

The City has been in dialogue with NJ Transit to create a Transit Village surrounding the main Long Branch Train Station. This plan would include strengthening pedestrian and bicycle linkages as well as the trolley route as noted in other sections of this report.

The City has also utilized the \$2 - \$3 million Abbott District funding to improve its multi-use facilities. Two new schools are also within walking distance of the homes around 7th Avenue and Gregory Street.

Goal 5 Key Indicators:

- Reconstruction of Ocean Boulevard using approximately \$5.7 million in State and County funds
- Patten Avenue and Park Avenue bridge replacement projects;
- Construction of 2 new schools in the business district;
- 2,000 publicly accessible parking spaces built within the last 8 years within 3 minute walk to the Boardwalk/promenade areas;
- 12 municipal parking lots, containing over 1000 parking spaces that directly access the beach;
- Additional bike racks purchased and installed each year;
- See Goal 4 for transportation plans;
- Increase in NJ Transit ridership as stated in Introduction;
- Increase in beach access as stated in Introduction;
- Completed feasibility studies for:
 - Transportation and Access Plan
 - Pier and Ferry Terminal (Pier Village Phase 3)
- Annual street repaving program with ADA compliance ramps;
- Streetscape Improvements as noted in Goals 2 and 3;
- Renovation of Main Library;
- Construction of municipal parking lot at Pier Village;
- Purchase approximately 30 acres as open space and recreation (See Goal 2);
- Renovation of Oceanfront Comfort Stations with energy efficient hand dryers, water saving shower towers and use of green products;
- Pedestrian walkways throughout the city;
- Additional bikeway/walkways and trails around the newly constructed Manahasset Creek Park.

GOAL	POLICIES	INDICATORS
<p>GOAL 6: Provide Adequate Housing at a Reasonable Cost</p> <p>STRATEGY: Provide adequate housing at a reasonable cost through public/private partnerships that create and maintain a broad choice of attractive, affordable, ecologically designed housing, particularly for those most in need. Create and maintain housing in the Metropolitan and Suburban Planning Areas and in Centers in the Fringe, Rural and Environmentally Sensitive Planning Areas, at densities which support transit and reduce commuting time and costs, and at locations easily accessible, preferably on foot, to employment, retail, services, cultural, civic and recreational opportunities. Support regional and community-based housing initiatives and remove unnecessary regulatory and financial barriers to the delivery of housing at appropriate locations.</p>	<p>Policy on Housing - Preserve and expand the supply of safe, decent and reasonably priced housing by balancing land uses, housing types and housing costs and by improving access between jobs and housing. Promote low- and moderate-income and affordable housing through code enforcement, housing subsidies, community-wide housing approaches and coordinated efforts with the New Jersey Council on Affordable Housing.</p> <p>Policy on Design - Mix uses and activities as closely and as thoroughly as possible; develop, adopt and implement design guidelines; create spatially defined, visually appealing and functionally efficient places in ways that establish an identity; design circulation systems to promote connectivity; maintain an appropriate scale in the built environment; and redesign areas of sprawl.</p>	<p>Indicator 20. Percent of New Jersey households paying more than 30% of their pre-tax household income towards housing</p> <p>Indicator 24. Annual production of affordable housing units</p>

Goal 6 Analysis

Please refer to the Housing Element of the Introduction of this section and the Housing Element of the Master Plan and the live/work section of the Redevelopment Guidelines.

Goal 6 Key Indicators

NEW MARKET RATE HOUSING:

New condo projects post 2004: Beachfront North, Pier Village, Diamond Beach, etc.

Beachfront North Phase I consisted of:

- 279 residential units in 107 stacked townhouses
- 72 condo flat units in mid-rise buildings

The completed Phase I of Pier Village consisted of:

- 322 rental units in mid-rise structures
- Approximately 100,000 square feet of commercial space in four structures
- 6 market rate rental units built by the City of Long Branch Housing Authority.

AFFORDABLE:

- Scattered Site Housing – 22 of 24 units built between 1998 and 2005 (last two currently under construction) by private developer (through HMFA) finance agency; UHORP Program (Urban Home Ownership recovery Program). City gave the lots.
- Rockwell Estates – 10 units built in 1999 for mixed income groups – both low and moderate income – and built by a private developer
- Monmouth Housing Alliance built 6 new units on Lippincott with HMFA funds in 1998. This was an innovative project by the state and became its model for subsidized housing for 3 classes – low, moderate & market rate assisted.
- Proctor Estates – 68 units of mixed styled townhouses and duplexes with 2 levels of income – moderate and market rate assisted – built in 2006

AFFORDABLE PUBLIC HOUSING (HOUSING AUTHORITY) after 2004:

- Seaview Manor – demolished 46 units to build 40 new units using Hope VI funds plus \$975K RCA and NJNG monies
- Garfield Courts: 128 units built – HMFA & Federal Home Loan Bank of NY
- Grant Court: 70 new units – HMFA & Federal Home Loan Bank of NY

GOAL	POLICIES	INDICATORS
<p>Goal 7: Preserve and Enhance Areas with Historic, Cultural, Scenic, Open Space and Recreational Value</p> <p>STRATEGY: Enhance, preserve and use historic, cultural, scenic, open space and recreational assets by collaborative planning, design, investment and management techniques. Locate and design development and redevelopment and supporting infrastructure to improve access to and protect these sites. Support the important role of the arts in contributing to community life and civic beauty.</p>	<p>Policy on Historic, Cultural and Scenic Resources - Protect, enhance, and where appropriate rehabilitate historic, cultural and scenic resources by identifying, evaluating and registering significant historic, cultural and scenic landscapes, districts, structures, buildings, objects and sites and ensuring that new growth and development is compatible with historic, cultural and scenic values</p>	<p>Key Indicator 2. The amount of land permanently dedicated to open space and farmland preservation</p> <p>Indicator 12. Conversion of land per person</p>

Goal 7 Analysis

As part of the Master Plan revisions and the current efforts of the City, the Historic Element is always considered. As referenced in the Introduction of this section and throughout the report, during the planning and development of the UEZ, Broadway and Redevelopment plans, the city's Historic Associations were included. Refer to those sections of this report.

Additionally, the City passed a Historic Preservation Ordinance in mid-2009 to help preserve the character of the city. The goal is to further protect, enhance, and where appropriate rehabilitate historic, cultural and scenic resources by identifying, evaluating and registering significant historic, cultural and scenic landscapes, districts, structures, buildings, objects and sites and ensuring that new growth and development is compatible with historic, cultural and scenic values.

As also noted in Goal 5, two NJDOT bridges were constructed. These include historic details and standards as would be allowed by constraints.

Another key element the city is currently working towards preserving and relocating are the buildings from the Lake Takanassee Lifeguard Station. Refer to the Historic Element of the Master Plan for more information and details.

Goal 7 Key Indicators

- Long Branch Historical Association;
- Long Branch Historical Museum Association;
- Council approved Historic Preservation Ordinance;
- Master Plan Historic Element;
- The Housing Authority is completely rebuilding 290 units of affordable housing in a highly improved condition and constructed the State of New Jersey's **first LEED Silver Certified HOPE VI Development** (Garfield Court).

GOAL	POLICIES	INDICATORS
<p>Goal 8: Ensure Sound, Integrated Planning and Implementation Statewide</p> <p>STRATEGY: Use the State Plan and the Plan endorsement process as a guide to achieve comprehensive, coordinated, long-term planning based on capacity analysis and citizen participation; and to integrate planning with investment, program and regulatory land-use decisions at all levels of government and the private sector, in an efficient, effective and equitable manner. Ensure that all development, redevelopment, revitalization or conservation efforts support State Planning Goals and are consistent with the Statewide Policies and State Plan Policy Map of the State Plan.</p>	<p>Policy on Comprehensive Planning - Promote planning for the public's benefit, and with strong public participation, by enhancing planning capacity at all levels of government, using capacity-based planning and Plan endorsement to guide the location and pattern of growth and promoting cooperation and coordination among counties, municipalities, state, interstate and federal agencies.</p> <p>Policy on Planning Regions Established by Statute - The State Plan acknowledges the special statutory treatment accorded the New Jersey Pinelands under the Pinelands Protection Act, and the Hackensack Meadowlands under the Hackensack Meadowlands Reclamation and Development Act. The State Planning Commission is explicitly directed to “rely on the adopted plans and regulations of these entities in developing the State Plan.” In the State Plan, these areas are considered Planning Regions Established by Statute.</p> <p>Policy on Public Investment Priorities - It is the intent of the State Plan that the full amount of growth projected for the state should be accommodated. Plan Strategies recommend guiding this growth to Centers and other areas identified within Endorsed Plans where infrastructure exists or is planned and where it can be provided efficiently, either with private or public dollars. (Designated Centers are included in the category of communities with Endorsed Plans.) Public investment priorities guide the investment of public dollars to support and carry out these Plan Strategies.</p>	<p>Key Indicator 6. The degree to which local plans and state agency plans are consistent with the State Plan</p> <p>Indicator 25. Municipalities participating in comprehensive, multijurisdictional regional planning processes consistent with the State Plan</p>

Goal 8 Analysis

The City of Long Branch, as indicated throughout this report, partnered with and continues to coordinate all of its planning efforts with the Monmouth County Planning Board, New Jersey Office of Smart Growth, NJDEP, NJDOT, as well as local Boards, Commissions and organizations. This process has been in place since at least 1994.

The City has expended substantial effort in recent years to ensure sound comprehensive and strategic planning as evidenced by the preparation of the Redevelopment Plans, Oceanfront Master Plan, Transportation and Access Plan, Ferry and Pier Feasibility Study, numerous grant requests, “Go Green” Initiatives, Historic Preservation Ordinance, construction of recreation facilities, bikeway, walkways, streetscapes, community events, etc. All of these plans, projects and events focus on accommodating growth and improvements in the designated Regional and Urban Center.

The current revisions to the Master Plan and desire to update current ordinances as well as to include and encourage “green” incentives demonstrate the City’s desire to continue these efforts and continue to improve and enhance the quality of life in the city and the region.

Goal 8 Key Indicators:

- The City of Long branch has been in the forefront of the State’s Smart Growth Development as described in other sections and the visioning statement of this report.
- The City’s efforts with local, county, and state agencies for State designation of the Urban Enterprise Zone and Regional Center, Adoption of the Redevelopment Plan, and Designation as a Neighborhood Empowerment Zone by the Governors Urban Coordinating Council were significant results.
- The Long Branch Tomorrow coalition provided a blueprint and road map that blazed a trail to success in reviving the futures of our great cities in New Jersey. The overwhelming strength was the partnership forged between the public and private sectors to create the Oceanfront Master Plan and Redevelopment Guidelines.
- The City also worked closely with the NJDEP regulatory agency Land Use Regulation division for sector-by-sector permits-by-rule from the CAFRA program, being the only coastal town in the state of NJ to have such an extensive and uniform permit.
- With the UEZ Program and constructed Pier Village and Beachfront North Redevelopment Areas to the current planning of redevelopment for Beachfront South, Broadway Gateway, Hotel Campus, Lower Broadway Corridor and the proposed Pier and Ferry Terminal, the city has evolved from the decline of the early 1990’s to a refurbished vibrancy.
- With on-going meetings and visioning of the Master Plan Committee to update the city’s Master Plan coupled with the efforts of the Energy Review Committee and newly

appointed Environmental Commission to enhance the city's "green" initiative, the city and community are working towards this upward trend for the rest of the city.

- Over the years, Long Branch was and continues to be recognized for its efforts and accomplishments with a **variety of awards**, some of which are listed in the "AWARDS" portion of the Introduction.
- Additionally, the City has received approximately \$300M in Abbott District funds.
- Of note, the State **Manual for Urban Redevelopment** references Long Branch as one of the examples in connection with correct procedures for redevelopment.
- The City also has an extensive inter-local / shared services as listed in the Introduction section of this report.

Refer to Section V.B. of this report for more details.

B. Consistency with State Plan Center Criteria: *Request for Urban Center Designation*

Long Branch was designated a Regional Center by the State Planning Commission (SPC) on May 1, 1996 and subsequently a CAFRA Center by NJDEP. Although the SPC designation was scheduled to expire in January 2008, it has been extended to July 2010 with a possible further extension to December 2010 by the Permit Extension Act of 2008. The City is still required to complete the plan endorsement process in order to obtain a full 10 year designation from the State Planning Commission.

The Long Branch Regional Center remains consistent with all of the State Plan criteria for a regional center but as demonstrated in this section, Long Branch also satisfies the criteria for an Urban Center on numerous levels.

1. Introduction

This "State Plan Consistency Introduction" is provided to complement and further detail the other sections and appendices of this report.

The City of Long Branch is an oceanfront community of 5.2 square miles within Monmouth County, one of the largest and wealthiest counties in the state. For three decades it has been one of the fastest growing. In 1990, the population was 28,658 people that, according to the 2006 census, has grown to 32,335 people. The actual population is greater since redevelopment has taken place. Recent counts obtained by the City's Community Development Department increase the population number to 34,200, excluding the approximate 5,000 undocumented residents plus the additional swelling population during the summer months, totaling over 40,000.

Long Branch is located on the coastal plain and acts as an urban center for the surrounding towns and neighborhoods, some of which are the most affluent areas in the State of New Jersey. As discussed in other sections of this report, Long Branch is home to a diverse and growing population that reflects its urban character.

The City is serviced by two New Jersey Transit train stations, two New Jersey Transit bus lines and two New York to Long Branch bus routes, meeting the description of a Regional Center by The New Jersey Department of Transportation in their 2005 Centers of Place handbook. New Jersey Transit also has a combination rail/beach pass, with rider ship pass numbers increasing 50 percent since 2007. Long Branch also has numerous business districts within its boundaries: an "Uptown", "Downtown", "West End", "Third Avenue", "Elberon", "North End" and "Pier Village" business areas. Regional arteries as well as streets linking neighborhoods to the Ocean join these.

Long Branch's heyday was in the middle to late 19th century, when the city was the summer home to seven presidents. The transformation of the town from a summer resort to a year-round urban-suburban community took a century. The fire, which destroyed the amusement pier in 1987, left many people in the tri-state area without any way to relive childhood memories of summers in Long Branch.

From 1850 to 1950, Long Branch was the most important community in the county. In 1950, the city was still the largest municipality. Its population peaked in 1970, at 31,774, not long after the development of the Monmouth Mall and other nearby shopping centers. In 1996, the City received Regional Center Designation by the New Jersey State Planning Commission.

Long Branch remains the only city in the area; the only municipality with a sizable downtown and the community with the longest beaches, including the biggest commercially zoned oceanfront. Our other unique assets are Monmouth Medical Center, Brookdale Community College, Monmouth University, Monmouth Vocational School, Ocean Place Hilton, Seven Presidents Oceanfront Park, and our proximity to Monmouth Park Racetrack.

Long Branch is connected to the larger region by State Highways 36 and 71 and facilitates the terminus station of the NJ Transit North Jersey Coast Rail Line. The Long Branch railroad station serves as the first station stop from New York within walking distance to public beaches. Long Branch boasts over two miles of public beachfront that was awarded "Best of NJ Beaches" by the Asbury Park Press Reader's Choice 2008 Best of Monmouth County voters. Additionally, Seven Presidents Park, the most-visited County operated park, anchors the north section with both beach and skate park amenities that satisfy Monmouth County's Parks & Recreation Master Plan ideals.

To recapture some of our past greatness, Long Branch redeveloped new residential and commercial growth on the oceanfront with a mix of office, retail, entertainment facilities and housing through the Oceanfront Redevelopment Plan and Redevelopment Guidelines. The hope for the rest of the business districts to capitalize on a home-and-away theme is evident with the increase of home improvements and dining out in addition to the success of our Neighborhood Preservation Program that has repeated in other neighborhoods.

Just as we want to work with surrounding communities, so we must foster unity within Long Branch. The Urban Enterprise Zone contains and includes virtually all of the City's businesses. Likewise, the consensus is that it does not make policy sense to exclude parts of Long Branch from a Regional Center or Urban Center designation as the city has developed around several nodes, these being:

- The hospital and train station area
- Lower Broadway

- Parts of the Oceanfront
- The NJ Rail Line
- The Elberon business district
- Upper Broadway, and
- The West End section

In addition to the “Best Beach” award, the City has been in the forefront of the State’s Smart Growth Development as described in other sections and the visioning statement of this report. The City’s efforts with local, county, and state agencies for State designation of the Urban Enterprise Zone and Regional Center, Adoption of the Redevelopment Plan, and Designation as a Neighborhood Empowerment Zone by the Governors Urban Coordinating Council were significant results. The City also worked closely with the NJDEP regulatory agency Land Use Regulation division for **sector-by-sector permits-by-rule** from the CAFRA program, being the only coastal town in the state of NJ to have such an extensive and uniform permit.

As also discussed at length throughout this report, the visioning statement, and attached Redevelopment Guidelines and Oceanfront Master Plan, the City of Long Branch has envisioned a greater, revitalized city since at least 1994. With the UEZ Program and constructed Pier Village and Beachfront North Redevelopment Areas to the current planning of redevelopment for Beachfront South, Broadway Gateway, Hotel Campus, Lower Broadway Corridor and the proposed Pier and Ferry Terminal, the city has evolved from the decline of the early 1990’s to a refurbished vibrancy. With on-going meetings and visioning of the Master Plan Committee to update the city’s Master Plan coupled with the efforts of the Energy Review Committee and newly appointed Environmental Commission to enhance the city’s “green” initiative, the city and community are working towards this upward trend for the rest of the city.

Over the years, Long Branch was and continues to be recognized for its efforts and accomplishments with a **variety of awards**, some of which are listed in the “AWARDS” portion of this section (see Appendix for copies). Additionally, the City has received approximately \$300M in Abbott District funds.

Of note, The Redevelopment Handbook - A Guide to Rebuilding New Jersey's Communities by Stan Slachetka and David G. Roberts, which was jointly published by the New Jersey Department of Community Affairs and the New Jersey Chapter of the American Planning Association, references Long Branch as one of the examples in connection with correct procedures for redevelopment. The fact that this handbook utilized Long Branch’s procedures and vision reinforces the proof that Long Branch **IS** an URBAN CENTER and should be recognized as such by the State Planning Commission.

In general, the accomplishments of the City, both in and out of the redevelopment areas, are outlined below and detailed in other sections of this report and appendices.

2. Planning and Implementation in Relation to Regional and Urban Center Designation: History and Future

Long Branch Tomorrow: A Mirror of America was the name carefully chosen for the organization that began the visioning for the future of the City of Long Branch back in 1994. It represents, in a concise fashion, the intent to look forward for this urban community mirroring a typical, mid-size town in America. The city, at one time or another, had been the toast of the East coast as a tourist attraction and was host to seven presidents and the most affluent notables in America but slowly went into decline, battered by the winds of change over the years. The planning and visioning process intended to help reverse the negative trend; to work with the obvious and hidden assets of Long Branch; to tap into the boundless energy and strong will of the residents and their elected representatives, working together to improve the quality of life for all people of Long Branch and its neighbors. See the “Visioning” Section of this report for more detail.

The Long Branch Tomorrow coalition provided a blueprint and road map that blazed a trail to success in reviving the futures of our great cities in New Jersey. The overwhelming strength was the partnership forged between the public and private sectors to create the Oceanfront Master Plan and Redevelopment Guidelines.

OCEANFRONT REDEVELOPMENT PLAN

The Oceanfront Redevelopment Plan is a holistic design plan best addressed by the physical inspection of the area. This section addresses the overall construction, concepts and status. With respect to the accomplishments at the beachfront areas, this portion of Long Branch has become a destination perhaps second only to Atlantic City at the Jersey Shore.

CAFRA Permit by Rule

Long Branch is unique in having achieved CAFRA Permit by Rule for all redevelopment within the oceanfront area and has the distinction of being the *first and only* CAFRA Rule by Regulation. This is an innovative mechanism for facilitating oceanfront redevelopment.

Beachfront North

Portions of Beachfront North are complete. Phase I consisted of:

- 279 residential units in 107 stacked townhouses
- 72 condo flat units in mid-rise buildings
- A 3 acre public park (referred to as the Great Lawn)
- The Great Lawn Amphitheatre (a public component)

Phase II within Beachfront North is a work in progress. Presently, the City, its Planner and the community are developing designs and concepts for the area.

Pier Village

The completed Phase I consisted of:

- 322 rental units in mid-rise structures
- Approximately 100,000 square feet of commercial space in four structures
- A public parking facility of approximately 600 parking spaces
- Approximately 300 on-street public parking spaces.

Public improvements include the boardwalk reconstruction, additional public access, Festival Plaza and an open-air recreational area for the public.

The completed Phase II includes additional parking, residential units, a hotel and commercial elements in four structures. Phase III plans for additional parking and retail is currently under discussion.

Hotel Campus

Concepts to transform the primarily corporate conference center to a resort hotel, in keeping with the oceanfront design plan and activities that exist for the future, are under review. Plans include an additional 100-unit hotel occupancy with a potential second tower containing 300 hotel and/or condominium units and construction of approximately 200,000 square feet of retail/office space. An additional parking structure is included to accommodate the new density and required public parking.

Beachfront South

Concepts for Beachfront South are underway for the newly “greened” beachfront. The City renovated existing comfort stations at the beach entrance locations, complete with energy saving hand dryers, water saving shower towers and use of green products. Additionally, several handicap access ramps to the beachfront are complete.

Oceanfront Pier and Ferry Terminal

A feasibility study using the awarded \$3.8 million in federal transportation funds, administered through the New Jersey DOT, is complete. The City is in the process of reviewing proposals for an approximate 1,000 foot pier with ferry terminal to re-instate the ferry service route and pier recreation of past as the Long Branch pier was destroyed by fire in the 1980’s. The new pier will also incorporate recreational activities with several buildings, including an amphitheatre / winter garden, and a commercial aspect to support the transportation services.

Broadway

The City is in the process of revising plans for the Broadway area sectors:

- The Lower Broadway Corridor to include, but not be limited to, approximately 500,000 square feet of office/entertainment and retail space, approximately 700,000 square feet of residential space (including 800 beds for Monmouth University students), and the appropriate parking called for by the development;
- The Broadway Arts Center, two blocks in the Broadway area, calls for 75,000 square feet of arts and theater space, approximately 100,000 square feet of retail space, approximately 500,000 square feet of residential space and 2,000 parking spaces. This project has received \$4 million from HMFA as well as other State and County awards for the proposed two-phased construction.

TRANSPORTATION AND INFRASTRUCTURE

Ocean Boulevard Project

The \$5 million project to improve the intersections and landscaping of Ocean Boulevard through context sensitive design is complete with bikeway and walk paths along the roadway.

Bike Lanes and Paths

The oceanfront has been further “greened” by designating a bike path adjacent to the boardwalk from Morris Avenue to Seaview Avenues. In addition, the City has designated almost one mile of bike path in Elberon on Ocean Avenue. Route 36 has been repaved, re-curbed and re-stripped by the State Department of Transportation (“DOT”). The State now has a drainage project under design for improving that roadway.

Transit

In the Elberon section of the City, DOT worked with the City to reconstruct low bridges over the New Jersey Transit Line on Park Avenue, now complete.

The City has met with New Jersey Transit to develop a comprehensive redesign and plan for the area surrounding the existing Long Branch Train Station, along with its guidelines for Transit Village projects. The City incorporates the Transit Village ideals into the Master Plan revisions.

Infrastructure

The City has improved its infrastructure to compliment and incorporate the needs with redevelopment and growth. Some projects include:

- The Long Branch Sewerage Authority 100,000-foot sewer main replacement project;
- Complete renovations to both the Main Library on Broadway and the Elberon Library;

- Annual street paving and drainage improvements, with approximately 80 streets having been repaved within the last 10 years;
- Rebuilding the 4-mile Boardwalk with new decking, handrails, comfort stations and ADA ramps;
- Reconstructing 1.5 miles of Ocean Boulevard with traffic calming and above-mentioned pedestrian/bicycle improvements.

The UEZ continues to oversee infrastructure and facade improvements, including ADA accessibility, streetscapes, sidewalks and landscaping, throughout the City in public parks and in business areas.

PARKS AND OPEN SPACE

The City completed construction of the award-winning Jerry Morgan Park, an approximate three and one-half acre park right in the heart of the downtown area. This was a remediation project on a Brownfield site and is one of the finest parks in the City at this time.

Since that completion, the City obtained over 23 acres of land in the north end of the City for a multi-purpose active recreation department to serve as a centerpiece for the City's recreation program (Manahasset Creek Park). The project includes, but not be limited to, baseball fields, Pop Warner football fields, soccer fields, recreation building and snack bar, off-street parking, walking trails, basketball courts, tennis courts, and a second-phase for boat ramps on the Manahasset Creek. Construction was completed in 2009.

Additionally, the "Great Lawn" was constructed in the Beachfront North sector of the Oceanfront redevelopment Area along with Pinsky Park, an inter-active water-feature park on the Broadway triangle.

These parks add 30.59 Acres to increase the City's parks and open space to 242.54 acres or 8.8% of the total city acreage.

BEACHES

Along the Oceanfront are seven beaches designated for swimming. The attendance at those beaches has increased from 29,000 in 2000 steadily upward where 2009 projects to have 175,000 patrons. The numbers are higher, since 2007, patrons under 17 and over 65 were not charged nor included in the total usage numbers. The greatest increases have been those beaches with roads leading directly to the beach. Along those direct access roads are 12 municipal parking lots, containing over 1000 parking spaces that are underutilized primarily because beach patrons seeking a parking spot are unfamiliar with the streets that connect directly to the beach.

REMEDATION EFFORTS

The City of Long Branch has taken the approach to mitigate abandoned or underutilized contaminated sites to create access, recreation and viable uses for the city. The City also uses Green Acres funds for park renovations to remediate such as:

- **Jerry Morgan Park:**
 - Remediation and construction complete in 2005-2006
 - Old Jerry Morgan Park was closed for years until this site was found.
 - This site was previously a NJ Natural Gas Manufacturing Plant – MGP Site
 - Remediation began in late 1990s and was led by NJDEP – excavated 2 feet of topsoil and refilled with clean soil, re-piped for drainage
 - Received Green Acres funding when obtained ROW (for acreage requirement)
 - After remediation, a walkway was constructed over the creek to meet Memorial Plaza
 - Remediation at Memorial Plaza complete in 2007
 - Memorial Plaza connected to Jerry Morgan Park

- **Pinsky Park (Broadway Park):**
 - Was an old parking lot remediated and constructed, complete in 2007

- **Gas Station at corner of 251 Bath Avenue:**
 - An old gas station going through remediation

- **Cherry Street Park (George Naylar Park):**
 - To fulfill Green Acres requirement, performed Phase I Assessment as part of renovations to park
 - Hot spots were found in areas used by the railroad and the other business use
 - Remediation monitored by Green Acres – excavation and refill of topsoil then capped
 - Deed restricted for digging depth
 - Remediation except for monitoring wells complete
 - Site is used for baseball, basketball, tot lot, fencing and amenity upgrades

- **Van Court Park:**
 - To fulfill Green Acres requirement, performed Phase I Assessment as part of renovations to park and remediated as required

- **Manahasset Creek Park:**
 - Currently undergoing well testing and monitoring by DEP for 50'x30' portion of park
 - Area remediated by capping as a parking lot

- **Redevelopment Areas:**
 - As part of property acquisitions, the city is required to review and mitigate long ago abandoned uses

HOUSING AND ECONOMIC DEVELOPMENT

Housing

Mixed-use areas of businesses and homes exist throughout most of Long Branch, but especially along Broadway, Ocean Boulevard, Pier Village and the New Jersey Transit rail line. These transportation corridors define the center of the city. Multi-family dwellings are the predominant housing type. To the north and south are single family, strictly residential areas, which make up 25% of the city.

As discussed, hundreds of market rate housing units were constructed or are in the planning phase. In addition, the City built over one hundred affordable units, presently occupied by qualified households. Furthermore, a significant number of affordable units were rehabilitated using RCA funds and CDBG funds with approximately 50 of these units utilizing second-generation funds.

The City is very thoroughly exploring the feasibility of creating additional affordable housing within the redevelopment projects. Broadway Arts, for example, is projected to contain 100 new affordable units among the 440 units to be constructed.

The Housing Authority is completely renovating over 300 units of affordable housing in a highly improved condition and constructed the State of New Jersey's **first LEED Silver Certified HOPE VI Development** (Garfield Court).

See the Housing Element of this report and the listing of Long Branch Housing Authority Accomplishments for more detail.

Economic Development

As part of the Broadway Arts project, business development and retention is a key component. The Arts Center will include an existing reparatory theater in the City of Long Branch and hopes to attract artists who are presently in the City and will soon relocate there. There is a substantial live/work component the City envisions for artists and professionals.

Also, as noted, the Pier Village plan mandated and produced 100,000 square feet of new retail space along the waterfront.

It is estimated that through construction operations and new businesses, some 1000 jobs have been generated since the City received its original Center designation.

COMMUNITY ACTIVITIES

The City of Long Branch boasts a variety of events throughout the year with an increased participation and listing during the summer months. An indication of the growth of the events is demonstrated by the city's 3 events in 1995 to over 40 events in 2008.

Some of the activities sponsored and hosted by the City include Oceanfest, the NJ Marathon, the Long Branch Half-Marathon, Pat King's 5K race, Long Branch Day, National Nite Out, Summer Concerts at West End, Dorothy Parker Day, Art in the Park, Bocce Ball Tournaments, Car Shows, Concert Series, Movies Under the Stars, Holiday Lighting Ceremony, Annual Spring Beach Cleanup Day, Fishing Tournaments, Business Expos, Day at the Track, as well as the Chamber of Commerce Golf Outing and additional events hosted by Pier Village.

Samples and calendar of events are included in the Appendix.

SHARED SERVICES

The City of Long Branch also works with the county and other neighboring municipalities, agencies and organizations, which contribute to the regional aspect and services in the area. The current list of shared services is:

- Interlocal Agreement-West Long Branch: Animal Control Services provided by Long Branch
- Interlocal Agreement- Ocean Township: Animal Control Services provided by Long Branch
- Interlocal Agreement-Long Branch Board of Education: IT Services relative to Fiber Ring provided to Long Branch
- Interlocal Agreement-Monmouth County Health Consortium: Public Health Services provided to Long Branch
- Interlocal Agreement-Monmouth Regional Health Commission: Lead-Monitoring Equipment to Long Branch
- Interlocal Agreement-Freehold Township: Lead Inspection Services to Long Branch

- Monmouth County Mutual Aid Pact-Public Safety-Police: Shared Services to local PD for unusual occurrences
- Monmouth County Mutual Aid Pact-Fire: Shared Services between Mon. Co. municipalities
- Interlocal Agreement-IT Services-PARIS Grant: Through State Grant, County coordinating services relative to records management
- Commodity Resale System: Gasoline, Diesel Fuel, Snow Materials, Public Works Materials
- Commodities sold to members: LB Board of Education, LB Housing Authority, West Long Branch Borough and Sea Bright Borough

AWARDS

The City has received a variety of awards since 1994 mainly due to the excellent planning and growth of the City since that time. Awards range from Planning & Tourism to Housing & Services. A complete listing follows:

Planning & Redevelopment

- 🚧 1987 **Second Place Award of Merit**, American City & County
Excellent achievements in local government in the field of Traffic and Public Transit
Long Branch, NJ
- 🚧 1991 **Citation of Merit**, NJ Federation of Planning Officials
Recognition of signal achievement in the vital field of Planning in our State
City of Long Branch Municipal Project
- 🚧 1996 **Achievement in Planning Award**, NJ Planning Officials
Long Branch Master Plan & Redevelopment Plan:
A rehabilitation project that impacts and improves the standards of a neighborhood
City of Long Branch
- 🚧 1996 **Planning Merit Award**, Monmouth County Planning Board
Excellence in Planning Initiatives
City of Long Branch and Long Branch Tomorrow
- 🚧 1996 **Designated Regional Center**, NJ State Planning Commission
Regional Center of the NJ State Development and Redevelopment Plan

City of Long Branch, Monmouth County

- ✚ 1996 **Excellence in Downtown Development**, Downtown New Jersey, Inc.
New Construction – small community, Elberon Station & High Level Platform
City of Long Branch and Mayor Adam Schneider
- ✚ 2003 **MODC Silver Gull**, Monmouth-Ocean Development Council
Economic Development Award
City of Long Branch
- ✚ 2003 **Recognition Plaque**, The Bluffs and The Grand Resorts at Beachfront North
For their vision and leadership in preparing the groundwork for the Redevelopment of this Oceanfront Property and for their foresight and dedication in continuing to spearhead the Revitalization of this great City
The Citizens of Long Branch and its City Council
- ✚ 2006 **Smart Growth Award**, New Jersey Office of Smart Growth
Broadway Center, Long Branch
BAC, City of Long Branch, Thompson Design Group, HOK & Nic Bolton Architects
- ✚ 2006 **Smart Growth Award**
New Jersey Future
City of Long Branch
- ✚ 2006 **Planning Merit Award**, Monmouth County Planning Board
Long Branch Broadway Center
City of Long Branch
- ✚ 2006 **Project of the Year Award**, Northern New Jersey District Council of the Urban Land Institute (ULI)
Pier Village
City of Long Branch

Tourism and Parks and Recreation

- ✚ 2003 **Engineering Excellence Distinguished Award**, Consulting Engineers Council of New Jersey
Fostering Excellence in Engineering Design on Jerry Morgan Memorial Park
City of Long Branch
- ✚ 2003 **Engineering in Design Award**, New Jersey Recreation and Park Association
Jerry Morgan Memorial Park

City of Long Branch

- 2009 **Recognition Award**, New Jersey Governor's Tourism
Pier Village
City of Long Branch

Housing Authority

- 2005 **Merit Awards**, Middle Atlantic Regional Council of the National Association of Housing Redevelopment Organization
Five Awards
City of Long Branch Housing Authority
- 2002-2005 **Recognition Rating**, U.S. Department of Housing and Urban Development
"High- Performing" Authority Category
City of Long Branch Housing Authority
- 2008 **Recognition Award**, Monmouth County Planning Board
Architectural Design
Presidential Estates, City of Long Branch
- 2008 **President's Award**, Long Branch Chamber of Commerce
Outstanding Contribution to the City of Long Branch
City of Long Branch Housing Authority
- 2009 **First LEED Silver Certified HOPE VI Development in NJ**
Garfield Court
City of Long Branch Housing Authority

Energy & Services

- 1999 **Recognition Award**, Substance Abuse Resources
Drugs Don't Work Award
City of Long Branch
- 2000 **Certificate of Appreciation**, United States Department of Commerce and Bureau of the Census
Philadelphia Region – US Census 2000
Ingrid Bruck, Long Branch Public Library

- 2004 **Recognition Award**, Greater Long Branch Chamber of Commerce
Business Improvement Award
Elberon Library
- 2005 **Recognition Award**, Greater Long Branch Chamber of Commerce
Business Improvement Award
Long Branch Free Public Library
- 2005 **Recognition Award**, The City of Long Branch
Outstanding Contribution to the Community
Mrs. Ingrid Bruck, Long Branch Public Library
- 2007 **Recognition Award**, New Jersey Board of Public Utilities and New Jersey Clean Energy Program
Second highest number of pledges of any municipality in the State and fourth highest number of pledges of any municipality in the U.S.A., New Jersey Clean Energy "Change a Light, Change the World" Campaign
City of Long Branch
- 2007 **Library Service Award to a Group**, New Jersey Library Association
Professor Kathleen Smith-Wenning – ESL Tutoring Group
Long Branch Public Library
- 2009 **Library Champion Award**, New Jersey Library Association
L. Frank Blaisdell – Norwood Agency
Long Branch Public Library
- 2009 **Certificate of Appreciation**, New Jersey State Library
Pennies for Peace Campaign
Long Branch Public Library
- 2009 **Certificate of Appreciation**, American Recreational Military Services
Generosity to our Military Personnel and their families
Long Branch Public Library

Asbury Park Press Reader's Choice "Best of" Monmouth And Ocean Counties

- 1999 **Police Department:** City of Long Branch
- 2000 **Place to Walk/Jog/Hike:** Long Branch Boardwalk (Oceanfront/redevelopment)
Police Department: City of Long Branch

- 2001 **Police Department:** City of Long Branch
Parade/Community Festival: Oceanfest, City of Long Branch
(Oceanfront/redevelopment)

- 2005 **Police Department:** City of Long Branch

- 2006 **Police Department:** City of Long Branch

- 2008 **New Jersey Beach:** Long Branch (Oceanfront/redevelopment)
Places to People-Watch: Long Branch Boardwalk (Oceanfront)
Place to Listen to Jazz/Blues: West End Park, Long Branch
Place to Listen to Live Music: West End Park, Long Branch
Public Library: Long Branch Public Library
Fire Department: Long Branch, Union Avenue
Police Department: City of Long Branch
Eating & Drinking Establishments:
 - Turning Point, Pier Village
 - Ming Ying Chinese Restaurant
 - The Inkwell
 - Richard's Deli
 - It's Greek To Me, Pier Village
 - Windmill
 - Max's Hot Dogs
 - Strollo's Italian Ice
 - Rockafella's Pizza
 - Rooney's*
 - Ron's West End Pub (Sports Bar)**Professional Services:**
 - Monmouth Laundry & Cleaners
 - Aquamedica Salon & Spa, Pier Village
 - Schwartz Physical Therapy
 - Monmouth Medical Center**Places to Shop:**
 - Pipe Down
 - Dawn's Eyewear
 - Coast True Value Hardware
 - Balanced Climates
 - Harley Davidson / Buell of Long Branch

3. Urban Center Criteria Analysis

The City of Long Branch is the largest city in Monmouth County with the largest city population and the urban center of the County. It deserves an Urban Center designation for a variety of reasons, some of which relate to its inclusion of:

- A city with a previous Regional Center designation
- An Abbott School System
- A dense population
- Highly developed areas
- An older community
- A large size (5.2 square miles)
- Regional accessibility and services
- Shared services
- Redevelopment Areas
- A UEZ zone
- Designation as an Urban Community by the Association of NJ Environmental Commissions (ANJEC)

Other ANJEC urban designations also include Red Bank, Asbury Park, Freehold, and Neptune, all of which Long Branch surpasses in density, population, size, and diversity.

In addition, the City of Long Branch has been in the forefront of the State's Smart Growth Development. The City's efforts with local, county, and state agencies for State designation of the Urban Enterprise Zone and Regional Center, Adoption of the Redevelopment Plan, and Designation as a Neighborhood Empowerment Zone by the Governors Urban Coordinating Council were significant results. The City also worked closely with the NJDEP to obtain a CAFRA **permit-by-rule** making Long Branch the only town in the State to have such an extensive and uniform permit.

Moreover, the neighboring city of Asbury Park received Urban Center Designation without meeting all the required criteria, such as minimum population. The City of Long Branch meets or, in some cases, surpasses the State Plan Criteria for Urban Center designation as outlined below.

Population > 40,000

For three decades, Long Branch has been one of the fastest growing municipalities in the County. In 1990, the population was 28,658 people that according to the 2006 census had grown to 32,335 people. The actual population is even greater given recent redevelopment projects, undocumented residents and summer visitors. Recent counts obtained by the City's Community Development Department estimated a population of 34,200, which excludes approximately 5,000 undocumented residents and the yearly summer population. As the City's redevelopment projects continue to come online over the next few years, the total population will far exceed 40,000. **Outcome: Criteria Met and Surpassed**

Population Density > 7,500 per square mile

40,000 people / 5.2 sq. mi. = 7,692 per sq. mi. **Outcome: Criteria Surpassed**

Housing Density > 4 du/acre

2000 census data puts the housing density at 4.28 du/acre, which doesn't account for the new housing that has been built in the redevelopment areas. **Outcome: Criteria Surpassed**

Furthermore, Long Branch acts as a large repository of affordable, dense housing and has been receiving RCAs from other municipalities for many years. This has resulted in about 30% affordable housing units and an increased urban fabric. See the housing section of this report for details.

Employment and Job:Housing Ratio

The available employment numbers and job:housing ratio do not include the redeveloped areas and future revitalization of Broadway, Broadway Gateway or the Transit Village areas, which will result in much higher employment and job:housing ratio data than reported within US Census and NJTPA data. Using corrected numbers with 2010 census and employment numbers, this data should meet or surpass the Urban Center criteria. **Outcome: Criteria Met**

Infrastructure

As noted throughout this report, the City of Long Branch has its own Sewer Authority and is fully serviced by public water and sewer systems. **Outcome: Criteria Surpassed**

Conclusion

The City of Long Branch submits that it is the manifestation of an Urban Center and has implemented smart growth concepts in a model fashion. The City has utilized its own resources and resources of the private sector in conjunction with County, State and Federal programs, to achieve changes and improvements to the social, economic and cultural life of the City of Long Branch.

For all of the reasons listed above as well as the programs and initiatives aimed at establishing a vibrant urban environment that are outlined throughout this report, Long Branch feels it warrants an urban center designation. The City's momentum from the Oceanfront Master Plan to this Plan Endorsement Process illustrates the City's qualifications as an Urban Center and it's consistency with the State Plan Goals and Policies. The City of Long Branch's urban character is demonstrated by all of the above factors and criteria.

C. Consistency with State Plan Planning Area Policy Objectives

Long Branch is located in the Metropolitan Planning Area where it is the intention of the State Plan to:

- Provide for much of the state's future redevelopment;
- Revitalize cities and towns;
- Promote growth in compact forms;
- Stabilize older suburbs;
- Redesign area of sprawl; and
- Protect the character of existing stable communities.

Long Branch's planning efforts have focused on redevelopment and revitalization initiatives meant to stabilize and grow the City. A key component of the City's revitalization strategy is the Oceanfront Master Plan, which is described in more detail in other sections of this report and in the MSA Supplement. The goals of the Ocean Front Master Plan are to:

- re-establish Long Branch as a multi-faceted community for residence, work, and leisure;
- create value in land and enterprise for public and private interests through high-yield projects;
- increase the year-round population through development of housing types serving a diversified market,
- insure public access to the restored beachfront, to be augmented with recreational amenities and civic purposes with year-round night/day activities;
- increase employment opportunities for residents while stabilizing taxes and increasing maintenance, services and amenities.

In addition to being consistent with the State Plan's intention for the Metropolitan Planning area, Long Branch also conforms to the applicable Policy Objectives for the Metropolitan Area are as follows.

Land Use

Promote redevelopment and development in centers; promote diversification of land uses; ensure efficient utilization of scarce land.

Long Branch was designated a Regional Center in 1996 and has a diversified land use base including residential, commercial and industrial properties. The Oceanfront Master Plan calls for additional mixed-use development at strategic locations.

Housing

Provide a full range of housing choices through redevelopment, new construction, and rehabilitation.

Long Branch's housing stock consists of single, two, and multi-family housing in detached, attached and apartment formats. The Plan Implementation Update in the MSA Supplement provides an overview of the City's affordable housing efforts which include the following points:

- The City leads Monmouth County in production of new affordable housing -- 100 units in the last two years.
- 400 new affordable rental and for sale units will be built in the next five years.
- 450 units have received housing assistance funds for renovations.
- Since 1995, over \$5 million has been spent on abatement of code violations at low and moderate income housing.
- The Long Branch Housing Authority has received \$46 million from Hope VI, Tax Credit Equity, Federal, State and City sources.
- The LBHA will have rebuilt 256 affordable rental units between 2006 and 2009.

Additionally, since 1994 the Office of Community and Economic Development has completed the following housing rehabilitation units through various federal, state and local programs:

- Balanced Housing (DCA), 10 units;
- Home Rental Rehab (CDA) 4 units;
- Neighborhood Preservation Program, 15 units;
- Wall Township RCA, 150 units;
- Middletown Township RCA, 150 units;
- West Windsor RCA, 16 units;
- Colts Neck RCA, 39 units (new construction at Seaview Manor);
- Community Development Block Grant Program 8 units.

Economic Development

Encourage strategic land assembly, site preparation and infill development; Use incentives to retain and attract businesses.

Strategic land assembly and infill development has been the cornerstone of the City's redevelopment and housing projects. The City has successfully utilized such programs as UEZ, CDBG, First Time Home Buyers, RCAs, HMFA, CREDA and EDA to provide programs and incentives to retain and attract business. Current UEZ projects include: façade improvements, district security, street and sidewalk sweeper, Broadway and Oceanfront Redevelopment financial assistance, UEZ property acquisition and development, Broadway business development and recruitment, municipal parking lot improvements, and signage and streetscape improvements.

Transportation

Maintain and enhance a transportation system that capitalizes on high-density settlement patterns by encouraging the use of public transit systems, walking and alternate modes of transportation.

The Oceanfront Master Plan encourages development patterns that promote walking and biking and that connect the oceanfront to the City's downtown. Recent streetscape and traffic calming improvements along Ocean Boulevard have created a much more pedestrian friendly environment. The City is exploring the possibility of establishing a Transit Village around its main train station and establishing a shuttle service from the train to the beach to businesses. The City is also in the planning stages for a new ferry terminal for regional commuting.

Natural Resource Conservation

Reclaim environmentally damaged sites and mitigate future negative impacts; use open spaces to reinforce neighborhood and community identity.

The City of Long Branch has mitigated several abandoned or underutilized contaminated sites to create access, recreation and viable uses for the city. Recent projects include:

- Jerry Morgan Park

Remediation and construction was completed in 2005-2006. This site was previously a NJ Natural Gas Manufacturing Plant – MGP Site. Remediation began in late 1990s and was led by NJDEP – excavated 2 feet of topsoil and refilled with clean soil, re-piped for drainage. After remediation, a walkway was constructed over the creek to meet Memorial Plaza. Remediation at Memorial Plaza was completed in 2007 and Memorial Plaza was connected to Jerry Morgan Park.

- Pinsky Park (Broadway Park)

Was an old parking lot remediated and constructed and completed in 2007.

- Cherry Street Park (George Naylor Park)

To fulfill Green Acres requirement, performed Phase I Assessment as part of renovations to park. Hot spots were found in areas used by the railroad and the other business uses. Remediation monitored by Green Acres – excavation and refill of topsoil then capped with a deed restriction for digging depth. Remediation except for monitoring wells is complete. Site is used for baseball, basketball, and a tot lot.

- Van Court Park

To fulfill Green Acres requirement, performed Phase I Assessment as part of renovations to park and remediated as required.

- Manahasset Creek Park

Currently undergoing well testing and monitoring by DEP for 50'x30' portion of park. Area will be remediated by capping as a parking lot.

The City has prepared a Stormwater Management Plan and a Flood Damage Protection Ordinance to address groundwater recharge, stormwater quantity, stormwater quality impacts and flooding.

Agriculture

Not applicable.

Recreation

Provide maximum active and passive recreational opportunities and facilities by concentrating on maintenance of existing parks while expanding the system through reclamation projects.

As illustrated on Map 6 and outlined in Table III-3 in Section III, there are 25 municipal parks in Long Branch, which together cover 140.46 acres. The municipal parks are complemented by 66 acres of county parkland (Seven Presidents Park and the Skate Park). School facilities are also available for recreation activities. The City Recreation Department offers numerous programs for children, adults, and seniors including youth golf, soccer, wrestling, golf, tennis and sports clinics; after school tutoring; lifeguard tournaments; adult basketball tournaments; senior outings; and youth employment programs.

The City has taken advantage of every opportunity and has utilized several funding sources including Green Acres, CDBG and UEZ to expand its park system. Recent purchases and expansion include:

- Jerry Morgan Park – 3.2 acres
- Anastasia School – 5 acres
- Manahasset Creek Park – 22 acres
- Broadway/ Third Avenue Triangle – .197 acres
- Pinsky Park -- .197 acres
- Great Lawn – 2.94 acres

Redevelopment

Encourage redevelopment at intensities sufficient to support transit, a broad range of uses and efficient use of infrastructure. Promote design that enhances public safety, encourages pedestrian activity and reduces dependency on the automobile. .

The Oceanfront Master Pan accomplishes all of these objectives. See full discussion of the Oceanfront Master Pan in Section III and in the MSA Supplement.

Historic Preservation

Encourage the preservation of historic or significant buildings and historic and cultural sites.

There are four sites in Long Branch listed on the State and/or National Registers of Historic Places, and six opinioned or determined assets in the City. Monmouth County maintains a “Monmouth County Historic Sites Inventory” which includes all properties considered to have historical significance, in addition to those recognized by the National and New Jersey Historic registers. See Table III-4 and III-5 in Section III for more details. The City Council adopted an Historic Preservation Ordinance on May 26, 2009.

Public Facilities and Services

Complete, repair or replace existing infrastructure systems.

The City has been maintaining and updating its infrastructure through numerous capital projects either through its own resources or in concert with the County or NJDOT. Over the last 10 years, more than 70 streets were upgraded and resurfaced as supplemental transportation funds became available to the city. Since 2004 alone, 25 road projects have been earmarked for construction. The \$500,000 to \$800,000 annual road improvements costs also include required drainage and infrastructure/utility improvements and associated sidewalk repair. The Office of Community and Economic Development continues to support commercial sidewalk projects, streetscapes and beautification projects throughout Long Branch.

In addition, Monmouth County and NJDOT issued \$5M for the reconstruction of 1.5 miles of Ocean Boulevard. Built prior to the Redevelopment areas in 2005, the roadway is complete with traffic calming and pedestrian improvements to achieve context sensitive roadway.

The Sewer Authority’s \$12M sewer line replacement project was completed in 2006.

Intergovernmental Coordination

Regionalize as many public services as feasible; establish multi-jurisdictional policy and planning entities.

Long Branch is participating in the County’s Coastal Monmouth regional planning effort. The Coastal Monmouth Plan will outline a vision for the future for both the region and the 30 participating municipalities. The plan is scheduled for completion in 2009. The purpose of the plan is to:

- Establish a set of planning alternatives to help coastal municipalities manage their remaining development potential, conserve open space, explore redevelopment opportunities, and address the impacts of future growth on infrastructure, the natural environment and the overall quality of life;

- Formulate a plan that will be adopted as an element for the County Growth Management Guide; and
- Formulate a regional plan suitable for endorsement for the NJ State Planning Commission.

The following are examples of existing shared services in place involving the City of Long Branch:

- Interlocal Agreement with West Long Branch – Animal Control Services provided by Long Branch.
- Interlocal Agreement with Ocean Township – Animal Control Services provided by Long Branch.
- Interlocal Agreement with Long Branch Board of Education – IT Services relative to Fiber Ring provided to Long Branch.
- Interlocal Agreement with Monmouth County Health Consortium – Public health services provided to Long Branch.
- Interlocal Agreement with Monmouth Regional Health Commission – Lead monitoring equipment to Long Branch.
- Interlocal Agreement with Freehold Township – Lead inspection services to Long Branch.
- Monmouth County Mutual Aid Pact for Public Safety/Police – Shared services to local Police Department for unusual occurrences.
- Monmouth County Mutual Aid Pact/Fire – Shared services between Monmouth County municipalities.
- Interlocal Agreement for IT Services through PARIS Grant – County coordinating services relative to records management
- Commodity Resale System – Gasoline, diesel fuel, snow materials, public works materials sold to members: Long Branch Board of Education, Long Branch Housing Authority, West Long Branch Borough, Sea Bright Borough.

Map Changes

Long Branch is requesting that it be designated an Urban Center and that the Center boundaries be coterminous with the City's municipal boundary with no exceptions. The City is also requesting that the Metropolitan Planning Area continue to cover the entire City be illustrated in Figure III-1 in Section III of this report.

VI. REQUESTED STATE AGENCY ASSISTANCE

Long Branch requests state agency assistance (permit expediting, funding assistance, inter-agency coordination or any other assistance) on the following projects/improvements:

Infrastructure

- Long Branch pier and ferry
- Long Branch Boardwalk
- Ocean Boulevard – Phase 2
- Long Branch Train Station improvements
- Shuttle and shared parking

Public Realm

- Open space acquisition and improvements
- Boardwalk improvements
- Green Building Program
- Funding for the arts (NJ REP, Paramount, SICA, seasonal concerts)
- Historic preservation program

Institutional

- Urban Center designation
- Partnership with Office of the Governor
- Approval of Revenue Allocation District

APPENDIX

- A. Public Notice of public meeting to appoint PEAC
- B. Resolution to Create the Plan Endorsement Citizen's Advisory Committee
- C. PEAC appointment meeting minutes
- D. Public Notice of MSA public meeting
- E. Resolution approving MSA and authorizing plan endorsement
- F. MSA approval meeting minutes

MAPS

1. Existing Land Use
2. Zoning Districts
3. Wetlands
4. Threatened or Endangered Habitats
5. Flood Hazard Areas
6. Draft Flood Hazard Areas
7. Parks and Open Space
8. Historic Sites
9. Community Facilities
10. Roadway Classifications