

COUNCILPERSON ZAMBRANO  
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 GIORDANO  
THE FOLLOWING ROLL CALL VOTE:

AND ADOPTED UPON

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  
THE RESOLUTION (PASSED ADOPTED)  
BY THE CITY COUNCIL AT A REGULAR MEETING HELD  
ON JULY 25, 2000  
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 \_\_\_\_\_ DAY OF \_\_\_\_\_ 20\_\_\_\_  
*Irene Joline*  
CITY CLERK

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

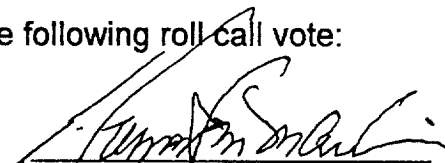
BE IT FURTHER RESOLVED that the City Clerk be and is hereby authorized to forward copies of said report to all adjoining Municipalities and the Monmouth County Planning Board.

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

## 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 18, 2000. By the City Council on July 25, 2000. 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 1998 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 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 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.

### 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.

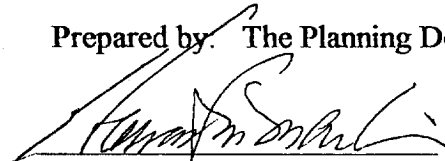
1. Removal of the S-3 professional office district and reinstating this area into the C-6 Commercial District. This change was necessitated by the unwillingness of any new professional offices to locate in this area.
2. The majority of commercial/industrial/manufacturing zones and uses are to be incorporated into the City's proposed Urban Enterprise Zone.
3. A renewed commitment to unified oceanfront redevelopment has occurred due to implementation of the Oceanfront Redevelopment Plan & Design Guidelines.
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 has resulted 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 for 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.
7. The creation of a Downtown Broadway Corridor Redevelopment Sector may require additional Master Plan/Zoning ordinance revisions at a future date.
8. The establishment of a City Parking Authority may require additional Master Plan/Ordinance revisions.

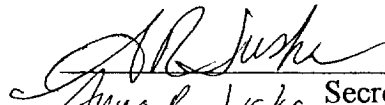
### Specific Changes Recommended

1. Sections of the Master Plan concerning; density/distribution of population/housing conditions should be revised to reflect the incorporation of the 2000 Census data.
2. Listing of Planning Board and Governing Body should be updated to reflect current membership.

3. It is anticipated that several changes to the Master Plan may be necessary as a result of the proposed creation of, the Broadway and Railroad Station Redevelopment Sectors, City Parking Authority, Station Village Area, etc. To speculate as to what these changes may be would be premature. Therefore no specific changes can be recommended at this time. However, the Planning Board will make recommendations for changes based upon their study and implementation of these various proposals.

Prepared by: The Planning Department of the City of Long Branch (7/13/00)

  
Howard Marlin/Chairman

  
Anna R. Juska Secretary

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

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:

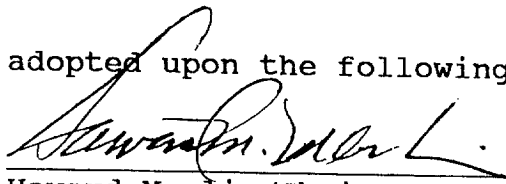
RESOLUTION RE-EXAMINATION OF 1988  
MASTER PLAN


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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.

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Major Problems & Objectives

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OBJECTIVES

Residential Use

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- provide for a diversity of housing types.
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Commercial Land Use

- Objectives - consolidate and limit commercial uses to certain selected centers.
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#### Circulation Plan

- Objectives - realign several thoroughfares to improve city-wide traffic movements as well as decrease traffic flow through neighborhoods.
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- Objectives - integrate compatible community facilities into complexes in order to minimize public expenditures, e.g. park-schools, civic center complex.
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#### Urban Renewal Plan

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#### 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.
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  - 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 oceanfront.
  - 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.
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### 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.

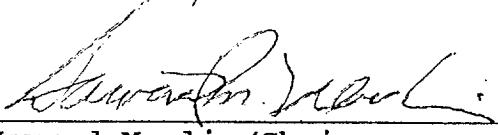
Since the last revision of the Master Plan, the following significant changes have occurred in the assumptions, policies, objectives, and standards upon which the Plan is based.

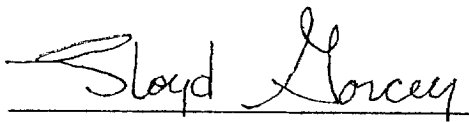
1. Removal of the S-3 professional office district and reinstating this area into the C-6 Commercial District. This change was necessitated by the unwillingness of any new professional offices to locate in this area.
2. The majority of commercial/industrial/manufacturing zones and uses are to be incorporated 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