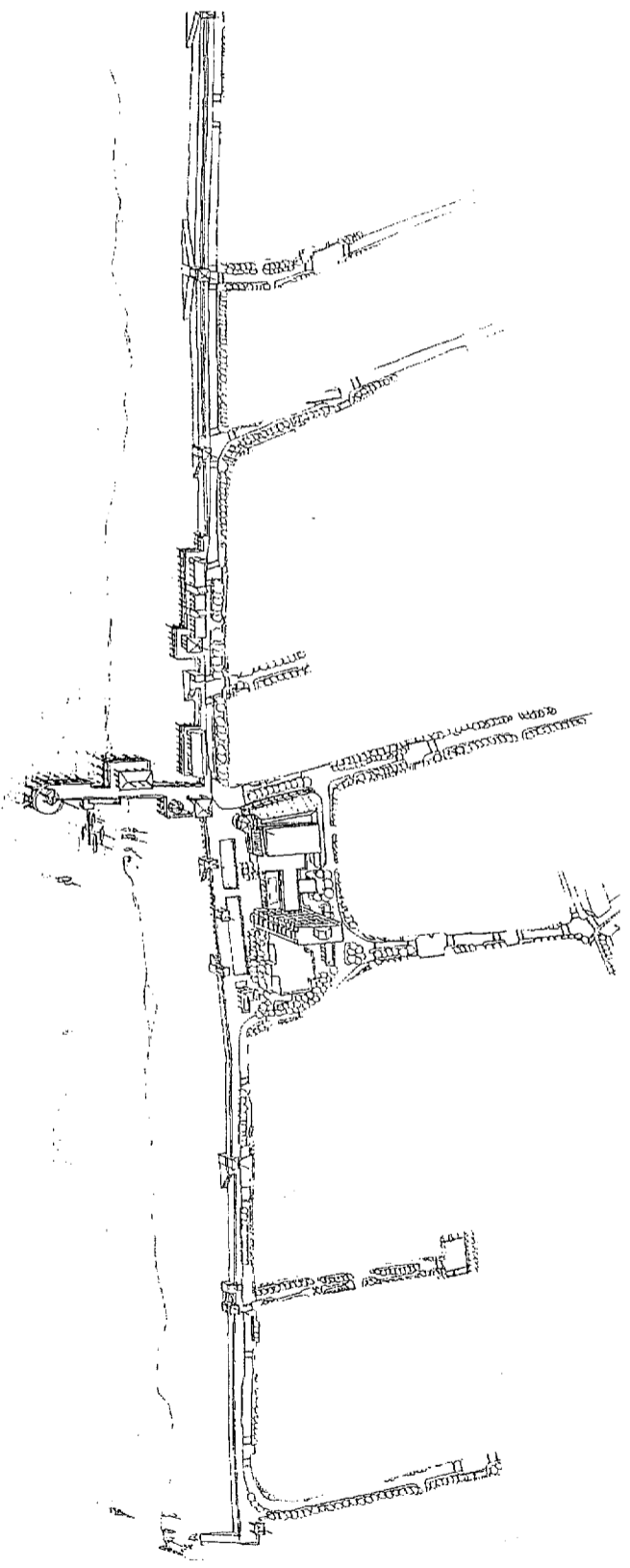


OCEANFRONT MASTER PLAN  
Long Branch, New Jersey



THOMPSON AND WOOD  
ARCHITECTURE MASTER PLANNING URBAN DESIGN

14 STORY STREET  
CAMBRIDGE, MASSACHUSETTS  
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*The Atlantic Group*  
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Acknowledgments

This document was prepared for Long Branch Tomorrow and the City of Long Branch, New Jersey, by Thompson & Wood, Cambridge, MA (Architecture, Urban Design and Planning), in association with The Atlantic Group, Cranbury, NJ (Urban Development Consultants). The studio team at T&W included Matthew Longo, Simon Olsberg, Andrew Kawahara, Wendy Cote, Warren VanWees, and Bissera Antikarov. Henry Winkelman managed the production of the document, assisted by Jean Beinart and Kate Saparoff. Additional artistic and technical support was provided by James Platt, Platt Associates.

Patrick Henry and Lawrence Houstoun of The Atlantic Group brought their invaluable experience in redevelopment projects in New Jersey and in Long Branch to the planning team. They were responsible for all market research and economic analyses of the plan.

Many members of Long Branch Tomorrow and the City of Long Branch helped in the work and fun. Mayor Adam Schneider, Chris Dadlez, Michael Booth, Councilman Michael DeStefano, Frank Gaynor, and Frank Tomaino put in many valuable hours throughout the plan's development. Thank you City Council and Planning Board for your support; to members of the City Administration and staff for their help, Anna Juska, Julie Juliano, and Tara Okros in particular. We are grateful to Frank Gaynor and Carol Syvil for their hospitality and efficient "staging" of meetings at the Ocean Place Hilton.

This plan was prepared at the initiative of Robert J. Furlong, Sr., President of Long Branch Tomorrow, who foresaw the need for planning now, structured an organization to gain consensus, and guided the planning effort over many months.

None of this work would have been possible without the enthusiastic participation of Carl Turner, City Planning Director, Howard H. Woolley, City Business Administrator, and the supportive members of the LBT Boards representing interests and organizations throughout the city.

The conclusions and recommendations presented in the plan are the responsibility of the authors:

Jane Thompson  
Benjamin Wood  
Pratap Talwar

Cambridge, MA  
July 1995

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ADAM SCHNEIDER  
Mayor

June 30, 1995

Long Branch Tomorrow

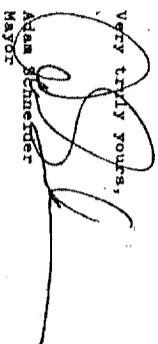
Dear Readers of the Plan:

The Plan for the redevelopment of the Long Branch that is now being presented is much like a graduation ceremony. It is the culmination of several years of thought, organization, hard work and planning with the result being similar to a student with a great education and tremendous potential. Like the graduation itself, the presentation of the plan is a cause for celebration for accomplishment.

But unless the plan is implemented, the education and planning of the last several years will not have its full force and impact and a tremendous chance for the revitalization of our City could be lost.

The various organizations that have put in their time and effort, Long Branch Tomorrow, the Long Branch City Council, the Thompson-Wood Group, the Atlantic Group and the many boards that serve our City have put a great effort together for us to reach this point. We must now remain committed and united to the continuing work of the planning process and redevelopment of the Long Branch oceanfront.

Very truly yours,

  
Adam Schneider  
Mayor



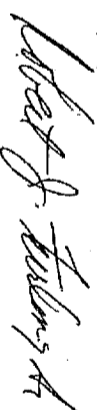
The name of our organization, Long Branch Tomorrow: A Mirror of America, was carefully chosen. It represents, in a concise fashion our intent to look forward, not live in the past, and truly, Long Branch is a mirror of America. An urban/ suburban community of 28,000 people that represents a typical, mid-size town in America. The city has, at one time, been the toast of the East Coast as a tourist attraction; host to seven presidents and the most affluent notables in America; a city that slowly went into decline, battered by the winds of change over the years. It is our intention to help reverse this 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 the people of Long Branch and its neighbors.

To accomplish this objective we have brought together the Administration, the elected officials, the business community, the medical facility, the two areas of higher education, the Housing Authority and dedicated private individuals, all volunteers, under one umbrella; all of whom comprise the boards of Long Branch Tomorrow.

We reached out the finest consulting talent available, Thompson & Wood, Inc. from Cambridge, Massachusetts. Their accomplishments began with Faneuil Hall in Boston, South Street Seaport in New York, Baltimore Harbor Place, and continued with Union Station in Washington, the new Navy Pier in Chicago, and Lincoln Road in Miami Beach. As part of the consulting group we included The Atlantic Group, whose notable success stories include the Ocean Place Hilton in Long Branch. This outstanding team was given the charge to provide a new concept plan for the revitalization of 137 acres of Long Branch oceanfront. This document is a result of their efforts. And this is just the Beginning.

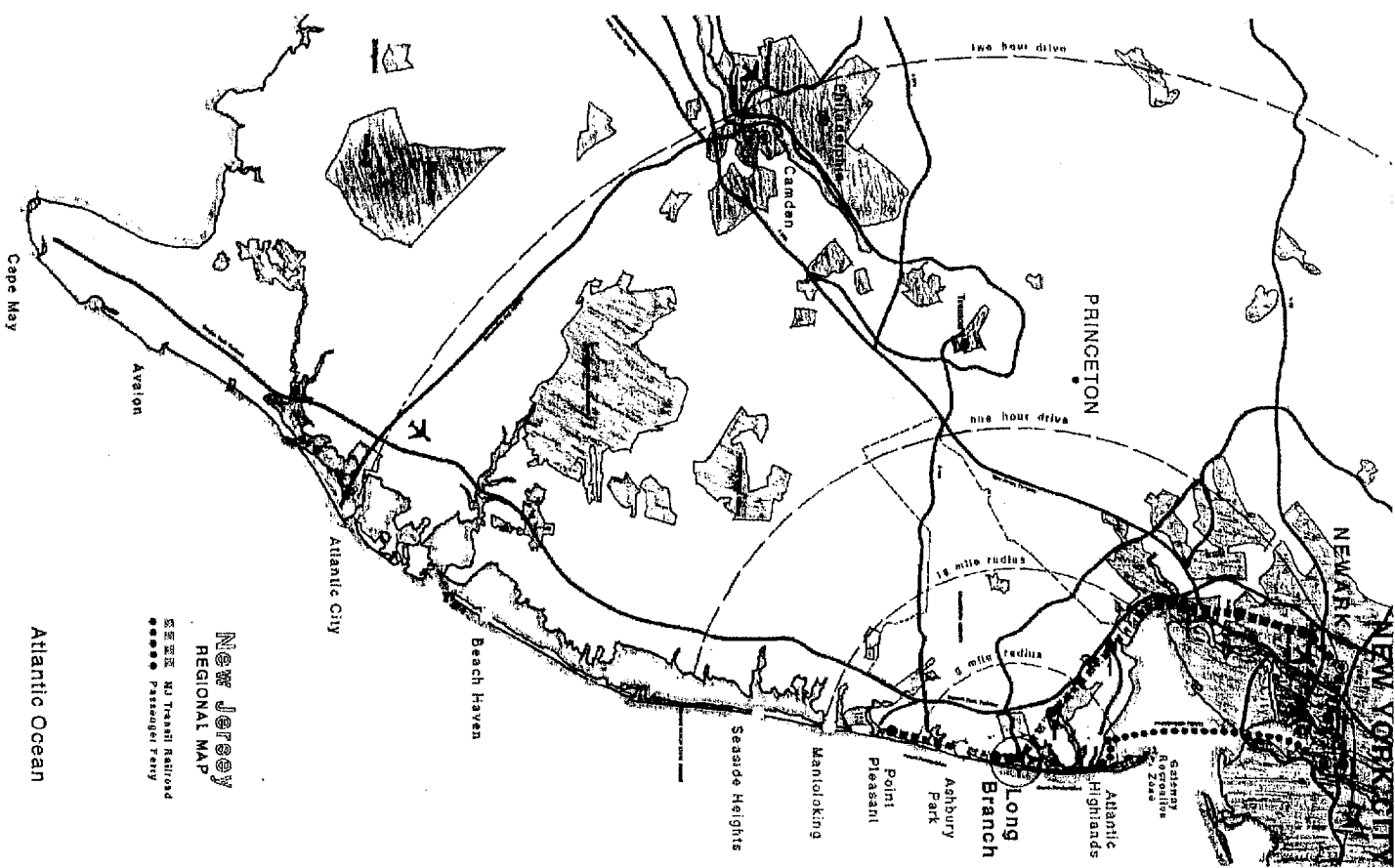
As President of Long Branch Tomorrow, I want to personally thank our Executive Board, our Board of Trustees, the Advisory Board, the City Administration and its elected officials, the Planning Board, the State Economic Development Authority, and the Governor's staff and the State Legislature for their outstanding support of this project.

We intend to use this coalition to provide a blue-print, a road map that will blaze a trail to success in reviving the futures of our great cities in New Jersey. Our overwhelming strength is this partnership forged between the public and private sectors. The planning is over, as represented by this document; now the patience and perseverance must kick in to make it all happen.



Robert J. Furlong, Sr.  
President

June 30, 1995



## OVERVIEW

### Why A Long Branch Master Plan in 1995?

Thompson & Wood, with the Atlantic Group as consultants, have been asked by Long Branch Tomorrow to study its public waterfront and to prepare a Master Plan for Redevelopment in anticipation of the federal restoration program that will rebuild the area's storm-damaged beaches in 1996. This is a summary of prerequisites for success set forth in this report.

This oceanfront — nearly two miles of publicly accessible beach on the Atlantic Ocean — has long been the outstanding natural resource of the City of Long Branch, a source of public identity and community pride for generations of city residents. Besides offering an amenity for recreation and a rich environment for experiencing nature in all seasons, the beachfront has served as a focus for outdoor public life. While the city does have its Broadway, its City Hall, and its Library, the beach itself is the most public symbol — a natural linear forum of leisure, of activity, of exchange, recreation and celebration. A place to see and be seen, to observe and participate in public life.

**Patterns of the Past**  
For close to 150 years Long Branch has shared this fine oceanfront, this common summering ground, with thousands of seasonal visitors and vacationers. Some were Presidents and their followers, while many millions were plain folks on holiday at the shore. Over time they brought to the City name and fame and some degree of fortune; increasingly, too, they spent less and cost the city more. The City Long supported its waterfront infrastructure and maintained tourist amenities, justifying expense by anticipated revenue from tourist dollars. Many in the City still believe that its destiny is forever linked to summer success as a great resort and tourist destination, despite evidence that the old patterns and myths are obsolete. It is a safe guess that the waterfront has served residents and visitors for most of this century without returning to the city a fraction of its real value.

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.

#### Negative Impacts

Typical of cities in uneasy transition, Long Branch has reacted against these negative pressures with punitive zoning policies and planning measures, intended to buttress quality, prevent congestion, and minimize municipal cost. Often, policies have focused on raising parking ratio requirements ( the number of parking spaces per 1000 sq. ft. of construction). This ratio compels commercial and office builders to purchase excess land for their own vehicle users, guarantees ample off-street residential parking so vehicles will not clog the streets, and assures that special destinations make generous provision for visitor parking needs. (Visitors are widely deemed to be financially more valuable to a municipality than residents.)

Throughout America, such strategies have discouraged not only in-town travel but downtown trade and development and residential construction. Sitting buildings and functions farther apart, surrounded by a sea of cars, has only increased and aggravated sprawl and lowered the effective density of land use to arguably unsustainable levels. Cumulatively, these changes discouraged urban settlement in favor of suburbs, and continued to push down a city's revenue base or ratables as fiscal crises mounted. (Parked cars rarely pay taxes.)

With the U.S. Corps of Engineers' beach restoration project about to begin—reestablishing this important and symbolic public zone with new wide beaches — it is the ideal moment to reconsider development policies in the public and private realms along the ocean, to plan and to realize at last the waterfront zone's unique value to the City's financial stability and wellbeing.

In anticipation of this, Long Branch is recognizing the public sector's responsibility to act like a business, to again make prudent investments to jumpstart its comeback and stimulate longterm returns from private sector investment. Of course the City has always been responsible for infrastructure — for roads, public works, water, lights, sanitation, safety — to encourage land use and economic development. Indeed, the proposed new Long Branch Redevelopment Area will attract developers precisely because most of the infrastructure is already in place, density is below par, and building sites are ready to be assembled, altered and developed according to an agreed plan. But there is more than this to planning economic recover in the 1990s.

#### New Strategies

Today's public sector strategy needs more entrepreneurial insight and aggressive goals than in the past: it needs to create more value in land within city borders, to increase density by converting unbuild lands (including parking areas) to constructive year-round uses, and to provide the supporting infrastructure. Part of that now-required infrastructure is shared parking — on grade, in structures, and on streets — to support businesses that will bring and serve more people, and help to raise density to urban levels that mean economic and cultural vitality. Businesses will invest if zoning rules are reasonable, unburdened by on-site parking requirements, and if shared parking is provided on city-sponsored sites. Homes will be built and sold at competitive cost if less land is eaten up by parked cars.

The enhancement of value in the waterfront zone, through well-balanced mixed use development, is based on this one central goal—achieving appropriate built density. Appropriate density is a positive force. It increases the number and intensity of uses and sometimes of height or land coverage. Density lowers the cost of infrastructure for each unit or user, and helps finance new development. In this Study Area appropriate density can be achieved if the City asserts its own foresight, though investment — in the boardwalk, pier, streetscape, open space, and managed parking areas — and stimulates confidence in the longterm viability of a year-round oceanfront zone.

It is critical now to consider all the benefits that beachfront restoration can yield, all the value that it can help create throughout the city. It is critical to consider more than familiar patterns and past traditions of waterfront use — to consider the scale and type of development that can rebuild the entire oceanfront zone, not as a series of disjointed neighborhoods but as a mixed - use environment of urban character made unique by its connections to the existing fabric and proximity to the sea. This reintegrated zone, with its two-mile beachfront, can have a character and life outstanding on the Atlantic shore, an invaluable resource to be managed for objectives that are at once economic, functional, and humane. Imaginative use of these lands can launch the renaissance of Long Branch as a viable, balanced, and appealing city as it approaches the millennium.

This Vision for Long Branch Tomorrow explains how and why, based on these assumptions, we believe that a real renaissance can be accomplished for very broad benefit.

# 1. AN OCEANFRONT AND CITY IN TRANSITION

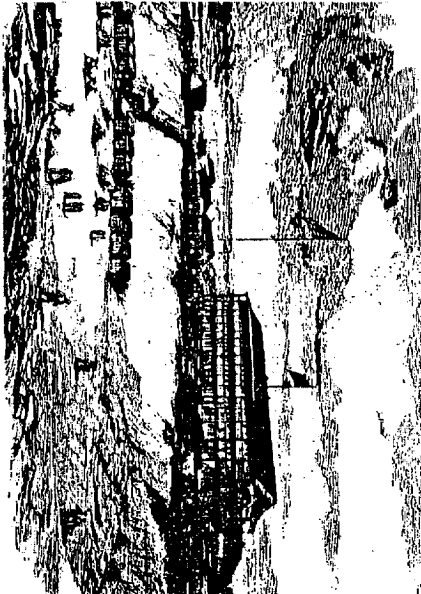
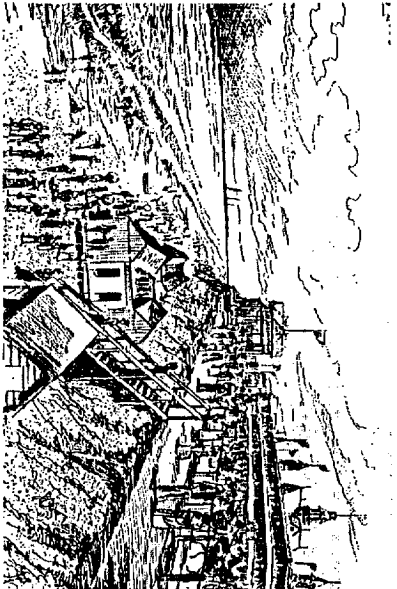
## Launching the Master Plan

***"Today we visited the restored Monmouth Beach. We have seen the future — and it works."***

*Jane Thompson, Opening Address to Long Branch Tomorrow, December, 1994*

Formation of Long Branch Tomorrow, gathering a broadly representative group of concerned citizens in a public/private partnership, came at an historically opportune time: It was the precise moment to seize planning initiative in anticipation of a tidal change of great force — restoration of the Atlantic Ocean beaches of the Jersey Shore by the U.S. Army Corps of Engineers.

From its first public meeting in December 1994 launching the master planning process under direction of Thompson & Wood, Long Branch Tomorrow demonstrated a widespread belief in change, a willingness for government and citizens to work for consensus, and a desire to reestablish the identity of Long Branch as a multi-faceted community of residence, work, and leisure. The mission, as summarized by President Robert Furlong, is "to take a new look at the city's destiny as a city, to reshape uses to achieve highest and best use of the city as a whole, and to achieve the vision in a framework of consensus."



## Discovering Community Goals

In discussions with officials, business persons, and citizens, Thompson & Wood developed a priority list of objectives agreed within the community:

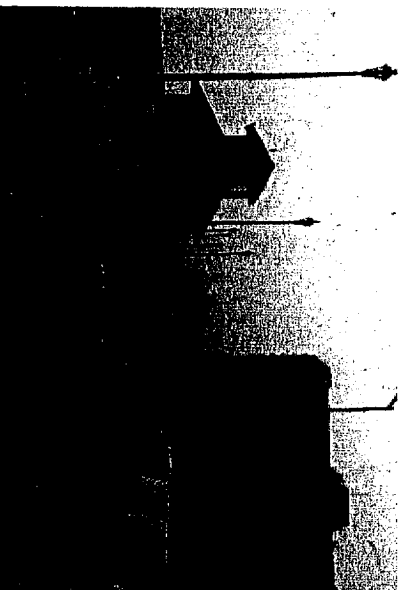
- To identify Long Branch as a popular place to live, work, play, raise a family, mature, and retire
- To revive the Historic legacy and image of Long Branch as a visitor destination
- To create value in land and enterprise for both public and private interests throughout the city through high-yield projects
- To increase the year-round population through development of housing types attractive to a diversified market of individuals and small families
- To insure public access to the restored beachfront with added recreation amenities and civic purpose
- To encourage a vital safe oceanfront zone with year-round day/night uses
- To increase employment opportunities for the resident labor pool
- To stabilize taxes while affording more maintenance and amenity citywide



## Current Conditions: Stagnation

Research into today's economic conditions reveal areas of weakness and of economic challenge to be addressed in the master plan:

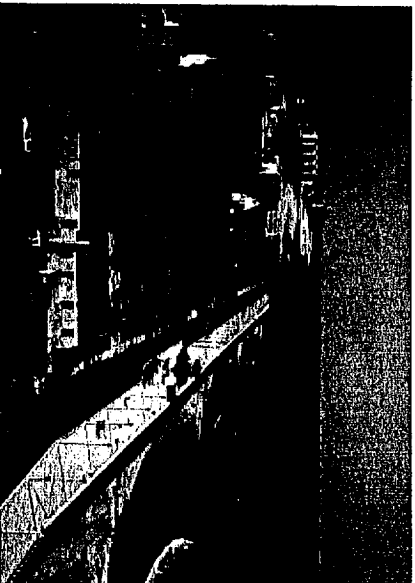
- **Population decline:** Down 3.9% from 1980 - 1990
- **Decline in number of households** (-128) and **size of households** (-2.8%)
- **City has low share** of annual county revenues and employment in hotels, lodging, and amusements
- **Many retail vacancies**, competition from mall.
- **Net loss of 24 retail establishments** in a 5-year period
- **Like the national and regional trend, there have been few real estate sales in 5 years** — many marketed properties have been bank resales
- **Loss of beaches = loss of tourism**; fire, stagnation on the oceanfront, decline of city's self-image
- **Strong tourist competition** from developed centers to the south — Seaside Heights, Cape May, Atlantic City
- **City's low number of eating/drinking places** = low spending per capita — Long Branch is not currently positioned to function as a resort



Promenade looking South



Atlanticville



Promenade looking North

## Beach Restoration: Catalyst for Action

Completion of the first phase of beach restoration, north of Monmouth Beach, builds faith in the promise of a new magnet by 1996 — the beginning of Tomorrow in Long Branch. Many opportunities and positive factors are emerging:

- **State of New Jersey** has a strong economy and high per capita income
- **Monmouth County** is the State's third fastest in growth.
- **State has active interest** in development along its entire eastern shore
- **4.5 million residents** live within an hour of Long Branch
- **USA's largest population center** is within 2.5 hour driving radius
- **Residents enjoy shorter trips to work** than others throughout the region
- **Long Branch has exceptional gift of nature** — ocean, shore, environment, and the ability to mend
- **Hilton Hotel development is an investment** in the waterfront's future
- **A popular place to retire** — Monmouth County is fourth in state's retirement population. New Jersey has highest share of retired population in the USA.
- **Monmouth Medical Center** — community resource, employer, a health-minded image for the city
- **Train line and station** — direct commute to Manhattan can be marketed to increase commuter residency.
- **Experienced Entrepreneurs** within the community and state are positive on future potentials.
- **Oceanfront Residents like the life here** (according to survey conducted for this plan)
- **Long Branch loyalty:** High number of people who say with pride, "I've lived here all my life."



Winslow Homer's, "Long Branch, New Jersey", Museum of Fine Arts, Boston.

## 2. HISTORICAL CONTEXT and PHYSICAL CHARACTER

### Oceanfront of the City and Region:

#### History and Development

From the time of early settlement, the sea has been the determining factor in the development of Long Branch as a community. The edge of the sea, where ocean meets land, has also been the reason that Long Branch in fact developed as two communities — a village and a resort. This caused a duality in its nature, an ambivalence about its true character and destiny, that has surfaced in past historic cycles just as it is surfacing again today in the form of choices about redevelopment directions.

Archeology suggests that the Long Branch Shore may have been a summering place for local Indian tribes and others from Canada and the Great Lakes, who came to gather fish and shellfish and to enjoy the healthy air long before the arrival of Columbus. While the pounding sea drove most settlers inland as it ate away at the shore, the invigorating climate and serene outlook from several miles of pristine bluffs and beaches launched the reputation of Long Branch as a resort and traveler's resting place prior to the 19th Century.

Physical characteristics have had a profound influence on the development of Long Branch. A "long and narrower" plain along the Atlantic shore has gradually extended in length, but retains its original breadth of two miles. From the axis of the original city, which ran from an inland crossroads to the shorefront settlement of East Long Branch at the foot of Broadway, the city expanded north to Pleasure Bay and Branchport, and south to the resort communities of West End and Elberon, for a total expanse of five miles. (Because of the alignment of Ocean Avenue as a public access close to the bluff, a remarkable two miles of oceanfront remains as publicly accessible beaches.)

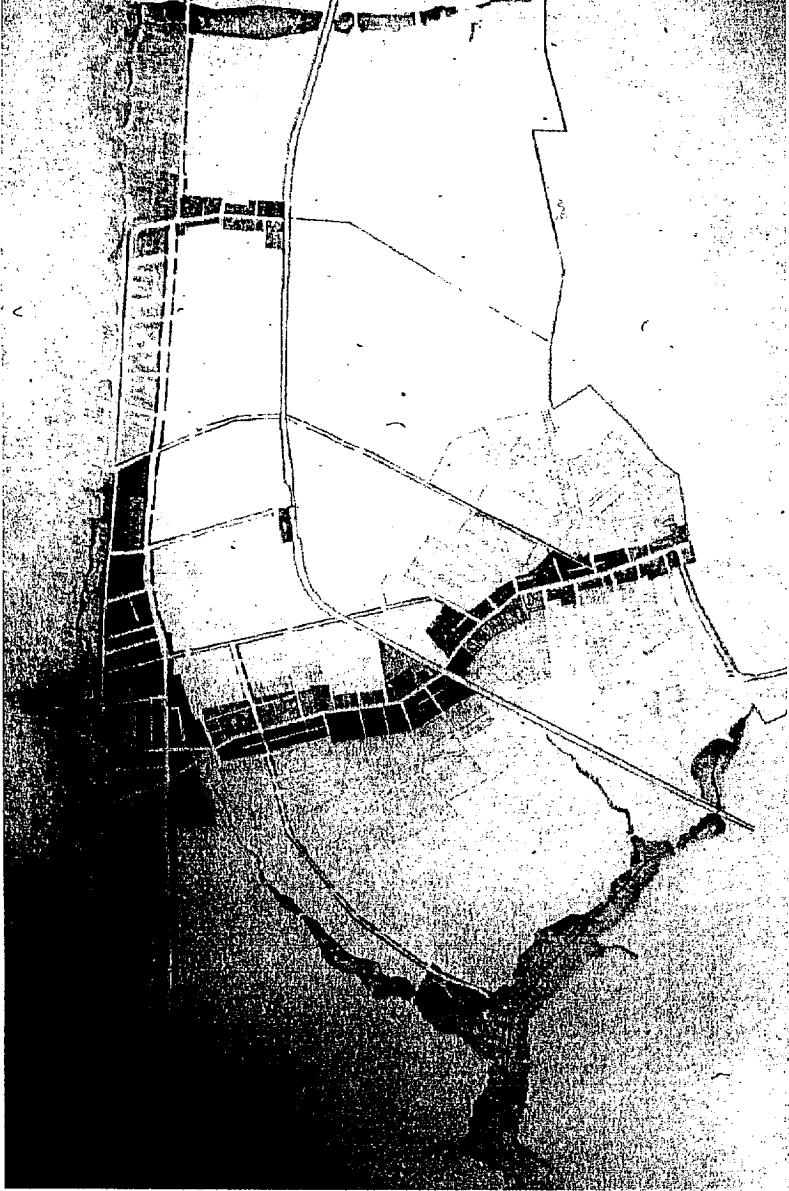
The sea held little attraction for early settlers arriving in the 1660s — in fact, the shorefront was regarded as practically worthless by pioneers, who sought protection from gales and storms by settling on farms inland, near the long branch of the Shrewsbury River. Roads in and out of Long Branch were few, and after the Revolution, a modest community grew up inland, while another residential cluster was growing near the shore, accommodating passing visitors and boarders pleased by "the salubrity of the sea air" and magnificence of the view from the high bluff.

By the 1820s people came with the expectations of visitors to Baden-Baden or Carlsbad, French Lick or Poland Spring. The water was the magnet, and people came for the serious business of improving their physical condition. The two districts continued — the village and the resort — even as attractions increased, amusements became more frivolous, and boarding houses began to overflow.

Until mid-century, the resort rose steadily in eminence as a place of luxury hotels, summer mansions, and smart society. Popularity escalated after the Civil War with a race course, gambling, a 600-foot pier, and the famous promenade in the East. For the final three decades of the century Long Branch was synonymous with the gayest, sportiest, and most fashionable company in the nation.

### End of an Era

Like a burst bubble, the Era of the Presidential Resort ended abruptly in 1893 when the race track at Monmouth Park was closed down by citizens dismayed at gambling's toll on year-round community life. Society folks moved elsewhere; estates were carved up for bungalow sites for weekenders from the cities. Long Branch rebuilt slowly by turning to the sea, its constant asset, renewing its trade with a boardwalk and stabilized beaches which, in the new century, drew a broader middle class audience in search of leisure and vacation fun. Cabanas, swimming pools, and dance orchestras were joined by a melange of popular amusements as the city attempted to compete with younger resorts. The city was caught between the memory of its years of elegant glory and pressure for cheapness and novelty which would satisfy new notions of middle class amusement.



*Patterns of Settlement: Inland Village and Oceanfront settlement, linked by Broadway.*

Hometown By the Sea

The city had meanwhile been turning its attention to becoming a better home town. Enjoying expansion of commerce, industry, year-round residences, and growth of the cultural activity, services, and other attributes of hometown living between the wars, Long Branch stabilized as a desirable community and found its contemporary identity as a community by the sea, independent of, or adaptable to, the seasonal summer bulge.

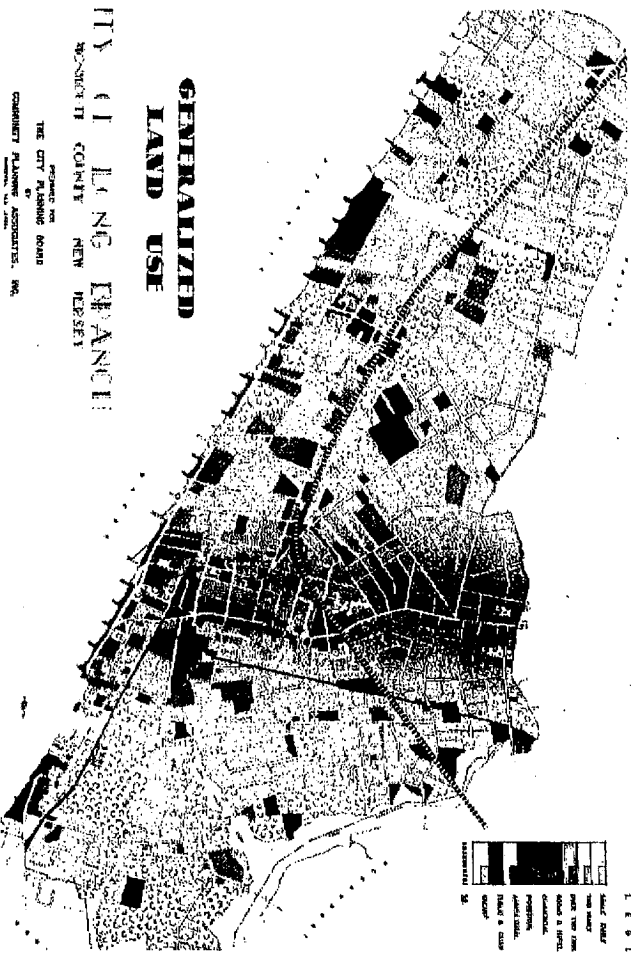
Over the last five decades, cresting and falling on the waves of good and bad fortune, of national trends and changing leisure habits, Long Branch has struggled to remain a hospitable hometown while capturing needed revenues from a diminishing summer clientele. Storms and fire of unfortunate severity forced the city to come to terms with its past — glorious but bygone — and to recognize that its future holds the promise of meaningful change in exchange for consensus and commitment.

Planning History

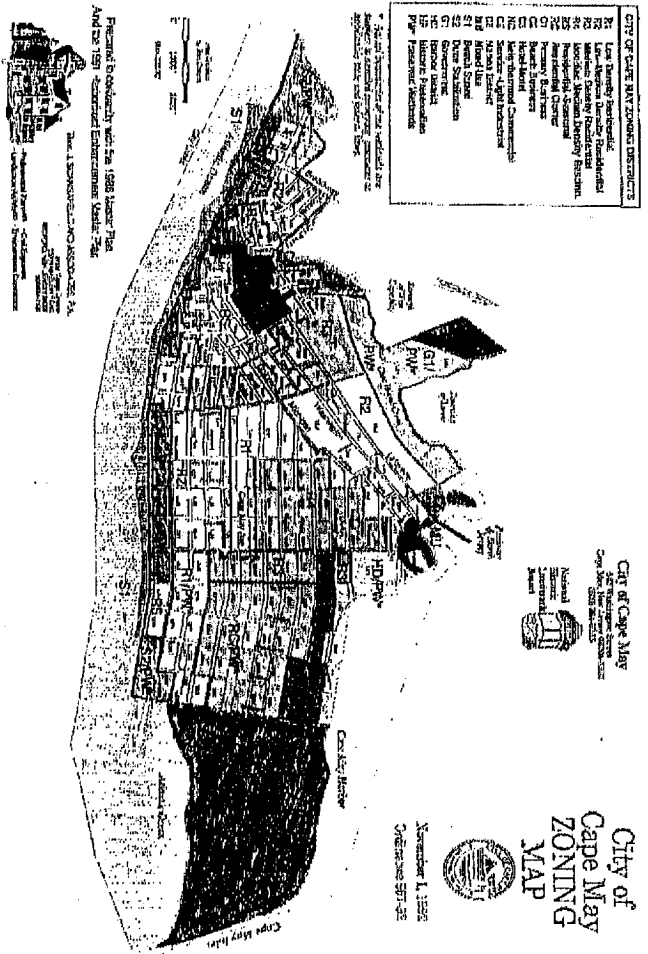
The sequence of patterns of settlement, land division, use, and circulation links seen on the evolving plans of the city and its oceanfront, shows the slow progression of the city that Long Branch became — a blend of recreation, culture and commerce, always with a tension over its true nature and destiny. Is it a city for inhabitants or a city dependent on business and reprieve brought by seasonal visitors? Are the municipal priorities set by — and for the benefit of — attracting visitors or building quality of life for year-round residents?

Historic plans are a reiteration of ideas reaching for answers — and, though memory and legend die hard, those answers change with the times. In a world of multiplying competition for the destination dollar — regional, national and international — cities change and innovate (like businesses) to improve their viability by first holding and serving their resident constituents, and then by helping their constituent businesses attract, serve and profit from others.

This study is about reordering priorities in order to achieve that basic viability. It does not want to limit the city's options nor to determine the city's destiny. Rather it attempts to recommend the first steps in rebuilding the foundations of amenity and environment on which Long Branch citizens may then build whatever great future they choose.

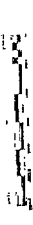


Comparison of 1954 Landuse Plan of Long Branch (above) and 1991 Zoning Map of Cape May, NJ (below). Oceanfront visitor uses are accompanied by medium density year-around residential uses in viable small resort towns. Note that commercial (retail) areas are relatively small and concentrated.



THE CITY OF  
**LONG BRANCH**

ADJUDICATE COURT  
IN RE: SUP. OF PLANNING  
No. 1



**SCHEDULE**

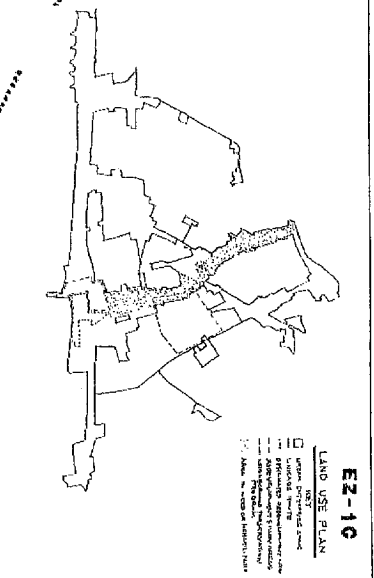
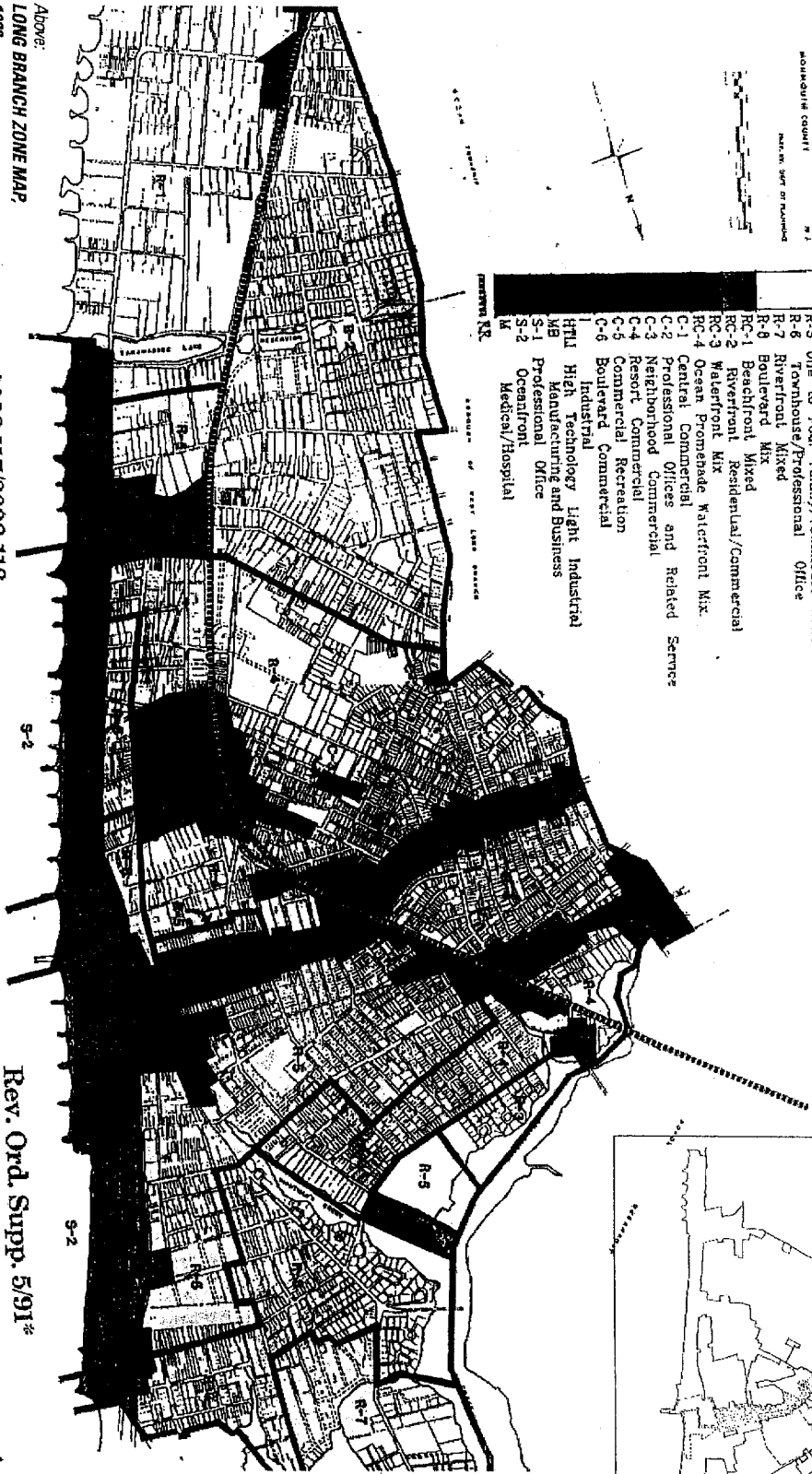
R-1	One-Family Residential
R-2	One-Family Residential
R-3	One-Family Residential
R-4	One-Family Residential
R-5	One to Four Family/Townhouse Residential
R-6	Townhouse/Professional Office
R-7	Riverfront Mixed
R-8	Boulevard Mixed
RC-1	Beachfront Mixed
RC-2	Riverfront Residential/Commercial
RC-3	Waterfront Mixed
RC-4	Ocean Promenade Waterfront Mix
C-1	Central Commercial
C-2	Professional Offices and Related Services
C-3	Neighborhood Commercial
C-4	Resort Commercial
C-5	Commercial Recreation
C-6	Boulevard Commercial
I	Industrial
HTI	High Technology Light Industrial
MB	Manufacturing and Business
S-1	Professional Office
S-2	Oceanfront
M	Medical/Hospital
RE	Residential

Above:  
**LONG BRANCH ZONE MAP**  
1990.

The current zoning for Long Branch's Oceanfront is very broad and permissive. Nearly two miles of oceanfront, including the entire study area, is zoned "Resort Commercial", "Commercial Recreation", or "Waterfront Mix".

The entire study area falls in the Urban Enterprise Zone (inset).

2098.117/2098.118



Rev. Ord. Supp. 5/91\*



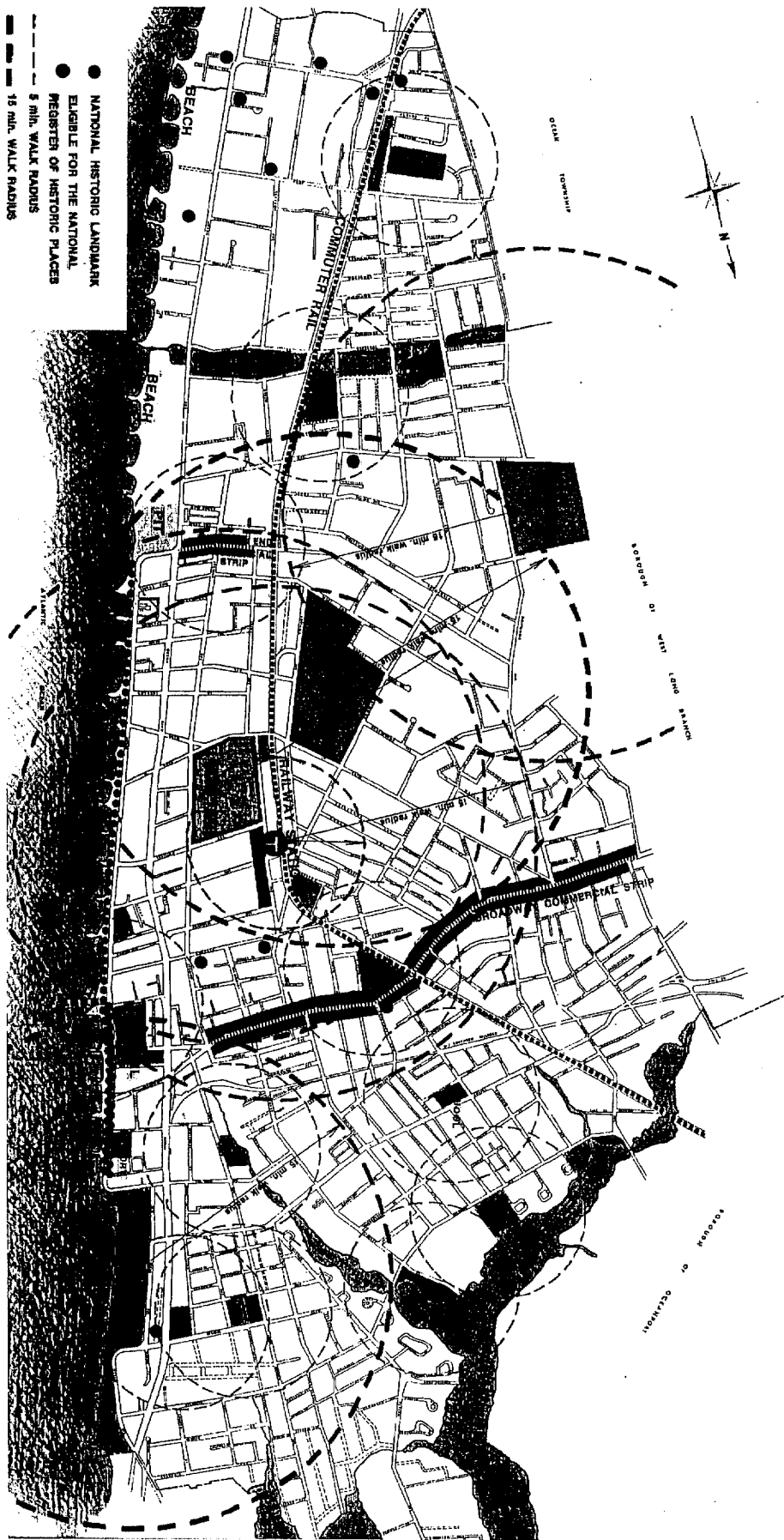
**PROPERTY TAX COLLECTIONS BY BLOCK, IN THE STUDY AREA, 1994**  
Most of these prime oceanfront blocks contribute under \$100,000 in property taxes (shaded red and yellow). Despite favorable and flexible zoning, these blocks are vacant or occupied by generally marginal uses. On the other hand, the potential of the study area is indicated by two blocks (shaded blue) with amongst the highest collections in the entire city. These blocks are occupied by the Hilton Hotel (block 294) and mid-rise residential (block 216).

LONG BRANCH

MONMOUTH COUNTY N.J.  
A.L.C. 1975  
PREP. BY: SINC OF PLANNING



ASSETS AND OPPORTUNITIES



**Walking distances from major points in Long Branch** shows that oceanfront areas are within 5 to 15 minute walks of city destinations. Note that Seven Presidents Park is more than 15 minutes from the commuter transit facilities around the train station. (Over 1000 public parking spaces are available at the train station and the Monmouth Medical Center.) However, the Pier is located half way between these facilities and the Park. It would be appropriate that new public amenities be concentrated around the Pier/South Broadway area where they may be utilized by the entire beachfront. Concentrating new parking facilities around Seven Presidents Park would be counter-productive to the unification of the Park with new restored beach, the Pier Promenade and Boardwalk, and downtown. In light of the recommendations of this plan which view the entire renovated beachfront as a collection of public activities, a new "main entrance" for Seven President's Park may be considered at the Sea View Avenue/Ocean Avenue junction. Also this plan suggests the joint operation of a Beach Trolley, connecting the string of beachfront destinations with commuter facilities, inland parking sites, downtown commercial areas, and inland neighborhoods (refer page 21, for suggested route.) It is suggested that connections to public landings on Shrewsbury River be studied in a later phase.

**The Study Area Defined**

The Study Area was defined as the zone from Seven Presidents Park to Bath Avenue, between Ocean Boulevard and the shore. As we began our study it became apparent that the waterfront zone was a single piece extending beyond the West End, "The Pit", to Lake Takanasee. It became important to move the boundary west, across Ocean Boulevard, in order to include the artery as a central parkway, creating access to both the upland and the waterfront zones.

In order to assess the highest and best uses of the enlarged Waterfront Study Area, we considered the underlying structure of commerce and circulation that lies on the East-West Axis of Broadway intersecting the North-South axes of Ocean Boulevard and Ocean Avenue.

**Study Area: Natural Physical Context**

Bluff, plain, rivers, ponds, and storms have all influenced the size, location, and movement of human settlements on the two axes of Long Branch. The East-West axis, from the upland village to the beach and bluff, saw a settlement pattern that flowed down Broadway, clustered around the necessary services of this main street; moving west, this was the direct route to heartland and key

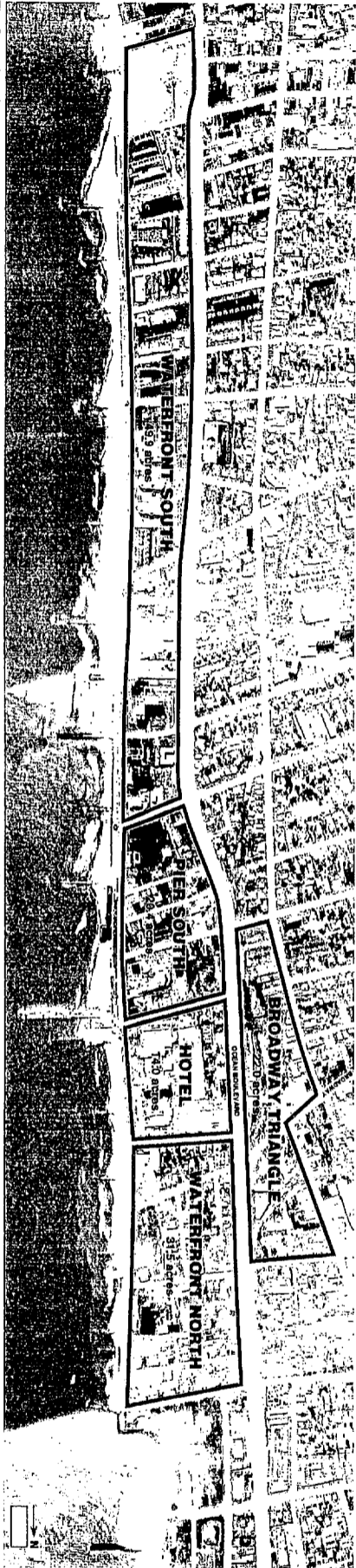
cities of New Jersey and Pennsylvania. The North-South axis had always been a coastal artery linking a string of small communities from Baysshore to Cape May — less important for commerce than as a through-way for the convenience of travelers. The original coastal road traversing central Long Branch was Ocean Avenue, right at the water's edge, and later paralleled by Second Street several blocks inland. Direct access roads to the water ran between them, defining long narrow blocks through the deepest portions of the waterfront area. Further south in Elberon, the North-South road was set back and private roads led to mansions on deep sites running to the edge of the bluff.

As travel and trucking needs put heavier requirements on the North-South coastal route as a connector, creating new shoreline links from mid-state parkways, the State introduced a major artery east of Second Avenue to speed traffic from the junction of Route 36 through the city to southern destinations. Cutting a swath through the waterfront zone and its east-west streets where a railroad line had been before, Ocean Boulevard dramatically bisected the upland from the shore, altered traffic and turning patterns, and violated the natural hierarchy which separates residential roads from arteries. As a



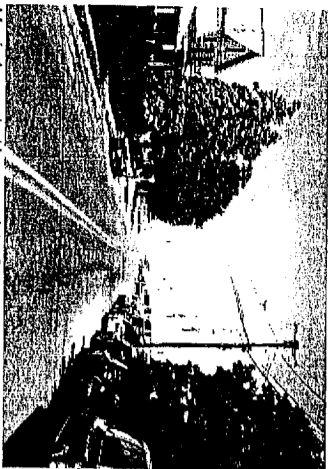
Historic painting of Long Branch in the "Mansion by the Sea" period (from Long Branch City Hall).

result, over time, the residential side streets in the North Waterfront area were used as arterial accesses to Ocean Avenue and the beach, lowering the value and livability of neighborhood properties far below their potential as prime oceanfront sites.



The Study Area (outlined) addressed by this Master Plan consists of five "zones" with distinct characteristics. Note that while in the Waterfront South zone, detailed plan recommendations are shown from Morris Avenue to Bath Avenue, zoning recommendations extend south to include the "Pit" area (off Brighton Avenue) to Lake Takanasee, to the point where similar mid-rise development currently exists.

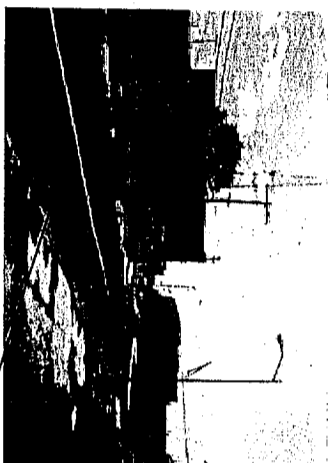
**The Site and Surrounds**



*Morris Avenue looking toward the Ocean*



*Train Station; Monmouth Medical Center behind*

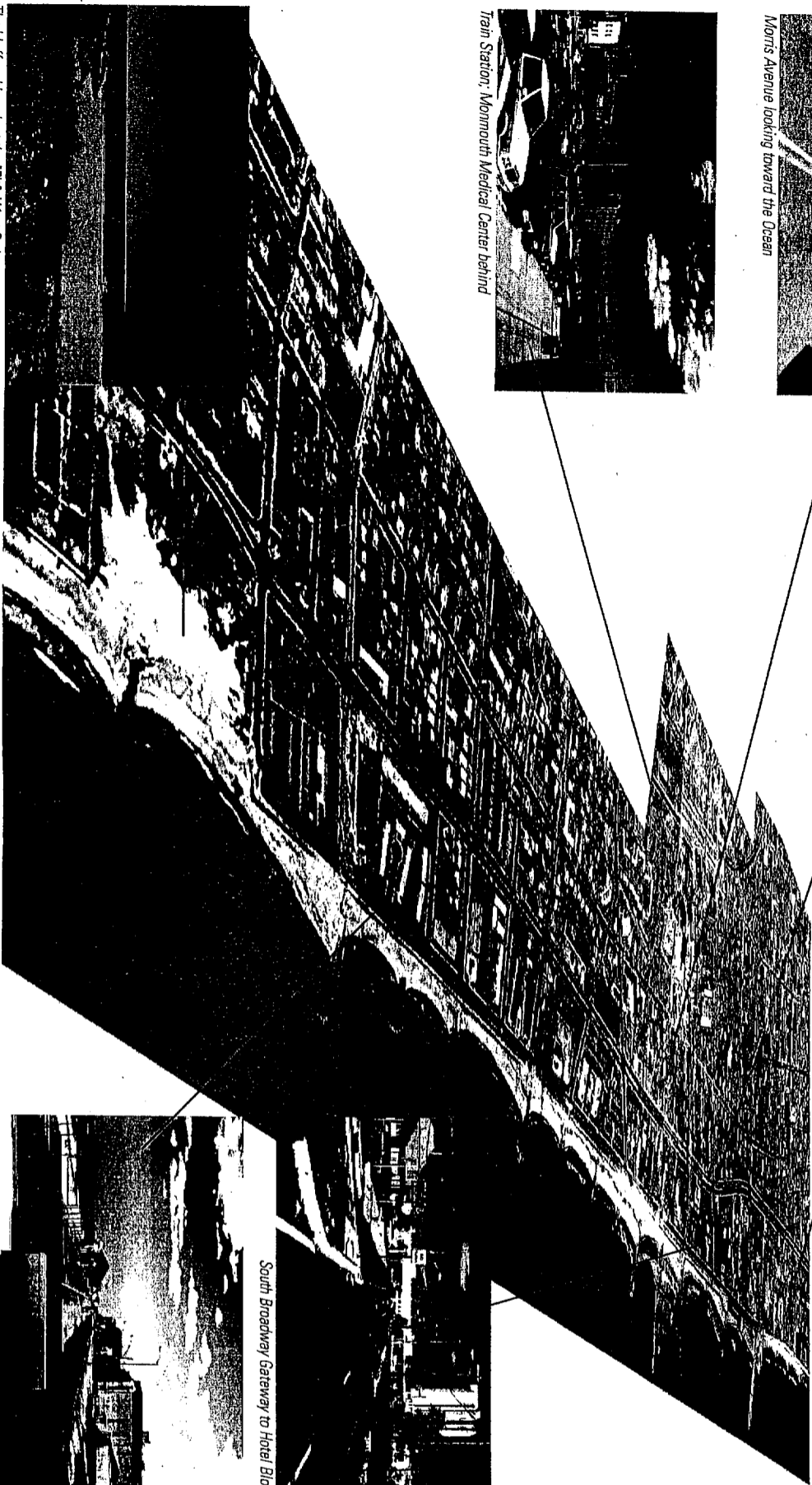


*South Broadway "Gateway" to Downtown*



*Ocean Boulevard at Joline Avenue looking south*

**Historical Context and Physical Character**



*South Broadway Gateway to Hotel Black*



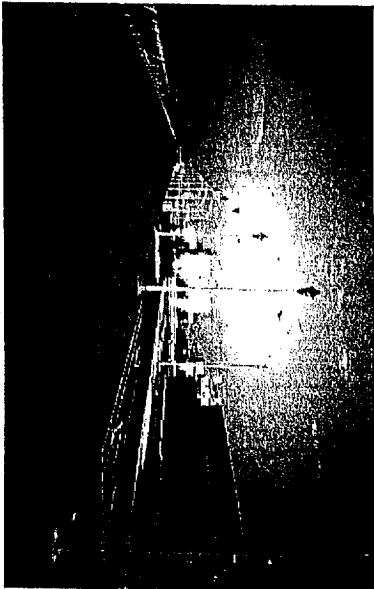
*The Boardwalk and Ocean Avenue looking south*

*The bluff and beach at the "Pt.", West End*

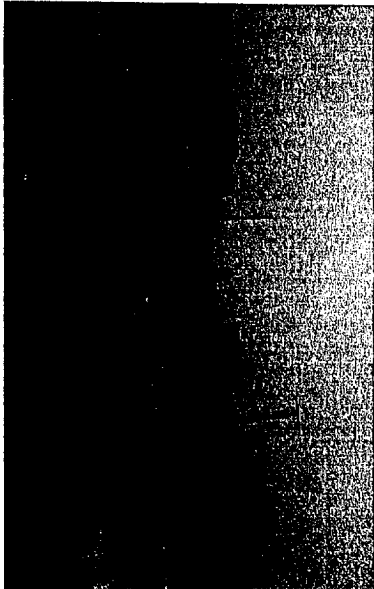
Site Structure and Character

The Study Area manifests these characteristics:

- A linear sequence of residential neighborhoods or buildings in 5 sub-zones.
- A physical center of the site — historically defined as the area directly south of Broadway, Once Garfield Park, now the Ocean Place Hilton, this center extends from Chelsea to Laird Avenue virtually on axis with the Pier.
- Zoning recommendations for the entire site area extend to Takanassee Lake; physical planning has been shown as far south as Bath Avenue. This is referred to as the Study Area of 137 acres.
- Functionally, this center distributes 55% of the site area to the south (Waterfront South) and 45% to the north of the hotel (Waterfront North)
- In Waterfront North, in a neighborhood of one-family homes, current density is 5.5 du/ acre. If one-family construction extended to all empty sites, the maximum density would be about 8 du/ acre. Without losing its low scale and neighborhood character, the area could sustain an urban density of up to 15 du/ acre.
- In South Village, current density is about 8 du/ acre, and there are a few infill sites that could support up to 15 du. In Waterfront South, in a sequence of water view condos, current density is 20 du/ acre, while a density of 30 + du/ acre is viewed as sustainable in this zone.
- Functional density of the overall site is significantly below the norms for suburban land use which is "non-urban" in the extreme. The planning intent is to achieve a critical mass of year-round residents in areas of moderate urban density. This building type will serve a market segment of individuals, couples, and small families by offering convenience, recreational amenities, and easy access to the ocean.



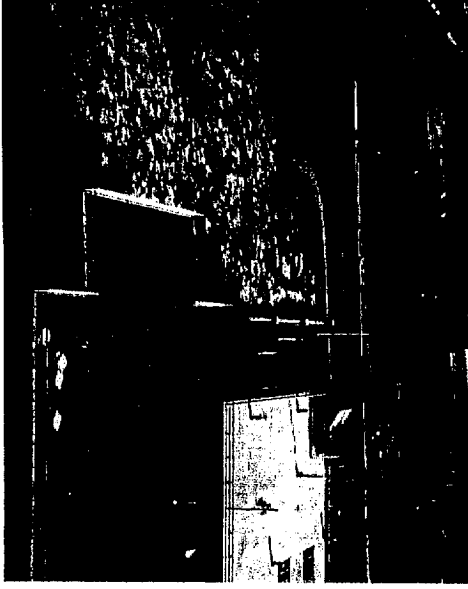
Promenade (looking south from the Armonj)



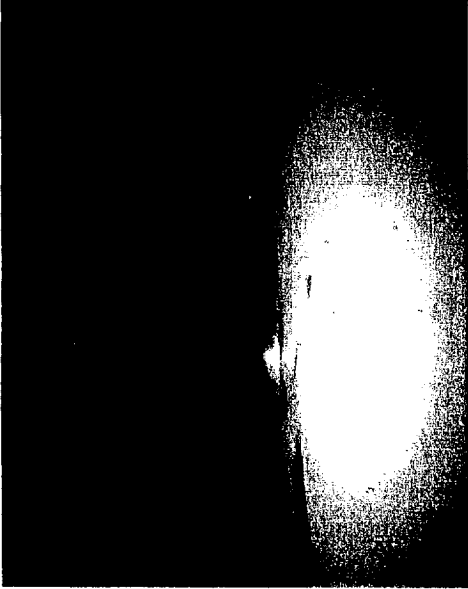
Waterfront North (looking west from the Promenade)



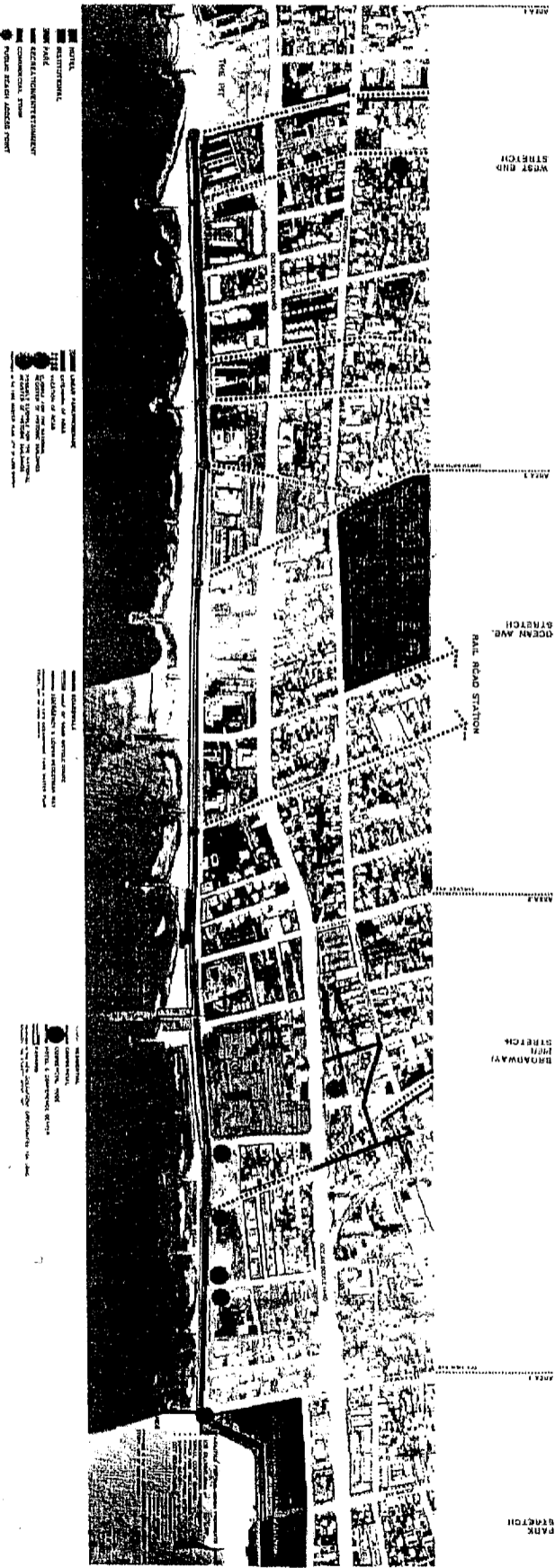
Waterfront North (looking north from Hilton Hotel)



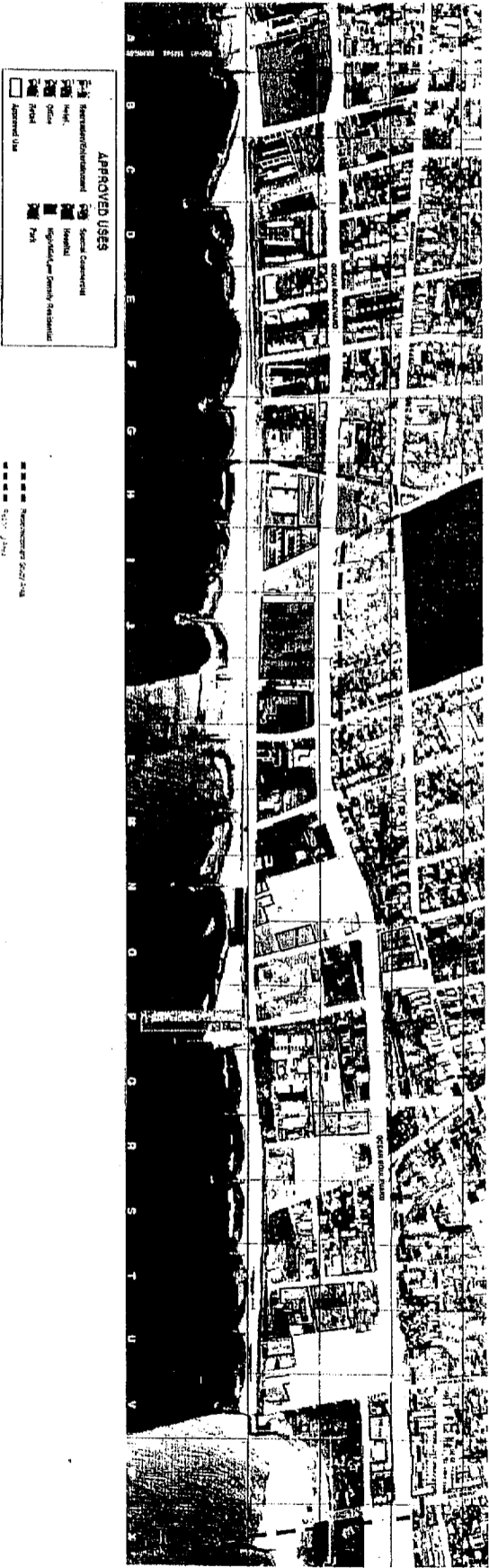
Pier South and Waterfront South (in the distance) from the Hilton Hotel



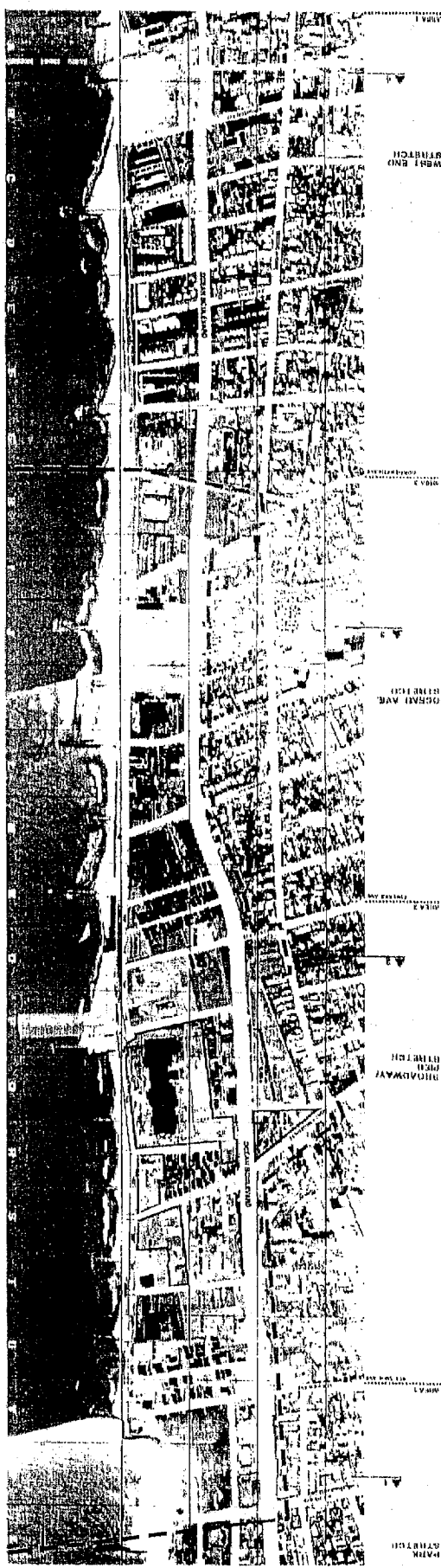
Sunrise over Long Branch's frontage on the Atlantic Ocean



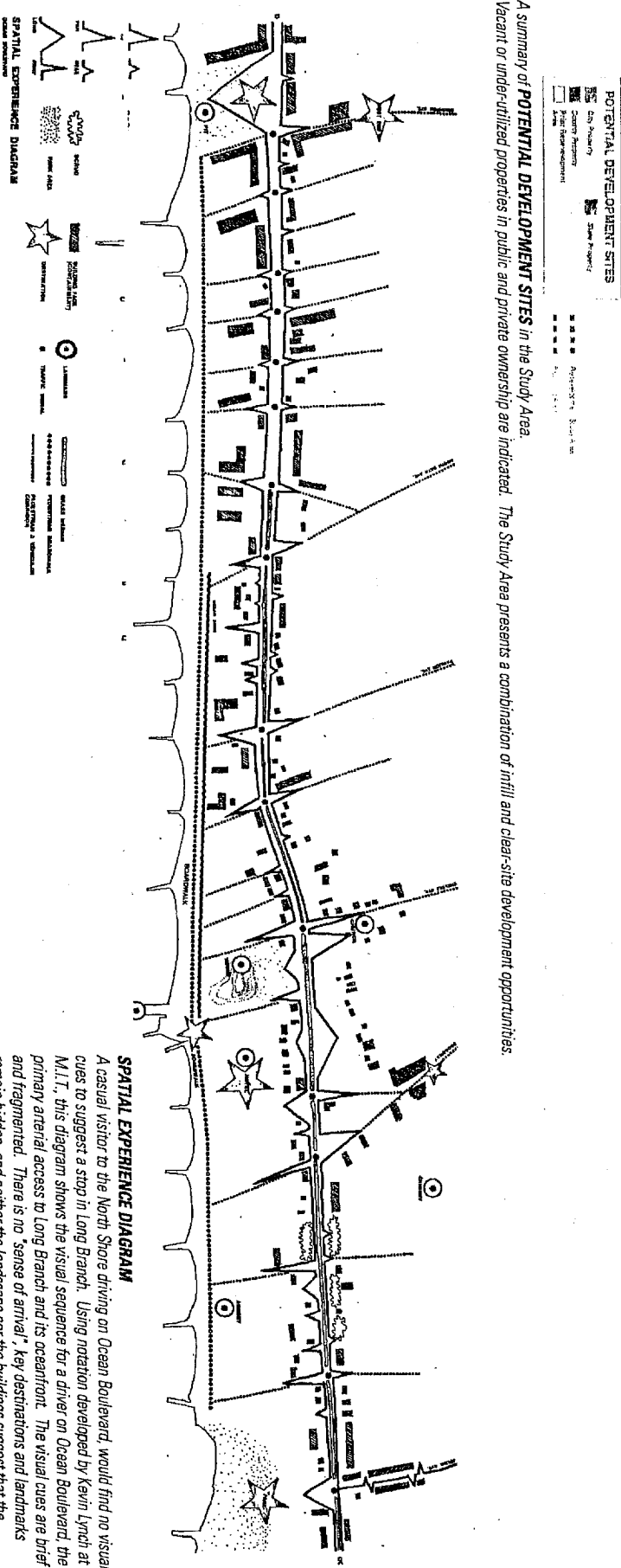
A summary of all **PRIOR PLANS** developed for the Study Area. All previous recommendations call for a strong pedestrian and recreational link between the "Pier" (at Brighton Avenue), the Pier, the Beaches, and Seven Presidents Park. This plan reiterates the same general recommendation, but further suggests that the Pier (with strong connections to the CBD) be the "Center" for Long Branch's beachfront. It would be advisable to consider all future amenities and access issues for this entire public frontage within a cohesive process.



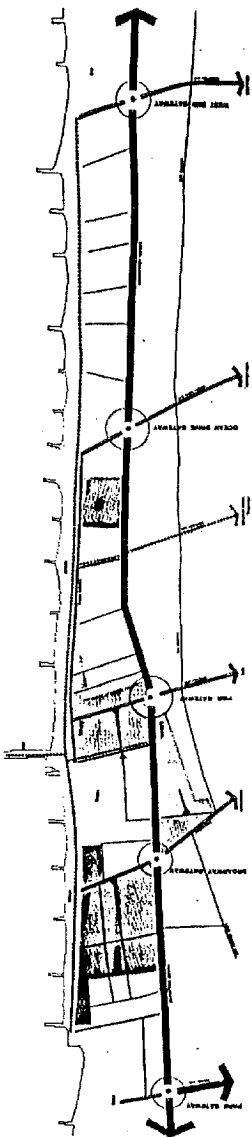
A summary of all **APPROVED USES** in the Study Area. A combination of zoning and CAFTA regulations allow fragmented site-by-site residential development of inconsistent density and character. The Army Site is reserved for "public recreational use."



A summary of **POTENTIAL DEVELOPMENT SITES** in the Study Area. Vacant or under-utilized properties in public and private ownership are indicated. The Study Area presents a combination of infill and clear-site development opportunities.

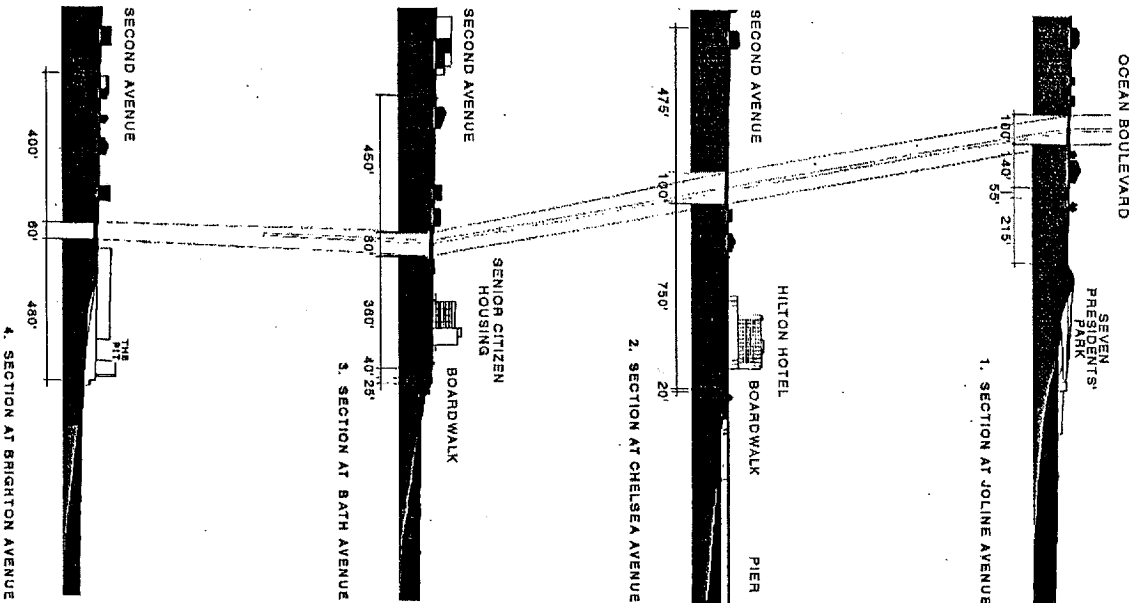


**SPATIAL EXPERIENCE DIAGRAM**  
A casual visitor to the North Shore driving on Ocean Boulevard, would find no visual cues to suggest a stop in Long Branch. Using notation developed by Kevin Lynch at M.I.T., this diagram shows the visual sequence for a driver on Ocean Boulevard, the primary arterial access to Long Branch and its oceanfront. The visual cues are brief and fragmented. There is no "sense of arrival", key destinations and landmarks remain hidden, and neither the landscape nor the buildings suggest that the Boulevard runs parallel to and less than 1000 feet from one of the longest stretches of uninterrupted public beach and boardwalk on New Jersey's North Shore.

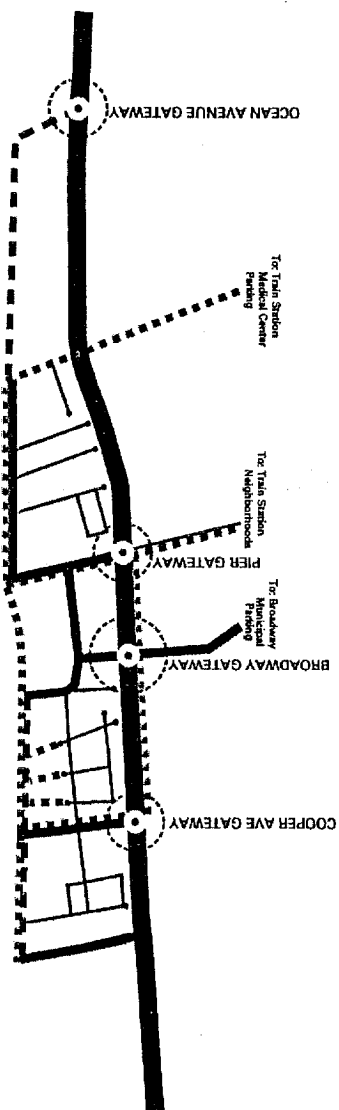


**PRELIMINARY ACCESS DIAGRAM**

Spatial Analysis on Ocean Boulevard suggested that arterial access would be made more legible by minimizing intersections with local cross-streets, and the articulation of "Gateway" intersections to the City and the Beach.



**SECTIONS THROUGH OCEAN BOULEVARD, OCEANFRONT BLOCKS, BOARDWALK AND BEACH IN STUDY AREA**



A hierarchical network of Arterial, Frontage, and Residential Streets is proposed. Numerous street closings and the development of four primary "Gateway" intersections are recommended. Public Beach Access is enhanced by opening two connected sections of Ocean Avenue to vehicular traffic. Pedestrian and bike ways are proposed along the Ocean, with connections to major inland areas.

Initial Conclusions About Site Utilization

1. Density and Neighborhood Character

In common parlance, “density” is mistakenly thought to express building height — particularly the excessive heights associated with commercial districts where zoning allows the area of a plot or footprint to be duplicated in a given number of floors. This controls the building bulk and to some extent the height. It is expressed as Floor Area Ratio, or FAR (total floor area of all stories divided by the land area.) FAR of 1.0 means that the total built floor area equals that of the ground area. The same building area on four levels gives a 25% land (ground) coverage allowing for setbacks for required common and service areas, and for open space on the remaining site.

The FAR in a high-rise office district may be 20:1; existing land utilization on Broadway in Long Branch is about 0.25:1 (25%). In residential planning, dwelling density measures the number of living units on an acre of land (du/acre) which impacts the type of residential accommodation. It is not a direct measure of crowding or population density, as the number of occupants per unit can vary, but rather suggests a type of neighborhood based upon the choice of building types and their relationship to each other.

Both land coverage and building height are variables in the density formula — a single two-storey home may occupy an acre ( 1 du/acre) or four condos on two stories may occupy one acre (4 du/acre). In the latter case, there may be more or less ground coverage; a plan that stacks these four apartments one over another, increases the height and decreases the land coverage while the density remains the same. Moderate or mid-rise density makes development less costly in terms of municipal infrastructure - streets and utilities. Commonly, when the open space gained by higher building is absorbed by typical residential requirements for several parking spaces ( 2.3) per dwelling unit, there is little net gain in open space related amenity.

It follows that as buildings rise in height, the amount of land coverage per unit (hence land cost) goes down, a principle that ties housing form to land economics. Certain housing types have developed to fit different zoning requirements and market niches for single family and multiple dwellings.

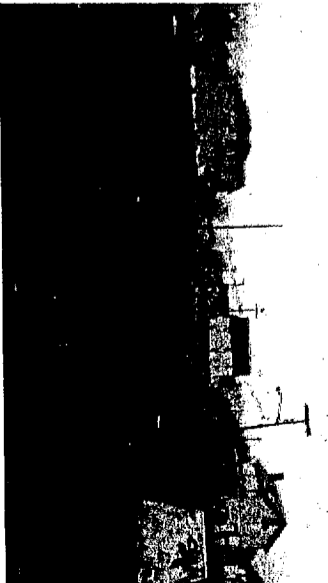
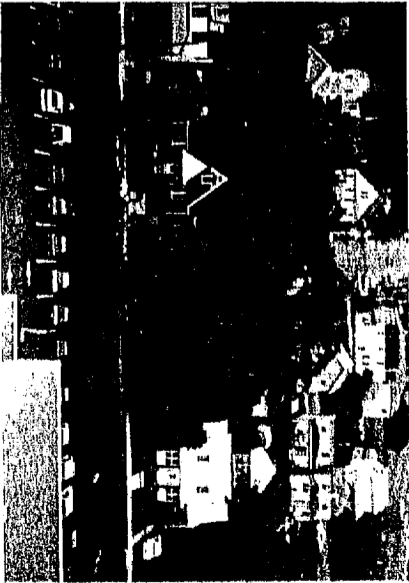
Garden apartments (several stacked apartments on one site) and Townhouses (adjacent single family residences on their own lots) are popular because they achieve low residential scale, privacy, and usable open space by building to the side and front lot lines on small lots.

In general, dwelling density frames the overall character of the site plan in terms of openness, amenity, livability, and intensity of use. The latter specifically correlates with the “urbanism” of the environment in such areas as walkability, visible activity, community and personal interactions. Density up to 8 du/ acre gives suburban characteristics of separation, front yard setbacks, and isolated privacy. Density of 12 to 15 du/ acre takes on the compactness and intensity of true urban areas while maintaining a low to mid-rise height.

Density is not an abstract goal. Density means people and activity. Density is intensity- it is a way of quantifying the conditions that are a prerequisite for vital use and reasonable economic return.- Under controlled conditions, density lowers the overhead costs of maintaining infrastructure and of creating new infrastructure, and leads to municipal financial stability. Outside of a few major urban centers, the major urban ills of this half century have begun with the loss of density through poor zoning practices, encouraging sprawl that has proven unaffordable and unsustainable.

A mix of commercial and residential uses on this site at the varying densities suggested should average out to an effective FAR density between 0.5 and 1.0, which translates into an average of 15 du/ acre.

A good community is not created by data and formulas alone. Density and variety have to be translated into human environments of harmony and delight. Thus the quality of all built space, architecture in particular, will be essential to making these places appealing, habitable, and enduring. Not by sweeping reform but by an incremental process, new buildings and blocks will fit in among the old. Whatever is built should live up to agreed Design Guideline Standards for careful design and construction quality, expressing individual character within a coherent civilized cityscape that will help Long Branch compete, as cities must, on the merits of its unusual physical and natural attributes.



2. Role of Seasonal Attractions

In reassessing zoning and uses of waterfront lands, Long Branch residents must balance tradition and future needs — in other words, measure seasonal tourist dollars against investments for and from a growing year-round population.

Historically, since the days when Long Branch was a presidential summer playground and a watering place for the rich and famous, the city's dominant social and public life hinged on seasonal amusements and activities around the pier and shore. These were social and ceremonial more than contrived amusements — people were the attraction. The city thrived in the summertime, drew large family holiday crowds — local daytrippers, travellers, vacationers. After racing and gambling sullied its national reputation, the city kept its beaches locally competitive by adding special play and entertainment areas. Given cyclical ups and down, for most of the century until the mid-1980s, summer revenues helped to sustain a modest and quiet residential city. In the wintertime, Kids World, remembered as beach attraction at its peak, lasted only four years. At best, three blocks of the city operated for 70 days a year to bring tourists who required large areas of city-provided parking, with very low property tax yield.

After an unfortunate fire in 1987, neither business owners nor the city was able to afford rebuilding the boardwalk and attractions. Destructive hurricanes then all but eliminated the beaches as a destination. At the same time the competitive climate change dramatically. Choices multiplied for the American family. Amusement mega-parks proliferated along the eastern seaboard and in Florida, and low-fare Orlando vacations became an American family norm. Small leisure parks and seasonal beaches have had to survive on a primarily local radius of support. Now, 30 minutes drive from Long Branch, the large amusement mega-park "Great Adventure" is opening — driving home the message of the ever-encroaching competition of high-investment tourist attractions.

Following the pier fire, residents of Long Branch hoped that banks and investors would find opportunities to restore the community's image as an entertaining family beach destination. However, with the center virtually shut down, once - valuable waterfront land was marginalized and neighborhoods continued to deteriorate. Even after the transformation of Garfield Park into

the Oceanplace Hilton in 1988, strong tourism did not return. The reasons must be examined, along with the broader question: What is the most beneficial relationship between seasonal tourism and a year-round urban economy?

This debate has become a nationwide issue today. A growing misconception exists that cities face an option called "Salvation through Tourism". When cities experience weakening economies, loss of jobs and population, they tend to believe the cure-all is attracting tourist dollars from outside the community. They are easily convinced that a place can be saved by establishing a "theme," a festival, or a gambling location that outsiders will flock to with pockets full of dollars.

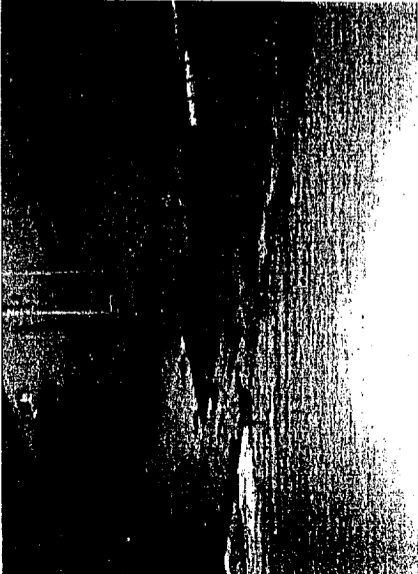
In fact, tourism is often a drain on a weak economy and reduces the natural quality of life for residents in the community. While benefiting some aggressive businesses, it arguably increases city maintenance costs and depresses land values — creating a net drain on the economy over time if the community is not fully "tourist-ready" in its degree of service and retail development.

Only when tourist business builds on a strong and diverse economic base — on which commercial potentials are broadly developed to capture visitor spending — should heavy investment in tourist attractions take precedent over other types of investment in community rebuilding. This is especially true with the seasonal tourism of the Mid-Atlantic seacoast.

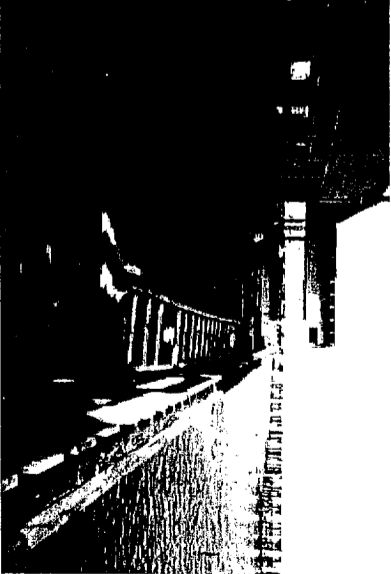
This consideration is reflected in recommendations for land use priorities in all zones of the Study Area. The recommendations are not finite or inflexible. Priority must be given to rebuilding the taxable residential / retail base that is the foundation of a viable community which in time can afford to dedicate resources to developing visitor attractions when they can benefit many enterprises and individuals in the city.



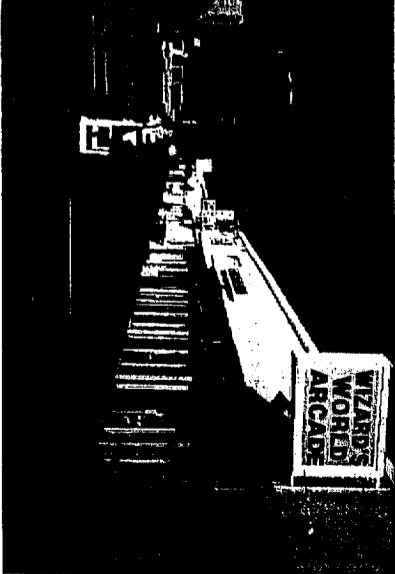
Lively in season, desolate off season, attraction sites must become part of the year-round economy.



Pier, Current Condition



Jimmy Lou's Deck, Winter 1985



Boardwalk and Ocean Avenue, Winter 1985

### 3. The Future of the Ocean Pier

A natural first focus of the planning study was the Pier — the landmark on the water — and Kids World at the geographic “Center” between Laird and Chelsea.

What does the tradition of summer amusement mean to the revitalized future of the oceanfront zone? Is it prudent to assume that Long Branch can rebuild on foundations that had peaked nearly a decade ago? During the research phase, serious questions grew out of the many conditions that had changed over time:

- Summer attractions on and around the pier had in the past drawn numbers of auto tourists based on the availability of nearly 700 public parking spaces in Garfield Park. That land is now occupied by the Ocean Place Hilton Hotel.
- Summer amusements, stores, restaurants, arcades and bars, and the festive beach season, depended heavily on car access along Ocean Avenue, now curtailed by the closing of the road from the hotel to Seven Presidents Park.
- The Pier, once the symbol of Long Branch as a summer place, might be reconstructed to become a modest community fishing pier expandable in phases. Funding or financing for a major amusement pier is possible, but not in hand.
- Themed entertainment features around the pier had a negative impact on land values and other uses on neighboring sites. Despite prime locations, land and homes adjacent to the pier had seriously deteriorated in value, making it one of the lowest tax-yielding districts in the city.
- Because property values are discounted for short-term uses, tourist-based uses yielded less tax revenue than year-round uses on the same or comparable property.
- Market potential in the 1990s for small local amusement areas seemed seriously challenged by the growth of family vacation/entertainment destinations as a national mega-industry.
- “Festival Retail” as a development format requires a critical mass of 200,000 S.F. It has succeeded only in major cities, and is inappropriate for the demographics of the Long Branch region.

We concluded that consumer/dollar expenditures comparable to the 1980s could not be projected for this zone of the Jersey Shore of the 1990s to justify investment except in the context of balanced mixed-use on a year-round basis. The entertainment and family needs of the local population could be met in this context.

Thompson & Wood concluded that entertainment features could not be the prime generators of Long Branch's revitalization, but could play a role in a comprehensive strategy for revitalization. It is expected that attractions will develop within the mixed-use area, and can be included in seasonal programs in the recreation area, adding to the appeal — and revenue — of the main destination, the beach itself.

A larger focus on land use principles could create value on every part of the site. This gave us a new way of looking at what the district and its Center must become — a great place to live, work, play — and visit.



### 4. Fiscal and Financial Implications

In developing a physical master plan for the Study Area, Thompson & Wood studied and charted the general benefit to the city of three development strategies:

- Increase of residential density from averages of 5.5 (north) and 8.1 (south) to 15 du and 30 du per acre respectively
- Intensify retail, restaurant, and entertainment activity in the Village Center
- Completion of development on 43 permitted sites under the new general density guidelines
- Increase in purchasing power resulting from population increase

Research results showed positive and important benefits from all of these strategies. Details are shown in the diagrams in Part 5.

#### Preliminary Recommendations

At the conclusion of the research phase, Thompson and Wood presented the following recommendations to Long Branch Tomorrow and to the City of Long Branch Planning Board and City Council:

- Establish a Redevelopment Area consistent with the boundaries of the extended Study Area to allow new development following the agreed upon strategic plan.
- Reestablish the oceanfront district as the most valuable real estate in the city on the basis that such value can be re-established over time by sound planning strategy.
- Reestablish the quality image of Long Branch by including amenities and conveniences in an excellent public environment as part of the waterfront and beach experience.
- Give priority to rebuilding a residential population in a genuine and convenient community, to fuel the local economy and revitalize the city as a great place to live, work, and visit.

With these recommendations, we developed a full-scale vision in models, plans, and sketches.

### 3. A Vision for Long Branch Oceanfront

#### Structuring Choice and Diversity

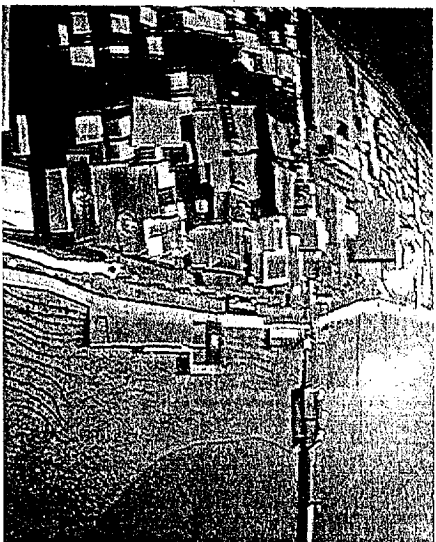
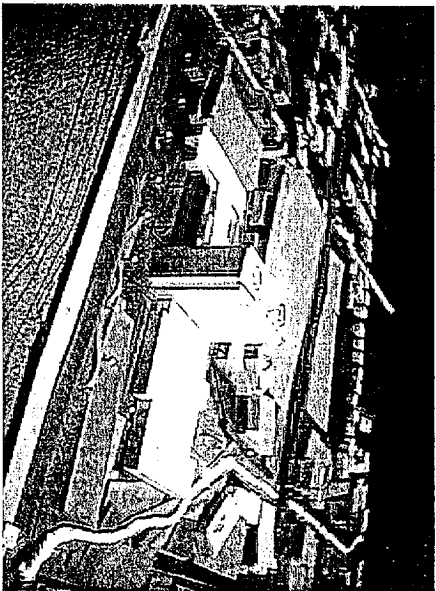
This plan seeks to build choice for those who live in Long Branch and for others who will consider settling in the community. It seeks to repair and develop the fabric of the city based on known urban principles and practices, which will serve its traditions while simultaneously admitting new ideas to serve new markets and new times. Our overall strategy is guided by an interest in long-term gain assisted by short-term viability.

There is talk today about a "New Urbanism" movement, a design-driven movement to restore many of the physical qualities of communities that have been lost in isolated and diffuse residential areas in the suburbs. It calls attention to the high cost of sprawl, to land waste in oversized streets and parking areas, to the interruption of pedestrian convenience and of interpersonal exchange by insensitive development practices. The master plan demonstrates many viable answers to these viewpoints.

We depart from New Urbanism when it imposes strict rules of neo-traditional form on homes, streets, and even personal behavior, to assure harmony and exclusivity at the expense of social diversity. The Long Branch Master Plan recognizes that freedom and diversity are the foundation of a democratic community, and that variety and choice are servants of social diversity.

To avoid the clean-sweep practices of contemporary urban renewal yielding antiseptic uniform "projects," we recommend an incremental approach that is rather like repairing a valuable patchwork quilt, piece by piece. Change can be layered upon existing conditions, knit together by reciprocal scale and siting, to produce a harmonious, yet variegated fabric. The result is a Long Branch solution, not a cookie cutter idealized plan.

Long Branch has considerable housing stock of various types, both owner and renter occupied, predominantly suitable for single family occupancy. The housing formats recommended for Waterfront North and Waterfront South expand options to attract a market not currently served, citizens who will broaden the pool of labor and purchasing power within the city. Each of these neighborhoods is designed as a piece of the existing town — convenient to central services, with dedicated pedestrian/bike accesses, and with traffic-protected streets that bring a more intimate scale to the over-sized blocks of the waterfront district which originated as mansion sites.



## Planning Principles

The plan objectives translate into a set of essential overarching physical principles. The application of these principles is crucial to ensure that individual developments (large or small) conform to physical criteria that encourage an integrated ensemble of great places, both public and private, while preventing the insular development pattern that prevails now.

These planning principles translate into specific zoning recommendations (refer to "Master Plan", page—), which can be satisfied by several building types (governed by Building Design Guidelines), and meet varied market demands.

The inter-related Planning Principles described below form the core recommendations of this Plan.

### Density: A Many-Peopled Place

The single most important planning principle for Long Branch Oceanfront development is to achieve a threshold of urban density. This threshold of building density is intended to encourage a walkable environment and a sufficient base population to support a lively year-round retail and recreational center within a short walking distance of residential areas.

Consistent with the planning goals of supporting a year-round economy which achieves the highest and best use of this centrally located site, this plan proposes using the more intensely. Compared to the average existing suburban density of 0.25 F.A.R., the plan would require new development to achieve F.A.R.'s between 0.5 and 0.75. For residential development, this density equates to about 15 dwelling units/ acre. (For explanation of F.A.R. or Floor Area Ratio, see page 16.)

### Urban Form: Defining Public "Rooms"

With the exception of Waterfront South, the plan seeks to encourage low-rise, medium to high density development in the Oceanfront Revitalization Area. In Waterfront South, (from Morris Avenue to Takanassee Lake), the plan recommends that the existing mid-rise condo development pattern be reinforced by similar infill in the range of 30+ dwellings units / acre.

The low to medium rise urban form seeks to build a close relationship between built and open areas by

maximizing street frontage with frequent "doors and windows" to the street and by concentrating built mass along public ways. The small lots are prescribed to facilitate small-scale individual development as infill in the existing site fabric, or alternatively to encourage larger aggregate development to create street-frontage buildings with higher land coverage at a scale compatible with individual buildings. On the other hand, zero-lot-lines are required so that open spaces are combined for more effective impact, eliminating wasteful unusable side setbacks.

The envisioned urban form is intended to minimize marginal utilization of land, such as strip commercial development, driveways in stand-alone residential development, and underutilized parking lots. All sites (with the exception of designated shared parking sites and special commercial sites) will be required to have a minimum gross Ground Covered Area of 40%.

Such intensive use of land is usually dissipated by parking area requirements. This plan proposes a four-pronged approach:

- optimizing the use of dedicated parking sites by sharing when there are complementary use schedules;
- re-evaluating parking requirements based upon actual demand at different times of the day/night cycle;
- creating incentives for use of public transit and shared ridership;
- realizing on-street parking (Refer to Appendix for data on time-shared parking in mixed use developments.)

### Hierarchy of Streets: Articulating Distinctive Places

The character of the Long Branch Oceanfront development will derive from a ground plan that is street-based and supports lively public uses while sustaining safe and coherent neighborhoods in close proximity. To accommodate such diverse needs, this plan recommends the establishment of a network of streets of different widths and intensities of use, referred to here as a hierarchy. The proposed network is articulated to create highly distinctive environments, "Places", serving their own uses and complementing one another. The proposed palette of streets and rights-of-way (R.O.W.) are these:

- Regional Arterial Parkway (150' R.O.W.)
- Commercial Frontage Streets (60' R.O.W.)
- Neighborhood Streets (45' R.O.W.)

- Coordinated pedestrian and bike ways
- In all cases, the plan recommends permitted (stickered, metered, or regulated ) street parking.

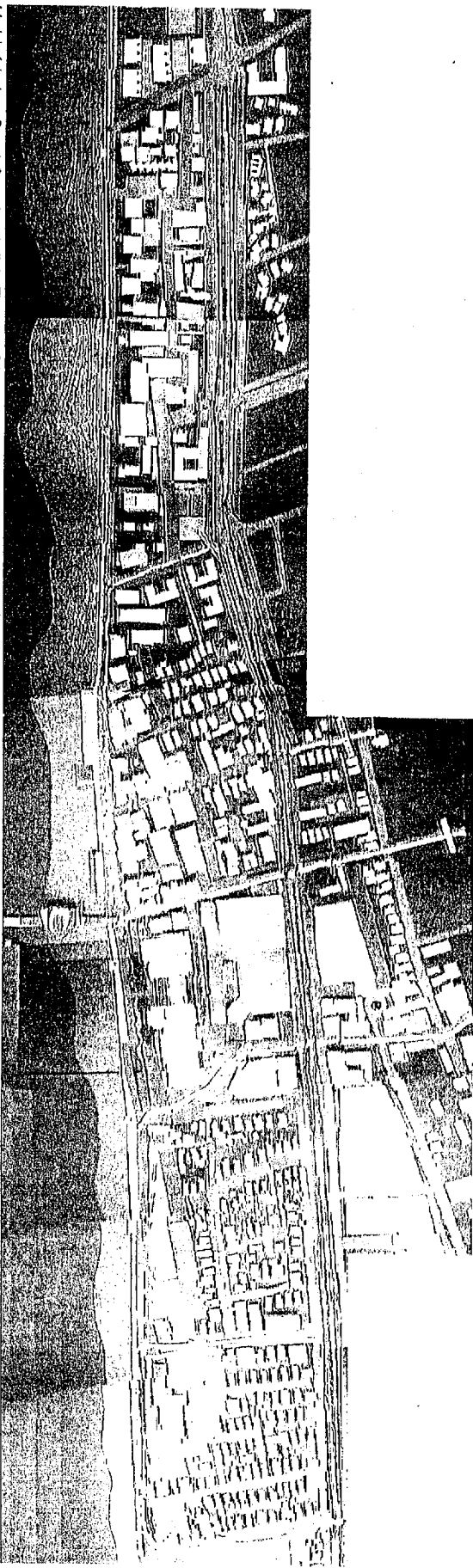
This street network with well articulated "gateway" intersections is intended to support a hierarchy of public and private domains. Because walking is so vital to the texture and intimacy of a city, pedestrian routes are given special attention, and must be designed for tactile and sensual enjoyment on foot as paths of short duration with frequent interruption by cross-paths or open space. The Boardwalk, by contrast, is a long walking boulevard enlivened by changes of scale, relationship to the beach, activity, movement and face-to-face exchange that marks a stimulating public promenade.

### Enhanced Public Access to the Beach

The plan seeks to provide greater public access to the ensemble of open space along the ocean, extending from Seven Presidents Park along the Boardwalk and Pier, and continuing along the beach frontage to the south.

Beach restoration work on the Long Branch shoreline, (scheduled by the Army Corps of Engineers for 1996), will add about one hundred yards in width to Long Branch' beaches. The City will regain an extraordinary asset that will be an important destination during the summer months. The "off-months", however, are the greater challenge. (Last year Seven Presidents Park had over 75% of its attendance during June, July, and August.) The City must achieve an appropriate mix of Ocean district restaurants and shops to remain open year-round for people within walking distance, as well as others coming by car from the surrounding communities.

We envision a cluster of small shops and unique restaurants that will serve neighborhoods to the north and south on a year-round basis- a place to walk to for conveniences and daily goods, a newspaper or book, a cup of coffee, lunch or dinner out. In high season, the shops will add merchandise to suit the beach climate of activities and sports, augment their menus, stay open longer hours. Both the community and the operators benefit from establishing year-round businesses, as does the city's revenues.



Model of the Long Branch Oceanfront built by Thompson & Wood.

The plan proposes the continuation of traffic on Ocean Avenue from North Bath to Laird and the reopening of Ocean Avenue from Madison Avenue to Seaview as an access and "cruising" road for viewing the ocean and waterfront activity and for reaching destinations. A beach trolley and a program of directional signage is suggested to connect the train and transit facility and major upland parking garages to the beach and park.

It is recommended that all future planning and design for parking areas, oceanfront recreation, and open space be carefully coordinated.

### Temporary Conditional Uses: Land Banking, Incremental Growth

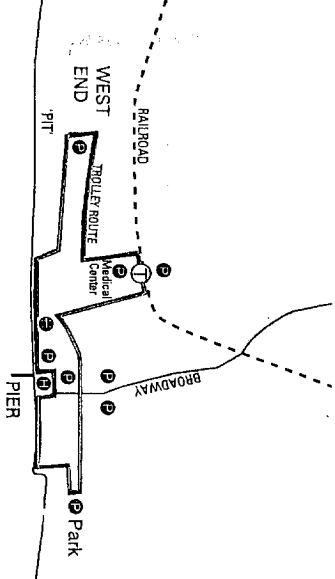
A plan evolves and takes form over time. A master plan, as a blueprint for the future, provides for certain interim uses that will happen, evolve, and eventually conform to the agreed objectives of long-term growth. Such a temporary or provisional use is anticipated on Cooper Avenue in conjunction with the transformation of the National Guard Armory into a sports and recreation center. Negotiations and planning are currently in progress.

The new owner proposes to construct on the site an indoor rink/arena of 2000 seats which will generate traffic and increase parking needs when major events are in progress. The owner has purchased adjacent residential land to the west, up to Ocean Boulevard, to allow for extensive grade-level parking when the facility is open.

The insertion of massive grade parking into an established residential neighborhood is not desirable for land values nor for residents; however, in the short term, the establishment of this sports facility can justify the use of land for parking only as a temporary conditional use. Rise in value as new residential development builds up will soon justify frontage development to establish the

evolution of a street with retail uses and construction of the structured parking that heavy Armory use will require. Thus the permanent plan for Cooper Avenue shows frontage development (retail at ground level with residential above) concealing grade parking behind. The Temporary Conditional Use would be permitted to continue for a reasonable time -- a three year period after the opening of the sports facility is suggested. After that time it is expected that the natural forces of land economics will render the land valuable for residential construction and allow structured parking to be built on a smaller parcel adjacent to the rink.

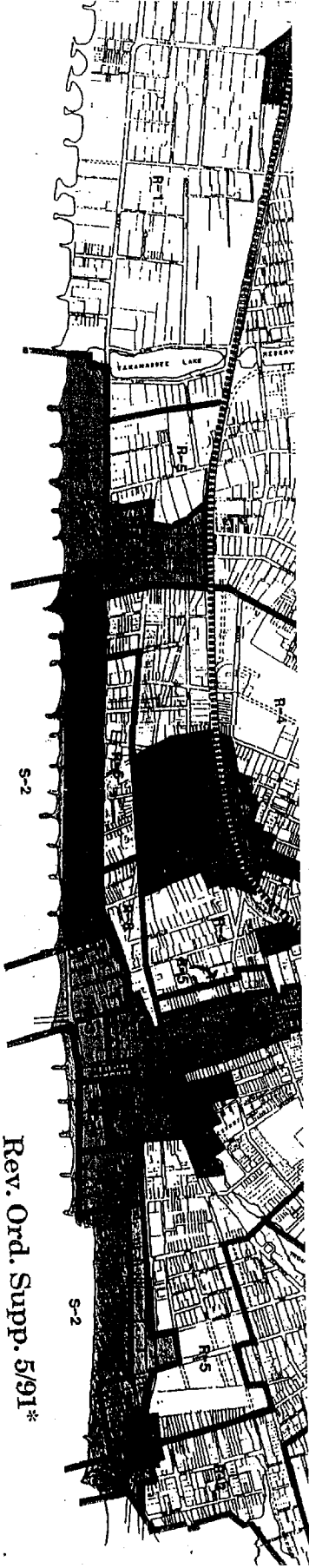
Another temporary use which allows for future change is that of the Recreational Zone north of the hotel on Ocean Avenue. It is designated as open space, usable for premium paid beachfront parking in season, for community activities, open air events and celebrations whenever desired by the city. This effectively land-banks this valuable zone until quality development alternatives evolve. More informed decisions about its best commercial potential, in relation to the nearby residential areas as well as the Boardwalk, can be made in three to ten years. For the meanwhile, detrimental development will be forestalled and the land will serve a variety of important public uses.



Suggested route for public Beach Trolley

ZONING

EXISTING ZONING



Rev. Ord. Supp. 5/91\*

SCHEDULE

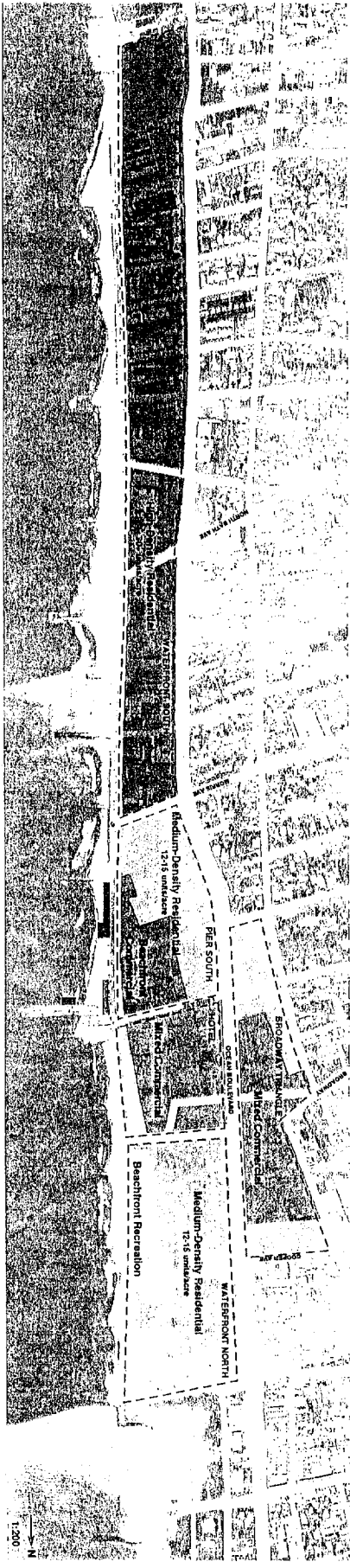
THE CITY OF LONG BRANCH	
MORRIS COUNTY	
PLANNING DEPARTMENT	
N.J.	
NORTH AVENUE	
N	
R-1	One-Family Residential
R-2	One-Family Residential
R-3	One-Family Residential
R-4	One-Family Residential
R-5	One to Four Family/Townhouse Residential
R-6	Townhouse/Professional Office
R-7	Riverfront Mixed
R-8	Boulevard Mix
RC-1	Beachfront Mixed
RC-2	Riverfront Residential/Commercial
RC-3	Waterfront Mix
RC-4	Ocean Promenade Waterfront Mix
C-1	Central Commercial
C-2	Professional Offices and Related Service
C-3	Neighborhood Commercial
C-4	Resort Commercial
C-5	Commercial Recreation
C-6	Boulevard Commercial
HTLI	Industrial
MB	High Technology Light Industrial
S-1	Manufacturing and Business
S-2	Professional Office
M	Oceanfront Medical/Hospital

EXISTING ZONING

	RESIDENTIAL		COMMERCIAL	
	Land Area (acres)	Density (units/acre)	Land Area (sq. ft.)	Density (FAR)
WATERFRONT NORTH	23.6	5.5	343,000	1.0
HOTEL	0	-	609,000	0.8
PIER SOUTH	0	-	887,000	1.0
WATERFRONT SOUTH	49.9	13	0	-
BROADWAY TRIANGLE	2.2	12	863,100	0.6

N.B. All existing commercial zoning requires on-site parking

PROPOSED ZONING



PROPOSED ZONING

	RESIDENTIAL		COMMERCIAL	
	Land Area (acres)	Density (units/acre)	Land Area (sq. ft.)	Density (FAR)
WATERFRONT NORTH	23.0	15	370,000	0.2
HOTEL	0	-	609,000	2.0
PIER SOUTH	12.9	15	323,000	1.0
WATERFRONT SOUTH	49.9	30	0	-
BROADWAY TRIANGLE	8.5	15	589,000	2.0

- FAR above 1.0 relies on provision of structured parking

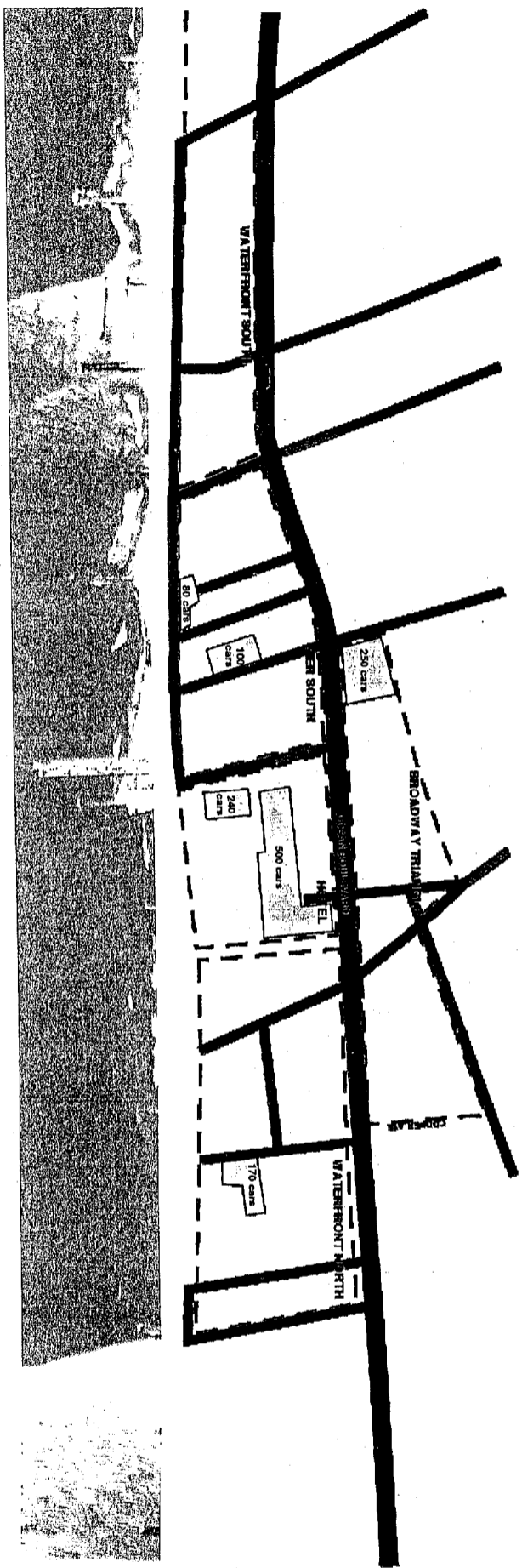
- FAR above 0.8 relies on provision of structured parking

- FAR above 0.3 relies on provision of structured parking

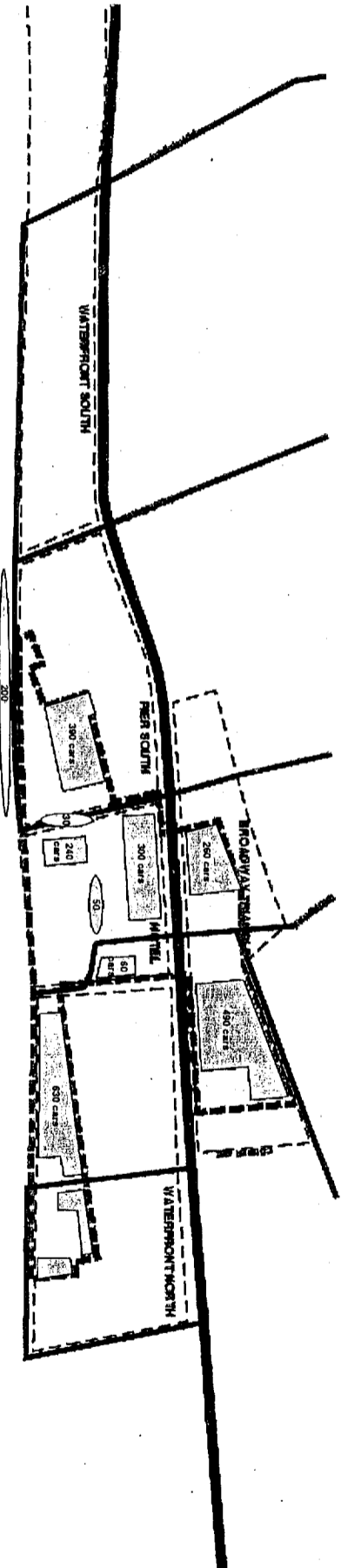
Commercial uses are concentrated around the Pier with a Mixed Commercial "Gateway" development on either side of Ocean Boulevard at South Broadway and the Hotel Block. No residential or private uses are permitted on the ocean fronting sites between Morris Avenue and Seven Presidents Park. Beach parking and multi-purpose public open space are permitted uses in the Beachfront Recreation zone. Cohesive low-rise medium density neighborhoods are proposed in Waterfront North and Pier South zones, and a consistent medium-rise high density ocean view residential development in Waterfront South zone. No commercial development is recommended on Ocean Boulevard, between Joline Avenue and Lake Takanassee, except where existing or specifically permitted by this plan. Refer Pages 28-29.

ACCESS

EXISTING PRIMARY CIRCULATION AND PUBLIC/ SEMI-PUBLIC PARKING



PROPOSED PRIMARY CIRCULATION AND PUBLIC/ SEMI-PUBLIC PARKING



0 50 100 150 200  
feet

Shared Parking District  
On-street parking

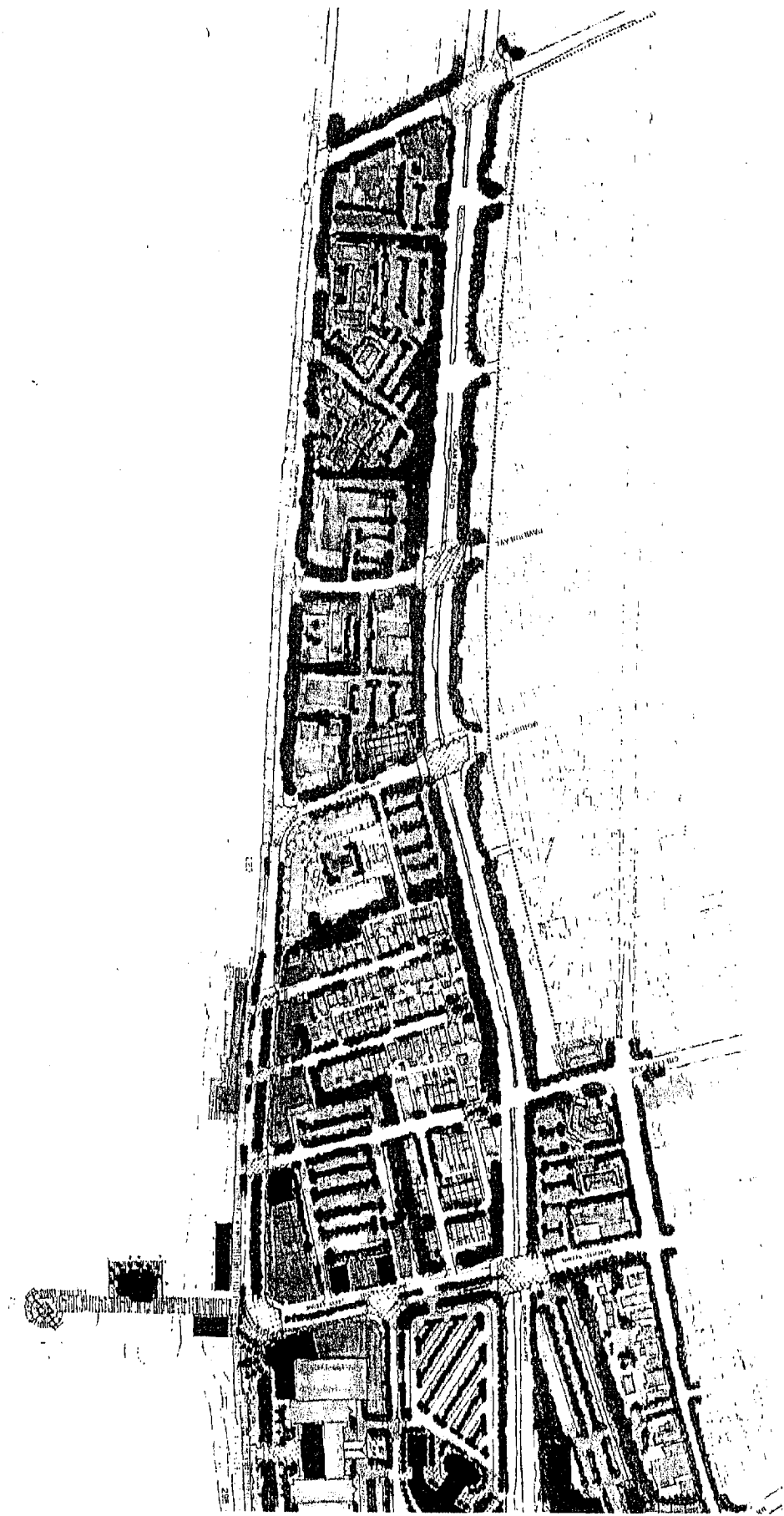
Parking Standards

REQUIRED PARKING SPACES/ Gross Floor Area

In Peak Season:

City Requirement	UB Single Use	Proposed Shared	Spaces provided	W E E K D A Y				W E E K E N D			
				day req.	night req.	day	night	day	night	day	night
Office	6.6/1000	4/1000	2.2/1000	866	1020	10	153	5			
Hotel	1/rm+1/emp	1.25/rm	1/rm+0.6/emp	603	281	579	281	525			
Convention	0.5/seat	0.5/seat	0.15/seat	165	220	275	440	550			
Commercial/	5/1000	4/1000	4/1000	1010	1010	1010	1010	1010			
ON PLAN:				2644	2531	1874	1884	2090			
Addnl. Spaces				2650	119	776	766	560			

A Vision for Long Branch Oceanfront  
ILLUSTRATIVE PLAN



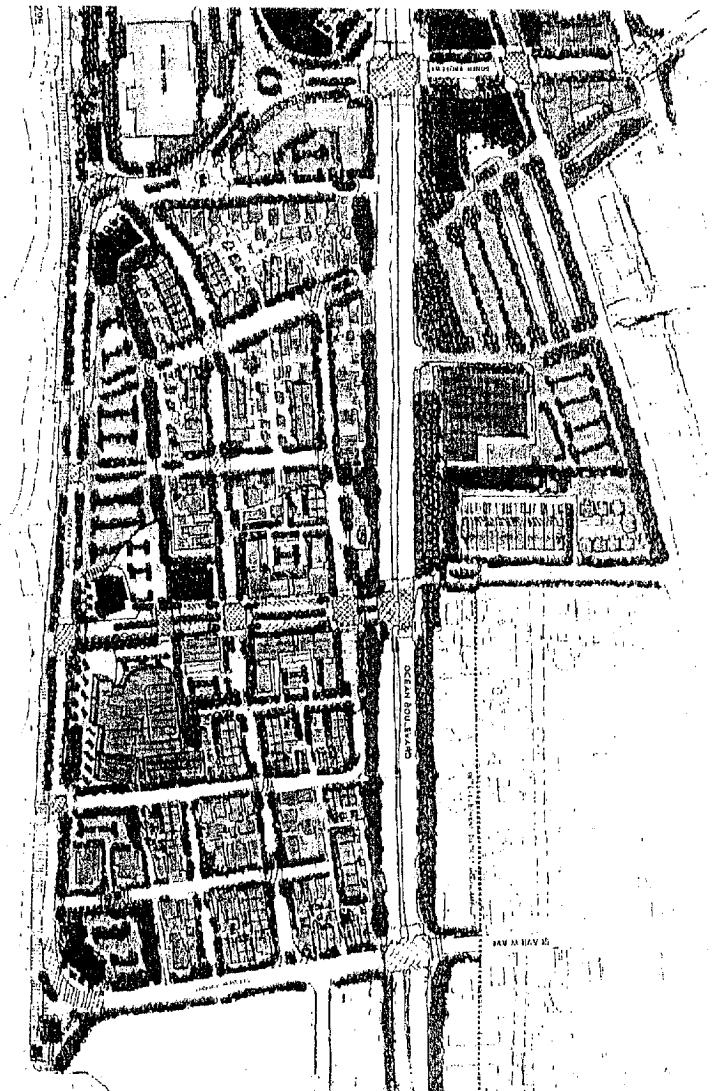
## An Urban Design Vision

This illustrative plan demonstrates the application of Planning Principles in order to establish a distinctive character and sense of place for Long Branch's Oceanfront, as a longterm development strategy.

The program and building types deployed in this plan are based upon this team's current estimation of the market and may be altered if demands change. It is recommended that each development proposal be individually evaluated to retain the integrated urban aspirations described below:

- A continuous public frontage along sandy ocean beaches
- Comfortable public access to the oceanfront drive and beaches
- A community of mixed year-round activities and uses which is a vital safe place by day and night, and active in the "off season" as well as in season
- A community plan with these component areas:
  - Entrance Parkway
  - Boardwalk and Beachfront
  - Village Center at the Pier
  - Commercial Gateway
  - Neighborhoods, North and South

Each of the plan's components is described in this section. Within these zones, a number of individual Places of Character emerge on the identified streets, sites, and corners of the district. These are places where old blends into new, where people arrive, congregate, do business and pursue pleasure. We call them Places of Character, because they mark the emerging Long Branch as a desirable place to live, work, play, retire -- and visit.



## The Five Areas of the Oceanfront Community Plan

### i. Entrance Parkway

Ocean Boulevard is a gracious entry to Long Branch City and shore and directs visitors to destinations and points of interest.

Features:

- Restrict strip-commercial development along Ocean Boulevard.
- Add attractive landscaping and instructive signage.
- Require a 50' coordinated landscaped buffered set back for properties on either side of Ocean Boulevard, from Joiline Avenue to South Bath Avenue.
- Allow median cuts at "Gateway" access roads only.
- Install safe pedestrian-controlled crossings for waterfront access from the western side of the boulevard.

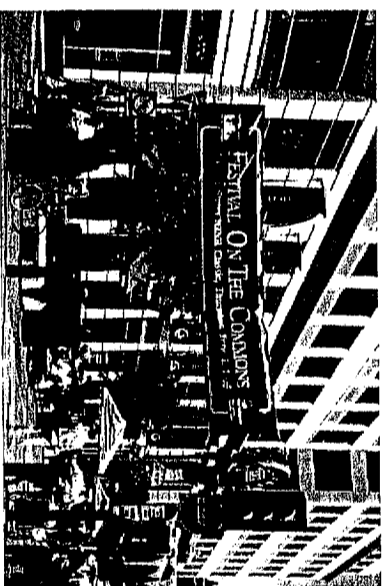


### ii. Commercial Gateway at South Broadway

Four "Gateway" commercial sites become the visible image of arrival for Long Branch and its revitalized Oceanfront. This commercial core, anchored by the Hilton Hotel, attracts daily commuters, shoppers, and residents to Long Branch, as well as valuable new jobs.

Features:

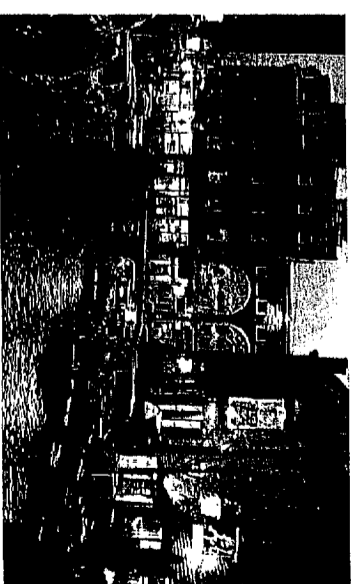
- The South Broadway/Boulevard frontage street is emphasized as a public access route to the City center, the Hotel campus, Ocean Avenue, and the beach.
- Develop an urban scaled frontage street between the recommended office headquarters and the hotel entrance court.
- Encourage complementary uses with a shared day/night parking pattern.
- Share infrastructure and amenities to benefit all "hinge" businesses in this area.
- New office/ headquarters will increase daytime population in the business zone.
- Organizations gain attractive site qualities and employee amenities.
- Build incentives for development of a four-building Gateway complex.
- Influence the revitalization of the Broadway corridor through strong connections between the City center and its oceanfront.

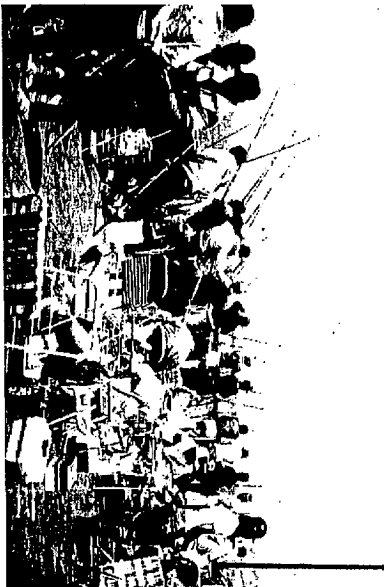


### iii. Village Center at the Pier

A compact retail/restaurant center at the Pier which caters to year-round residents and seasonal visitors at the heart of the mixed-use community. Features:

- A "pier vista" on the Laird Street axis to the Village Center.
- Comfortable walking distances to/ from neighborhoods north and south.
- Ocean Avenue between Morris and Laird is zoned for narrow "Main Street" lots with continuous frontage.
- Community fishing pier as icon and landmark of the Village Center.
- Year-round community retail with seasonal expansion for summer trade.
- Bed and Breakfast operations on upper floors.
- A critical mass of small specialty shops and destination restaurants.
- Night life /entertainment integrated into this all-family zone.
- Walk-up offices, motels, and small commercial uses are encouraged above ground level retail. Residential uses are also permitted.
- Renovated family-motel at Morris Avenue.
- No on-site parking requirements for retail shops and restaurants.
- Multi-purpose mid-block parking serves all village center businesses.
- Short-term parking on Ocean Avenue contributes 230 "front door" spaces.
- Inland lots provide all-day seasonal visitor parking.
- The Monmouth Medical Center Garage, Train Station lot, and Municipal Parking lots off Broadway, are potential parking locations which could be connected by a trolley service to the Village Center.





**iv. Beach, Boardwalk, Pier,  
Oceanfront Recreation Zone**

Recreational amenities are available to all residents. Emphasis is on community recreation opportunities, civic and family activity, seasonal festivities, and convenient public access to the beach. No new residential uses are permitted between Seven Presidents Park and Morris Avenue. Features:

- Beach and Pier are assets to all city residents.
- Emphasis is on civic and family activity, amusements and festivities.
- Community Pier for walking, fishing, seasonal concessions and entertainment.
- Family restaurant at midpoint of Pier (seasonal). Recreation/concession at the head of the Pier (year-around).
- Boating and fishing opportunities may be enhanced with landing/ ramp.
- Flexible open recreation zone for local festivals, markets, concerts.
- Kiosks, changing rooms, cabanas, toilets, trash receptacles to be provided for visitors and beach users.
- Life Guard Stations, ticket booths, inviting wooden stairways descend from the bluff to the beach.
- Wood Boardwalk should extend from Bath Avenue to the pier in Phase I, continuing onto Seven Presidents Park in Phase II.
- Regulated bike lane and in-line skating zone along the Boardwalk.
- Destination restaurants permitted as permanent uses in waterfront recreation zone.
- Open space may be used in season for free or paid restaurant and beach parking.

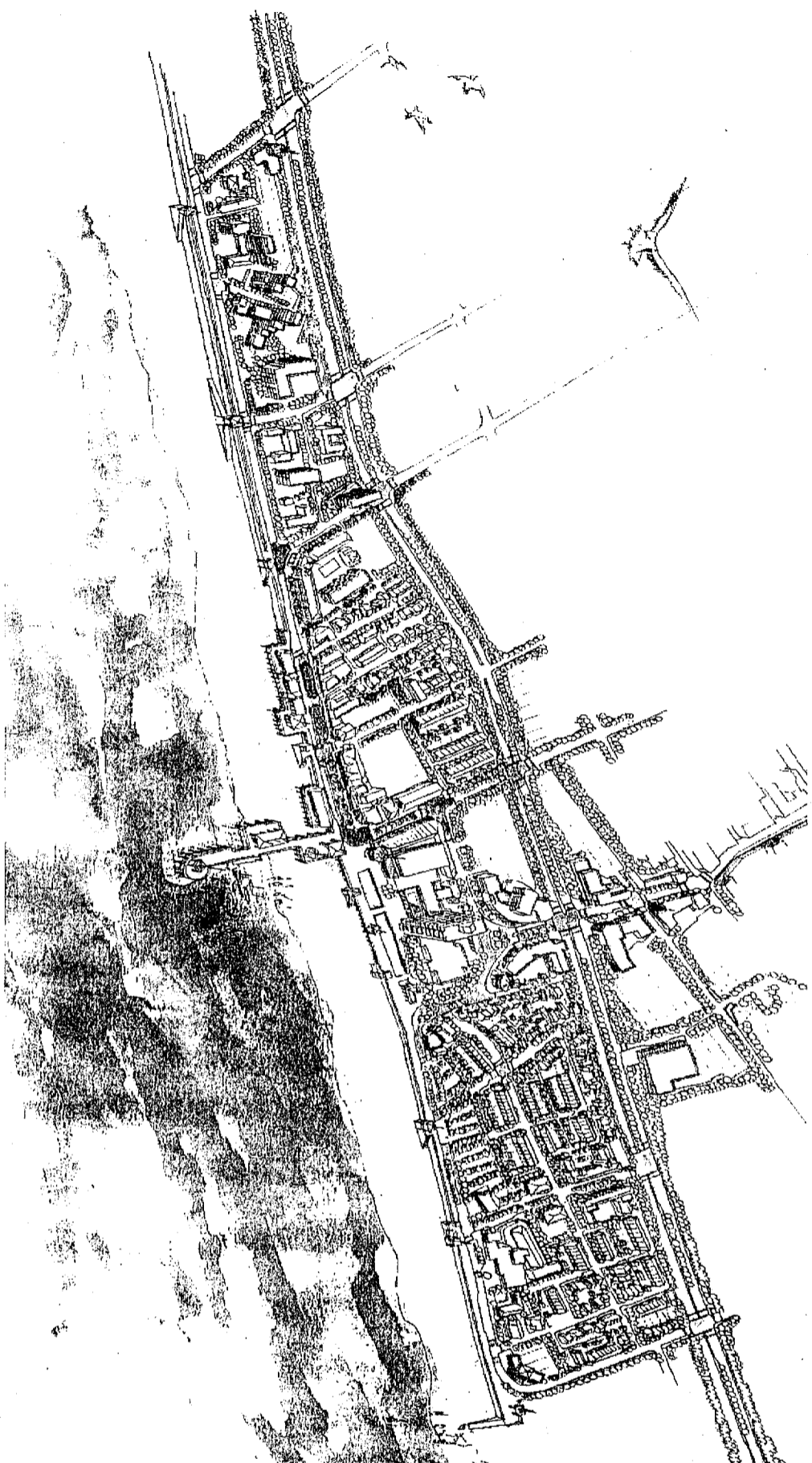


**v. Neighborhoods North and South**

The vision of an urban village includes safe residential neighborhoods in a year-round mixed use community free of extraneous through traffic, where homes are buffered from arterial noise, local traffic moves slowly, residents know their neighbors and provide surveillance, and where there is easy access on foot or by bike to recreational areas and to the Village Center. Features:

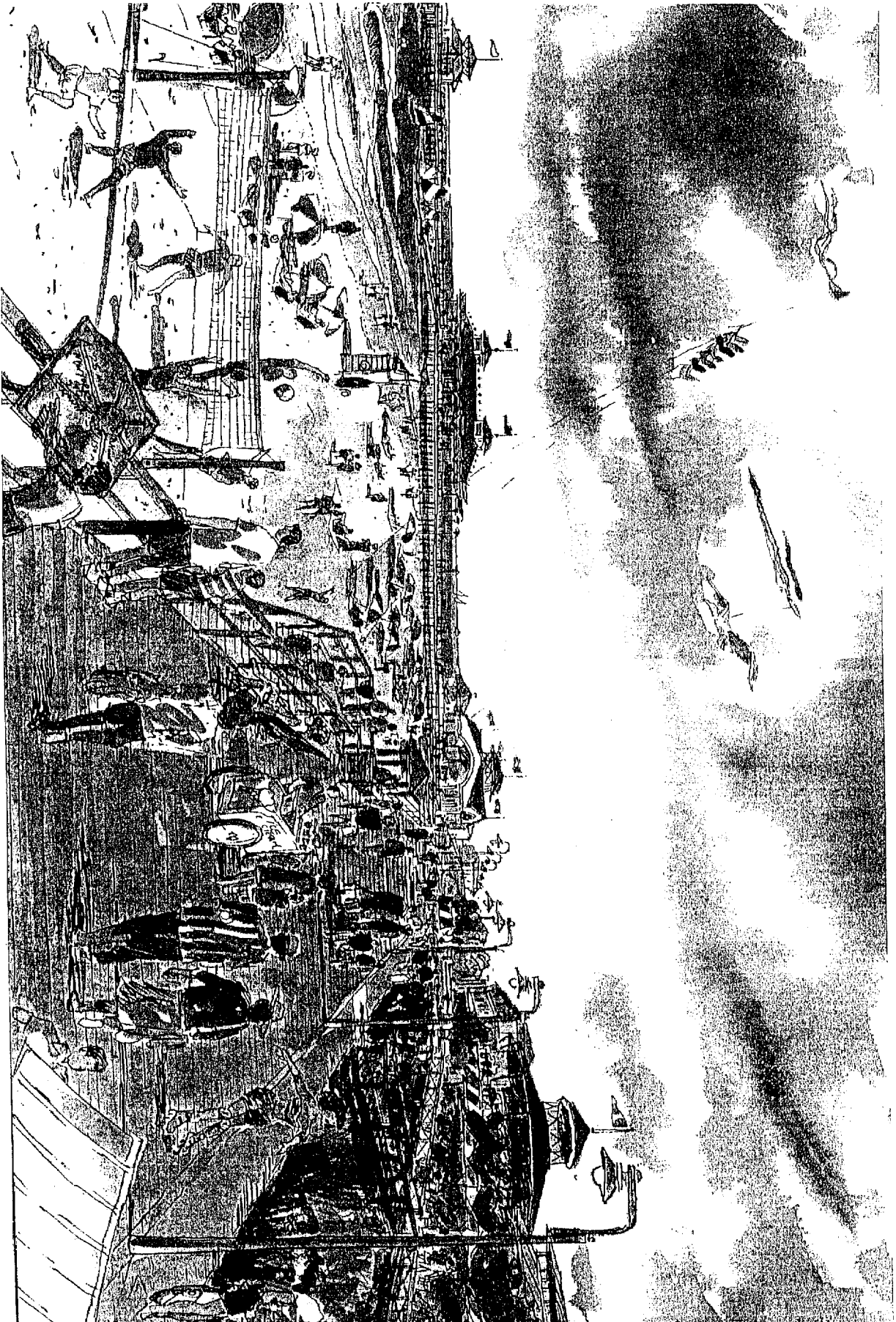
- Safe, coherent, quiet beachside neighborhoods, close to "destination" amenities.
- Strong pedestrian/bike links to beach and Village Center.
- Safe streets buffered from through traffic, with resident-only parking.
- Auto access to beaches via frontage access streets and not through neighborhoods.
- Designated pedestrian and bike paths to the beach.
- Beach and Pier developed as assets for all city residents.
- Small-parcel infill with the option of upgrading and densifying existing dwellings to multi-family units.
- Bed and Breakfast conversions to diversify lodging options for family vacationers.
- Low-rise medium-density planned unit development is a possibility in Waterfront North.
- Town house developments fronting neighborhood streets, including private alley ways with keyed access to garages at the rear.
- Mid-rise, medium to high-density housing in Waterfront South reinforces the existing sporadic condominium development.
- On-site parking requirements are lower in a Resident Parking Management District to conserve land and provide units at lower cost.

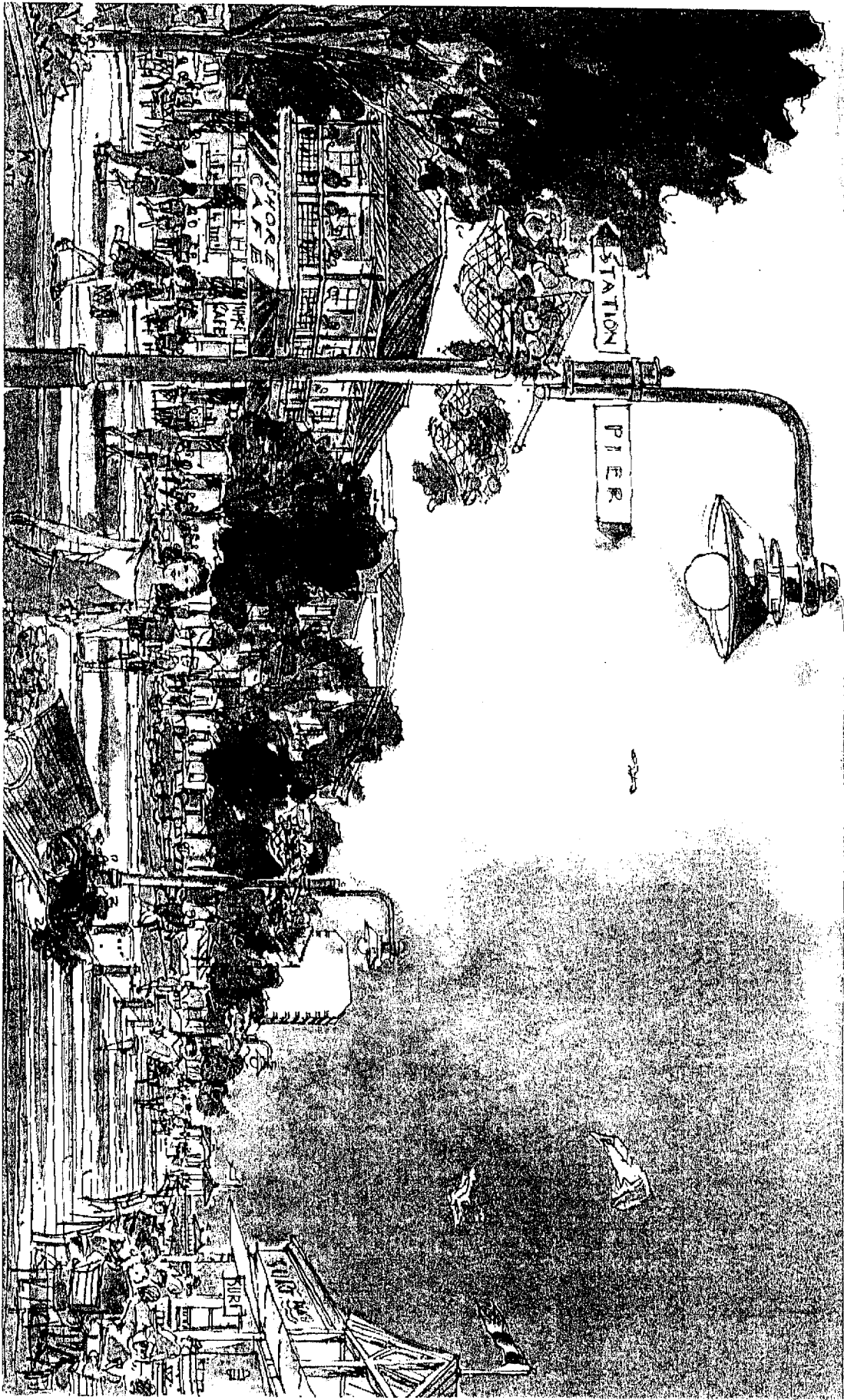




Aerial Perspective of Oceanfront Master Plan

A Vision for Long Branch Oceanfront  
PLACES OF CHARACTER





## Places of Character

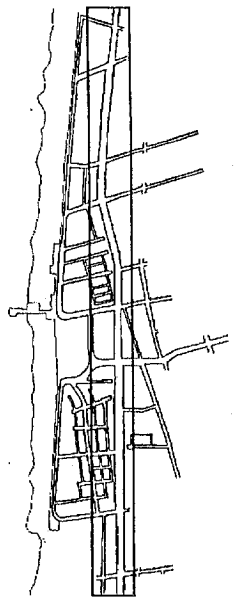
The large vision for a revitalized Long Branch Oceanfront is composed of a series of images of distinctive places, often in a lively sequence, to be enjoyed by the pedestrian, the biker, or driver in transit. Hosting everyday living, working, and playing, these places form a backdrop for drama and casual encounter throughout the area.

Places of Character include streets, shaped and enclosed by structures which express their uses and personality, and by corners as social places, defined by the directional movement of people and vehicles. Long ribbons of common space drape the shoreline and extend over the water onto the proposed pier. Active space is centered at the heart of the district. While routes, intersections, and connections generally follow traditional paths and patterns, they will be improved, articulated and varied. The vision is of a new place for the future which respects old foundations along the venerable shore.

Places of Character form a community of neighborhoods blended together into an identifiable city oceanfront district - animated by day while safe at night. It will be a place for neighbors to meet and shop, for strangers to explore, and for visitors to enjoy.



Ocean Boulevard



Existing Conditions

Ocean Boulevard is a State-owned regional arterial highway connecting towns on the North Jersey Shore. It runs parallel to the coastline and was extended in several phases through the Study Area in Long Branch. Joline Avenue connects Ocean Boulevard to the Garden State Parkway.

The width and character of Ocean Boulevard varies. Between Joline Avenue and Bath Avenue, the R.O.W. is approximately 150 feet, with two driving lanes in each direction, a grass median, and a break-down lane on either side. South of Bath Avenue, the R.O.W. narrows to about 80 feet with no median.

Problems and Opportunities

Because Ocean Boulevard was cut through larger residential blocks, the transition between the highway and neighborhood streets is abrupt and inefficient. Ocean Boulevard is designed to facilitate regional through traffic, but is interrupted by frequent intersections, which makes neighborhood access unsafe.

Sites fronting the Boulevard have been marginalized. The few strip commercial developments along the Boulevard are hard to reach because of limited median cuts. Where strip development has occurred, poor utilization of land has had a negative impact on adjacent areas.

While the city's main entrance, Ocean Boulevard runs anonymously through Long Branch. It lies near many potential destinations and city landmarks, yet these are not visible nor perceptible to the driver.

Recommendations

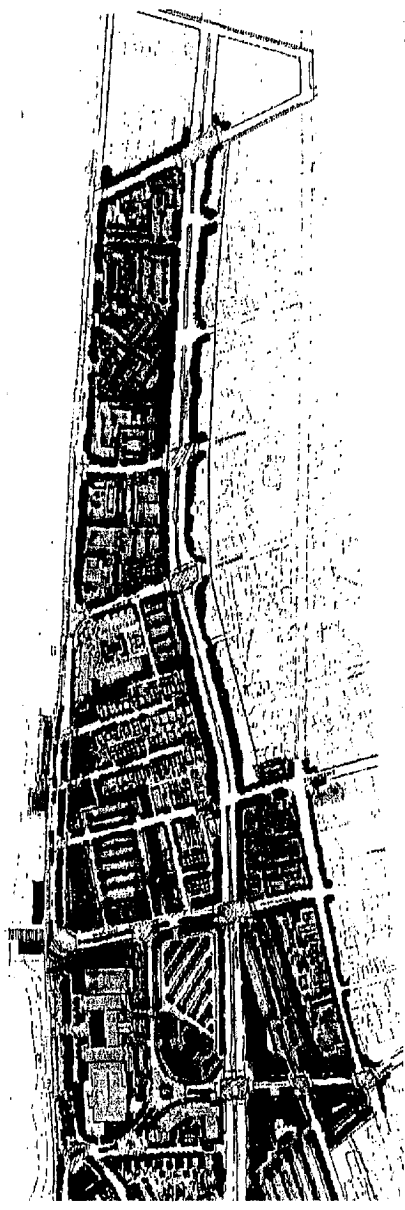
Make Ocean Boulevard a distinctive Parkway entrance into the City of Long Branch. Landscape the median, build planted berms on each road side, with peastone gravel bike and walking paths set back from the road-

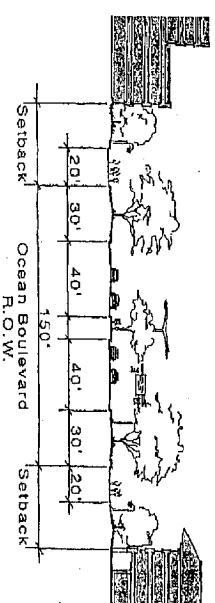
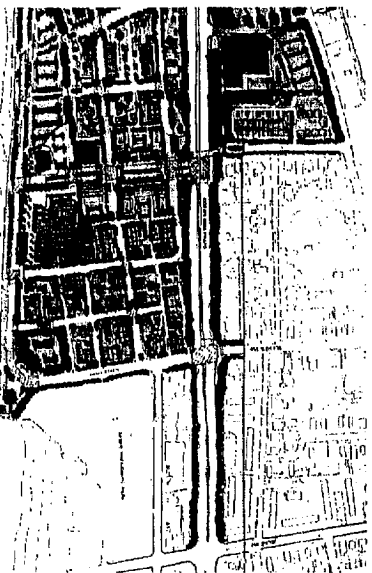


Existing Conditions



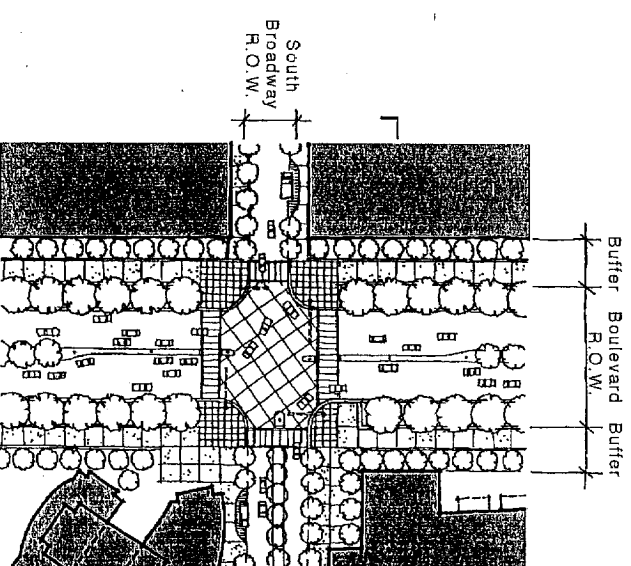
Proposed Plan





### Ocean Boulevard Section

- Setback includes a coordinated buffer of planting and a sidewalk/bike path.
- R.O.W. includes a buffer of planting, two sets of two traffic lanes and a 10' landscaped median.



### Broadway Gateway

- Breakdown lane may be used for special event parking between Sea View Avenue and Morris Avenue.

way. Require sites fronting Ocean Boulevard to have an intensely planted landscape buffer of 50 feet in width. Minimize curb cuts to frontage sites. Provide incentives for sites to gain access from city streets rather than from Ocean Boulevard.

Minimize intersections of city streets with Ocean Boulevard. Close neighborhood streets and direct traffic via "gateway" city streets. In the Study Area these gateway frontage streets are: Joline Avenue, Seaview Avenue, Cooper Avenue (East-bound only), South Broadway, Laird/ Garfield (new extension), Morris Avenue, Pavilion Avenue, North Bath Avenue, and Brighton Avenue. Provide a new median cut at Cooper Avenue (East). Close the following streets intersecting Ocean Boulevard (in the study area): Ocean Terrace, Cooper Avenue (West), North Broadway, Madison Avenue, Chelsea Avenue (East), Melrose Terrace, Franklin Terrace, Franklin Avenue, dunbar, Arthur Avenue, and South Bath Avenue.

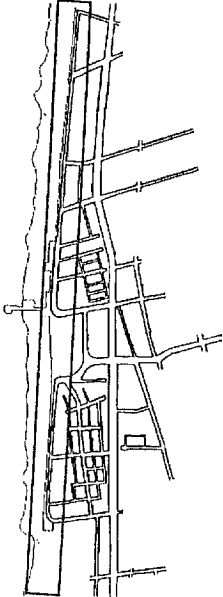
Restrict strip commercial development on Ocean Boulevard. Set strict guidelines to limit commercial development in the Commercial Gateway area. This is recommended to encourage concentrated quality commercial development with strong connections to existing and proposed CBD and retail centers of the city.

Create distinctive "Gateway" intersections with pedestrian crossings and amenities, bus/shuttle stops, directional graphics and signage, and improved paving and lighting.

Use breakdown lanes between Morris Avenue and Seaview Avenue for parking during surge events on the Oceanfront.



Beach and Boardwalk



Existing Conditions

The boardwalk, overlooking the beach from a bluff, is the primary attraction of Long Branch. The wooden boardwalk, between 10 and 20 feet wide, runs from the "Pit" near Brighton Avenue to the pier at Laird Street. A 30-foot wide paved pedestrian promenade stretches from the pier to Seven Presidents Park.

Ocean Avenue is closed to traffic south of South Bath Avenue and north of Laird. The R.O.W. of Ocean Avenue is 60 feet and widens to 85 feet between Morris and Laird. The drop from the boardwalk to the beach ranges from 10 to 20 feet. Small wooden stairways with gates on the boardwalk provide access to the beach. The boardwalk and promenade have pavilions and gazebo structures of varying quality and repair. The stretch of beach from the park to the pit is predominantly city owned, with the exception of a small private beach around the pier. An admission is charged for the use of beaches.

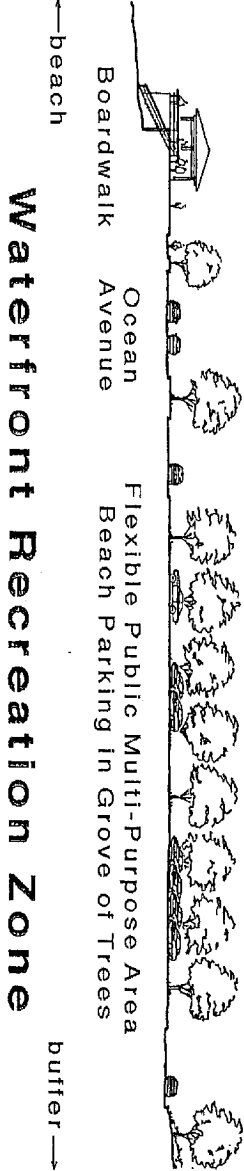
Problems and Opportunities

Despite its length and expanded width, the boardwalk and promenade need consistent landscape treatment to maintain them as one continuous asset. Various beach uses and amenities will reinforce the character of different sections of the beach—beach and boating clubs, indoor games facilities and restaurants in Waterfront North, spa and resort facilities at the hotel, village commercial up to Morris Avenue, and predominantly residential and community uses further south.

Recent improvements to the promenade include fitness stations (work-out apparatus) for joggers and walkers. The new railing on the promenade is poorly designed as it blocks ocean views. A section of the boardwalk adjacent to the pier has burnt down and needs replacement. The restoration of beaches will include the re-sanding and the changing of beach levels.

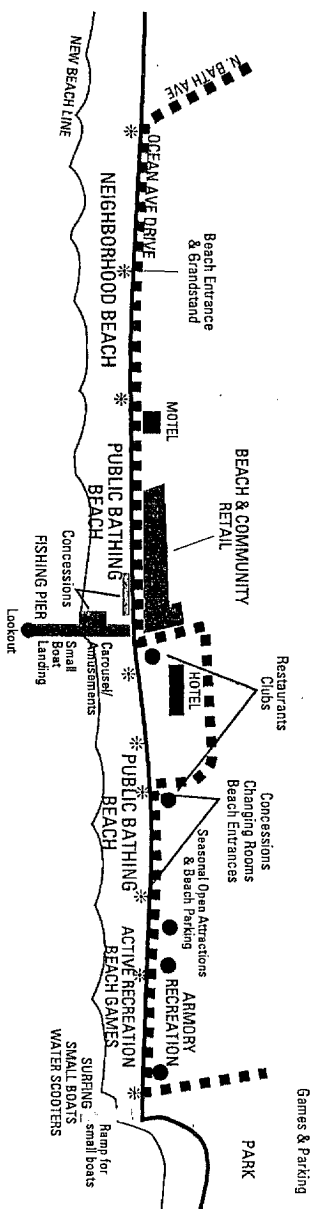


Proposed Plan



Existing Conditions





**Recommendations**  
Reserve different stretches of beach for active and passive recreation, for supervised bathing areas for small children, for boating, surfing, and fishing, and for special events. Study the alteration of beach elevations and its relationship to the Promenade.

Widen wooden boardwalk to 25 feet between Morris Avenue and Laird Street. Extend wooden boardwalk to connect Seven Presidents Park with waterfront recreation and rebuilt pier. Add an entrance to the Park, a pavilion, and a landing for small boats at the north end of the boardwalk at Seaview Avenue.

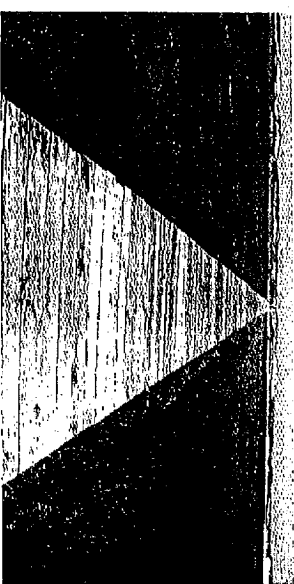
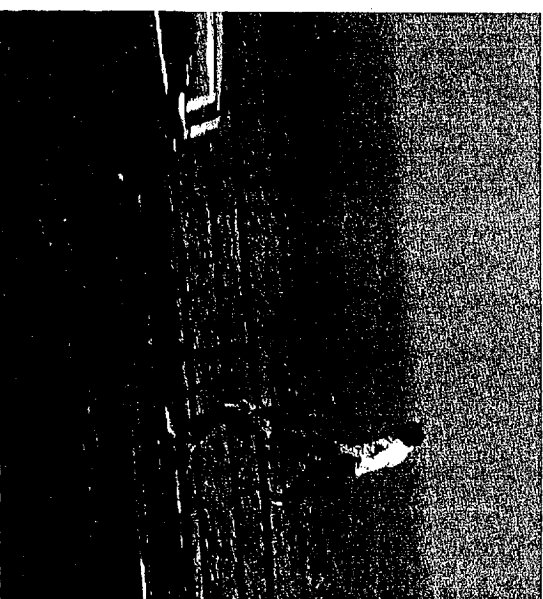
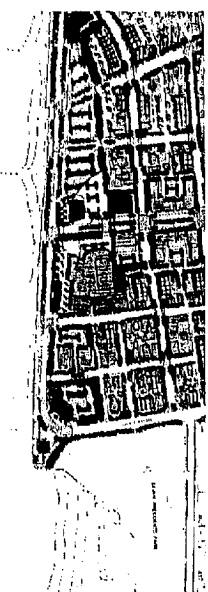
Create generous beach access with ticket booths and conveniences. Add and improve existing gazebos and pavilions to house public conveniences and concessions. Establish a bandstand for public performances on the boardwalk.

Create a well endowed public open space including such amenities as pedestrian scale lighting, telephones, seating, follies for children, trash cans, a path for biking and skating, permitted trolley cart concessions, shade structures, informational graphics, life-guard stations, restrooms and changing rooms.

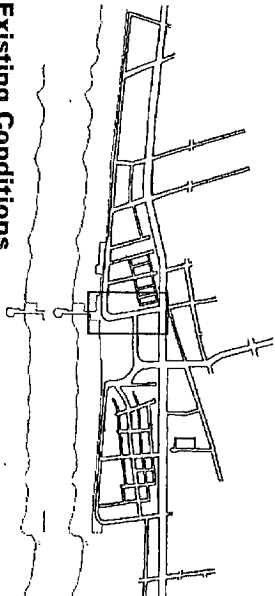
Allow permitted commercial concessions to spill over onto the boardwalk, creating al-fresco dining.

Install light steel and wood railings that allow for a clear view of the ocean. Replace concrete barriers at closed streets with bollards and chains to be opened periodically.

Introduce slow driving lanes on a reopened Ocean Avenue along the boardwalk and promenade. Look into the possibility of a beach trolley connecting commuter facilities and inland parking sites with the park, beach, and boardwalk.



Oceanfront Village Center - Laird Street to The Pier



Existing Conditions

Ocean Avenue intersects Laird Street at the pier. Laird Street is presently a 60' wide one-way (westbound) street which services the Hilton Hotel parking lot and garage and a few houses on the street. It also connects Ocean Avenue with Ocean Boulevard and is the principle access to a few residential structures on Abbottsford Street.

Laird Street has a 10' wide grassed setback and boundary wall on the hotel side and its frontage is predominantly unbuilt and unoccupied. The properties along the avenue are owned by the city, hotel, and private owners.

There is no median cut at the intersection of Laird and Ocean Boulevard.

Problems & Opportunities

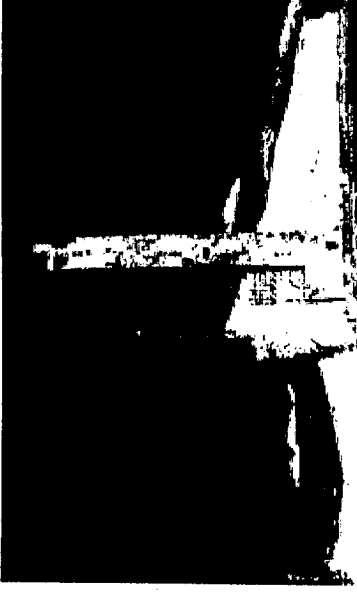
Despite Laird Street's direct alignment with the Pier, access from the boulevard does not exist due to the one-way set-up. This potential main access to the beach is marginalized.

Insufficient residential density exists for a viable neighborhood.

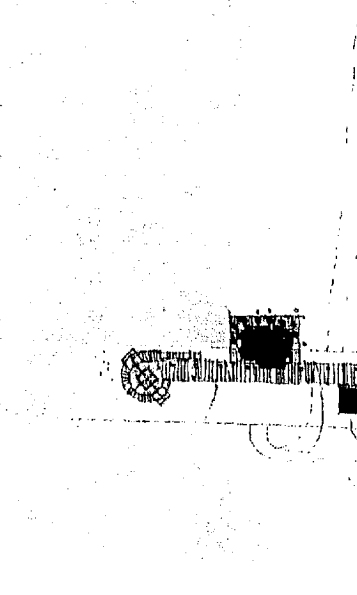
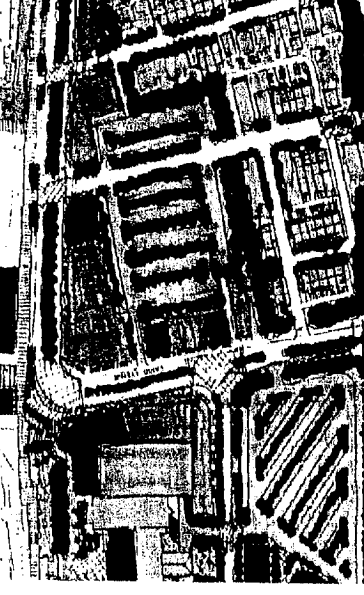
The Hilton Hotel is inaccessible by car from Ocean Boulevard via Laird Street.

The existing intersection of Ocean Avenue and Laird Street requires a blind turn of more than 90 degrees.

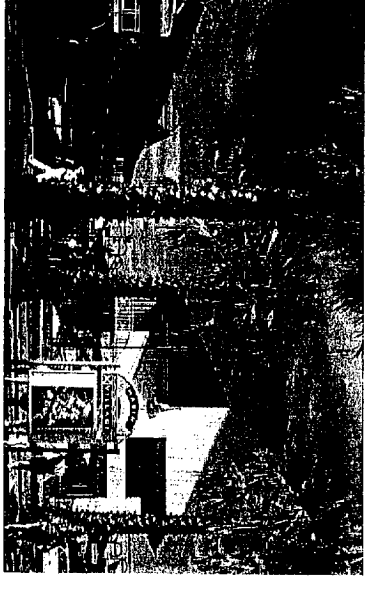
The prominent and crucial end of Ocean Avenue at the Pier is fronted by the large hotel parking garage which is set back from the street and entered from the opposite side, thus creating an unfriendly service environment at the "front door" of the community.

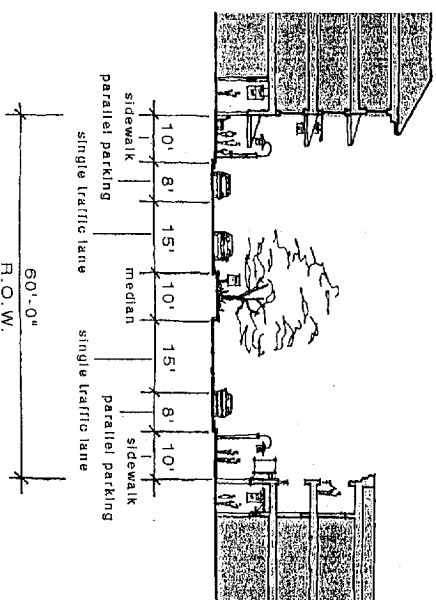
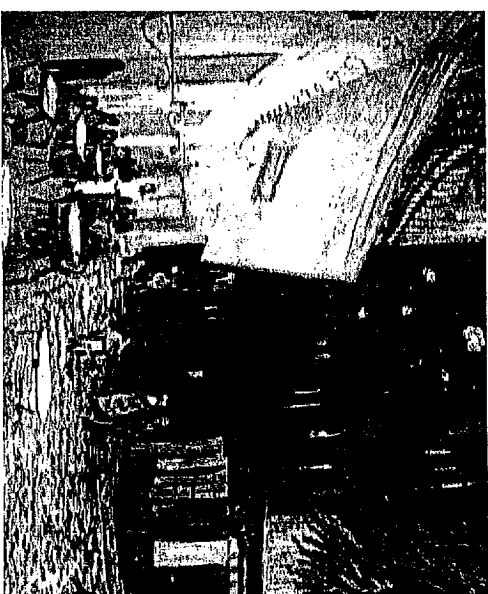
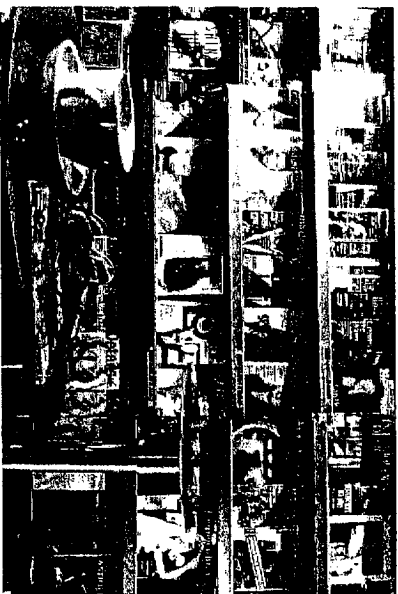


Existing Conditions

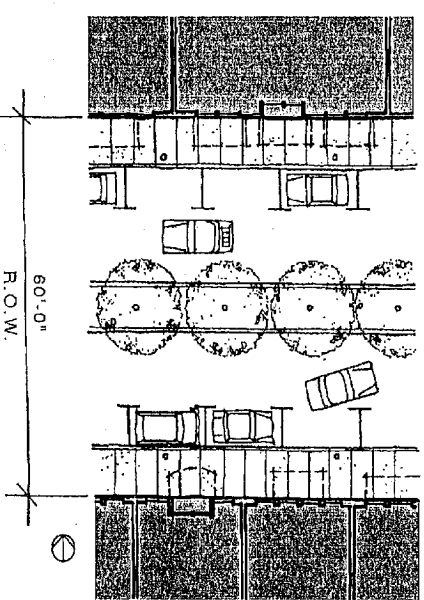


Proposed Plan





**Typical Commercial Frontage Street**



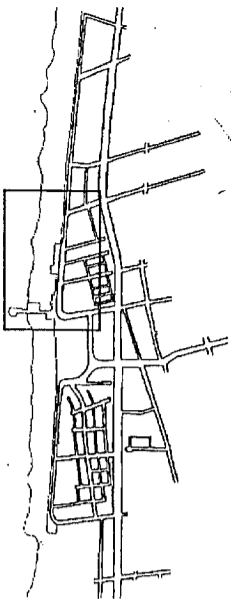
**Typical Commercial Frontage Street**

- 10' on street parking spaces per 100 linear feet of roadway.

## Recommendations

- Extend the retail "Main Street" on Ocean Avenue to connect with the Commercial Gateway and the upper Broadway retail street.
- Continue small lot commercial development on the south side of Ocean Avenue.
- Wrap retail / commercial uses around the existing hotel garage. Move the garage's parking entrance, currently at the north-east corner, to the north-west corner of the garage near the hotel entrance.
- Create a distinctive "corner" that faces the Ocean Avenue / Laird Street / Pier intersection. An anchor restaurant to be open day and night, all year around is recommended.
- Set the new building frontage to yield a 60' R.O.W. with a 10' planted median on Laird Street.
- Establish continuous street frontage (zero lot-line development) on Laird Street.
- Allow small scale incremental development with a FAR: 1, Permissible Ground Coverage: 75%, Maximum Height: 60'.
- Redo Laird St. intersection at Ocean Boulevard.

Oceanfront Village Center - Ocean Avenue at the Pier

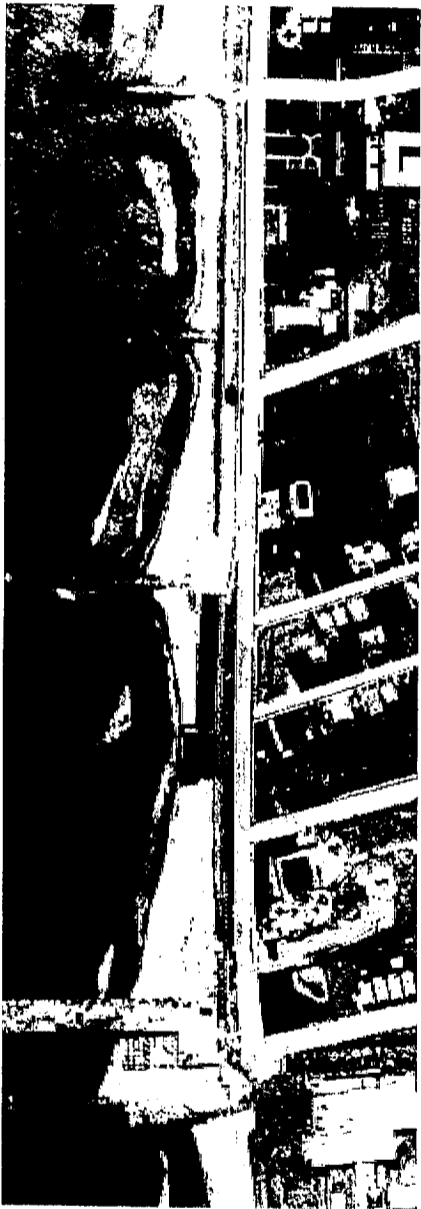


Existing Conditions

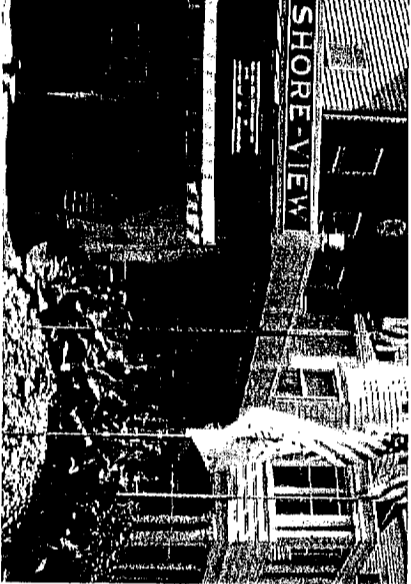
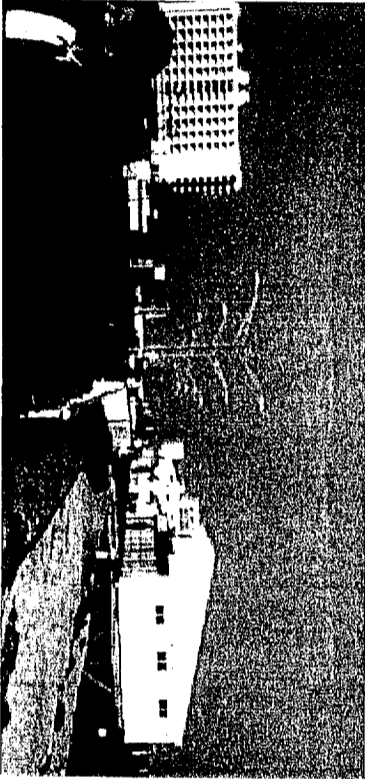
Book-ended by the Fountain Motel and the Hilton Hotel, the 1200-foot stretch of Ocean Avenue between Morris Avenue and the Pier has traditionally been occupied by seasonal commercial uses. This stretch is unique as commercial structures exist on both sides of the street. Ocean Avenue near Melrose Terrace widens to about 85' and accommodates one lane of diagonal on-street parking on the east side. The pier, the wooden boardwalk, and the area's proximity to beach access make it a potential focal point of public activity on the Long Branch oceanfront. The back of a fairly dense single-family neighborhood (on Melrose and Franklin Avenues) adjoins the commercial frontage.

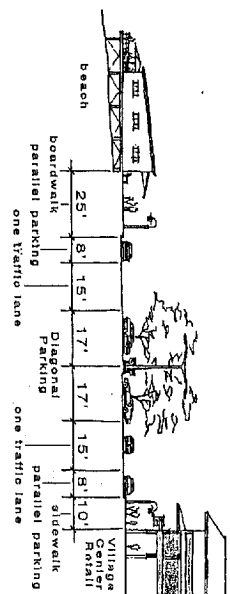
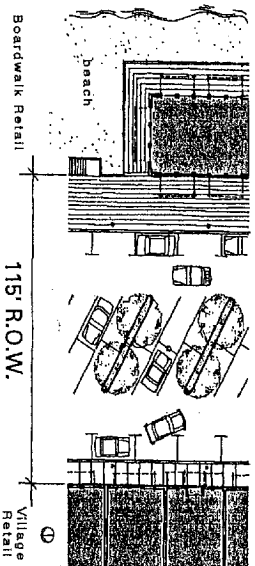
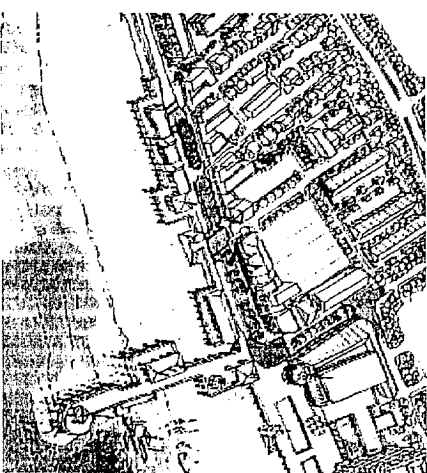
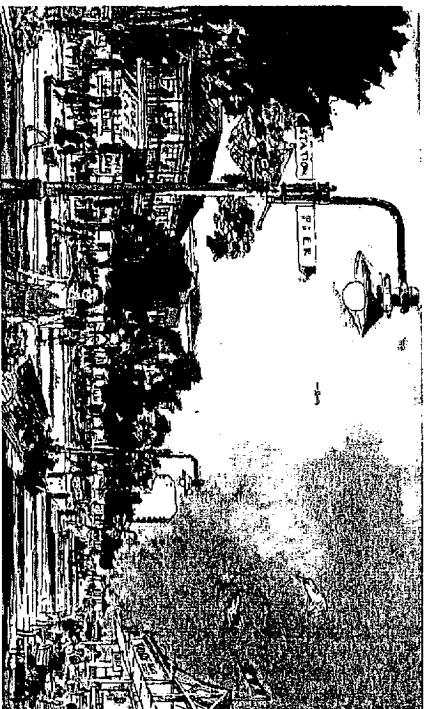
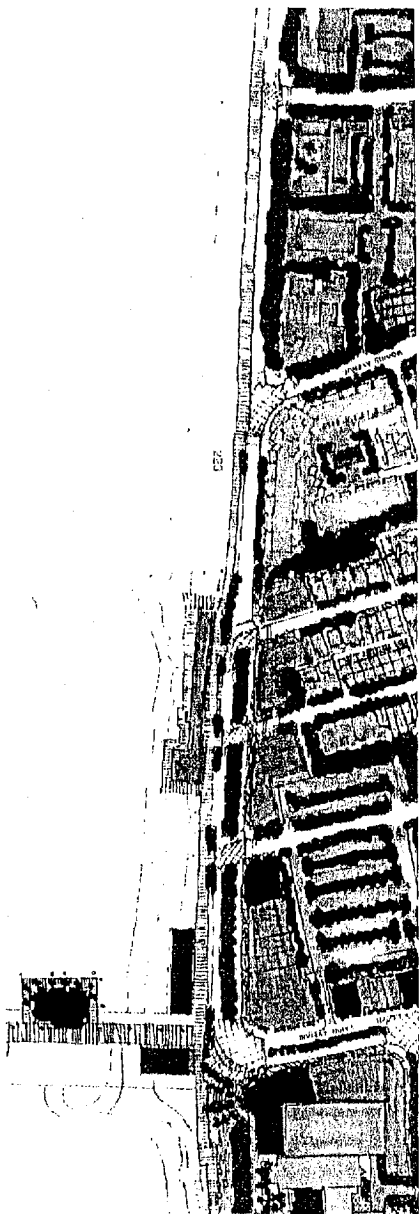
Problems & Opportunities

- A great deal of this prime ocean frontage is presently occupied by marginal uses. Most of the single story structures are empty and in poor physical condition. The remaining seasonal commercial and entertainment uses are insufficient to maintain and sustain the area.
- The pier, severely damaged by fire, remains one of the few permitted pier sites on the New Jersey coastline.
- Properties on this stretch of Ocean Avenue are both privately and city owned.
- The landscape and pedestrian environment is disjointed. The wooden boardwalk and the 8' concrete sidewalk on the west side need repair (one section of boardwalk adjacent to the pier was destroyed by fire), and pedestrian crossings on either side of the street must be marked. The transition between the driveable street and the pedestrian promenade is weak. The street is lighted by 40' high mercury street lamps and has no pedestrian-level lighting. The night atmosphere is bleak.
- Commercial and residential uses are unfriendly neighbors. Few neighborhood services and facilities are available. The area is vacant for most of the year. In the summertime, the quiet residential streets are overwhelmed by visitor traffic headed to the beaches.



Existing Conditions





## Recommendations

Create a village "main street" commercial center to serve neighborhoods within walking distance, as well as seasonal visitors, for shopping and eating. Build up waterfront commercial uses that maximize the value of ocean frontage:

- Retail/ restaurant/ small inns/ entertainment/ convenience etc., catering to residential, worker, and visitor populations.
- Reparcel Ocean Avenue frontage into small lots (150' x 50' to 75' wide)
- Require a continuous street frontage with transparent display windows and frequent store entrances (Zero lot-line development).
- Allow small scale incremental development:

FAR: 1.0

Permissible Ground Coverage: 75%

Max. Height: 60'

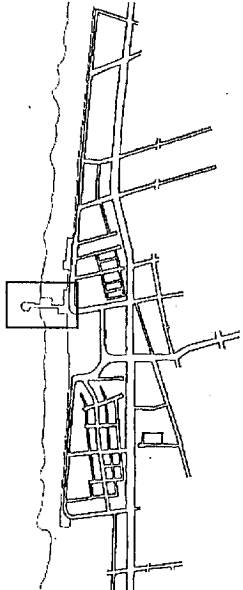
- Improve public and private amenities through Joint Land Development (refer page 61)
- Widen Ocean Avenue R.O.W. to 115' between Morris Avenue and Laird Street.
- Improve easy access to front doors along Main Street. Increase short term on-street parking. Create a tree-lined median with diagonal parking and curbside parallel parking.
- No on-site parking requirements for Ocean Avenue commercial lots.
- Phase in parking as required and reserve land for a municipal parking lot at rear (validated for customers) to share with hotel/ office users. (Refer to Parking Management, pages 61-62)
- Buffer adjoining residential neighborhoods from commercial activity.
- Widen wooden boardwalk to 30', and create paved crosswalks and drop-offs.

Retail Main Street at Ocean Avenue

- 22 on street parking spaces per 100 linear feet of roadway.

Retail Main Street at Ocean Avenue

Oceanfront Village Center - The Pier



Existing Conditions

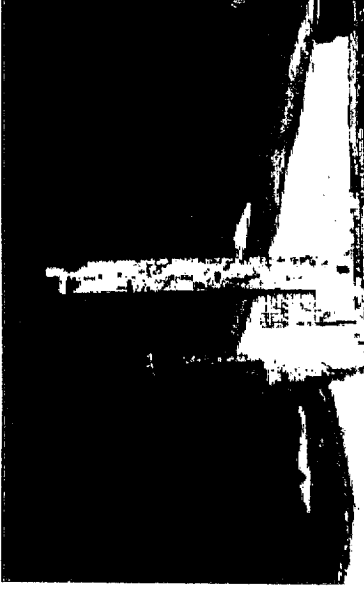
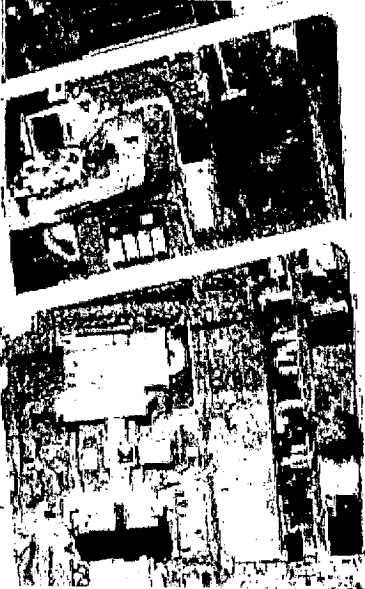
The Pier at Long Branch, destroyed in a 1987 fire, was the fifth and last in a series of ocean piers that distinguished the city as a special oceanfront place. Indeed, the Pier is very central to citizens' collective memories of the city's past. It provided water links to Manhattan and social links to worldly guests who elevated the Pier and Boardwalk to world-class promenades.

The Long Branch Pier in 1995 is a ghostly reminder of the resort's faded grandeur, and in all probability is a vanishing ghost. When beach reclamation work reaches the Long Branch shores in 1996, it is expected that demolition of the fire-ravaged remains of the deck and piles will have been arranged if not accomplished. With the removal of stone jetties and the expansion of the sandy beach by 250 to 300 feet, the way will be cleared to reinvent the Long Branch Pier in a fashion and size that suits the present and future.

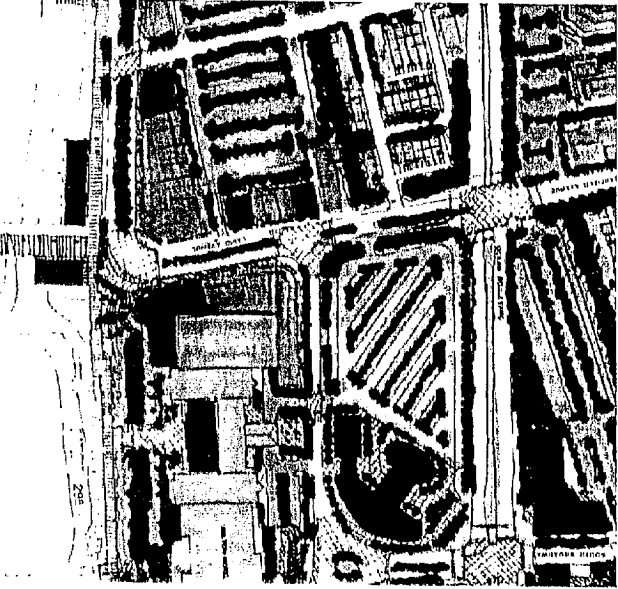
Future Uses

We recommend that the pier be placed under municipal ownership to be rebuilt as a community pier without charge to the public. By right, the pier may fill the old built envelope, up to 1100 ft long by 170 ft wide. The size and complexity of the rebuilt structure can be scaled to available funding and enlarged over time — a "growing pier" is a practical approach. A modest fishing pier can be constructed in Phase I, to provide promenades with seasonal carts, open air concessions, and fishing over the water. A headhouse entry pavilion and family restaurant at midpoint, accessible year-round, are options.

In Phase II, the pier can be expanded to include enclosed facilities and attractions, and additional deck area can accommodate more sizable transient carnivals, rides, and games. Dependent solely on the level of development interest in the pier, it can take on the density of use that the community desires.

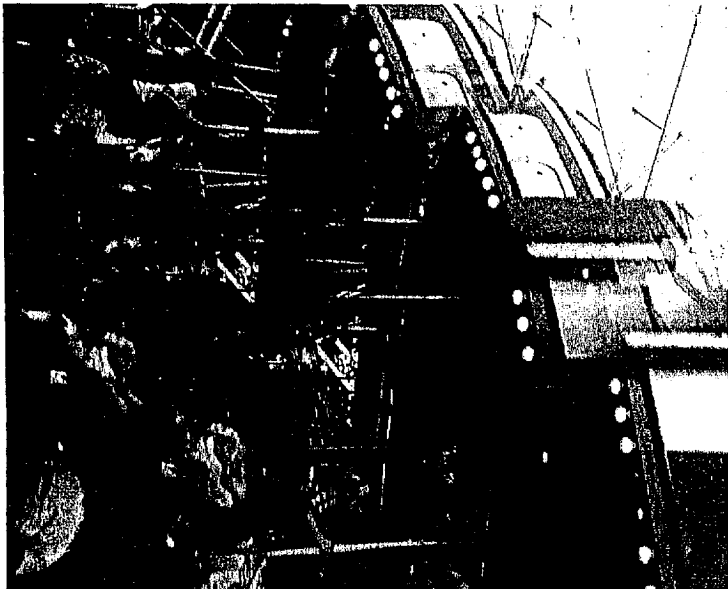
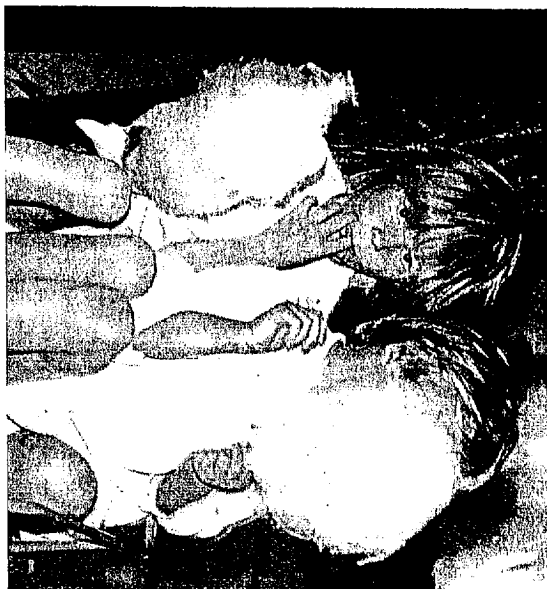


Existing Conditions



Proposed Plan

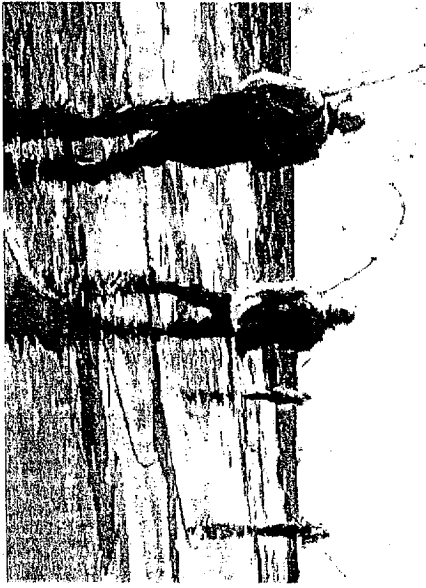




**Recommendations**

Pier development can be accomplished as a public-private endeavor. Assuming that the city coordinates financing of the basic reconstruction (seeking state Greenacres assistance and possibly bond financing), individually approved developments and concessions would be privately financed ground leases. Over time the city will recapture its investment and a continuing return from commercial users to pay for maintenance and upkeep; a capital reserve fund is also built up to cover pier depreciation, and rebuilding and refurbishment of the beaches after the inevitable wear and tear from water, winds, and storms.

There are many models of vital community ocean piers with relatively simple structures on the West Coast. These examples demonstrate the principles. The broad range of activities and attractions possible on the Pier and in the Recreation Zone are visible on pages 42-43.



Oceanfront Village - Waterfront Recreation

During warm weather the oceanfront will be the place to go: alone, in groups, with kids, all day long and in the evening, for social activity and public events in the spirit of Victorian Long Branch. The Boardwalk, pier, and Activity Park will all be frequent destinations.

The Activity Zone along Ocean Avenue, just north of the pier, is a flexible multi-use space that can play various roles in community life — it can accommodate events for organizations and city groups, provide open unstructured space for play or picnicking, and host evening concerts and theatricals. during the prime summer season it will be managed as paid beach access parking, but its character will not be that of an asphalt lot. With a pebbled surface and well-spaced trees, the space will be adapted easily to events and activities.

The Boardwalk is an open space for sitting, promenading, jogging, and roller blading (a bike trail will be adjacent), and the pier is an extension of that open space, serving as a fishing pier with seasonal carts and concessions, a family restaurant, and other attractions and amenities. It also serves as an active public promenade 600 - 800 feet long. (The possibilities of pier revitalization are limited only by the financing powers of entrepreneurs).

In this family of open space, and on the beach itself, there should always be something happening, and those things should be changing and varied and many of them free:

- An active sports and recreation center proposed for the renovated Armory+
- Kids' activity areas on the beaches, with games and special equipment
- A summer circus for a few weekends, on part of the park area
- Game areas on the beach—volleyball, hoops, horseshoes, badminton
- Food carts, ice cream, popcorn, sweets, ethnic specialties
- Kite flying festivals
- Fishing, surfing, and sailing contests
- Street musicians and performers, outdoor dances and concerts
- Flea markets and special sales
- Traveling carnivals, vintage car shows, etc. if desired

Such amusements and activities are similar to the attractions developed on the Long Branch beachfront in the 1970's and 1980's. They are different in that they are not capital intensive or permanent, but rather are:

- a) Temporary and transient, changing during and with each season;
- b) Require no dedicated site and no major capital investment

- once flexible space is provided and scheduled;
- c) Geared to local family pleasure,
- d) Economically dependent on a local and state audience, not competitive with larger regional and national attractions.

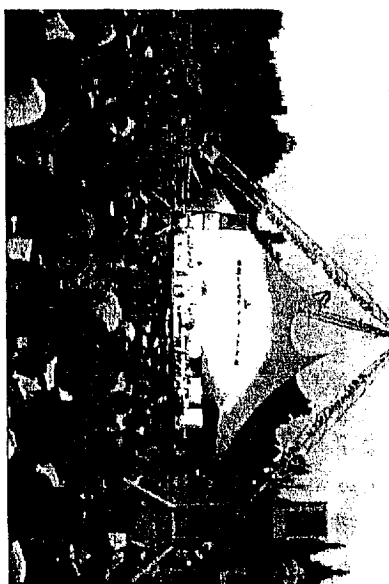
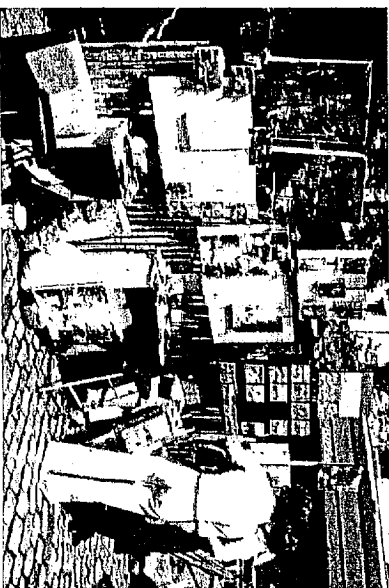
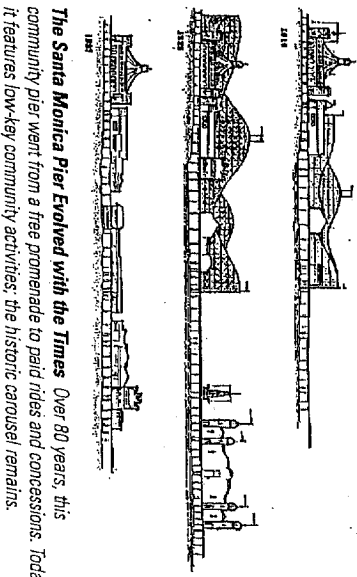
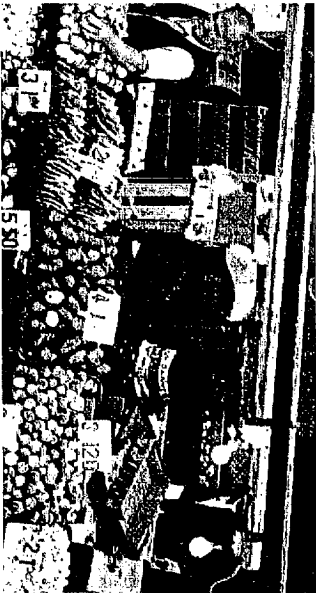
On special occasions, even larger events can happen in these public spaces if adjacent side streets are closed to traffic and if other open space is included, such as that surrounding the Ocean Place Hilton. Celebrations and festivities will be part of the whole beach front life, without becoming a major permanent investment that drives development and permanently occupies valuable land. Such outdoor activities can run as much as half a year — as long as seasonal weather is anticipated as part of the experience.

Long Branch as a Healthful Destination

The image of a Health Spa and Leisure Center at Long Branch will be a natural one to rebuild and will bring a new identity and commercial success to the area, reflecting its history and traditional appeal as a healthy-oriented "City as a spa." The Monmouth Medical Center, various hotels including the Ocean Place Hilton with its health spa, and the new Healthwalk along the oceanfront all present an opportunity to coordinate resources. These changes will bring people to the city for programs of weight loss, health training, recuperation and life-style change while they enjoy the evolving community and its amenities. When these facilities are coordinated and their programs mutually reinforced, Long Branch can market an exceptional vacation package to a growing audience of health and body-conscious adults.

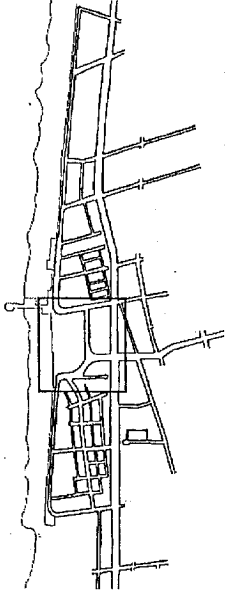
+Redevelopment of the former National Guard Armory Building at Cooper St. and Ocean Avenue will complement the public leisure emphasis of the oceanfront. A current proposal would convert this site to an active sports and recreation center with a year-round ice rink and many indoor sports opportunities available on a year-round basis.





**The Santa Monica Pier Evolved with the Times** Over 80 years, this community pier went from a free promenade to paid rides and concessions. Today it features low-key community activities; the historic carousel remains.

Commercial Gateway - Hotel Block



Existing Conditions

The proposed commercial core provides an active day/night "gateway" on either side of Ocean Boulevard at the South Broadway crossing. The hotel block is the eastern (ocean side) half of the proposed core.

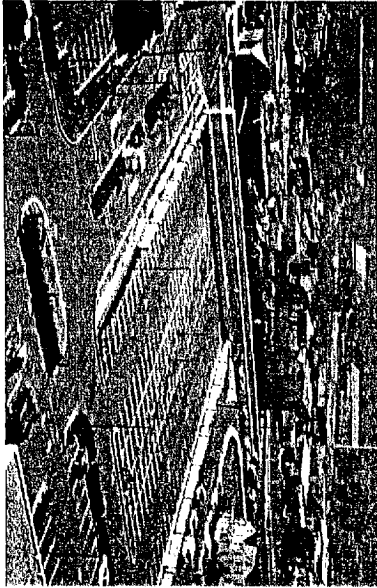
The hotel block is centrally located on the waterfront and sits at the terminus of Long Branch's "main street", Broadway. Its location is made ambiguous by the fork that makes South Broadway the principle access to the hotel itself, its axis directed to a large parking lot. This approximately 10-acre block between Laird Street and Madison Avenue is the potential "hinge" between the existing commercial street and the proposed village center at the pier. Of this block, about 1.5 acres of land are empty or occupied by single family residences and the rest is owned by the Hilton Hotel. The existing hotel and parking garage occupy the entire ocean frontage of the block.

Problems & Opportunities

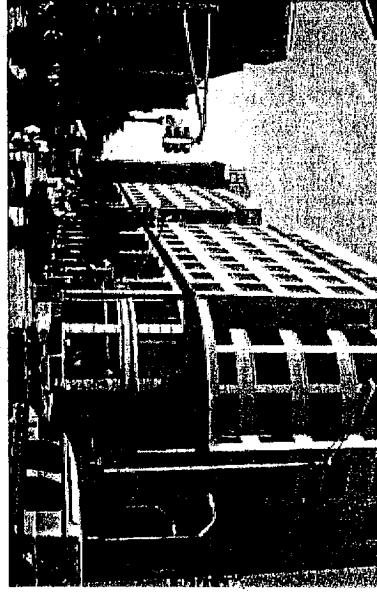
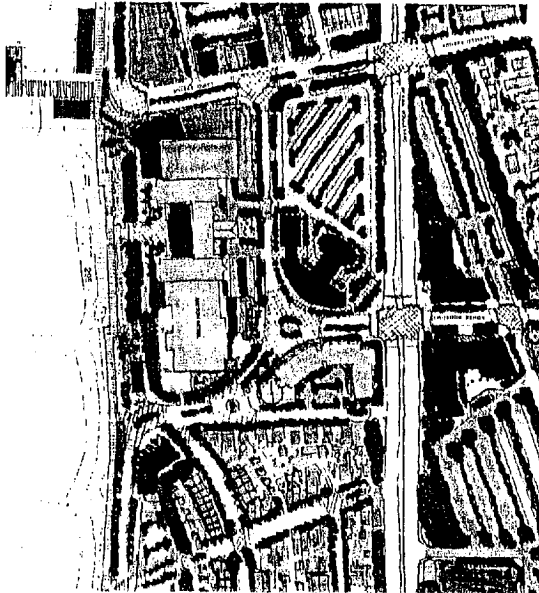
- Connections between the hotel, the promenade and the pier need to be strengthened. At present the hotel is oriented west with its service areas on the north end (convention area services) and south end (parking garage) of the building. All frontages of the hotel are important as they relate directly to potential high profile uses on all sides.
- Parking around the hotel is oversupplied. The average daytime occupancy of the parking lot in summer is seldom more than 65%, and can drop as low as 20% during the rest of the year. The garage itself is underutilized except during rare peak-attendance events. To a visitor, the highly visible empty parking lot projects an image of an underutilized facility, not that of a premier regional destination that the Hilton hotel potentially could be.
- Despite its central location, access to the hotel is tedious. Without a left turn at South Broadway, traffic must



Existing Conditions

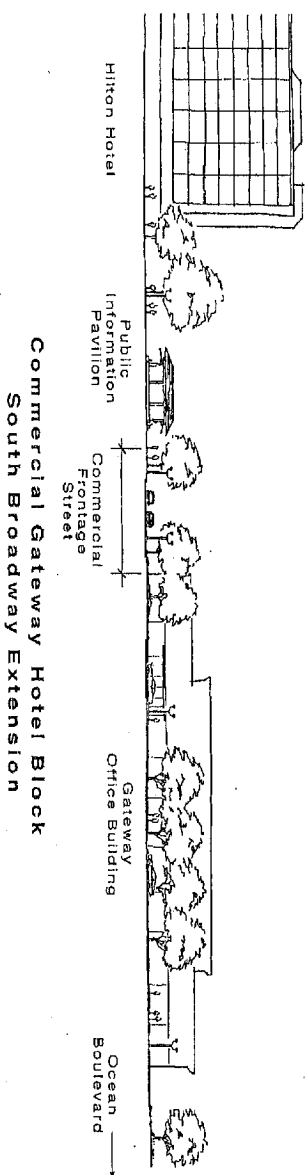


Proposed Plan



make a two-block detour to turn around and reach the hotel entry road.

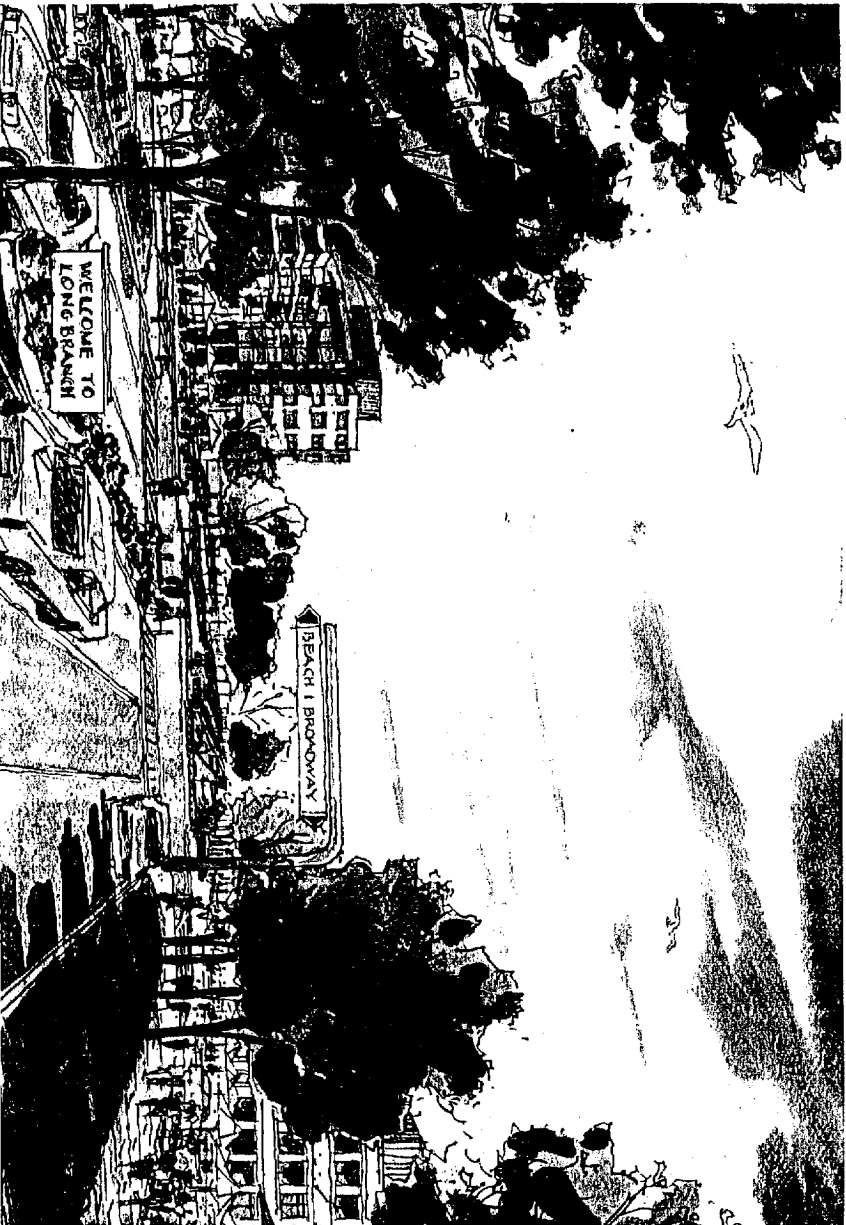
- Physically, the hotel sits apart from its surroundings, disconnected from the building fabric of Broadway. To the east, its relation to the water is benign and scenic, although the ground level lobby and dining room are recessed behind planters at the boardwalk level, obstructing ocean views.



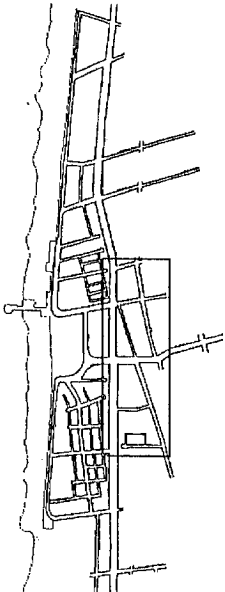
### Recommendations

Develop a distinctive Hotel "Campus" ensemble as a gateway to the city and to the oceanfront.

- Encourage mixed commercial development at an urban scale on the key corners.
- Change the context of the hotel on its isolated parking-based site.
- Introduce real urban streets into the campus to encourage a firm edge, movement through the site, and activity of vehicles and pedestrians.
- Increase the permissible FAR to 2.0.
- Make edge streets with prominent ground level uses and frequent entrances.
- An important office/ headquarters building is recommended as complementary to the hotel. The office site would benefit from the excellent access, high visibility, and amenities shared with the hotel. An office development would bring daily commuters, shoppers, residents, homeowners, and valuable new jobs to Long Branch.
- Develop South Broadway as a frontage street. (Refer to Ocean Boulevard, page 32).
- Create a pedestrian-friendly landscaped frontage street/ square on the South Broadway extension to the hotel, connecting to modified Laird Street and Madison Avenue.
- Develop parking facilities shared by hotel and office. Create short term on-street parking. Demands for these uses peak at different times of the day. (Refer page 61).
- A small convention facility or business hotel/ inn facility is suggested on the northwest corner of the hotel block. This may be an ancillary facility shared the hotel and office user. It would bring an acceptable commercial activity to the Ocean Boulevard frontage, increase density of use on the Hotel Campus, increase the value of the hotel site, and provide another level of accommodation for tourists and visitors on a year-round basis.
- Create a Landmark Restaurant on the Laird Street corner of the hotel site, wrapped around the existing garage on the Pier side. This would become an important visual reference point along Ocean Avenue, and is a key point in the vista along Laird from the city toward the sea.



**Commercial Gateway -- Broadway Triangle**



**Existing Conditions**

The west side of Ocean Boulevard at Broadway, consisting of a few dilapidated residential structures and largely underutilized land, belies its importance as the threshold of downtown.

The length of Broadway Triangle along Ocean Boulevard is divided into three distinct areas. The northern area bounded by Cooper and North Broadway, is occupied by two heavy commercial uses (trucking and recycling plant) which abut sparse residential uses. The central triangular area, the median between North and South Broadway, is occupied by a used car dealership and some vacant property. The narrow southern third of the Broadway Triangle from South Broadway to Chealsea Avenue is largely composed of unbuilt land with a strip of multi-family residential structures backing into its western edge. All the land in the Broadway Triangle is privately owned, except for one city owned parking lot.

The Lady Star of the Sea Church, a historic landmark, is located at the south-western corner of the Broadway Triangle.

**Problems & Opportunities**

The existing uses do not realize the full potential of this centrally located and highly visible area.

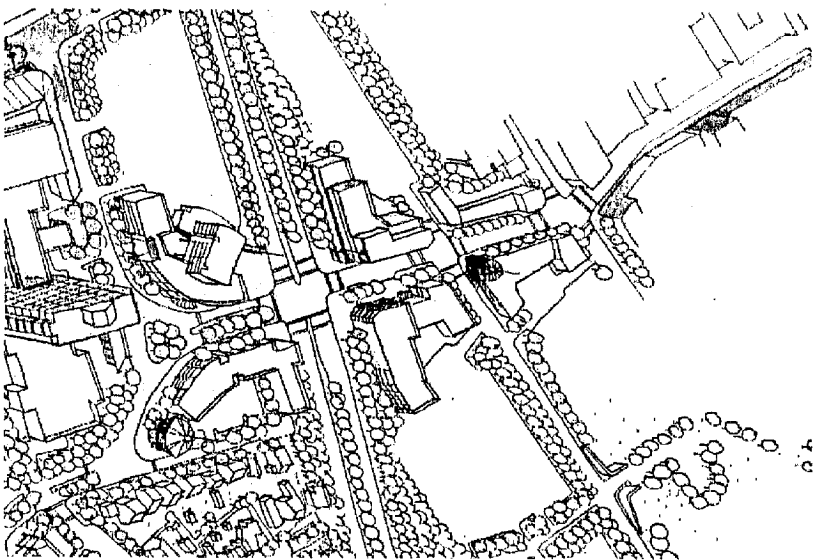
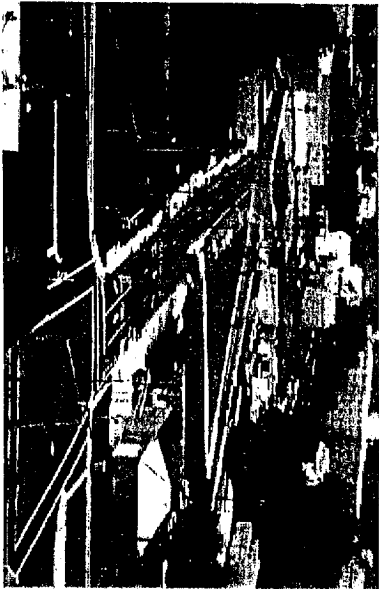
The residential uses are not suitably separated from other commercial uses.

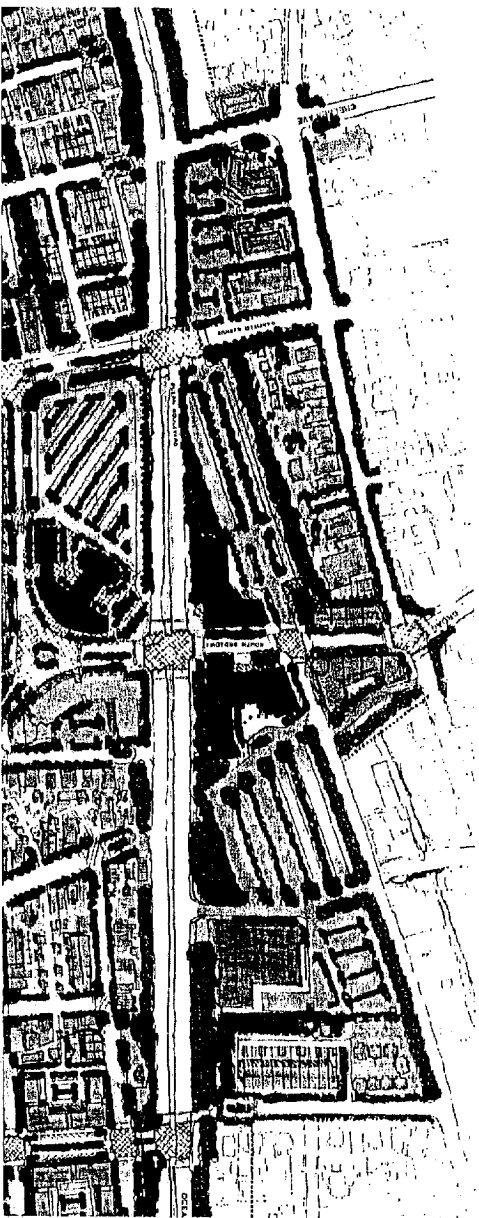
Generally the accidental (left-over) shapes and dimensions of the existing properties prevent efficient use of the land.

The intersections of Ocean Boulevard with North and South Broadway are too close to each other. This prevents development of two efficient intersections (left turns are not possible at South Broadway). (Refer Ocean Boulevard, page 32).

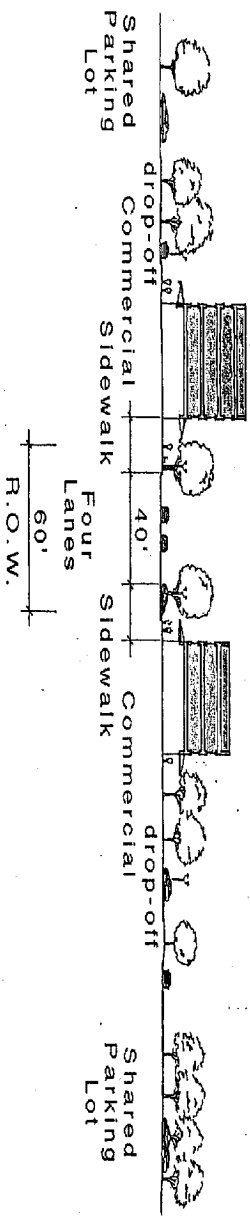


Existing Conditions

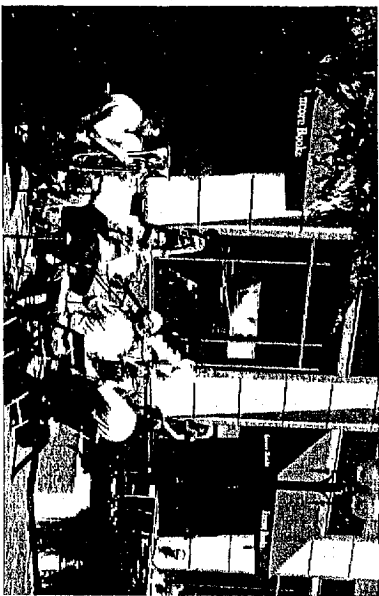
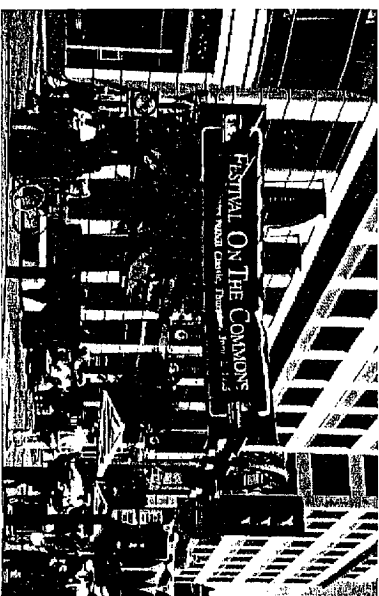




Proposed Plan



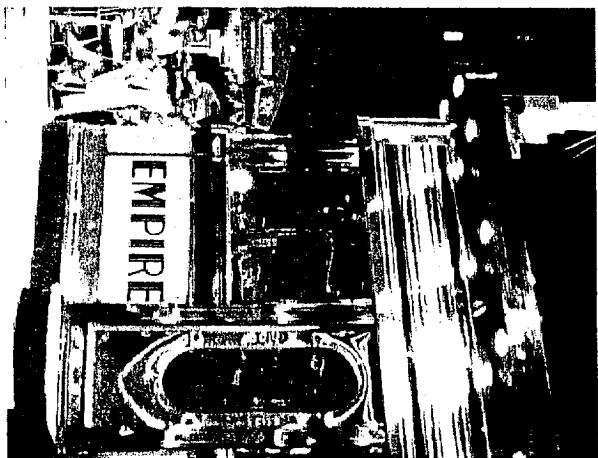
COMMERCIAL GATEWAY AT BROADWAY TRIANGLE



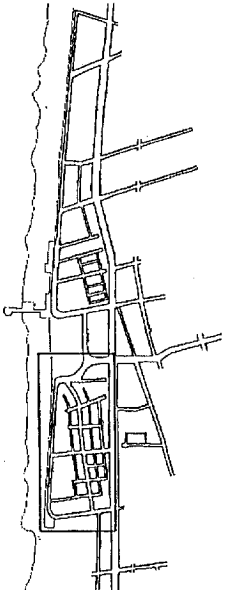
**Recommendations**

Create a distinctive mixed commercial gateway to Broadway and the oceanfront.

- Close North Broadway from Second Avenue to Ocean Boulevard, and make South Broadway the gateway to downtown. (Refer Ocean Boulevard, page 32).
- Create a four-building gateway complex that attracts daily commuters, shoppers, and residents, and brings valuable new jobs to Long Branch.
- Permissible FAR: 2.0
- Lots abutting South Broadway are required to build 80% of gross (permitted) building area within 80 feet of South Broadway lot line.
- Buildings required to be built up to lot line on South Broadway, to create a street wall, with at least one major pedestrian entrance on South Broadway. No building entrances or curb cuts permitted on Ocean Boulevard. (Refer Ocean Boulevard, page 32).
- Encourage one Regional Supermarket / Retail Big Box opportunity west of Ocean Boulevard utilizing its accessibility.
- Add a new curb cut for Supermarket/ Big Box store to facilitate home-side access.



Village North - Street and Block Structure



Existing Conditions

The area between the Hotel Block and Seven Presidents Park enjoys proximity and access to the beach, the park and the promenade. Despite such amenity, the area is largely vacant or occupied by marginal uses (with the exception of small residential clusters along side streets from Ocean Boulevard to Madison Avenue, Broadway, Ocean Terrace, and Seaview Avenue). These side streets dead-end at Ocean Avenue which is closed to vehicular traffic.

The depth of the block between Ocean Boulevard and Ocean Avenue is 800 feet. Excluding oceanfront lots to be reserved for public waterfront recreation, the remaining available depth is about 600 feet.

Problems and Opportunities

The existing street and block structure is antithetical to the support of a quiet residential neighborhood. The East-West streets are used by beach-bound traffic and visitor parking which overwhelms neighborhood activity.

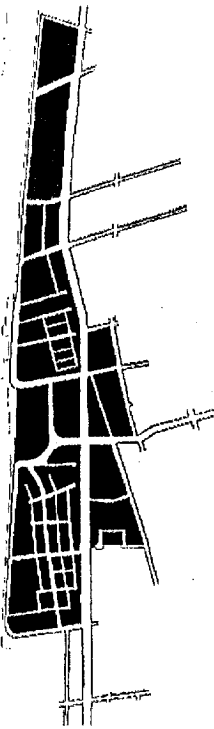
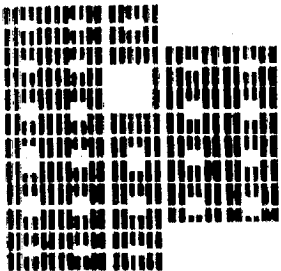
A critical mass of residential units is not achieved. The side streets are disconnected from each other, thus limiting each residential cluster to under 15 houses.

The neighborhoods are not secure are difficult to reach. Only half of the streets have median cuts at their intersection with Ocean Boulevard. Separation of residential streets from Ocean Boulevard (a Regional artery with heavy traffic) is weak.

The current side streets are excessively wide for neighborhood traffic needs (60 feet). These R.O.W.'s could be better utilized for managed residential permit parking on the street.

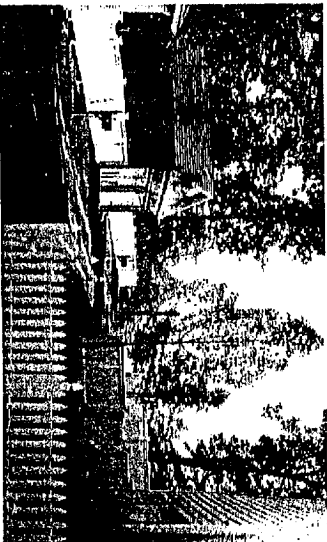


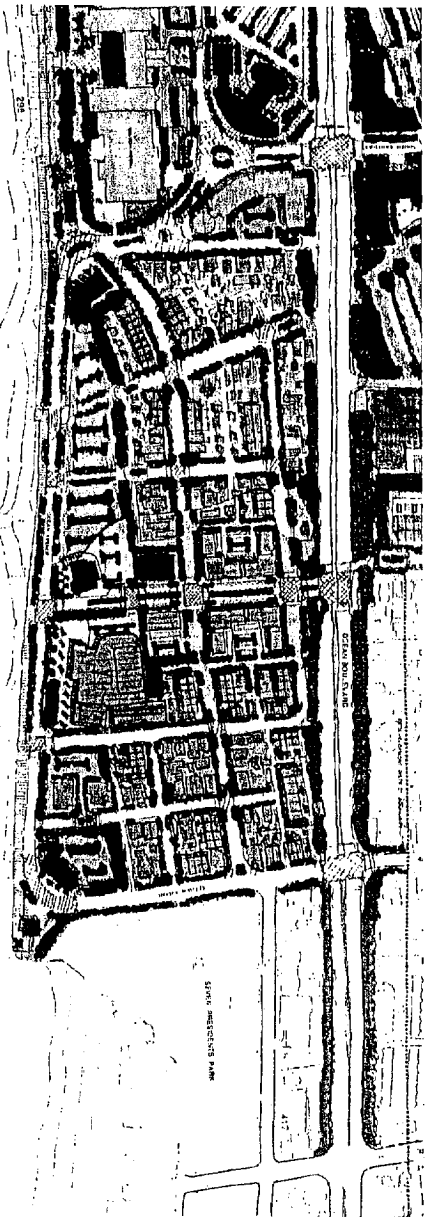
Existing Conditions



Savannah, GA, c. 1856  
Source: Anderson, S. "On Streets", MIT Press, 1978

The articulated network of residential streets and alleys, and differentiated commercial streets proposed in Long Branch's neighborhoods. The beach, boardwalk, and Village Center substitute for the neighborhood squares of Savannah.

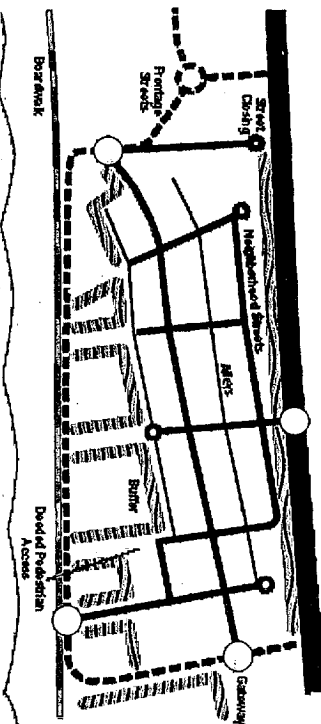




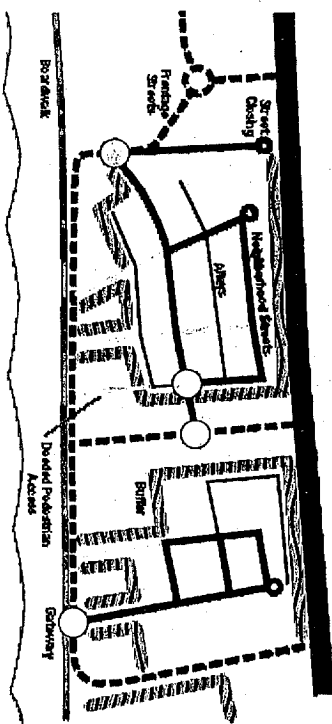
### Recommendations

- Create a transition between public and private spaces by introducing a hierarchy of access ways which move from regional to local to residential scale, and which are marked by identifiable "neighborhood gateways".
- Create a single cohesive neighborhood by connecting each existing East-West Street with an extended Grant Street (North-South) as the primary "spine". Close North Broadway, Madison Avenue, and Ocean Terrace at Ocean Boulevard. Direct neighborhood traffic away from Seaview Avenue, Cooper Avenue, and South Broadway.

### Proposed Plan



Above: Option 1 – Unified residential neighborhood  
Below: Option 1 – Neighborhoods separated by Cooper Avenue



- Create a block structure that replaces individual front driveways with shared mid-block alleys linked to garages. A 45-foot R.O.W. is recommended for residential streets, and 20-foot deeded R.O.W. for rear alleys. Existing 60-foot R.O.W.'s may accommodate diagonal (permit) parking.
- Create deeded pedestrian ways to the beach. 20-foot easements for pedestrian pathways would be required at locations indicated in the plan. Any existing or assembled sites that contain these paths are required to create and maintain such public pedestrian access ways. (Treatment per Design Guidelines manual.)
- Create a Residential Parking Permit District. The current ULI standard recommends 2 parking spaces per dwelling unit. It is recommended that new development be restricted to providing no more than one (1) on-site parking space per unit. Additional on-street parking space may be lease-purchased from the Parking Permit District. (Refer page 62).

Village North - Density and Building Type

Existing Conditions

Utilization of land is inefficient. Current density is about 5.5 du/ acre. The residential lot size is about 120' x 75'. More than half of the sites are vacant.

Great variation exists in the quality and maintenance of buildings in this area. While some are well maintained, virtually all of the homes need to be upgraded or rebuilt.

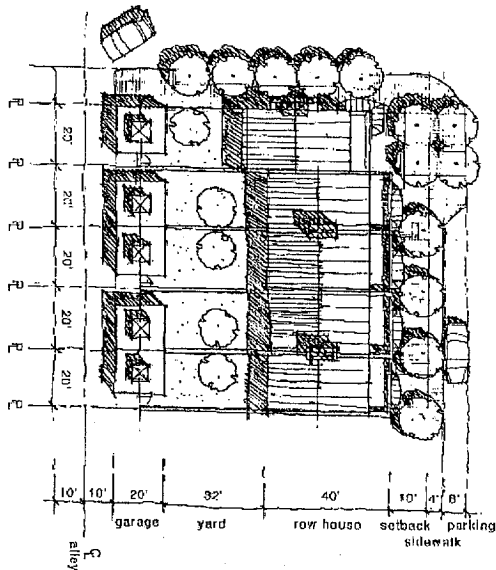
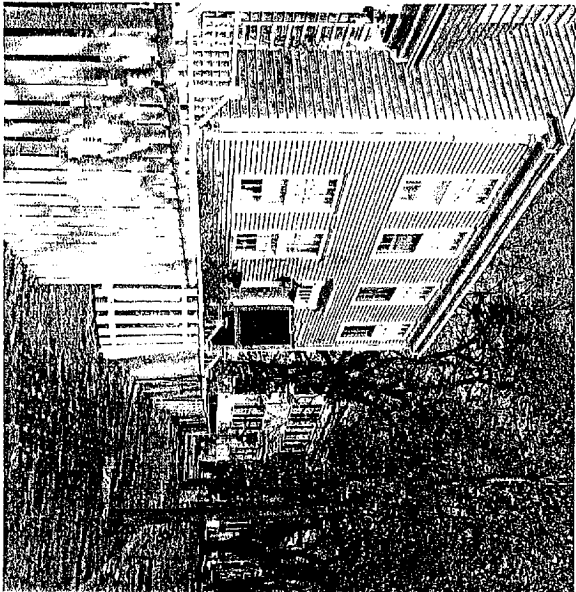
The majority of buildings in the area are tenant occupied. The viable building stock is predominantly two-story single family detached homes.

Problems and Opportunities

The site presents opportunities for both infill amid existing structures, and the redevelopment of vacant sites. Current holdings range from a single lot to complete blocks.

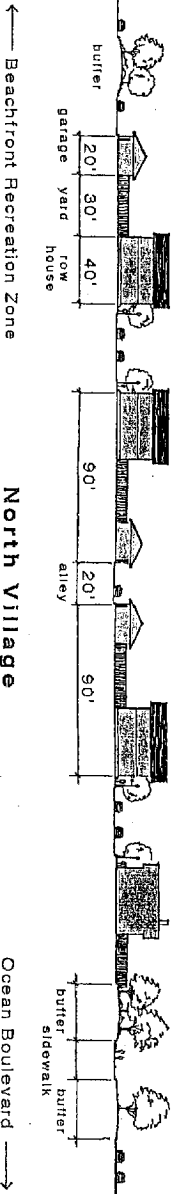
Most of the open land in each built-up lot is dedicated to independent driveways and under-utilized setbacks. These existing lots may be converted into multi-family units by combining vehicular access and parking.

Current zoning is inconsistent, as it allows a maximum development of 24 dwelling units/ acre irrespective of lot

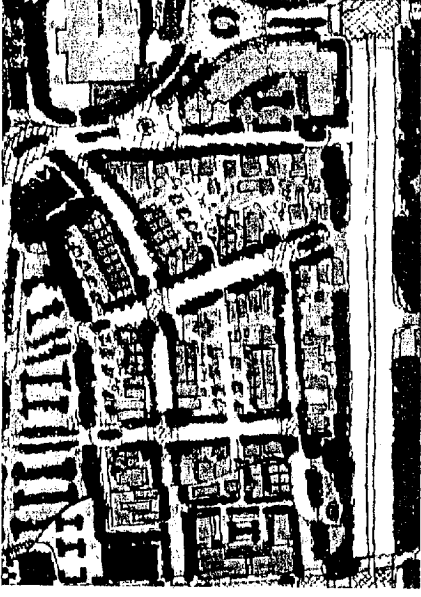


Typical Row House

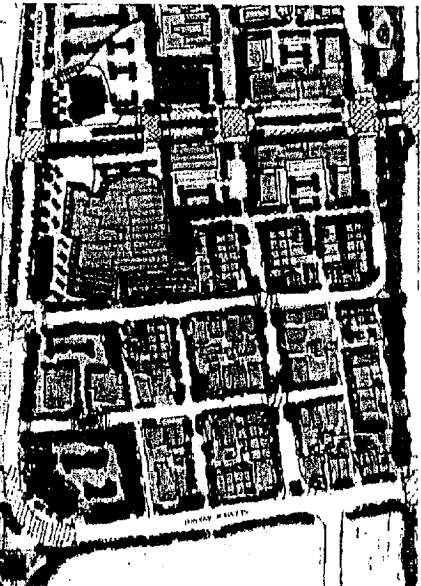
Existing Conditions



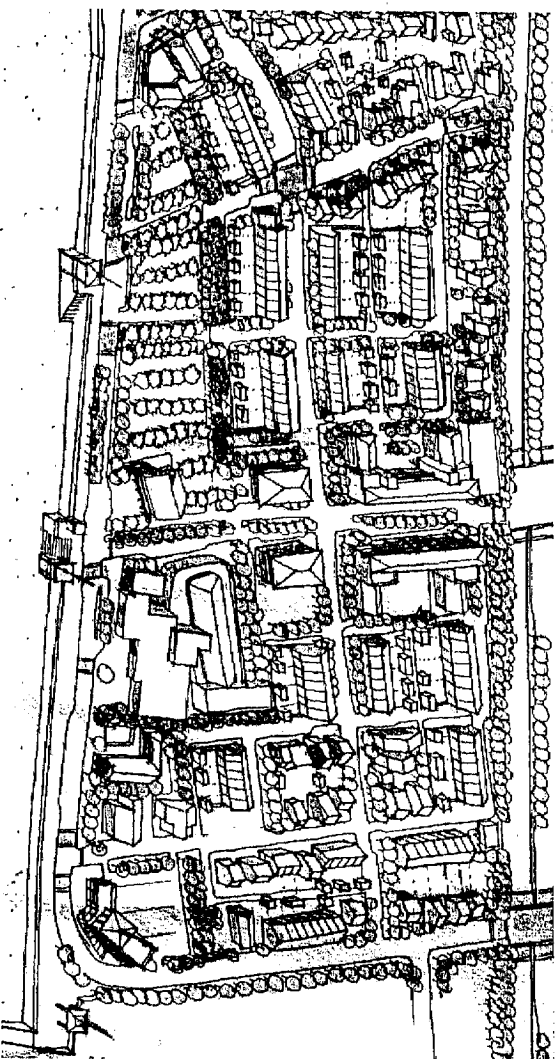
North Village



Proposed Plan of Infill Development



Proposed Planned Unit Development



## Recommendations

Create a cohesive street-oriented, low rise, residential neighborhood of medium density.

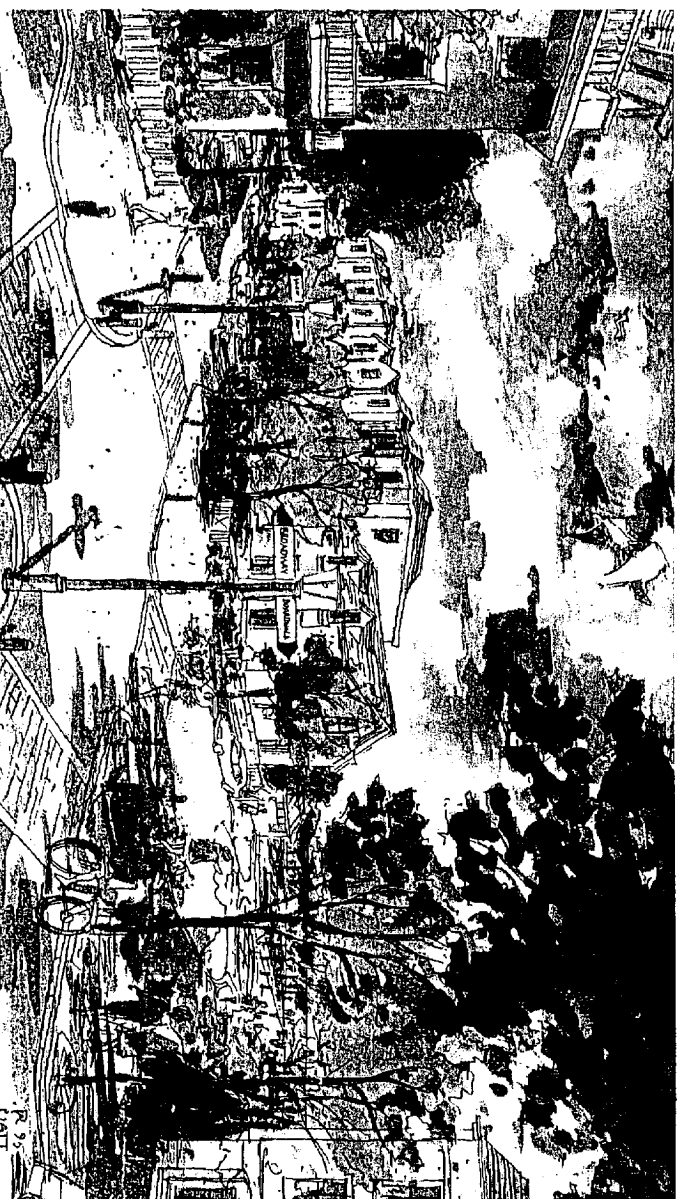
- As the size of development sites varies greatly, we recommend that projects be given approval on per case merit. We recommend that the City prepare Building Design Guidelines to ensure that new developments do not conflict with desired residential scale and character.
- Enforce permitted density at a consistent 15 du/ acre (relative to site area) to ensure optimal use of prime oceanfront property.
- Permit building types that meet the following criteria (in addition to the above mentioned goals):
  - Maximum height 40 feet.
  - Zero-lot development (no side setback.)
  - Maximum of one (1) on-site (garage) space reached from rear alley with keyed access. (Additional on street parking spaces to be made available with permit.)

Minimum Ground Coverage: 40%.

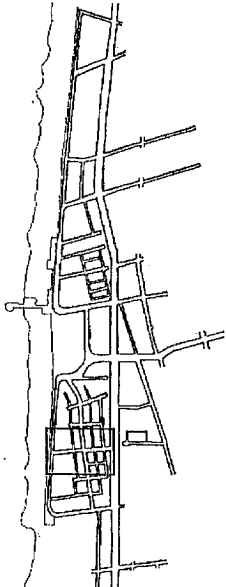
Maximum Ground Coverage: 75%.

Balconies/ terraces encouraged for buildings over two stories high.

- Townhouse development is a building type which meets the broad criteria (as illustrated in the plan).
- It is recommended that a "Bed and Breakfast Legislation" be instated to encourage upgrading and conversion of existing homes to higher density.
- Create a landscaped buffer surrounding North Village. All non-conforming uses should be required to create an on-site buffer separation to minimize impact on residential neighborhood. (Setbacks and treatment to be delineated in Design Guidelines Manual.)
- All uses, other than residential, are restricted and conditional in North Village, subject to their impact on the residential neighborhood. No commercial (strip) development is permitted on Ocean Boulevard fronting sites.



Village North - Cooper Avenue Development Options



Existing Conditions

Cooper Avenue bisects the proposed residential North Village. It leads from Ocean Boulevard to the existing Armory site on Ocean Avenue. The existing Cooper Avenue R.O.W. is 60 feet wide.

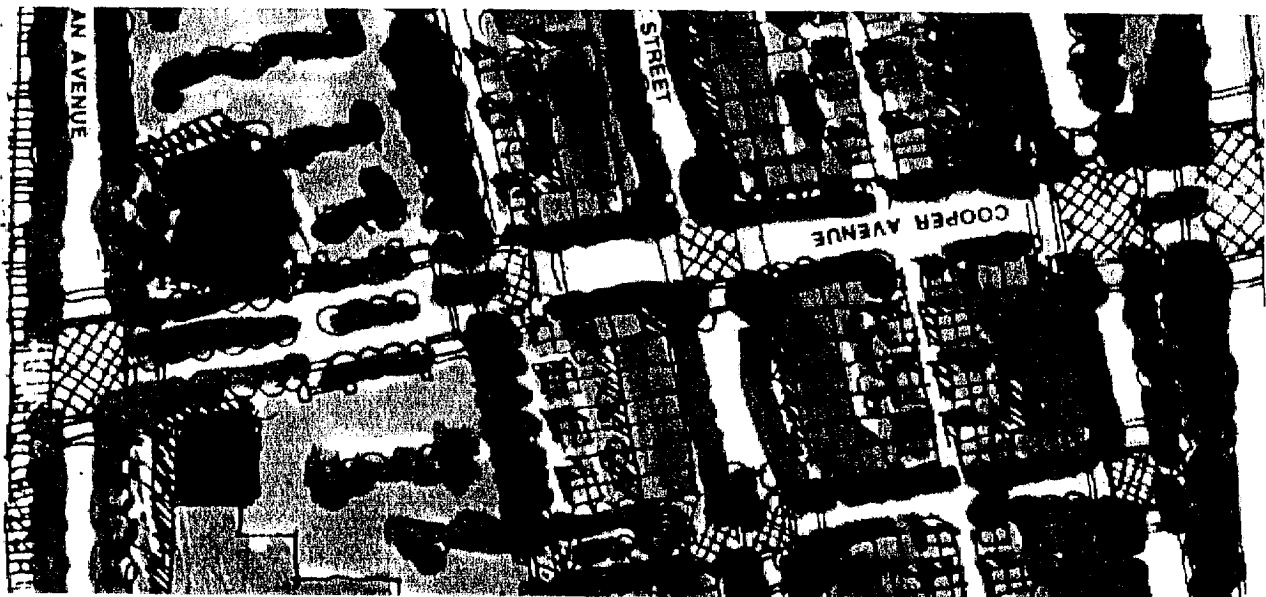
Problems and Opportunities

While situated at the heart of the proposed residential district, Cooper Avenue must serve another distinct function—as primary access to the recreational uses on the Armory Site, and to the reopened Ocean Avenue in the Waterfront Recreation Zone.

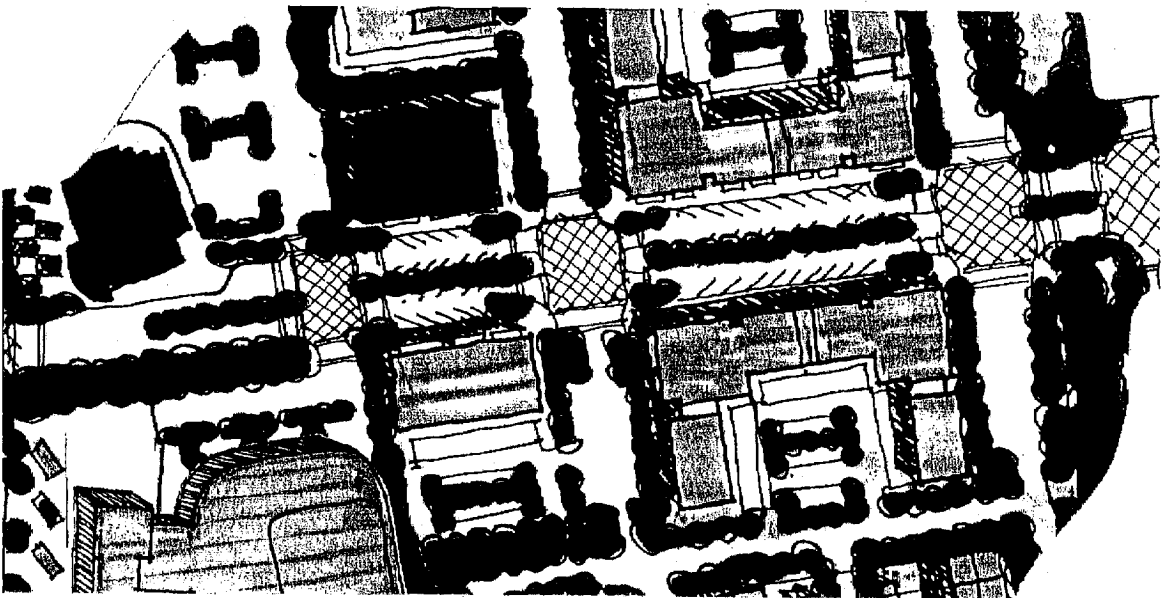
There is no existing median cut on Ocean Boulevard, restricting a “left turn” for south bound traffic on the Boulevard.

Recommendations

- Create a median cut and a “gateway” to North Village on Ocean Boulevard.
- Development Criteria for the Armory Site:
  - Maximum permissible FAR: 1.0 (Structured parking required for FAR over 0.3).
  - Maximum Height 60 feet.
  - A landscaped 30- foot setback on all sides is required on the Armory site (treatment to follow Design Guidelines Manual).
- The Parking requirements of the Armory site must be satisfied by a combination of dedicated on-site parking and shared (public) off-site parking.
- Development Criteria for sites in North Village, which are part of Waterfront Recreation Zone (as delineated in Proposed Zoning Map):
  - Maximum Permissible FAR: 0.3.
  - Maximum height: 60 feet.
  - A landscaped 30- foot setback required on west edge of site. Setback on Ocean Avenue to be reviewed on a per case basis.



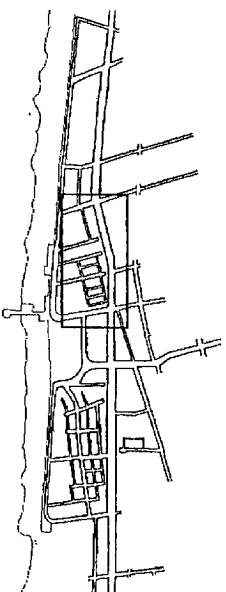
Option 1: Cooper Avenue as a Neighborhood Street



Option 2: Cooper Avenue as a Mixed-use Frontage Street



**Village South - Chelsea Avenue, Melrose Terrace and Franklin Terrace**



## Existing Conditions

The streets that run East-West between Laird Street and Morris Avenue are fronted by two to three story single family residential structures. With the exception of two larger vacant sites on Chelsea Avenue (on either side of Ocean Boulevard), a few unbuilt lot-sized sites are scattered in the Franklin Terrace and Melrose Terrace neighborhood. As compared to North Village, South Village is a more established residential neighborhood.

Franklin, Melrose, and Chelsea all run directly to Ocean Boulevard, with only Chelsea extending west beyond Ocean Boulevard. The width of the block (between parallel streets) is 250 feet and the depth of the block (between Ocean Boulevard and Ocean Avenue) is approximately 600 feet.

## Problems and Opportunities

Neighborhood East-West streets run directly to the regional arterial highway, making access cumbersome and unsafe. The interface between the neighborhood and oceanfront retail is uneasy. Though Chelsea Avenue connects neighborhoods to the beach, it cuts through the potential neighborhood in South Village.

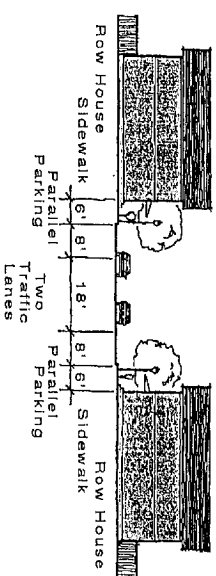
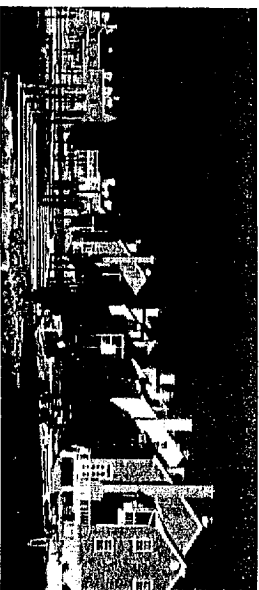
Potential exists to make the entire neighborhood more cohesive by connecting the parallel neighborhood streets.

The historic church on Chelsea Avenue and Second Avenue, (just west of South Village), sits incongruously surrounded by parking lots. An opportunity exists for the church to be at the physical heart of the community rather than at its edge.

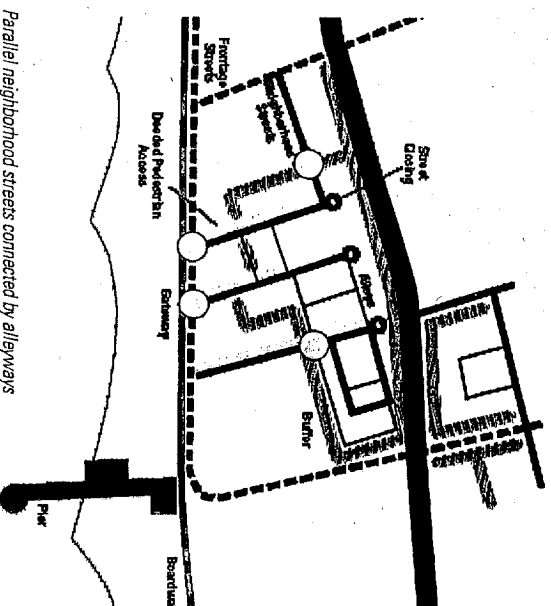
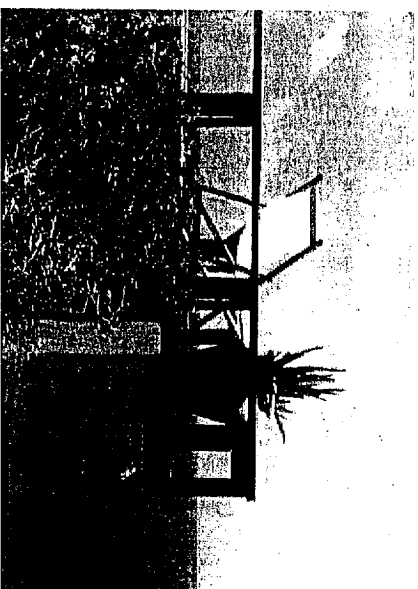
Like North Village, the existing fabric of South Village presents the possibility of infill on individual lots, as well as some block-sized planned unit development.



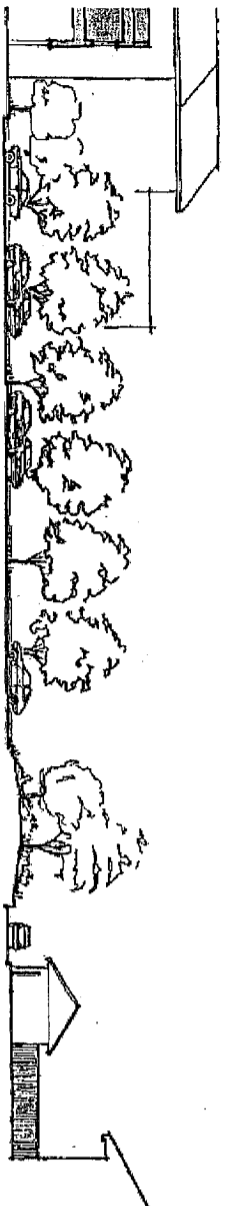
## Existing Conditons



**Typical Residential Street**  
 ~ 8 on street parking spaces per 100 linear feet.



Parallel neighborhood streets connected by alleyways



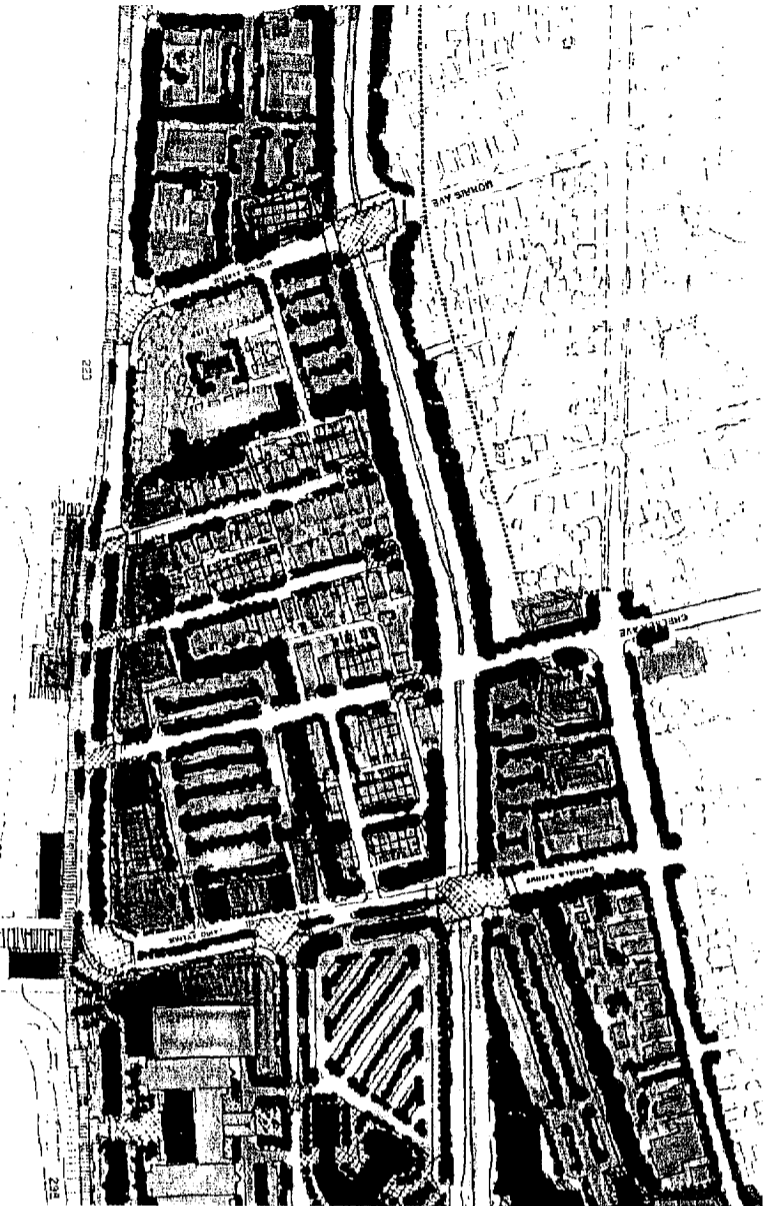
← Village Center Retail

Long-Term Shared Parking

VILLAGE CENTER BLOCK

buffer alley

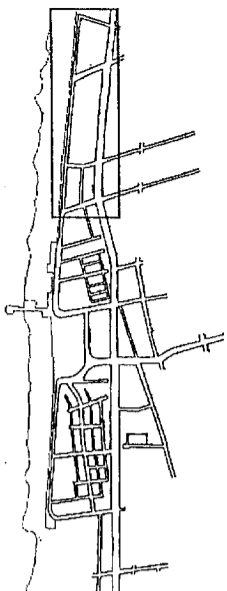
South → Village Residential



### Recommendations

- Close all neighborhood streets (Franklin, Melrose, and Chelsea East) at Ocean Boulevard. Extend alleys connecting these streets at the rear. Make neighborhood "gateways" from Ocean Avenue and Morris Avenue.
- Create a landscaped buffer at the perimeter of the residential neighborhood.
- Extend Garfield Avenue to Ocean Boulevard as a new connection from the city to the beach aligned with Laird Street. Make "Pier Gateway" at the Laird/ Garfield intersection with Ocean Boulevard.
- Develop a cohesive low-rise medium-density (15 du/ acre) residential neighborhood compatible with existing neighborhood fabric, similar to that described for Village North. (Refer page 50 for development criteria). Review proposals on a per case basis until Design Guidelines are drawn up for the area.
- Use infill sites around the existing church for multi-family residential fronting on Second Avenue. Reserve the land close to Ocean Boulevard for buffered parking.
- Only residential uses are permitted in South Village, with the exception of seasonal Bed and Breakfast accommodations. Sites fronting Ocean Avenue are permitted retail and commercial uses, as well as motels similar to Oceanfront Village Center (refer page 39).
- Allow Bed and Breakfast conversions per new City legislation.

## Beach Front Village -- Ocean Avenue



### Existing Conditions

The waterfront blocks south of Morris Avenue up to Takanassee Lake are largely built up with high density medium-rise apartments, interspersed with several smaller residential structures and a few unbuilt sites.

This zone is predominantly residential, the most valuable land in the city, with direct ocean views, good regional access, and proximity to the boardwalk.

Sandwiched between Ocean Boulevard and Ocean Avenue, the width of the existing blocks is about 400 feet. This block depth is most conducive to single developments with ready access from Ocean Boulevard and frontage on Ocean Avenue, on the boardwalk side.

The Study Area ends at Bath Avenue, but the recommendations for this zone extend to Lake Takanassee.

### Problems & Opportunities

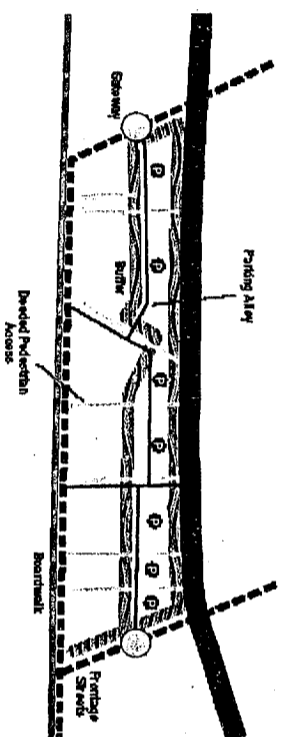
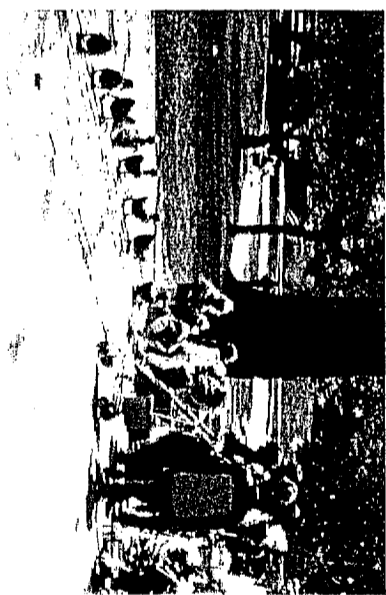
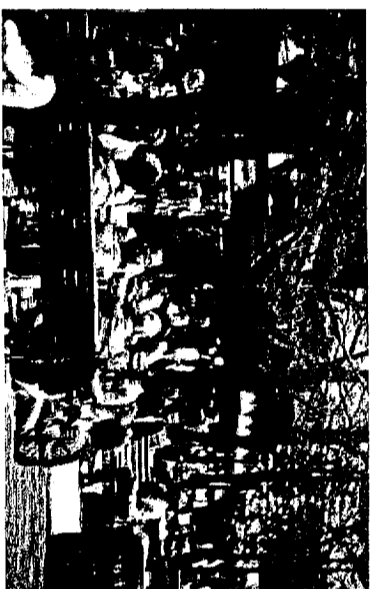
The entire area has been built up in small fragments with inconsistent ground uses and relationships.

Long driveways, frequent curb cuts, and side streets create an unfriendly pedestrian environment.

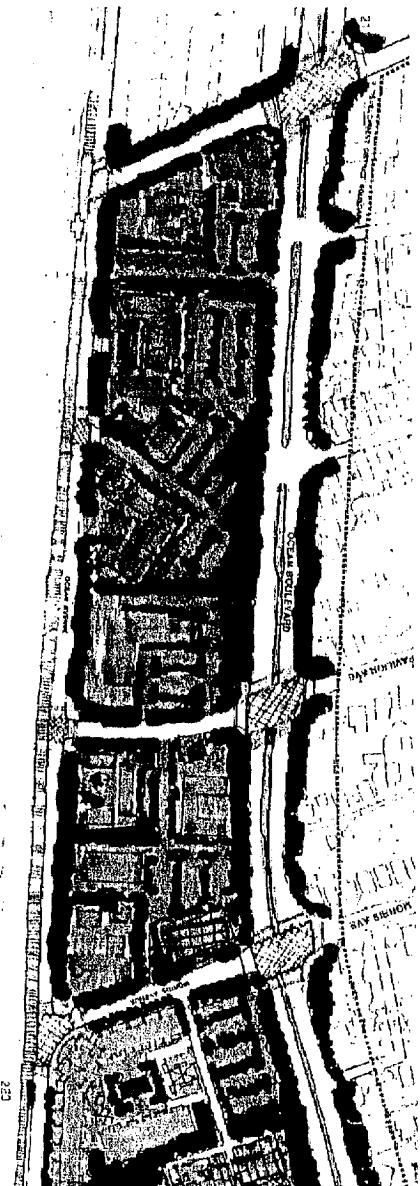
The few existing historic residences in this zone lend character to the area. These residences are, however, occupied with marginal uses and require renovation.



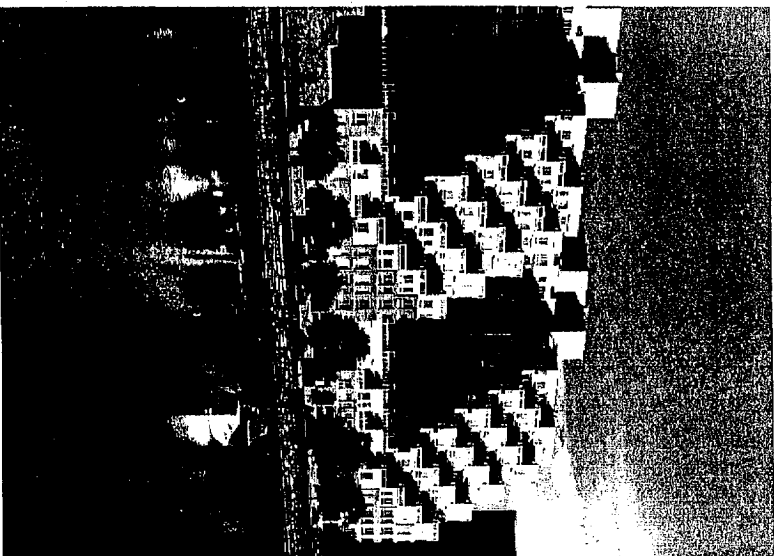
Existing Conditions



Common Neighborhood Gateways on cross-streets connect Boulevard-side parking with alleys. Dedicated pedestrian access to Boardwalk.



Proposed Plan



# Recommendations

Create a cohesive mid-rise residential district, built upon the existing type of residential development.

- Increase residential density (30+ du/acre).
- Institute strict setback and coverage requirements: 10' on Ocean Avenue 30' on side streets

50' landscaped buffer on Ocean Boulevard.

50' or height of building, between buildings. (The setback between buildings must be reviewed on a per case basis, to encourage usable areas, rather than unused "view" corridors.)

Permitted Ground Coverage: 50%

- Residential buildings from 4 to 8 stories maximizing views to the Atlantic.

• Provide incentives for building types that provide terraces and balconies, stepping towards the Ocean, or provides publicly accessible amenities on the boardwalk.

- Mid-block "Pedestrian Green," buffering parking areas.

• Combine entrances to parking lots to minimize the curb cuts on Ocean Boulevard by extending a driving lane between adjacent parking lots in a block, entered from side streets.

- Close and landscape unnecessary side streets off Ocean Boulevard.

• Allow permitted (short term) visitor parking on Ocean Avenue and side streets.

- Create a friendly pedestrian environment through uniform landscaping: evergreen trees and hedges on Ocean Boulevard side; lawns, hedges, and stone foot walls on the Ocean Avenue side; combined "gateways" and address markers on side streets, for the entire block; low pedestrian lights from parking to building entrances. Create sidewalks, cross walks and pedestrian-operated lights at intersections. (Refer to Ocean Boulevard "Parkway" improvements, page 32-33).

• Require multi-story residential developments to provide benches and trash cans on Ocean Avenue side.

- Encourage resident facilities and amenities (pools, clubs, community halls, inns, etc.) on ground floors and in existing historic structures that face Ocean Avenue and the boardwalk.

• Create landscape buffers between residential and other non-conforming uses.

- Create combined access to neighborhood beaches from the boardwalk.

• Build small neighborhood shelters, bandstands, shuttle stops, and gazebos on the Ocean Avenue side.

A. OPPORTUNITIES IN LONG BRANCH

Summary of Findings

Site Assets

The Long Branch Oceanfront is large enough to establish its own identity and to attract a diverse mixture of private development investments. Additional assets include:

1. The ocean, the prospective beach improvements, and the substantial linear pedestrian access along and to the beach;
2. Ocean Boulevard, an important link to wealthy communities to the north and south and to the Garden State Parkway;
3. Significant amounts of undeveloped and underutilized land;
4. A successful history of redevelopment, including the Ocean Place Hilton, and the application of redevelopment statutes for land assembly and tax incentives.

Market Opportunities

Four principal development opportunities exist:

1. **Residential.** The leading real estate advantage Long Branch has to offer is proximity to the beach. Prospects include second homes, retirement homes and primary residences for small households — all typically without children. For the past decade, developers have sought to build residential projects that appeal to these markets in whatever form state and local regulations permitted.

2. **Restaurants.** While prospering and expanding elsewhere in the county, the restaurant business has steadily declined in Long Branch, as well as in the oceanfront area. Long Branch's setting and access are excellent for fostering these enterprises.

3. **Convenience Retail.** Although one attractive shopping center was created on Ocean Boulevard, this artery's development potential has yet to be exploited. A successful supermarket and supporting stores on the west side would benefit from the boulevard location, strengthen the nearby residential market, and complete

the 1980's redevelopment strategy of rebuilding westward from the hotel, a "gateway" to Broadway.

4. **Office development** is worth considering when a user exists who is willing to rent or purchase all or nearly all of a building. Office development is an attractive rateable and builds a daily population that supports hotel, retail and restaurant businesses. When an organization can share parking with restaurants, for example, the costs are lowered, the amount of land required is reduced, and the rateable yield per square foot is raised.

Residential Development

The New York Times (2/19/95) reports that Monmouth County communities registered the greatest improvement in residential sales value in the tri-state metropolitan region (1993-94). Specifically, "the largest one-year increases for a typical single family home, excluding condominiums and co-ops, occurred in the ZIP Codes of five communities," led by nearby Rumson (119%) and Long Branch (10%). "Much of the strength in Monmouth County," The Times reported, "is attributed to a highly desirable quality of life," including proximity to the shore and to Manhattan.

Long Branch constructed new housing units every year during the last decade except for 1981. Added units included 832 multi-family and 290 single-family dwellings. The construction share of all housing units in Long Branch built during the 1980-90 period was 11%, indicating a strong residential market in a decade that saw two severe real estate slumps.

While single family housing construction in the US is expected to decline in 1995, according to Professional Builder magazine, the increase in multi-family starts is expected to be 8.8% higher than in 1994. Monmouth County led the state in the number of new jobs added following the recession according to the Rutgers 1992 report, "Anatomy of a Recovery." This job growth augers well for residential development in the northernmost shore county.

Attracting and relocating retirees is an increasingly important "export" industry. Enticing prospective older migrants has become an established function of many state governments and some states work hard to keep their seniors from moving away.

The journal of the development industry (URBAN LAND) notes that while the ten-year market outlook for most types of real estate is modest, "demographic trends are extremely positive for second home sales." The first Baby Boomers will turn 50 next year and their children will leave the nest. More families than ever before have two incomes; single persons, who have more leisure time, comprise a fourth of all households. As the population ages free time increases, as does the demand for second homes.

"To say that the second home market will at least double in the 1990s may understate the growth that will in fact occur," according to URBAN LAND. Most of the growth will not be in ski areas or remote islands. "Many [of the homes] will be intended for heavier use and even for primary use in retirement, but most will be weekend homes — upholding the old rule that second homes should be within two and one half hours driving times from the primary residence." Easy access is crucial for households with two wage earners. Moreover, their consolation for the long weekday drives is often a weekend retreat.

These market trends are especially applicable to the Long Branch oceanfront area. The two and a half hour rule of thumb includes the Philadelphia metropolitan area as well as the North Jersey Counties and New York City. Totalling approximately 20 million people, this is the largest population concentration in the United States. More than 4.5 million live within one hour of Long Branch. In our previous work in nearby Highlands and Ocean Grove, we found a sizable proportion of second home owners who live a little over one hour away, often in Essex County suburbs.

New Jersey has the second highest per capita income among the fifty states. About 15% of the households within one hour's drive have annual incomes of \$100,000 or more; that includes 250,000 people.

Fiscal Impacts of Residential Development

Is residential development inherently costly to localities? Not the type proposed for the Long Branch oceanfront.

With 50-60% of local costs paid for by the property tax attributable to schools, it is not surprising that school costs have received as much attention as they have in

the economic analysis of the impacts of varying kinds of development. The benchmark study The Cost of Sprawl, Real Estate Research Corp.) concluded:

"Given the same number of dwelling units, higher density development will result in lower school costs (per unit). These variations result from the greater preference of families with school age children for single family (detached) homes."

In contrast, Long Branch's oceanfront development opportunities consist of attached dwelling units which are typically occupied by small, childless households seeking high amenity areas. This market tendency is reinforced by two national demographic trends. Households are smaller than ever before (25% of all households consist of single individuals) and the share of all households without children continues to rise.

The households most likely to generate added school costs occupy new, four-bedroom, detached ownership units, the overwhelming proportion of which are being constructed in the western portions of the county where inexpensive land and economies of scale benefit builders and make purchase easier for young families with children. Long Branch does not offer these large lot development opportunities.

As for non-school costs, RERC concluded: "Increased density is (also) less expensive... in terms of that portion of total costs typically borne by government (including) streets and roads and utilities ..."

Rutgers University pioneered assessing the fiscal impacts of various forms of development. We excerpted from the Rutgers Study the ratio of school age children by type of dwelling units, selecting the types most likely to be constructed in the Long Branch planning area (boulevard as well as oceanfront). These are statewide averages based on recent census counts.

For comparison, the typical single family detached home with three to five bedrooms produces between .59 and 1.3 children per household in New Jersey. In a 50-unit project, this type of house would produce between 29.5 and 65 school age children. In contrast, the type of units proposed for Long Branch waterfront produces only a fraction of these ratios. Mid-rise condo units with two

bedrooms have .06 children per household, the equivalent of three children in a 50-unit project. A two-bedroom townhouse unit would produce 0.13 children per unit or 6.5 school age children in a 50-unit project.

In the Long Branch project area, however, the number of school age children by type and size of unit will be even lower than the statewide averages because of the anticipated age of householders (more likely to be empty nesters), the size of households (more likely to be singles and couples), the cost of units (substantially higher than the New Jersey average) and the lifestyle choice (dwellings suited to adult living, rather than to child rearing). Higher density projects with fewer bedrooms represent the best fiscal balance for Long Branch.

**B. STRATEGIES AND INCENTIVES FOR DEVELOPMENT**

**Changes Required**

Attracting high quality, high yield projects in the Redevelopment Zone will require attention to these points:

1. Adoption of and commitment to a concept plan and design standards that assure potential investors high standards in surrounding properties which will protect his/her investment.
2. Adoption of one or more statutory Redevelopment Plans offering optional tax incentives and the ability to assemble land at market supportable prices.
3. A fresh look at the current standards for density and coverage to assure that the projects are of high quality and produce a good revenue yield per square foot for the city. We agree with the investors that regulations have been unnecessarily restrictive and that this has been the largest factor in leaving this section of the coast underutilized. DEP cooperation, already being pursued, will be important.

4. Long Branch needs a regional marketing and public relations program. The small projects designed to escape CAFRA regulation, rather than realizing the highest and best use, could not afford to market in the North Jersey-New York City areas where the best prospects for second and retirement homes exist. Long Branch suffers not so much from a negative image as from having no

image at all. North Jersey residents who can afford this real estate simply do not consider Long Branch. Restaurants will need marketing help as well.

5. Mixed use zoning will encourage residential developers to use appropriate portions of their land for restaurant and other retail uses. The larger scale projects will benefit by attracting buyers and/or renters to residential sites with commercial amenities.

6. A system is required to assure high standards of public space maintenance, including the beach and promenade, and the availability of funding for the local share of beach replenishment in six-year cycles. This can all be accomplished without cost to the City.

**Managing the Oceanfront Assets**

The City of Long Branch derives a disproportionate amount of its revenue from the properties on and east of Ocean Boulevard, and will derive even more when the Redevelopment Plan is implemented. These properties have this superior economic value because of their adjacency to the ocean, the beach and the promenade, and boardwalks. The plan for the oceanfront will add property values to these features through added amenities, improved public access and substantial expansion of commercial activities, including restaurants and residential development.

It is crucial that a system be put in place now that will ensure that these assets retain and increase their value — to guide implementation in conformity with the plan through coordination, policy direction, management, maintenance, promotion, and funding. A quality environment will be essential to ensure that the oceanfront remains attractive and productive. Steps must be taken to avoid dirty beaches, broken fixtures, empty open space and vacant stores in the years ahead. With the involvement of owners who are most directly interested in the areas, this can be accomplished without burdening taxpayers citywide.

The appropriate system to make this possible is a public-private partnership authorized under state law and adopted and run locally by a non-profit corporation composed of property owners, residents and local officials. Under New Jersey law, these District Management Corporations (known elsewhere as Business Improvement or Special Improvement Districts) enable the public

and private sectors to work together in their common interest of enhancing property values and creating jobs.

In Long Branch, such a corporation could be responsible for:

1. **Cleaning** the beachfront, promenade and boardwalk and maintaining its facilities — e.g., assuring that the lights work, the landscaping is cared for, graffiti is removed on a regular basis, etc.
2. **Marketing** and business attraction to encourage people to live, dine and operate their businesses in the redevelopment area.
3. **Organizing** and promoting special events such as art shows, crafts, antiques, car shows, musical events and other crowd attractions.
4. **Adding** seasonal security-hospitality staff.
5. **Maintaining** a beach replenishment fund to ensure that this asset does not erode again.
6. **Working with the public sector** to identify and procure capital funding (from state, federal, and private sources) for the public and recreational portions of the project, and continuing sources of support for special events, maintenance, expansion, and the public environment.
7. **Setting up a Parking Management system** in collaboration with public agencies.

Several sources can finance these activities:

1. **Revenues** produced by a small assessment on properties in the planning area, dedicated to improvement of the oceanfront area. The charge can vary depending on the amount of benefit received by the class of property and, of course, the size of property. The formula for assessment may be based on site size, prime frontage, type of use, or a combination of factors that best represent value and benefit from the activities of the district.
2. **Charges** for use of oceanfront lands and access — by telephone companies, advertisers, vendors and organizations who use the area for commercial purposes, and individuals who use the beach and public areas for recreation. Residents and taxpayers may be accorded privileges and priorities for the use of public lands and facilities, and activities that take place on them.

3. **Special funding sources** at local, state, and federal levels, as outlined in Line 6, above.

This type of management organization will ensure that private interests who profit from beach and infrastructure will share in the costs of their maintenance. Its broad functions, supportive of and complementary to those of the public sector, are already anticipated in the pioneering work of Long Branch Tomorrow, which should have a continuing role in representing the interests and direction of this management district.

### Redevelopment Plan

A Redevelopment Plan is the result of a process defined in state law whereby a municipality first finds a need for redevelopment and then adopts a plan governing uses, relocation and other provisions to determine how an area will be redeveloped by private and public action. Adopted Redevelopment Plans enable developers designed by the municipality to acquire property at values approximating market rates for approved purposes, to apply tax incentives where needed and to control the development process. Similar steps under an earlier statute were applied to develop the Ocean Place Hilton.

That process must be followed again to ensure that the city receives an appropriately high yield in tax payments, employment and added purchasing power, and to ensure that each project is consistent with the overall plan and design standards. Work can begin now on the "finding of need." Starting this process will signal to developers that the city knows what it wants on the oceanfront and is committed to a high quality redevelopment program.

### High Yield Development

Oceanfront properties in Long Branch and along Ocean Boulevard currently produce widely differing yields in property taxes per square foot of developable land. Holding land size constant, some blocks carry far more than their share of the costs of government and schools while others carry far less. The latter blocks, however, can be converted from largely vacant tracts to active and handsome blocks that, for the first time, benefit taxpayers living throughout Long Branch.

Excessive State and local restrictions on height and density have kept Long Branch from realizing the eco-

nomic potential of its principal fiscal assets. Without the ability to build in a way that offers ocean views — perhaps the most important shorefront amenity — developers have largely ignored Long Branch, have produced second rate buildings, or struggled with regulators in a futile effort to accommodate restrictions that fail to take account of economics.

The city now seeks an understanding with DEP that will permit redevelopment that produces higher quality along with higher property tax revenue per square foot of land. In an area (Waterfront South) already characterized by buildings eight, ten and eleven stories high, it should be possible under DEP's "context" guidelines to build additional residential facilities that produce more units with ocean views. This in turn will produce measurably more spending in Long Branch's several commercial areas.

We propose that regulating agencies consider anticipated property tax payments per square foot of land as a regular test in considering improvements within the guideline envelopes. Developers should understand that low property tax yield will be acceptable only when a pending improvement can reasonably be expected to encourage a higher yield in adjacent or nearby properties.

### Fast Track Permitting

Discussions with DEP have begun to accomplish two objectives which will greatly affect the quality and timing of redevelopment. By agreeing on what will be permitted on the Long Branch oceanfront, the state and the city will take uncertainty out of the developer's economic equation and will, in most cases, reduce the time for permits from many months to a few weeks. The goal is to achieve a single permit process for all anticipated development.

This step will attract developers who, based on the current impression of the cost of time, have avoided Long Branch. In turn, this broader interest will produce improved quality of development.

**A Framework for Development**

These are further recommendations to the City to improve the development process and attract quality development at various scales to Long Branch:

- Prepare a realistic Phasing Plan: 1 year, 3 years, and 5 years ; outline step-by-step priorities defining specific long and medium term goals, and a City development agenda.
- Prepare Design Guidelines to ensure consistent and reciprocal design quality for all new improvements in the oceanfront district.
- Institute an Integrated Design Review process involving all relevant departments and agencies of the city. This would reduce permitting time, and allow a comprehensive per case review of schematic design as well as final design for all new projects in the oceanfront district. The goal of such a process would be to encourage design initiatives that build upon the most current conditions and the intent of the Master Plan, and not be limited by them.
- Manage Incremental Improvements at a realistic scale. The plan is conceived to allow incremental land assembly and unit development site by site, or block by block, to encourage various scales of development-- infill projects, residential expansion, and local entrepreneurial initiatives that will build into new neighborhoods independent of massive capital-intensive "projects."
- Institute a process for granting specific short-term conditional variances to zoning. (See Temporary Conditional Uses, page 22.)
- Create opportunities for land banking on the oceanfront: All oceanfront property abutting Ocean Avenue from Seven Presidents Park to Morris Avenue is reserved for long-term public-oriented uses including retail, restaurants, beachfront recreation, parks, hotels and motels. If necessary, to hold open land options while development interests accelerate, the city may encourage private sector "banking" by allowing suitable interim uses involving transient or seasonal structures, by allowing paid parking on open land, or by acquiring land essential for realization of the Redevelopment Plan.

**Incentives for Private Development**

A number of financial policies have been or should be implemented to improve the development climate and process, and to encourage local entrepreneurs and outside investors to take advantage of this propitious moment of change in Long Branch:

- Tax abatements. See "Revenues", page 60.
- Urban Enterprise Zone tax incentives.
- Home improvement incentives.
- Bed and Breakfast Legislation to encourage improvement of existing structures and small scale seasonal conversions to approved uses.
- Upzoning development density. See page 59.
- State Assistance by an Urban Coordinating Council. See page 60.

**Public-Private Partnerships and Joint Development Opportunities**

**•Collaborative Land Development**

The focal point for dining and specialty retail will be adjacent to the Ocean Place Hilton at Laird and Ocean Avenues. Block 292 and part of Block 290 consist of properties owned by the City of Long Branch and private parties.

The area must be planned and developed as a coherent whole to achieve its potential in quality and revenue. This includes parking, beach access and ocean views. To make this possible, the city will need to adopt a Redevelopment Plan under state laws and follow one of several alternatives:

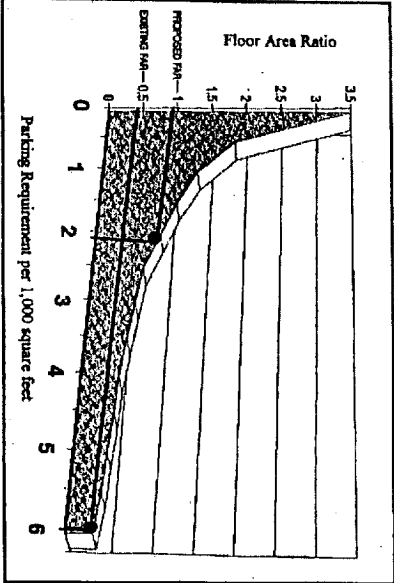
1. The city and private parties together can plan a joint venture.
2. The private parties can lease the city's property under terms that include the city's concurrence on design and uses.
3. The city can sell the land to a developer who has control of the private properties, subject to similar agreements on design and use.
4. The city can invite proposals from developers, including local ones, and can award development rights to the one who makes the best proposal in terms of financial and other benefits to the city. Existing owners will be compensated as prescribed by law, which may include some equity role in new development.

**• Development of Parking Facilities**

The primary recommendation of this master plan is that the public sector creates a development-ready climate, collaborating with private interests to achieve land uses and infrastructure that will attract new investment.

The general planning principle, for both residential and central commercial areas, is that the public sector finances and provides parking as part of development infrastructure to:

- a) encourage dense efficient land use with a "main street" urban character;
- b) optimize land uses by combining parking solutions for many owners;
- c) increase property value by eliminating or lowering requirements to solve parking with on-site.



Adapted from Richard W. Wilson's, "Suburban Parking Requirements", in *Journal of the American Planning Association*, Vol. 61, No. 1, Winter 1995.

Economic assumptions provide that the public sector:

- a) owns or acquires land for combined parking sites;
- b) finances development of grade or structured parking;
- c) sells back the use of parking areas to beneficiaries - businesses and property owners -- who pay the city an annual fee at market rates based on individual usage of the shared parking (determined by parking requirements established for each type of land use).

Recent research suggests that minimum and "average" off-street parking requirements established nationwide actually rest on arbitrary choices. The assumptions underlying common practice are being widely questioned-- such as the discovery that in many locations, developers are required to provide more space for cars than the space they are allowed for occupancy by peo-

ple. This is true of excessively high requirements for mixed-use and office areas, as well as for residential parking that is widely computed at two+ cars per dwelling unit, without recognizing that some residents use no parking spaces. Further demands are mitigated by available public transportation and opportunities to share parking schedules. It is now recognized that excessive parking requirements have created massive unbuild urban land areas that undermine the revenue base.

Management of municipal parking — whether it is paid, free or customer-validated, public or regulated — can be decided in accordance with the demands of each particular location. Specific requirements for each land use should be reviewed and established on the basis of realistic assumptions of cost and benefit.

• Residential Parking Benefit Districts

In the past decade there has been a rapid spread of the Residential Parking Permit district (RPP) that reserves curb spaces for residents and guests and prevents commuter spill over. Discovering that rigid resident-only controls do not achieve maximum occupancy throughout the day, some communities evolved creative adaptations to more efficient use of space:

- a) allowing commuters to pay for daytime parking vacated by residents commuting elsewhere;
- b) mixing fee-reserved resident parking with metered parking for visitors and nearby commercial users;
- c) allowing curb parking to absorb commuter spill-over without unsightly meters, using in-vehicle parking meters (electronic purses) adapted from Europe in several American cities.

In zoning for parking, municipalities must weigh the interests of residents, who want on-street parking if it is their own — against the interests of developers, who are commonly obliged to pay for off-street parking to prevent spill over. Minimum parking requirements are not a scientific strategic instrument but usually a tactical and political response to intensely local problems — one that can be used to provide greater benefits.

One explanation for failure to find imaginative and efficient solutions is the fact that parking meter revenues usually go into a city's General Fund and neighborhoods see no direct benefit that would persuade them to pay market prices for their own curb parking. If, on the other hand, residents and visitors are charged market price for

parking, and the resulting revenue is spent for public service in that district (sidewalk and street repair tree planting, lighting, cleaning, preservation, etc.), attitudes change. This is the theory of the Parking Benefit District (PBD), which is seen as a fair compromise between free and controlled parking in which the residents get direct benefits. It has been calculated that at modest hourly rates, curb parking revenue from annual permits could exceed current property tax revenues in neighborhoods subject to spill over parking.

Our neighborhood proposals for Long Branch do this:

- a) create more available curb parking by eliminating front driveways and garages;
- b) create rear alleys, usable for guest parking, which lead to a rear on-site garage on each property;
- c) limits new residential development to one on-site parking space per dwelling unit, thus restraining lot size and housing cost.
- d) provides that two-car residents may purchase permits for additional curb space for from the Parking Benefit District as needed.

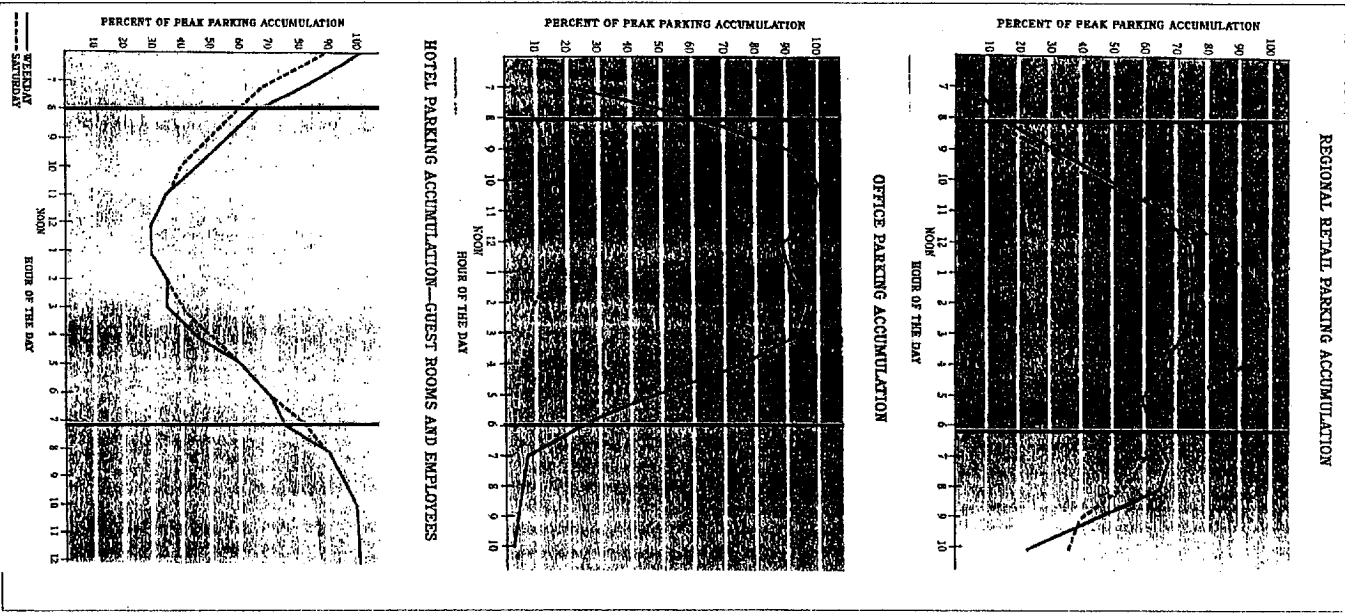
Land is thus used for dwelling units not cars, investment increases, and non-driving residents do not subsidize the fictional average requirement of 2.3 cars per unit.

• Commercial Parking Benefit Districts

The same principles are applied to market-priced local-benefit curb parking in commercial areas where easy short-term car access enhances business, such as the Village Center. These practice, rather than free parking, encourage turnover, favor high-occupancy vehicles, and raise the quality of the downtown clientele. As viewed in this master plan, market-price curb parking is simply one application of the overall principle of publicly provided, privately paid, parking infrastructure to encourage development and increase land values.

Comparison of Peak Demand for parking across various uses in a mixed-use development.

Adapted from "Shared Parking", Urban Land Institute, Washington, D.C., 1990.



## 5. FINANCIAL BENEFITS AND COST OF LONG BRANCH DEVELOPMENT

### Impact on Tax Base and Buying Power

Citywide, Long Branch's 8,791 properties have an assessed value of \$1,315,688,800 and generate \$39,075,957 in annual property taxes. Property taxes are shared by the City (33%), County (17%), and Board of Education (50%). In addition, State Aid to the City's General Fund totaled \$3,421,514 in 1995. State Aid to the Board of Education for the same year totaled \$18,522,317. The City's economic base is predominantly residential, evidenced by residential properties accounting for 85% of the total property tax.

Comprised of 137.7 acres, the Planning Area is 4.22% of the citywide land mass and accounts for 17.06% of the tax base. Almost 80% of this revenue is generated in the Waterfront South area where successful residential projects are located. Approximately 23 acres in the Planning Area are listed as "Vacant" on the Tax Roll.

The proposed Redevelopment Program calls for attracting major new private investment totaling \$265,270,000. Of this, \$66,670,000 (25%) would be Mixed Commercial, and \$198,600,000 (75%) Residential [Table 1]. The resulting impact on the tax base will be an estimated \$7,878,519 in new taxes, an increase of \$118%. Instead of its current contribution of 17%, the Planning Area (4.2% of the citywide land area) will deliver almost 31% of the citywide tax base [Table 2].

Moreover, the residential development strategy will annually deliver \$13,240,000 in new buying power [Table 3], offering powerful encouragement to the retail/restaurant investors needed to accomplish the mixed commercial element of the Redevelopment Program.

Of the estimated \$265,270,000 in newly created value, about 48% will be located in the Waterfront South area, 18% in Pier South, 13% in Waterfront North, 12% in Broadway Triangle, and 8% in the Hotel area [Table 2].

### Public Improvements

The anticipated costs of public improvements described earlier in this report are described in Table 4 by area and purpose. Totalling \$16,456,000, these improvements will be phased over several years. Funding is anticipated to come from several sources, including private developers and Federal, State, and City funds. Although the Redevelopment Program assumes a significant amount of

public improvement financing, we view these costs as justifiable in light of the positive financial impacts described above. Table 5 illustrates how the public improvement costs compare with new value created, as well as new taxes and new purchasing power generated.

### Specific Financing Sources

In developing the Redevelopment Program, the Project Team has had preliminary discussions with the NJ Department of Environmental Protection, both on the matter of development density policy and potential financing from the NJ Greenacres fund. Purchase, demolition and redevelopment of the Pier are all fundable through Greenacres. Demolition assistance may be available through the Army Corps of Engineers as they restore the City's beachfront.

We are encouraged at this time to believe the Governor's Urban Coordinating Council will be a helpful forum for discussing financial assistance needed to accomplish various elements of the Redevelopment Program. We suggest that the agenda for the first City/LBT meeting with the Coordinating Council include at least three topics:

1. Establish specific process for DEP to adopt Long Branch oceanfront residential height and density policy recommendations.
2. Request DEP and EDA assistance in financing acquisition, demolition and restoration of the Pier.
3. Recommend that the Governor support pending Tax Increment Financing (TIF) legislation (see below).

Once the city's existing Redevelopment Area has been expanded to include the Planning Area, the city will have the option to offer tax abatement to projects able to justify this incentive. The resulting "payments in lieu of taxes" remain with the city in their entirety and could be used to help finance some public improvements.

The entire Planning Area is within Long Branch's recently designated Urban Enterprise Zone (UEZ). Among the financial incentives offered by the UEZ, and important to potential developer-investors, are: no sales taxes on either construction materials or capital equipment. Within the UEZ, sale of goods subject to sales tax are taxed at 3 percent, instead of the otherwise full 6 percent. The 3 percent system benefits both purchasers and the City, which retains the 3 percent revenue for project-specific use within the UEZ.

The "New Jersey Urban Redevelopment Act", introduced by Senators LaRossa and Littell in December, 1994, includes a section which would authorize "Revenue Allocation Financing." Many other states have long possessed this authority, using the term "Tax Increment Financing." As Long Branch moves into the implementation phase following this Redevelopment Plan, serious consideration should be given to supporting the "Revenue Allocation Financing" section of the proposed legislation. The Redevelopment Plan's strategy of increasing the tax base leads directly into the next needed stage of considering how best to use that increased tax revenue. We suggest that Long Branch support the effort to establish Revenue Allocation Financing legislation for New Jersey so that the City can consider it among the other financing options it needs to pay for required public improvements.

TABLE - 1

Long Branch  
Oceanfront Redevelopment Program  
Impact on Tax Base

	Residential New Units	Residential New Value	Mixed Commercial New S.F.	Mixed Commercial New Value	Residential & Mixed Commercial New Value	Existing Tax Base	Projected	
							Redevelopment Increase in Tax Base	Percent Increase in Tax Base
Waterfront North	224	\$33,600,000	20,000	\$2,000,000	\$35,600,000	\$507,597	\$1,057,320	208.30%
Broadway Triangle	102	\$15,300,000	176,700	\$17,670,000	\$32,970,000	\$104,663	\$979,209	935.58%
Hotel			220,000	\$22,000,000	\$22,000,000	\$405,446	\$653,400	161.16%
Pier South	150	\$22,500,000	250,000	\$25,000,000	\$47,500,000	\$381,580	\$1,410,750	369.71%
Waterfront South	848	\$127,200,000			\$127,200,000	\$5,266,934	\$3,777,840	71.73%
Totals	1,324	\$198,600,000	666,700	\$66,670,000	\$265,270,000	\$6,666,220	\$7,878,519	118.19%

TABLE - 2

Long Branch  
Oceanfront Redevelopment Program  
Impact on Citywide Tax Base

	Acres	Percent	Current		Total New Tax Base	
			Taxes	Percent	Resulting from Redevelopment Program	Percent
Citywide	3,264	100.00%	\$39,075,957	100.00%	\$46,954,476	100.00%
Planning Area	137.7	4.22%	\$6,666,220	17.06%	\$14,544,739	30.98%

TABLE - 3  
Recommended Residential Density Policy for Long Branch  
Estimated Impact on Tax Base and Buying Power

Planning Areas:	Estimated	Number of	Existing	Projected	Projected
	Number of	Recommended		Increase in	Increase in
	Existing Units	New Units	Tax Base	Tax Base	Buying Power
Waterfront North	130	224	\$507,597	\$997,920	\$2,240,000
Broadway Triangle	26	102	\$104,663	\$454,410	\$1,020,000
Pier South	44	150	\$381,580	\$668,250	\$1,500,000
Waterfront South	649	848	\$5,266,934	\$3,777,840	\$8,480,000
Totals	849	1324	\$6,260,774	\$5,898,420	\$13,240,000

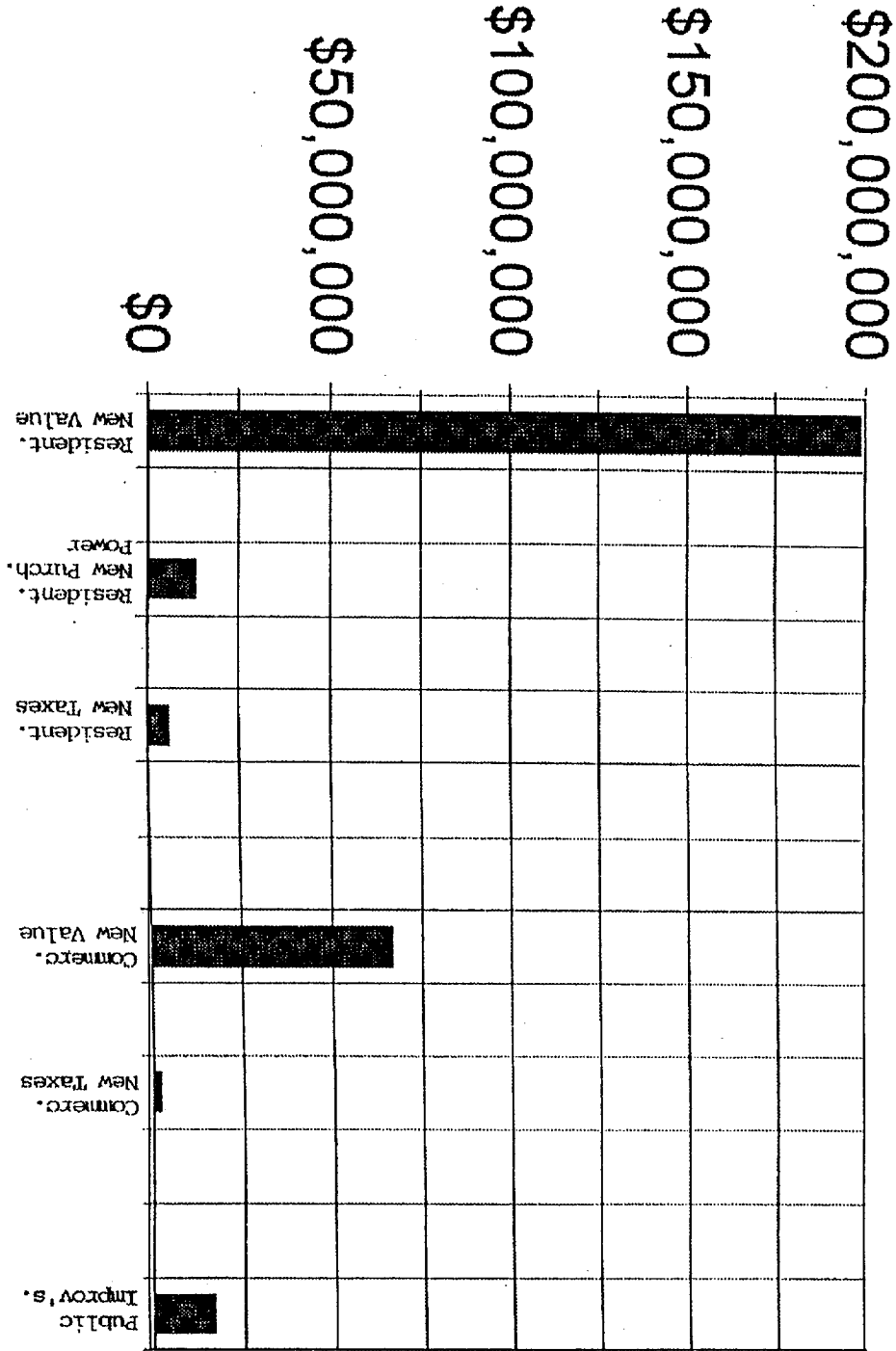
Note: Per unit value estimated at average of \$150,000.



TABLE - 5

# Long Branch

## Oceanfront Redevelopment Program



Note: Both "New Taxes" and "New Purchasing Power" represent annual numbers.  
"Public Improvements" are estimated total costs to be financed over several years.