



CITY OF LONG BRANCH
MASTER PLAN OVERVIEW
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WHAT IS A MASTER PLAN?

- A Master Plan provides a blueprint for achieving the community's desired future.
- It forms the basis for sound land use, infrastructure and capital spending decisions.
- The content of the plan and its adoption process are governed by the NJ Municipal Land Use Law (MLUL).

WHAT IS THE DIFFERENCE BETWEEN THE MASTER PLAN AND ZONING ORDINANCES?

- The Master Plan is a policy document adopted by the Planning Board.
- The Zoning Ordinance is a regulatory tool adopted by City Council to implement the Master Plan.
- The Master Plan contains recommendations for revisions to the zoning ordinances that will not take effect unless and until they are adopted by City Council.

DOESN'T LONG BRANCH ALREADY HAVE A MASTER PLAN?

- The last comprehensive Master Plan was adopted in 1988.
- Since that time, the Planning Board made recommendations to amend the 1988 Master Plan with the 1994, 2000 and 2007 Reexamination Reports, each endorsed by City Council.
- As a result, the Oceanfront Master Plan, Regional Center designation, Urban Enterprise Zone Strategic Plan, Beach and Stormwater Management Plans as well as the Redevelopment Guidelines were prepared and adopted by the City. And, most recently, Council endorsed the overall update to the comprehensive Master Plan.

HOW DOES THE MASTER PLAN RELATE TO THE CITY'S VISION?

- The vision to re-invent Long Branch as a vibrant year-round community with a healthy seasonal component began in the early 1990's.
- The visioning and planning process from that time to the present included in excess of 70 meetings with local organizations, volunteers, residents, local and county elected officials, medical facilities, higher education, housing authority, focus groups, Chamber of Commerce, Clean Communities, business owners, downtown workers, state agencies and advisory committees, etc., a means that became the foundation for the revisions and amendments to the City's master plan.

WHAT ARE THE ELEMENTS WITHIN THE MASTER PLAN?

The 2009 city-wide comprehensive Master Plan consolidates the City's planning efforts by updating and amending the current plan and satisfies the requirements of the MLUL with these elements:

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

WHAT ARE THE MAIN GOALS OF THE MASTER PLAN?

- Provide a healthy balance of land uses.
- Maintain a balanced stock of quality housing and housing options.
- Foster neighborhood preservation efforts.
- Provide attractive and accessible commercial districts.
- Support and encourage private sector job retention and growth.
- Maintain and enhance community facilities, services and infrastructure systems.
- Maximize circulation and mobility options.
- Preserve historically and architecturally significant structures and uses.
- Preserve the City's natural resources and reduce green house gasses.
- Incorporate "Green Goals" and initiatives into public policy.
- Preserve and maintain a comprehensive open space and recreation system.