City of Long Branch

Monmouth County, New Jersey

2009 MASTER PLAN

Adopted March 16, 2010

Long Branch Planning Board

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The original of this master plan was signed and sealed in accordance with N.J.S.A. 45:14A-12.

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City of Long Branch
2009 Master Plan

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I. INTRODUCTION

Long Branch last adopted a comprehensive master plan in 1988 and prepared and adopted reexamination reports in 1994, 2000 and 2007. Although the master plan has not undergone a comprehensive review since 1988, numerous planning initiatives have been undertaken by the City since then, most notably the Oceanfront Master Plan and subsequent redevelopment plans, Regional Center designation by the State Planning Commission, the Urban Enterprise Zone Strategic Plan, and the 2008 Beach Management Plan.

The 2009 master plan constitutes the new comprehensive plan for the City and satisfies all of the requirements prescribed in the Municipal Land Use Law for "guiding the use of lands within the municipality in a manner which protects public health and safety and promotes the general welfare." The 2009 master plan provides a comprehensive and coordinated approach to achieving the community's vision and will serve as basis for the City's policy, regulatory and investment decisions.

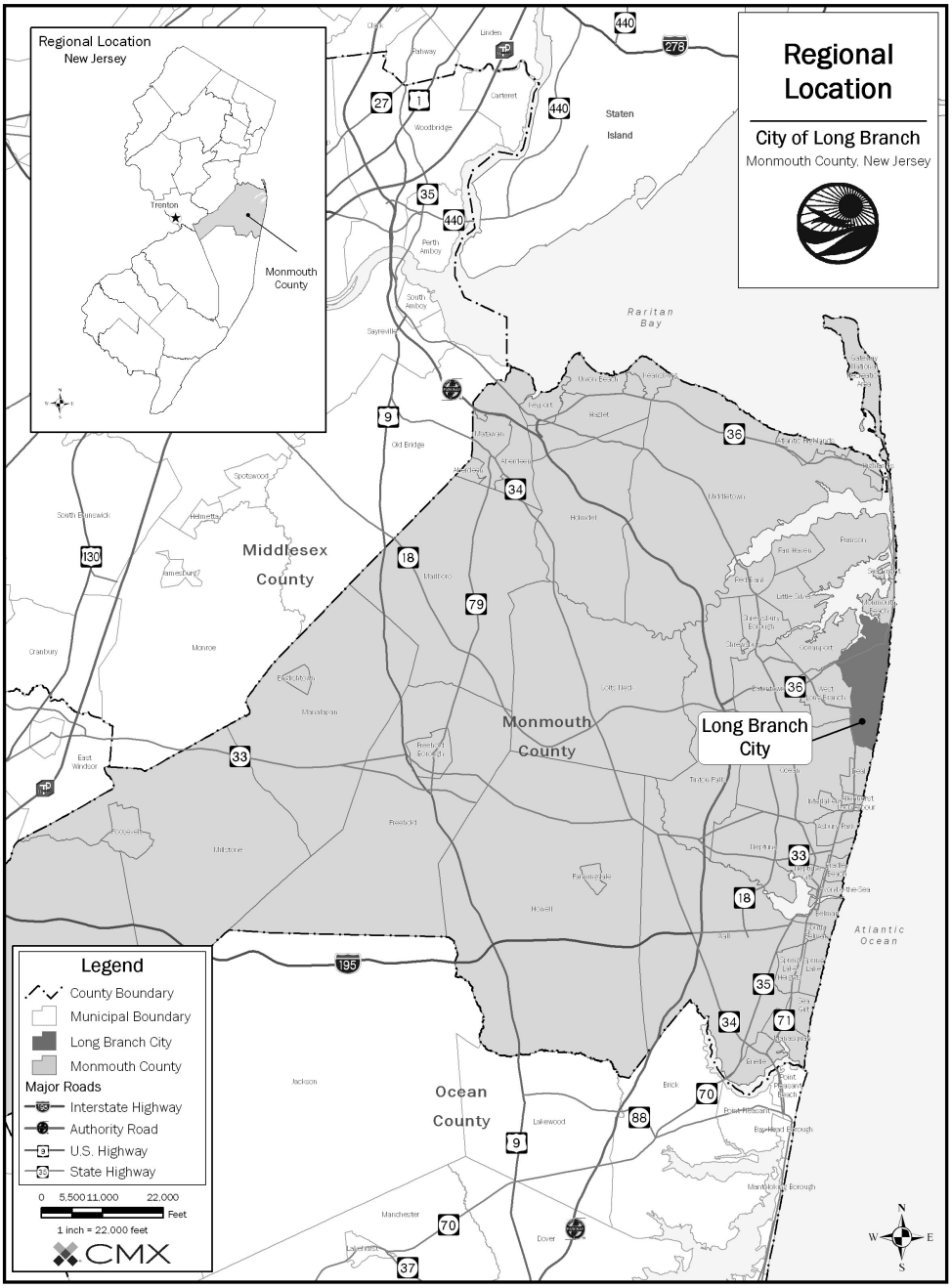
The 2009 master plan contains the following elements:

- Goals and Objectives
- Land Use
- Circulation
- Utilities
- Community Facilities
- Open Space and Recreation
- Economic Development
- Historic Preservation
- Recycling

In addition, the 2009 master plan incorporates the following documents by reference:

- The April 1996 Oceanfront-Broadway Redevelopment Plan, as amended, as part of the land use element,
- The 2008 Beach Management Plan as part of the open space and recreation element,
- The 2009 Municipal Stormwater Management Plan as part of the utilities element, and
- The 2009 Long Branch Housing Element, which was adopted separately by the City for submission to the Council on Affordable Housing.

A comprehensive community profile was completed in March 2009 to provide updated background information for the master plan. The community profile is a detailed narrative and graphic description of existing demographic and land use conditions in Long Branch. It has been published as a separate document and is available from the Long Branch Division of Planning and Zoning.


Regional Location
City of Long Branch
Monmouth County, New Jersey
Regional Location
New Jersey
Trenton
Monmouth County
Middlesex County
Monmouth County
Ocean County
Long Branch City
Staten Island
Raritan Bay
Atlantic Ocean
Legend
County Boundary
Municipal Boundary
Long Branch City
Monmouth County
Major Roads
Interstate Highway
Authority Road
U.S. Highway
State Highway
0 5,500 11,000 22,000
Feet
1 inch = 22,000 feet
CMX

Long Branch Goes Green

Guiding the preparation of the master plan is the City's green initiative that will drive public policy into the future. In an effort to help Long Branch become a "green" city, an Energy Review Committee was created in mid-2007. The Committee consists of members of various city departments - including planning, health, purchasing, the library, public works, and police. Their charge is to provide new environmentally friendly initiatives to help make the quality of life better in the city. The Committee looks at improving efficiency in city buildings, planning new environmentally efficient structures, reusing resources, and encouraging residents to become more environmentally friendly. A centerpiece of the green initiative is the "Green Page" on the City's website. The Green Page was designed to announce the Go-Green City-Wide Initiative and to inform the community of various ways they can get involved.

Green Accomplishments to Date –

☑ Mayor created City's Energy Review Committee (ERC) in 2007 composed of representatives from many different departments (planning and zoning, health, public works, purchasing and police) to work hard for the community to help improve the quality of life in our city.

☑ Created "Green Page" on the City website with sustainable, green information & links 24/7. Go to: http://www.visitlongbranch.com.

☑ Participated in and received awards from the New Jersey Clean Energy Program "Change a Light, Change the World" Campaign:
▪ 2007: 2nd highest pledges of any municipality in the State and 4th highest pledges of any municipality in the U.S.A. This successful educational public awareness event received almost 500 pledges for the Change the World Clean Energy Campaign and approximately 50 Volunteers for the City's Green Team.
▪ 2008: For second year running, 2nd in State - 4th nationally among local governments in collecting highest number of pledges.
▪ 2009: Oceanfest - Environmental Commission Members helped staff the City's Green Booth on July 4th.

☑ Replaced various City bulbs with LED:
▪ All green and red traffic signals replaced.
▪ Yellow traffic signals replaced on an as needed basis.

▪ Approximately 3,000 Christmas Tree Lights replaced with LED bulbs – a reduction from 7 watts to 1 watt each.
▪ Other trees and holiday lights to be changed to LED in the future.

☑ City Planning Initiatives:
▪ Revising City's ordinances to incorporate "green" incentives.
▪ Obtained First LEED Silver Certified HOPE VI Development in NJ, for Garfield Court (City of Long Branch Housing Authority).
▪ Developer of Diamond Beach Condominium Building installed "Green Roof" and rooftop gardens.
▪ Submitted Pre-Application Grants for 4 NJDEP Greenhouse Gas Reduction Programs by September 4, 2009 deadline (Carbon Footprint Study and Implementation, Trolley Shuttle Service and Community Outreach Programs).

☑ Re-Instated the Environmental Commission in 2009 to help implement the initiatives of the ERC and create new environmentally friendly projects :
▪ Installed first Wind Generated Windspire in New Jersey at the Oceanfront.
▪ Supported NJ Natural Gas "Energy Hog" program through the LB Library.
▪ Hosted composting event in conjunction with Monmouth County Recycling.
▪ Community projects in progress, i.e. Rain Gardens, recycling & water quality.

☑ Implemented energy saving policies and products for City facilities and employees:
▪ Stepped up City-wide recycling and restrictions on idling of City vehicles.
▪ "Greened" the Oceanfront with energy saving hand dryers, water saving shower towers and use of green products at comfort stations.
▪ Implemented "Green Purchasing" policies for items such as Energy Star appliances, green office products and janitorial supplies.
▪ Installed waste oil burner to heat Department of Public Works' garage.

☑ Main Public Library:
▪ Created Green Bulletin Board and access area.
▪ Installed Energy Efficient lighting and HVAC throughout building, motion sensor faucets and restriction flow bathrooms & toilets.
▪ Implemented Green Purchasing Program (30% recycled copy paper, paper towels, tissues, toilet tissue).
▪ Provides free "Loan & Learn" kits for checkout (Home energy audit kits donated by New Jersey Natural Gas Company).
▪ 2010 to be 3rd year the library staff signs up library visitors for the City's "Change a Light, Change the World" campaign.
▪ Sells inexpensive reusable library tote bags for $1.
▪ Distributes "Welcome Pack" for new customers in a tote bag.
▪ Created Library Green Page: http://www.lmxac.org/longbranch/greenlibrary.html.

☑ Created "Green Page" in Senior Center's Monthly Newsletter.

- ☑ "Project Porchlight" - 30 local students joined the Long Branch Police Department and LBPD Explorers in supporting the "Project Porchlight" program in January 2009. They distributed 1,500 free energy saving, emissions saving light bulbs to Long Branch residents in the area from Joline Avenue to Wall Street and from Norwood to Oakwood Avenues.

- ☑ Expanded pedestrian and bicycle access and use with:
  - Newly constructed Manahasset Creek Park.
  - Designated Bike Lanes at the Oceanfront.
  - Increased Bike Racks within the City.

- ☑ Local "Green" Businesses:
  - West End Farm Market (Thursdays-June - December).
  - Atlantic Plumbing Supply Showroom, Route 36.
  - Spinning Designs, 70 South 7th Ave. (Wind turbine manufacturing and wind-powered lighted sign).

- ☑ Installed various Community and Rain Gardens:
  - Seventh Avenue Community Garden.
  - LBHS Interact Club's Rain Garden.
  - Manahassett Creek Park.

Sustainable Jersey

As part of the City's green initiative, Long Branch is pursuing certification from "Sustainable Jersey." Sustainable Jersey is a certification and incentive program for municipalities in New Jersey that want to go green, control costs and save money, and take steps to sustain their quality of life over the long term. Sustainable Jersey encompasses issues such as global warming, pollution, biodiversity, land use, air and water quality, equity, buying local, local living economies, and sustainable agriculture. Sustainable Jersey will provide municipalities that enter the program with a comprehensive package of tools, guidance materials, training, and financial incentives, to support and reward progress. Sustainable Jersey will provide direction and resources for municipalities to institute programs that address sustainability and green communities.

> ***Sustainable Jersey*** *is an initiative of the New Jersey State League of Municipalities' Mayors Committee for a Green Future, the Municipal Land Use Center at the College of New Jersey, the New Jersey Sustainable State Institute at Rutgers University, the New Jersey Department of Environmental Protection, the Rutgers Center for Green Building, the New Jersey Board of Public Utilities, and a coalition of New Jersey non-profits, state agencies, and experts in the field.*
> *www.sustainablejersey.com.*

Communities are certified after completing required "action points" in such categories as community partnership and outreach, diversity and equity, energy efficiency, green house gas, green design, health and wellness, land use and transportation, local economies, natural resources, waste reduction and recycling. Several action steps are highlighted in applicable master plan elements.

The formation of a "Green Team" is the first step in establishing a community sustainability program. Green Teams leverage the skills and expertise of team members to develop plans, implement programs, and assist with educational opportunities that support the creation of a sustainable community. Such entities can go by any name, but the role is the same: lead and coordinate the sustainability activities of the community. In Long Branch, the Energy Review Committee serves as the City's Green Team.

II. GOALS AND OBJECTIVES

GOALS

The City's vision is embodied in the following goals, which are further refined through specific objectives geared to five major categories. The goals are considered of equal importance and the order in which they are presented holds no significance.

1. Promote aesthetically pleasing human scale development that recognizes the character of traditional New Jersey shore towns.

2. Provide a healthy balance of land uses that preserves the residential character of the neighborhoods while providing convenient commercial and retail opportunities to acquire goods, services and employment.

3. Maintain a balanced stock of quality housing that provides housing options for all generations, incomes, and lifestyles.

4. Foster neighborhood preservation efforts and enhance the quality of life throughout the City.

5. Provide for attractive and easily accessible commercial uses and districts that will support quality business enterprises and contribute to the City's economic base.

6. Provide an environment that is conducive to private sector job retention and growth at all skill levels and for all citizens.

7. Ensure that community facilities and services are maintained at levels that will support the current and future populations of the City.

8. Ensure that infrastructure systems are maintained at levels that will support the current and future populations of the City by basing growth and development decisions on the existing and planned capacity of both natural and built systems.

9. Maximize circulation and mobility options for local and regional trips and link residential areas, commercial districts, and community facilities through an attractive, free flowing circulation system.

10. Preserve historically and architecturally significant districts and structures.

11. Preserve the City's natural resources to protect water quality, manage stormwater, reduce the potential for flood damage, protect endangered habitats, and provide open space.

12. Preserve the City's community forest resource to improve air and water quality, reduce energy costs, increase property values, improve citizen health and beautify the City.

13. Encourage and support policies and actions to reduce the introduction of harmful green house gasses by reducing sprawl and encouraging green buildings, promoting alternate means of transportation including walking, biking, and public transit, and preserving open space and wetlands.

14. Preserve, maintain, and develop a comprehensive recreation system that provides active and passive recreation opportunities for all age groups and ability levels while meeting or exceeding state and/or national safety standards.

15. Preserve, maintain, and develop a comprehensive open space system that provides passive and active recreation opportunities, preserves sensitive lands, creates connected green and blue ways, and provides environmental education opportunities.

16. Ensure that all development regulations reflect and implement the goals and objectives of the master plan.

17. Provide the tools and plan to forward the City's Sustainable Energy Plan.

OBJECTIVES

Land Use

- Create land use districts and standards that are clear and concise and leave no doubt as to the intended location and intensity of the land use.
- Maintain existing residential neighborhoods as attractive, high quality areas and ensure that renovations and new construction are compatible with existing neighborhood character.
- Provide increased security and code enforcement to preserve and strengthen neighborhoods.
- Encourage traditional neighborhood elements such as sidewalks, alleys, front porches, public spaces, green spaces, street grids, and street trees.
- Encourage mixed uses in the commercial districts that support pedestrian activity, human interaction, public safety, mass transit, and easy access to goods and services.
- Encourage commercial development and retrofitting that emphasizes quality architecture, shared access and parking, transit friendly facilities, pedestrian circulation, appropriate intensification of buildings, and extensive landscaping; and which avoids oversized parking areas, light pollution, and multiple and uncontrolled highway access points.

- Plan for a more intensive, mixed-use Transit Village around the train station.
- Create a comprehensive plan for the medical/hospital district.
- Capitalize on the proximity of Monmouth University and encourage student housing at strategic locations within the City.
- Promote the LEED Green Building Rating System and LEED Neighborhood practices.

Circulation

- Provide opportunities for residents, business owners, employees and shoppers to access multiple modes of transportation including public transportation, bikeways and pedestrian ways.
- Improve the function of problem intersections and roadway segments through the implementation of creative engineering, land use and design techniques.
- Utilize traffic calming measures in areas of high pedestrian activity.
- Create a multi-use trail system that links neighborhoods, community facilities, parks and open space.
- Create a "bicycle friendly" environment in Long Branch that provides a safe and viable alternative to driving.
- Provide better pedestrian access to the waterfronts.
- Provide safe and efficient evacuation routes.
- Provide safe and accessible parking for residents, businesses, and visitors that is in direct relationship to actual need.
- Continue to develop and incorporate the recommendations of the 2007 Public Realm Framework Update.

Community Facilities & Utilities

- Provide necessary renovations to public buildings to maintain compliance with government and industry standards.
- Coordinate planning efforts with the Board of Education to ensure the most efficient placement and use of all City and educational facilities.
- Continue open space acquisition efforts with funding shared among Long Branch, Monmouth County, the State and federal governments and non-profit groups.
- Expand active recreational opportunities in the City at existing City parks, park/school sites or through the creation of new parks and facilities.
- Develop gateways to the City at strategic locations to foster community identification and establish a visual sense of the community's character.
- Provide art in public places and generally promote arts, cultural and heritage events and facilities.
- Utilize the LEED Green Building Rating System for new and renovated public buildings.
- Ensure that local codes can accommodate the introduction of alternative energy sources on residential and commercial properties.

- Ensure that all development and redevelopment projects contribute their pro-rata share of the cost of providing reasonable and necessary off-tract water, sewerage and drainage facilities.

Economic Development

- Identify opportunities for land assembly and redevelopment projects.
- Identify and promote services and facilities that are necessary to support existing and future business enterprises.
- Provide transportation systems to efficiently move employees, customers and goods to and from business sites.
- Replace outdated small-scale strip developments with modern structures that better reflect market needs.
- Establish a Special Improvement District.
- Encourage cooperative programs between the High School and Community College and local businesses.
- Encourage a mix of quality retail, entertainment, dining, and upper story offices and residences in the commercial districts to create vibrancy and to serve local and regional markets.

Historic Preservation

- Continue to identify and qualify significant historical resources in the City.
- Encourage the continued use of historic resources and facilitate their appropriate reuse to stabilize and improve property values and discourage the unnecessary demolition of historic resources.
- Encourage an appropriate and harmonious setting for historic and architecturally significant buildings, structures, sites, objects or districts within the City of Long Branch.
- Encourage private reinvestment in a manner that preserves, restores, repairs or is compatible with the original architectural style of the structure; or is compatible with the characteristics of the designated historic district in which the structure is located.

III. LAND USE

The sections that follow provide an overview of existing land use in Long Branch, recommendations for new districts and uses, and detailed descriptions of each land use district. Following the adoption of the land use plan, the City's zoning ordinance will need to be reviewed and revised to maintain consistency with the land use plan and to provide more detailed standards for implementing the plan's recommendations.

EXISTING CONDITIONS

Land Use

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

Table III-1
2008 Existing Land Use

Land Use Category	Parcel Acres*	% of Total Acres
Residential	1,876.75	68.2
Commercial	208.01	7.6
Farmland	5.53	0.2
Industrial/Utilities	21.68	0.8
Railroad	45.39	1.6
Public School	100.72	3.7
Public Buildings/Facilities	27.40	1.0
Institutional, Church & Charitable	100.75	3.7
Parks and Public Open Space	242.54	8.8
Public Vacant Land	18.00	0.6
Private Vacant land	102.95	3.8
Total	**2,749.71**	**100.0**

Source: MOD IV tax records and field adjustments
* Parcel acres do not include streets and public rights-of-way.

Zoning

There are 25 zoning districts in Long Branch including six redevelopment zones (see Table III-2 and Map 2). In keeping with the predominant land use in the City, residential zones (R-1 through R-5) cover 71% of the City. There does not appear to be any major inconsistencies in terms of the general zoning and existing land use categories, e.g. residential, commercial, and industrial.

Table III-2
Zoning Districts

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

*Acres include streets and rights-of-way.

LAND USE PLAN

As noted earlier, about 4% of the City's acreage is vacant. At the same time, however, both the Monmouth County Planning Board (MCPB) and the North Jersey Transportation Planning Authority (NJTPA) project continued population growth for the City. As a result there will be continued pressure on land that is already developed to change existing uses to more intense or profitable uses, which may not be compatible with the fabric of existing neighborhoods or consistent with the City's overall vision. It is the City's intention, therefore, to provide for tightly managed growth that is consistent with the city's goals and objectives by clearly identifying the preferred location and intensity of future land uses. All development should be supportive of the immediate neighborhood and sensitive to its environmental context.

Recommendations

❖ Transit Village

In order to take full advantage of the Long Branch train station while reconnecting the surrounding neighborhood, the City has embarked on a process that will result in the designation of the area within approximately one quarter mile of the station as a "Transit Village." The New Jersey Department of Transportation (NJDOT) and NJ TRANSIT lead a multi-agency partnership known as the Transit Village Initiative. The Transit Village Initiative creates incentives for municipalities to redevelop or revitalize the areas around transit stations using design standards of transit-oriented development (TOD). TOD helps municipalities create attractive, vibrant, pedestrian-friendly neighborhoods where people can live, shop, work and play without relying on automobiles. Municipalities that are committed to TOD may be eligible for NJDOT Transit Village designation.

The details of the Transit Village will be developed further during the preparation of the enabling ordinance and will be guided by the following principals developed by NJ Transit:

Compact, traditional building and site design

- Buildings are located close together and face wide sidewalks.
- Building entrances are oriented towards transit stops.
- Buildings are normally three stories or higher.
- No blank walls where pedestrians walk.
- At street level, walls are at least 75 percent windows and doorways.
- Short block lengths are preferred. Mid-block pedestrian cut-throughs are provided on long blocks. Parking lots are located to the rear and sides of buildings.

A high quality walking and biking environment

- Ease of walking or biking to the transit station is a top priority.
- Pathways are clear and direct with no barriers.
- Sidewalks are wide, crosswalks are well-marked and lighting and landscaping are ample.
- Covered bicycle parking is available.

A mix of transit-supportive uses

- The project includes a complementary mix of uses including housing, offices, shops, markets, hotels, restaurants, salons, services, coffee shops and boutiques.
- The mix can be in the same building or within the same neighborhood.
- A desirable combination consists of retail on the first floor and residential use of the upper floors.
- A wide variety of housing types is available to a range of ages and incomes.
- Immediately adjacent to the transit station, shops are open beyond 5 p.m.
- Auto-dependent uses such as gas stations, tire and automotive service shops, big appliance stores, motels and big box stores are inappropriate.

Attention to place making and the pedestrian realm

- The transit station is the prominent feature of the transit village.
- Small parks or plazas are created near the transit station.
- Comfortable and safe places to sit are provided near building entrances.
- Signage and wayfinding are conveniently located.
- Landmarks that help to identify a place or provide orientation are preserved.
- Street fairs and community celebrations are encouraged.

Tallest buildings are located closest to transit station

- Highest density uses are clustered immediately around the transit station.
- The transition between higher- and lower-density neighborhoods is managed by stepping down building heights.

Transit-supportive parking

- Parking lots are located to the rear and sides of buildings or underground.
- Parking space requirements become lower the closer you are to transit.
- Parking decks should be "wrapped" or otherwise hidden. First floors should be retail whenever possible and roofs should incorporate “green” technology.
- Parking should be carefully located, designed and managed.

❖ Transit Overlay

Complementing the Transit Village will be a Transit Overlay extending out to approximately one half mile from the train station. This overlay district will permit a stepping down of the intensity nearest the train station and provide a better transition into surrounding neighborhoods. The details of the overlay district will be developed

during the preparation of the transit village ordinance but will likely restrict building height to three stories and be more residential than commercial in nature.

❖ Age-Restricted Housing

The City recognizes the need to provide appropriate housing options for people who no longer require a family-oriented single-family detached home. This segment of the population is generally referred to as either 55 years old and over (typically referred to as age-restricted housing) or 60 years old and over (senior citizens). Although age-restricted/senior citizen housing is currently permitted as a conditional use in several zones throughout the City, it is not permitted in the R-4 One Family Residential Zone. While multi-family senior housing would not be appropriate throughout most of the R-4 Zone, an opportunity exists to provide such multi-family senior housing on a riverfront site that would not intrude upon single-family neighborhoods. To that end, the land use plan recommends that age-restricted or senior citizen housing be permitted as a conditional use at the northern end of Branchport Avenue in the vicinity of Branchport Creek.

It is recommended that the housing be subject to appropriate design standards including those found in the conditional use section of the zoning ordinance. Age-restricted housing should incorporate physical features and services required by older residents (e.g. wider doorways, single floor living, elevators as necessary), and ensure quality architecture, a pedestrian-oriented environment, extensive landscaping, on-site recreation amenities, and parking that is well-placed and screened. Development in this area will need to be compatible with and take advantage of its waterfront location and ensure public access to the river.

❖ Bed & Breakfast Areas

Bed and breakfast establishments can be an important hospitality resource when they are properly located and designed. They can also help preserve historically and architecturally significant homes. The land use element recommends that additional analysis be conducted to identify where bed and breakfast establishments would be most appropriate and develop conditional use standards to govern their placement and operation consistent with State regulations and standards. The land use plan recommends that standards be developed to address such items as:

- Owner-occupancy
- Length of stay and number of guests
- Maintaining the residential character and noteworthy architectural elements
- Number of meals to be provided, when and to whom
- Off-street parking
- Signage and lighting
- Minimum lot size
- Landscaping and buffering

◈ Mixed-Use Buildings

Permitting residential-commercial mixed-use buildings in certain business districts can add to the area's vibrancy by diversifying the uses, providing an on-site market for goods and services, and increasing security by providing a 24 hour presence – "eyes on the street." It often provides an additional source of affordable housing to the community.

Apartments over businesses need not be limited to accessory uses which are somehow related, financially or functionally, to a business use situated on the ground floor level. The land use plan calls for the designation of residential/commercial mixed-use buildings as permitted principal uses in the C-1 and C-3 business districts. The land use plan recommends that an implementing ordinance be drafted to address such items as:

1. The distribution of residential and nonresidential uses by floor, ensuring that the ground floor is primarily devoted to a permitted nonresidential use; and permitting certain nonresidential uses on upper floors.
2. Public access points to the nonresidential use, e.g., to be located on the front façade of the building or structure.
3. The minimum horizontal width of the of the ground floor façade nonresidential space to ensure traditional shop windows.
4. Prohibiting residential units on the ground floor or in the basement area of a mixed-use building.
5. Prohibiting residential uses in buildings or structures that include an industrial or light industrial use or other incompatible uses such as a dry cleaning operation.

◈ Live-Work Opportunities

There appears to be growing interest in introducing principal and accessory commercial uses to residential buildings within the Bath Avenue corridor. The land use plan recognizes this trend and recommends that further analysis be conducted to identify appropriate locations and standards for live-work opportunities within the Bath Avenue Corridor as well as other districts to ensure an orderly conversion to non-residential uses. It should be noted that the Broadway Redevelopment Design Guidelines Handbook already contains standards for live-work opportunities in the downtown area. This new analysis would address the less intensely developed areas outside the downtown.

In addition to redefining the term "home occupation" to reflect current-day practices, standards need to be considered similar to the following:

- The first floor of a single-family detached home could be converted to professional office uses if the non-residential use is owned or operated by the resident of the building.

- Vacant land and any land that becomes vacant due to the removal of any residential or non-residential building are restricted to single-family detached homes in accordance with the prevailing residential zone.
- The office use should not require any more than five off-street parking spaces and cannot exceed the required number of spaces if less than five. Parking requirements for the non-residential use would have to be satisfied without encroaching on any required setback area for accessory structures and without increasing the existing impervious surface on the lot by more than 10%. Parking is generally prohibited within the required front yard setback for the principal structure.
- Deliveries to the site are limited to occasional delivery vans operating during normal business hours. Outside storage of any kind is prohibited.
- All renovated or converted buildings must maintain a residential exterior. The footprint of an existing building cannot be expanded to accommodate a non-residential use.
- Non-residential signage is restricted to the identification of the name and address of the business. Any lighting beyond that normally associated with a residential use is prohibited unless it is absolutely necessary for safe pedestrian or vehicular movement of patrons on the site.

❖ Riverfront Planned Unit Residential Development

The land use plan recommends combining the existing RC-2 and R-5 Zones between Atlantic Avenue and Branchport Creek into a new Riverfront Planned Unit Residential Development District to enable a more comprehensive and coordinated redevelopment of this 25 acre waterfront parcel. New standards need to be developed for the district using the current waterfront mix residential standards as a base. All development in this district will be compatible with and take advantage of the waterfront location and ensure public access to the waterfront.

As defined by the Municipal Land Use Law, a Planned Unit Residential Development (PURD) is an area with a specified minimum contiguous or noncontiguous acreage of five acres or more to be developed as a single entity according to a plan containing one or more residential clusters, which may include appropriate commercial, or public or quasi-public uses all primarily for the benefit of the residential development.

❖ Broadway-Medical Residential Transition

The purpose of this district is to provide a more uniform transition between two high intensity commercial and mixed-use districts – the Medical/Hospital District and Lower Broadway. The new district will consolidate four existing zones to provide a more focused approach to the area and ensure compatible land uses and intensities.

❖ Green Initiative

The City is not limiting a designated "green zone" in the city. It is studying environmental incentives and green sustainable initiatives to incorporate into the planning process throughout the city that will be specified during the preparation of the Sustainable Energy Master Plan and subsequent ordinance revisions.

❖ Museums and Historic Uses

The City of Long Branch is noted for its rich and varied historic past. The land use plan recommends that specific standards be developed that would ensure and encourage both the preservation and development of historic sites and museums throughout the City. These standards would apply in all land use districts and work in concert with the historic preservation element.

❖ Neighborhood Commercial

This land use plan recommends exploring the feasibility of permitting minimal neighborhood commercial uses fronting along the Liberty Street corridor between Lewis Alley and Central Avenue. The intent of this proposal is to complement Section 345-57.F.1 of the Zoning Ordinance related to conditional uses and churches/places of worship and eleemosynary/philanthropic uses.

Land Use Districts

The following land use districts are illustrated on the Land Use Plan Map – Map 3.

- Single-Family Detached – Low Density
- Single-Family Detached – Low/Medium Density
- Single and Multi-Family – Medium Density
- Single-Family Detached & Townhouse – Medium Density
- Broadway-Medical Residential Transition
- Townhouse/Office
- Beachfront Mix
- Riverfront Planned Unit Residential Development
- Commercial
- Professional Office/Related Services
- Neighborhood Commercial
- Resort Commercial
- Medical/Hospital
- Industrial
- Manufacturing/Business
- Public Buildings and Facilities
- Parks and Open Space
- Transit Overlay
- Broadway Overlay
- Redevelopment Areas

Residential

The first two residential land use districts, Single-Family Detached – Low Density, and Single-Family Detached Low/Medium Density, are meant to recognize and preserve the established character of the City's single-family residential neighborhoods. These districts account for over 50% of the City's parcel acreage and as such are reflective of the predominant land use in the City, which the land use plan intends to maintain. The land use plan does not contemplate any intrusion into these districts by either multi-family or attached housing, or by non-residential uses.

❖ *Single-Family Detached – Low Density*

This district encompasses the existing R-1 and R-2 zones and accounts for the lowest density and largest single-family residential lot sizes in the City. The district is limited to single-family detached dwellings at densities of 2 to 4 units per acre.

❖ *Single-Family Detached – Low/Medium Density*

This district corresponds to the existing R-3 and R-4 zones and is limited to single-family detached dwellings at densities up to 8 units per acre.

❖ *Single and Multi-Family – Medium Density*

This district covers the existing R-5 zone and permits a range of housing types from one to four-unit dwellings at 5 to 12 units per acre and townhouses 12 units per acre.

❖ *Single-Family Detached & Townhouse – Medium Density*

This district corresponds to the R-7 zone. This district is limited to single family detached homes at 5 units per acre and townhomes at 6 units per acre.

❖ *Broadway-Medical Residential Transition*

This district consolidates all or portions of the four zones (S-1, R-4, R-5 and R-8) that currently exist between the Lower Broadway Corridor Redevelopment Area and the Medical District. This new district will provide a more uniform transition between the two high intensity commercial and mixed-use districts. The new district is envisioned as primarily a high density residential district at 12 units per acre and higher.

Mixed-Use

❖ *Townhouse/Office*

This district corresponds to the existing R-6 zone and accommodates a mixture of townhomes at 10 units per acre and professional offices. The current R-6 zone also permits 1 to 4 family units at 5 to 20 units per acre – a very diverse mixture in a fairly small zone. This new district eliminates the 1 to 4 family units thereby establishing a more definitive character for the district and two compatible land uses. The existing parcel configuration and land use distribution in this district needs to be further studied to determine if future office uses should be oriented towards 2nd Avenue and townhouse units oriented towards Ocean Boulevard.

❖ *Beachfront Mix*

This district corresponds to the existing RC-1 zone and permits a mixture of low and high density residential uses up to 30 units per acre as well as offices and beachfront commercial uses.

❖ *Riverfront Planned Unit Residential Development*

This district replaces the RC-2 and R-5 zones between Atlantic Avenue and Branchport Creek with a new Planned Unit Residential Development District. The district is envisioned as primarily residential with supportive neighborhood-scale commercial uses. New PURD standards need to be developed for the district using the current waterfront mix residential standards as a base. All development in this district will be compatible with and take advantage of the waterfront location and ensure public access to the waterfront.

Commercial

❖ *Commercial*

This district applies to the C-1 zone along Broadway and permits retail trade and service uses built at a typical Main Street intensity with minimal bulk requirements.

❖ *Professional Office/Related Services*

This district applies to the C-2 zone along Broadway and permits single-family residences, professional offices and related services on 10,000 square foot lots.

❖ *Neighborhood Commercial*

This district corresponds to the C-3 Zone. This district is meant to accommodate the smaller scale business districts that are generally interspersed among the residential neighborhoods. Commercial uses in this district are generally lower intensity in terms of the size of the building, parking and loading requirements than one might find in the downtown district.

❖ *Resort Commercial*

This district corresponds to the C-4 Zone generally located between Ocean Avenue/Ocean Boulevard and the beach south of the Beachfront South Redevelopment Area. In addition to motels, the district accommodates a range of residential uses including single-family detached units at 2.5 units per acre; townhouses at a density of six units per acre; and waterfront mixed residential units at 10 to 30 units per acre.

❖ *Medical/Hospital*

This district expands the existing M Zone into a portion of the S-1 Zone. The district includes the Monmouth Medical Center and permits hospitals and professional and medical related offices and facilities as well as townhouses at 12 units per acre, and garden apartments at 14 units per acre.

Industrial

❖ *Industrial*

This district corresponds to the existing I Zone and is primarily reserved for industrial and manufacturing uses along the railroad.

❖ *Manufacturing/Business*

This district corresponds to the existing MB Zone and differs from the Industrial District in that it allows commercial uses along with industrial and manufacturing uses.

Public

❖ *Public Buildings and Facilities*

This district includes existing and proposed public buildings, facilities and schools. (See the community facilities plan for additional details.)

❖ *Parks and Open Space*

This district includes existing and proposed parks and preserved open space. (See the open space and recreation plan for additional details.) The land use plan recommends changing the current "S-2 Oceanfront" zone designation that presently covers portions of the beach to something more reflective of the intended use such as simply "Beach." (Under this plan, the S-1 Professional Office zone will no longer exist as it will be subsumed into the Medical District and the Broadway-Medical Residential Transition District.)

Transit Village and Transit Overlay

The Transit Village concept is discussed in more detail in the beginning of this chapter. The Transit Village District and the Transit Overlay are illustrated on the Land Use Plan Map as concentric circles with radii of one quarter to one half mile from the Long Branch train station. This mixed-use district is intended to take full advantage of the train station by creating:

- Opportunities for active pedestrian-generating land uses encouraged to concentrate within walking distance of the train station;
- A mix of land uses, especially residential, commercial, and retail, within walking distance of the train station;
- Opportunities for convenience retail and service uses on lower levels of buildings near the train station;
- Opportunities for higher residential densities supportive of the train station;
- Site planning and design strategies that promote pedestrian activity, including traffic calming measures, continuous sidewalks, placement of buildings at the street line, walkable block patterns and other relevant streetscape improvements;
- Site planning and design strategies that allow and encourage architectural variety and continuity;
- Site planning and design strategies that create and/or enhance pedestrian and vehicular connections;
- Strategies for on-street, shared and/or structured parking, as appropriate, incorporating appropriate reductions in parking requirements for properties near the train station.

The Transit Overlay is meant to step down the intensity of the Transit Village moving out from the station into the surrounding neighborhoods.

Broadway Overlay Districts

The Broadway Redevelopment Design Guidelines delineate four overlay districts adjacent to (but outside of) the redevelopment area – the Lippincott Overlay, Monmouth Overlay, Garfield and Chelsea Overlay, and the Industrial Overlay. The Chelsea & Garfield, Lippincott, and Monmouth Overlay Districts are indentified as areas where current zoning regulations will be adapted by creating overlay zoning districts that will allow for the densification of the residential neighborhoods.

Redevelopment Areas

There are six redevelopment sectors in Long Branch:

- Broadway Gateway,
- Beachfront North,
- Beachfront South,
- Hotel Campus,
- Pier Village Center, and
- Lower Broadway Corridor.

Each of the sector plans is incorporated by reference into the land use plan in their most current form. *The land use plan does not propose any changes to the redevelopment plans that presently govern these sectors.*

Recommended Zoning Map Changes

Map 4 compares the existing zoning districts to the land use districts listed on page 9. This map illustrates where changes are necessary to bring the zoning map into conformity with the land use plan. At a minimum, the zoning map needs to be revised to reflect the land use districts as follows:

- Create new Transit Village Zone and Transit Overlay;
- Create new Broadway Medical Residential Transition Zone (BMRT);
- Create new Riverfront Planned Unit residential Development Zone (R-PURD) from RC-2 and R-5;
- Redraw the Medical/Hospital Zone to include a portion of the S-1 Zone;
- Redraw the R-6 Zone to incorporate a portion of the R-8 Zone;
- Remove the R-8 Zone (replaced with BMRT Zone and R-6);
- Remove RC-2 Zone (replaced with R-PURD);
- Remove S-1 Zone (split between M and BMRT);
- Change S-2 Oceanfront to Beach Zone;
- Realign zone MB/R4 boundary on McClellan St. to reflect existing land use;
- Realign R4/I/C2 boundary on Community Place to reflect existing land use .

The land use plan also recommends that the zoning ordinance text be revised to ensure conformity with the master plan. The zoning ordinance will need to incorporate use standards, bulk requirements, and design standards as necessary to support the new zones and the initiatives described in the land use plan.

IV. CIRCULATION

OVERVIEW

Roadways

The City's roadways are classified in accordance with the Uniform Functional Classification of Streets established by the Federal Highway Administration in conjunction with the New Jersey Department of Transportation (see Table IV-1 and Map 5). The roadway classifications correspond to the functions they perform:

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

Table IV-1
Functional Classification of Roadways

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

Source: NJDOT & Long Branch

Table IV-2 lists the 20 highest vehicular accident counts by intersection in 2005, 2006, and 2007. (Reported accidents include all categories – injuries, fatalities, DUI, pedestrian and bicyclist.) Five intersections fell into this category in all three years: Branchport/Joline; Third/Chelsea; Liberty/Joline; Ocean Blvd N/Joline; and Bath/Westwood.

Map 6 identifies the intersections that had 10 or more accidents in the three year span. Branchport/Joline was the only intersection to have 10 or more accidents in all three years, and in fact had the highest number of accidents in all three years. Four intersections had 10 or more accidents in two of the three years: Third/Chelsea; Liberty/Joline; Ocean Blvd/Joline; and Bath/Westwood. The total number of intersections with 10 or more accidents increased over the three years from nine to twelve.

Table IV-2
20 Highest Accident Counts by Intersection per Year

2005		2006		2007	
Intersection	**Accidents**	**Intersection**	**Accidents**	**Intersection**	**Accidents**
Branchport Ave / Joline Ave	19	Branchport Ave / Joline Ave	32	Branchport Ave / Joline Ave	19
Fifth Ave / Joline Ave	13	Cedar Ave / Norwood Ave	19	Cedar Ave / Norwood Ave	19
Bath Ave / High St	11	Bath Ave / Westwood Ave	16	Seventh Ave / Broadway	14
Rockwell Ave / Joline Ave	11	Myrtle Ave / Joline Ave	14	Norwood Ave / Broadway	13
Third Ave / Chelsea Ave	11	Brighton Ave / Ocean Blvd S	13	Bath Ave / Westwood Ave	12
Liberty St / Joline Ave	10	Myrtle Ave / Broadway	11	Montgomery Ave / Ocean Blvd S	12
Ocean Blvd N / Joline Ave	10	Third Ave / Chelsea Ave	10	Ocean Blvd S / West End Ave	12
Second Ave / Garfield Ave	10	Montgomery / Ocean Blvd S	10	Edwards Ave / Joline Ave	11
Sixth Ave / Joline Ave	10	Ocean Blvd N / Joline Ave	10	Second Ave / Morris Ave	11
Bath Ave / Westwood Ave	9	Second Ave / Cedar Ave	10	Brighton Ave / Ocean Blvd S	10
Branchport Ave / Broadway	9	Third Ave / Morris Ave	10	Liberty St / Joline Ave	10
Florence Ave / Joline Ave	9	Eastborne / Westwood Ave	9	Third Ave / Broadway	10
Long Branch Ave / Joline Ave	9	Cedar Ave / Westwood Ave	9	High St / Norwood Ave	9
Seventh Ave / Joline Ave	9	Second Ave / Morris Ave	9	Laird St / Ocean Blvd S	9
Norwood Ave / Broadway	8	Third Ave / Broadway	9	Cedar Ave / Ocean Ave S	9
Brighton Ave / Ocean Blvd S	8	Atlantic Ave / Liberty St	8	Melrose Terr / Ocean Ave S	9
Cedar Ave / Westwood Ave	7	Edwards Ave / Joline Ave	8	Rockwell Ave / Joline Ave	9
Sairs Ave / West End Ave	7	Fifth Ave / Broadway	8	Washington St / Joline Ave	9
Willow Ave / Broadway	7	Grove St / Broadway	8	Third Ave / Chelsea Ave	8
Grand Ave / Broadway	6	Laird St / Ocean Blvd S	8	Coleman Ave / Joline Ave	8
Myrtle Ave / Joline Ave	6	Liberty St / Broadway	8	Third Ave / Garfield Ave	8
Montgomery Ave / Ocean Ave S	6	Sixth Ave / Joline Ave	8	Liberty St / Broadway	8
Montgomery Ave / Ocean Blvd S	6	Washington St / Broadway	8	Long Branch Ave / Joline Ave	8
Ocean Blvd N / Seaview Ave	6			Myrtle Ave / Broadway	8
Ocean Blvd N / Avery Ave	6			Ocean Blvd N / Joline Ave	8
Second Ave / Cedar Ave	6			Second Ave / S Bath Ave	8
Third Ave / Franklin Ave	6			Ocean Ave S / West End Ave	8

Source: Long Branch Police Department

Mass Transit

NJ Transit's North Jersey Coast Line provides rail service at two stations in Long Branch. Service is provided northbound to Newark, Hoboken and New York, and southbound to the terminus of the line in Bay Head. (See Map 7)

Long Branch is served by two NJ Transit local bus routes - Routes 831 and 837. Route 831 provides service from the Monmouth Medical Center to Red Bank. Route 837 connects Long Branch and Asbury Park to the Seaview Square Mall. A private carrier, Academy Bus, provides service on three routes to the Port Authority Terminal and Wall Street in New York City.

Monmouth County operates several public and specialized transportation services countywide. Services are available for seniors and persons with disabilities for medical, nutrition, and shopping trips. Monmouth County Brokered Employment Transportation Services (MCBETS) was established for individuals with disabilities who are engaging in first time or new competitive employment. Work First NJ provides transportation to work and child-care facilities for WFNJ participants to access competitive employment opportunities. Service is available in all areas of the county and is provided through a combination of feeder service to existing bus and rail or direct group or shared ride opportunities. A shuttle service from the train-to-beach-to businesses is currently being planned by the City.

The City has undertaken the design of the Long Branch Pier and Ferry Terminal that will provide a direct link between the Long Branch region and lower Manhattan. In addition to the ferry service, the Pier will include entertainment, cultural and educational venues. (See the community facilities element for more detail.)

Journey to Work

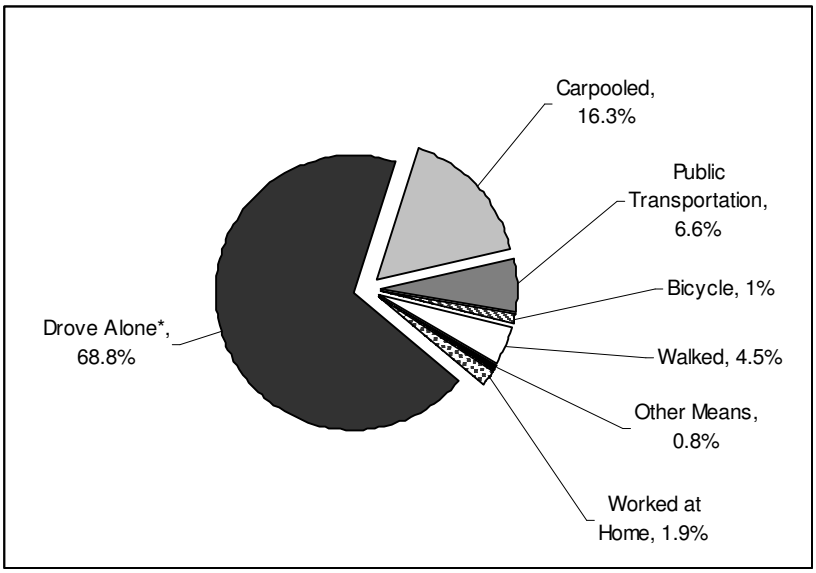
In 2000, the majority of resident commuters in Long Branch (68.8%) drove alone to work, which was a slightly lower rate than the County and State. Approximately 16% carpooled, 6.6% used public transportation and the remaining 8.2% bicycled, walked to work, or worked from home (See Table IV-3 and Figure IV-1). Between 1990 and 2000, Long Branch saw a decrease in the number of resident commuters using public transportation – dropping from 7.3% to 6.6%. This was contrary to the county and statewide trends that saw an increased percentage of commuters using public transit.

Table IV-3
Means of Transportation to Work, 1990 & 2000
(Expressed as a % of workers 16+)

Mode of Travel	Long Branch		Monmouth County		New Jersey	
	1990	2000	1990	2000	1990	2000
Drove Alone*	69.5	68.8	74.7	75.8	71.7	73
Carpooled	14.0	16.3	11.4	9.2	12.4	10.6
Public Transport	7.3	6.6	7.4	8.9	8.8	9.6
Bicycle	0.7	1.0	0.3	0.3	0.2	0.2
Walked	6.3	4.5	3.0	2.0	4.1	3.1
Other Means	0.8	0.8	0.5	0.5	0.6	0.7
Worked at Home	1.5	1.9	2.7	3.3	2.1	2.7

Source: US Census
**Includes car, truck, van or motorcycle*

Figure IV-1
Commute to Work, Mode of Travel, Long Branch 2000



Source: US Census

CIRCULATION PLAN

Roadway Classifications

The City's roadways are classified in accordance with the Uniform Functional Classification of Streets established by the Federal Highway Administration, in conjunction with the New Jersey Department of Transportation. The circulation plan does not recommend any changes to the current functional classifications as outlined in Table IV-1 and illustrated on Map 5.

Roadway Improvements

The City's physical constraints have for all intents and purposes established the limits of the road system. As such, the circulation plan does not recommend any major roadway expansions. The plan does recommend that existing roads be improved and maintained through a regular maintenance program. Problematic intersections need be identified through targeted traffic studies and upgraded with improved channelization, signage, or signalization. Locations with high accident rates (see Map 6) will be prioritized for any such improvements. In addition, the plan recommends that an analysis be conducted regarding the merits of synchronizing traffic lights on Ocean Boulevard; and that the flooding and general circulation issues around the Elberon train station be investigated for potential improvements.

- *More than 70 streets have been upgraded over the last 10 years.*
- *The $500,000 to $800,000 annual road improvements included drainage and utility improvements and associated sidewalk repair.*
- *Monmouth County and NJDOT provided $5M for the reconstruction of 1.5 miles of Ocean Boulevard complete with traffic calming and pedestrian improvements to achieve a context sensitive roadway.*

The location of a development and its interface with the road system can have a major impact on the performance of surrounding roadways. To mitigate the impact, the plan recommends that the City's land development ordinances be reviewed and revised as necessary to require all major developments to provide internal connected roadways and shared parking to provide opportunities for parallel movement along the public roadway. Vehicular access needs to be limited to a minimal number of well-defined access points such as signalized intersections and service roads when available.

The **Public Realm Framework Update** *was prepared by the Thompson Design Group (TDG) for the City in 2007. The TDG report provides preliminary recommendations for:*

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

The circulation element recommends that the City continue to develop those recommendations as a supplement to the master plan.

(The TDG report is available from the City.)

The circulation plan also recommends that all streets be designed and improved in concert with "complete streets" concept. Complete Streets is a basic concept that all streets, except perhaps limited access highways, should be designed and built for *all* users. This means pedestrians and bicyclists, transit users, people with disabilities, and people using motor vehicles.

Sustainable Jersey Action Step
Complete Streets Program

A complete street is one that is designed for everyone, not just motor vehicles. A Complete Streets Policy ensures that the entire right of way is planned, designed and operated to provide safe access for all users. Design plans that do not achieve this must be justified and approved. A Complete Streets Program will integrate the needs of all road users into everyday transportation and land use decision-making practices.

A Complete Streets Program should**:**

- Specify that "all users" includes pedestrians, bicyclists, transit vehicles and users, and motorists, of all ages and abilities.
- Aim to create a comprehensive, integrated, connected network.
- Recognize the need for flexibility – that all streets are different and user needs will be balanced.
- Apply to both new and retrofit projects, including design, planning, maintenance, and operations, for the entire right of way.
- Make any exceptions specific and set a clear procedure that requires high-level approval of exceptions.
- Direct the use of the latest and best design standards.
- Direct that Complete Streets solutions fit in with context of the community.
- Establish performance standards with measurable outcomes.

➢ ***Route 36***

The recently completed *Coastal Monmouth Plan* (CMP) identifies Route 36 in Long Branch as one of several congested State Highway segments in Monmouth County. According to the CMP, these segments experience a considerable amount of congestion, which in turn causes motorists to utilize local roadways as cut-throughs. Potential solutions include variable message signs, striping, coordinated signal timings, and access management plans. Widening the roadway to increase capacity, the CMP points out, is not always a viable option. Any improvements to Route 36 need to be coordinated with the drainage improvements proposed under the NJTPA Transportation Improvement Program and the physical and operational recommendations proposed in the County's *Coastal Evacuation Routes Study*, both of which are discussed below.

The full Coastal Monmouth Plan can be accessed at: www.visitmonmouthcounty.com Click on Planning Board then Long Range Planning.

➢ *NJTPA Transportation Improvement Program*

The North Jersey Transportation Planning Authority is responsible for the development and management of the Transportation Improvement Program (TIP), a four-year agenda of transportation improvement projects for the region that totals over $5 billion in state and federal funding. The TIP describes each project's location, phase of work, construction schedule, cost and funding source. Projects must be approved for inclusion in the TIP to qualify for federal funding. Each year the TIP is updated to reflect changing priorities, the addition of new projects, advances or delays in project readiness and federal funding allocation levels.

The 2008-2011 TIP includes two projects in Long Branch.

- Long Branch Ferry Terminal - This project will provide for the design and construction of facilities for ferry service from Long Branch to New York and other destinations.
- Route 36 Drainage Improvements - Drainage improvements in the vicinity of Washington Street, Sixth Avenue, and Florence Avenue will include reconstruction and upgrade of the existing drainage system and the installation of new pipes and inlets. A tideflex valve will be installed on the outfall. In addition Route 36 in the vicinity of Lanes Creek (located between NJ Transit's North Jersey Coast Line and Edwards Avenue) will be raised and the existing structure will be replaced with a larger structure.

Although not included in the TIP, it should be noted that according to the Coastal Monmouth Plan, NJ Transit will be replacing the Park Avenue Bridge over the North Jersey Coast Line.

Mass Transit

Long Branch is well served by rail and bus service providing access to Newark, Hoboken and New York City in addition to local destinations (see Map 7). The availability of transit service is not necessarily reflected in the number of residents that use mass transit to commute to work. In 2000, 6.6% of Long Branch commuters used public transportation. This rate was lower than Monmouth County at 8.9% and the statewide rate of 9.6% (see Table IV-3).

Two major initiatives are proposed to promote greater use of mass transit in Long Branch. The first is the proposed Transit Village at the Long Branch Train Station (see the land use element for more detail). The Transit Village will provide a critical mass of residences and retail and service establishments in close proximity to the train station as well as provide a more pleasant and commuter-friendly station facility.

As noted in the overview section, the City has undertaken the design of the Long Branch Pier and Ferry Terminal that will provide a direct link between Long Branch and lower Manhattan. In addition to the ferry service, the Pier will include entertainment, cultural and educational venues. It represents a model of sustainable development, alternative transportation and smart growth. (See the community facilities element for more detail about the overall Pier project.)

> *"According to the 2000 U.S. Census, 9.9% of all commuters in the coastal Monmouth region who utilized public transportation modes used ferryboats. This trend can be attributed to the close proximity of several municipalities to services provided by the Seastreak ferry line out of Highlands and Atlantic Highlands, and NY Waterways out of the Belford section of Middletown."*
> *Coastal Monmouth Plan*

To further support transit usage, the City is planning a shuttle service from the train to the beach and to businesses. Preliminary routes are outlined in the *Public Realm Framework Update* prepared for the City by Thompson Design Group in 2007. Consideration also needs to be given to working with Monmouth University to initiate an on-demand student shuttle service. Generally, opportunities should be provided for residents, shoppers, and employees to access mass transit through the incorporation of transit-friendly design features that accommodate bus and shuttle service such as shelters, street furniture, sidewalks, and pull-off lanes within reasonable proximity to major uses and destinations.

Pedestrian and Bicycle Circulation

Pedestrian and bicycle facilities are an important but often overlooked component of the circulation system. In addition to providing alternatives to the automobile for short local trips, they provide the non-driving segments of the population (particularly the young) with greater mobility and access to community facilities and services. Pedestrian and bicycle facilities also provide an inexpensive means of exercise and recreation for the entire population.

In 2000, the percentage of Long Branch residents biking or walking to work was 5.5% compared to Monmouth County at 2.3% and New Jersey at 3.3%.

The circulation plan recommends the following actions for enhancing pedestrian and bicycle circulation throughout the City:

- Initiate a program to repair sidewalks and add ADA compliant curb ramps.
- Inventory, prioritize, and complete missing sidewalk links.
- Use public art and streetscape improvements to create attractive and interesting walking environments.
- Use trees to provide shelter, shade and protection from cars along pedestrian routes.
- Provide appropriate signage to direct walkers and bikers to destination points.
- Utilize traffic calming techniques such as corner bulb-outs, crosswalk signals, speed tables, and distinctive pavement materials at crosswalks in areas of high pedestrian activity.
- Encourage the intensification and appropriate mix of land use in the commercial corridors (e.g., a continuous streetwall with retail on the ground floor).
- Provide secure and accessible bicycle racks or lockers at community facilities, transit stops, parks and schools, and large commercial buildings.
- Install improved signage and other traffic control devices. Safety conditions for both bicyclists and motorists could be improved by adequately signing and marking roads to alert bicyclists to potential conflicts; and convey regulatory messages to both bicyclists and motorists, especially at intersections, to reduce conflicts.
- Require safe and attractive pedestrian and bicycle circulation systems within all major residential or commercial developments with linkages to surrounding developments and neighborhoods.
- Link parks, open space, schools and playgrounds.

Safe Routes to School

Safe Routes to School is a federal, state and local effort to enable and encourage children, including those with disabilities, to walk and bicycle to school - and to make walking and bicycling to school safe and appealing. Local and regional government, schools and community non-profit organizations are eligible for funding. A variety of improvements can be implemented including improving roads and sidewalks, enforcing speed limits, educating students and improving personal safety. The City is encouraged to take full advantage of this program.

The circulation plan also supports the Monmouth County Open Space Plan initiative to develop a greenway connecting Seven Presidents Park to Fort Monmouth via Ocean Boulevard and an abandoned railroad right-of way through Long Branch.

Parking

Providing adequate parking in the City's commercial districts and at public facilities serves at least two basic purposes – maintaining customer access to shops and general access to public buildings, parks, and schools; and preventing unwanted overflow into neighboring residential neighborhoods. Although parking has been addressed in the City's redevelopment plans, certain strategies need to be considered throughout the remainder of the City. The plan recommends that this effort include a comprehensive review of the City's current parking requirements.

There are two primary strategies for dealing with parking. One is to deal with the supply issue, that is, to ensure that there are enough parking spaces within easy reach of the destinations they are meant to serve, e.g. stores and transit stops. The other is to deal with the demand issue, that is, to reduce the demand for parking. It should be noted that reducing the demand for parking does not mean reducing the number of people that visit the commercial districts. It simply means reducing the number of cars that visit the districts.

➢ ***Parking Supply***

The most obvious way to increase the parking supply is through the construction of new parking lots or structures. Since vacant land is extremely limited, the basic costs of constructing new public parking facilities will be compounded by the need to assemble and clear property. Any decision to construct new facilities should be preceded by the preparation of an up-to date inventory and map of all on-street and off-street parking, both public and private, that will identify strategic locations and preliminary cost estimates for new facilities based on documented supply and demand.

Additional measures to increase parking supply include:

- Ensuring that existing lots are properly organized, lit and well-maintained.
- Making excess parking at public and institutional buildings available to the general public especially when those facilities are closed.
- Leasing excess parking from private businesses to provide additional public parking.
- Encouraging shared parking and common access among adjoining properties.
- Providing a way-finding system to direct parkers to parking facilities.
- Providing a safe and a pleasant environment both within the parking facility and along the connecting pedestrian routes.
- Ensuring that on-street parking in commercial districts is available for short-term parkers.

- Providing density/intensity bonuses to developments that provide public parking in addition to their required parking.

Parking supply can also be addressed through programmatic measures. Private properties are required to provide off-street parking in accordance with the zoning ordinance. Given the tightly-knit development pattern and relatively small lots found within the City, it is often difficult to provide the required number of spaces while maintaining good design, such as an uninterrupted street wall, properly spaced curb cuts, and adequate pedestrian and landscaped areas. One approach to this situation is to allow a developer/property owner to satisfy a portion or all of the non-residential parking deficiency by contributing to a "municipal parking capital fund" for the design, purchase, construction and maintenance of municipal parking facilities. Following is an example of how such a program might work. The cost per space used here is for demonstration purposes only. The appropriate contribution per space should be based on an analysis of what it would actually cost the City to provide a parking facility.

Sample Municipal Parking Capital Fund Calculation

Parking Deficiency	Cost per Space	Contribution
1 – 5 spaces	$500	A hypothetical 22 space deficiency would require: *$2,500 for spaces 1 – 5, plus* *$5,000 for spaces 6 – 10, plus* *$7,500 for spaces 11 – 15, plus* *$10,000 for spaces 16 – 20, plus* *$5,000 for spaces 21 – 22* ***For a total contribution of $30,000***.
6 – 10 spaces	$1,000	
11 – 15 spaces	$1,500	
16 – 20 spaces	$2,000	
21 and above	$2,500	

➢ ***Parking Demand***

Reducing the number of cars that visit a commercial district or public facility can be accomplished by providing as many opportunities as possible for both customers and employees to reach their destination by foot, bicycle or transit. These topics are discussed in other sections of this chapter. Reducing demand can also be accomplished through flexible parking requirements for new non-residential developments. By implementing certain management strategies, the demand for parking generated by a building's employee population can also be reduced. Consideration may be given for a reduction in the amount of required parking based on the developer presenting a comprehensive parking demand management plan that would include but not be limited to the following:

- *Shuttle-Bus systems* that fill gaps in the existing public transit network and allow employees, who would otherwise have relied upon the automobile to commute via public transit.

- *Corporate Ridesharing and Van Pooling* programs that are directly supported and encouraged by the employer.
- *Parking Cash-Out* programs where employees can trade their access to free parking for cash.
- *Telecommuting* programs wherein the employer encourages and supports initiatives that allow employees to work from their homes on either a part or fulltime basis.
- *Guaranteed Ride Home* programs that guarantee an employee a ride home whenever there is an emergency or the employee is required to work late, thus linking personal security and public transit.
- *Transit incentives and discounts* to employees which provide them with tangible incentives by directly subsidizing the cost of public transit. Employer participation in TransitChek, for instance, is such an incentive.
- *Car sharing* is designed to provide a car to the transit user – and the prospective transit user – that requires a vehicle for a special meeting, short trip, unanticipated emergency, or other purpose that cannot be satisfied by public transit. Cars are made available upon demand or on a regularly scheduled basis to the individual via computerized access cards as part of a corporate or organizational affiliation with the program provider.
- *Additional practices* may include preferred parking for carpoolers, lockers and showers for bikers, ridesharing services, compressed work schedules, and flex schedules.

Evacuation Routes

The Monmouth County *Coastal Evacuation Routes Study* was completed in June of 2009. The purpose of the study was to evaluate how the current coastal evacuation route system can be improved and possibly expanded to help move people away from the flood zones. (The Office of Emergency Management/NJ State Police evacuation routes are illustrated on Map 5.) The county study involved the following:

1. Identifying a set of routes - roadways whose purpose is to bring people from a hazardous (flood) zone to a safe area;
2. Examining physical and operational problem areas and spots that could be targeted for improvements; and
3. Proposing near-term, intermediate, and long- range solutions.

The full study can be accessed at: www.visitmonmouthcounty.com Click on Planning Board then Transportation Planning.

The study identifies specific roadway sections and what problems can be expected during a flood evacuation, and what projects and actions can be taken to reduce those problems. Each suggested improvement covers the problem (flooding or capacity), the specific location, the improvement type, an estimated cost, an estimated time frame, and the lead agency. Improvements range from showing where police might be dispatched to control a specific intersection during an evacuation, to reconstruction of

bridges and widening of roadways to make them more flood-proof or to handle increased evacuating traffic.

The study selected 12 "portal routes" for detailed evaluation. A portal route is defined as a route whose purpose is to bring people from a hazardous (flood) zone to a safe area. Two portal routes were indentified in Long Branch – Route 36 (Joline Avenue) between County Route 57 (Ocean Boulevard) and the Garden State Parkway; and Park Avenue between Ocean Avenue and Route 18. Route 36 is already one of the County's evacuation routes; Park Avenue is not. The study provides both corridor-wide and site-specific recommendations. The site-specific recommendations for the Route 36 and Park Avenue Portals are provided in Tables IV-4 and IV-5. In addition, the circulation element recommends that parking be prohibited on all evacuation routes during evacuation events.

Table IV-4
Route 36 Portal Proposed Spot Improvements
Monmouth County Coastal Evacuation Routes Study

Issue	Location	Treatment
Capacity	SR 36 between Clifton Ave. and Washington St.	Re-stripe to provide one additional WB lane.
Capacity	SR 36/Florence Ave. unsignalized intersection	Deploy police resources.*
Capacity	Florence Ave. between MacArthur Ave. and SR 36	Close Florence Ave. SB between MacArthur Ave. and SR 36 (option to deploying police as above). *
Capacity	Bridge over Troutmans Creek	Option - Widen bridge to 42 feet and provide one travel lane and full hard running shoulder in each direction.
Capacity	SR 36 connections at Clifton Ave., Long Branch Ave., Liberty St., Rockwell Ave., Seventh Ave., Washington St.	Prohibit left-turn in WB direction; deploy police at each intersection.*
Capacity	At-grade RR crossing near Washington St.	Coordinate portal improvements near RR crossing with NJ Transit.
Flooding	MP4.4 to MP5.5 – Long Branch Ave.	Coordinate this future candidate drainage project with NJ Transit.
Capacity	SR 36 between Branchport Ave. and Victor Ave.	Create two temporary WB lanes using traffic control devices and deployment of police. *
Capacity	SR 36 between Washington St. and Victor Ave.	Narrow grassy median, install third WB travel lane.
Capacity	NJ GSP Exit105	Reverse direction and function of GSP exit ramp to SR 36 EB; make it an on ramp to GSP and change its direction from SB to NB.

**Treatment to be employed during evacuation.*

Table IV-5
Park Avenue Portal Proposed Spot Improvements
Monmouth County Coastal Evacuation Routes Study

Issue	Location	Treatment
Capacity	NJ Coast Line Crossing, West of Lincoln Ave.	Coordinate improvements with NJ Transit to account for evacuation.
Capacity	Park Ave./CR 15 and West Park Ave./CR 15 unsignalized intersections	Provide portable traffic signals.
Capacity	Park Ave./CR 15 and West Park Ave./CR 15 unsignalized intersections	Provide police enforcement. *

**Treatment to be employed during evacuation.*

V. UTILITIES

OVERVIEW

Water Supply

Long Branch receives its potable water from New Jersey American Water Company Monmouth System. Potable water for the Monmouth System comes from a blend of sources that may include the Potomac-Raritan-Magothy Aquifer, the Glendola Reservoir, the Manasquan River/Reservoir, the Shark River, the Swimming River/Reservoir, middle Potomac-Raritan-Magothy Aquifer, and Jumping Brook. Presently, NJ American Water has a capacity of 77.502 million gallons per day (MGD) for the 22 municipalities in the service area that includes Long Branch. The peak daily demand (highest peak demand in summer) is 74.848 MGD creating a surplus of 2.654 MGD, which can accommodate over 6,000 new dwelling units within the service area.

Wastewater Collection and Treatment

The Long Branch Sewerage Authority (LBSA) operates an activated sludge wastewater treatment facility with a permitted design flow of 5.4 million gallons per day (MGD) of discharged treated wastewater effluent. The 30 day average actual flow for 2009 is 2.3 MGD leaving a surplus capacity of 3.1 MGD. The LBSA currently serves a population of approximately 40,000 people in Long Branch and at Monmouth University in neighboring West Long Branch. The collection system consists of approximately 500,000 linear feet of sewerage lines and six pump stations.

According to the 2009 Coastal Monmouth Plan, water distribution facilities are being upgraded as needed and water demands are being met; and there is adequate wastewater capacity throughout the coastal region (30 municipalities) to accept projected 2025 flows.

The collection system has seen significant upgrades over the past few years, culminating with the Phase II Sewer Rehabilitation Project that was completed in 2003 and a $12 million sewer line replacement project was completed in 2006. The treatment plant consists of various treatment trains, many that have also seen significant upgrades over the past few years.

Stormwater Management

The United States Environmental Protection Agency's (USEPA) published Phase II municipal stormwater regulations in December 1999. In response to the USEPA program, the New Jersey Department of Environmental Protection (NJDEP) developed the Municipal Stormwater Regulation Program and new rules to facilitate implementation of the program. The Stormwater Regulation Program was created to address pollutants

entering State-regulated waters from storm drainage systems owned or operated by local, State, interstate or Federal government agencies. The objectives of the program are to improve runoff quality, provide increased groundwater recharge, decrease runoff and protect environmentally sensitive (category one) waterways.

Long Branch adopted a revised municipal stormwater management plan (MSWMP) and stormwater management ordinance in 2009. The plan and ordinance include both structural and non-structural solutions for stormwater management.

UTILITIES PLAN

Potable Water & Wastewater

There are no apparent water distribution or capacity issues at this time; nor are there any apparent wastewater collection or treatment issues at this time. It is the City's intention, however, to ensure that all development and redevelopment projects contribute their pro-rata share of the cost of providing reasonable and necessary off-tract water, sewerage and drainage facilities. To that end, the utilities plan recommends that all development and redevelopment projects that exceed a certain residential or non-residential threshold (to be determined by further study) be required to prepare an impact statement for review by the appropriate land use board as part of the site plan review process. The statement will describe in detail what measures will be employed during the planning, construction and operation phases to minimize or eliminate negative impacts on- and off-site that could result from the proposed project.

Of specific interest are: drainage plans, sewage disposal techniques, water supply and water conservation proposals, flooding and floodplain disruption, degradation of surface water quality, groundwater pollution, and solid waste disposal.

The utility plan also recommends that the Energy Review Committee and Environmental Commission continue to support and implement sound environmental planning for green initiatives and sustainability. For example, City ordinances can be reviewed and revised as necessary to incorporate sustainability practices that will lessen any negative impact on infrastructure such as a *water conservation ordinance*. More such initiatives will be identified during the preparation of the City's Sustainable Energy Master Plan.

Sustainable Jersey Action Step

A Water Conservation Ordinance can help municipalities curtail unnecessary water waste. Seasonal outdoor water usage in particular can lead to an unnecessary reduction in reservoir storage, ground water levels, and stream flows. The Water Conservation Ordinance seeks to help extend available supplies through short-term drought periods, and to avoid recurrent drought warnings/water emergencies caused by late summer "drought."

A model NJDEP ordinance can be viewed at: www.njssi.org/uploaded_documents/waterordinance.pdf

Stormwater Management

The City's 2009 Municipal Stormwater Management Plan (MSWMP) outlines a strategy to alleviate stormwater management problems through the incorporation of more stringent stormwater policies within the City's land use regulations. The MSWMP is incorporated into the utilities plan by reference. The MSWMP addresses groundwater recharge, stormwater quantity, and stormwater quality impacts by incorporating stormwater design and performance standards for new development proposals. These

standards are intended to minimize the adverse impact of stormwater runoff on water quality and water quantity and the loss of groundwater recharge that provides base flow in receiving water ways. The MSWMP also describes long-term operation and maintenance measures for existing and future stormwater facilities.

The goals of the MSWMP are to:

- Reduce flood damage, including damage to life and property,
- Minimize, to the extent practical, any increase in stormwater runoff from any new development,
- Reduce soil erosion from any development, redevelopment or construction projects,
- Assure the adequacy of existing and proposed culverts and bridges, and other in-stream structures,
- Maintain groundwater recharge,
- Prevent, to the greatest extent feasible, an increase in nonpoint pollution,
- Maintain the integrity of stream channels for their biological functions, as well as for drainage,
- Minimize pollutants in stormwater runoff from new and existing development to restore, enhance, and maintain the chemical, physical, and biological integrity of the waters of the state, to protect public health, to safeguard fish and aquatic life and scenic and ecological values, and to enhance the domestic, municipal, recreational, industrial, and other uses of water, and
- Protect public safety through the proper design and operation of stormwater basins.

The Long Branch MSWMP also incorporates the goals and objectives that have been established for municipalities within Watershed Management Area 12 which include:

- Providing healthy and naturally diverse habitats to support wildlife that will enrich the lives of residents;
- Maintaining safe and plentiful drinking water supplies;
- Preserving the integrity of the freshwater and tidal benthic communities that support commercial and recreational water-related uses including boating, bathing, fishing and sightseeing;
- Development and redevelopment will be well-planned and environmentally responsible while maintaining, enhancing and integrating the historic, cultural, scenic, and recreational and open space resources that define and strengthen the unique identities of each community.

Cable Television

Long Branch has its own Cable T.V. Commission that oversees the agreements between the City and current cable provider(s). The Commission, in conjunction with Monmouth University, also provides the service for Long Branch's Cable T.V. station on Channel 20 and acts as a liaison to the city's school system. Channel 20 programming is holding

steady at seven to eight hours daily and airs shows from the JAG server with new sources of programming (such as PegMedia.org) for potential shows.

This utilities plan recommends the City continue its Cable TV station but suggests enhancement to its cable/broadband service and potential for the integration of future technologies in the city such as:

- Municipal-wide wi-fi
- Increased emergency management capability
- Additional digital tier boxes
- Channel 20 improvements:
  - Emergency notices such as school closings due to inclement weather and special health announcements or forums
  - New programs
  - Separate school programming (*Arrangements are being made between the City and the TV provider to establish a separate cable channel to allow the High School communications program to air events and programs and to post emergency school notices.*)
  - Direct link between city hall and the channel 20 head end at Monmouth University
  - Live broadcasts from different sites throughout the city
- Any other technical advancements that are feasible and may benefit the city.

The Long Branch Cable Commission would oversee these new technologies and ideas and make recommendations to the City with the understanding that final decisions ultimately rest with City Council.

VI. COMMUNITY FACILITIES

OVERVIEW

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

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

As noted in the open space and recreation element, the Long Branch Housing Authority has plans to reconstruct the existing Bucky James Community Center. The new community center building will be roughly 12,000 square feet and will include, among other amenities, an indoor basketball court, gymnasium, library, a computer lab and community meeting space.

The Long Branch public school system currently consists of three preschools, six elementary schools, one middle school, one high school, one alternative school and one vocational school (see Table VI-2). The District recently opened four new schools – the Anastasia School and the Middle School in 2005, and the Gregory School and High School in 2007. The District's 2005 Long Range Facilities Plan proposes various renovations throughout the school system.

Table VI-1
Public Facilities

Facility	Location
City Hall	344 Broadway
Public Works Department	636 Joline Avenue
Recreation Department	3 Bay Avenue
Senior Center	85 Second Avenue
Main Library	328 Broadway
Elberon Library	168 Lincoln Avenue
Public Safety	
Police	344 Broadway
Atlantic Engine Company	Broadway
Branchport Hose Company	Branchport Avenue
Elberon Engine Company & First Aid Squad	Lincoln Avenue
Neptune Hose Company	Branchport Avenue
Oceanic Engine and Truck Company (City)	29 Norwood Avenue
Oliver Byram Engine Company	Atlantic Avenue
Phil Daly & Independent (City)	199 Union Avenue
West End Fire Company	2nd Avenue
Long Branch First Aid & Safety Squad	Belmont Avenue

Table VI-2
Public Schools

School	Address	Grades	Functional Capacity
Joseph M. Ferraina Early Childhood Center	80 Avenel Boulevard	Pre K	298
Hand-in-Hand Day Care	127 Myrtle Avenue	Pre K	n/a
Lenna W. Conrow Preschool	335 Long Branch Avenue	Pre K	181
Elberon Elementary	240 Park Avenue	Pre K - 2	752
Morris Avenue Elementary	318 Morris Avenue	Pre K - 5	n/a
Gregory Elementary	201 Monmouth Avenue	Pre K - 5	630
West End Elementary	132 West End Avenue	Pre K - 5	n/a
Amerigo A. Anastasia Elementary	92 Seventh Avenue	Pre K - 5	632
Audrey W. Clark Elementary	192 Garfield Avenue	3 - 5	258
Long Branch Middle School	350 Indiana Avenue	6 - 8	1,581
Long Branch High School	404 Indiana Avenue	9 - 12	1,770
Alternative School	375 Exchange Place	6 - 12	n/a
HS Annex / Vocational School	255 West End Avenue		n/a

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

"Functional Capacity" means the number of students that can be housed in a building in order to have sufficient space for the building to be educationally adequate for the delivery of programs and services necessary for student achievement. Functional capacity is determined by dividing the adjusted gross square footage of a school facility by the minimum area allowance per full time equivalent student for the students contained therein.

COMMUNITY FACILITIES PLAN

Public Buildings

The community facilities plan calls for the continued maintenance and upgrading of all municipal facilities. In particular, all police, fire and emergency medical services are to be maintained to meet all federal and state safety and security requirements. While the majority of the City's public buildings are considered to be in good condition, two facilities have been identified as being in fair condition – the Municipal Building and annex on Broadway; or in need of replacement – Oceanic Engine & Truck Company on Norwood Avenue.

The community facilities plan recommends that a detailed feasibility study be conducted to determine the most efficient course of action for upgrading the Broadway municipal complex. The City's 1998 *Broadway Paramount District Plan* had this to say about the existing complex: "Long Branch has the facilities to create an active city center where the community converges for public gatherings, municipal and community services. Anchors for this section are City Hall, Slocum Park, and the Veterans Memorial." Specific recommendations included locating business related services such as planning, zoning, and permitting on the first floor and adding walk-up windows for quick services such as paying fees, and licensing. Consideration might also be given to better utilizing the parking lot through decking and/or integrating a parking structure into an expanded city hall.

The Broadway Redevelopment *Design Guidelines Handbook* 7 identifies two specific parcels that could accommodate a new civic complex. In addition to the current location of City Hall, a second location on two Broadway-fronting parcels adjoining Rockwell Avenue is envisioned as a potential joint development of civic and commercial uses.

The community facilities plan also recommends that a detailed feasibility study be conducted to determine the most efficient course of action for repairing or replacing the Oceanic Engine & Truck Company on Norwood Avenue. (A preliminary analysis is being conducted by the City Engineer.) Due to the lack of vacant land in the City, several locations may have to be considered including rebuilding on the existing site. The fire station is separated from a vacant city-owned lot by a commercial building. The availability of the commercial property should be investigated.

The upgraded Bucky James Community Center will need to be complemented by an additional community center to ensure adequate levels of indoor recreation and community meeting space. The community facilities plan recommends that a needs assessment be conducted to determine the scale and possible location of such a facility.

Shared Services

According the NJ Department of Community Affairs *Best Practices Handbook*, sharing services with a neighboring municipality, the local school district or the county government is a way to lower costs and increase fiscal and operational efficiency. Sharing services can also result in higher service levels, optimization of facilities and increased accountability. Services can be shared on an informal or formal basis. Courtesy agreements can allow borrowing equipment or supplies on an as needed or project basis. A formal memorandum of agreement can serve as the basis for periodic sharing for recurring needs. Other efforts, such as cooperative purchasing and joint insurance funds, operate by creating special purpose systems or units that provide the shared services.

Generally, the legal basis for shared services is the Interlocal Services Act, which provides broad enabling authority for voluntary cooperation between any two or more local units: any municipality, county, school or fire district and board of education. Local authorities may also be partners under certain circumstances. Under the Act, local units establish service contracts, known as Interlocal Service Agreements, where the participants agree to share service responsibility or contract with one of the local units to provide the service to the other parties.

Examples of Shared Services

Animal Control
- *Animal Shelter*
- *Animal Control Officer*
- *Dog Census*

Information Technology
- *Internet Access*
- *Network Sharing*
- *Network Maintenance*
- *Technology Lab*
- *Shared Records Storage*

Municipal Court
- *Joint Municipal Court*
- *Shared Facilities*
- *Shared Personnel*
- *Video Arraignment*
- *Regional Municipal Court*

Other Examples
- *Personnel Sharing*
- *Facility Sharing*
- *Public Works Coverage*
- *Inspections*

Long Branch presently participates in several such shared service arrangements. The community facilities plan recommends the continuation and expansion of those efforts. The following are examples of shared services that are currently in place:

- West Long Branch – Animal Control Services provided by Long Branch.
- Ocean Township – Animal Control Services provided by Long Branch.
- Long Branch Board of Education – IT Services relative to Fiber Ring provided to Long Branch.
- Monmouth County Health Consortium – Public health services provided to Long Branch.
- Monmouth Regional Health Commission – Lead monitoring equipment to Long Branch.
- Freehold Township – Lead inspection services to Long Branch.
- Monmouth County Mutual Aid Pact for Public Safety/Police – Shared services to local Police Department for unusual occurrences.
- Monmouth County Mutual Aid Pact/Fire – Shared services between Monmouth County municipalities.

- IT Services through PARIS Grant – County coordinating services relative to records management
- Commodity Resale System – Gasoline, diesel fuel, snow materials, public works materials sold to members: Long Branch Board of Education, Long Branch Housing Authority, West Long Branch Borough, Sea Bright Borough.

Green Buildings

Although sustainable practices should be applied to some degree to all development, the City can demonstrate leadership in this area by practicing sustainability in connection with the design and operation of all publically owned buildings and facilities. To that end the community facilities plan recommends that all future public buildings and facilities be constructed in accordance with the LEED (Leadership in Energy & Environmental Design) Green Building Rating System or other comparable system for measuring sustainability. The LEED system is a voluntary national standard that defines high performance green buildings, which are healthier, more environmentally responsible, and more efficient structures. LEED was developed in 1998 by the U.S. Green Building Council, a national coalition of leaders from all segments of the building industry. Green buildings blend environmental, economic, and occupant-oriented performance features designed to:

- Enhance and protect ecosystems and biodiversity
- Improve air and water quality
- Reduce solid waste
- Conserve natural resources
- Minimize strain on local infrastructure
- Reduce energy and operating costs
- Optimize life-cycle economic performance
- Improve air, thermal and acoustic environments
- Improve employee productivity and satisfaction
- Enhance occupant comfort and health

Sustainable Jersey Action Step
Energy Audit for Municipal Facilities

An energy audit of all facilities owned and operated by a municipality can be conducted to establish where and how energy is being used in buildings and facilities, and to identify opportunities for energy and cost savings. The audit process reveals annual energy use and costs associated with particular buildings and facilities, costs of suggested improvements, potential energy and cost savings, and the length of time that will be needed to recoup improvement costs. An energy audit also provides guidance on cost-effective practices and technologies that can improve energy efficiency. Recommendations in an audit can range from improved energy data management, to appropriate energy saving technologies, to structural improvements and system retrofits, to behavior change strategies for energy conservation.

The energy audit can be the starting point for the eventual upgrade and retrofitting of municipal facilities – another Sustainable NJ action step.

Significant funding for conducting an energy audit is available through The New Jersey Board of Public Utilities, Office of Clean Energy (BPU) Municipal/Local Government Energy Audit Program.
www.njcleanenergy.com/lgea

Buildings constructed in accordance with the LEED rating system often optimize the use of natural daylight and ventilation, capture water runoff for internal use, utilize finishes and materials low in volatile organic compounds to improve indoor air quality, utilize recycled and renewable building materials, optimize climatic conditions for internal heating and cooling through site orientation and design, utilize energy efficient equipment and systems, and maximize the use of local materials to limit transportation costs.

- *The Long Branch Housing Authority's Garfield Court development is the first LEED Silver certified HOPE VI Development in New Jersey. LEED certification will provide third-party assurance to homebuyers that their home meets a high standard of energy and water efficiency, indoor air quality, non-toxic materials, and environmental performance.*

- *The "PAX" building is a proposed mixed-use building in the Broadway redevelopment zone designed to Gold LEED standards.*

Sustainable Jersey Action Step
Municipal Carbon Footprint

A Municipal Carbon Footprint measures the amount of greenhouse gas (GHG) emissions produced by local government operations in a given year. Creating a footprint is the first step to reducing municipal GHG emissions. The footprint will detail the sources of emissions so that actions can be focused on the largest emitters. The footprint will also enable a municipality to track its progress and determine if new policies are having an impact. Completing a Municipal Carbon Footprint requires an accounting-like inventory of all the sources of GHG in municipal buildings, fleets, and operations.

Gateways

Although they are not considered community facilities in the traditional sense, attractive gateways help promote community character and identity. Depending on the space available, the gateways could consist of decorative walls, signage, and landscaping treatments that are clearly visible and recognizable to the traveler. They could carry a common theme, e.g., graphic/logo and greeting, while allowing for customization based on the specific location. Where right-of-way or public land is not available, arrangements might be made with private property owners to utilize portions of existing landscape strips abutting the roadway. Corporate, business and civic sponsors need to be solicited for the initial cost and/or maintenance of each gateway in a manner consistent with the Local Public Contracts Law. Potential locations include Ocean Avenue, Ocean Boulevard, Cedar Avenue, Broadway, Joline Avenue and the three river crossings.

Art in Public Places

Public art can make communities more attractive and create memorable experiences for its residents and visitors, improve the community's landscape and quality of life, and celebrate community identity and cultural diversity. Gateways, shopping districts, public buildings and parks, the boardwalk, and transit stations are all potential candidates for permanent or semi-permanent installations of public art.

There are a variety of methods that a municipality can use to integrate public art into the development of the community including advisory boards and coordination with private institutions, non-profit and community organizations. The Long Branch Arts Council, NJ Repertory Company and The Shore Institute of Contemporary Arts (SICA) are just a few examples of available local resources.

The City collaborates with SICA in staging the annual Sculptoure exhibit. This "urban sculpture park" is staged at over 70 locations throughout the City in conjunction with "High Relief," SICA's state-wide High School sculpture competition.

To assist in this effort, the City can also solicit the assistance of the New Jersey State Council on the Arts (NJSCA) and the Monmouth County Arts Council. The NJSCA administers a comprehensive grant program in conjunction with County Arts Councils and offers financial assistance to individual artists, non-profit organizations, and government entities to aid in operational costs of an organization, exhibitions, and festivals. The NJSCA conducts technical assistance workshops throughout the state to familiarize prospective grant applicants with the various organizational grant programs of the Council.

Long Branch Pier & Ferry Terminal

The community facilities plan supports the reconstruction of the historic Long Branch Pier as a multi-purpose community facility. As outlined in the *Long Branch Pier & Ferry Terminal Development Plan* prepared by The Thompson Design Group for the City in January 2009, the new pier will be 800 feet long and have over 90,000 square feet of deck area and 47,000 square feet of enclosed space. The purpose of the pier will be to develop a structure that provides a transportation asset as well as a unique destination that will be highly valued by private sector end-users, visitors and residents alike. The new pier will include:

- *Transportation Infrastructure* – The pier will include a high-speed ferry terminal capable of transporting passengers to New York City in 45 minutes.
- *Landmark Public Spaces* – The majority of the pier structure will be accessible to the public; this includes an indoor Winter Garden, deck, fishing area, and children's free play area.
- *World Class Gathering Location* – The incomparable setting and views created by the project provide a one-of-a-kind location for events with a capacity of 500 guests.
- *Live Performance Venue* – The *design* enables the pier to host both indoor and outdoor live performance events with potential capacity of over 2,500 attendees.
- *Retail and Restaurant Space* – The combination of views, connection to the boardwalk/beach, and proximity to pedestrian traffic created by other uses (e.g. ferry terminal) create an optimal location for retail/restaurant operators.
- *Family Recreational* – The pier will include a component(s) that will provide an activity draw targeted at children and families locally and as a visitor destination.

VII. OPEN SPACE AND RECREATION

EXISTING FACILITIES

As illustrated on Map 9 and outlined in Table VII-1, there are 25 municipal parks in Long Branch, which together cover 140.5 acres. The municipal parks are complemented by 66 acres of county parkland (Seven Presidents Park and the Skate Park). School facilities are also available for recreation activities. The City Recreation Department offers numerous programs for children, adults, and seniors including youth golf, soccer, wrestling, golf, tennis and sports clinics; after school tutoring; lifeguard tournaments; adult basketball tournaments; senior outings; and youth employment programs.

Table VII-1
Municipal Parks and Open Space

Name	Location	Acres
Bath Avenue Park	NW corner of North Bath Ave. & 3rd Ave.	0.24
Beach	Ocean Ave. & Atlantic Ocean	17.34
Branchport Park	Atlantic Ave. & Branchport Ave.	3.01
Elberon Park (aka Truax Park)	Truax St. & Eaton Ter.	5.10
Fireman's Park	Hoey Ave. & Overlook Ave.	7.50
Florence Avenue	Florence Ave. & Mac Arthur Ave.	.49
George Naylor Park	Cherry St. & Jeffrey St.	2.38
Great Lawn	Pier Village	2.94
Hoey Avenue Park	Hoey Ave.	6.34
Jackson Woods	Calvert Ave. & Ocean Blvd.	12.78
Jerry Morgan Park	Union Ave. & Monmouth Ave.	3.20
Manahassett Creek Park	Long Branch Ave. & Naberal Ave.	23.85
MLK Memorial	Atlantic Ave. & Atlantic Dr.	.40
Ocean Place Promenade	Ocean Ave. between Madison & Ocean Terr.	5.00
Pinsky Plaza	Broadway & Long Branch Ave.	.60
Pleasure Bay Park	Atlantic Ave. & Pleasure Bay Dr.	5.19
Presidents Promenade	Ocean Ave. between Brighton & S. Bath Ave.	3.64
Slocum Park/Library/City Hall	N. Broadway at Lippincott Ave.	5.58
Takanassee Lake	Takanassee Lake at Lake Dr.	22.46
Third Avenue Park	3rd Ave. & Union Ave.	.19
Third Avenue Triangle	Westwood Ave. & 3rd Ave.	.19
Troutman's Greenway	Atlantic Dr. at Branchport Creek	2.00
Van Court Park	Van Court Ave. & Overlook Ave.	7.23
West End Park	Ocean Blvd. & Brighton Ave.	.92
Wilbur Ray Avenue Park	Wilbur Ray Ave. & Liberty Street	1.89
	Total	**140.46**

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

Needs Assessment

The New Jersey Department of Environmental Protection (NJDEP) refers to two sets of standards to quantify the recreation land needs for all levels of government – one based on population and one based on land area. The standards serve as minimum guides for measuring the effectiveness of recreational open space programs being implemented by the various levels of government.

The first set of standards, *acres per population method*, is used to determine the amount of recreation open space needed to meet short term and immediate demand based on current population figures. This method generates higher recreation land requirements as the population increases; and conversely, lower requirements as the population decreases. The population standard for the municipal level of government is 8 acres per 1,000 people. Based on the City's 2000 U.S. Census Population of 31,340 residents, the short-term need for recreation open space would be 250 acres – creating an assumed deficit of approximately 110 acres.

The second set of standards, *balanced land use guidelines,* is used to determine long-term public recreation goals as a percentage of land area. In contrast to the acres per population technique, the balanced land use approach defines land as a finite resource for which there are other legitimate competing uses. The balanced land use approach is based on the amount of *developed* and *developable* land relative to the amount of *non-developable* land. Land is classified as either developed/developable or undevelopable based on NJDEP criteria and by and large remains constant. The balanced land use guidelines call for municipal recreation lands equal to 3% of the developed/developable area of the municipality. In Long Branch that yields a need for 98 acres; and an existing surplus of 42 acres.

The conclusion to be drawn from these two seemingly contrary results is that although the size of the population may warrant more recreation acreage, the City has actually exceeded the number of recreation acres that can be reasonably expected given the physical limitations of the City. This places a high priority on maintaining and augmenting the existing recreation system whenever possible and is addressed in the open space plan that follows.

It should be noted that the NJDEP recreation standards are "universal" in that they are applied across the board to urban, suburban and rural municipalities alike. They are not customized to a particular landscape or population and do not account for a community's specific needs or programs. To provide a more accurate determination of the City's future recreation needs, further analysis will need to be conducted to establish specific local standards for numerous individual categories of both active and passive recreational activities. The need should be based on current activity levels and participation patterns, and demographic trends related to age, leisure time, income, etc.

OPEN SPACE AND RECREATION PLAN

As noted in the land use element, only 4% of the City's acreage is vacant leaving minimal if any opportunity for preserving additional open space or creating new recreation land. In a mature city such as Long Branch, the concept of open space sometimes needs to be redefined. The vision of large green spaces, although desirable, is not always practical. Open space, or the notion of greening a community and providing breaks in a densely developed landscape, can be woven into the fabric of the community through the use of street trees, pocket parks, small plazas and sitting areas, and the installation of public art in civic spaces. In response, the open space and recreation plan (OSRP) recommends:

- Ensuring the most efficient use of the City's existing parks and recreation facilities through regular maintenance and upgrades,
- Identifying opportunities for new open space, no matter how small, associated with development and redevelopment projects or surplus properties such as abandoned rail beds,
- Maintaining the urban forest,
- Maintaining the beach,
- Maintaining access to the beach including enhancements to the boardwalk/promenade,
- Providing better access to the rivers and creeks, and
- Better coordination with school recreation facilities.

Improvements to the Existing System

Several recreation projects are already underway in the City. The first phase of improvements at Manahassett Creek Park was recently completed. The second phase of improvements is planned to include buildings for community meeting space, a concession stand, and related site improvements. Future phases may include building facilities for the City's Parks and Recreation Department. The Long Branch Housing Authority has plans to reconstruct the existing Bucky James Community Center. The new community center building will be roughly 12,000 square feet and will include, among other amenities, an indoor basketball court, gymnasium, library, a computer lab and community meeting space. The City also plans to improve George Naylor Park on Cherry Street. Improvements at this park may include new playground equipment, landscaping and aesthetic improvements.

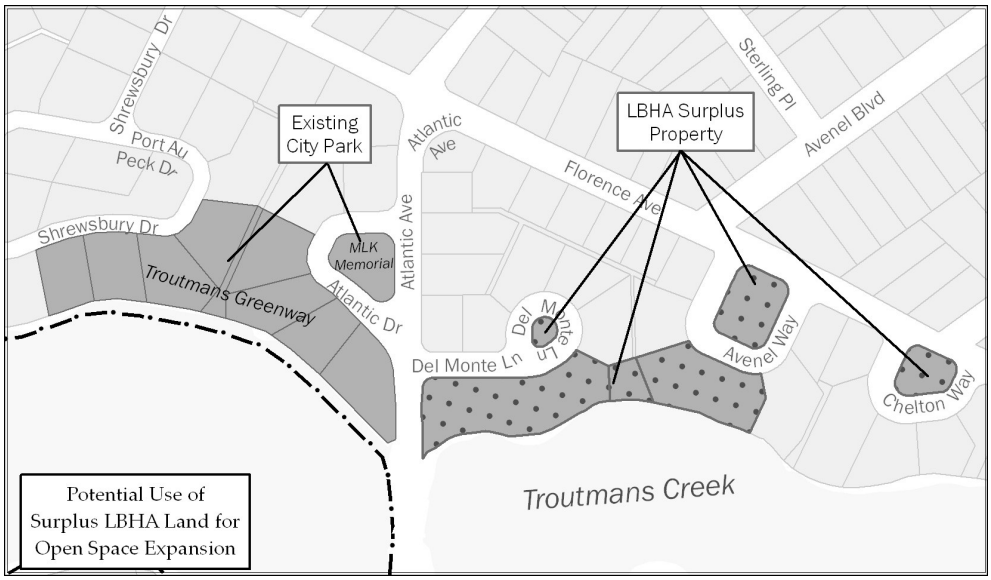
The OSRP recommends that an advisory group be formed consisting of, at a minimum, representatives of the Department of Recreation and the Environmental Commission. The advisory group would consider the condition of each of the City's parks and prepare a short and long-term action plan for specific park improvements. A broader endeavor could include an analysis of the opportunities and constraints related to each park's location, configuration, accessibility, unique onsite conditions, and funding options, and preparing a conceptual master plan for each park. One such project could involve an

evaluation of Takanassee Lake to identify access and landscaping upgrades along the banks of the lake. The evaluation would also include an analysis of the Lake's water quality; and if necessary, develop steps for improving the Lake to appropriate recreational standards.

New Open Space

The advisory group mentioned above should also evaluate any surplus lands connected to public rights-of-way such as streets, highways, utilities, and railroads, and any publically-owned vacant land for potential use as open/civic space or pedestrian/bicycle trails. For instance, the Long Branch Housing Authority owns several islands within cul-de-sacs that may have potential as open space. The islands are located on River Lane, Middle Lane, Baruch Drive, Chelton Way, Avenel Way, Del Monte Lane, and Manahassett Way.

A prime example of how surplus properties could add to the open space system is illustrated in the figure below. There are several surplus Housing Authority lots fronting on Troutmans Creek between Atlantic Avenue and Avenel Way. If added to the City's open space system, these parcels would extend Troutmans Greenway southward across Atlantic Avenue and provide direct access to Florence Avenue.



As a general policy, the OSRP recommends that properties that are impacted by natural or other disasters, abandoned, or exhibit severe deterioration be evaluated for possible acquisition for open space through fee simple purchase, easement, or donation. This policy especially applies to properties abutting existing open space. Environmentally

sensitive lands such as wetlands identified in the 2008 Community Profile are also recommended for evaluation as potential open space candidates.

The OSRP also recommends that the open space requirements in the City's development ordinances be revisited to ensure that large scale residential and commercial projects provide quality open/civic space that meets the following criteria: (a) the space is strategically located to be attractive and easily accessible to either the tenants or the general public, as opposed to being placed on the "leftover" portion of the parcel; and (b) the space is of adequate dimension to provide amenities such as play equipment, sitting areas, or public art, as opposed to narrow or oddly shaped landscape strips. In other words, the planning and design of the open space should be as integral to the project as the planning and design of the building.

Community Forestry Management Plan

The OSRP recommends that the City adopt a community forestry management plan, which could be incorporated into this element. The community forestry management plan is enabled by the New Jersey Shade Tree and Community Forestry Assistance Act. In addition to establishing the Community Forestry Council, the act enables New Jersey's communities to reduce or eliminate their exposure to litigation due to the decline of the community tree resource. The basis for this protection is a properly planned local community forestry program implemented through a state approved management plan, as well as municipal participation in the state's Training Skills and Accreditation Program.

The community forestry management plan is an essential guide to successfully achieving a healthy and safe community forest. By developing and implementing a management plan for a community's shade trees, the City's tree program can become more proactive and efficient resulting in a decrease in tree maintenance and removal costs, shortened response time to citizen requests for work and a decrease in hazardous tree situations.

Sustainable Jersey Action Step
Tree & Woodlands Management

Communities throughout New Jersey have long recognized the importance of managing and protecting their street tree and woodlands resources. The goal of this action is to help communities initiate or expand tree management programs by:

- planning and assessing the existing community tree resources,
- assessing the health of the trees,
- developing programs to protect, manage, and expand the tree canopy in the municipality and document the benefits trees provide for mitigating climate change, and
- reducing flooding and improving air quality.

The community forestry management plan includes the following elements:

- Mission Statement
- Goals and Objectives
- Liability Statement

- Community Overview
- Community Forestry Program Administration
- Community Map
- Training Plan
- Public Education/Awareness/Outreach
- Statement of Tree Budget
- Statement of Plan Implementation

The goals of a community forestry management plan are to:

1. Promote general tree awareness and stewardship among residents of the municipality.
2. Improve the community forest resource in the City of Long Branch.
3. Improve the health and safety of the community forest.
4. Become a Tree City USA.
5. Enhance the community's awareness of the value provided by the community forest.
6. Recruit members to serve on a shade tree committee early in the planning period.
7. Review and recommend an updated shade tree ordinance if deemed necessary by the shade tree committee.
8. Develop resources to create an active tree replacement program and provide alternate and innovative funding sources for tree planting and maintenance programs.
9. Provide training for urban and community forest care to 1-2 City employees and 1-2 volunteers from the community in order to maintain certification.
10. Advocate cooperation between the Board of Education, Chamber of Commerce, Master Gardeners, civic groups (Elks Club, Women's Clubs) and the Department of Public Works.
11. Complete a comprehensive inventory of all street and park trees, which will be covered under the community forestry plan.

The Community Forestry Management Plan applies primarily to the public realm – street trees, parks and public lands. Trees within the private realm also contribute to the community forest and should also be afforded similar protections and management strategies. To that end the OSRP recommends that the City consider adopting a tree protection and replacement ordinance to ensure a holistic approach to maintaining the community's forest.

Beach Management Plan

One of the City's most important recreational and natural resources is its oceanfront. The City has endeavored to protect the environmentally sensitive nature of the beach while ensuring the greatest degree of public access and enjoyment of the beach. In May of 2008, the City prepared a Beach Management Plan in cooperation with the NJ Department of Environmental Protection and US Department of the Interior. <u>That plan is incorporated</u>

by reference into this element. The purpose of the Beach Management Plan is to provide a framework for cooperation among the City, NJ Division of Fish and Wildlife, and the US Fish and Wildlife Service in the stewardship of endangered and threatened beach-nesting birds and flora. To that end, three management zones were identified on Long Branch Beaches.

- *North Beach Protected Zone: Monmouth Beach border to Seven Presidents Park.* This zone will be managed to promote the protection and recovery of listed species and the enhancement of their habitat. Recreational uses will be accommodated consistent with species protection.

- *Central Beach Recreational Zone: Seven Presidents Park to Lake Takanassee*. This is the City's developed recreational zone and will be managed primarily for recreation. Any listed species documented in this zone will receive protection as required by applicable State and federal laws and regulations.

- *South Beach Protected Zone: Lake Takanassee to the Deal border*. This zone will be managed to promote the protection and recovery of listed species and the enhancement of their habitat if suitable habitat is created or exists in the future. Recreational uses will be accommodated consistent with species protections.

Rivers and Creeks

Although the City's oceanfront is well recognized and utilized for its recreational value, the City's "other" waterfront – Branchport Creek, Manahasset Creek and the Shrewsbury River – is perhaps not always appreciated or utilized to its fullest potential. To address this issue, the OSRP recommends that the City's existing riverfront parks – Branchport, Pleasure Bay, Troutman's Greenway, and Manahasset Creek – be improved and expanded as appropriate with the goal of establishing a continuous riverfront walkway. It is further recommended that a targeted study be undertaken to identify a potential route for the walkway (using parks and public rights-of-way), conceptual design features, and funding sources and partnerships.

Consistent with this rivers and creeks policy, the land use plan makes certain recommendations for rezoning riverfront properties to ensure uses that are compatible with and take advantage of their waterfront locations by ensuring public access and appropriate recreation and entertainment opportunities.

Taking full recreational advantage of the rivers and creeks is dependent on the quality of the water. Use of the Branchport Creek in particular has been restricted due to runoff from Monmouth Park Racetrack. A four-year plan scheduled for completion in 2013 is now in place to correct the runoff problem but the City is encouraged to continue to work with local and state agencies as needed to monitor progress; and be vigilant for any other sources of pollution along the entire waterfront.

School Facilities

Long Branch utilizes several school facilities for indoor recreation. The elementary, middle, and high school buildings have been used to accommodate recreational basketball, wrestling, and indoor soccer. The City will endeavor to continue a dialogue with the Board of Education to ensure that the use of these facilities continues, and that additional opportunities for use of school facilities may be explored.

Natural Resource Inventory

The OSRP recommends that the City's Environmental Commission prepare a Natural Resource Inventory (NRI) to provide a comprehensive inventory of the City's natural and cultural resources. The NRI can help guide and prioritize future decisions regarding the acquisition and preservation of open space. An NRI identifies and describes the physical, cultural and biological features of the City including but not limited to topography, climate and soils, historically significant sites, types of vegetation, groundwater and surface water resources, flood hazards and wetlands. Much of this information is included in the 2008 Community Profile, which and can be used as the basis for the NRI.

Sustainable Jersey Action Step
Natural Resource Inventory

The Natural Resource Inventory (NRI) serves as an index of natural resources and is a compilation of text and visual information about the natural resource characteristics and environmental features of an area. It provides baseline documentation for measuring and evaluating resource protection issues. The NRI is an important tool for environmental commissions, planning boards, and zoning boards of adjustment. NRIs are dynamic documents and should be revised and refined as additional information and updated data become available.

VIII. ECONOMIC

At the core of the City's economic development efforts is the Urban Enterprise Zone (UEZ) Program, which began in 1994. The UEZ Program remains vibrant and establishes specific goals and objectives for strengthening the City's economic base. The 2006-2010 UEZ plan is incorporated by reference herein and key elements of the plan are reproduced below. The City is currently preparing a new five year plan that will be considered for incorporation into the master plan upon its completion.

The economic plan also draws upon the land use plan to implement the economic objectives, which are targeted at retaining and supporting the existing base while also providing opportunities for expansion and the introduction of new enterprises. The land use element supports economic development by clearly identifying areas that are appropriate for commercial concentrations and avoiding conflicts with neighboring residential neighborhoods. To that end, the land use element recommends the establishment of a Transit Village and expansion of the Medical/Hospital District; and taking a fresh look at bed & breakfast establishments, mixed-use buildings, and live-work opportunities.

Business Profile

Not surprisingly, Long Branch leans toward such industries as the retail and service trades and health care. Based on the most current US Census data, there were 772 businesses located in Long Branch employing 8,319 people in 2007. Construction, retail trade, other services (e.g. general automotive repair, computer and office machine repair and maintenance, personal care services, pet care, funeral services and laundry services), health care & social assistance, and accommodation & food services were the top five industries located in Long Branch accounting for 542 out of the 710 establishments (see Table VIII-1). With only a few obvious exceptions such as the Medical Center, the City's economic base consists primarily of small businesses. In 2007, two thirds of the business establishments in Long Branch employed between one to four persons, a slightly higher percent than the county or state (see Table VIII-2). Only a small percentage (1.1%) of the businesses in Long Branch employed 100 people or more, a lower percentage than the county or state.

According to the Monmouth County Department of Economic Development's 2009 List of Major Employers, the Monmouth Medical Center in Long Branch ranked as one of the largest employers in the County employing 1,850 people. Other major employers in Long Branch include Family Children's Service, Inc. with 190 employees and Ocean Place Resort and Spa with 140 employees. Monmouth University in neighboring West Long Branch employed 1,241.

Table VIII-1
Types of Businesses, Long Branch 2007

Type of Industry	Number	Percent
Construction	136	17.6
Retail trade	97	12.6
Other services	97	12.6
Health care and social assistance	118	15.3
Accommodation & food services	94	12.2
Professional, scientific & technical services	53	6.9
Admin, support, waste mgt, remediation services	35	4.5
Real estate & rental & leasing	28	3.6
Wholesale trade	33	4.3
Finance & insurance	28	3.6
Transportation & warehousing	14	1.8
Manufacturing	18	2.3
Arts, entertainment & recreation	10	1.3
Educational services	7	0.9
Information	4	0.5
Total	**772**	**100**

Source: US Census, NAICS County Business Patterns

Table VIII-2
Businesses by Employment Size, 2007
(*Expressed as a % of total business establishments*)

	Number of Employees								
	1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000 +
Jurisdiction	Percent of Total Jobs								
Long Branch	65.0	17.5	9.7	5.1	1.6	0.9	0.1	0.0	0.1
Monmouth County	59.0	18.6	11.3	7.1	2.3	1.3	0.3	0.1	0.0
New Jersey	57.7	17.9	11.5	7.8	2.7	1.6	0.4	0.1	0.1

Source: US Census, NAICS County Business Patterns

UEZ Plan Overview

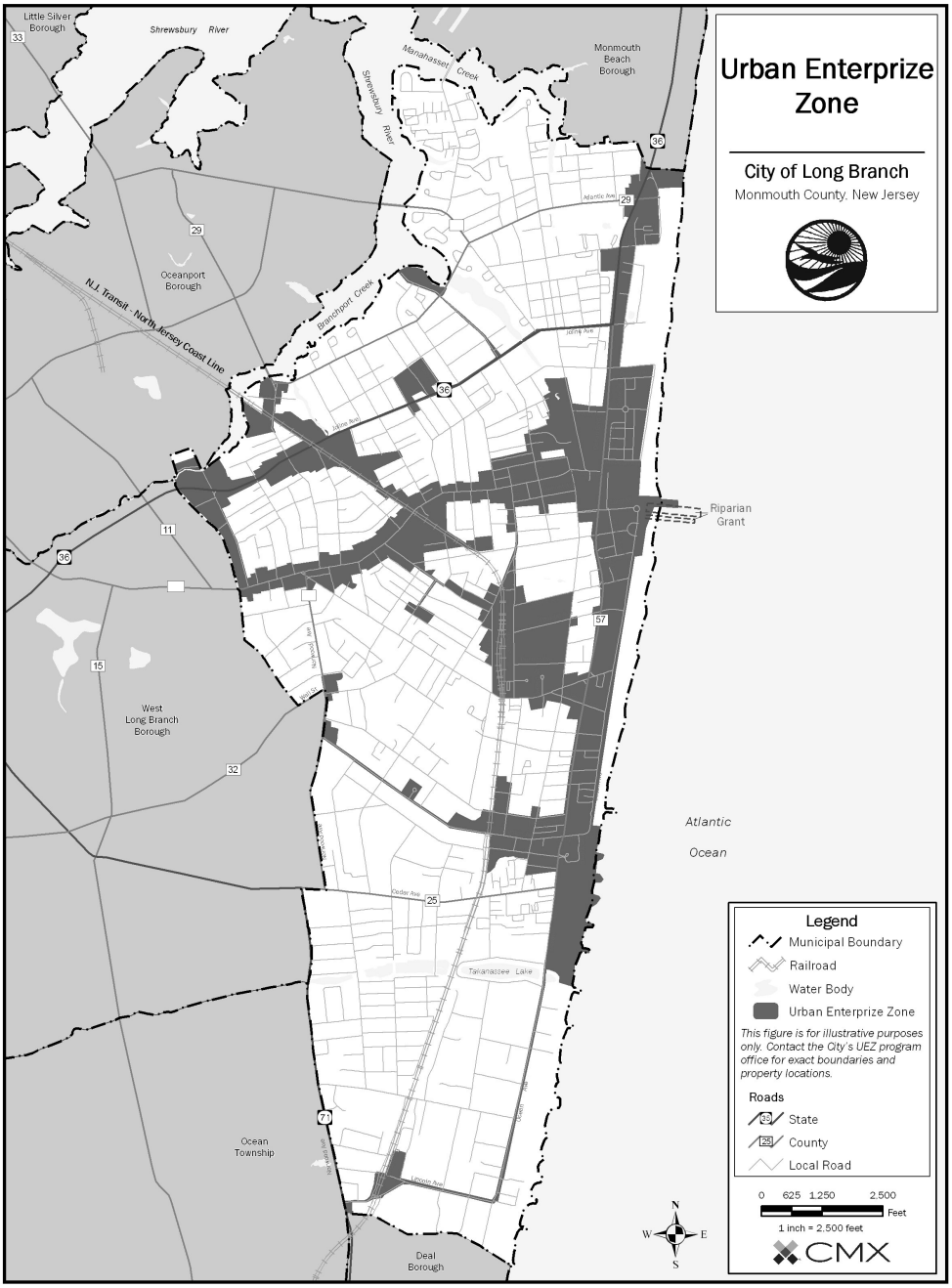
During the previous five-year plan, 2000-2005, the UEZ Program was very successful in furthering goals and objectives previously established in the UEZ Development Plan (1994 to 1999) and the UEZ Revitalization Plan (1996 to 2000). In general, these accomplishments sought to increase economic productivity in designated urban enterprise zones; sought to improve the appearance of buildings, infrastructure and street furniture in the UEZ; added pro bono activities and events in business zones; increased vehicular and pedestrian traffic in the UEZ; improved commerce and business transactions in the UEZ; increased the number of certified businesses in the UEZ and brought about new development and redevelopment in major business corridors to an unprecedented level within the City's history.

Going forward, the City intends to further previously established goals and objectives which involve the total redevelopment of Broadway and Ocean Boulevard, and the completion of the Beachfront South redevelopment project, Broadway Gateway redevelopment project, Pier Village Phase III redevelopment project, Beachfront North Phase II redevelopment project and smaller business development projects within existing UEZ arteries such as Brighton Avenue, Third Avenue, Joline Avenue and Atlantic Avenue. Once these projects are completed over 1.2 billion dollars of both private and public funds will have been invested.

The UEZ has experienced successful growth and development as evidenced by the following accomplishments:

- Street signage and way-finding signs were installed in urban enterprise zones;
- Commercial sidewalks were replaced;
- Street planters and holiday decorations improved the appearance of business nodes;
- Many commercial buildings were improved with new facades;
- Local business groups were formed;
- City-owned parking areas in urban enterprise zones were improved;
- The City's business areas were cleaned up with new equipment and new strategies;
- An Urban Enterprise Zone Program Office was established on lower Broadway that helped to spearhead development and redevelopment projects;
- The redevelopment project for lower Broadway was officially approved;
- The Pier Village Redevelopment Project Phase I was completed and this added 100,000 square feet of new retail business in the Ocean Avenue enterprise zone;
- Economic development activities such as free concerts, races, flea markets, business seminars, conferences, holiday festivals and business meetings were implemented and resulted in tens of thousands of new people coming to Long Branch and patronizing local merchants;
- UEZ Police are active in commercial zones and have established five sub-stations that have helped to make areas safer;

- New equipment such as police vehicles, trucks, and other maintenance equipment have helped to facilitate safety strategies and community clean-up programs that are crucial to promoting economic growth and productivity;
- The UEZ Program helped to purchase abandoned property in business zones and is implementing plans for construction of new pocket parks and venues that will accommodate zone businesses and customers.


Urban Enterprize Zone
City of Long Branch
Monmouth County, New Jersey
Little Silver Borough
Shrewsbury River
Manahassett Creek
Monmouth Beach Borough
Shrewsbury River
Oceanport Borough
N.J. Transit - North Jersey Coast Line
Brandport Creek
Riparian Grant
West Long Branch Borough
Atlantic Ocean
Takanassee Lake
Ocean Township
Deal Borough
Legend
Municipal Boundary
Railroad
Water Body
Urban Enterprize Zone
This figure is for illustrative purposes only. Contact the City's UEZ program office for exact boundaries and property locations.
Roads
State
County
Local Road
0 625 1,250 2,500
Feet
1 inch = 2,500 feet
CMX

UEZ Goals and Objectives

The current UEZ Plan (2006–2010) is designed to address economic concerns, infrastructure problems, commercial building infractions, streetscape irregularities, the lack of jobs and career training opportunities for the merchant, property owner and resident. The plan focuses on improving business opportunities by assisting with new development projects along the oceanfront and Broadway.

The plan involves shoring up existing uses and improving the urban enterprise zones by attracting businesses and advertising available space to get maximum productivity. The plan also emphasizes the implementation and formulation of objectives that promote sustainable economic development activity through regular and periodic training seminars for merchants and business owners regarding business expansion, inventory, special sales, and job creation and job retention strategies.

Goal: ***To achieve maximum productivity in designated Urban Enterprise Zones.***

A. Objective: To complete the Broadway Business and Marketing Development Project, to attract business to Broadway and to restore Broadway as a major commercial artery.
B. Objective: To implement the Broadway Redevelopment Plan, which includes razing properties, recruiting new businesses, upgrading existing businesses and establishing other uses on Broadway according to the Broadway Redevelopment Guidelines.

Goal: ***To improve the physical appearance of buildings, properties and other structures and to repair and upgrade infrastructure in an effort to increase economic development activity within the Urban Enterprise Zones.***

A. Objective: To complete the Façade Improvement Project and to add additional phases as necessary.
B. Objective: To improve, repair and replace sidewalks, curbing, parking lots, streets, lighting, signage and other infrastructure in existing urban enterprise zones.
C. Objective: To improve the perception and image of the business district in UEZ's by aggressively marketing and advertising the benefits of the UEZ Program.

Goal: ***To increase economic development activities in the UEZ, to increase jobs and to enhance City services.***

A. Objective: To support the City of Long Branch Oceanfront and Broadway Redevelopment Plans, which will bring about sustainable economic development activities, create more jobs and complement existing City services.
B. Objective: To request proposals such as the UEZ Street/Sidewalk Cleaner Project, the UEZ City-Owned Parking Lots Maintenance Project, the Broadway Business and Marketing Development Project, the UEZ Security Project and others that

specifically target job creation and zone improvement for the overall benefit of the UEZ.

Goal: ***To obtain UEZ Business Certifications and to ensure re-certifications of businesses located and operating in Urban Enterprise Zones to continue UEZ benefits and to foster economic growth within the designated zones***

A. Objective: To recruit new businesses and to aggressively encourage UEZ Program certifications.
B. Objective: To continuously market the benefits of the UEZ Program and to work with certified businesses to ensure re-certification.
C. Objective: To contact new start-up businesses, relocated businesses or expanded businesses and to explain the merits of participation in the program as well as the merits of remaining in the UEZ Program.

The City's economic goals and objectives are in line with the goals established in the 2009 *Monmouth County Strategic Plan* which are to:

- Support the retention of existing businesses, and identify and support potential growth businesses and sectors (tourism, healthcare, service industry, green businesses, modernization of infrastructure, etc.).
- Identify and alleviate structural barriers to business development.
- Form partnerships among education, workforce development and business leaders to develop a cutting-edge workforce.
- Maintain the county commitment to affordable, high quality education.
- Develop partnerships with municipalities and other stakeholders to promote sustainable, well-planned communities.

Green Jobs and Economic Development

In concert with the City's overall green initiative, the economic plan recommends that the City promote, encourage and support industries that will provide jobs in the emerging "green economy" as described in the Sustainable Jersey Action Step.

Sustainable Jersey Action Step
Green Jobs and Economic Development

Global warming, energy issues, and other environmental problems are changing the way we work and do business. State and Federal policies to address greenhouse gasses will dramatically alter the business landscape, making some energy intensive businesses less competitive, providing opportunities for new technology firms and efficiency leaders, and potentially providing many new jobs in the growing green sector. These changes will present significant opportunities and challenges to local economies. Ensuring that this wave of economic change is positive will require New Jersey municipalities to attract and nurture companies that are clean and environmentally sustainable, and that are poised to benefit from global and regional economic shifts spurred by the greening of our economy. Alongside economic development efforts, municipalities will need to create linkages between the local workforce and new jobs in the emerging green sectors of the economy. In particular, green retrofits of buildings and other infrastructure can provide entry level jobs, and cannot be outsourced. Training programs can provide opportunities for at-risk youth, and others with barriers to employment, to connect with progressive green businesses and clean technology companies.

Although definitions vary, businesses and jobs that fit within a sustainable economy can include the following:

• Research and manufacturing jobs in green technology sectors such as solar technology, alternative energy vehicles, alternative fuels, new recycling techniques, and green building products.

• Consulting and contracting firms will be needed to apply new technology throughout the economy, such as energy auditing and efficiency retrofits, green building, green deconstruction, and environmentally preferable purchasing.

• Some traditional companies will thrive in the new economy if they are efficiency leaders or are sectors that are not environmentally damaging or energy intensive. This includes most white collar industry and jobs, tourism, high tech, service, and efficient manufacturing.

IX. HISTORIC PRESERVATION

The Long Branch historic preservation element is organized to meet the requirements of the Municipal Land Use Law to indicate the location and significance of historic sites and historic districts, and identify the standards used to assess worthiness for historic site or district identification. To that end, the plan –

- Identifies the location of historically significant sites and districts on the State and National Register of Historic Places,
- Identifies those sites and districts recognized by the Monmouth County Historic Sites Inventory,
- Describes the role of the Long Branch Historic Preservation Advisory Commission, and
- Recommends criteria for designating historic properties.

The designation of a property in the historic preservation element and on the New Jersey and National Registers of Historic Places publicly acknowledges that property's historical or cultural significance, which may preserve and enhance the values of such properties. It is important to note, however, that inclusion on the local, State or National Registers does not guarantee the preservation of a historic resource. It does, however, provide a measure of protection if public funds are utilized, and may serve as the basis for an advisory review of exterior alterations, demolitions, relocations, and development applications affecting historic landmarks and districts. This will provide:

- Greater local oversight over proposed alterations to a historic property;
- A reference document for City staff to follow before permits are issued;
- Advancement of the City's overall goals, plans, and initiatives to balance development with historic preservation; and
- Increased communication between the local government, owners of historic properties, and the various organizations in the City who are interested in and are dedicated to historic preservation.

The information in this element regarding specific properties and districts is based on a review of the National and State Registers of Historic Places, the April 2008 Monmouth County Historic Sites Inventory, and field surveys. Information regarding the Historic Preservation Advisory Commission and specific designation criteria is taken from City of Long Branch Historic Preservation Ordinance adopted May 26, 2009, which should be consulted for specific definitions and procedures.

The Long Branch Historic Commission will periodically review and make recommendations to the Planning Board for updates to the historic preservation element to ensure it ongoing accuracy.

Properties Listed on State and National Historic Registers

The National Register of Historic Places is the official list of the nation's historic resources worthy of preservation, and the New Jersey Register is the official list of New Jersey's historic resources of local, state and national interest. The New Jersey Register is maintained by the State Historic Preservation Office (SHPO) within the New Jersey Department of Environmental Protection. Both Registers have nearly the same eligibility criteria, nomination forms, and review process. As indicated in Table IX-1 and illustrated on the Historic Sites and Districts Map (Map 10), there are four sites in Long Branch listed on the State and/or National Registers of Historic Places.

The New Jersey and National Registers provide a degree of review and protection from public encroachment. Section 106 of the National Historic Preservation Act provides for review of any federally licensed, financed or assisted undertaking for properties listed in, or eligible for listing in, the National Register. New Jersey law requires review of any state, county or municipal undertaking involving properties listed in the New Jersey Register. These reviews are designed to prevent destruction or damage of historic resources by public agencies.

Table IX-1
State and National Historic Sites

Site Name & Inventory Number	Location	Designation
"Chauncey Jerome" Shipwreck Site ID #3353	Offshore of Seven Presidents Park	SR: 1/5/96 NR: 3/1/96 (Ref. # 96000205)
Church of the Presidents (St. James Church) ID #2006	1260-1266 Ocean Avenue	SR: 10/17/75 NR: 11/7/76 (Ref. # 76001169)
North Long Branch School (Primary No. 3; Church Street School) ID #48	469 Church Street	SR: 5/27/99 NR: 7/28/99 (Ref. # 99000906)
Long Branch Post Office ID #2008	60 Third Avenue	SR: 1/31/86

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

SHPO Opinions

Besides the properties listed on the State and National Register, there are six other eligible or "opinioned" assets in the City (see Table IX-2 and Map 10). A SHPO Opinion is an opinion of eligibility issued by the State Historic Preservation Officer (SHPO). The opinion is in response to a federally funded activity, such as a road project, that will have an effect on historic properties not listed on the National Register.

Table IX-2
SHPO Opinions

Site Name & Inventory Number	Location	Designation
ID #2009	468 Ocean Avenue	SHPO Opinion: 12/27/76
Patten Point Yacht Club ID #4014	676 Patten Avenue	SHPO Opinion: 6/5/2002
St. Michael's R.C. Church ID #4647	796 Ocean Avenue	SHPO Opinion: 8/29/2006
Summer Cottage ID #43530	109 Park Avenue	SHPO Opinion: 8/20/2004
US Lifesaving Station #5 & Takanassee Beach Club Historic District ID #4646	805 Ocean Avenue & District	SHPO Opinion: 8/29/2006
Broadway School ID #3352	540 Broadway	SHPO Opinion: 1/3/1985

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

Monmouth County Historic Sites Inventory

Monmouth County keeps a "Monmouth County Historic Sites Inventory" which includes all properties considered to have historical significance, in addition to those recognized by the National and New Jersey Historic registers. Table IX-3 provides a list the inventoried properties that were still intact as of the date of this report. These sites can also be found on Map 10.

Table IX-3
Monmouth County Historic Sites Inventory – Long Branch

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

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

Historic Preservation Ordinance

The Long Branch City Council adopted an Historic Preservation Ordinance in 2009 with the intention of designating and regulating historic sites pursuant to the Municipal Land Use Law and creating a Historic Preservation Advisory Commission. The ordinance regulates only those activities on designated sites that require a municipal permit or action by the local Planning Board or Board of Adjustment. In adopting the ordinance, the Council found that Long Branch has many historic and architecturally significant properties that contribute to the character and integrity of the City. The Council further found that maintaining, preserving and rehabilitating those links to the past is an important function of government, not only to provide a sense of stability and continuity, but to provide impetus for the revitalization of the City's economic base and for the resulting increase in property values.

The regulations contained in the Historic Preservation Ordinance are intended to protect, enhance and perpetuate especially noteworthy examples of the City's environment in order to:

(1) Safeguard the heritage of Long Branch by preserving resources within the City which reflect elements of its cultural, social, economic and architectural history;

(2) Encourage the continued use of historic landmarks and facilitate their appropriate use;

(3) Maintain and develop an appropriate and harmonious setting for the historic and architecturally significant buildings, structures, sites or objects within the City of Long Branch;

(4) Stabilize and improve property values for historically significant buildings and buildings within the historic district, and foster civic pride in the building environment containing historic sites;

(5) Promote appreciation of historic landmarks for education, pleasure and the general welfare of the local population;

(6) Encourage beautification and private reinvestment in or near historic sites;

(7) Manage change by preventing alteration or new construction not in keeping with the historic districts or individually designated historic properties;

(8) Discourage demolition of historic resources;

(9) Encourage the proper maintenance and preservation of historic settings and landscapes;

(10) Encourage appropriate alteration of historic landmarks;

(11) Enhance the visual and aesthetic character, diversity, continuity and interest in the City of Long Branch; and

(12) Promote the conservation of historic sites and invite and encourage voluntary compliance.

Historic Preservation Advisory Commission

The Long Branch Historic Preservation Advisory Commission consists of seven regular members three of which shall be knowledgeable in building design and construction or architectural history and who may reside outside the municipality (Class A); and three of which are knowledgeable of or have a demonstrated interest in local history (Class B). At least one member (Class C) shall be a citizen of Long Branch. The powers and duties of the Commission are as follows:

(1) To prepare and to maintain guidelines for the appropriate architectural designs applicable to the exterior appearance of new construction and for the renovation, alteration, enlargement or other change to the exterior of structures that are located on an historic property in the City which have been designated historic landmarks.

(2) To review all applications for building permit, demolition and development applications as provided for in the Historic Preservation Ordinance and make recommendations on proposed designs.

(3) To review and make recommendations on proposed designs and other design elements (e.g., exterior materials, signs landscaping, exterior lighting, etc.) contained in site plans for new, enlarged, or altered existing buildings designated as landmarks.

(4) To review and make recommendations on design for all plans that call for the construction of new buildings or the improvement or demolition of existing building, in whole or in part, that are located in or on any historic property, site or buildings located elsewhere in the City that have been designated by the City or other agency.

(5) To study and prepare reports evaluating other areas or properties in the City which, because of their recognized architectural/historical significance, would qualify as historic landmarks. Such findings and recommendations shall be presented to the Planning Board for action thereon and shall be included in the list of properties.

(6) Prepare an inventory of historic sites/landmarks of the City pursuant to criteria identified in the survey report. Thereafter, in cooperation with City professionals,

determine which properties are eligible for state and national historic preservation designation and apply for such designations where applicable. For purposes of "survey" definition, the Commission adopts the following nationally accepted guidelines: National Register Bulletin 24-Guidelines for Local Surveys, "A Basis for Preservation Planning;" and National Register Bulletin 15 – "How to Apply the National Register Criteria."

(7) Make recommendations to the Planning Board on the historic preservation plan element of the Master Plan.

(8) Advise the Planning Board and City Council on the inclusion of historic landmarks in any recommended capital improvement program.

(9) Advise the Planning Board and the Board of Adjustment on applications for development.

(10) Provide written reports on the application of the zoning provisions concerning historic preservation to the administrative office in charge of issuance of building permits.

(11) Carry out such other advisory, educational and informational functions as will promote historic preservation in the City, including serving as the City's archivists and participating in education programs dealing with preservation for schools, senior citizens and others.

(12) Assist other public bodies in aiding the pubic in understanding historic resources, their significance and methods of preservation.

(13) Advise the City Council on the relative merits of proposals involving public lands to restore, preserve and protect historical buildings, sites and structures, including the preparation of a long-range plan; identify and secure state, federal and other grants and aid to assist therein; and monitoring such project once underway.

(14) Recommend to the Planning Board and the City Council the establishment and boundaries of historic sites where appropriate.

(15) Advise the Board of Adjustment as to the granting of use variances where such are deemed to be within the intent and purposes of the Historic Preservation Ordinance.

(16) Secure the voluntary assistance of the public and, within the limits of the budget established by the City Council for the Commission's operation, to retain consultants and experts and incur expenses to assist the Commission in its work and to provide testimony in support of the Commission's position before other bodies, commissions or courts.

(17) Co-operate with local, county, state or national historical societies, governmental bodies and organizations to maximize their contributions to achieve the intent and purposes of Historic Preservation Ordinance.

(18) Recommend to the applicable county, state and federal agencies, where appropriate, recognition of historic buildings, structures, sites, objects or districts.

(19) To provide recommendations, input and advice relative to sites of historic interest to the same extent as to historic landmarks and to buildings, structures, sites and/or objects; however when an application for a construction permit relating to a site of historic interest has caused the Commission's jurisdiction to be invoked, any such recommendation, input and advice shall be purely advisory and shall have not binding effect.

(20) The Commission shall on or before January 14 or each year provide to the City Council, Municipal Clerk, Planning Board, Board of Adjustment, Construction Official and administrative officer, and updated list of landmarks and sites of historic interest. Throughout the year, the Commission shall update such lists as designations change.

Designation Criteria

The Commission may recommend guidelines to the Planning Board for determining historic landmark status and sites of historic interest status. The Commission should consider buildings, structures, objects, sites and districts within the City which merit landmark designation and protection by reason of possessing integrity of location, design, setting, materials, workmanship, or association based on its review or upon the recommendation of other City bodies or of concerned citizens, with the exception of all properties located within the existing redevelopment plan of 1996.

The Historic Preservation Ordinance provides the following definitions related to the identification of historic resources. The Commission should use these as the basis for developing more comprehensive guidelines for determining historic landmark status.

Historic District – A geographically definable area (but not including any City designated areas in need of redevelopment) possessing a significant linkage, or continuity of sites, buildings, structures, and/or objects which when viewed collectively:

- Represent a significant period in the development of the City; or
- Have a distinctive character resulting from their architectural style; or
- Because of their distinctive character, can readily be viewed as an area or neighborhood distinct from surrounding portions of the City.

Historic District Resources – Resources within a Historic District shall be classified as key, contributing, or non-contributing which are defined as:

- *Key* – Any buildings, structures, sites or objects which due to their significance would individually qualify for landmark status.
- *Contributing* – Any buildings, structures, sites or objects which are integral components of the Historic District either because they date from a time period for which the district is significant or because they represent an architectural type, period or method for which the district is significant.
- *Non-contributing* – Any buildings, structures, sites or objects which are not integral components of the Historic District because they neither date from a time period for which the district is significant nor represent an architectural type, period, or method for which the district is significant.

Historic Properties – Any buildings, structures, sites, objects, or districts which possess integrity of location, design, setting, materials, workmanship, or association, (but not including any of the a foregoing which are located in any City designated areas in need of redevelopment) and which have been determined pursuant to be:

- Of particular historic significance to the City of Long Branch by reflecting or exemplifying the broad cultural, political, economic or social history of the nation, state, county or community; or
- Associated with historic personages important in national, state, county or local history; or
- The site of historic event which had a significant effect on the development of the nation, state, county, City or neighborhood; or
- An embodiment of the distinctive characteristics of a type period, or method of architecture or engineering; or
- Representative of the work of an important building, designer, artist, engineer or architect; or
- Significant for containing elements of design, detail, materials, or craftsmanship which represent a significant innovation; or
- Able or likely to yield information important in prehistory or history.

Site of Historic Interest – Any buildings, structures, sites, objects or districts which, although not given historic landmark designation under the Historic Preservation Ordinance, are an important historical asset to the community which it is felt would benefit from the advice and input of the Commission.

Ordinarily, cemeteries, birthplaces or graves of historical figures, properties owned by religious institutions or used for religious purposes, structures that have been moved from their original locations, reconstructed historic buildings, properties primarily commemorative in nature, and properties that have achieved significance within the past 50 years should not be considered eligible for designation as a landmark. However, such

properties might qualify if they are integral parts of landmarks that do meet the criteria or if they fall within the following categories:

- A religious property deriving primary significance from architectural or artistic distinction or historical importance; or
- A building or structure removed from its original location but which is significant primarily for architectural value, or which is the surviving structure most importantly associates with a historic person or event; or
- A birthplace or grave of an historical figure of outstanding importance if there is no other appropriate site or building associated with his productive life; or
- A cemetery that derives its primary significance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events; or
- A reconstructed building when accurately executed in a suitable environment and presented in a dignified manner as part of a restoration master plan, and when no other building or structure with the same association has survived; or
- Property primarily commemorative in intent if design, age, tradition, or symbolic value has invested it with its own historical significance; or
- A property achieving significance within the past 50 years if it is of exceptional importance.

Commission Initiatives

The Historic Preservation Ordinance instructs the Historic Preservation Advisory Commission to prepare guidelines for determining historic landmark status and sites of historic interest and subsequently prepare a list of designated historic landmarks and sites. In conjunction with those principal tasks, the Commission might also undertake the following initiatives:

- Prepare the necessary supporting documentation for nominating eligible properties for designation to the State and/or National Registers.

- Provide public education regarding the benefits (including financial) of historic preservation to individual property owners and the community at-large. For example inclusion in the State or National Registers enables the owner of the property to take advantage of certain financial benefits, such as the Federal Historic Preservation Tax Incentives program and matching grants and low interest loans for rehabilitation and restoration of register properties from the New Jersey Historic Trust.

- Prepare a brochure outlining the historic preservation review process and how it fits into the City's standard development review process. The Commission can also make recommendations for revising the development check list and applicable land development ordinances to incorporate the historic preservation review process.

- Prepare design guidelines to assist property owners and provide an understanding of appropriate architectural styles, exterior maintenance, roofing, exterior woodwork, masonry & stucco, windows and doors, porches, and landscapes, in conjunction with renovations, additions and new construction.

- Coordinate historic preservation efforts with other City initiatives such as Go-Green and tourism. For example, highlight the sustainability benefits of reusing buildings as opposed to demolition and new construction; and prepare a guided tour/map of historic sites that is particularly suited for walking and biking.

- Consider participating in the Certified Local Government (CLG) program administered by the National Park Service through the NJ Historic Preservation Office. The Certified Local Government (CLG) program offers municipalities the opportunity to participate more directly in state and federal historic preservation programs. As a CLG, the community is eligible to apply for Historic Preservation Fund (HPF) grants for a variety of local preservation activities. Typical grant projects include: historic preservation master plan elements, historic resource surveys, National Register nominations, historic preservation education projects, historic structures reports, preservation plans, and CLG training opportunities.

- Prepare a catalog of preservation related funding sources from such agencies as: The NJ Historic Trust, NJ Historical Commission, NJ Council for the Humanities, Certified Local Government Grant Program, National Trust for Historic Preservation, Nonprofit Finance Fund, National Park Service, Main Street program, and NJDOT Transportation Enhancements Program.

X. RECYCLING

BACKGROUND

Besides being a legal requirement, recycling protects natural resources, saves energy required in product manufacturing and reduces the need for added solid waste disposal facilities. In addition, recycling also reduces pollution and greenhouse gas generation. According to the NJDEP Bureau of Recycling and Planning website, recycling has benefitted the New Jersey economy by adding almost $6 billion per year and approximately 27,000 jobs. The NJDEP estimates that an additional 9,000 jobs would be created in New Jersey if the 50% municipal solid waste recycling goal was met.

The New Jersey Source Separation and Recycling Act adopted in 1987 and last amended in 1992 (N.J.S.A. 13:1E-99.11 et seq.), requires and that municipal master plans include a recycling plan element pursuant to the Municipal Land Use Law. The MLUL stipulates that recycling elements include provisions for the collection, disposition and recycling of recyclable materials designated in the municipal recycling ordinance, and for the collection, disposition and recycling of recyclable materials within any development proposal for the construction of 50 or more units of single-family residential housing or 25 units or more of multi-family residential housing and any commercial or industrial development proposal for the utilization of 1,000 square feet or more of land.

Initially, the 1987 Recycling Act called for the recycling of 15% of the municipal solid waste stream in the first year of the program followed by the recycling of 25% of the municipal solid waste stream thereafter. That goal was more than doubled through legislation enacted in 1992 (P.L. 1992, c.167), amending the Recycling Act with a new challenge to recycle 50% of the municipal solid waste stream and 60% of the overall waste stream by the end of 1995. New Jersey failed to meet the municipal solid waste-recycling goal of 50% in 1995, but did meet the overall recycling goal in 1996 with a recycling rate of 61%.

Other notable provisions of the Recycling Act include the following:

- Counties designate a recycling coordinator (N.J.S.A. 13:1E-99.13);
- Municipalities designate a recycling coordinator (N.J.S.A. 13:1E-99.16);
- Municipal master plans be revised to require that provisions for recycling be incorporated into new residential, commercial and industrial development (N.J.S.A. 13:1E-99.16);
- Municipalities submit a tonnage grant report every year (N.J.S.A. 13:1E-99.16);
- Municipalities publicize the provisions of the local recycling program at least once every six months (N.J.S.A. 13:1E-99.16);
- The establishment of a tax credit program for the purchase of new recycling equipment (N.J.S.A. 13:1E-99.50);

- Provisions pertaining to plastics and bimetal beverage containers (N.J.S.A. 13:1E-99.19), scrap tires (N.J.S.A. 13:1E-99.20) and motor oil (N.J.S.A. 13:1E-99.51);
- Funds for recycling market development studies (N.J.S.A. 13:1E-99.56).

In 2008, the New Jersey Recycling Enhancement Act was signed into law, which reestablished a source of funding for recycling through a $3.00 per ton solid waste tax. Through the Recycling Enhancement Act, funding is directed to local recycling programs for recycling tonnage grants, for the preparation and implementation of solid waste management plans, for public information and education programs and to institutions of higher education for research grants. The Act also calls for $8 million appropriation from the General Fund to the Recycling Fund for recycling grants to counties and municipalities.

MUNICIPAL PROGRAM

Article III (Section 293) of the City's land development ordinance entitled *Recycling*, establishes the position of the Recycling Coordinator and sets forth requirements and guidelines to facilitate the collection of recyclable materials. The following information has been compiled from the municipal land development ordinance, the municipal website, and interviews with Department of Public Works personnel.

Curbside Pickup

Long Branch presently provides curbside pick-up of recycled materials including newspapers, mixed paper and commingled materials (includes glass, aluminum cans and bottles, tin and steel cans and bottles, and plastic pourable bottles) from residents, businesses and institutions. All owners, lessees or occupants are required to separate recyclable materials from all other matter and placed into bundles or bins. Paper items including newspapers, mixed paper products, corrugated cardboard are to be crosstied into 50 lb bundles. Commingled recyclables are to be placed in containers no larger than 32 gallons, and 50 lbs. Each residence is limited to four containers per pickup day.

Long Branch uses municipal personnel and vehicles to facilitate curbside pickup for garbage, recycling, and unbagged leaves. Vendors are used for branch, bagged leaves, bulky waste and electronics collection services.

Bulk and Brush

Bulk waste is picked up curbside by city personnel on Wednesday of every week without a holiday. Bulk waste includes metal and white metal items (refrigerators, stoves, etc.), furniture (no pianos), rugs, and car tires (no rims). All bulk waste is to be separated from branches or leaves.

Leaves (unbagged) are collected at curbside during November and December, and in April and May for the Fall and Spring clean-up. During all other months leaves are to be bagged at the curb. Branches are collected by a vendor as part of a separate recycling process and can be picked up every day, weather permitting.

Grass clippings are not accepted by the City. The City recommends that residents use a mulching mower or composter to store this material on their property, or take bagged grass clippings to the Monmouth County landfill for a fee.

Drop-Off Service

The Volunteer Recycling Drop-Off Center located at 380 Atlantic Avenue is open from 8am to 3pm Monday to Fridays and Saturday from 9am – 1pm. Homeowners can drop off leaves, branches, cardboard, commingled recyclables and mixed paper. Drop off is

open to residents and small businesses only (especially for leaves and branches). Two containers exist at the drop off location: one for televisions and television equipment, and another for computers and computer equipment.

Residents have two options for recycling oil. Private collection sites, which accept up to five gallons of used oil from individuals, or taking the used oil to the Public Works garage from Monday to Friday from 7am - 3pm, where the discarded oil is checked for water content and used to heat the Public Works garage.

Hazardous materials including car batteries, paint, hazardous chemicals and propane tanks are not accepted by the City and must be taken to the Monmouth County Household Hazardous Waste facility. Building materials including concrete and asphalt can also be taken to the County landfill.

Recycling Program Updates

As of January 1, 2008, the City of Long Branch enacted new provisions to the recycling program, including the mandatory recycling by all businesses and residences of food and beverage cans, glass bottles, plastic bottles, cardboard, newspapers, magazines, junk mail, phone books, advertisements, office paper and any other paper not used for food service.

In April 2008, an amendment was made to the land development ordinance Section §300-19 setting forth certain parameters for recycling materials storage areas required as part of subdivision applications. Minimum storage area for mandated recyclables is to be at least 12 square feet for single family dwelling units and three square feet for multi-family dwellings, and is to accommodate a one-week accumulation of mandated recyclables (including but not limited to newspapers, glass bottles, aluminum cans and tin and bimetal cans).

Electronics Recycling Program

On Earth Day, April 22, 2008, the Long Branch Department of Public Works, in conjunction with the City of Long Branch Green Initiative began an Electronics Recycling Program. According to Electronic Waste Recycling Act (2007c347), electronic waste is the fastest growing portion of our solid waste stream. Electronic Waste consists of discarded computers (CPU's), keyboards, mice, monitors, scanners, printers, cables, laptops, televisions, radios, telephones, and VCR'S, all containing toxins including lead, mercury, cadmium, nickel, and zinc. The City has set up a drop-off facility on Atlantic Avenue for the administering of environmentally safe recycling.

MONMOUTH COUNTY SOLID WASTE AND RECYCLING PLAN

In 2009, Monmouth County published an update to the Solid Waste and Recycling Plan, one of several updates since the plan was initially adopted in 1979. This update reflects changes in legislation, and responds to the 2006 New Jersey State Solid Waste Plan update. The plan seeks to facilitate the environmentally and economically sound disposal of waste to serve the needs of local municipalities' residents, businesses and institutions.

According to the plan, county-wide recycling rates of municipal solid waste have begun to decline in recent years, falling from 42.3% in 1995 to 38.3% in 2006. Statewide, there was a similar trend with the NJ state average at 35.9%. The County attributes this decline to a lack of positive reinforcement, little effective enforcement on the local level, lower disposal fees, poor education and perceived 'inconvenience.' Table X-1 shows the change in the recycling tonnage and rates of municipal solid waste from 2002 to 2006. Overall the rate increased minimally between 2002 and 2006 and decreased substantially in the last two reported years – from 28.7% in 2005 to 16.4% in 2006.

Table X-1
Municipal Solid Waste Recycling Records - 2002-2006

	2002	2003	2004	2005	2006
Long Branch					
Recycling Tonnage	3,516	7,084	4,827	11,875	6,160
Recycling Rate	11.4%	20.4%	14.4%	28.7%	16.4%
Monmouth County					
Recycling Tonnage	299,986	259,876	289,171	345,689	313,636
Recycling Rate	38.0%	33.9%	36.1%	40.1%	38.3%

Source: Monmouth County Solid Waste and Recycling Plan.

Monmouth County has established the following goals and strategies in its 2009 Plan:

1. Mandate the separation and recovery of additional recyclable materials (including textiles);
2. Increase the visibility and convenience of appropriate recycling containers, with specific requirements for labeled containers and recycling provisions at businesses, institutions and any special events;
3. Providing more convenient recycling outlets for small businesses at local Municipal Recycling Depots (since smaller quantities of recyclables make it uneconomical to justify separate recycling pickups);
4. Providing more effective enforcement of recycling requirements by local and county inspectors; and
5. Continuing and increasing promotional and educational programs promoting the practice of recycling.

RECOMMENDATIONS

The recycling plan recommends that the following steps be taken in support of the City's current recycling efforts:

- Employ an incentive-based program where residents are awarded points based on the average recycling tonnage for each route/neighborhood. The Monmouth County Solid Waste Management Plan recommends incentive programs such as "RecycleBank", where residents are awarded points that are redeemable at participating retail establishments. Incentive-based programs are proven to increase recycling and provide a local economic value by directing customers to local businesses in the program.

- Have large scale private demolition projects report tonnages of recycled materials to recyclable coordinator so that the City can accurately record these items in their database.

- Extend the requirement for providing recycling areas in multi-family residential properties to commercial properties with multiple tenants. Nonresidential uses in excess of 1,000 square feet are to include provisions for the collection, disposition and recycling of recyclable materials, as required by the Statewide Mandatory Source Separation and Recycling Act.

- Continue to increase public awareness about recycling and reuse alternatives and provide information about schedules, recyclable materials and opportunities to donate unwanted goods through such forums as the City website, newsletters, school programs, the Public Library, and displays at community events and festivals.

- Task the Environmental Commission and Energy Review Committee with reviewing the recycling plan periodically and making recommendations for updating and improving the program.

Sustainable Jersey Action Step
Recycling

Funding may be available to municipalities through the Recycling Tonnage Grants authorized by the NJ Recycling Enhancement Act (REA). The REA reestablishes a source of funding for recycling through a $3.00 per ton tax on solid waste. Sixty percent of the funding generated through this tax will be used for recycling tonnage grants to municipalities and counties. All grant monies received by a municipality must be used exclusively for recycling enhancement purposes such as: purchase of recycling containers, maintenance of a municipal drop-off center, management of the municipal compost site, household hazardous waste and e-waste events, salary and costs directly related to education and outreach for the municipal recycling program or to the enforcement of the local recycling ordinance.

The Recycling Action Step can be satisfied by accomplishing one or more of the following:

- Conduct a waste audit of municipal buildings/facilities or schools.
- Implement a municipal recycling program at the municipal building
- Establish a recycling depot.
- Adopt a construction and demolition waste recycling ordinance.
- Recycle additional materials.
- Organize a community paper shredding day.

Sustainable Jersey Action Step
Waste Reduction

Waste Reduction is the first and most important tier of the "Reduce, Reuse, Recycle" solid waste management hierarchy. The term waste reduction is used to describe activities that decrease the amount or toxicity of waste entering the solid waste stream. Reuse programs keep materials that would otherwise be discarded out of the waste stream.

The Waste Reduction Action Step can be satisfied by accomplishing one of the following:

- Adopt a pay as you throw program.
- Adopt a grass – cut it and leave it program.
- Adopt a backyard composting program.
- Implement a materials reuse program.
- Implement a waste reduction education program.
- Become an EPA *wastewise* partner.
- Adopt a toxicity reduction program.

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XI. RELATIONSHIP TO OTHER PLANS

The Municipal Land Use Law requires the master plan to include a specific policy statement indicating the relationship of the proposed development of the municipality, as developed in the master plan to (1) the master plans of contiguous municipalities, (2) the master plan of the county in which the municipality is located and (3) the State Development and Redevelopment Plan. This chapter provides an analysis of the relationship of the Long Branch Master Plan to the plans/ordinances listed in Table XI-1. In some instances a current land use plan map was not available for a given town. In those cases the town's zoning map was used as an indicator of potential land uses.

Table XI-1
Plans Reviewed

Jurisdiction	▪ Documents
Deal Borough	▪ March 2006 Zoning Map
Ocean Township	▪ August 2005 Zoning Map
West Long Branch Borough	▪ November 2003 Land Use Plan
Oceanport Borough	▪ December 1996 Zoning Map
Monmouth Beach Borough	▪ 1994 Zoning Map
Monmouth County	▪ 1995 Growth Management Guide ▪ 2006 Open Space Plan ▪ Coastal Monmouth Plan August 2009
New Jersey	▪ 2001 State Development and Redevelopment Plan

Contiguous Municipalities

Long Branch shares its municipal border with five municipalities – Deal to the south, Ocean and West Long Branch to the west, and Oceanport and Monmouth Beach to the north. There are no major lands use inconsistencies along any of the borders.

Deal is zoned for low and moderate density residential devolvement along the Long Branch border, which is consistent with the residential districts on the Long Branch side of the border. The single-family residential districts along the **Ocean Township** border with Long Branch – Norwood Avenue – are generally consistent with Long Branch's single-family districts. There is also a neighborhood commercial district at the southern end of Norwood Avenue in Ocean Township but that should not present any major issues if maintained at a neighborhood scale. **West Long Branch** has a long boundary with Long Branch and a mix of residential and commercial zones along the border that are fairly consistent with the residential and commercial districts on the Long Branch side. The one inconsistency is an industrial district at the southern end but that is

occupied by Monmouth University. With the exception of a small portion of the Monmouth Park Racetrack, **Oceanport** is separated from Long Branch by Branchport Creek and therefore has minimal land use impact on Long Branch. Where the two towns are connected at the racetrack, Long Branch is zoned for manufacturing, an appropriate district next to the racetrack. **Monmouth Beach** shares a relatively short border with Long Branch at the northern end of Ocean Boulevard. The business and residential zones in Monmouth Beach are consistent with the residential and business districts in North Long Branch.

Monmouth County

The Long Branch Master Plan is consistent with the plans of Monmouth County as outlined below.

Growth Management Guide

Monmouth County adopted its Growth Management Guide in December 1995. The Long Branch Master Plan is consistent with the following county goals:

- To promote land use planning that encourages the use of transit, walking and cycling, and the creation of centers in order to improve air quality by reducing automobile trips and congestion.
- To promote new and revitalize older urban areas into well designed mixed use centers with an easily accessible compact but varied core of residential, commercial, and community services which provide employment and create a specific identity.
- To promote comprehensive planning among all levels of government as well as the private sector by sharing information and developing a continuing dialogue on regulations, plans, policies, and issues.
- To promote managed growth by providing a suitable long-term economic climate and preserving and enhancing the quality of life in Monmouth County for the attraction of new businesses and the retention of existing businesses.
- To preserve the valuable historic, cultural, natural and scenic resources of Monmouth County.
- To provide housing opportunities for all residents of Monmouth County.
- To provide environmental and economically sound long term disposal capacity for all Monmouth County municipalities, while conserving existing landfill space through cost-effective waste prevention and recycling programs.
- To plan for a comprehensive and reliable intermodal transportation system, which properly provides for public safety and meets the needs of the county's workers, residents and visitors as well as respects the environment.
- To provide all of Monmouth County with a safe and pollution-free water environment, and conserve valuable water-oriented resources.

County Open Space Plan

The County Open Space Plan was adopted in August 2006. The plan makes two recommendations specific to Long Branch that are consistent with the Long Branch open space and recreation plan:

- Expand Seven Presidents Park to eliminate inholdings and infill irregular boundaries.
- Establish a greenway from Seven Presidents Park to Fort Monmouth.

Coastal Monmouth Plan

The County is in the process of preparing a Coastal Monmouth Plan, a regional plan for the development and natural resource conservation of the County's Atlantic coastal region, which includes 30 municipalities. The draft Coastal Plan includes two specific recommendations involving Long Branch. The first is to designate Long Branch as one of five "Arts, Culture and Entertainment Nodes" (ACE). An ACE is a planned mix of cultural activities that help support the economy of the area. The second is to designate the County's Seven Presidents Park as an "Environmental Center of Activity" (ECA) – an area suited for public recreation, education and conservation. The ECA combined with the ACE nodes provide multilayered activities to draw visitors and to serve area residents.

New Jersey State Development and Redevelopment Plan

The State Development and Redevelopment Plan places Long Branch in the Metropolitan Planning Area (PA1). The Long Branch Master Plan is consistent with the State Plan's intentions for the Metropolitan Planning Area, which are to:

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

The goals and objectives of the Long Branch Master Plan (see Chapter II) are in clear support of the State Plan. In summary, it is the intention of the Long Branch Master Plan to: promote aesthetically pleasing human scale development; provide a healthy balance of land uses; maintain a balanced stock of quality housing that provides housing options for all generations, incomes, and lifestyles; provide for attractive and easily accessible commercial uses and districts; ensure that community

See the 2009 Long Branch Municipal Self-Assessment Report for a detailed analysis of the City's consistency with the State Plan's goals, policies and Urban Center criteria.

facilities, services and infrastructure are maintained at levels that will support the current and future populations of the City; maximize circulation and mobility options for local and regional trips; preserve historically and architecturally significant districts and structures; preserve the City's natural resources to protect water quality, manage stormwater, reduce the potential for flood damage, protect endangered habitats, and provide open space; preserve the City's community forest resource; encourage and support policies and actions to reduce the introduction of harmful green house gasses; preserve, maintain, and develop a comprehensive open space and recreation system; provide the tools to forward the City's Sustainable Energy Plan.

Long Branch was designated a Regional Center by the State Planning Commission (SPC) in 1996. Long Branch is now requesting an Urban Center designation from the State Planning Commission. The master plan is consistent with both designations in that the plan supports a diverse mix of industry, commerce, services, residences and cultural facilities serving a large area; and an intensity that makes public transportation – including a transit village – feasible.

During the preparation of this master plan and at the time of its adoption, the 2001 State Plan was itself progressing through cross-acceptance and was scheduled for readoption sometime in 2010. There were no substantive changes being recommended to the State Plan that would change the Long Branch Master Plan's consistency with the State Plan.

CAFRA

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