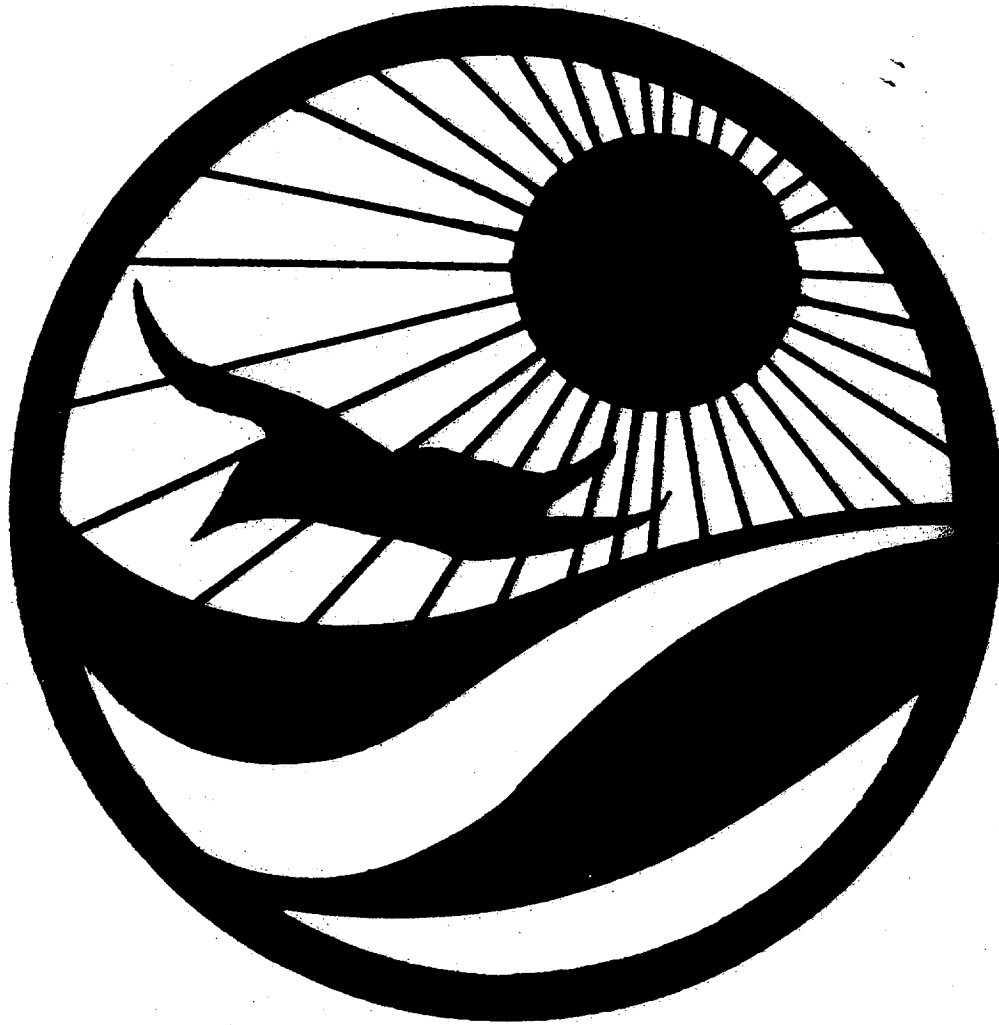


OFFICE COPY

#1

1988 MASTER PLAN



LONG BRANCH
CITY OF SEVEN PRESIDENTS

COUNCILMAN GIORDANO
AND MOVES ITS ADOPTION:

OFFERS THE FOLLOWING RESOLUTION

RESOLUTION - RE-EXAMINATION OF 1988
MASTER PLAN

BE IT RESOLVED by the City Council of the City of Long Branch that pursuant to its obligation under NJSA40:55D-89 that it hereby approves the re-examination report as submitted and approves its findings; and

BE IT FURTHER RESOLVED that the City Clerk be and is hereby authorized to forward copies of said report to all adjoining municipalities and the Monmouth County Planning Board.

SECONDED BY COUNCILMAN ZAMBRANO AND ADOPTED UPON THE FOLLOWING
ROLL CALL VOTE:

AYES: 5
NAYES: 0
ABSENT: 0
ABSTAIN: 0

STATE OF NEW JERSEY
COUNTY OF MONMOUTH
CITY OF LONG BRANCH

I, IRENE JOLINE, CITY CLERK OF THE CITY OF LONG BRANCH, DO HEREBY CERTIFY THE FOREGOING TO BE A TRUE, COMPLETE AND CORRECT COPY OF JULY 26, 1994 (PASSED ADOPTED) BY THE CITY COUNCIL ON A REGULAR MEETING HELD ON RESOLUTION

IN WITNESS WHEREOF I HAVE HEREUNTO SET MY HAND AND AFFIXED THE OFFICIAL SEAL OF THE CITY OF LONG BRANCH, MONMOUTH COUNTY, NEW JERSEY THIS 27th DAY OF JULY, 1994

Irene Joline

R199-94

(Planning Board member) Charles Polk offers the following resolution and moves its adoption:

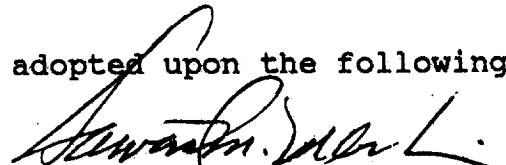
RESOLUTION RE-EXAMINATION OF 1988
MASTER PLAN


BE IT RESOLVED by the Planning Board of the City of Long Branch that pursuant to its obligation under NJSA 40:55D-89 that it adopts the re-examination report as submitted and approves its findings; and

BE IT FURTHER RESOLVED that the City Clerk be and is hereby authorized to forward copies of said report to all adjoining Municipalities and the Monmouth County Planning Board.

Seconded by Anthony Critelli and adopted upon the following roll call vote:

Ayes: 8
Nays: 0
Astained: 0


Howard Marlin/Chairman


Lloyd Gorcey/ Secretary

REPORT ON RE-EXAMINATION OF THE MASTER PLAN
FOR THE CITY OF LONG BRANCH, MONMOUTH COUNTY, N.J.

Introduction: This re-examination has been prepared in order to fulfill the requirements of New Jersey - Statute #40:55D 89. This report has been adopted by the Planning Board on July 19, 1994. By the City Council on July 26, 1994. Thereafter, copies of this report together with the adopting resolutions have been forwarded to the clerk of all adjacent Municipalities and the County Planning Board. The basis for this report is the 1988 Long Branch Master Plan, as prepared by Resolve, Inc., Professional Planner and Consultant (License #721). Signed/sealed copies of this document are on file in the office of the Clerk of the City of Long Branch.

Major Problems & Objectives

The major problems and objectives as contained in the 1988 Master Plan and 1991 Zoning Ordinance.

OBJECTIVES

Residential Use

- Objectives - restrict certain housing types to certain areas and at the same time allow for controlled intermixture in other areas.
- provide for a diversity of housing types.
 - utilize all forms of assistance available to provide for the removal of the most deteriorated housing and the rehabilitation of the basically sound housing.

Commercial Land Use

- Objectives - consolidate and limit commercial uses to certain selected centers.
- restrict types of commercial establishments to appropriate commercial districts.
 - produce a physical framework and implementation technique necessary to create an attractive, convenient and functional business district representative of a progressive and unified community.

Industrial Land Use

- Objectives - utilization of all tools available to develop one well located area for the relocation of existing and the location of new industries into the community.
- effect the relocation and rehousing of as many existing industries as possible into the new area.

Central Business District

- Objectives - removal of deterioration and overall upgrading of physical environment.
- greater consolidation of shops.
 - greater separation of pedestrians from vehicular paths.
 - through a combined public-private action program

- through a combined public-private action program secure new stores in the CBD.

Circulation Plan

- Objectives - realign several thoroughfares to improve city-wide traffic movements as well as decrease traffic flow through neighborhoods.
- establish a one-street traffic flow system in the Central Business District to improve functional circulation.
 - adopt a street classification to be able to better determine proper land use arrangements and improvement and traffic regulation priorities.

Community Facilities Plan

- Objectives - integrate compatible community facilities into complexes in order to minimize public expenditures, e.g. park-schools, civic center complex.
- provide additional land for existing as well as future public school/ park sites.
 - provide a program of city parks, playgrounds and playfields which will better serve the recreational needs of youth and adults alike.

Urban Renewal Plan

- Objectives - implement the first urban renewal project in the GNRP as soon as possible and utilize all possible resources to expedite its completion in the shortest possible time.
- utilize all tools available, prior to the possible employment of Federal urban renewal to halt deterioration in the neighborhoods and remove or minimize the effect of the blighting influences.
 - conduct an intensive study of city-wide renewal needs concentrating on specific project designations, the relationship of capital improvements proposed in the Master Plan for these areas, and a master priority determination for the sequence of the renewal projects.

Implementation Plan

- Objectives - promotion on the part of the Planning Board and the public officials of understanding and citizen support of the planning program.
- continuation of upgrading of existing zoning ordinance.
 - a higher level of capital improvement spending but within a reasonable taxing policy framework.
 - a major speed-up in the urban renewal program in the City.
 - improvement in the community appearance with respect to the City's personal ability to improve it as well as the adoption of necessary regulatory controls to insure that builders, developers and the citizens themselves follow courses of action to improve its image.

Urban Renewal Plan

- Problems
- a significant degree of residential and commercial deterioration in the City.
 - neighborhoods plagued with numerous blighting influences resulting in a less-than-attractive living environment.
 - difficulty on the part of the City in achieving a balanced urban renewal program to produce remedial treatment where it is needed most.

Implementation Plan

- Problems
- a lack of understanding on the part of the citizens as to what planning seeks to do and the value of the planning process to the City; a lack of imagination and vitality on the part of the public officials to wholeheartedly respect the planning process and to execute the necessary action program.
 - a weak and inadequate zoning ordinance presently guiding the City's physical development.
 - an inadequate level of capital improvements programming and spending.
 - a lagging urban renewal program which effectively deals with the problems of blight in the City.
 - inadequate attention being paid to the City's physical appearance and aesthetic qualities.

Community Facilities Plan

- Problems
- the difficulty of obtaining the number and kind of facilities which are necessary to serve all of the community's needs.
 - the proper location of these needed facilities.

Changes in Problems

The following major problems have changed since the last revision of the Master Plan:

1. Some major improvement to housing and commercial buildings has occurred through involvement in HUD and H.I.P. Programs.
2. The relocation of existing industries into one well located industrial zone has not met with any success.
3. While Ocean Boulevard has been completed, the envisioned type of uses and development proposed for this area has not materialized.
4. The City's Zoning Ordinances have been drastically revised and therefore are no longer considered weak or inadequate. Continued upgrading of these ordinances, when necessary, will ensure that they will remain a valuable tool in guiding the City's Land Use Development.

Significant changes in assumptions, policies, objectives and standards.

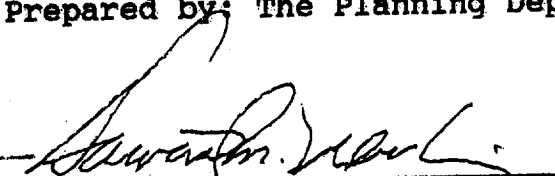
Since the last revision of the Master Plan, the following significant changes have occurred in the assumptions, policies, objectives, and standards upon which the Plan is based.

1. Removal of the S-3 professional office district and reinstating this area into the C-6 Commercial District. This change was necessitated by the unwillingness of any new professional offices to locate in this area.
2. The majority of commercial/industrial/manufacturing zones and uses are to be incorporated into the City's proposed Urban Enterprise Zone.
3. A renewed commitment to a unified oceanfront redevelopment plan may require additional Master Plan/Zoning Ordinance Revisions.
4. A re-assessment of the City's Senior Citizen Housing stock and facilities, may require additional Master Plan/Zoning Ordinance revisions.
5. A re-assessment of the City's enforcement procedures may result in changes to the City's General Ordinances.
6. Master Plan and Zoning Ordinance sections dealing with; recreation, conservation of natural resources, historic preservation, recycling and energy conservation, may require upgrading or changes based upon input from the City's Environmental Commission. This commission has been given the task to investigate the needs of the City in these areas. Upon receipt of the Commission's final report document, formal changes to the Master Plan and Zoning Ordinance may be necessary.

Specific Changes Recommended

1. Sections of the Master Plan concerning; density/distribution of population/housing conditions should be revised to reflect the incorporation of the 1990 Census data.
2. Listing of Planning Board and Governing Body should be updated to reflect current membership.
3. At this time the City of Long Branch is undergoing a change of administrations. The new régime will take office on 7/5/94. The new administration has already indicated its desire to review and become more actively involved in the planning process. Specifically, in the areas of downtown redevelopment, oceanfront development, recreation and conservation. It is anticipated that several changes to the Master Plan and Zoning Ordinance will occur as the New City Council becomes more involved in the planning process. To speculate as to what these changes may be would be premature. Therefore, no specific changes can be recommended at this time.

Prepared by: The Planning Department of the City of Long Branch.


Howard Marlin/Chairman


Secretary

This report has been prepared by RESOLVE, Inc., R. Lee Hobaugh, New Jersey Professional Planner License #721, President, working in concert with the Long Branch Planning Board. This report contains information which has been secured from secondary sources and from direct data collection. All data is believed to be accurate as of the date of its original collection. The recommendations which are made in this report are based upon existing conditions and the goals and objectives of the City of Long Branch as expressed by consensus of the Long Branch Planning Board.

The original of this report has been signed and sealed in accordance with N.J.S.A. 45:14A-12.



RESOLVE, inc. PLANNERS/ECONOMISTS

185 HARBOR INN ROAD, BAYVILLE, N.J. 08721

201-269-0200

R. Lee Hobaugh
R. Lee Hobaugh, AICP, F.P.
New Jersey License #721

COUNCILPERSON
MOVES ITS ADOPTION:

OFFERS THE FOLLOWING RESOLUTION AND

**RESOLUTION JULY 2000
RE-EXAMINATION OF THE
1988 MASTER PLAN OF THE
CITY OF LONG BRANCH**

BE IT RESOLVED by the City Council of the City of Long Branch that pursuant to its obligation under N.J.S.A. 40:55d-89 that they hereby approve the re-examination report as submitted and approves its findings.

BE IT FURTHER RESOLVED that the City Clerk be and is hereby authorized to forward copies of said report to all adjoining municipalities and the Monmouth County Planning Board.

SECONDED BY COUNCILPERSON
THE FOLLOWING ROLL CALL VOTE:

AND ADOPTED UPON

AYES:
NAYES:
ABSENT:
ABSTAIN:

R243-00

(Planning Board member) Charles Polk offers the following resolution and moves its adoption:

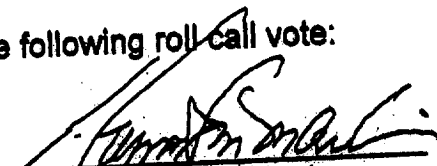
RESOLUTION JULY 18, 2000 RE-EXAMINATION OF 1988 MASTER PLAN

BE IT RESOLVED by the Planning Board of the City of Long Branch that pursuant to its obligation under NJSA 40:55D-89 that it adopts the re-examination report as submitted and approves its findings; and

BE IT FURTHER RESOLVED that the City Clerk be and is hereby authorized to forward copies of said report to all adjoining Municipalities and the Monmouth County Planning Board.

Seconded by Burt Morachnick and adopted upon the following roll call vote:

Ayes: 8
Nays: 0
Abstained: 0


Howard Marlin/Chairman


Anna R. Juska/Secretary

- Objectives - realign several thoroughfares to improve city-wide traffic movements as well as decrease traffic flow through neighborhoods.
- establish a one-street traffic flow system in the Central Business District to improve functional circulation.
 - adopt a street classification to be able to better determine proper land use arrangements and improvement and traffic regulation priorities.

Community Facilities Plan

- Objectives - integrate compatible community facilities into complexes in order to minimize public expenditures, e.g. park-schools, civic center complex.
- provide additional land for existing as well as future public school/park sites.
 - provide a program of city parks, playgrounds and playfields which will better serve the recreational needs of youth and adults alike.

Urban Renewal Plan

- Objectives - implement the first urban renewal project in the GNRP as soon as possible and utilize all possible resources to expedite its completion in the shortest possible time.
- utilize all tools available, prior to the possible employment of Federal urban renewal to halt deterioration in the neighborhoods and remove or minimize the effect of the blighting influences.
 - conduct an intensive study of city-wide renewal needs concentrating on specific project designations, the relationship of capital improvements proposed in the Mast Plan for these areas, and a master priority determination for the sequence of the renewal projects.

Implementation Plan

- Objectives - promotion on the part of the Planning Board and the public officials of understanding and citizen support of the planning program.
- continuation of upgrading of existing zoning ordinance.
 - a higher level of capital improvement spending but within a reasonable taxing policy framework.
 - a major speed-up in the urban renewal program in the City.
 - Improvement in the community appearance with respect to the City's personal ability to improve it as well as the adoption of necessary regulatory controls to insure that builders, developers and the citizens themselves follow courses of action to improve its image.

THE FOLLOWING ARE THE PROBLEMS AS CONTAINED IN THE 1988 MASTER PLAN

Residential Land Use

- Problems - excessive intermixing of housing types and other land uses in some areas.
- excessive number of through streets in neighborhoods.
 - functional obsolescence of housing in some areas especially the ocean-front.
 - additional need for varied housing types not being served.

- Overcrowding of houses upon the land in some areas.

Commercial Land Use

- Problems - excessive number of small marginal businesses operated in deteriorated buildings.
- commercial uses scattered throughout many parts of the City making consolidated and more competitive centers difficult.
 - conglomeration of various types of commercial uses and light manufacturing uses in commercial centers tends to weaken center and make unattractive.
 - resort commercial area deteriorated.

Industrial Land Use

- Problems - existing industries located on poor sites and often in residential neighborhoods.
- inadequate lands available for expansion or locating of new industries.
 - Numerous existing industries located in deteriorated buildings.

Central Business District

- Problems - unattractive and deteriorating physical condition.
- linear pattern of stores along Broadway with less than optimum clustering of compatible shops.
 - excessive vehicular - pedestrian conflicts.
 - lack of stores with strong regional drawing power.

Circulation Plan

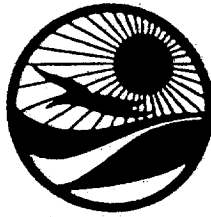
- Problems - present street network is inadequate to serve the present as well as future population.
- proliferation of traffic conflicts at several major intersections.
 - inadequate cross-town circulation.
 - excessive number of streets dissecting neighborhood units.
 - traffic flow poor in the Central Business District.

Urban Renewal Plan

- Problems - a significant degree of residential and commercial deterioration in the City.
- neighborhoods plagued with numerous blighting influences resulting in a less-than-attractive living environment.
 - difficulty on the part of the City in achieving a balanced urban renewal program to produce remedial treatment where it is needed most.

Community Facilities Plan

- Problems - the difficulty of obtaining the number and kind of facilities which are necessary to serve all of the community's needs.
- the proper location of these needed facilities.



CITY OF LONG BRANCH, MUNICIPAL BUILDING, 344 BROADWAY, LONG BRANCH, N.J. 07740 (201) 222-7000

September 1988

To the Citizens of Long Branch:

The LONG BRANCH PLANNING BOARD is pleased to issue the LONG BRANCH MASTER PLAN OF 1988. This document and accompanying maps were adopted by the PLANNING BOARD on July 11, 1988 (revisions adopted July 28, 1988). The PLANNING BOARD gave careful consideration to all of the comments and suggestions made at the public hearings. This document is a synthesis of those comments, recommendations of the PLANNING BOARD'S professionals, and the input of individual Board members; and sets forth, in the collective judgment of the PLANNING BOARD, appropriate policies for growth, development, conservation and preservation, given current factual circumstances and desirable future goals for the City.

The PLANNING BOARD sincerely appreciates the assistance which has been provided by local, county and state boards and agencies, various volunteer organizations, civic and business organizations and the residents who took the time and expended the effort to participate in the process leading to this report.

1988 LONG BRANCH PLANNING BOARD:

Howard H. Woolley, Jr., Chairman *

Howard Marlin, Vice-Chairman

Vincent Aurilio, Secretary *

Mayor Philip D. Huhn

Burton Resnic

Charles Polk *

Edward Thomas

Councilman John W. Tobia

Violeta Peters

Robert Wainright, Alternate

Carl Turner, Director of Planning

* Master Plan Committee

CITY OF LONG BRANCH

MASTER PLAN

1988

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CITY OF LONG BRANCH

MASTER PLAN

1988

INTRODUCTION

This document is an update of the Master Plan of the City of Long Branch. It has been prepared for the purpose of revising the plan in accordance with evolving goals and objectives of the community and to recognize circumstances which have changed since the last plan revision.

Prior planning documents have been used and relied upon as appropriate during the preparation of this report. Prior reports have included the 1965 Comprehensive Master Plan and a 1978 document titled "Long Branch Land Use Plan Element, Master Plan". In 1982 a "Report on Re-examination of the Master Plan for the City of Long Branch" was prepared and approved by resolution of the City Council.

In undertaking this work, specific field investigations have been conducted with regard to land use and building conditions along the entire length of Broadway, the oceanfront to Second Avenue from Takanassee Lake to the northern City boundary, and in the Joline Avenue corridor.

The principal changes which are proposed in this document relative to prior Master Plan proposals are as follows:

1. In the Joline Avenue corridor the Industrial category has been eliminated completely. A lesser area has been designated in a Manufacturing and Business category. This designation will permit a combination of light manufacturing and business uses. This change is based upon the existing land use pattern and the fact that many residential structures in the area previously believed to be ripe for replacement by non-residential uses as a result of their poor condition, have since been privately rehabilitated. Therefore these residential areas have been returned to a Residential designation.

2. Existing Commercial uses at Branchport Avenue, Branchport Creek and Atlantic Avenue have been put into the Neighborhood Commercial classification.
3. At Riverview Place the area designated for Waterfront Residential and Commercial has been increased to reflect existing conditions and future potentials.
4. In the area south of Manahasset Creek and west of Long Branch Avenue, the Residential designation has been revised to eliminate garden apartments as additional construction of this residential type is not desired in this area.
5. A designation for an additional park has been made in that same area along Long Branch Avenue and westerly to Narragansett.
6. The area to the west of City Hall, at the Railroad, Seventh Avenue and Community Place has been again placed into the Industrial category to reflect existing land uses.
7. Modest areas have been removed from the Commercial designation north and south of Broadway from Fourth Avenue on the south and Rockwell Avenue on the north in an easterly direction. The purpose of this designation is to provide potential for additional support to the Commercial avenue along Broadway and to support the forthcoming scattered site rehabilitation program of the City.
8. The Commercial area at Westwood and Third Avenues has been cut back on its northerly end to decrease the potential intrusion of non-residential uses into an area presently Residential.
9. Except for an area from Chelsea Avenue northerly to Madison Avenue, the proposed densities in all areas east of Ocean Boulevard have been scaled down. These changes have been geared to balance between existing conditions, reasonable use given the location, and value of the land and the expressed desire to decrease development intensity in this area.

REGIONAL SETTING

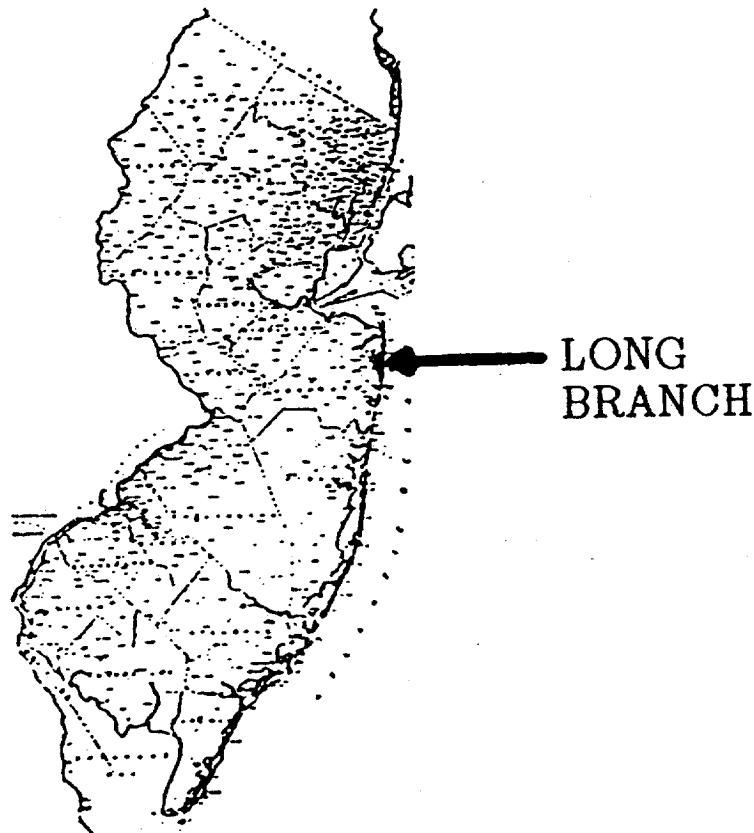
The City of Long Branch is located in the east central portion of Monmouth County. Monmouth County is a portion of the 22 County New York Metropolitan Region, at its southerly extreme. As such, regional influences are exerted upon Long Branch.

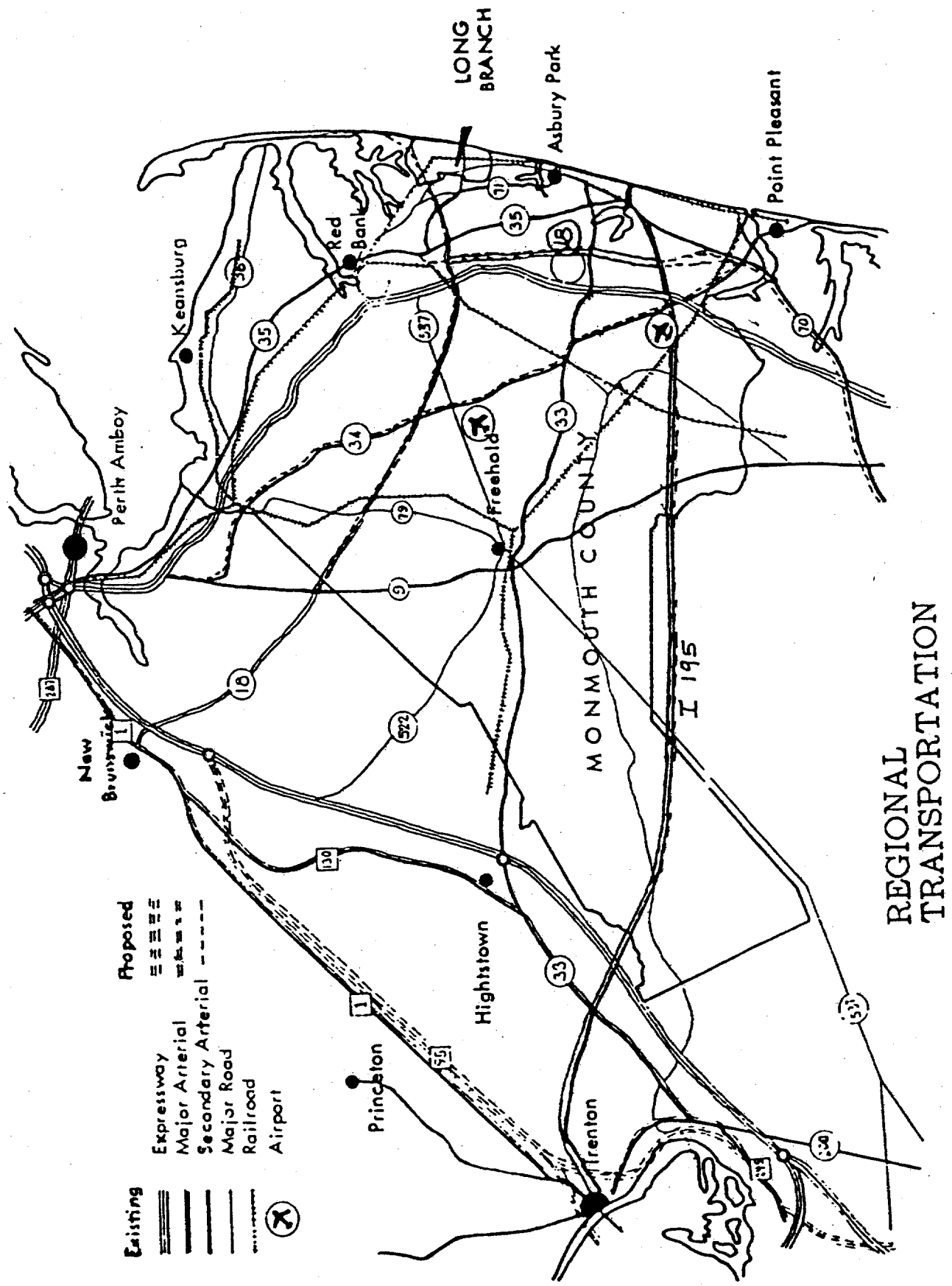
Areas north and south from Long Branch are accessible via Route 36 and the Garden State Parkway. Long Branch is also connected with northern New Jersey and New York via the North Jersey Coast Commuter Railroad Line. This provides good accessibility to the City from a wide geographic area.

This good accessibility has not translated into significant growth of commerce and industry during the past 20 years, however, as a result of the lack of vacant land in the City and the availability of vacant land in other nearby municipalities more proximate to the major highway networks.

As the available land areas for commerce and industry become less plentiful in areas closer to this highway network, it can be anticipated that certain, particularly specialized activities of those types, will find locations within Long Branch again attractive.

The Monmouth County Planning Board has divided the County into Planning Areas. Long Branch is within the Monmouth County Planning Area III. Other municipalities within that Planning Area are Eatontown, Oceanport, Monmouth Beach, Sea Bright and West Long Branch.





BACKGROUND FOR PLANNING

City planning may be regarded as a means for systematically anticipating and achieving adjustment in the physical environment of a city consistent with social and economic trends and sound principles of civic design. It involves a continuing process of deriving, organizing and presenting a broad and comprehensive program for urban development and renewal. Land use planning is a part of this larger process of city planning. While taking into account its interrelatedness with transportation and utility planning, land use planning is basically concerned with the location, intensity and amount of land development required for the space-using functions of city life - industry, business, housing, recreation, education and the religious and cultural activities of the people. Fundamentally, the land use plan as a part of an over-all plan embodies a proposal as to how land should be used for expansion and how renewal should proceed in the future.

The purpose of this section of the report is to examine the nature of land use in the City of Long Branch today, the function of certain land uses as they exist in the City and any problems created by existing land use. The section will also evaluate the positive and negative attributes of land use and the visual side of the City - those things which tend to create a particular image of the community in one's mind.

EXISTING LAND USE PATTERNS IN THE CITY

Commercial Land Use

The Long Branch central business district with its core in the vicinity of Memorial Parkway and Broadway is one of several commercial focal points. The Uptown business district forms a very strong second center. The railroad station jointly with the Monmouth Medical Center forms another. The fourth significant business area in the City is found in the West End. In each center, one or more established uses have tended to attract other uses of a similar or complementing character. There can be little doubt that with the dominance they have established over the years their importance as major functional centers will continue in the future. In addition to the four major centers, there are also four minor centers: Branchport, Elberon, Morris Avenue and North Long Branch.

Several major questions must be answered in the process of formulating a revised commercial land use plan for Long Branch. One, the function of the different commercial areas in the City should be determined, neighborhood shopping, supporting business, CBD, etc., and an attempt made to generally fix their optimum size in terms of land area to be zoned for that purpose. Two, the apparent physical problems characteristic with these commercial areas in terms of commercial use intermixture, building deterioration, traffic conflicts, etc. must be analyzed and evaluated.

One of the most seriously blighted commercial areas in the area both from the standpoint of basic building conditions and the incompatibility of land uses and the unattractiveness of the area generally surrounds the intersection of North and South Broadway. Building conditions range from fair to poor. Residential uses are intermixed with commercial uses and industrial uses. Any future reorganization of land uses in this area, of course, will have to reconcile the matter of the existing street pattern which completely fragments the area.

Industrial

Industrial uses are scattered throughout the northern portion of the City. Minor concentrations exist along Joline Avenue near Myrtle, along the railroad north and south of Broadway, and between Long Branch Avenue and Liberty Street west of Cooper Avenue. Other locations are relatively scattered.

Residential

The one-family pattern in the City is not unlike that which you would find in many communities: in the central areas surrounding the central business district are the areas of smaller lot size where in Long Branch we find lot sizes primarily of less than 7,500 square feet. Fanning out from the central areas are blocks of lot sizes ranging from 8,000 to 10,000 square feet. In the direction of the Shrewsbury River, lot sizes of larger than 10,000 square feet are generally not found. In the direction of Deal prevailing lot sizes are about 10,000 to 20,000 square feet, and then in the area between the railroad and the ocean and south of Takanassee Lake lot sizes are from 30,000 square feet upward.

The two and three-family home areas are generally found in the areas flanking the central business district and Broadway and also in the areas flanking the Monmouth Medical Center. A number of these homes were built as two-family structures while an equal number represent conversions from large, one-family structures.

With the exception of the public housing locations, permissibility and land availability have determined the location of the apartments. The West End cluster of apartment houses as well as those in the Morris Avenue area reflect the permissiveness of zoning in certain areas of the City and the availability of large estate-type properties. A noticeable absence of apartments is found in the areas abutting the central business district. With the exception of the one public housing project on West End Avenue, the remainder are immediately northeast of the core of the central business district. Several of these projects in the latter area are located within mixed land use patterns.

Neighborhood identification has been a rather strong factor in the everyday lives of Long Branch citizens but few areas have physical form which creates neighborhoods in the true sense of the word. Very few groups of residential blocks exist in the City which are not traversed by streets of a higher function than neighborhood or local streets. Through streets, in most cases, span at least three to four blocks if not across half of the City. Many of these carry truck traffic. In more than one instance, such as Joline Avenue, the heavy traffic is passing by a neighborhood school. As will be pointed out in a subsequent section of this report, visual form, character and focal points such as churches combined with neighborhood shopping facilities and a park or playground, are lacking in many of the residential areas.

The built-up nature of most of Long Branch's neighborhoods suggests a different course of action for effecting change than by simply modifying lot sizes and permitting apartments. Lot size denotes prospective income level of the future home buyer or renter. The rigid application of minimum lot sizes together with the total exclusion of these other housing types result in the creation of socio-economic neighborhoods of one class of people. The selected intermixture of various types of apartments and townhouses in selected residential areas has afforded the opportunity for: (1) visual relief and variety in the physical form of the neighborhood; (2) the intermixing of varied income and age groups which can result in mutual benefit to all affected; and (3) a larger population to be accommodated in the City which, in turn, would afford the opportunity and/or create the demand for a higher level or urban community including the concomitant social, cultural, educational and cultural facilities. It is now desirable, however, to reverse this trend to preclude an infusion of alternative dwelling types which overruns these neighborhoods.

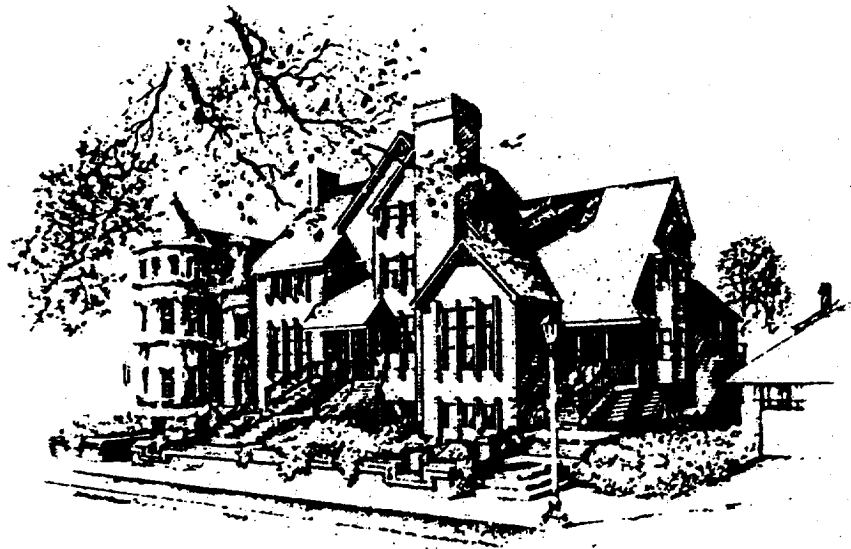
Public and Semi-Public Buildings

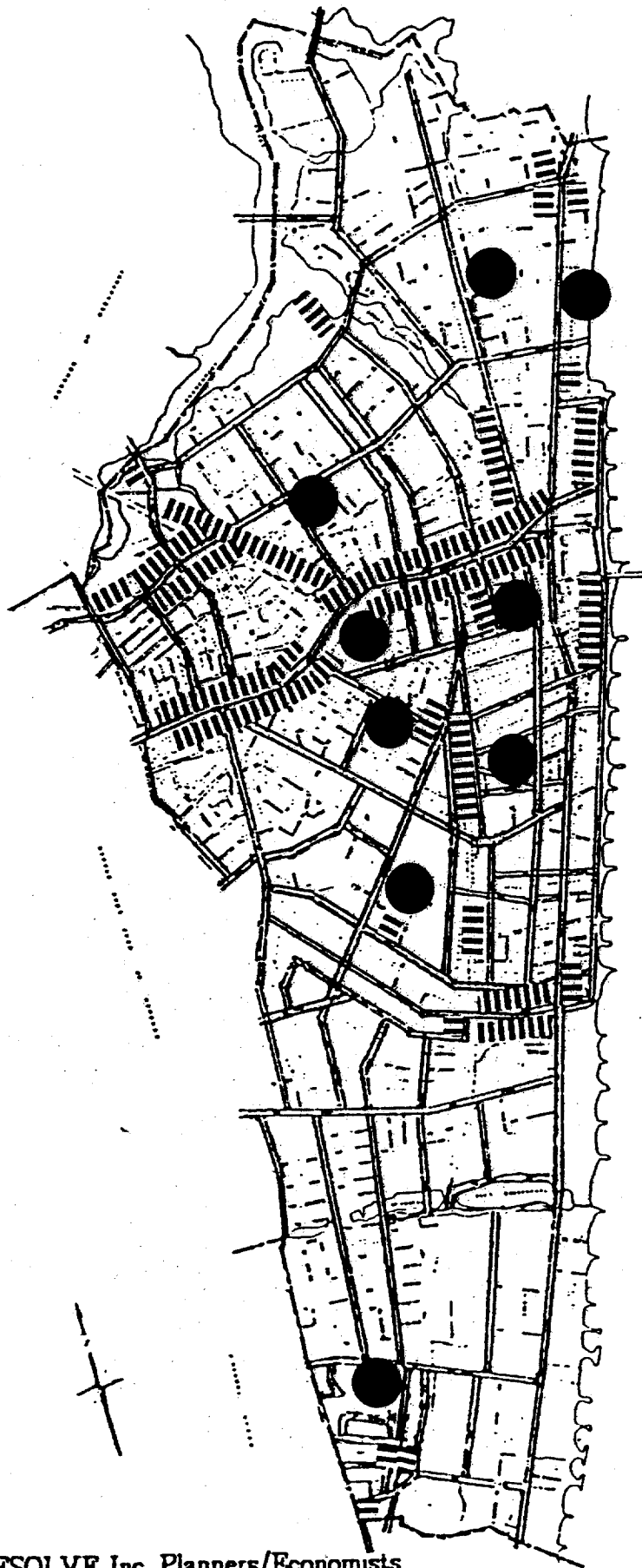
Public buildings including schools, churches, civic buildings, service club buildings, a library, a City Hall, and even a Post Office, should be so located and designed as to give form and create focal points in neighborhoods or business districts. They are centers of activity which are converged upon at various times of the day while at other times they stand passively in the neighborhood scarcely noticed.

Neighborhood schools are generally located to serve an immediate population district. Several are illogically and poorly located such as on major arteries which carry substantial volumes of traffic and others are found close to the municipal boundaries where their placement is askew from the actual child population. Several have cramped sites and inadequate play space and are poorly landscaped.




The Monmouth Medical Center is one of the major public building complexes in the City. It is generally well located with adequate vehicular and mass transit access. It may be expected that the Center will continue to expand and their physical planning has been taken into account in the City's planning of that particular area.

The local government center contains two administrative buildings and a library. Being out of the central business district, it requires a special trip for those who are combining business of a retail or financial nature with governmental business. There is, in addition to this particular facet of the situation, a broad range of ties which can be developed when a government building of this nature is located in the immediate vicinity of the business district, both from the standpoint of the employees and the visitors.

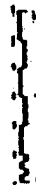




GENERALIZED EXISTING LAND USE

-  RESIDENTIAL
-  NON-RESIDENTIAL
-  MAJOR PUBLIC BLDGS.

LONG BRANCH
MUNICIPALITY



RESOLVE, Inc.
PLANNERS
108 HARBOR INN RD
DAYVILLE 08781
201-288-0200

PHYSICAL AND VISUAL ENVIRONMENTAL CHARACTERISTICS

Perspective

In addition to the objective of creating an optimum physical form for the City embracing various land use elements, the visual form of the City must be appraised. The purpose of the visual survey is to note the elements of landscape, sites and structures which affect the aesthetic character of the community, the physical character of the community, and to seek out opportunities for aesthetic improvement. A visual survey of Long Branch revealed that in the various sections there is a marked difference in character and a wide range of environmental problems.

The over-all impression of driving through the City is the existence of three distinct areas with differing characteristics: (1) the older, denser and moderately priced residential areas flanking Broadway with most structures in generally fair to good condition, but with several pockets of outright deteriorated building condition; (2) the Elberon-West End areas of well-maintained homes ranging from ranch homes to large estate type properties; and (3) the shorefront section which, while embracing the entire City frontage, varies in depth back from the ocean and includes a vast gamut of building conditions and character in itself. The remaining vestiges of Long Branch's heydays as a summer resort can be found in the commercial areas of the shorefront section.

The beauty of several of the attractive residential areas is sometimes marred by scattered apartments. The transition from residential to commercial in the central section of the City poses problems of mixed uses and the commercial areas are spoiled by the intermixture of incompatible uses and unattractive commercial buildings.

Assets

Long Branch has many existing assets and a number of potential assets which can and should be exploited and developed. They include buildings or building complexes of significant function, visual impact, or historic value; the aesthetically pleasing streets; presently or potentially attractive park, recreation or open space areas; and bodies of water and/or their respective shorelines. The largest current potential is in the beachfront area from Seven President's Park to the south.

Significant Buildings

Function: Because of the particular use of the building or buildings, a degree of dominance and importance is imparted both visually and physically to the immediate area, or the neighborhood or the City as a whole. In the case of the Monmouth Medical Center, it functions as a major employment source as well as attracting numbers of people there throughout the day. Because of its size, it also is a major focal point in the general neighborhood area. The grouping of public and semi-public buildings in the area of the Memorial Parkway is a generator of people in the area at various times of the day. The public housing projects because of their inherent socio-economic character impart upon their locational areas and because of their physical size also are significant visually in the neighborhood.

Visual Impact: Certain buildings because of their height or particular location are given a degree of prominence over and above adjacent buildings in the area. The high-rise apartment buildings fall into this category. The Holy Trinity Church at Prospect Street and Exchange Place, because of its height as well as its occupying an entire block, is visually significant in the neighborhood.

Aesthetically Pleasing Entrances

Six of the fourteen major entrances to the City can properly be described as being especially attractive and pleasing; the preservation and continued maintenance of their noteworthy character should be strived for. These include the southern section of Ocean Avenue, the southern section of the railroad, Norwood Avenue, Park Avenue, Cedar Avenue, and Port-Au-Pech Avenue. In recent years the entry at Joline Avenue has been improved significantly.

Aesthetically Pleasing Streets

Streets which can be described as aesthetically pleasing are a distinct asset to the City and the areas which front on them. Norwood Avenue, not especially wide but heavily traveled, is solidly tree-lined. Cedar Avenue is an impressive street. Its exceptionally wide travelway with a green median strip provides an impressive setting for some of the remaining large homes which front on it. Unfortunately the several rooming houses which have come upon the scene, the serious degree of deterioration present in several of the large structures, as well as the impending high-rise apartment tower, have already and will further detract from its present image. Ocean Avenue in the southern part of the City is without a doubt one of the most impressive boulevards in the entire shore region.

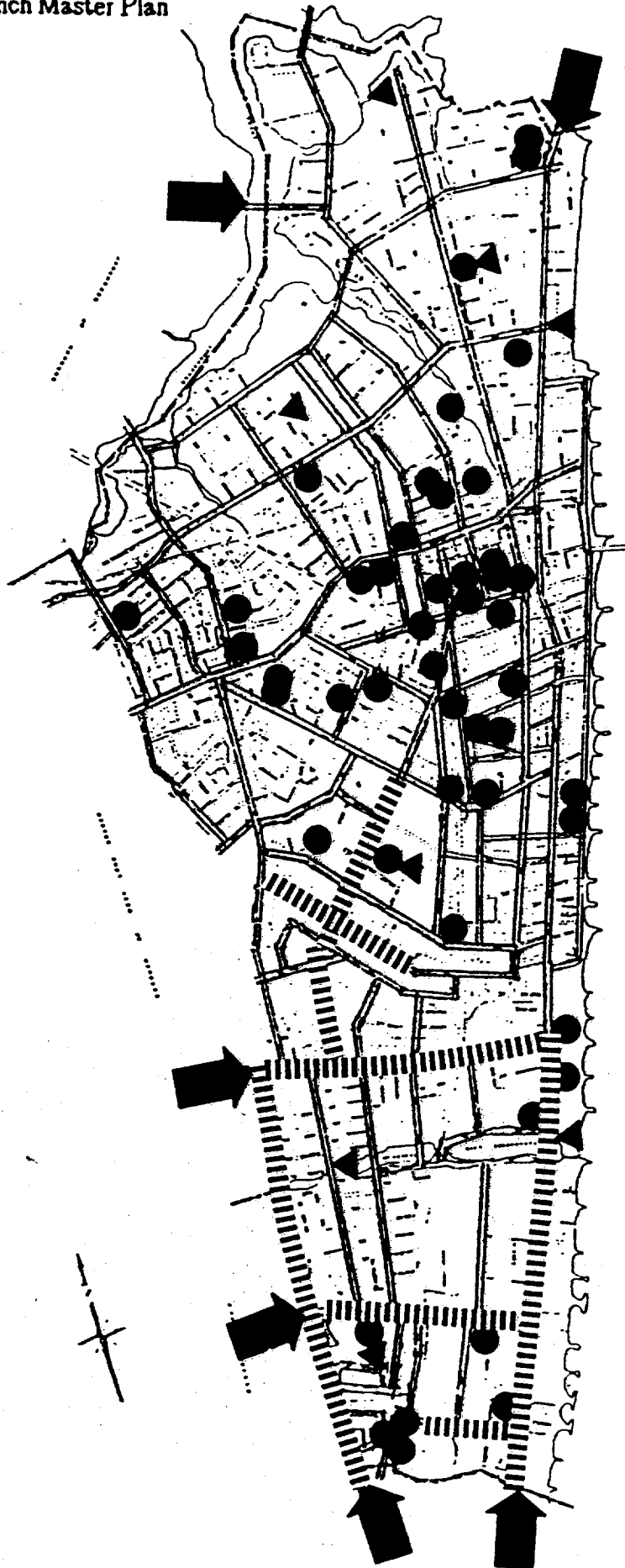
Presently or Potentially Attractive Park and Recreation Areas

One cannot deny the tangible or intangible value of a well-landscaped and well-maintained park to the neighborhood as well as to the entire City. An attractive park is primarily reflected in the property values immediately fronting upon such a facility. An attractive park system throughout a community is reflected in the pride of the people who live there and in the upkeep of the entire housing inventory. Takanassee Lake is the most singularly beautiful natural feature with its attractive lakeside park. Seven President's Park is also an attractive park facility and an asset to the City.

Other natural assets remain to be fully exploited and improved to truly park or parklike atmosphere. These include the oceanfront, Branchport Creek and its several tributaries.

The visual assets described here are by no means an exhaustive list, but are felt to be some of the more outstanding.

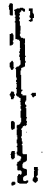




PHYSICAL AND VISUAL ENVIRONMENTAL ASSETS

- STREETS
- BUILDINGS
- ENTRANCES
- OPEN SPACE/PARKS

THE CITY OF
LONG BRANCH
NEW JERSEY



Liabilities

The City's physical liabilities, with the exception of the "entrances" to the City, can be generally described as environmental blighting influences. Isolation of such influences is important because the presence of detrimental factors in the area surrounding residential structures generally exerts a measurable, negative effect upon the health, safety, and welfare of the residents as well as residents' attitudes toward property maintenance.

Mixed Land Use and Individual Detrimental Land Use: While it is essential to assure a variety of activities conducive to vitality, their locations should be so planned and regulated to allow and encourage intermixing of only compatible and complementary activities. They are not so planned or regulated in several residential and commercial areas of Long Branch. Incompatible land uses were mixed consistently in the areas of basic building deficiencies and obsolescence.

Individual detrimental land uses were considered as a serious blighting influence in addition to general mixed land use. This included major commercial or industrial uses in residential areas as well as the City's sanitary landfill site. Such uses are found scattered throughout the northern portion of the City.

Heavy Traffic Arteries and Deficient Local Street Patterns: Successful development and redevelopment of a City depends upon a satisfactory pattern of circulation as well as upon a logical pattern of land use. To create an efficient and safe circulation system, different types and speeds of traffic must be provided with their own rights-of-way designed for the particular type of traffic, be it automobile, truck, bus or pedestrian. The elements of the circulation system need not be mutually exclusive but should be so regulated or designated to provide preference to one or two of the types rather than all of them simultaneously. Further, they must be designed to minimize the impact upon the abutting land uses. The provision for curb parking as well as the provision for street trees and similar landscape buffering will vary according to the nature of the adjacent land uses. Each street, depending upon the type of traffic it carries, will exert a different influence upon this land use.

Aside from the blighting influence stemming from the functional aspect of the street system, another major environmental deficiency prevalent in a number of neighborhoods is fragmented and inefficient local street systems. There are too many through streets which traverse local residential areas and many blocks are shorter than is desirable. As a result, the neighborhoods are less than safe for children and intimate neighborhood environment is impossible. This abundance of streets results in unnecessarily high street maintenance costs per dwelling unit. Allied to the problem of block shapes and sites are the frequent instances of alleyways bisecting blocks; a vestige of a presently archaic design technique.

Obsolete Building Types and Conversions: To some degree in Long Branch these two environmental blighting influences are related. Many old structures regardless of the type of

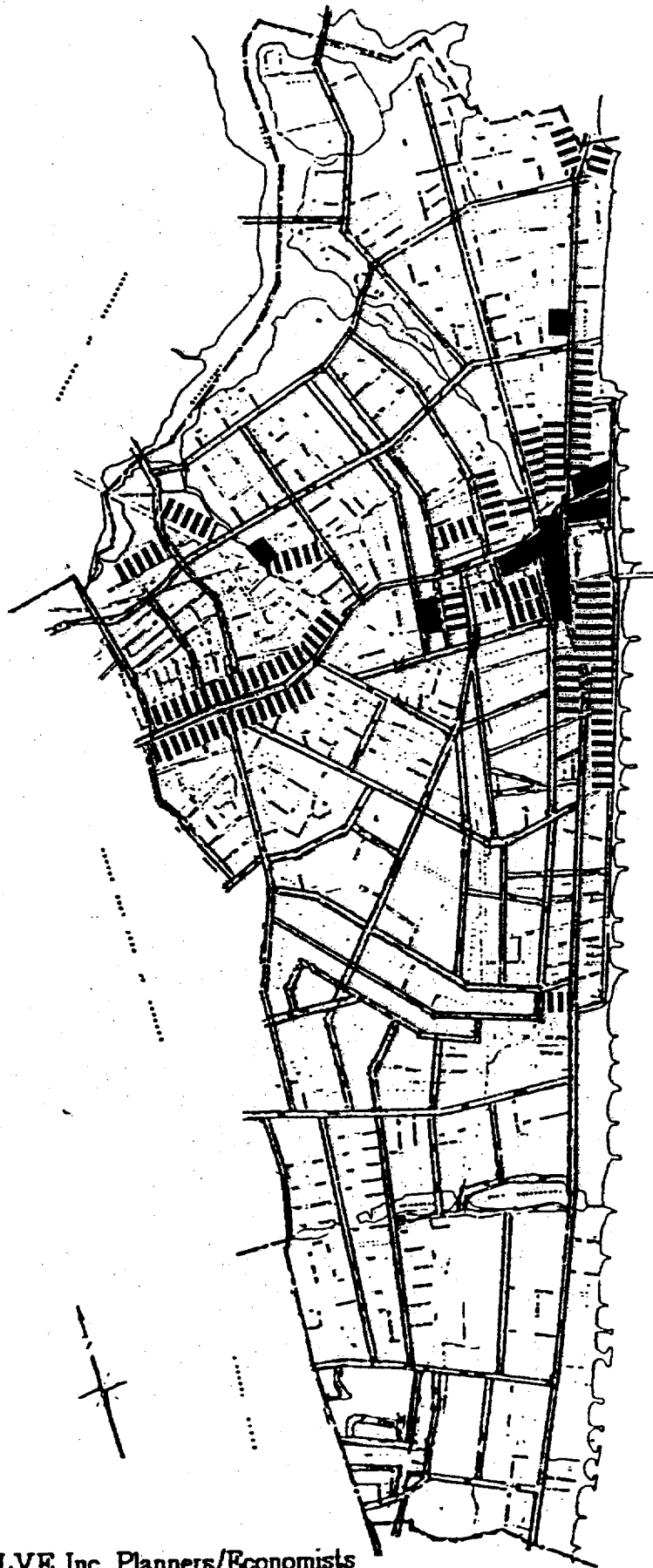
improvement made over the years never quite come up to contemporary standards of livability. This, of course, can apply to extremely small homes as well as large dwellings. For instance, the postwar G.I. housing on Sixth Avenue near Atlantic Avenue is already or fast approaching functional obsolescence. The large outdated homes, which are particularly prevalent in Long Branch, are often converted to two-family or three-family structures as well as rooming houses, and though adequate by many traditional standards can soon become worn out because of the building's basic inadaptability to the wear and tear of the additional number of families. Further, in many instances these conversions can, over a period of time, begin to retard the normal growth of property values in an area.

Overcrowding of Structures: Overcrowding and improper location of structures upon the land or lot is another commonly accepted environmental blighting influence. A lack of reasonable width in side yards or rear yards around the dwellings falls into this category. When a block is solidly built up, with two- and three-family houses on 50 by 100 foot lots, along with various accessory structures such as garages and sheds, overcrowding may be the end result. Such conditions exist in the built-up areas surrounding the CBD.

Unkempt and Poorly Maintained Property: The condition of many vacant lots in Long Branch make them a liability to the neighborhood and the City. Weed growth and litter strewn lots are all too prevalent through certain sections of the City.

There are, of course, a number of other environmental blighting elements at work in the City. One example is the lack of parks and playgrounds in many parts of the City. The only areas which appear an exception to this situation are in the vicinity of the Elberon School, the High School, and the Lenna Conrow School.

Entrances to the City: Another aspect of community appearance and the visual form of the City are its "entrances". To the prospective renter, homebuyer, visitor or tourist, these frontdoors to a community give a first visual impression which may be difficult to change if it is a negative impression. This should be considered as important as the appearance of public buildings or parks and playgrounds. Of the fourteen major entrances to the City of Long Branch, seven might be considered liabilities giving a poor visual impression. They include Wall Street, Broadway, the northern section of the railroad, Branchport Avenue, Patten Avenue, Valentine Street and the northern section of Ocean Avenue.



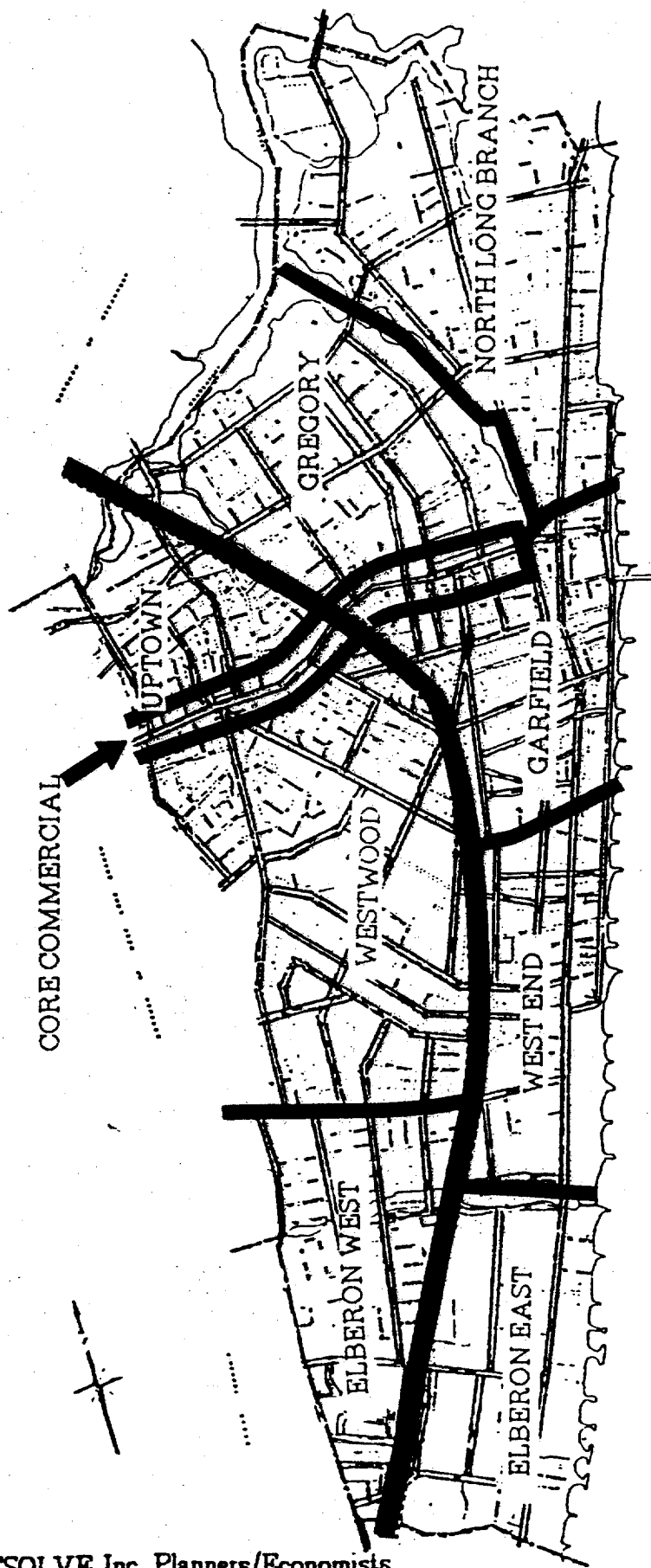
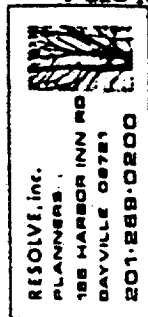
BASED ON AND COVERING ONLY AREA OF 1967 SURVEY

GENERALIZED BUILDING CONDITIONS

GOOD
FAIR
POOR

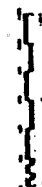
THE CITY OF
LONG BRANCH
MUNICIPALITY





NEIGHBORHOODS

THE CITY OF
LONG BRANCH
MUNICIPALITY



POPULATION

Based on U.S. Bureau of Census data, during the decade between 1940 and 1950 the population of the City of Long Branch increased from 17,408 persons to 23,090 persons, and increase of 33 percent. The rate of growth between 1950 and 1960 slowed to approximately 14 percent, with the 1960 population being reported as 26,228 persons. Between 1960 and 1970, the rate of population growth again increased to 21 percent and the total population as of 1970 was reported as 31,774 persons. Between 1970 and 1980 the population declined by approximately 2,000 persons. The 1980 population was reported to be 29,819 persons. It is estimated that since 1980 an additional approximately 400 person reduction has occurred within the City's population. The 1986 population is estimated by the N.J. Dept. of Labor to be 29,450 persons.

It is anticipated that the City will again begin to gain in population and the Monmouth County Planning Board estimates that by the year 1995 the total population will be 32,631 persons.

Of the total population approximately 54 percent were females and 46 percent were males as of both 1970 and 1980.

As of 1980 the racial composition of the community was approximately 3/4 white and 1/4 black and other.

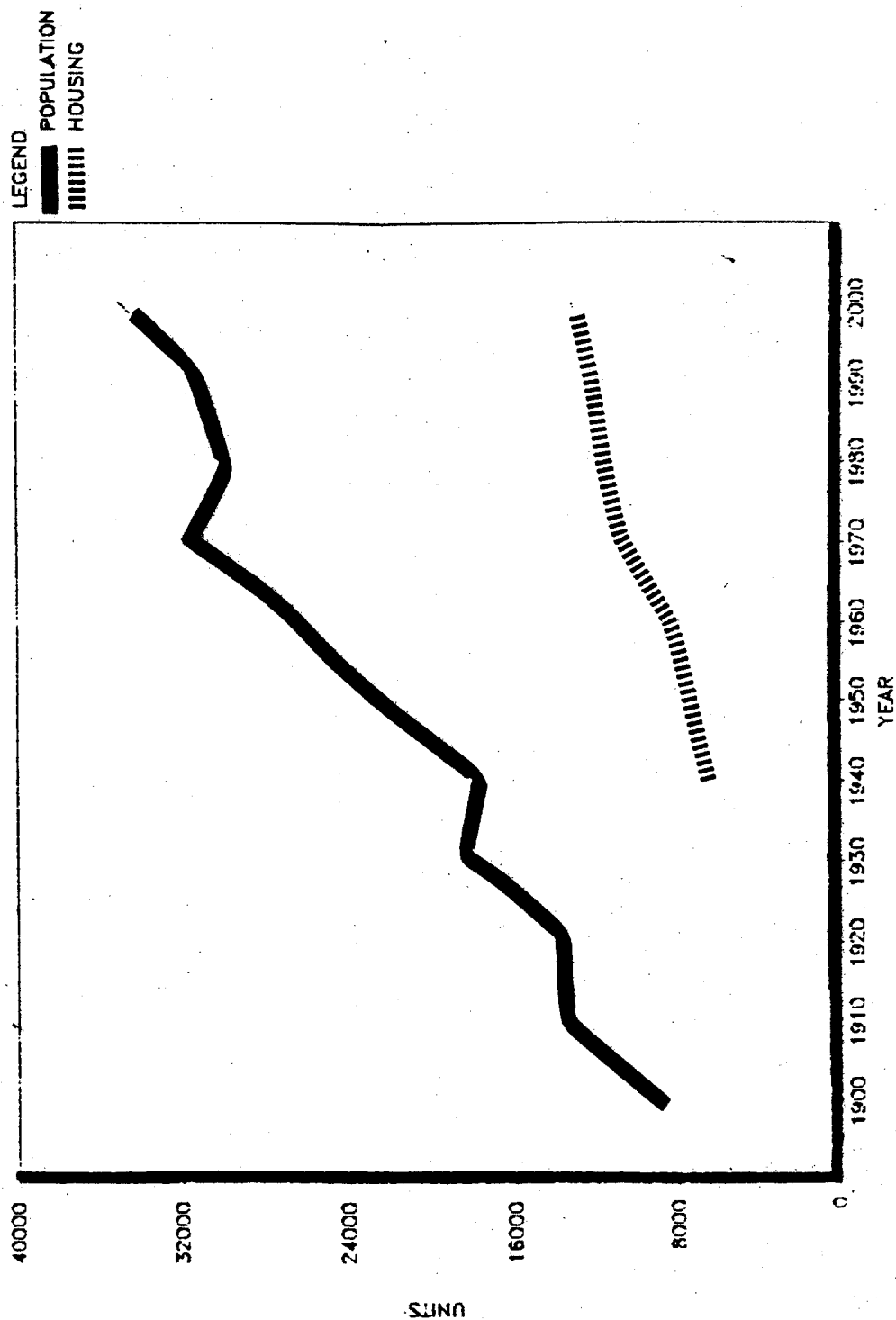
More than 25 percent of the City's population as of 1980 was under age 18. This was a reduction from 1970 when approximately 30 percent of the City's population was under age 18.

The portion of the population age 65 and over increased from approximately 11 percent to 14 percent between 1970 and 1980.

Of the total population, 98 percent resided in households and 2 percent resided in group quarters as of 1980.

The median age of the population increased between 1970 and 1980 from 27.4 years to 30.7 years.

POPULATION AND HOUSING CHANGE



HOUSING

The number of occupied housing units within the City of Long Branch in 1960 was 8,207 units. By 1980 this had increased to 10,824 units. By 1980 this had increased to 11,672 units. It is estimated that at mid-year 1988 the housing stock of the City will approximate 12,137 occupied units.

As of 1980 there were a total of 13,171 housing units within the City. Of those, 12,906 were year-round units. Of the year-round units, 4,759 were owner-occupied and 6,913 were renter-occupied. A total of 1,234 units were vacant. An additional 2,835 units were listed as seasonal residences. These numbers indicate that only 36 percent of the City's housing stock was owner-occupied, 52 percent was renter-occupied, and that the vacancy rate as of 1980 was in excess of 9 percent.

The housing stock consisted of 6,401 units which were within structures containing only 1 dwelling unit. This represents 49 percent of all housing units. An additional 3,506 or 27 percent of the housing units were within structures containing between 2 and 9 dwellings within the structure. An additional 2,987 or 23 percent of the housing units were within structures containing 10 or more dwelling units. As of 1980 there were also reported to be 12 mobile homes within the City.

As of 1980 the vast majority of owner-occupied homes within the City were reported to have a value of between \$30,000 and \$80,000. The median value was \$46,000 and the average value was \$54,215. Monmouth County had a recognizable larger percentage of values in the over \$80,000 category and a median value of \$65,500 and an average value of \$72,882.

The vast majority of monthly rents paid within the City of Long Branch were in the \$200 to \$300 category. This was also the case with regard to Monmouth County in its entirety. The average rent paid within Long Branch was \$236 per month and the median rent paid was \$238 per month. Within all of Monmouth County both the median and the average were \$244 per month.

Of a total of 11,672 households reported within the City as of 1980, 7,425 of those were family households and 4,247 were non-family households.

Of the family households 5,191 units were married couple households, 1,942 were households with a female head, and 292 were households with a male head.

Of the non-family households 3,540 were 1 person households and 707 units were 2 person households.

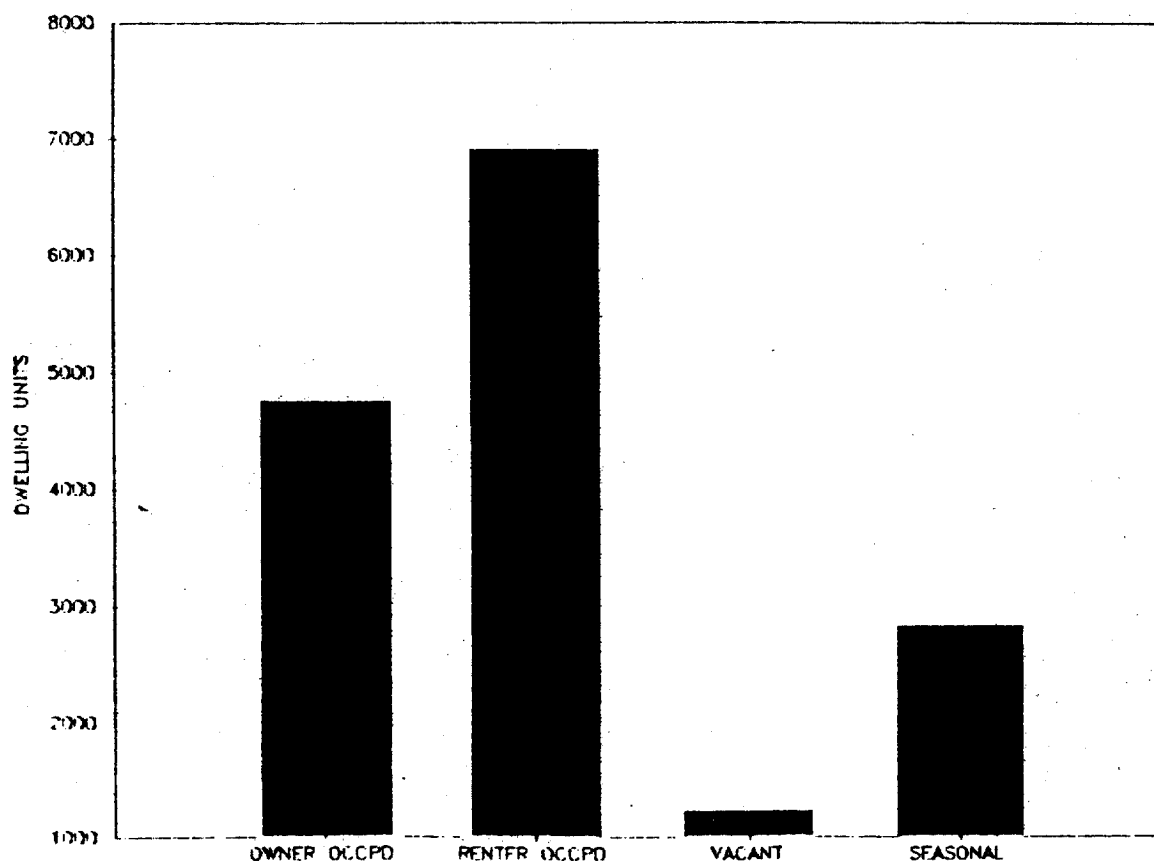
Of the total housing stock, 3,860 households contained a child under age 18 and 2,998 contained a person age 65 or over. A total of 2,603 households were headed by a householder age 65 or over.

The racial composition of the 1980 householders was 80 percent white, 16 percent black, and 4 percent other.

The average number of persons per household was 2.51 persons.

Household incomes for 1979 as reported in the 1980 Census, show that the pattern of household income distribution within Long Branch was significantly different from within all of Monmouth County. Although Monmouth County in its entirety had higher percentages of income over \$25,000 annually, both the median household and mean household incomes in Long Branch were higher than they were for the entire County. The largest grouping of households were in the income category of \$15,000 to \$25,000 within the City and within the category of \$25,000 to \$50,000 County-wide. The median income within Long Branch was \$26,750 and the mean income was \$29,979. Within all of Monmouth County, the median income was \$21,061 and the mean income was \$24,940.

HOUSING 1980

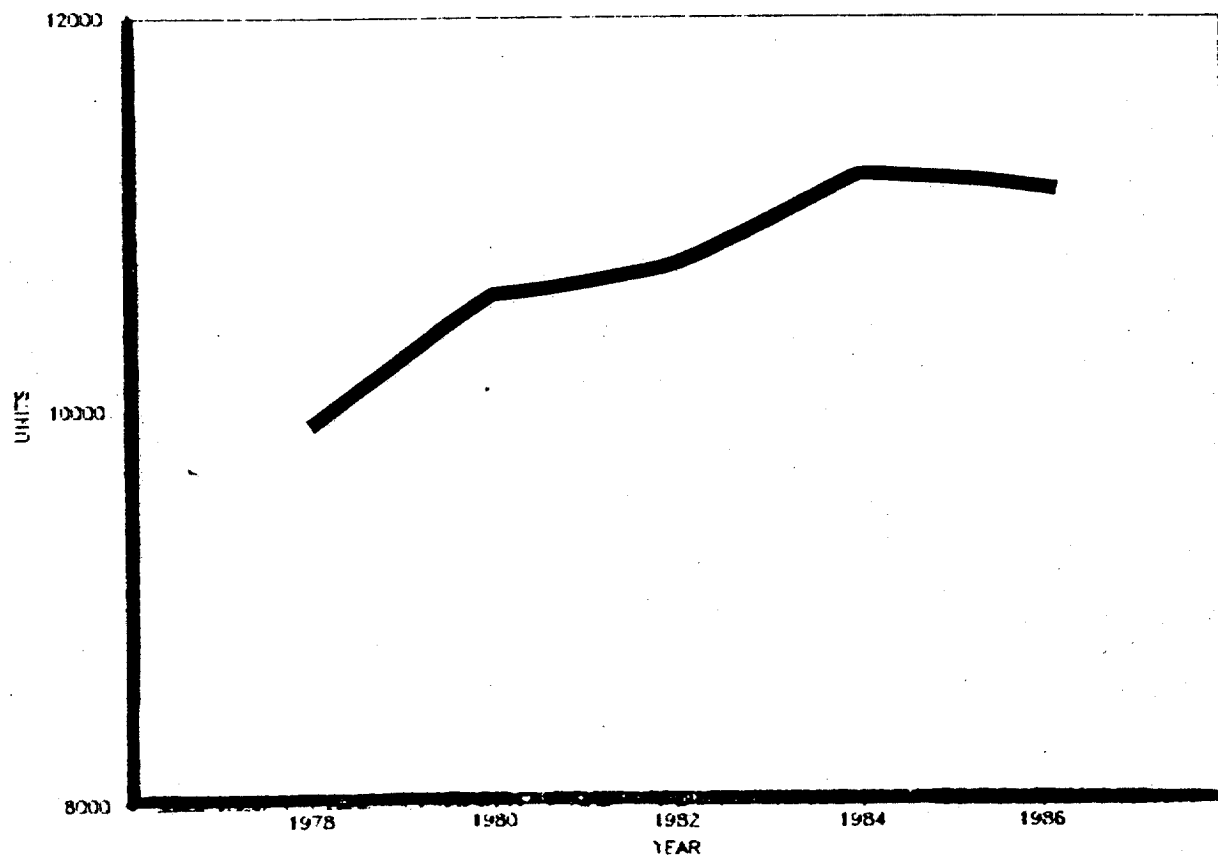


EMPLOYMENT

The covered private employment within the City of Long Branch increased approximately 1200 jobs between 1977 through 1986. This is an average increase of 1.58 percent per year during the ten year period. If covered employment is inflated to reflect an estimate of total employment the total increase was approximately 1500 jobs during that same ten year period. Total employment is estimated to have increased from approximately 9600 jobs in 1977 to an excess of 11,100 jobs in 1986. In comparison, jobs within all of Monmouth County increased on a yearly average of 4.65 percent during those same ten years.

With regard to the type of industry within which the resident labor force of Long Branch's employed, the greatest percentage, 48 percent, is employed in services and government. The next largest category is retail trade which employed 18 percent of the resident labor force. This was followed by manufacturing which employed 15 percent of the resident labor force. All other categories were employers of 6 or fewer percent of the total resident labor force.

EMPLOYMENT CHANGE



CIRCULATION

Functional Classification of Roads:

The volume and type of traffic which utilizes a street is directly related to the existing land use pattern, the specifications to which the street is improved, and the geographic area which the street serves. Each type and intensity of land use tends to generate different kinds of and volumes of traffic. The higher the specifications to which a road is improved, tends to increase the volume of traffic which will utilize it. The extent of the geography which is serviced by a street also tends to increase the volume of traffic which will utilize it. In order to meet the requirements of these various types of traffic, a community must design and construct a system of roadways, which will guide traffic in a functional and systematic manner. This is accomplished, in part, by establishing a functional classification of existing and future roadways.

Functional classification is the process by which streets and highways are grouped into classes, or systems, according to the character of the service they are intended to provide. Basic to this process is the recognition that each individual road and street does not serve travel independently. Rather, most travel involves movement through a network of roads. It becomes necessary, therefore, to determine how this travel can be channelized within the network in a logical and efficient manner. Functional classification defines the nature of this channelization process by specifying the part that any particular road or street should play in serving the flow of trips through a highway network.

There are five functional categories of roadways: Freeways, Arterials, Collector Streets and Local Streets. The following describes each of the categories.

Freeways

Freeways are limited access highways which are designed for the rapid movement of motor vehicles with no direct access to adjacent properties. Principal design features include separation of opposing flows by use of a continuous center barrier (such as a concrete median strip), complete control of access by limiting entrances and exits to specific interchanges and grade separation of all intersecting roadways. The principal purpose of a freeway is to move large volumes of traffic over relatively long distances at high speeds with a high level of safety.

The responsibility for providing a freeway system rests with the State with financial responsibility divided between the State and Federal governments or assigned by the State to an authority created specifically for the purpose of constructing and/or operating specified roads.

Primary Arterials

Primary arterials serve as major feeder roads to and from the freeway system and also carry major volumes of traffic between the major generators of traffic within a region. They also serve as carriers of major regional traffic flows where the freeway system is incomplete or inadequate. These highways are generally intersected at grade and utilize such traffic management techniques as progressive traffic signal timing, jughandle intersections, center barriers, and lane markings to facilitate traffic flow.

Primary arterials provide direct access to adjacent properties, which creates a conflict with the primary purpose of moving traffic. Traffic flow to and from roadside development reduces the traffic capacity of the roadway. As the "strip" area along the highway develops and greater traffic volumes are generated, the ability of the highway to handle these volumes diminishes. This is the major reason for the replacement of primary arterials with freeways which have a stable volume capacity.

The construction of primary arterials is financed by the State or jointly by the State and Federal governments. Attempts to increase the capacity and safety of existing primary arterials in recent years have consisted of roadway widening, dualization and other improvements.

Secondary Arterials

Secondary arterial roads serve as connectors between the collector roads system and the primary arterial and freeway systems. In many areas, secondary arterials act as supplements to primary arterial systems. Their overall characteristics are similar to those of the primary arterials with the exception that they generally handle or allow shorter trip distances and handle lower volumes of traffic.

Most of the secondary arterial roads are the responsibility of the County but some State highways and municipal roads may also be part of a secondary arterial system. Secondary arterials serve as intermunicipal connectors and provide access to local employment centers.

Collector Roads

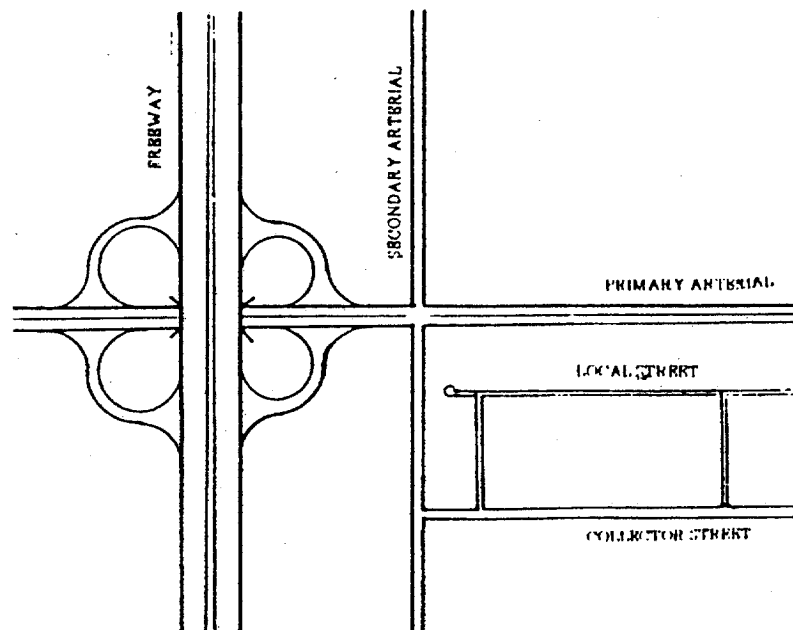
Collector roads supplement the secondary arterial road system and are intended primarily for inter-neighborhood traffic and as feeder roads to industrial and commercial areas. Some collector roads provide direct access into major residential developments and are intended for the use of neighborhood traffic. Other collector roads form the boundaries of major blocks of land and are dual purpose roads, providing access to adjoining lands as well as carrying traffic. Collector roads are generally not continuous over long distances.

Local Streets

Any roadway not delineated within the Freeway, Primary Arterial, Secondary Arterial or Collector Roads classification is considered a local roadway. Local streets function primarily to provide access to adjacent properties. They also serve as easements for public utilities. Local streets are the responsibility of the municipality.

Within Long Branch streets exist within the categories of Primary Arterials, Secondary Arterials, Collector Streets and Local Roads. Streets are listed by name in the Circulation Plan Element according to the category in which they should be considered within context of a classification system for Long Branch which results in some streets being classified in a higher category than would be the case if the above definitions were strictly applied.

The recent completion of Ocean Boulevard as a north-south road within Long Branch has provided significant improvement to traffic circulation within the eastern portion of the community. The overall road system, however, continues to suffer from the lack of connections which provide direct flow on particularly north-south streets which are carrying heavy traffic. The potential for making such connections is limited as a result of the fact that the surrounding land is all largely significantly developed. Nonetheless, the Circulation Plan Element must seek to make certain realignments creating connections which will assist in providing for free flow of traffic to the west of Ocean Boulevard and in a north-south direction.



PARKS AND OPEN SPACE

The City of Long Branch currently has approximately 108 acres of park land and open space. This is an increase of 63 acres as compared to the 45 acres in 1965. This total of 108 acres of open space and recreation area is far less than that which would be indicated to be required to serve a population of 29,000 persons. If one were to consider only those types of recreation facilities normally provided by a municipal government, approximately 8 acres of open space for each 1,000 population should be provided. This would require 232 acres. The total standard for open space is 12 acres per thousand population, including all forms of recreation and open space. This standard would indicate a need for 348 acres of open space.

This shortage of recreational land and open space relative to the population results from the fact that the City had very little open land remaining at the time concern developed with regard to the provision of additional facilities of this type. One of the goals of this Master Plan revision is to identify additional opportunities for the provision of appropriate recreational facilities within the City and to designate such land areas for that purpose.

The following is a list of the recreation facilities and lands within the City of Long Branch.

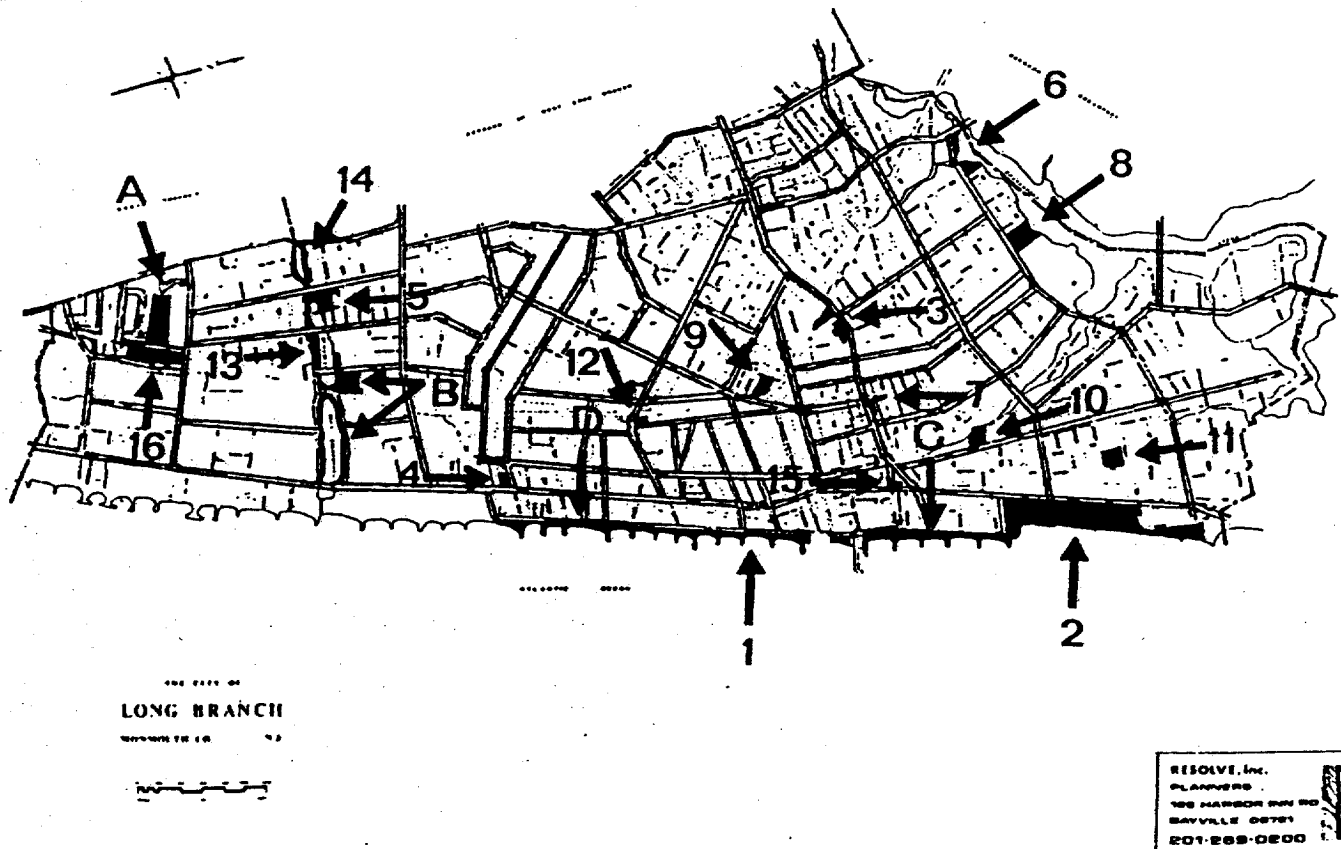
Developed Park and Recreation Areas.

PARK NAME	BLOCK	LOT(S)	ACRES	FACILITIES
1. Long Branch Beaches	141	1a,b,c	2.32	Beach
	150	1	1.40	Beach
	204	1	2.60	Beach
	223	1,3	1.90	Beach
	289	4,5,6	1.84	Beach
	299	1a,b,c	1.96	Fishing Beach
2. Seven Presidents	424	1-6	33	Beach
3. City Hall Park Complex	234,235,	1-5,1-4,	3.40	Sitting Area
	243	26B		
4. West End Park	124	2	0.81	Tot Lot
5. Van Court Park	65	7	5.70	Tot Lot, Base- ball, Basketball

6. Branchport Park	361,362	1,4b,5b	1.31	Tot Lot, Fishing Sitting Area, Boat Ramp
7. 3rd Ave. Park	275	14	0.19	Sitting Area
8. Pleasure Bay Park	369	2	4.67	Baseball, Tennis
9. George Naylor Park	492	24A,C	2.20	Basketball, Tot Lot, Baseball
10. Jerry Morgan	309	6	2.12	Basketball, Tot Lot, Benches
11. Lena Conrow	439	1-3	2.85	Tot Lot, Tennis, Basketball, Baseball
12. Bath Ave. Park	157	1	0.21	Benches (passive park)
13. Fireman's Park	64	8-13	1.40	Sitting Area, etc.
14. Takanassee Lake	42	15a	4.50	Sitting Area, Fishing
15. Broadway Park	289	9	0.17	Sitting Area
16. Elberon Park	22	37,38A, 38C	3.00	Tennis, Tot Lot, Basketball, Baseball, Soccer

Other lands owned by Local Unit and Designated for Open Space, Recreation or Conservation purposes.

A. Elberon School Park	22	1A	6.00
B. Takanassee Lake Park	61,64	1,3,5, 7-13	18.60
C. Ocean Place Promenade	Ocean Ave.(Laird St. to Ocean Terrace)		5.00
D. Presidential Promenade	Ocean Ave.(Howland Ave. to S. Bath Ave.)		2.00



FIRE PROTECTION

There are nine fire houses located within the City of Long Branch. These are:

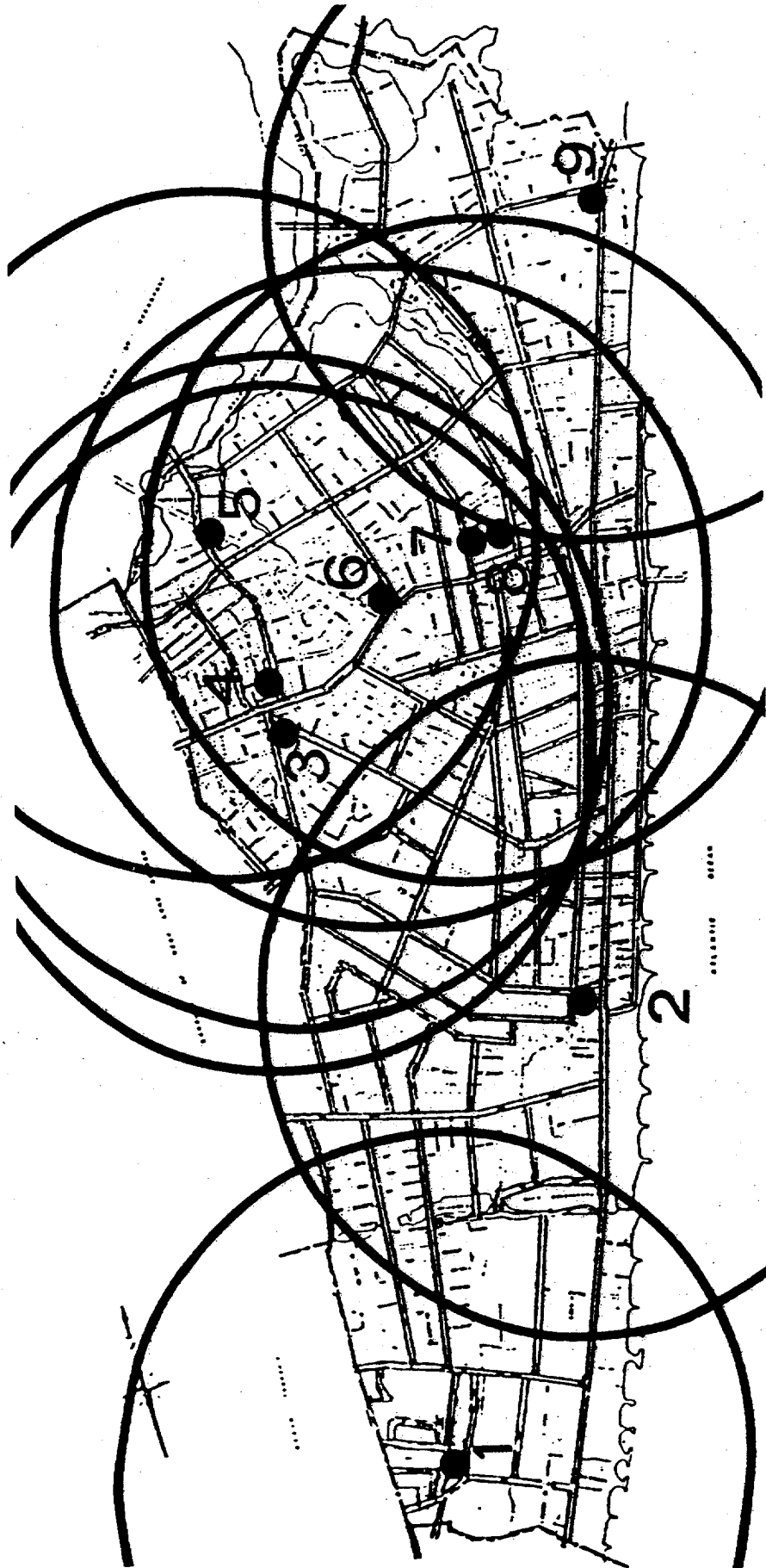
1. Elberon Engine Company
2. West End Engine Company
3. Oceanic Engine Company
4. Neptune Hose Company
5. Branchport Hose Company
6. Atlantic Engine and Truck Company
7. Independent Engine Company
8. Phil Daly Hose Company
9. Oliver Byron Engine Company

The above numbers are keyed to the map on the following page which indicates the location of each fire house and its service area based on a radius of one mile. As can be seen from that map, all portions of the City are within one mile of at least one fire house and many areas are within one mile of multiple, in some cases as many as six, fire houses. The geographic distribution of fire houses therefore provides excellent coverage for the entire City.

The choice of hydrants for public service is based on the same considerations as the choice of hydrants for private fire service. One point in which private and public practice may differ is that public hydrants are generally equipped with a gate valve between the hydrant and the main so as to make repairs to the hydrant possible without shutting down the street main.

In general, hydrants should be placed with consideration to their possible use. Hose lines more than 400 or 500 ft long result in delay and undue pressure losses in hose lines. Therefore, hydrants should be distributed not more than 300 or 400 ft from the buildings to be protected. Where it is the fire department practice to use hose lines direct from hydrants, to prevent undue friction losses, lines must be kept shorter than in the case of lines from pumpers, and hydrants must be spaced about 100 ft closer together.

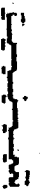
A rough rule to follow is to place one hydrant near each street intersection and to set intermediate hydrants where the distance between intersections exceeds 350 to 400 ft.



FIRE PROTECTION

BASED ON ONE MILE RADIUS

LONG BRANCH
NEW JERSEY



OBJECTIVES, PRINCIPLES ASSUMPTIONS, POLICIES AND STANDARDS

OBJECTIVES

1. To prepare a plan which will guide growth, development and redevelopment of the City of Long Branch over at least the next six years.
2. To be realistic in anticipated change.
3. To be supportive of the greatest possible creativity in new development applications.
4. To capitalize on and conserve the attractive asset of the oceanfront.
5. To improve the quality of life for present and future residents of the City.
6. To equitably allocate the resources of the City among all residents and land uses.

PRINCIPLES

1. To assure reasonable use of all land consistent with its location, relationship to other land uses and impact upon the local and regional population and development pattern.
2. To avoid overly intensive development.
3. To provide the maximum opportunity for individual expression consistent with the needs and concerns for the whole.
4. To maintain the variety of housing opportunities historically available within the City including both dwelling types and occupancy costs.

ASSUMPTIONS

1. That at least one major new focal point will be created at the east end of Broadway, west of Ocean Avenue.

2. That such focal points will spin-off a significant quantity of ancillary development supporting continued improvements.
3. That rehabilitation will continue and be expanded, further supporting new development and redevelopment.
4. That other than the above focal points and related development, new development within the City will continue at a slow pace.

POLICIES

1. To protect existing single family neighborhoods from the intrusion of higher density housing.
2. To use higher density housing to add support for the rehabilitation of the central business district.
3. To facilitate traffic flow on other than local streets and discourage traffic from streets internal to residential neighborhoods.
4. To encourage a rebirth of the resort area as a year round tourist and year round residential area.
5. To use that rebirth to encourage non-residential uses such as stores, shops, offices, and limited manufacturing/ research/ assembly uses at appropriate nearby locations.

STANDARDS

The standards which are to be used to implement the above principles and policies and achieve the objectives within context of the assumptions are as set forth in the individual elements of the master plan.

LAND USE PLAN ELEMENT

RESIDENTIAL LAND USE

Problems:

Excessive intermixing of housing types and other land uses in some areas.

Excessive number of through streets in neighborhoods.

Functional obsolescence of housing in some areas.

Overbuilding of apartments and townhouses in some areas.

Overcrowding of houses upon the land in some areas.

Objectives:

Restrict certain housing types to certain areas and at the same time allow for controlled intermixture in other areas.

Assure a continued diversity of housing types to include assisted, middle and upper income housing.

Utilize all forms of assistance available to provide for the removal of the most deteriorated housing and the rehabilitation of the basically sound housing.

Long Branch is a city of contrasts. It has a number of fine residential areas but it also has a number of deteriorating neighborhoods, including several near rockbottom slum pockets. Much of this problem can be attributed to the fact that approximately fifty percent of the 10,000 plus housing units in the City today were built in the early 1900's and some earlier. The remainder of the deterioration problem can be attributed to lack of parks and playgrounds in the neighborhoods, poor street system and other such factors including lower socio-economic groups living in the housing. Further, over half of the City's housing units are rental units rather than owner occupied and related to this is a fairly high turnover rate of the residents.

A basic strength in Long Branch's housing market is reflected in the number of new one-family houses and apartments which have been built in various parts of the City, including the older neighborhoods. This building activity may help to pull Long Branch out of the cycle that plagues so many of the older central cities – the cycle of older and deteriorating houses making people reluctant to build, remodel or otherwise improve their property for fear that the neighborhood will decline further and jeopardize real estate values.

Thus, it should be emphasized that land use planning and zoning of the residential neighborhoods alone will not accomplish the previously stated objectives. This tool will only establish appropriate development patterns to follow and provide a sensible framework within which other action techniques can take place. The Residential Land Use Plan provides a guide for a change in densities in certain developed areas. Vacant areas for development are severely limited. Five categories for residential development are being proposed.

Very Low Density

The very low density areas substantially reflect existing development patterns. It includes areas of one-family housing with prevailing lot sizes of 10,000 to 20,000 and larger in the Elberon sections. Land available for construction of new one-family homes is restricted to a few remaining parcels in the Elberon section which remain "underdeveloped". It is the feeling of the Planning Board that these areas at present should remain predominantly low density, residential in character. The very low density area is from West End Avenue to the south and equates to the R-1 and R-2 zones, which require minimum lot sizes of 17,500 and 12,500 square feet, respectively. This represents a net density of 2 and 3 units per acre.

Low Density

The low density areas are in the western, central portion of the City: west of Second Avenue, south of Broadway, and north of Westend Avenue; north of Broadway, west of the Railroad and south of Joline Avenue; north of Joline Avenue from Myrtle Avenue easterly to Long Branch Avenue; and, north of Atlantic Avenue from Troutman's Creek to the City easterly boundary.

This land use category includes areas to be zoned (or presently zoned) R-3, R-4, C-4 and C-5. These zones now have or are proposed to have net densities ranging from 4 to 6 units per acre and include single-family homes on lots from 5,750 to 9,000 square feet and townhouses at 6 units per acre in the C-4 and C-5 zones.

Low-Medium Density

The low-medium density areas are restricted to those older residential neighborhoods generally flanking Broadway where 9,000 square feet is the prevailing lot size requirement and where many of the existing two-, three- and four-family houses are found. There are pockets of deteriorated houses within these areas which justify higher density uses such as townhouses to provide an economic incentive to replace the poorer housing. Because there is a demand for two-, three- and four-family houses especially in these areas, both conversions as well as new structures are desirable. This category represents the R-5, R-6, R-7 and RC-2 zones and a density of 7 to 10 units per acre.

Medium Density

This category is applied only to areas east of Second Avenue, between north and south Broadway; east of Grant Avenue between Madison and Cooper; and between Chelton and Avenel, Clifton to Ocean Boulevard. This covers a range of density from 11 to 25 units per acre and represents the RC-1 and RC-4 zones which would permit mixed residential developments in structures up to 6 stories in height and 22 units per acre. In the RC-1 areas townhouses would also be permitted at a maximum density of 10 units per acre.

Resort/Commercial/Residential Density

High-rise development, both residential and hotel would be permitted in the this density category. This type of development has been limited to an area west of Ocean Avenue to Ocean Boulevard, from Chelsea north to Madison. This equates to the RC-3 zone and a maximum density of 45 units per acre. Mixed use developments would also be permitted in this area.

To the extent that the City regulations and review process prevails with regard to structures of more than two stories in the medium and tower density categories, building placement, orientation and architectural styles will be required to the maximum extent feasible, to avoid shadows, blocking vistas or access, or creating a wall with regard to surrounding properties and the beach.

COMMERCIAL LAND USE

Problems:

Excessive number of small marginal businesses operated in deteriorated buildings.

Commercial uses scattered throughout many parts of the City making consolidated and more competitive centers difficult.

Conglomeration of various types of commercial uses and light manufacturing uses in commercial centers tends to weaken center and make unattractive.

Resort commercial area deteriorated or vacant and awaiting rebuilding.

Objectives:

Consolidate and limit commercial uses to certain selected centers.

Restrict types of commercial establishments to appropriate commercial districts.

Produce a physical framework and implementation technique necessary to create an attractive, convenient and functional business district representative of a progressive and unified community.

The Land Use Plan Element suggests the creation of six different commercial categories to more properly provide for the structuring of commercial land use in the City. Presently certain stores in the CBD and west end draw patronage from outside the City. The vast majority of patronage at other stores and centers serves a market limited to Long Branch residents.

Retail

The two major all-purpose commercial centers would consist of the Central Business District stretching along lower Broadway and which is discussed separately later on in this report and the upper Broadway or Uptown business district.

Uptown: While uses similar to CBD would be permitted in this center, the area actually functions as a neighborhood shopping center. Building conditions range from good to fair. Rehabilitation of selected buildings should be undertaken. Improvement is needed in signs.

Additional off-street parking is needed on the south side of Broadway. Improvement to rear entrance is needed. Redesign of the intersection is needed and will be helped by the relocation of Norwood Avenue. A future conservation-renewal project with selected spot clearance is probably warranted in the area.

Neighborhood

The plan provides for seven neighborhood commercial centers of varying sizes and intensities. These include the following:

West End: Next to Uptown, ranks as most important neighborhood shopping area in City; includes seasonal uses as well as year-round but greater potential in latter market; over-all area needs consolidation; some additional off-street parking is needed; building conditions range from good to fair with several deteriorated structures; range of commercial uses allowed should be restricted; private rehabilitation needed; improvement of park would improve appearance.

Medical Center - Railroad Station - Morris Avenue: This area has a solid trade area with apartments nearby; east side of railroad reasonably attractive; railroad property needs improvement; upgrading of shops between Pavilion and Morris Avenues need upgrading. This area has been reduced on its northerly end from the prior plan.

Elberon: Although small, center will probably continue to render a neighborhood convenience service; commercial buildings range from fair to poor; could be a more attractive center especially if railroad station is converted into shops; private rehabilitation warranted for the main existing commercial structure.

North Long Branch - Ocean Boulevard at Atlantic: Exists marginally with support from Monmouth Beach; land use disorganized and fair to poor building conditions; a stronger neighborhood center because of church and elementary school.

Norwood Avenue: While only several shops comprise this center at the present time, several additional convenience shops could probably be supported; no neighborhood facilities anywhere in area; recommend retention with very limited zoning.

Branchport: A very small neighborhood center with retail and service facilities for the immediate neighborhood; building conditions good to poor; currently in a state of transition from predominantly residential; recommend that the area be designated industrial as it is not felt that commercial should be encouraged.

Prospect Street: Serves the surrounding low density residential neighborhood. Could be phased out to support the Morris Avenue commercial.

Offices

The primary proposal concerning this type of land use involves the reservation of that stretch of Broadway extending from the railroad west to Morrell Street as an office area. Numerous office uses are locating there as many of the residential properties which front on Broadway are suitable for conversion to office space. Further if the general character of the area can be preserved, it would offer the only visual relief from uninterrupted commercial along all of Broadway.

Other locations suggested for concentrated office development are in the vicinity of the hospital.

Manufacturing and Business

This is a new category which has been created to accommodate the mix of industrial and retail uses along the westerly portion of the Joline Avenue corridor. It is to accommodate retail, service, wholesale and light manufacturing activities. Simultaneously, areas previously developed residentially but zoned industry in this corridor have been placed in a low density residential category.

Resort

Resort commercial activity has slackened off in recent years. At the present time, the resort commercial trade is limited to operating on a summer seasonal basis. With the redevelopment of the area, it is proposed that other types of development be included within the land area which would encourage year round tourist trade – such development as a major hotel, a theatre, a large skating rink, indoor swimming facilities, high quality eating and drinking establishments and similar types of facilities, including shops and offices. Market studies which have been performed by others regarding hotels in Monmouth County indicate a demand for as many as 2,000 rooms above present supply. Market studies for a proposed hotel in Long Branch indicate a potential for a successful year round hotel-convention facility between Ocean Avenue and Ocean Boulevard at South Broadway. Such a facility would support creation of the other uses.

These uses are incorporated into the lower residential category and not separately indicated as a category on the map. The area east of Ocean Avenue would permit only beach related and eating/drinking place uses. Permitted uses may be expanded in the future to include specialty shops in a limited area to serve beach users and year round tourists who may be present as a result of revitalization and new residential construction.

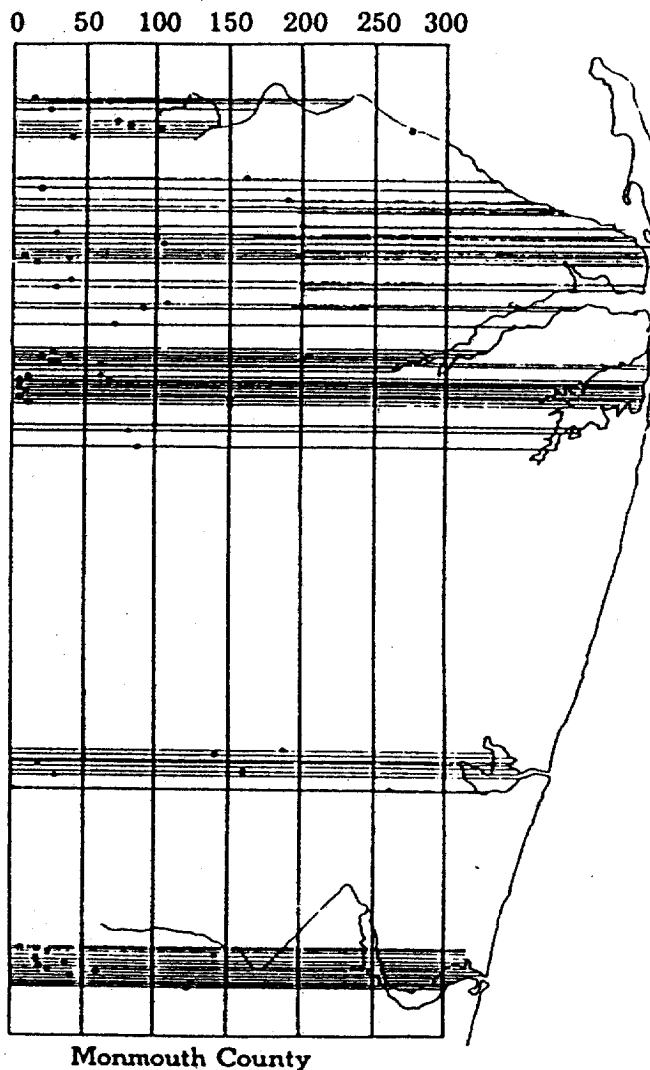
Marine Commercial

As part of a scheme to revitalize the boating industry in the area as well as boating traffic on the Shrewsbury River, a special marine commercial area is being recommended. At the present time, in the area off Patten Avenue and fronting on the Shrewsbury River, several boatworks and marinas are located. It would be hoped that with proper encouragement together with proper zoning controls, these establishments might expand as well as rehabilitate their present buildings. In conjunction with the marine commercial complex, several seafood restaurants and a seafood retail store might be developed.

(number of slips)

DOCKING INVENTORY

SOURCE: MONMOUTH COUNTY PARK SYSTEM



INDUSTRIAL LAND USE

Problems:

Existing industries located on poor sites and often in residential neighborhoods.

Inadequate lands available for expansion or locating of new industries.

Numerous existing industries located in deteriorated buildings.

Objectives:

Utilization of all tools available to develop one well-located area for the relocation of existing and the location of new industries into the community.

Effect the relocation and rehousing of as many existing industries as possible into the new area.

It is difficult to predict how much industry could be attracted into the City and exactly what types. In all probability because of the lack of any extensive land areas, present or potential, additional industry would be small land users and small employers. It might be expected that they would be new industries just starting out and perhaps leaning to the electronic field. If industries of this size can be attracted to the City and those that are now present can be induced to consider rehousing in expanded quarters, it would provide a significant increase in the tax base of the City. Relocation of those industries which are creating unresolvable conflicts with residences must be undertaken if residential property values are to be improved in those areas.

Two industrial areas are identified on the map. One of these is along the railroad, Community Place and Seventh Avenue, reflecting existing uses. The second is between Liberty Street and Long Branch Avenue, north of Union Avenue. This area is designated "Special Industry" and has been earmarked for hi-tech operations. If this goal is to be realized it will probably be after other new uses are established to the southeast. Also refer to the Manufacturing and Business category, preceding, which will permit light industry.

CENTRAL BUSINESS DISTRICT

Problems:

Unattractive and deteriorating physical condition.

Linear pattern of stores along Broadway with less than optimum clustering of compatible shops.

Excessive vehicular-pedestrian conflicts.

Lack of stores with strong regional drawing power.

Objectives:

Removal of deterioration and over-all upgrading of physical environment.

Greater consolidation of shops.

Greater separation of pedestrians from vehicular paths.

Through a combined public-private action program secure new stores in the CBD.

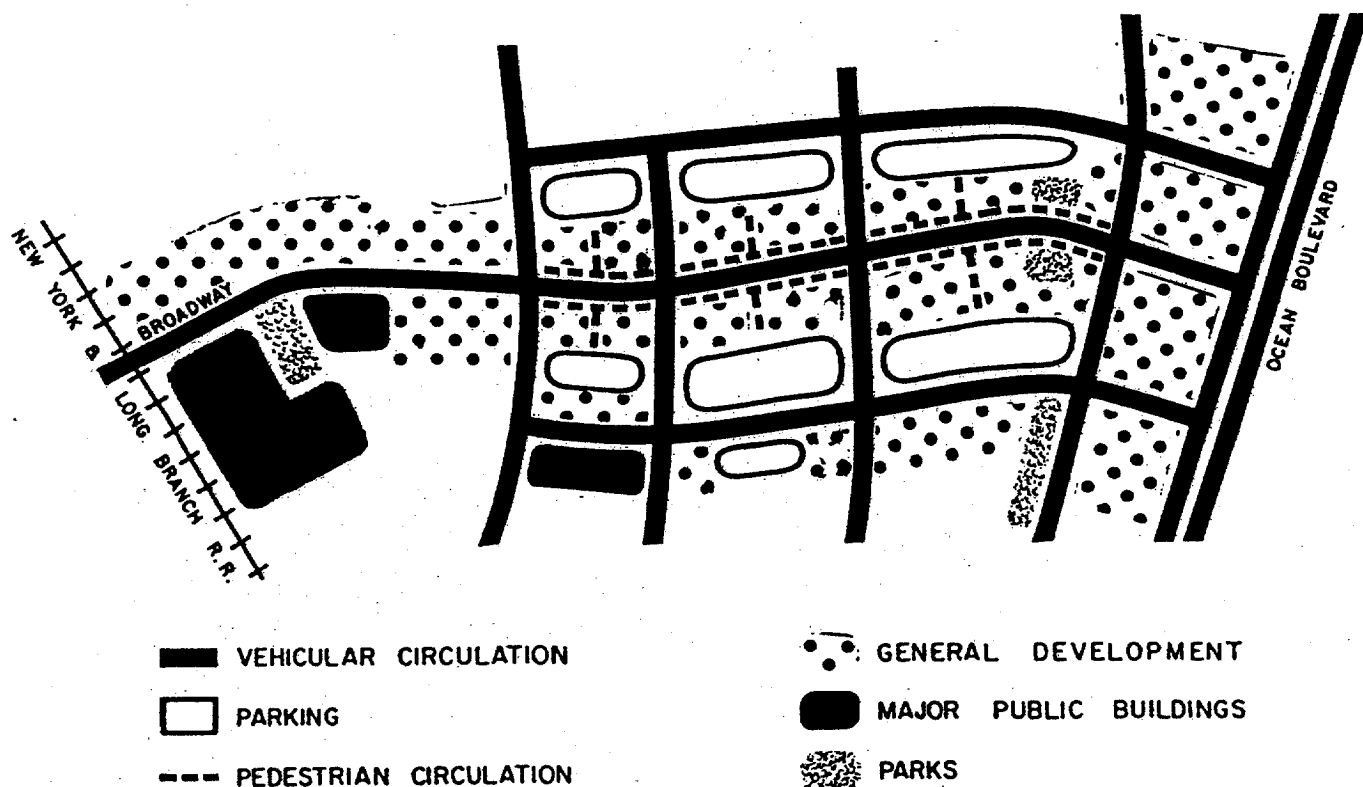
Perspective

The Central Business District or CBD is defined in this report as that specific commercial concentration which extends along Broadway from the North Jersey Coast Railroad tracks easterly to the general vicinity of the intersection of North and South Broadway. The primary retail "core" may be said to embrace that area bounded by Rockwell Avenue, Union Avenue, Second Avenue and Belmont Avenue. Within this area are found over ninety different stores and commercial establishments.

As a result of a variety of reasons the form and function of cities such as Long Branch all across the country have been changing, and the CBD has been changing along with the city itself. The higher income people have moved to the suburbs and lower income people have moved into the cities, thus creating a declining market for the CBD merchants. Businesses desired to move closer to the new locations of the people. Cheaper land values in the outlying areas permitted businesses locating there to secure large tracts of land thus allowing more parking and lower taxes.

Not only have the settlement patterns of retailing changed but consumer tastes as well are changing. The traditional backbone of the "downtown" department store sales – clothing, apparel and accessories and even the furniture and furnishings – are losing ground as a percent of family expenditures to the categories of services and housing. Further, less time is being spent in shopping activities. Convenience and speed have replaced the interest of browsing through downtown stores and comparing consumer items. Good parking and the efficiency of "supermarket service" are the characteristics embodied in shopping centers. The addition of restaurants, motels and movie theatres to these suburban centers makes them even more of a threat to the traditional function of the CBD. Even family or group shopping, once prevalent in the CBD, is becoming more common in the shopping center.

It would appear that the Long Branch CBD must be content with primarily serving the local market rather than any major regional market. To add support from this source, this plan suggests replacement of small areas of commercial zoning with low-medium density residential. This creates a potential of additional population in close proximity to the core commercial area.



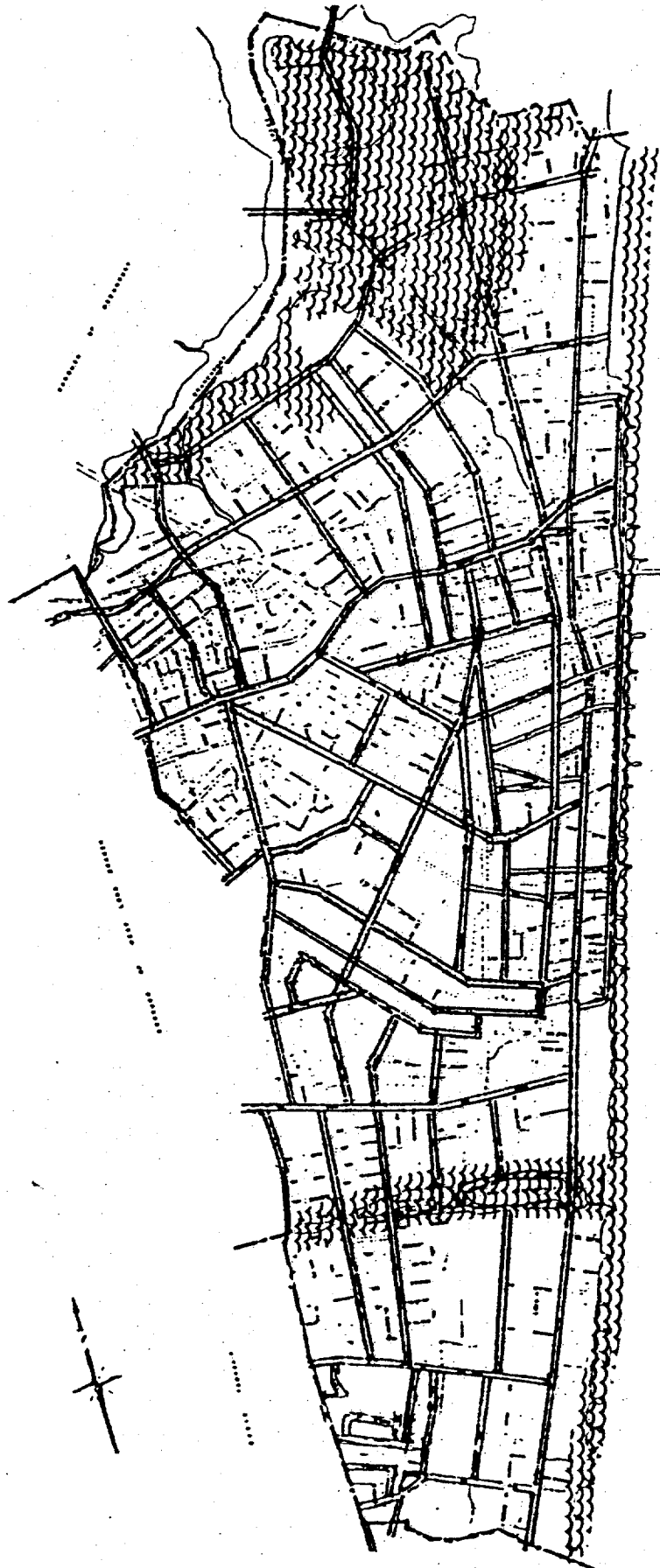
CONSERVATION AREAS

As a part of this update of the master plan attention has been given to maximizing the amount of waterfront land which would become/remain open space. This has resulted in the proposal for a new park at Long Branch Avenue and Branchport Creek. The ocean beach has been designated as a conservation area for more than 20 years. Except for one property committed for development but not yet constructed, there is no additional land undeveloped on the waterfront either for public acquisition or additional private development.

Of particular importance with regard to conservation is the treatment and protection of flood hazard areas. It is especially important to deter further construction with flood plains which would pose danger directly to occupants of that construction or by obstructing the ability of flood waters to recede through natural channels as a result of the construction itself or debris which it may create if destroyed by flood.

The 100 year flood hazard areas within Long Branch are shown on the following map. The three areas so designated are along Cranberry Brook/ Takanassee Lake; along the oceanfront; and in the north end along and between Manahasset and Troutman's Creek and along Branchport Creek. There is a significant quantity of long standing development within flood hazard areas in the north end. The City has adopted appropriate regulations, however, to control and regulate new development within these areas. Little, if any vacant land remains in these areas other than that which has been proposed for open space.





FLOOD HAZARD AREAS

THE CITY OF
LONG BRANCH
MISSOURI 63050



1988 MASTER PLAN

WE SOLVE **PLANNING & CONSULTING**



VERY LOW DENSITY RESIDENTIAL

LOW DENSITY RESIDENTIAL

LOW/MEDIUM DENSITY RESIDENTIAL

MEDIUM DENSITY RESIDENTIAL

RESORT/COMMERCIAL DENSITY RESIDENTIAL

MARINE RESIDENTIAL/COMMERCIAL

COMMERCIAL

NEIGHBORHOOD COMMERCIAL

OFFICE

OFFICE/COMMERCIAL

INDUSTRY

SPECIAL INDUSTRY

HOSPITAL SUPPORT

MANUFACTURING AND BUSINESS

PUBLIC AND QUASI-PUBLIC

LAND USE PLAN ELEMENT

MAP LEGEND



MASTER PLAN MAP CHANGES 2002

Prepared by the City of Long Branch
Planning Department August 2002

Block: 113

Lots: 4, 1.03, 1.04,
1.05, & 3.01

Block: 114

Lots: 29 - 34

Block: 116

Lot: 1

Long Branch High School/Middle School
Changing to Public & Quasi Public



Block: 262

Lot: 17

1988 MP Manufacturing & Business
Changing to Public & Quasi-Public



Block: 271

Lots: 1.01, 1.02, 1.03,
2 - 18



Block: 312

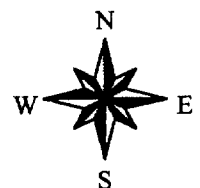
Lots: 3 - 10

Block: 313

Lots: 1, 2, 3, 37 - 47

1988 Master Plan Low/Medium Density Res
Change to Public & Quasi-Public
New Monmouth Ave. School

 Changing to PQP
 MP 1988 PQP



*This map was developed, in part, using
Monmouth County Geographic Information
Program digital data, but this secondary product
has not been verified by MCGIS and is
not warranted by the County.

CIRCULATION PLAN ELEMENT

As stated in the Background section of this report, there are significant constraints to improvements to the circulation system for vehicular traffic within the City of Long Branch as a result of existing development patterns, precluding certain desirable connections. Within this context the Circulation Plan Element makes suggestions for certain improvements which are believed to be necessary and possible within context of forthcoming development or redevelopment efforts.

These proposed connections are the realignment of Second Avenue on the south side of Union Avenue and Broadway to provide direct flow--through from Second Avenue on to Long Branch Avenue and the reverse flow in a north-south direction. It is proposed that Union Avenue be extended easterly to Ocean Avenue with a simultaneous vacation of North Broadway between Second Avenue and Ocean Boulevard. It is also proposed that Belmont Street be extended easterly from Second Avenue to Ocean Boulevard. It is also proposed that Ocean Avenue be closed to vehicular traffic from Franklin Terrace northward to Sea View Avenue. This would provide a space for promenade improvements.

Although other road linkages would be desirable through the relocation of certain streets, it is believed that they are so unlikely in view of existing development patterns, that it would be unrealistic to include them within this Circulation Plan Element.

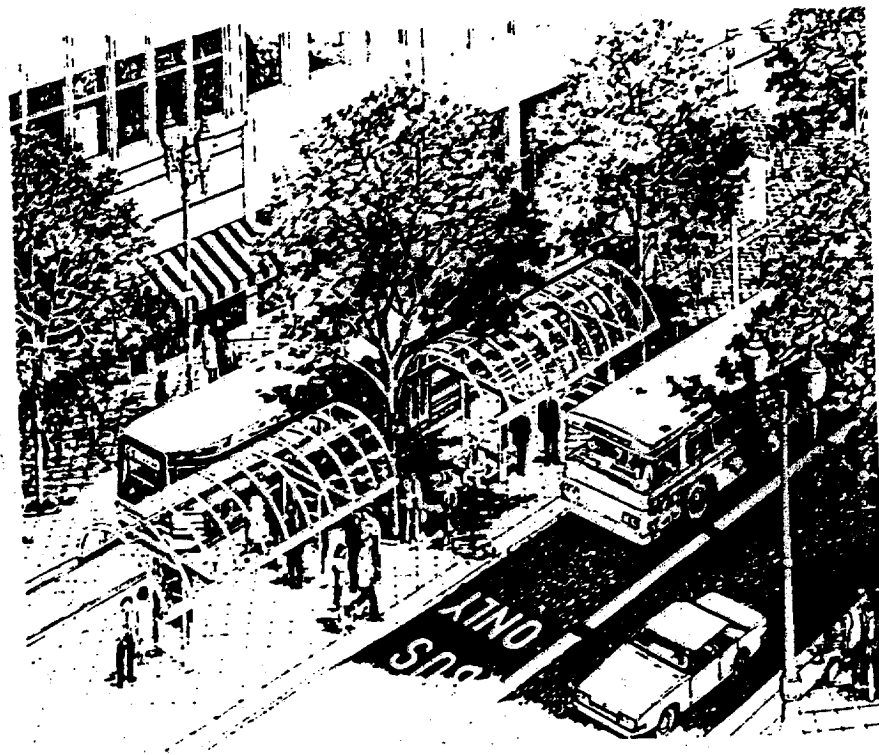
The streets within the City have been assigned to four functional categories within the Circulation Plan Element. These are Primary Arterials, Secondary Arterials, Collector Streets and Local Roads. These designations in this report do not adhere to the federal definitions but are applied to describe the hierarchy of roads within Long Branch as an isolated entity.

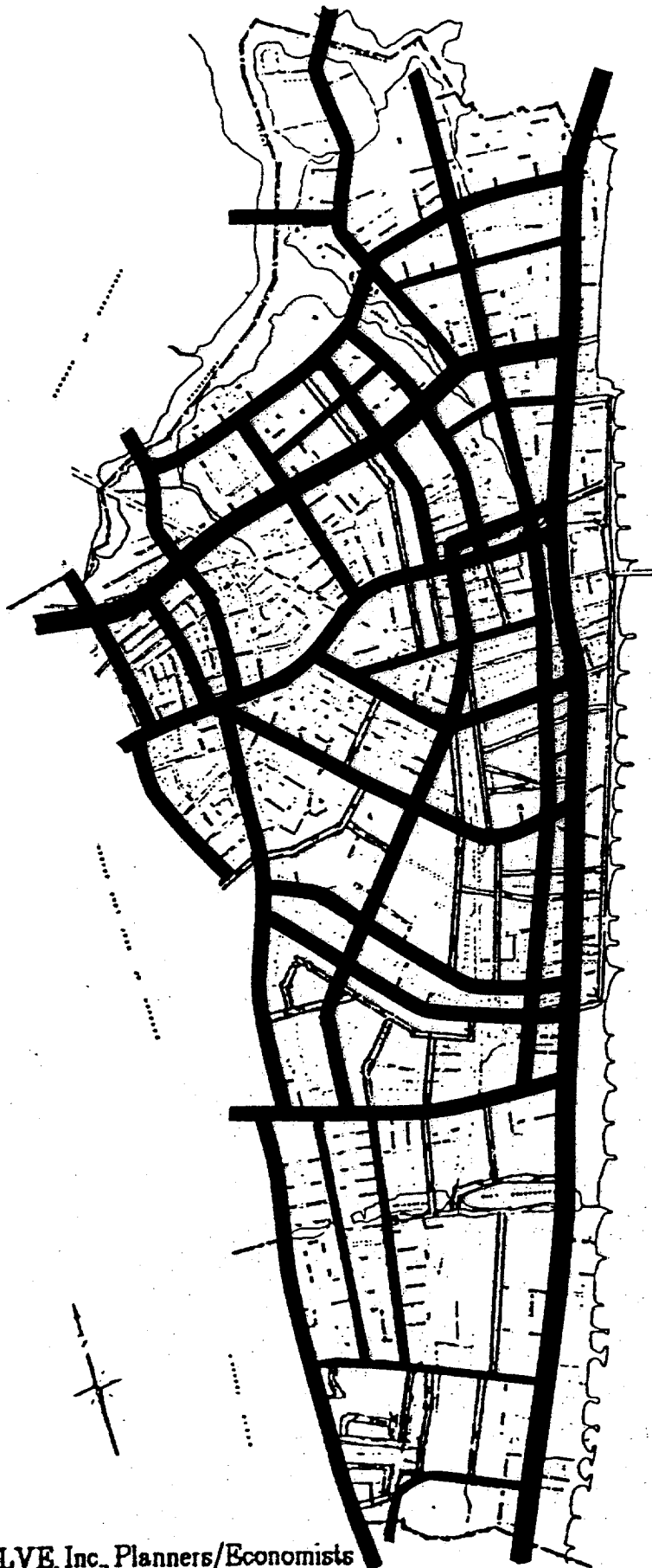
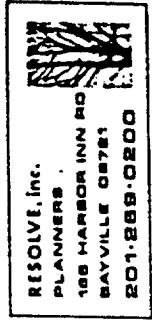
Those streets which have been identified as Primary Arterials are Joline Avenue (Route 36), and Ocean Boulevard.

Those streets which have been identified as Secondary Arterials are Oakwood Avenue, Norwood Avenue, Cedar Avenue, Brighton Avenue, West End Avenue, Bath Avenue, Morris Avenue, Broadway, Union Avenue, Atlantic Avenue, Westwood Avenue, Second Avenue, Myrtle Avenue, Branchport Avenue, Seventh Avenue north of Broadway, Rockwell Avenue, Memorial Parkway and Liberty Street, Long Branch Avenue, Florence Avenue, Patten Avenue, and Port-Au-Peck Avenue.





Streets which have been designated as Collector Streets include Lincoln Avenue, Park Avenue, Van Court Avenue, Woodgate Avenue, High Street, Chelsea Avenue, Grand Avenue, Sea View Avenue, Avenel Boulevard, and New Ocean Avenue from Sea View north to the northerly City boundary.

All other streets are designated as Local Streets.





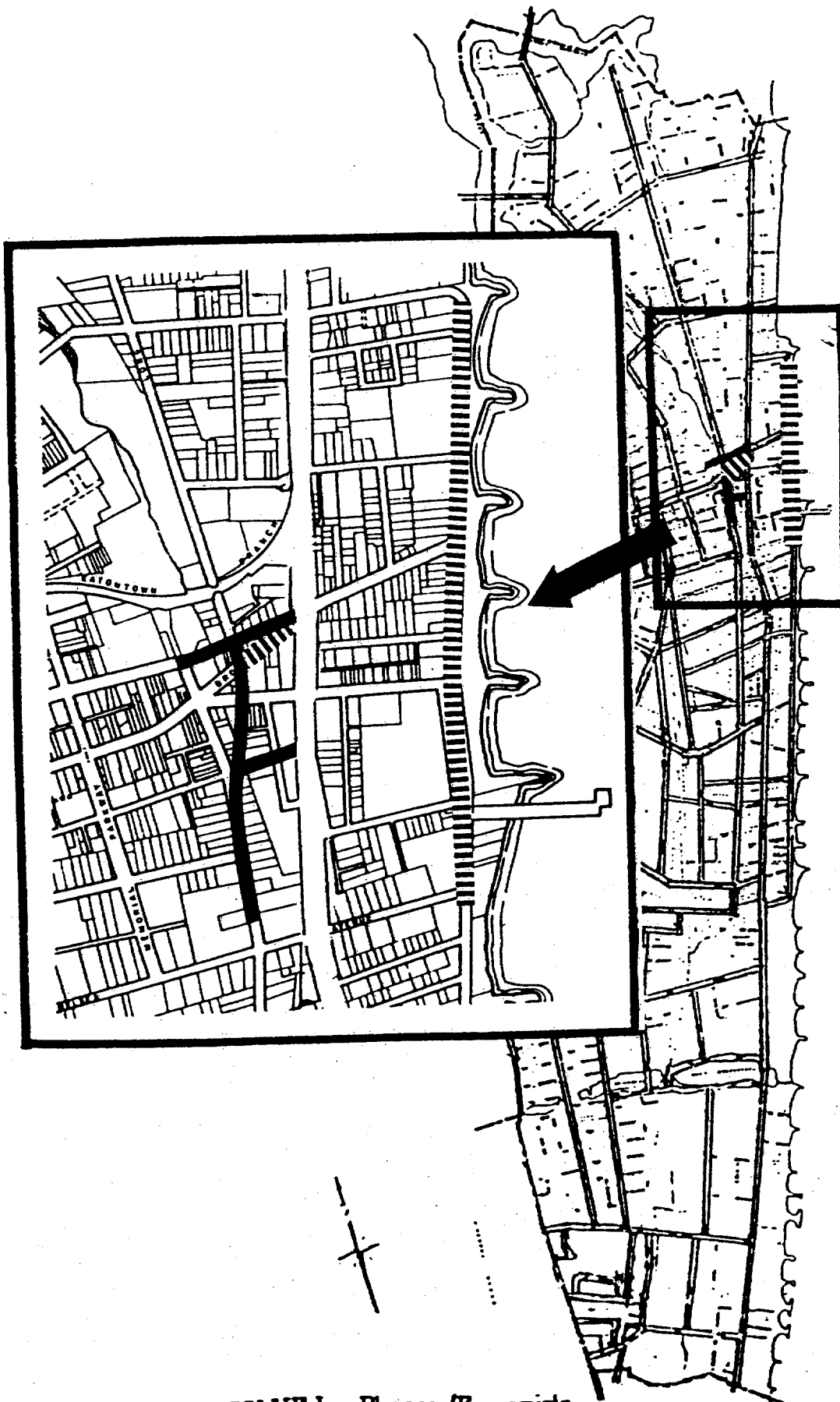
CIRCULATION PLAN ELEMENT

-  PRIMARY ARTERIALS
-  SECONDARY ARTERIALS
-  COLLECTOR STREETS
-  ALL OTHERS = LOCAL STREETS

THE CITY OF
LONG BRANCH
MONMOUTH CO. N.J.



RESOLVE, Inc.
PLANNERS
100 HARBOR INN RD
NAVYVILLE 08761
201-260-0200



PROPOSED ROAD

— EXTENSION
||||| VACATION

LONG BRANCH
MUNICIPALITY

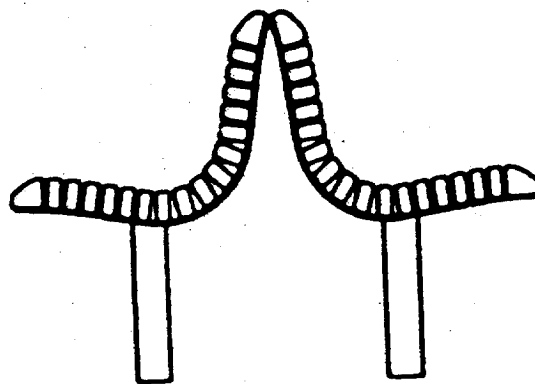
RECREATION PLAN ELEMENT

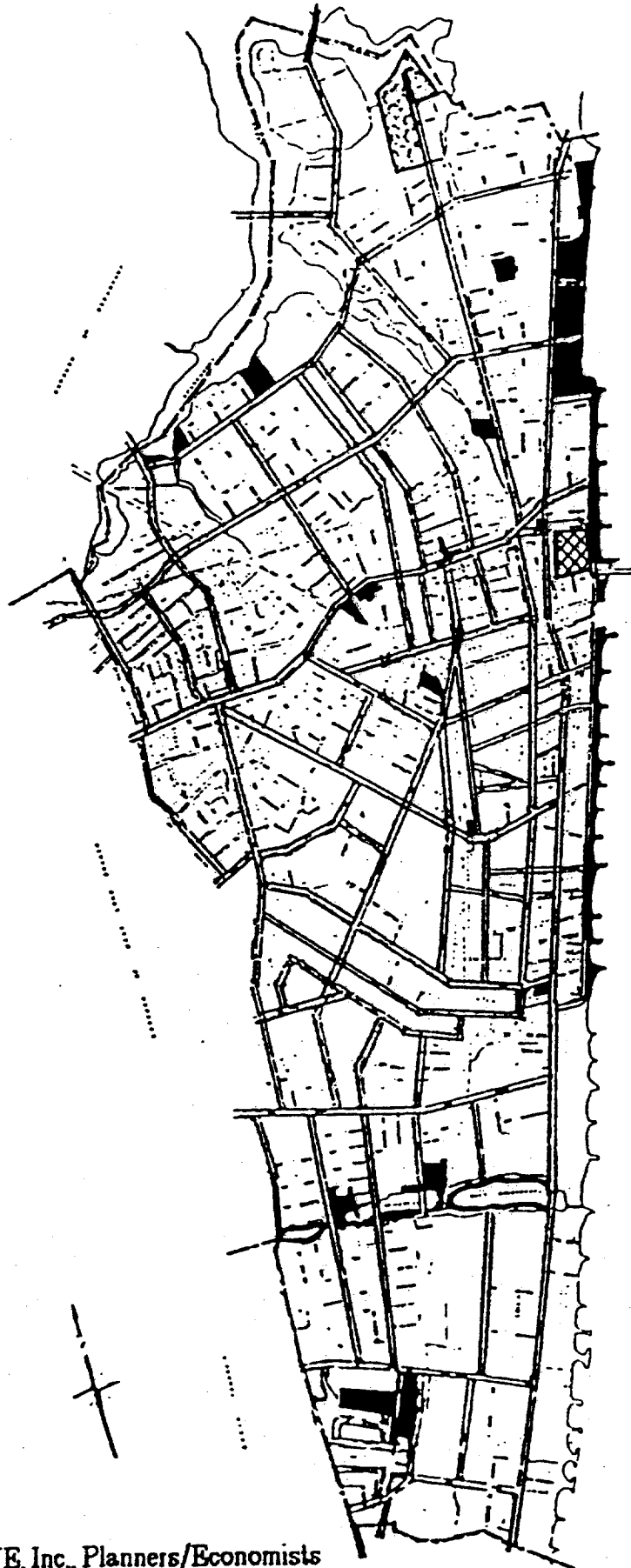
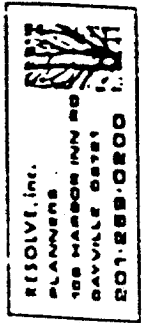
There are two primary changes proposed to the Recreation Plan Element by this Master Plan revision. One of these is to redefine an area proposed for park land on property owned by the City in the north end along Long Branch Avenue and near Manahasset Creek. A second is the removal of the prospective hotel site to the south of South Broadway and east of Ocean Boulevard from the park category. The park proposal for the north end along Long Branch Avenue should have high priority because of the significant townhouse development that has occurred in this area over the past years and the lack of any significant recreational area in this portion of the community. This is also consistent with placing the highest priority on acquisition of new open space at waterfront locations.

Other proposals included in this Recreation Plan Element are a sitting/passive park to be established in the triangle formed by Westwood and Third Avenues (north of Franklin Avenue); proposals are also carried forward for linear parks (promenades) on Ocean Avenue between Chelsea Avenue and Cooper Avenue and from South Bath Avenue to Brighton Avenue. The latter would involve further improvement of City owned right-of-way presently not used for vehicular traffic.

It is also recommended that the Church Street School be retained in public ownership and be used for community purposes which may include parking for nearby businesses on Atlantic Avenue.

In addition to these specific proposals, the City is urged to be ever alert to opportunities to expand open space, recreation and community facilities through land or land and buildings acquisitions and adaptive reuse.





RECREATION PLAN ELEMENT

TO BE REMOVED

TO BE ADDED

EXISTING



LONG BRANCH
OREGON



HISTORIC PRESERVATION PLAN ELEMENT

In the years 1980 through 1982 the Monmouth County Parks Department conducted an historic sites inventory within the City of Long Branch. The survey followed Federal standards for National Register eligibility which are set forth in "How to Apply the National Register Criteria for Evaluation", National Park Service, Department of the Interior, 1982. A total of 62 locations were surveyed. Of those 62, three are now on the National Register of Historic Places. An additional 14 are deemed to qualify for registry. An additional 8 were judged to have the possibility of qualifying for registry. The following is a list of the locations surveyed, their street address, and an indication of their eligibility for the National Register of Historic Places.

INVENTORY #	ADDRESS	ELIGIBLE FOR NRHP
1. 1325-1	Edgar A. West Building 28 Atlantic Avenue	No
2. 1325-2	Presley Garage 45 Atlantic Avenue	No
3. 1325-3	573 Berdan Place	Possible
4. 1325-4	99 Branchport Avenue	No
5. 1325-5	207 Branchport Avenue	No
6. 1325-6	291 Branchport Avenue	No
7. 1325-7	Hotel Norwood 336 Branchport Avenue	No
8. 1325-8	237 Brighton Avenue	Possible
9. 1325-9	Broadway Streetscape	No
10. 1325-9-1	Landmark Hotel S.E. corner Broadway & Second Avenue	No
11. 1325-9-2	Long Branch Record Building 192 Broadway	No
12. 1325-10	St. Luke's M.E. Church N.E. corner Broadway & Washington St.	No
13. 1325-11	275 Broadway	No
14. 1325-12	290 Broadway	Possible
15. 1325-13	St. James Episcopal Church 300 Broadway	Yes

16. 1325-14	Long Branch Public Library 328 Broadway	Yes
17. 1325-15	415 Broadway	No
18. 1325-16	426 Broadway	No
19. 1325-17	479 Broadway	No
20. 1325-18	Broadway School 540 Broadway	Yes
21. 1325-19	First Reformed Church 646 Broadway	No
22. 1325-20	Chandler and Maps Lumber Company S.E. corner South Broadway & Mill Street	Yes
23. 1325-21	143 Cedar Avenue (Burned 1984)	No
24. 1325-22	Hoey Lodge 211 Cedar Avenue	Possible
25. 1325-23	364 Cedar Avenue	Yes (NRHP 1979)
26. 1325-24	Star of the Sea Lyceum N.E. corner Chelsea Ave. & Third Ave.	Yes
27. 1325-25	127 Chelsea Avenue	Yes
28. 1325-26	Star of the Sea Academy 152 Chelsea Avenue	Possible
29. 1325-27	163 Chelsea Avenue	No
30. 1325-28	464 Church Street	Yes
31. 1325-29	25 Fifth Avenue	Possible
32. 1325-30	2 Garfield Road	Possible
33. 1325-31	77 Grand Avenue	No
34. 1325-32	29 Jackson Avenue	No
35. 1325-33	331 and 337 Liberty Street	No
36. 1325-34	Elberon Passenger Station Lincoln Ave. at New York-Long Branch RR	Yes (NRHP 1978)
37. 1325-35	55 Lincoln Avenue	Yes
38. 1325-36	100 Lincoln Avenue	Yes
39. 1325-37	Elberon Library 168 Lincoln Avenue	Yes
40. 1325-38	389 Morris Avenue	No
41. 1325-39	The Reservation E. side Ocean Ave., north of Joline Ave. (moved 1983 to N.W. corner of Seven Presidents Park)	No
42. 1325-40	Theodore Moss House 290 Ocean Avenue	No

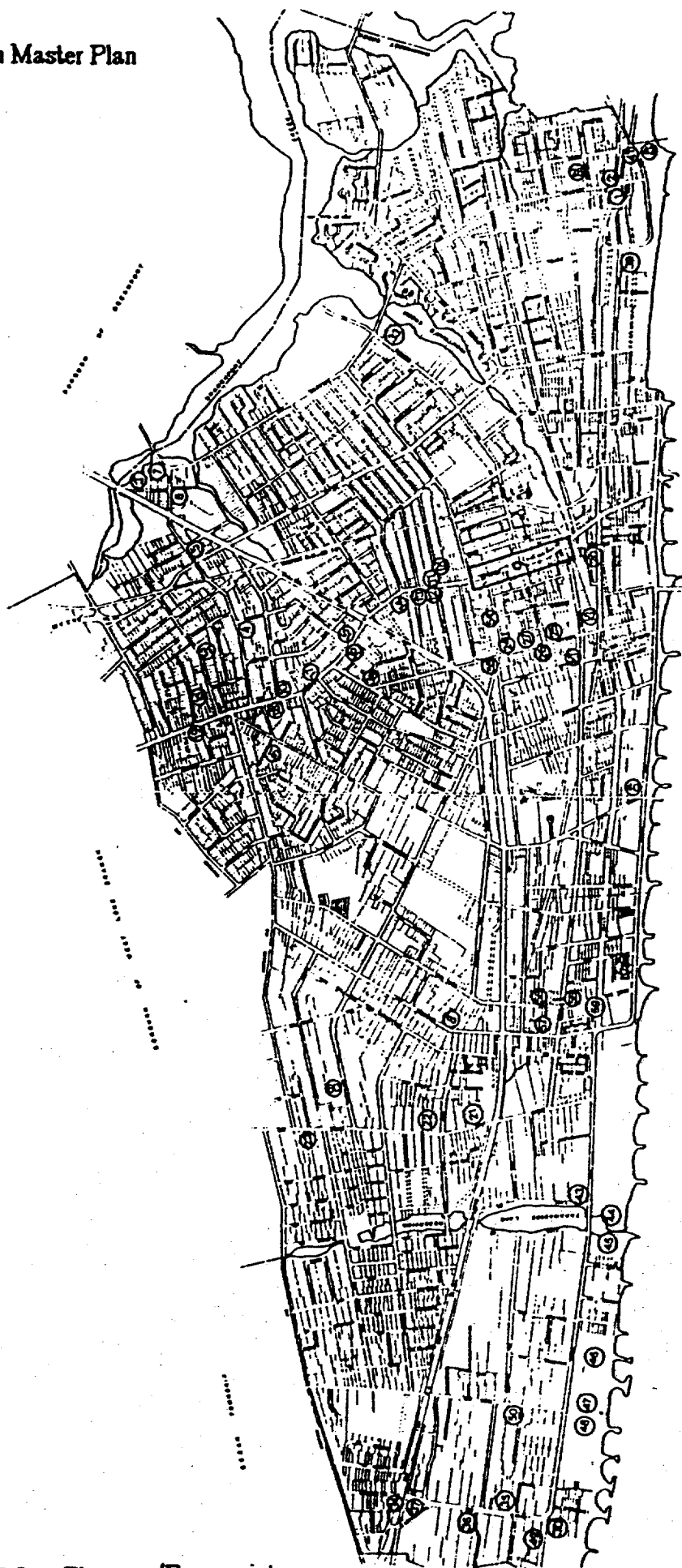
43. 1325-41	468 Ocean Avenue	No
44. 1325-42	475 Ocean Avenue	No
45. 1325-43	St. Michael's Roman Catholic Church 796 Ocean Avenue	No
46. 1325-44	U.S. Lifesaving Station No. 5 805 Ocean Avenue	Yes
47. 1325-45	Benjamin Watson Leigh House 851 Ocean Avenue	No
48. 1325-46	Sea Cliff Villa/James M. Brown House 981 Ocean Avenue	No
49. 1325-47	1035 Ocean Avenue	No
50. 1325-48	Moses Taylor House 1083 Ocean Avenue (Demolished 1982)	Yes
51. 1325-49	St. James Chapel/Church of the Presidents 1260 Ocean Avenue	Yes (NRHP 1976)
52. 1325-50	Elberon Memorial Presbyterian Church S.W. corner Park Avenue & Eaton Avenue	Yes
53. 1325-51	Flinn House 67 Pearl Street	No
54. 1325-52	Brothers of Israel Synagogue 85 Second Avenue *SHPO Opinion 1980	No*
55. 1325-53	140 Second Avenue	No
56. 1325-54	Long Branch Post Office N.W. corner Third Ave. & Van Dyke Place	Yes
57. 1325-55	First Presbyterian Church S.W. corner Third Ave. & Chelsea Ave.	No
58. 1325-56	Murray's Inn 103 West End Avenue	Possible
59. 1325-57	Hulick House 119 West End Avenue	No
60. 1325-58	Hulick House 123 West End Avenue	No
61. 1325-59	Windmill Restaurant S.W. corner West End Plaza & Montgomery Ave.	No
62. 1325-60	692 Westwood Avenue	No

The National Register is the official list of properties significant in American history, architecture, archaeology, engineering, and culture. The National Register was established by the Historic Sites Act of 1935 and the National Historic Preservation Act of 1966, as amended. It is maintained and expanded by the National Parks Service on behalf of the Secretary of the Interior. Properties listed on The National Register receive a limited form of protection and certain benefits. Any properties proposed for The National Register are subject to review and final approval of the Office of New Jersey Heritage and the New Jersey State Review Board of Historic Sites.

Of those properties which are listed as having possible eligibility for The National Register, are subject to additional research on such things as construction date, quality of the interior (interiors generally were not examined during the initial survey), ownership history, and/or degree of alteration in order to determine eligibility.

The City will be encouraged to create an ordinance which would trigger a review by qualified persons of any development application for any site on the foregoing list. This would not restrict use of any of the structures, which would continue to be controlled by the applicable zone regulations, but would control alterations or additions to the structures in a manner preserving the integrity of their historical significance.





HISTORIC SITES SURVEY

RECYCLING PLAN ELEMENT

The New Jersey State Wide Mandatory Source Separation and Recycling Act of 1987 requires each county and municipality in New Jersey to develop and implement mandatory recycling programs. The Act establishes that every municipality shall achieve the maximum feasible recovery of recyclable materials and that at least 15 percent of the prior years total municipal solid waste stream shall be recycled by the end of the first full year following the adoption and approval of the County's recycling plan and that at least 25 percent of the waste stream be recycled in the succeeding year. In the second year the tonnage of the immediately preceding year is to be used in determining the quantity representing 25 percent.

The Act specifies that leaves and at least three other recyclable materials shall be separated from the municipal solid waste stream. The Monmouth County, the solid waste district for Long Branch, list of materials to be separated from residential collection proceedings are newspapers, glass bottles and jars, aluminum cans, tin cans, and leaves. In addition to the list for residential collection, non-residential collection is to separate corrugated cardboard and office paper. As of October 1, 1988 the County is adding to the list of items to be separated from non-residential waste to include asphalt, concrete, land clearing debris, and clear wood waste such as pallets and non-treated cutoffs. The County also has great concern that appropriate facilities and arrangements be made in the process of approving new development to assure that source separation is encouraged and facilitated.

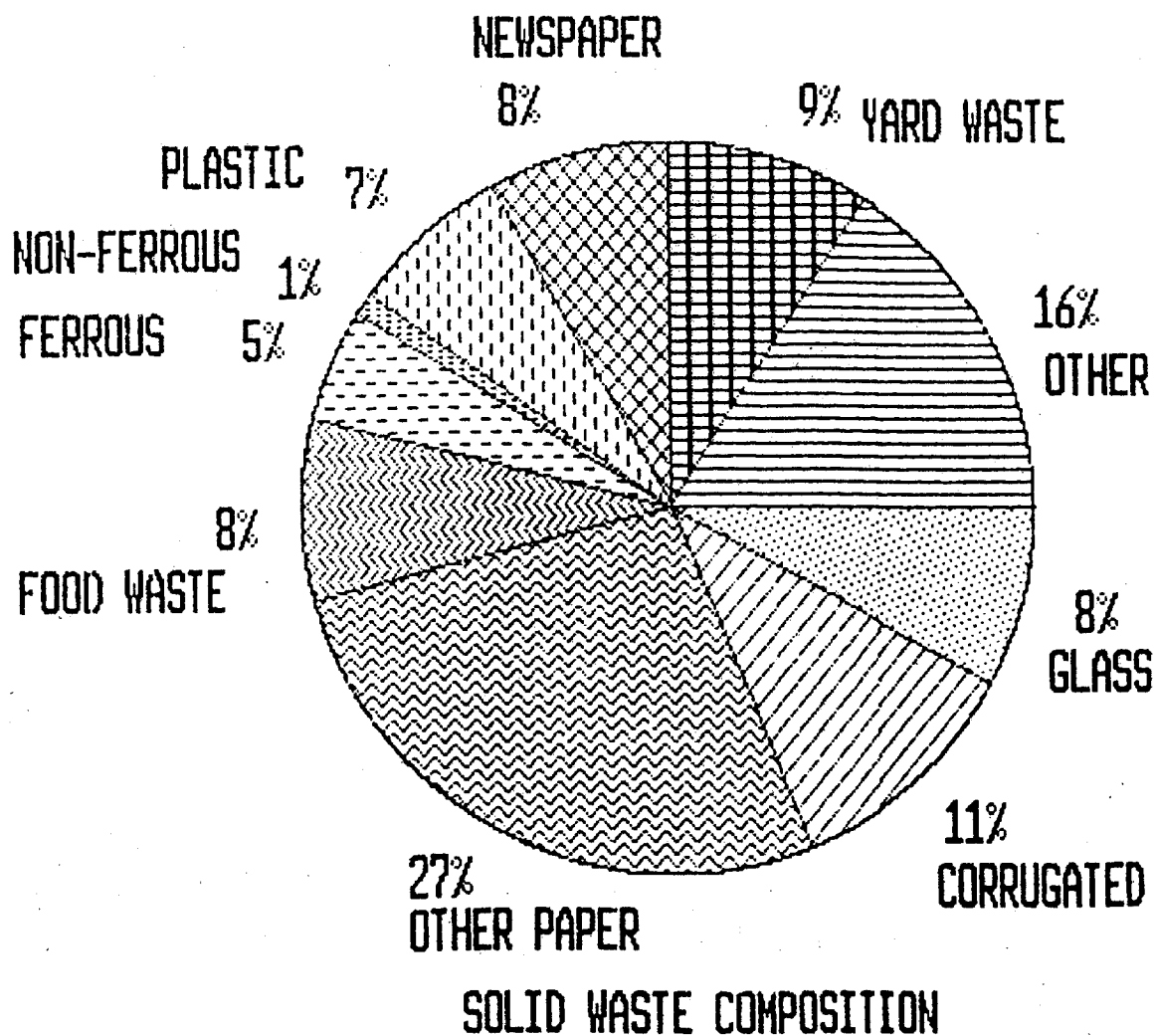
The Public Works Department of the City of Long Branch collects solid waste from both residential and non-residential sources. At the present time the City requires the separation of glass, aluminum, tin, and bi-metal cans, newspapers, and leaves. In addition, white metal that is residential appliances, are also picked up during a collection specifically for that purpose. The City also picks up corrugated cardboard once each week and by appointment will pick up high grade paper.

The paper collected is taken to the Monmouth Processing Company in Ocean Township. Glass and metal is taken to Monmouth Recycling Corporation in Long Branch. The white metal appliances are taken to Red Bank Recycling.

The City is also now exploring the feasibility of adding plastics to the items to be separated from other solid waste. It is anticipated that this program will be in place by the Fall of 1988.

In all new development applications, other than one and two-family dwellings, the reviewing board is assuring that appropriate facilities are provided to encourage and facilitate the separation of the above materials.

The recycling program within the City of Long Branch parallels and exceeds the goals and the list of items to be separated as set forth in both the Monmouth County Solid Waste Management Plan and the Solid Waste Management Act.



RELATIONSHIP TO OTHER PLANS

State Development and Redevelopment Plan

The current draft of the State Development and Redevelopment Plan shows Long Branch to be in a Tier 2, Stable Cities and Suburbs and a Development Region within the coastal zone. The westerly portion of the community is in the first category and the easterly portion of the community is in the second category. The types of development which are proposed for the City of Long Branch by this plan are consistent with what is intended under the terms of the State Development and Redevelopment Plan.

Monmouth County Growth Management Guide

The 1982 Monmouth County Growth Management Guide designates Long Branch as an Urban Center. Urban Centers are intended to be the location of rehabilitation, redevelopment, and growth activities. It is the intent of that designation that industrial and commercial areas should be strengthened in order that they would serve as employment and commercial and service opportunities for both the particular municipality and the surrounding region. The land use policies set forth within this master plan are consistent with that designation.

Monmouth Beach

Monmouth Beach is the adjacent municipality to the north in the easterly portion of Long Branch. The majority of the common boundary within Monmouth Beach is designated for residential land use, with a segment of the area at Ocean Boulevard designated for business use. These designations and the land use designations proposed by this plan within Long Branch are compatible with each other.

Deal

Deal is the municipality to the south of Long Branch along the oceanfront. The entire land area of Deal adjacent to Long Branch is zoned for residential purposes. This is consistent with the land use designations within Long Branch as set forth by this plan.

Ocean Township

The entirety of the land area within Ocean Township adjacent to Long Branch is on the westerly side of Norwood Avenue. This entire area is designated for residential use which is consistent with the designation within Long Branch on the easterly side of Norwood Avenue.

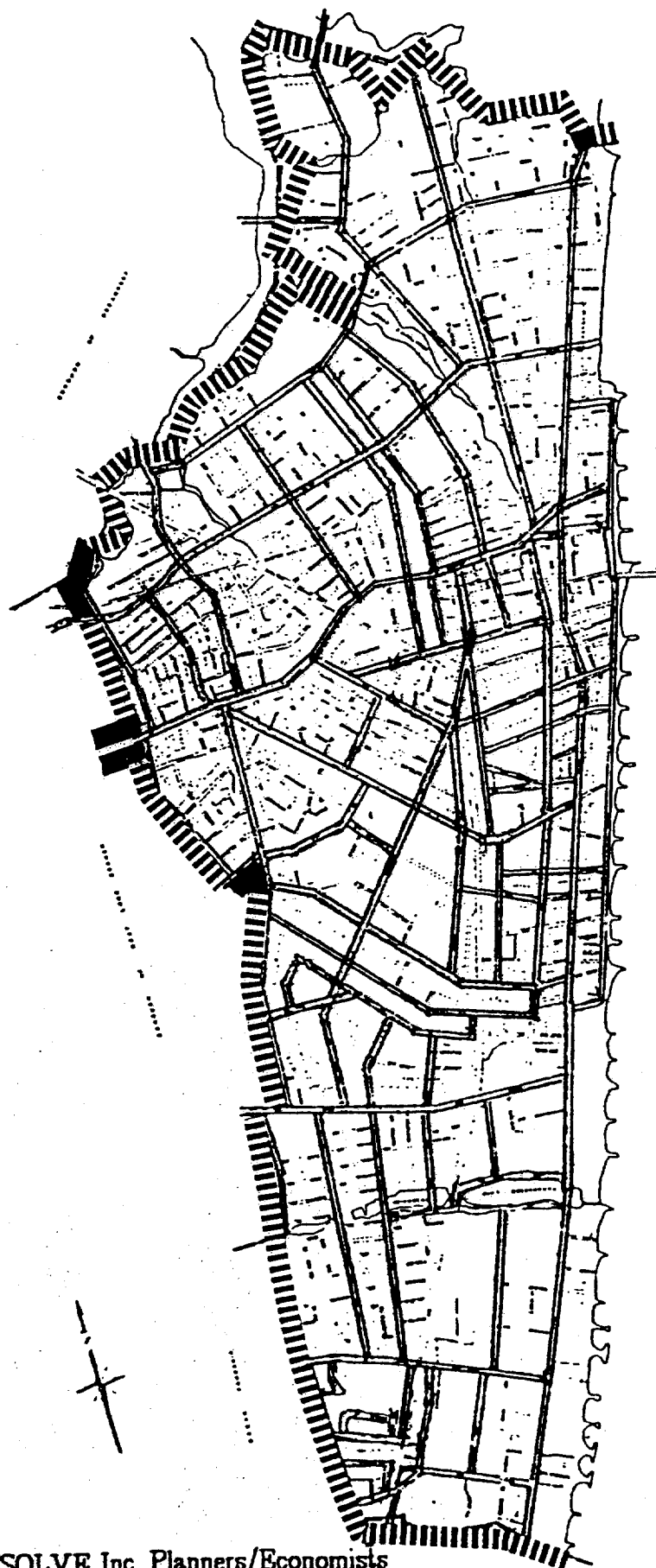
West Long Branch

The entirety of the land area on the west side of Norwood Avenue within West Long Branch is designated for residential purposes until one arrives at West End Avenue. Opposite High Street and along Wall Street there is an area within West Long Branch designated for commercial purposes. This is consistent with the neighborhood commercial designation along the easterly side of Norwood Avenue to each side of High Street. Residential category is then applied to the remaining land area in West Long Branch along Oakwood Avenue until one reaches the frontage of Broadway. Each side of Broadway is designated for commercial purposes. The residential designation again picks up on the north side of Broadway to Joline Avenue. On the northerly side of Joline Avenue it is designated for commercial purposes.

Oceanport

Branchport Creek separates Long Branch from Oceanport for most of their common boundary. In the extreme southwesterly portion the Creek is not particularly wide; at this location the Borough of Oceanport has the land area designated for non-residential purposes. This is consistent with what is designated within Long Branch at this location. As to the remainder of Oceanport as one proceeds in a northeasterly direction on the northerly side of Branchport Creek the land area is designated for residential purposes.

In summary, there are no apparent conflicts between this proposed plan for the City of Long Branch and the plans of any higher level of government or any adjoining municipality.



BOUNDARY ZONING

RESIDENTIAL

COMMERCIAL

THE CITY OF
LONG BRANCH
MIDDLESEX CO. N.J.



HOUSING PLAN ELEMENT

BACKGROUND INFORMATION

Every municipality is required to prepare by August 1, 1988 a Housing Plan Element as set forth in 40:55D-28 b(3) and 52:27D-310 of The New Jersey Municipal Land Use Law. The following background information is presented as a basis for this element.

HOUSING STOCK

The following statistical information deals with the housing stock of the City of Long Branch. This information is as of the 1980 Census and based on that source unless otherwise noted.

Age of Housing Stock

Approximately 70%, 8207 units, of occupied housing as of 1980 was built prior to 1970. An additional 2617 units (93% of occupied housing as of 1980) were constructed between 1960 and 1970. Construction between 1970 and 1980 added 848 units or 100% of occupied units as of 1980. Certificates of occupancy (less demolitions) for approximately 465 units have been issued since the 1980 Census.

TABLE ONE

AGE OF OCCUPIED HOUSING STOCK

YEAR	NUMBER OF UNITS OCCUPIED	PERCENT OF 1980	NUMBER INCREASE	PERCENT INCREASE
1960	8207	70.31		
1970	10824	92.73	2617	31.98
1980	11672	100.00	848	7.83
1988	12137	103.98	465	3.98

SOURCE: U.S. CENSUS BUREAU.

THE 1988 NUMBER IS AN ESTIMATE
BASED ON NEW OCCUPANCIES
AND DEMOLITIONS SINCE 1980.

Housing Conditions

The housing units within the City of Long Branch are in a variety of conditions. The identified indigenous need within the City is only 490 units or six percent of the currently occupied units.

TABLE TWO

HOUSING CHARACTERISTICS 1970-1980

	1970	1970	1980	1980	1970-80
	NUMBER OF UNITS	PERCENT OF TOTAL	NUMBER OF UNITS	PERCENT OF TOTAL	PRCNT OF CHANGE
TOTAL	11963	100	13171	100	10.10
YEAR-ROUND	11581	96.81	12986	97.99	11.44
OWNER OCCUPIED	4383	35.97	4759	36.13	18.60
RENTER OCCUPIED	6251	54.51	6913	52.49	6.81
VACANT	480	4.01	1234	9.37	157.88
SEASONAL	482	3.36	2835	21.52	685.22
UNITS AT ADDRESS					
1	4916	41.09	6481	48.6	38.21
2-9	6665	55.71	3586	26.62	-2.58
10 & +			2987	22.68	
MOBILE HOME	8	8	12	8.89	

SOURCE: U.S. CENSUS BUREAU.

FOR "1970 NUMBER OF UNITS" AND "1970-80 PERCENT OF CHANGE",
"2-9" IS "2 OR MORE".

Type of Tenancy

Of the 13171 occupied households in 1980, 37 percent or 4759 units were owner occupied, 53 percent or 6913 units were renter occupied and 10 percent or 1234 units were vacant.

Housing Values and Rents

As of 1980 the median value of owner occupied housing was \$46,000 and the median monthly rent was \$238. Average value was \$54,215 and average monthly rent was \$236. The majority (69%) of owner occupied units were within the value range of from \$30,000 to \$80,000. Fifty-six

percent of monthly rents were from \$200 to \$300. Long Branch has a long history of providing a variety of housing at an extensive range of occupancy costs. Current sales prices range from less than \$100,000 to more than \$1,000,000. Current rents range from those in assisted housing up to \$1,000 and more monthly.

TABLE THREE
HOME VALUE AND RENT PAID - 1980

	LONG BRANCH		MONMOUTH COUNTY	
	NUMBER OF UNITS	PERCENT OF TOTAL	NUMBER OF UNITS	PERCENT OF TOTAL
HOME VALUE				
200000 & UP	52	1.51	1884	1.81
150 - 199999	38	1.10	2890	2.89
100 - 149999	156	4.52	86	12.41
80 - 99999	192	5.56	14732	14.76
50 - 79999	1017	29.44	37436	37.50
30 - 49999	1370	39.66	22207	22.24
0 - 29999	629	13.21	8385	8.40
AVERAGE	54215		72882	
MEDIAN	46000		65500	
MONTHLY RENT				
500 & UP	61	0.93	816	1.71
400 - 499	125	1.91	1618	3.40
300 - 399	964	14.73	7219	15.15
200 - 299	3667	56.03	24971	52.40
100 - 199	1290	19.71	10363	21.75
0 - 99	438	6.69	2664	5.59
AVERAGE	236		244	
MEDIAN	238		244	

SOURCE: U.S. CENSUS BUREAU.

Occupancy Characteristics and Types

Of the 13171 households in 1980, 7425 or 64% were family households. Units with children under age 18 numbered 3860 or 33 percent of all households. There were 2603 householders age 65 and over and 2998 households with a person age 65 and over. This represents 22% and 26% of occupied households, respectively.

Forty-nine percent of all units were within structures containing one unit at the address; twenty-seven percent were in structures containing two through nine units; twenty-three percent were in structures with 10 or more units at the address; and less than one percent were mobile homes (does not add to 100 because of rounding). Sixty-four percent (7425 units) of all households were family households and 45 percent (5191 units) of all households were married couple family households. Thirty-six percent (4247 units) of all households were 1 and 2 person non-family households.

TABLE FOUR

HOUSEHOLD CHARACTERISTICS - 1980

	LONG BRANCH		MONMOUTH COUNTY	
	NUMBER	PERCENT	NUMBER	PERCENT
	OF UNITS	OF TOTAL	OF UNITS	OF TOTAL
FAMILY HOUSEHOLDS	7425	63.61	129943	76.38
MARRIED COUPLE	5191	44.47	188467	63.76
FEMALE HSEHLR	1942	16.64	17295	10.17
MALE HSEHLR	292	2.58	4181	2.46
NON-FAMILY HSEHLDS	4247	36.39	48187	23.62
ONE PERSON	3548	30.33	34885	20.5
TWO & + PERSON	787	6.86	5382	3.12
HOUSEHOLDS:				
WITH CHILD <18	3868	33.87	72886	42.37
WITH PERSON 65>	2998	25.69	42831	24.71
WITH HSEHLR 65>	2683	22.38	34987	20.52
HOUSEHOLDERS:				
WHITE	9356	88.16	153796	98.4
BLACK	1868	16.88	13416	7.89
OTHER	448	3.84	2918	1.72
SPANISH(1)	1144	9.88	5993	3.52
TOTAL HOUSEHOLDS	11672	100.00	178138	100
PERSONS PER HSEHLD	2.51		2.9	

(1) ALSO COUNTED IN WHITE
SOURCE: U.S. CENSUS BUREAU.

Affordability to Low and Moderate Income Families as of 1980

Units reported to have a value under \$50,000 as of the 1980 Census numbered 1999. This was 58% of occupied units as of that date. The 1980 median household income was \$26,750. At 80%, low and moderate income would be \$21,400 and below. This would equate to mortgage affordability of approximately \$50,076. Based on a 10% down payment, the upper limit of house price for this category would be \$55,000. It can be estimated that approximately 2000 units were below this value.

At 30% of gross income, a rent of up to \$535 per month would be affordable, including utilities. Discounting as much as \$75 per month for utilities, the remainder is \$460. It is estimated that 6400 units were available for rent at a monthly rent at or below \$460.

TABLE FIVE

	POPULATION		CHANGE		MONMOUTH COUNTY % OF CHANGE 1978-80	
	1978 NUMBR OF PERSONS	1978 % OF TOTAL	1980 NUMBR OF PERSONS	1980 & OF TOTAL	1978-80 PERCENT CHANGE	
TOTAL	31774	100.00	29819	100.00	-6.15	9.53
WHITE	26285	82.72	22284	74.46	-15.53	7.39
BLACK	5237	16.48	6814	28.17	14.84	12.31
OTHER	252	8.79	1681	5.37	535.32	297.13
MALE	14873	46.81	13795	46.26	-7.25	7.94
FEMALE	16901	53.19	16024	53.74	-5.19	11.86
UNDER 18	9538	38.02	7692	25.80	-19.35	74.85
AGE 65 & OVER	3617	11.38	4208	14.11	16.34	32.25
IN HOUSEHOLDS	38994	97.55	29328	98.33	-5.48	18.58
IN GROUP QUARTERS	788	2.45	499	1.67	-36.83	-27.36
MEDIAN AGE OF POPULATION	27.4		38.7		12.84	
MALES	25.8		29.1		12.79	
FEMALES	29		32.5		12.87	

SOURCE: U.S. CENSUS BUREAU.

Projected Housing Stock

Based on municipal records and 1980 Census data it is estimated that the current number of occupied households within the City is 12,137 units. Currently there are outstanding approvals for approximately 100 additional units. It is estimated that approximately 500 units may be added to the City's housing stock over the next 6 years.

TABLE SIX
ESTIMATED OCCUPIED HOUSING STOCK
1988

YEAR	CO'S	ISSD	DEMOS	INCREASE
1981		48	58	-18
1982		43	27	16
1983		64	6	58
1984		105	18	95
1985		120	12	108
1986		138	48	98
1987		167	51	116
NET INCREASE SINCE 1980				465
OCCUPIED UNITS AS OF 1980				11672
MID-YEAR ESTIMATE 1988				12137

SOURCE: U.S. CENSUS BUREAU
LONG BRANCH CONSTRUCTION DEPT.

DEMOGRAPHICS

Population

As of the 1980 Census, the total population of the City of Long Branch was reported to be 29,819 persons. This was a decrease of 6 percent from the 1970 population of 31,774 persons. Historical levels of population are: 1950, 23,090 persons; and, 1960, 26,228 persons.

TABLE SEVEN			
POPULATION GROWTH			
YEAR	PERCENT		SOURCE
	PERSONS	INCREASE	
1980	8872		1
1910	13298	49.89	1
1920	13521	1.68	1
1930	18399	36.88	1
1940	17488	-5.39	1
1950	23090	32.64	1
1960	26228	13.59	1
1970	31774	21.15	1
1980	29819	-6.15	1
1986 EST.	29458	-1.24	2
1995 PROJ.	32631	18.36	2

SOURCES: 1. U.S. CENSUS BUREAU
2. MONMOUTH COUNTY PLANNING BOARD

Household Size

In 1980 the average household size was 2.51 persons and the average family size was 2.71 persons. Approximately 61% of all units were 1 and 2 person units, with more than 30% being 2 person households. Thirty percent of all households were 1 person households.

Income

Median household income for the City of Long Branch was \$26,750 in 1979 as reported in the 1980 Census. The median income in Monmouth County was \$21,061. This establishes low and moderate income (at 80 percent) at \$16,849 and below. Slightly more than 54% of all households within the City had incomes of less than \$15,000. Slightly less than 26% had incomes of \$15-\$25,000. Seventeen percent of all households had incomes in the range of \$25,000 to \$50,000. Approximately 3% had incomes over \$50,000.

Age

The median age of the population as of 1980 was 30.7 years. Of the total 1980 population, 2128 (7%) were under 5 years; 5564 (19%) were aged 5 to 17; 17,919 (60%) were 18 to 65 years; and 4208 (14%) were 65 and over. In New Jersey only 11.8% were 65 and over.

TABLE EIGHT

HOUSEHOLD INCOME - 1979

INCOME CATEGORY	LONG BRANCH		MONMOUTH COUNTY	
	NUMBER OF HSEHLD	PERCENT OF TOTAL	NUMBER OF HSEHLD	PERCENT OF TOTAL
50000 & UP	486	3.48	13818	8.29
25000 - 49999	1993	17.07	55425	33.24
15000 - 24999	2982	25.54	42840	25.69
10000 - 14999	2845	17.52	21523	13.9
5000 - 9999	2435	20.86	21435	12.86
0 - 4999	1813	15.53	11702	7.02
MEDIAN	26750		21061	
MEAN	29979		24940	

SOURCE: U.S. CENSUS BUREAU

TABLE NINE

AGE COMPOSITION - 1980

AGE CATEGORY	LONG BRANCH		MONMOUTH COUNTY	
	NUMBER OF PERSON	PERCENT OF TOTAL	NUMBER OF HSEHLD	PERCENT OF TOTAL
UNDER 5	2128	7.14	31423	6.24
5 - 9	1920	6.44	36899	7.33
10 - 14	2170	7.30	45262	9.00
15 - 17	1466	4.92	38337	6.83
18 - 21	1929	6.47	31577	6.28
22 - 24	1885	6.32	22528	4.48
25 - 34	5301	17.70	75222	14.95
35 - 44	2743	9.20	64341	12.79
45 - 54	2892	9.70	56878	11.14
55 - 64	3169	10.63	49970	9.93
65 - 74	2511	8.42	35162	6.99
75 - 84	1290	4.33	18724	3.72
85 & OVER	407	1.36	5650	1.12

SOURCE: U.S. CENSUS BUREAU.

Employment

As of 1980 the total civilian labor force residing within the City of Long Branch was 12315 persons of which 8462 were employed. Civilian covered employment within the City as of 1986 was 8896 jobs. Inflating the covered employment to 120 percent yields an estimated total employment of 11,120 jobs as of 1986.

It can be anticipated that, given the historical rate of employment growth and considering potential growth, that employment growth within the City should average 100 to 120 new jobs per year in each of the next 6 years.

TABLE TEN
CLASS OF WORKER, 16 YRS & +, 1980

CLASS OF WORKER	NUMBER OF PERSONS	PERCENT OF TOTAL
PRIVATE WAGE & SALARY	8753	64.53
FEDERAL GOVERNMENT	1034	7.63
STATE GOVERNMENT	301	2.22
LOCAL GOVERNMENT	1531	11.29
SELF-EMPLOYED	679	5.01
UNPAID FAMILY	17	0.13
EMPLOYED LABOR FORCE	12315	98.92
UNEMPLOYED LABOR FORCE	1245	9.18
TOTAL RESIDENT LABOR FORCE	13560	100.00
NOT IN LABOR FORCE	9475	

SOURCE: U.S. CENSUS BUREAU.

TABLE ELEVEN

EMPLOYMENT LEVELS

	COVERED EMPLOYMENT	PRIVATE	INFLATED TO ESTIMATE OF TOTAL	
YEAR (3RD QTR)	LONG BRANCH	MONMOUTH COUNTY	LONG BRANCH	MONMOUTH COUNTY
1977	7682	118056	9603	137578
1980	8462	126165	10578	157706
1984	8952	154573	11198	193216
1986	8896	161207	11120	201508
10 YEAR CHANGE	1214	51151	1517	63938
AVE % INCREASE/YR	1.58	4.65	1.58	4.65

SOURCE: N.J. DEPT OF LABOR, DIV. PLANNING & RESEARCH

TABLE TWELVE
EMPLOYMENT DISTRIBUTION - 1980

	NUMBER	PERCENT
AGRICULTURE, FORESTY, FISHING MINING	72	0.58
CONSTRUCTION	518	4.21
MANUFACTURING	1864	15.14
TRANSPORTATION, COMMUNICATION, UTILITIES	743	6.03
WHOLESALE TRADE	360	2.92
RETAIL TRADE	2239	18.18
FIINANCE, REALESTATE, INSURANCE	576	4.68
SERVICES, GOVERNMENT	5943	48.26
TOTAL	12315	100.00

SOURCE: U.S. CENSUS BUREAU

HISTORY OF HOUSING PROGRAMS IN LONG BRANCH

Long Branch has been active in housing action programs since the 1950's. The Long Branch City Housing Authority operates eight public housing projects containing 640 dwelling units. In addition, the City has participated in various rehabilitation programs for owner and rental occupied units over the years. In the 1960's the City prepared a general neighborhood renewal program which has resulted in elimination of areas of blight and significant new construction.

Any current plans for improvement of housing within the City represent only a continuation of efforts which have been expended over the course of the last 30 years.

ASSESSMENT OF HOUSING NEEDS

Although rehabilitation programs have been ongoing within the City, a large number of units remain in need of rehabilitation work. Three public housing projects containing 117 units are in need of modernization and rehabilitation according to the Housing Authority. A survey by the City's rehabilitation coordinator in March of 1988 indicated that 430 private units were potentially substandard and in need of rehabilitation. This survey covered only three neighborhoods and many additional units are believed to exist in other areas which are in need and qualify for rehabilitation activities. There is therefore a current potential of not less than 547 units in need of rehabilitation work within the City.

PROGRAM TO ADDRESS HOUSING NEEDS

The foregoing rehabilitation needs will be met by regional contribution agreements which have been entered into by the City with Wall Township and Middletown Township. These agreements will provide the funding for the rehabilitation of 300 units to include 117 units in three public housing projects and 150 units of scattered rehabilitation. The scattered site rehabilitations will concentrate in Census Tracts 56, 58.02, and 59.

The Housing Authority is continuously monitoring funding opportunities and the City may enter into additional cooperation agreements to expand the rehabilitation effort. At present the City has a commitment of \$5,250,000 divided equally between Middletown and Wall Township.

See the report of Susan Kimball, P.P., dated March 1988.