

2020 Master Plan Reexamination

City of Long Branch

Monmouth County, New Jersey

Adopted by the City of Long Branch Planning Board on _____, __, 2020



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The original of this report was signed and sealed in accordance with NJSA 45:14A-12

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Introduction

The Municipal Land Use Law requires a general reexamination of the Master Plan and development regulations every ten (10) years. In March of 2010, the City of Long Branch adopted a comprehensive Master Plan. Previously, the City adopted a comprehensive Master Plan in 1988 with reexamination reports in 1994, 2000 and 2007.

This report was prepared by the City's Department of Building and Development, Planning and Zoning office. On May 18, 2020, and August XX, 2020, the City held public presentations, via Zoom due to the COVOD-19 pandemic, to describe the Master Plan process and to get public comment and input. The recommendations in the document are guided as a result of: public input; the City's examination of past land use and development activities; the identification of items contained within the existing development and land use regulation that need to be amended to further the City's goals; as well as reactions to changing local, state and national economic, social and demographic conditions.

This document fulfills the requirements of a master plan reexamination in accordance with the MLUL, N.J.S.A. 40:55D-89, by including sections addressing the following:

- A. The major problems and objectives relating to land development in the municipality at the time of the adoption of the last reexamination report.
- B. The extent to which such problems and objectives have been reduced or have increased subsequent to such date.
- C. The extent to which there have been significant changes in the assumptions, policies and objectives forming the basis for the master plan or development regulations as last revised, with particular regard to the density and distribution of population and land uses, housing conditions, circulation, conservation of natural resources, energy conservation, collection, disposition and recycling of designated recyclable materials, and changes in State, county and municipal policies and objectives.
- D. The specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies and standards, or whether a new plan or regulations should be prepared.
- E. The recommendations of the planning board concerning the incorporation of redevelopment plans adopted pursuant to the "Local Redevelopment and Housing Law", P.L. 1992, c.79 (C.40A:12A-1 et seq.) into the land use plan element of the municipal master plan, and recommended changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the municipality.

Section “A” – Problems & Objectives of the 2010 Master Plan

The initial portion of the reexamination process, known in planning circles as Section “A”, reviews the major problems and objectives relating to land development in the municipality at the time of the adoption of the last Master Plan.

The 2010 Master Plan identified the following goals and objectives:

Goals

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 for 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 the 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 storm water, 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 greenhouse gases by deducing 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 recreation 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 mater 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.

Section “B” – Extent that Problems & Objectives have changed since the 2010 Master Plan

The next step in the reexamination process, Section “B”, examines the degree to which such problems and objectives have been reduced or have increased since the adoption of the 2010 Master Plan.

Goals

1. Promote aesthetically pleasing human scale development that recognizes the character of traditional New Jersey shore towns.
 - Reexamination 2020 - This remains a valid goal.
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.
 - Reexamination 2020 - This remains a valid goal.
3. Maintain a balanced stock of quality housing that provides housing options for all generations, incomes, and lifestyles.
 - Reexamination 2020 - This remains a valid goal.
4. Foster neighborhood preservation efforts and enhance the quality of life throughout the City.
 - Reexamination 2020 - This remains a valid goal.
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.
 - Reexamination 2020 - This remains a valid goal.
6. Provide for environment that is conducive to private sector job retention and growth at all skill levels and for all citizens.
 - Reexamination 2020 - This remains a valid goal.
7. Ensure that community facilities and services are maintained at levels that will support the current and future populations of the City.
 - Reexamination 2020 - This remains a valid goal.
8. Ensure the 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.
 - Reexamination 2020 - This remains a valid goal.

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.
 - Reexamination 2020 - This remains a valid goal.
10. Preserve historically and architecturally significant districts and structures.
 - Reexamination 2020 - This remains a valid goal.
11. Preserve the City's natural resources to protect water quality, manage storm water, reduce the potential for flood damage, protect endangered habitats and provide open space.
 - Reexamination 2020 - This remains a valid goal.
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.
 - Reexamination 2020 - This remains a valid goal.
13. Encourage and support policies and actions to reduce the introduction of harmful greenhouse gases by deducing sprawl and encouraging green buildings, promoting alternate means of transportation including walking, biking and public transit and preserving open space and wetlands.
 - Reexamination 2020 - This remains a valid goal.
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.
 - Reexamination 2020 - This remains a valid goal.
15. Preserve, maintain and develop a comprehensive recreation system that provides passive and active recreation opportunities, preserves sensitive lands, creates connected green and blue ways and provides environmental education opportunities.
 - Reexamination 2020 - This remains a valid goal.
16. Ensure that all development regulations reflect and implement the goals and objectives of the master plan.
 - Reexamination 2020 - This remains a valid goal.
17. Provide the tools and plan to forward the City's Sustainable Energy Plan.
 - Reexamination 2020 - This remains a valid goal.

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.
 - Reexamination 2020 - This remains a valid objective.
- Maintain existing residential neighborhoods as attractive, high quality areas and ensure that renovations and new construction are compatible with existing neighborhood character.
 - Reexamination 2020 - This remains a valid objective.
- Provide increased security and code enforcement to preserve and strengthen neighborhoods.
 - Reexamination 2020 - This remains a valid objective.
- Encourage traditional neighborhood elements such as sidewalks, alleys, front porches, public spaces, green spaces, street grids, and street trees.
 - Reexamination 2020 - This remains a valid objective.
- Encourage mixed uses in the commercial districts that support pedestrian activity, human interaction, public safety, mass transit, and easy access to goods and services.
 - Reexamination 2020 - This remains a valid objective.
- 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.
 - Reexamination 2020 - This remains a valid objective.
- Plan for a more intensive, mixed-use Transit Village around the train station.
 - Reexamination 2020 – The City in 2013 and 2015 adopted regulations for the Transit Village District (TVD), which established mixed-use zoning around the Long Branch Train Station area. The general purpose of the TVD was to implement the transit-oriented recommendations of the 2010 Long Branch Master Plan by integrating the M-District and S-1 Professional Office Districts with the C-3 Neighborhood Commercial node along Third Avenue and adjoining residential blocks that contain a variety of housing types such as one (1) and two (2) family homes, multifamily homes, townhouses and multifamily apartment buildings, into a cohesive Transit Village.
- Create a comprehensive plan for the medical/hospital district.

- Reexamination 2020 - This remains a valid objective. Additionally, the TVD as discussed above, created a comprehensive plan for the area. Additional study of this area is recommended in subsequent sections of this document.
- Capitalize on the proximity of Monmouth University and encourage student housing at strategic locations within the City.
 - Reexamination 2020 - This remains a valid objective. The City of Long Branch's Police and Fire Prevention Departments have established a program with Monmouth University on educating students on quality of life concerns in student-occupied housing.
- Promote the LEED Green Building Rating System and LEED Neighborhood practices.
 - Reexamination 2020 - This remains a valid objective, however, a combination of additional green construction and remodeling standards should be utilized to promote greener builders without some of the difficulties and expense of the LEED process. Such alternatives include but are not limited to: Green Globes; NAHB Green; Energy Star; etc.

Circulation

- Provide opportunities for residents, business owners, employees and shoppers to access multiple modes of transportation including public transportation, bikeways and pedestrian ways.
 - Reexamination 2020 - This remains a valid objective.
- Improve the function of problem intersections and roadway segments through the implementation of creative engineering, land use and design techniques.
 - Reexamination 2020 - This remains a valid objective.
- Utilize traffic calming measures in areas of high pedestrian activity.
 - Reexamination 2020 - This remains a valid objective. For example, Brighton Avenue roadway and streetscape improvements conducted since 2010, have added traffic calming mechanisms like bump-outs and increased sidewalk widths that reduce vehicular traffic speeds.
- Create a multi-use trail system that links neighborhoods, community facilities, parks and open space.
 - Reexamination 2020 - This remains a valid objective.
- Create a "bicycle friendly" environment in Long Branch that provides a safe and viable alternative to driving.

- Reexamination 2020 - This remains a valid objective.
- Provide better pedestrian access to the waterfronts.
 - Reexamination 2020 - This remains a valid objective.
- Provide safe and efficient evacuation routes.
 - Reexamination 2020 - This remains a valid objective.
- Provide safe and accessible parking for residents, businesses, and visitors that is in direct relationship to actual need.
 - Reexamination 2020 - This remains a valid objective.
- Continue to develop and incorporate the recommendations of the 2007 Public Realm Framework Update.
 - Reexamination 2020 - This remains a valid objective.

Community Facilities & Utilities

- Provide necessary renovations to public buildings to maintain compliance with government and industry standards.
 - Reexamination 2020 - This remains a valid objective.
- Coordinate planning efforts with the Board of Education to ensure the most efficient placement and use of all City and educational facilities.
 - Reexamination 2020 - This remains a valid objective.
- Continue open space acquisition efforts with funding shared among Long Branch, Monmouth County, the State and federal governments and non-profit groups.
 - Reexamination 2020 - This remains a valid objective.
- Expand active recreational opportunities in the City at existing City parks, park/school sites or through the creation of new parks and facilities.
 - Reexamination 2020 - This remains a valid objective.
- Develop gateways to the City at strategic locations to foster community identification and establish a visual sense of the community's character.
 - Reexamination 2020 - This remains a valid objective. Recommendations to advance this objective are found in subsequent sections of this document.

- Provide art in public places and generally promote arts, cultural and heritage events and facilities.
 - Reexamination 2020 - This remains a valid objective.
- Utilize the LEED Green Building Rating System for new and renovated public buildings.
 - Reexamination 2020 - This remains a valid objective, however, a combination of additional green construction and remodeling standards should be utilized to promote greener builders without some of the difficulties and expense of the LEED process. Such alternatives include but are not limited to: Green Globes; NAHB Green; Energy Star; etc.
- Ensure that local codes can accommodate the introduction of alternative energy sources on residential and commercial properties.
 - Reexamination 2020 - This remains a valid objective.
- 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.
 - Reexamination 2020 - This remains a valid objective.

Economic Development

- Identify opportunities for land assembly and redevelopment projects.
 - Reexamination 2020 - This remains a valid objective. Recommendations to advance this objective are found in subsequent sections of this document.
- Identify and promote services and facilities that are necessary to support existing and future business enterprises.
 - Reexamination 2020 - This remains a valid objective.

In 2019, the Office of Community and Economic Development established the Shop Long Branch program. Shop Long Branch is a program designed to encourage residents to support local businesses. Individuals who sign up for a Shop Long Branch card will receive discounts at participating businesses. Discounts will be applied directly to the individual's property taxes or provided in the form of a year-end check for non-residents or those who rent.

- Provide transportation systems to efficiently move employees, customers and goods to and from business sites.
 - Reexamination 2020 - This remains a valid objective.

- Replace outdated small-scale strip developments with modern structures that better reflect market needs.
 - Reexamination 2020 - This remains a valid objective.
- Establish a Special Improvement District.
 - Reexamination 2020 - This remains a valid objective when the creation of a SID could help advance goals and objectives identified in this Master Plan.
- Encourage cooperative programs between the High School and Community College and local businesses.
 - Reexamination 2020 - This remains a valid objective.

The City and its various departments are continually looking for ways to assist the business and educational community. For example, in 2019, the Office of Community and Economic Development supported twelve (12) incubator business projects with Brookdale College.

- 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.
 - Reexamination 2020 - This remains a valid objective. The TVD District and the West End Design Overlay (WEDO) were adopted after the 2010 Master Plan to address this objective. Existing and future redevelopment plans shall be reviewed and amended to help advance this objective, as market and demographic conditions have changed since the adoption of such plans.

Historic Preservation

- Continue to identify and qualify significant historical resources in the City.
 - Reexamination 2020 - This remains a valid objective.
- 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.
 - Reexamination 2020 - This remains a valid objective.
- Encourage an appropriate and harmonious setting for historic and architecturally significant buildings, structures, sites, objects or districts within the City of Long Branch.
 - Reexamination 2020 - This remains a valid objective.
- 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.

- Reexamination 2020 - This remains a valid objective.

Section “C” – Extent of Changes in Policies & Objectives Since the 2010 Master Plan

Section “C”, reviews the degree to which there have been significant changes in the assumptions, policies and objectives forming the basis of the Master Plan or changes in the State, County and municipal policies and objectives. Since the 2010 Master Plan, numerous events have occurred that impact the policies and objectives that formed the basis of the Master Plan. Demographically, as per the US Census Bureau, the population of Long Branch has held steady since the 2010 Master Plan. Please note that the 2010 Census was not completed at the time of the 2010 Master Plan and the 2020 Census is being conducted at the time of this reexamination. Consequently, all data is obtained from 2018 US Census estimates.

Long Branch Demographics

Racial & Ethnic Population

Based on 2018 US Census estimates, the City has a population of 30,611 people. Of which; 51.40% are white; 12.93% are Black/African American; 30.44% are Latino of any race; and 2.54% are Asian. The City has a larger percentage of Latino population as compared to Monmouth County (10.67%) and New Jersey (19.91%). The City’s Black/African-American population (12.93%) is on par with New Jersey’s (12.71%). A full breakdown can be found on the table below.

Overall Population by Racial/Ethnic Breakdown						
2018 US Census Estimates - ACS						
	New Jersey	% of Total	Monmouth Cty.	% of Total	Long Branch	% of Total
Total:	8,881,845		623,387		30,611	
Not Hispanic or Latino:	7,113,825	80.09%	556,859	89.33%	21,297	69.57%
White alone	4,960,005	55.84%	469,708	75.35%	15,734	51.40%
Black or African American alone	1,129,257	12.71%	41,485	6.65%	3,957	12.93%
American Indian and Alaska Native alone	9,599	0.11%	507	0.08%	35	0.11%
Asian alone	826,944	9.31%	33,587	5.39%	778	2.54%
Native Hawaiian and Other Pacific Islander alone	2,255	0.03%	234	0.04%	0	0.00%
Some other race alone	36,881	0.42%	1,490	0.24%	168	0.55%
Two or more races:	148,884	1.68%	9,848	1.58%	625	2.04%
Two races including Some other race	14,595	0.16%	842	0.14%	43	0.14%
Two races excluding Some other race, and three or more races	134,289	1.51%	9,006	1.44%	582	1.90%
Hispanic or Latino:	1,768,020	19.91%	66,528	10.67%	9,314	30.43%
White alone	1,071,742	12.07%	44,003	7.06%	4,790	15.65%
Black or African American alone	67,507	0.76%	2,474	0.40%	616	2.01%
American Indian and Alaska Native alone	9,050	0.10%	493	0.08%	0	0.00%
Asian alone	5,459	0.06%	185	0.03%	0	0.00%
Native Hawaiian and Other Pacific Islander alone	1,102	0.01%	37	0.01%	0	0.00%
Some other race alone	531,095	5.98%	16,385	2.63%	3,709	12.12%
Two or more races:	82,065	0.92%	2,951	0.47%	199	0.65%
Two races including Some other race	38,672	0.44%	1,210	0.19%	95	0.31%
Two races excluding Some other race, and three or more races	43,393	0.49%	1,741	0.28%	104	0.34%

Income per Household

Based on 2018 US Census data, the City's most prevalent household income bracket is the \$75,000 to \$99,999 category, with 12.26% of households. The second most prevalent most prevalent household income bracket is the \$60,000 to \$74,999 category, with 10.78% of households. The City as a whole has a lower household income than Monmouth County and the State of New Jersey. Details on all income brackets are found in the table below.

Income Per Household

2018 US Census Estimates - ACS

	New Jersey		Monmouth County, NJ		Long Branch	
	Value	% of Total	Value	% of Total	Value	% of Total
Total:	3,213,362		233,874		11,896	
Less than \$10,000	165,332	5.15%	9,200	3.93%	762	6.41%
\$10,000 to \$14,999	106,777	3.32%	6,489	2.77%	511	4.30%
\$15,000 to \$19,999	118,201	3.68%	6,171	2.64%	449	3.77%
\$20,000 to \$24,999	121,047	3.77%	8,625	3.69%	785	6.60%
\$25,000 to \$29,999	115,724	3.60%	7,813	3.34%	645	5.42%
\$30,000 to \$34,999	113,182	3.52%	6,835	2.92%	516	4.34%
\$35,000 to \$39,999	107,671	3.35%	6,428	2.75%	468	3.93%

\$40,000 to \$44,999	106,659	3.32%	6,021	2.57%	604	5.08%
\$45,000 to \$49,999	98,978	3.08%	6,054	2.59%	389	3.27%
\$50,000 to \$59,999	200,582	6.24%	12,984	5.55%	964	8.10%
\$60,000 to \$74,999	279,210	8.69%	18,469	7.90%	1,282	10.78%
\$75,000 to \$99,999	389,646	12.13%	26,869	11.49%	1,458	12.26%
\$100,000 to \$124,999	322,775	10.04%	24,261	10.37%	713	5.99%
\$125,000 to \$149,999	240,597	7.49%	19,113	8.17%	610	5.13%
\$150,000 to \$199,999	310,244	9.65%	27,234	11.64%	943	7.93%
\$200,000 or more	416,737	12.97%	41,308	17.66%	797	6.70%

Educational Attainment

The City's proportion of the population ages 25 and older with less than a high-school diploma or equivalent is on par with State and Monmouth County Averages. The City has a higher percentage of residents with a high-school diploma or equivalent (16.66%) as compared with Monmouth County (11.01%) and the State (13.22%). The City has a lower percentage of residents with a Bachelor's degree (9.35%) than Monmouth County (13.21%) and the State of New Jersey (11.18%). The following table highlights the full data.

Educational Attainment By Population 25+ Years						
2018 US Census Estimates - ACS						
	New Jersey		Monmouth County, NJ		Long Branch	
	Value	% of Total	Value	% of Total	Value	% of Total
Total:	6,129,542		435,048		20,835	
Male:	2,929,444	47.79%	207,205	47.63%	10,340	49.63%
No schooling completed	39,118	0.64%	1,530	0.35%	187	0.90%
Nursery to 4th grade	20,076	0.33%	702	0.16%	183	0.88%
5th and 6th grade	43,925	0.72%	1,861	0.43%	329	1.58%
7th and 8th grade	43,200	0.70%	1,785	0.41%	302	1.45%
9th grade	33,456	0.55%	1,626	0.37%	310	1.49%
10th grade	40,268	0.66%	1,840	0.42%	176	0.84%
11th grade	44,392	0.72%	2,464	0.57%	178	0.85%
12th grade, no diploma	52,029	0.85%	3,269	0.75%	222	1.07%
High school graduate (includes equivalency)	810,524	13.22%	47,901	11.01%	3,472	16.66%
Some college, less than 1 year	145,914	2.38%	10,852	2.49%	599	2.87%
Some college, 1 or more years, no degree	348,356	5.68%	24,873	5.72%	1,094	5.25%
Associate's degree	167,056	2.73%	13,256	3.05%	450	2.16%
Bachelor's degree	685,451	11.18%	57,453	13.21%	1,688	8.10%
Master's degree	306,380	5.00%	24,500	5.63%	657	3.15%
Professional school degree	92,246	1.50%	8,690	2.00%	383	1.84%
Doctorate degree	57,053	0.93%	4,603	1.06%	110	0.53%
Female:	3,200,098	52.21%	227,843	52.37%	10,495	50.37%
No schooling completed	42,961	0.70%	1,508	0.35%	268	1.29%
Nursery to 4th grade	23,023	0.38%	765	0.18%	91	0.44%
5th and 6th grade	42,583	0.69%	1,455	0.33%	142	0.68%
7th and 8th grade	48,331	0.79%	2,188	0.50%	466	2.24%
9th grade	31,085	0.51%	1,481	0.34%	202	0.97%
10th grade	40,300	0.66%	1,693	0.39%	117	0.56%
11th grade	45,117	0.74%	2,117	0.49%	128	0.61%
12th grade, no diploma	51,249	0.84%	3,439	0.79%	237	1.14%
High school graduate (includes equivalency)	873,044	14.24%	56,701	13.03%	2,935	14.09%
Some college, less than 1 year	163,756	2.67%	12,549	2.88%	551	2.64%
Some college, 1 or more years, no degree	361,710	5.90%	25,153	5.78%	1,493	7.17%
Associate's degree	234,013	3.82%	18,667	4.29%	673	3.23%
Bachelor's degree	772,459	12.60%	60,313	13.86%	1,949	9.35%
Master's degree	364,894	5.95%	31,449	7.23%	978	4.69%
Professional school degree	66,096	1.08%	5,397	1.24%	210	1.01%
Doctorate degree	39,477	0.64%	2,968	0.68%	55	0.26%

Language

The City has roughly the same percentage of residents aged 5 to 17 years as the State and County averages. However, the City has a larger percentage of residents that speak Spanish (6.75% of the total population 5+ years) compared to the County (1.62%) and the State (3.13%). The City has roughly the same percentage of residents aged 18 to 64 as the State and County averages and has larger percentage of residents that speak Spanish (18.39% of the total population 18 to 64 years) compared to the County (5.11%) and the State (11.60%). The 65 and over age cohort percentage is similar to

State and County averages with language distribution consistent across the geographies. More detailed information on this topic is within the table below.

Languages Spoken by Population 5+ Years						
2018 US Census Estimates - ACS						
	New Jersey		Monmouth County		Long Branch	
	Value	% of Total	Value	% of Total	Value	% of Total
Total:	8,360,161		592,146		28,510	
5 to 17 years:	1,451,718	17.36%	104,095	17.58%	4,850	17.01%
Speak only English	1,023,487	12.24%	87,168	14.72%	2,110	7.40%
Speak Spanish	261,334	3.13%	9,584	1.62%	1,924	6.75%
Speak other Indo-European languages	87,650	1.05%	4,604	0.78%	657	2.30%
Speak Asian and Pacific Island languages	54,634	0.65%	1,876	0.32%	24	0.08%
Speak other languages	24,613	0.29%	863	0.15%	135	0.47%
18 to 64 years:	5,531,580	66.17%	384,372	64.91%	19,045	66.80%
Speak only English	3,686,714	44.10%	312,041	52.70%	10,253	35.96%
Speak Spanish	969,921	11.60%	30,279	5.11%	5,242	18.39%
Speak other Indo-European languages	479,679	5.74%	26,084	4.40%	2,669	9.36%
Speak Asian and Pacific Island languages	291,649	3.49%	11,752	1.98%	454	1.59%
Speak other languages	103,617	1.24%	4,216	0.71%	427	1.50%
65 years and over:	1,376,863	16.47%	103,679	17.51%	4,615	16.19%
Speak only English	1,059,701	12.68%	89,855	15.17%	3,712	13.02%
Speak Spanish	124,803	1.49%	3,186	0.54%	420	1.47%
Speak other Indo-European languages	121,789	1.46%	6,673	1.13%	407	1.43%
Speak Asian and Pacific Island languages	56,035	0.67%	3,047	0.51%	34	0.12%
Speak other languages	14,535	0.17%	918	0.16%	42	0.15%

Building Activity and Building Permit Data

State of New Jersey data indicates that the City authorized 1,562 dwellings worth of new building permits between 2010 and 2019. This number represents 11.0% percent of all new dwellings in Monmouth County in the same time span. Of such units, 414 were single-family dwellings, and 1,148 were multi-family dwellings.

New Residential Dwelling Permits Authorized 2010-2019

JURISDICTION	TYPE	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Total	% of County Total
Long Branch City	Total	53	28	64	99	139	94	100	159	366	460	1,562	11.0%
	Single	19	28	44	58	42	34	33	48	37	71	414	4.9%
	Multi	34	0	20	41	97	60	67	111	329	389	1,148	19.8%
Monmouth County	Total	915	864	1,034	1,663	1,484	1,399	1,933	1,474	1,897	1,566	14,229	
	Single	577	617	690	1,121	1,014	944	867	888	868	848	8,434	
	Multi	338	247	344	542	470	455	1,066	586	1,029	718	5,795	

Source: State of NJ - Dept. of Labor & Workforce Development - 4/2020

At the time of this document, there were numerous projects under construction and nearing completion. Such projects include:

- The Lofts at Pier Village (Pier Village III), this 245 dwelling project with ground-level commercial space, located between Morris Avenue and Melrose Terrace in the Village Center at Pier Redevelopment Area, received its first certificate of occupancy in 2019. Construction continued in 2020 with total completion estimated for early 2021.



Aerial View of the Construction of the Lofts at Pier Village

- 365 Ocean is located in the Beachfront South Redevelopment Area (Block 216). Containing 57 units, this project is located on Ocean Avenue and Ocean Boulevard near the intersection with Bath Avenue.
- South Beach at Long Branch is located in the Beachfront South Redevelopment Area (Block 216). Containing 47 units, this project is located on Ocean Avenue and Ocean Boulevard at the intersection with Bath Avenue.



South Beach at Long Branch from Ocean Boulevard

- The Blackridge building is located at 345 Ocean Avenue and is in the Beachfront South Redevelopment Area (Block 216). The project contains 40 dwelling units.
- Located at 131 Brighton Avenue in the West End Overlay District (WEDO), a mixed-use building containing 5,500 square feet of commercial/retail space and 24 dwelling units. Approved in 2018, the project started construction in 2019.
- The Wave Hotel and Resort is located in the Village Center at Pier Redevelopment Area. Construction began in January of 2018, and the 67 room hotel and resort opened for the summer of 2019.

At the time of this document, there were various projects approved since 2010 that are in the early stages of construction. Selected projects that have received final Planning or Zoning Board approvals include:

- The Ocean Gate development is located on Ocean Boulevard and Cooper Avenue (Blocks 306 & 307). It was approved in 2017 and will ultimately contain 169 dwelling units.

- On the former site of St. John the Baptist Church, on Morris & Willow Avenues, there are 104 multi-family units under construction (Blocks 179 & 189). Approved in 2014, at the time of this document, the foundation was nearing completion with the framing estimated to begin in the fall of 2020.
- Located at 3rd Avenue and Pavilion Avenue, the Transit Village project (Block 228) will contain 46 dwelling units. At the time of this document, the foundation was complete and the permits for the framing of the structure were being applied for.
- Approved late in 2017, with zoning permits approved in 2020, the View at Long Branch (Block 229) will ultimately contain 36 residential dwellings and approximately 5,000 of commercial space. Construction is slated to begin in the fall of 2020.
- The Reef development is located on Ocean Avenue and Ocean Boulevard (Block 417). Construction started in 2019 on the 26 townhouses.
- Located on Ocean Avenue and Ocean Boulevard (Block 417), the Aqua Vista project will consist of 20 multi-family dwelling with commercial space. Foundation work started in late 2019 and early 2020.
- Approved in 2019, the Belmont building on Third Avenue and Belmont (Block 280) will ultimately contain 30 multi-family units and 2,000 square feet of commercial space.

Affordable Housing

On June 24, 2019, the Superior Court of New Jersey approved the City's Spending Plan to utilize funds from its Affordable Housing Trust Fund for: housing rehabilitation programs and projects; municipally sponsored construction and gut rehabilitation; affordability assistance and administrative expenses.

To raise funds for affordable housing, the City adopted Ordinance 9-19 on June 12, 2019. This ordinance was adopted as Section 345-47.2 of the City's Zoning Code. Amended via Ordinance 19-20, this ordinance requires that developers of property pay 1.5% of the equalized assessed value for qualified residential projects and 2.5% of the equalized assessed value for qualified commercial projects.

The City is committed to generating funding for affordable housing initiatives and the affordable housing fee regulations established in 2019 will assist in providing quality housing opportunities for residents.

Hurricane Sandy

Hurricane Sandy (Sandy) made landfall on New Jersey on October 29, 2012. Approximately 37 people died in the State as a result of the storm. Sandy impacted over 530 homes within Long Branch and numerous businesses. 54 homes were assessed to be substantially damaged, 43 of these structures have been mitigated.

The Long Branch Boardwalk was severely damaged. The City received \$24 million in funding from the Federal Emergency Management Agency (FEMA), including \$8.7 million in mitigation funding, for the repair of a one-mile section of boardwalk and bluffs. The bluffs serve as the support system for the boardwalk. The damaged boardwalk and infrastructure was rebuilt with a new concrete foundation, 95,740 cubic yards of additional material, and 11,489 square yards of dune grass. FEMA funding supported the repair or replacement of more than 69,000 square feet of boardwalk and replaced bulkheads, comfort stations, 2,500 feet of roadway curbing and sidewalk, ramps, stair units, 56 light poles, and 178 park benches. Mitigation at this site included sheet-piling along the entire length of the boardwalk to protect against wave action. The repair work at the Long Branch boardwalk was completed in the spring of 2016.



2012 Boardwalk Impact from Hurricane Sandy

The storm also impacted many City facilities and infrastructure. Sandy resulted in damage at Branchport Park and Manahasset Creek Park with numerous repairs conducted at the facilities. Post Sandy, storm-water drainage improvements were installed at Lake Takanessee, including improved drainage system and storm water control devices to regulate flood waters and increase strategic locations to control flow. The Bay Avenue recreation building was destroyed along with the bulkhead. The building was demolished.

Flood Damage Prevention

Every year, flooding causes hundreds of millions of dollars worth of damage to homes and businesses around the country. Standard homeowners and commercial property insurance policies do not cover flood losses. To meet the need for this vital coverage, the Federal Emergency Management Agency (FEMA) administers the National Flood Insurance Program (NFIP). The NFIP offers flood insurance to all properties in communities that comply with minimum standards for floodplain management.

The NFIP's Community Rating System (CRS) credits community efforts beyond those minimum standards by reducing flood insurance premiums for the community's property owners. CRS discounts on flood insurance premiums range start at 5%, based on CRS credit points that are awarded to communities. The discounts provide an incentive for communities to implement new flood protection activities that can help save lives and property when a flood occurs.

In 2018, the City entered CRS program at Level 7, providing a 15% discount for all NFIP policy holders. With the implementation of this program, the City adheres to the guidelines of developing safer in flood-prone areas. It also provides alerting residents when dangerous occurrences are predicted. Programs have been implemented along with protocols to track their progress.

In May of 2018, the City adopted Ordinance 11-18, which became Chapter 177, Flood Damage Prevention, of the City Code. The purpose of the ordinance was to promote the public health, safety, and general welfare, and to minimize public and private losses due to flood conditions in specific areas by provisions designed:

- To protect human life and health;
- To minimize expenditure of public money for costly flood control projects;
- To minimize the need for rescue and relief efforts associated with flooding and generally undertaken at the expense of the general public;
- To minimize prolonged business interruptions;
- To minimize damage to public facilities and utilities such as water and gas mains, electric, telephone and sewer lines, streets, and bridges located in areas of special flood hazard;
- To help maintain a stable tax base by providing for the second use and development of areas of special flood hazard so as to minimize future flood blight areas;
- To ensure that potential buyers are notified that property is in an area of special flood hazard; and;
- To ensure that those who occupy the areas of special flood hazard assume responsibility for their actions.

City-Wide Area in Need of Rehabilitation Designation

On April 22, 2020, the City Council adopted Ordinance 14-20, pursuant to the Five Year Exemption and Abatement Law, N.J.S.A. 40A:21-1 et seq. (the "Five Year Law"). Under this law a municipality having within its limits areas in need of rehabilitation may, by ordinance, provide for the short-term exemptions and/or abatements of real property taxes, to encourage and incentivize the rehabilitation of dwellings, multiple dwellings, commercial and industrial structures. The City of Long Branch is committed to the improvement of all areas of the City, and Ordinance 14-20 gives all property owners an incentive to perform improvements.

Key elements of Ordinance 14-20 include:

Tax Exemptions for Improvements to Dwellings

Tax exemptions shall be granted for improvements to dwellings only on an individual basis in accordance with N.J.S.A. 40A:21-5 of the Five Year Law, after review and evaluation of each application by the Tax Assessor, who shall then make a recommendation to the City Council. The City Council may approve by resolution an exemption from taxation of improvements to the dwelling. Such exemption shall regard the first Twenty Five Thousand (\$25,000) Dollars of the Tax Assessor's full and true value of improvements for each dwelling unit primarily and directly affected by the improvement in any dwelling more than 20 years old, as not increasing the value of such property for a period of five (5) years, notwithstanding the value of the dwelling to which the improvements are made is increased thereby; provided, however, that during the five-year period, the assessment on

such dwelling shall in no case, except that of damage through action of the elements sufficient to warrant a reduction, be less than the assessment thereon existing immediately prior to such improvements.

Tax Exemptions for Improvements to Multiple Dwellings

Tax exemptions shall be granted for improvements to multiple dwellings only on an individual basis in accordance with N.J.S.A. 40A:21-6 of the Five Year Law, after review and evaluation of each application by the Tax Assessor, who shall then make a recommendation to the City Council. The City Council may approve by resolution an exemption from taxation of improvements to multiple dwellings. Such exemption shall regard up to the Tax Assessor's full and true value of the improvements as not increasing the value of the property for a period of five (5) years, notwithstanding that the value of the property to which the improvements are made is increased thereby; provided, however, that during the five-year period, the assessment on such multiple dwelling shall in no case, except that of damage through action of the elements sufficient to warrant a reduction, be less than the assessment thereon existing immediately prior to such improvements.

Tax Exemptions and/or Abatements for Improvements to Commercial and Industrial Structures

Upon approval of an exemption by the City Council for improvements to commercial and industrial structures, the Tax Assessor shall, in determining the value of the existing commercial and industrial structures that are more than 20 years old, regard the first One Hundred Thousand (\$100,000) Dollars in the Tax Assessor's full and true value of improvements to such commercial and industrial structures as not increasing the value of the property for a period of five (5) years, notwithstanding that the value of the property to which the improvements are made is increased thereby; provided, however, that during the five-year period, the assessment on such dwelling shall in no case, except that of damage through action of the elements sufficient to warrant a reduction, be less than the assessment thereon existing immediately prior to such improvements.

Decline of the Brick & Mortar Retail Sector

Since the 2010 Master Plan, various economic and social factors have led to the closing of many retail stores. Many commercial and mixed-use districts across the region and State have experienced vacancies. One major factor cited in the closing of retail stores, in what many in the real estate industry call “the retail apocalypse” is the proliferation of on-line shopping. Another factor is a changing of consumer spending habits for their disposable income; from material purchases towards dining out and travel.

The City’s commercial, mixed-use and redevelopment areas containing commercial areas shall take into account the decline of the brick and mortar retail sector, with a focus on accommodating restaurant and service-oriented uses.

The COVID-19 Pandemic

The COVID-19 pandemic, also known as the coronavirus pandemic, is an ongoing global pandemic of coronavirus disease 2019 (COVID-19), caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The first confirmed case in the United States occurred in January of 2020. On July 24,

2020, according to the Star Ledger, there were 13,810 deaths in the State attributed to the virus, and approximately 178,000 confirmed cases.

The pandemic has caused local, state, national and global social and economic disruption, including the largest global recession since the Great Depression. It has led to the postponement or cancellation of in-class educational instruction, sporting, religious, political, and cultural events. Schools, universities, and colleges were closed as a result of the pandemic.

In Long Branch, the pandemic affected local businesses, local government, and educational institutions, as State-mandated requirements affected the opening and closing of establishments. The COVID-19 pandemic provided a crucial reminder of the importance of sound land use planning and the provision of public and private open space areas that accommodate people outdoors. The COVID-19 pandemic also revealed the need to allow for temporary outdoor dining and retail facilities. The City adopted an ordinance allowing temporary outdoor dining and retail operations until October 31, 2020. The City also closed Brighton Avenue on weekend afternoons and evenings to accommodate outdoor dining and social distancing. Municipal parking lots were also utilized to provide outdoor dining for City restaurants. A more detailed analysis on permanent outdoor seating, roadway closures and the planning and zoning implications on the same shall be conducted.

Changes in Long Branch Land Use Regulations

Transit Village District (TVD)

As discussed in the Section “B” portion of this plan, the Transit Village District (TVD) replaced the Medical-Hospital (M) District regulations in the Long Branch Code (Chapter 345, Section 39). The general purpose of the TVD was to implement the transit-oriented recommendations of the 2010 Long Branch Master Plan by Integrating the existing M - District and S-1 Professional Office Districts with the existing C-3 Neighborhood Commercial node along Third Avenue and adjoining residential blocks that contain a variety of housing types such as one- and two-family homes, multi-unit homes, townhouses and multifamily apartment buildings, into a cohesive Transit Village. .

The specific purposes of the District are:

- 1) To provide for land uses and facilities beneficial to both the community and to transit users;
- 2) To increase use of the rail station;
- 3) To concentrate a mix of retail, office, residential, public, and open space uses within walking distance of each other and the rail station, in order to enhance the convenience for residents, shoppers, commuters and employees and to reduce auto traffic by providing an environment conducive to pedestrians, bicyclists, and transit users;
- 4) To provide for land uses that will generate and encourage transit ridership and that advance the principles of sustainable development as articulated in the LEED for Neighborhood Development (LEED-ND) Rating System of the U.S. Green Building Council;
- 5) To revitalize the areas in the vicinity of the transit station, strengthen the synergy between the train station and the Monmouth Medical Center campus, and enhance economic vitality through zoning incentives;
- 6) To provide for the safe and efficient flow of pedestrian and vehicular traffic, emphasizing a pedestrian-oriented environment;

- 7) To provide for visual amenity, and to reinforce a sense of place or center with neighborhood services within walking distance of the train station, the Monmouth Medical Center campus and a variety of new higher density residential and mixed use development;
- 8) To maintain and/or increase existing commuter parking capacity.

West End Design Overlay (WEDO) District

Adopted by the City in 2015, the purpose of the West End Design Overlay District was to establish a framework for infill development with a greater diversity of uses than are generally permitted in the C-3 Neighborhood Commercial District and to recognize the unique architectural and cultural character of the West End C-3 District as more of a "village" within the City of Long Branch. The establishment of the WEDO provided a framework for the reuse of the previous West End School building on West End Avenue as a visual and/or performing arts educational and performance facility.



Buildings completed in 2019 and 2020 in the WEDO.

Changes in County & State Plans & Regulations

The following sections highlight some key documents and regulations adopted by County and State entities since the 2010 Master Plan.

Monmouth County Master Plan

The Monmouth County Planning Board adopted a new County Master Plan in 2016. There are three (3) major goals of the 2016 Monmouth County Master Plan, as follows:

- 1) Promote a comprehensive approach to planning and coordinate these efforts among all levels of government and with our community stakeholders;
- 2) Promote the protection and conservation of natural and cultural resources to help guarantee our long-term sustainability; and,
- 3) Promote beneficial development and redevelopment that continues to support Monmouth County as a highly desirable place to live, work, play, and stay.

In addition, the 2016 Monmouth County Master Plan provides a framework for public investment. This framework classifies the County into various subareas, dependent upon whether a particular area should be developed or preserved. The entirety of the City of Long Branch is located within the Priority Growth - Reinvestment Area/Site Overlay (PG-RAS). PG-RAS areas are where more intense or significant development, redevelopment, revitalization, and hazard mitigation investments are highly encouraged. As per the plan, public investment should encourage the productive reuse of historic, vacant, abandoned, contaminated, and underutilized sites/structures.

State Development & Redevelopment Plan

In March of 2001, the New Jersey State Development and Redevelopment Plan (SDRP) was adopted. It amended the previous version from 1992. In 2011, the State Planning Commission approved the draft Final State Plan to initiate the process of Final State Plan approval, which included public hearings in February, March, and September of 2012, with adoption scheduled for November 2012. However, Hurricane Sandy caused the State Planning Commission to table adoption to address issues related to coastal recovery. At the time of this document, the State Planning Commission has not reintroduced the State Strategic Plan for adoption.

Performance & Maintenance Guarantees – Modifications to N.J.S.A. 40:55D-53

On January 15, 2018, Gov. Chris Christie signed into law Assembly Bill 1425/Senate Bill 3233, which mandated reforms to the requirements for the posting of performance and maintenance guarantees under the Municipal Land Use Law (MLUL), N.J.S.A. 40:55D-1 et seq. Municipalities are now barred from obtaining performance and maintenance guarantees for private improvements in a development.

Municipalities are now required to enact an ordinance in order for performance guarantees to be posted by developers for only the following limited site improvements: publicly dedicated improvements; perimeter landscape buffers and safety and stabilization costs.

Developers now have the ability of obtaining a Temporary Certificate of Occupancy (or "TCO") guarantee allowing them to get a TCO for the project. Upon posting a TCO guarantee, the municipality is required to release the existing performance guarantee or safety/stabilization cost guarantee and the TCO guarantee would bond just the improvements that have not yet been completed until a permanent certificate of occupancy is obtained. Maintenance guarantees must total no more than 15% of the cost of the improvements covered under the performance guarantee being released, as well as the cost of private storm water management. Maintenance guarantees must be automatically released by the municipality after two (2) years.

Time of Decision Rule - N.J.S.A. 40:55D-10.5

Governor Christie signed P.L. 2010, Chapter 9 on May 5, 2010, which repealed the “time of decision” rule. Prior to this action, municipalities could make zoning changes prior to a formal decision on a development application. Adoption of P.L. 2010 Chapter 9 amended the Municipal Land Use Law to mandate that the development regulations in effect on the date of submission of an application for development to govern the review of that application for development (N.J.S.A. 40:55D-10.5). This act went into effect on May 5, 2011. Recently, the State Supreme Court in Dunbar Homes, Inc. v. Zoning Board of Adjustment of Franklin Township (233 N.J. 546, 563 (2018)), ruled that a complete application needs to be submitted to get protection under the development regulations in effect at the time.

Clean Stormwater and Flood Reduction Act

In March 2019, Governor Murphy signed the Clean Stormwater and Flood Reduction Act (S1073/A2694) into law. This Act provided municipalities and counties the option to establish “stormwater utilities.” Stormwater utilities, can be used to fund maintenance, construction, and the operation of stormwater management systems.

Section “D” – Recommendations of the 2020 Master Plan

Section “D”, identifies the specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies and standards, or whether a new plan or regulations should be prepared.

After a thorough review of the City’s Master Plan and land development regulations and input from the community and interested stakeholders, this document make recommendations for amendments to the zoning code and land development regulations as well as the 2010 Master Plan.

Recommended Changes to the Current Land Development Regulations

This section identifies a section of the Code and makes recommendations on that section. It is organized by the chapter of the code it is located in. The majority of land development regulations are found in Chapter 345, however there are other chapters that this document recommends incorporation into Chapter 345.

Article I General Provisions

345-3 – Definitions

ACCESSORY STRUCTURE

The definition shall be amended from:

A structure located on the same lot and customarily incidental and subordinate to the principal building or use. See "structure."

to:

A structure or improvement located on the same lot and customarily incidental and subordinate to the principal building or use.

BASEMENT

The definition shall be amended from:

A portion of a building partly underground but having less than 1/2 of its clear height below finished grade.

To:

A portion of a building partly underground but having more than one-half (1/2) of its clear height below finished grade.

BOARDINGHOUSE

The definition shall be amended from:

Any dwelling in which more than one person is housed or lodged for hire with meals. A nursing, rest, or convalescent home shall not be deemed a boardinghouse. A home for sheltered care of adult persons as defined by N.J.S.A. 30:11A-1 shall not be considered a boardinghouse.

To:

This definition shall be amended to make a clear distinction between rooming and boarding houses and other activities which may be authorized under the MLUL. Illegal rooming and boarding houses are a major issue facing the City and continued prohibition of such uses are an objective of this document.

CHURCH

The definition shall be amended from:

A building or group of buildings, including customary accessory buildings, designed or intended for public worship. For the purpose of this chapter, the word "church" shall include chapels, congregations, cathedrals, temples and similar designations, as well as parish houses, convents and such accessory uses.

To:

HOUSE OF WORSHIP

A building, together with its accessory buildings and use, where persons assemble for religious purposes and related social events and which building, together with its accessory buildings and uses, is maintained and controlled by a religious body organized to sustain religious ceremonies and purposes. Religious schools providing educational programs to students shall not be considered houses of worship.

COMMUNITY RESIDENCE FOR THE DEVELOPMENTALLY DISABLED

The definition shall be amended from:

Any community residential facility licensed pursuant to P.L. 1977, c. 448 (N.J.S.A. 30:11B-1 et seq.), providing food, shelter and personal guidance, under such supervision as required, to not more than 15 developmentally disabled or mentally ill persons who require assistance, temporarily or permanently, in order to live in the community and shall include but not be limited to group homes, halfway houses, intermediate care facilities, supervised apartment living arrangements and hostels. Such a residence shall not be considered a health care facility within the meaning of the Health Care Facilities Planning Act, P.L. 1971, c. 136, (N.J.S.A. 26:2H-1 et al.).

To:

As defined in the New Jersey Municipal Land Use Law (MLUL).

COMMUNITY SHELTER FOR VICTIMS OF DOMESTIC VIOLENCE

The definition shall be amended from:

Any shelter approved for a purchase of service contract and certified pursuant to standards and procedures established by regulation of the Department of Human Services pursuant to P.L. 1979, c. 337 (N.J.S.A. 30:14-1 et seq.), providing food, shelter, medical care, legal assistance, personal guidance and other services to not more than 15 persons who have been victims of domestic violence, including any children of such victims, who temporarily require shelter and assistance in order to protect their physical or physiological welfare.

To:

As defined in the New Jersey Municipal Land Use Law (MLUL).

CONDITIONAL USE

The definition shall be amended from:

A use permitted in a particular zoning district only upon a showing that such a use in a specified location will comply with the conditions and standards for the location or operation of such use as contained in the provisions of this chapter and upon the issuance of an authorization therefor by the Planning Board.

To:

A use permitted in a particular zoning district only upon a showing that such a use in a specified location will comply with the conditions and standards for the location or operation of such use as contained in the provisions of this chapter and upon the issuance of an authorization therefor by the Board.

CONVENIENCE STORE

The definition shall be amended from:

Typically a store dedicated to the selling of foodstuffs and/or general merchandise which is specifically designed to provide a limited stock-in-trade and which caters to quick in-and-out shopping. A convenience store may contain a delicatessen or prepared food section. A convenience store may contain not more than two coin-operated amusement machines. The maximum floor area allowed for a convenience store is 3,000 square feet.

To:

A store dedicated to the selling of foodstuffs and/or general merchandise which is specifically designed to provide a limited stock-in-trade and which caters to quick in-and-out shopping. A convenience store may contain a delicatessen or prepared food section.

COVERAGE

The definition shall be amended from:

That percentage of the plot or lot area covered by the building area.

To:

COVERAGE, LOT

That percentage of the lot area covered by the building, accessory uses and structures.

CRAWL SPACE

The definition shall be amended from:

An unfinished area of five feet or less in height between ground level and floor joists or ceiling joists and roof rafters suitable for storage but not habitation.

To:

An unfinished area of five (5) feet or less in height between ground level and floor joists for storage or mechanical equipment but not habitation.

DWELLING, MULTIFAMILY

The definition shall be amended from:

A detached building containing five or more dwelling units.

To:

A detached building containing three (3) or more dwelling units or a dwelling unit contained within a mixed-use building containing one (1) or more dwellings.

DWELLING, ONE-BEDROOM APARTMENT

Shall be deleted in its entirety.

DWELLING, ONE-FAMILY

The definition shall be amended from:

A detached building and dwelling unit designed for or occupied exclusively by a reasonable number of persons (in relation to available sleeping and bathroom facilities), living and cooking together as a bona fide single housekeeping unit, exclusive of household servants, and constituting a stable and permanent living unit of a distinct domestic character, in a traditional family unit or the functional equivalent thereof, using certain rooms and housekeeping facilities in common. This definition shall not include any society, club, fraternity, sorority, association, lodge, combine, federation, group, coterie or organization which is not a recognized religious order and shall not include boardinghouses or dormitories.

To:

A detached building and dwelling unit designed for or occupied exclusively by a bona fide single housekeeping unit, exclusive of household servants, and constituting a stable and permanent living unit of a distinct domestic character, in a traditional family unit or the functional equivalent thereof, using certain rooms and housekeeping facilities in common. This definition shall not include any society, club, fraternity, sorority, association, lodge, federation, group or organization which is not a recognized religious order and shall not include boardinghouses or dormitories.

DWELLINGS, STANDARDS TO BE APPLIED

Shall be deleted in its entirety.

DWELLING, THREE-BEDROOM APARTMENT

Shall be deleted in its entirety.

DWELLING, TWO-BEDROOM APARTMENT

Shall be deleted in its entirety.

DWELLING, TWO-, THREE- OR FOUR-FAMILY

The definition shall be amended from:

A detached building containing two, three or four dwelling units, respectively.

To:

DWELLING, TWO-FAMILY

A detached building containing two (2) dwelling units.

DWELLING UNIT

The definition shall be amended from:

A building or part thereof having cooking, sleeping and sanitary facilities designed for or occupied by one family and which is entirely separated from any other dwelling unit in the building by vertical walls or horizontal floors, unpierced, except for access to the outside or a common cellar.

To:

A building or part thereof having cooking, sleeping and sanitary facilities designed for or occupied by one (1) family unit and which is entirely separated from any other dwelling unit or non-residential space in the building by vertical walls or horizontal floors, unpierced, except for access to the outside or common areas.

FENCE

The definition shall be amended from:

An artificially constructed barrier of wood, masonry, stone, wire, metal or any other manufactured material or combination of materials erected for the enclosure of yard areas.

To:

An artificially constructed barrier of wood, vinyl, plastic, masonry, stone, or wire erected for the enclosure of yard areas.

FRATERNITY HOUSE, COLLEGIATE

The definition shall be amended from:

A building rented, occupied or owned by a general or local chapter of some regularly organized college fraternity, or on its behalf, by a building corporation or association composed of members of alumni thereof, and occupied by members of a local chapter of such fraternity as a place of residence. Fraternity or sorority houses shall not be permitted in any zone within the City.

To:

FRATERNITY OR SORORITY HOUSE

A building rented, occupied or owned by a national or local chapter of a college fraternity or sorority, or on its behalf, by a building corporation or association composed of students and/or members of alumni thereof, and occupied by members of a local chapter of such fraternity as a place of residence.

GARAGE, PRIVATE

The definition shall be amended from:

A building used as an accessory to the main building which provides for the storage of motor vehicles and in which no occupation, business or services for profit are carried on.

To:

A building used as an accessory to the main building, or a portion of the building, which provides for the storage of motor vehicles for its occupants and visitors, in which no occupation, business or services for profit are carried on. However, private garages shall be permitted to have a third-party operator operate and maintain the garage.

GARAGE, PUBLIC

The definition shall be amended from:

Any garage other than a private garage, available to the public, operated for gain and which is used for the storage of automobiles or other motor vehicles, including the supply of gasoline or oil or other fuel for vehicular propulsion.

To:

A garage available to the public, operated for an economic gain, that is used for the storage of automobiles or other motor vehicles.

GARDEN APARTMENT

Shall be deleted in its entirety.

GRADE, EXISTING

The definition shall be amended from:

The existing undisturbed elevation of land, ground and topography preexisting or existing on a lot, parcel or tract of land in the City at the time of the adoption of this chapter.

To:

The existing undisturbed elevation of land, ground and topography on a lot, parcel or tract of land in the City.

GROSS FLOOR AREA

The definition shall be amended from:

The sum of the gross horizontal areas of all of the floors of a building measured between the inside face of the exterior walls or from the center line of walls common to two dwelling units.

To:

The sum of the gross horizontal areas of all of the floors of a building measured from the inside face of the exterior walls. In non-residential calculations, any common areas not used as occupied space, such as hallways, lobbies, and breezeways shall not be calculated as part of the gross floor area.

HAIR STYLING SHOP

The definition shall be amended from:

Any establishment duly licensed by the New Jersey Division of Consumer Affairs Board of Cosmetology and Hair Styling to provide those services authorized under the pertinent rules and regulations promulgated by the Office of Administrative Law. Said establishment may also sell related supplies and accessories in such quantities reasonably necessary to fulfill the needs of its customers.

To:

PERSONAL GROOMING ESTABLISHMENT

Any establishment properly licensed by the relevant authority that conducts any of the following: hair cutting or hair styling; hair braiding; nail care; skin care; make-up; tanning salons; or eye lash care.

HEALTH SPA/GYM

The definition shall be amended from:

An establishment that, by its nature, provides apparatus and/or instruction in various aerobic and/or athletic exercises.

To:

HEALTH & WELLNESS ESTABLISHMENT

An establishment that provides apparatus and/or instruction in various athletic exercises including: gyms and work-out facilities; yoga and pilates studios; aerobic classes; dance studios; and martial arts. Health and wellness establishments shall be permitted to have retail sales or cafés as accessory uses or activities.

HOME OCCUPATION

The definition shall be amended from:

An accessory use of a service character, customarily conducted within a dwelling solely by the residents, which occupies not more than 35% of the gross floor area of the dwelling and does not change the character or any exterior evidence of such secondary use, other than a permitted identification sign, and, in connection therewith, there is not involved the keeping of stock-in-trade. Such occupations as dressmaker, tailor, milliner, typist and instructor in violin, piano or other individual musical instrument, which offer direct personal instruction or services on an individual basis, shall be deemed to be a home occupation. For the purposes of this chapter, this shall mean the accommodation of one individual at any one time on the premises.

To:

An accessory use of a service character conducted within a dwelling solely by the residents, which occupies not more than 20% of the gross floor area of the dwelling and does not change the character or any exterior evidence of such secondary use, other than a permitted identification sign, and, in connection therewith, there is not involved the keeping of stock-in-trade.

HOME PROFESSIONAL OFFICE

The definition shall be amended from:

The office of a member of a recognized learned profession as hereinafter indicated when conducted by a member of the residential family entirely within a residential building and shall include only the office of a doctor, lawyer, architect, engineer and similar learned professional occupations herein

restricted, provided that not more than two persons, not resident on the premises, shall be employed upon the premises. The offices shall not occupy more than the equivalent of 40% of the area of the first floor of the principal building. A home professional office shall not include the office of any person professionally engaged in the purchase or sale of economic goods. Studios for dancing instructions, band instrument or voice instruction in groups, tearooms, tourist homes, beauty parlors, barbershops, hairdressing and manicuring establishments, real estate offices, mortuary establishments, biological or other medical testing laboratory and stores, trades or businesses of any kind not herein excepted shall not be deemed to be home professional offices.

To:

This definition should be reviewed and modified in context of the current economy and COVID-19 pandemic.

JUNK OR SALVAGE YARD

The definition shall be amended from:

Any area and/or structure used or intended to be used for selling, buying, storing or trading of used or discarded metal, glass, paper, cordage or any used or disabled fixtures, vehicles, boats or equipment of any kind. The premises on which the deposit or storage of any used, wrecked or otherwise disabled vehicles, boats or other parts occurs for a period of one month or more shall be deemed to be a junkyard.

To:

Any area and/or structure used or intended to be used for selling, buying, storing or trading of used or discarded metal, glass, paper, cordage or any used or disabled fixtures, vehicles, boats or equipment of any kind.

KINDERGARTEN

Shall be deleted in its entirety.

LOT

The definition shall be amended from:

A parcel or area of land the dimensions and extent of which are determined by the latest official records or by the latest approved map of a subdivision of which the lot is a part.

A. LOT AREA

An area of land which is determined by the limits of the lot lines bounding that area and expressed in terms of square feet or acres. Any portion of a lot included in a street right-of-way shall not be included in calculating lot area.

B. LOT AREA RATIO

The minimum lot area in square feet which is required for each dwelling unit.

- C. **LOT, CORNER**
A parcel of land at the junction of and fronting on two or more intersecting streets.
- D. **LOT COVERAGE**
That percentage of the lot area which may be devoted to structure area. (See "structure.")
- E. **LOT DEPTH**
The average horizontal distance between the front and rear lot lines, measured at right angles to the street.
- F. **LOT FRONTAGE**
A lot line or portion thereof which is coexistent with a street line. In the case of a street of undefined width, the lot lines shall be assumed to parallel the center line of the street at a distance of 25 feet therefrom. In the case of corner lots, the smaller of the two lot lines coexistent with street lines shall be considered as the frontage.
- G. **LOT LINE**
Any line designating the extent of existing or intended separate parcels of land according to maps and plats of record filed with the County Recorder, regardless of ownership.
- H. **LOT WIDTH**
The horizontal distance between the side lot lines measured at right angles to its depth and at a point which constitutes the rear line of the required front yard space.
- I. **LOT, IRREGULAR** (See also § 345-10B.)
Any lot which:
- (1) Contains a lot frontage as measured at the street right-of-way line of less than 50% of the minimum lot width requirement;
 - (2) Contains any appendages or areas which will not allow for the potential development of any conforming structure or use; or
 - (3) Contains more than six sides.

To:

A parcel or area of land the dimensions and extent of which are determined by the latest official records or by the latest approved map of a subdivision of which the lot is a part.

- A. **LOT AREA**
An area of land which is determined by the limits of the lot lines bounding that area and expressed in terms of square feet or acres.
- B. **LOT AREA DENSITY RATIO**
The minimum lot area in square feet which is required for each dwelling unit.
- C. **LOT, CORNER**
A parcel of land at the junction of and fronting on two or more intersecting streets.

D. LOT COVERAGE

The percentage of the lot area which may be devoted to any improvements including, but not limited to: principal and accessory structures; driveways; walkways; decks and patios; pools; pool cabanas; sheds; sports courts and trash enclosures.

E. LOT DEPTH

The mean horizontal distance between the front and rear lot lines measured in the mean direction of the side lot lines.

F. LOT FRONTAGE

The uninterrupted linear or curvilinear extent of a lot measured along the street right-of-way from the intersection of one side lot line to the intersection of the other side lot line. A lot with more than one (1) street frontage shall only be required to meet the lot frontage on one (1) frontage.

G. LOT LINE

Any line designating the extent of existing or intended separate parcels of land according to deeds, maps and plats of record filed with the County Recorder.

H. LOT WIDTH

The horizontal distance between the side lot lines measured at right angles to its depth and at a point which constitutes the rear line of the required front yard space.

I. LOT, IRREGULAR (See also § 345-10B.)

Any lot which:

(1) Contains a lot frontage as measured at the street right-of-way line of less than 50% of the minimum lot width requirement;

(2) Contains any appendages or areas which will not allow for the potential development of any conforming structure or use; or

NURSERY

The definition shall be amended from:

A privately operated establishment where four or more children under six years of age are kept during the daytime while their parent or parents are at work or otherwise engaged.

To:

CHILD CARE CENTER

As defined by the Child Care Center Licensing Act N.J.S.A. 30:5B-1 et seq.

Article III General Regulations

345-10- Permitted modifications and exceptions

C. Existing regulation:

Exception to front yard setback requirements. The minimum front yard setback requirements in all residential zones shall be as indicated in the zoning schedule, except for the following listed conditions: Buildings shall be located a greater or lesser distance than the minimum allowed front yard setback when the pattern of existing buildings within 300 feet of either side of the lot on the same side of the street is established at a greater or lesser distance. When this condition exists, then the mean average existing setback distance shall control.

Recommendation:

This section shall be deleted to ensure conformance to the established setbacks of the zoning districts and to eliminate building setback anomalies to dictate setback distances.

D. Existing regulation:

Exception relating to industrial use. Within the Industrial Zone, use boundaries which were designated on the Zoning Map dated August 2, 1977. Industrial uses shall remain as permitted uses; provided, however, that any expansion is limited to the maximum lot coverage established for the current Industrial Zone use.

Recommendation:

Shall be deleted to ensure conformance to the permitted and prohibited land uses in the Industrial Zone.

E. Existing regulation:

A nonconforming structure may not be enlarged, extended, increased in height, width or depth or moved, relocated or modified in such a way so as to increase habitable or usable space, number of dwelling units or number of bedrooms unless such structure is changed to a structure conforming to the requirements of this chapter, except that an existing one-family structure (principal or accessory) may be enlarged, extended or added to, provided that:

- (a) The enlargement, extension or addition conforms to all yard requirements;*
- (b) The portion of the enlargement, extension or addition which does not conform to yard requirements consists entirely of the enclosure of existing side or rear porches;*
- (c) The portion of the enlargement, extension or addition which does not conform to yard requirements consists entirely of a second floor addition located above an existing first floor area or existing foundation; or*

- (d) *The proposed enlargement, extension or addition consists of an area no greater than 300 square feet, which shall be located in such a manner as to square off an irregular building layout and does not decrease the existing principal structure setback.*
- (e) *The enclosure of any front porch area shall maintain a minimum of at least 60% of the vertical surfaces as something other than solid walls.*
- (f) *All exterior finishes for any enlargement, extension or addition must be uniform and match that which is applied to the existing structure.*

Recommendation:

This section shall be reviewed to maintain the integrity of the zoning code and established neighborhoods.

I. Existing regulation:

Telecommunications devices/arrays telecommunications receiving/transmitting/repeater devices shall be allowed as an accessory use in the C-1, C-4, RC-1, M, MB, I and HC Zoning Districts, provided that the following criteria and procedures be complied with:

- (1) *The proposed telecommunications device/array is only to be installed upon an existing tower or building (the construction of any new towers or poles is prohibited).*
- (2) *A telecommunication device/array permit application must be filed with the Planning Department. As part of the application, appropriate documentation (survey/site plan showing location of array/device, structural support details, telecommunications data, etc.) must be submitted)*
- (3) *Payment of a \$500 technical review/escrow application fee.*
- (4) *Review and approval by the City's designated technical expert concerning structural support/location/FCC safety requirements.*
- (5) *Upon approval by the City's designated technical expert, obtain proper zoning permit.*
- (6) *Obtain any required construction permit*

Recommendation:

This section shall be amended to provide more modern telecommunications standards, including specific requirements for placement of equipment and screening requirements.

K. Existing Regulation

Farm markets and/or community farmers' markets as outlined in § 345-3 shall be allowed as a permitted use in the C-1, C-2, and C-3 Zoning Districts, provided that the following criteria and procedures are complied with:

Recommendation:

This section shall be amended to:

Farm markets and/or community farmers' markets as outlined in § 345-3 shall be allowed as a permitted use in all zoning districts and portions redevelopment areas that permit retail uses, provided that the following criteria and procedures are complied with:

L. Existing Regulation

Exception relating to permanent generators. In the case of a permanent generator, a generator is permitted in a side or rear yard.

- (1) A generator less than 100 square feet in size is permitted to be a minimum of five feet from the side and rear property lines.*
- (2) In the case of preexisting nonconforming air-conditioning condensers in a side or rear yard, the generator may be located in alignment with the preexisting nonconforming air-conditioning condensers.*
- (3) All generators must comply with building and fire code requirements, including but not limited to distance from windows, walls and doors.*

Recommendation:

This section shall be deleted to require all generators to meet the required yard setback of the applicable district for accessory structures.

345-11- Additional provisions

A. Existing Regulation

Preservation of natural features. No structure shall be built within 100 feet of the top of the bank of a flowing body of water. No building shall be constructed on land subject to periodic overflow or on land which has an average water table within two feet of the ground surface. No person shall strip, excavate or otherwise remove topsoil for sale or other use other than on the premises from which taken, except in connection with the construction or alteration of a building on such premises and excavating or grading incidental thereto, or except as hereinafter specified. Existing natural features such as trees, brooks, drainage channels and view shall be retained. Whenever such features interfere with the proposed use of such property, a retention of the maximum amount of such features consistent with the use of the property shall be required, whenever possible, at the discretion of the Planning Board.

Recommendation:

This section shall be amended to account for New Jersey Department of Environmental Protection (NJDEP) regulations, local grading and drainage ordinances and other applicable regulations.

C. Existing Regulation:

Storage of materials. No person shall store materials of any kind on the premises in any district except in conjunction with bona fide warehouses and the construction of a structure to be erected on the premises upon which the materials are stored for a period of one year from the date of the commencement of storage unless a permit is granted by the City Council.

Recommendation:

This section shall be amended to clearly identify the permitted and prohibited storage activities in all zoning districts.

D. Existing Regulation:

Exterior design and appearance of residential buildings. The exterior design and appearance of buildings erected in the same residential neighborhood shall be subject to the provisions of Chapter 128, Buildings, Design of.

Recommendation:

The residential design standards in Chapter 128 should be reviewed and amended to meet current design objectives and placed in Chapter 345.

G. Existing Regulation:

Every principal building other than a townhouse structure within a complex constructed in accordance with an approved site plan shall be built upon a lot with frontage upon a public street improved to meet the City's requirements or for which such improvements have been ensured by the posting of a performance guaranty pursuant to Chapter 300, Subdivision of Land.

Recommendation:

This section should be modified to address access for all structures and improvements in the City.

H. Existing Regulation:

All yards facing on a public street shall be considered front yards and shall conform to the minimum front yard requirements for the zone in which they are located. Corner lots shall provide the minimum front yard requirements for the respective zone for both intersecting streets, for both principal and accessory buildings.

Recommendation:

This section should be modified to exclude alleys or right-of-ways that do not serve as public streets. Separate setback requirements shall be established in these circumstances. Standards shall be developed for through lots to allow for the provision of accessory uses without the need to obtain variances from the Zoning Board for customary residential accessory uses.

J. Existing Regulation:

No front yard shall be used for open storage of boats, vehicles or any other equipment except for vehicular parking on driveways, but not to include parking lots. All open storage areas which have secured permits from the City Council shall be properly landscaped. None of the aforesaid vehicles, boats or any other equipment shall be stored less than 10 feet from the rear or side lines of the principal building, nor shall any such boats, recreation vehicles or other equipment be stored in a public street.

Recommendation:

This section should be modified to clearly identify permitted and prohibited storage activities and locations.

Q. Existing Regulation:

No proposed development within 50 feet of Ocean Boulevard shall be permitted to have any structure designed with either the rear elevation or side elevations facing Ocean Boulevard.

Recommendation:

No proposed development within 50 feet of Ocean Boulevard shall be permitted to have any structure designed with either the rear elevation facing Ocean Boulevard.

T. Existing Regulation:

When a request is made to construct or add on to a single-family home in a zone which does not permit the same, then, in that event, the structure must comply with the least restrictive residential bulk requirements.

Recommendation:

This section should be removed.

U. Existing Regulation:

Notwithstanding anything to the contrary set forth in this chapter, the maximum height of any structure located on a lot, parcel or site within a nonresidential zone, which lot, parcel or site is adjacent to a residential zone (not including RC zones), shall be four stories. The minimum setbacks for side or rear yards abutting residential zones shall be as follows:

- (1) *One to two stories: Must equal the minimum required for the abutting residential zone.*

(2) *Three to four stories: fifty-foot minimum.*

Recommendation:

This section should be removed. Permitted heights and setbacks shall be indicated in the individual zoning districts and redevelopment plans.

345-13 – Application for use variance

This section should be modified to ensure conformance with the MLUL and to establish clear application procedures.

345-14 – Site plan review

This section should be modified to provide lighting standards and submission requirements as well as any other relevant engineering data not contained herein.

345-15 – Minor site plan

Existing Regulation:

Any applicant meeting the definitional requirements of a minor site plan who applies for such approval may, at the discretion of the governing board (Planning Board or Zoning Board, where appropriate), submit plans which have not been prepared by licensed professionals. Such site plans, floor plan layouts and/or exterior sketches must be legibly drawn and contain enough information to enable the Board to make an intelligent decision concerning the project in question, but in no event shall they be required to contain more detail than required for a construction permit. All such plans must be superimposed on a currently valid survey plat. Any applicant who receives minor site plan approval, however, will be required to meet any additional plan requirements of the Health Department and Building Department of the City of Long Branch prior to applying for and obtaining any necessary permits.

Recommendation:

This section shall be amended to allow for relaxed submission requirements than a major site plan, but plans shall be prepared by licensed professionals.

345-16– Extension of Approvals

Recommendation:

This section shall be examined to ensure compliance with all applicable MLUL requirements.

345-17– Floodplain flood hazard area regulations

Recommendation:

This section shall be examined to ensure compliance with all applicable local, state, county and federal government requirements. Furthermore, relevant sections of Long Branch City Code Chapter 177-4 shall be incorporated into Chapter 345-17.

345-17.1– Stream Corridor Protection

Recommendation:

This section shall be examined to ensure compliance with all applicable local, state, county and federal government requirements.

345-19 – Commercial façade regulations

Recommendation:

This section shall be amended to provide the façade regulations within the zoning code. Reference to the Commercial Façade Design Kit's standards is not user friendly and the kit itself has many guidelines that are not enforceable.

Article IV Zone District Use Regulations

345-21 – R-2 Residential District

Recommendation:

This section should be amended to list the permitted and accessory uses to avoid the cross-reference to the R-1 District standards.

345-22 – R-3 Residential District

Recommendation:

- This section should be amended to list the permitted and accessory uses to avoid the cross-reference to the R-1 District standards.
- The maximum lot coverage of the District shall be increased from 35% to 40% to match the permitted coverage of the R-1, R-2, and R-4 Districts.

345-23 – R-4 Residential District

Recommendation:

- This section should be amended to list the permitted and accessory uses to avoid the cross-reference to the R-3 District standards.

345-24 – R-5 Residential District

Recommendation:

- This section should be amended to list the permitted and accessory uses to avoid the cross-reference to the R-3 District standards.

- Two (2) to Four (4) family dwelling standards shall be included in this section without reference to 345-49. Any building three (3) units or above shall be considered multi-family dwellings.
- Scattered site housing shall be removed from the permitted uses.
- Standards for multi-family buildings and developments shall be clearly identified in the standards for the R-5 District without references to 345-48 & 345-51.
- The permitted height for multi-family dwellings shall be raised from 2.5 to 3 stories.
- Standards for townhouse buildings and developments shall be clearly identified in the standards for the R-5 District without references to 345-53.
- Two-family dwellings standards shall be established.

345-25 – R-6 Residential District

Recommendation:

- This section should be amended to list the permitted and accessory uses to avoid the cross-reference to the R-5 District standards.
- Two (2) and multi-family dwelling standards shall be included in this section without reference to 345-49.
- Townhouse regulations shall clearly be established within this section.
- Scattered site housing shall be removed from the permitted uses.
- Professional offices shall be omitted from the list of permitted uses as the R-6 Zoning District is primarily residential neighborhood.

345-26 – R-7 Riverfront Mixed Residential District

Recommendation:

- Townhouse regulations shall clearly be established within this section.

345-27 – R-8 Boulevard Mix District

Recommendation:

- This section shall be removed as it does not appear on the official zoning map of the City.

345-28 – RC-1 Beachfront Mixed

Recommendation:

- Permitted land uses and bulk standards shall be listed within this section to avoid cross referencing to other portions of the zoning ordinance.

345-29 – RC-2 Riverfront Residential Commercial Zone

Recommendation:

- Permitted land uses, conditional use standards and bulk standards shall be listed within this section to avoid cross referencing to other portions of the zoning ordinance.

345-30 – C-1 Central Commercial District

Recommendation:

- The permitted industrial uses shall be established as a conditional use with standards set forth to protect the surrounding neighborhoods.
- A limited number of multi-family dwellings on upper floors should be explored as a conditional use that requires: a specified ratio of commercial square footage to allowed residential units; adequate off-street parking; and other quality of life controls.

345-31 – C-2 Professional Office and Related Services District

Recommendation:

- This section should be amended to list the permitted, conditional and accessory uses to avoid the cross-reference to the S-1 District standards.
- The C-2 and S-1 Districts should potentially be merged due to the similarities of permitted uses.

345-32 – C-3 Neighborhood Commercial District

Recommendation:

- This section should be amended to list the permitted, conditional and accessory uses to avoid the cross-reference to the C-1 District standards.
- The standards for the West End Design Overlay District (WEDO) shall be incorporated in the C-3 District standards to promote design continuity in the neighborhood commercial districts.

345-32.1 – West End Design Overlay District

Recommendation:

- This section should be amended to list the permitted, conditional and accessory uses to avoid the cross-reference to the C-3 District standards.
- All standards that are not quantifiable or enforceable shall be amended to provide definitive design and performance standards.
- The required front yard setback shall be set at a minimum and maximum of 5 to 15 feet to promote a pedestrian friendly streetscape with room for landscaping and street furniture. A firmly established setback will help provide a clear setback requirement. The current method of averaging the setbacks of existing structures results in disjointed setbacks due the irregularities of the existing setbacks in the District.

345-33 - C-4 Resort Commercial District

Recommendation:

- Permitted land uses, conditional uses and bulk standards shall be listed within this section to avoid cross referencing to other portions of the zoning ordinance.

345-34 - I Industrial Zone District

Recommendation:

- Permitted land uses, conditional uses and bulk standards shall be listed within this section to avoid cross referencing to other portions of the zoning ordinance.
- The permitted manufacturing and fabrication uses should be modified to match current industries and uses.
- Retail and general, professional and medical offices shall be added as permitted uses.

345-35 - HTLI High Technology Light Industrial

Recommendation:

- This section shall be removed as it does not appear in any location on the current zoning map.

345-36 - MB Manufacturing and Business District

Recommendation:

- Permitted land uses, conditional uses and bulk standards shall be listed within this section to avoid cross referencing to other portions of the zoning ordinance.

- The permitted land uses of the district should be examined to meet current economic, land use and environmental needs and regulations.

345-38 - S-1 Professional Office District

Recommendation:

- Permitted land uses, conditional uses and bulk standards shall be listed within this section to avoid cross referencing to other portions of the zoning ordinance.
- A merger with the C-2 District due to similar use standards should be explored.

345-39 – Transit Village District (TVD)

Recommendation:

- Permitted land uses, conditional uses and bulk standards shall be listed within this section to avoid cross referencing to other portions of the zoning ordinance.
- All standards that are not quantifiable or enforceable shall be amended to provide definitive design and performance standards.
- Develop new standards for the transit village parking reduction allowances and shared parking calculations.
- Allow for the option of the affordable housing development fee to be provided in lieu of providing affordable housing on-site.
- A maximum density without the provision of density bonuses shall be established.

Article V Special Regulations

345-40 – Signs

Recommendation:

- All sign standards shall be located in this section from Chapter 287.
- A sign matrix shall be developed that specifies the size, style and type of signs permitted in all zoning districts.
- Commercial freestanding signs shall be prohibited in all areas outside of Joline Avenue. On Joline Avenue, monument signs are recommended.

- The sign standards for commercial and mixed-use districts shall be established to create an aesthetically pleasing, traditional downtown atmosphere.
- Internally-illuminated sign boxes shall be removed when new users utilize existing commercial space.

345-41 – Fences

Recommendation:

- Fence regulations for commercial, industrial and mixed-use buildings shall be added.
- Solid fences in front yard areas shall be prohibited. Fences in front yard areas should be open by at least 50% to promote better streetscape aesthetics.

345-42 – Off-Street Parking Regulations

Recommendation:

- Front yard parking for all uses aside from single-family and two-family dwellings shall be prohibited.
- The off-street parking regulations for multi-family and mixed-use dwelling units shall be amended to meet the RSIS standards.
- The parking standards shall be reviewed and revised to match current parking needs and demand of the various non-residential uses.
- All parking standards that are based on the number of employees or number of seats shall be amended to establish firm off-street parking standards.
- Parking regulations that permit shared parking or off-site parking shall be established.

Article VI Supplementary Regulations

345-48 – Garden apartment projects of 20 or more units

Recommendation:

- The 35% maximum building coverage requirement shall be removed and the 60% lot coverage requirement should remain, to encourage parking within buildings.
- The building height shall be changed from 2.5 stories and 30 feet to 3 stories and 35 feet.
- This section shall be named “Multi-Family Buildings Three Stories or Less”.

345-53 – Townhouse complexes

Recommendation:

- Driveways and parking areas shall be permitted 10 feet or more from the property lines.
- The offset requirement for the facades of townhouse structures shall be removed.
- The storage area required for townhouses shall be permitted in the basement, attic or garage space not dedicated or required for vehicular parking.
- Parking requirements shall meet RSIS standards.
- The site plan approval process shall be the same as other site plan/subdivision applications.

345-56 – Scattered Site Housing

Recommendation:

- Scattered site housing shall be removed from the list of permitted uses. There is too much flexibility in this code and tighter zoning controls should be maintained.

Article VII Conditional Uses

345-57 – Findings

Recommendation:

- The standards for the various conditional uses shall be outlined without cross-reference to Sections 345-58 and 345-67
- The condition requiring 2,500 feet between conditional uses shall be deleted.

345-58 – Private Schools

Recommendation:

- Additional bulk and coverage standards shall be established for the various school uses permitted in this section.

345-64 – Motor Vehicle Service Stations

Recommendation:

- In all areas, the size of the permitted freestanding sign shall be reduced from 45 square feet and 20 feet in height to sizes more in keeping with the neighborhood commercial setting in which they are located. Monument signs not exceeding 6 to 8 feet in height are recommended.
- The permitted areas for such uses shall be examined.

Article VIII Non-Conforming Uses

Recommendation:

- This section shall be reviewed for conformance with MLUL regulations and relevant New Jersey case law.

Article IX Administration

Recommendation:

- This section shall be reviewed for conformance with current MLUL regulations and relevant New Jersey case law.
- The fee schedule should be reviewed and amended, including adding fees and escrows not currently accounted for in the current schedule.

Article X Redevelopment Plan

Recommendation:

- This section shall be reviewed for conformance with current MLUL regulations and relevant New Jersey case law.
- Article X as well as the Redevelopment Guideline Handbooks shall be reviewed to ensure continuity as well as to amend land uses and bulk requirements to meet current social and economic conditions.
- Any modifications to the design guidelines handbooks shall be incorporated into this Article.

Article XI Schedules of Lot, Yard, and Bulk Requirements

Recommendation:

- The schedules should be consolidated to provide for easier usage and viewing.
- A table of permitted and prohibited uses shall be established for all zoning districts and redevelopment areas.

- The schedule shall be amended where recommended in this document.

Proposed Additions to the Zoning Code

The following items shall be addressed to advance the goals and objectives of the 2020 Master Plan Reexamination.

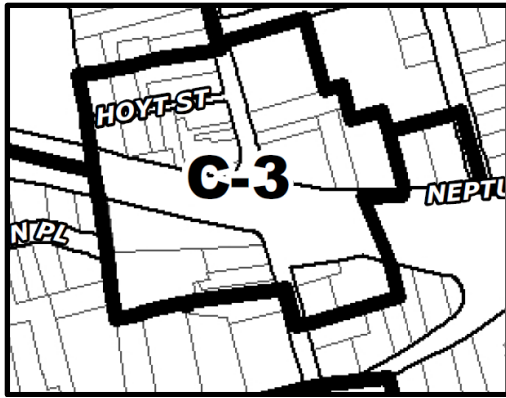
- Front yard setbacks of a minimum of 5 feet and a maximum 15 feet should be established in zoning districts that allow for zero (0) foot front yard setbacks. The additional setback should be utilized for additional sidewalk widths, outdoor dining, landscaping and street furniture.
- Develop building and site design standards for future buildings & projects that create distinctive buildings and projects that promote the City's history and image as a world-class place to live and visit.
- Establish lighting standards to ensure there are not detrimental lighting spillover effects to surrounding properties and roadways with lighting installations.
- Establish a tree ordinance that promotes replanting after the removal of trees and the use of native species in tree plantings and landscaping.
- Provide landscaping requirements for all zoning districts and redevelopment areas.
- Provide standards for single-family and two-family through-lots to accommodate accessory uses such as sheds, garages and pools, without requiring homeowners to receive approval from the Zoning Board for accessory uses in the front yard.
- Definitions for uses or concepts that have gained currency since the 2010 Master Plan.

Recommended Zone Changes for Individual Parcels

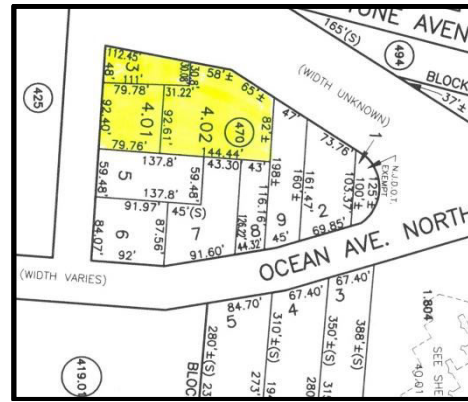
After review of the existing land use patterns of the City and the Zoning Map, the following areas are recommended for rezoning with a corresponding amendment to the land use plan and zoning map:

Block 470 Lots 3, 4.01 & 4.02

These lots are currently zoned C-3, while the rest of the Block 470 is zone RC-1. It is recommended that Lots 3, 4.01 & 4.02 be rezoned to RC-1 to promote zoning consistency throughout the block.



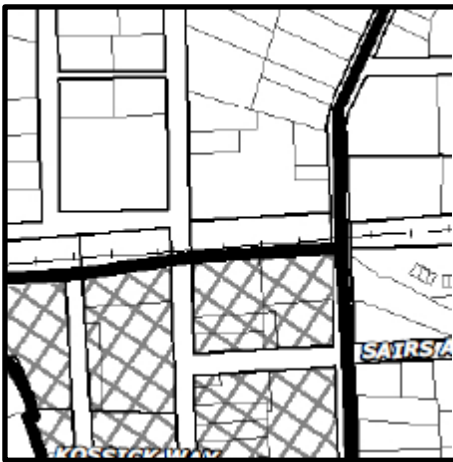
The Current Zoning of Lots 3, 4.01 & 4.02



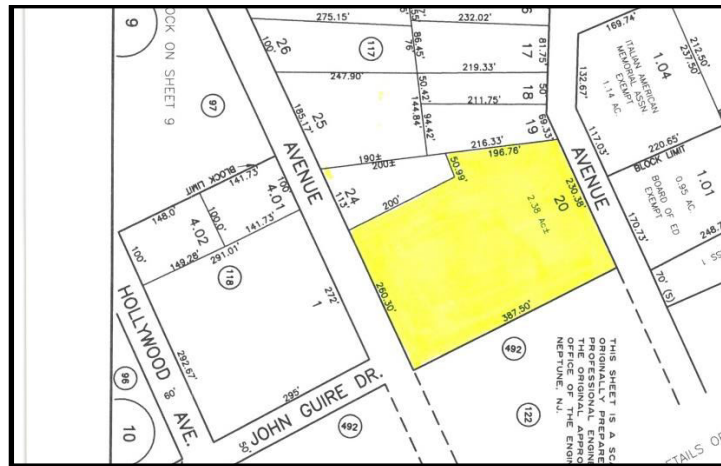
The Tax Map Location of Lots 3, 4.01 & 4.02 in Block 470

Block 117 Lot 20

Block 117, Lot 20 is the site of the John Guire company. Over two (2) acres in size, the site has been commercially used for over 120 years. It is currently zoned R-4 and a rezoning to MB – Manufacturing Business is recommended.



The Current Zoning of Block 117, Lot 20



The Tax Map Location of Block 117, Lot 20

Land Use Map

The land use map shall be amended to incorporate the TVD and WEDO Districts. The revised land use map mirrors the current zoning map and can be found in the Appendix of this document.

Important 2020 Master Plan Reexamination Policy Objectives

While some of the items listed in the section may have been addressed in the affirmation of the 2010 Master Plan's Goals and Objectives in Section B, the following items are of utmost importance to the future vision for the City of Long Branch.

Land Use

- Provide the proper zoning and development mechanisms to promote the revitalization of areas off of the waterfronts.
- Create clear and concise zoning standards that limit the number of cross-references to other sections of the zoning ordinance.
- Improve the appearance of the gateway areas into the City, including: Broadway, Joline Avenue, Ocean Avenue, Branchport Avenue and the Elberon and Long Branch Train Stations.
- Amend the existing redevelopment plans with commercial land use standards that do not fit the current economy.
- Establish a landscaping and tree planting/preservation ordinance.
- Ensure that there is a sufficient affordable housing supply and affordable housing opportunities in the City.
- Create public art spaces and place-making throughout the city to promote the arts, culture, diversity and history of Long Branch.
- Continue to enforce the property maintenance codes to protect the quality of life in all neighborhoods.

Transportation & Circulation

- Create north-south and east-west bike paths with bike lanes and interpretive signage established throughout the City.
- Promote the installation of bike racks and other bicycle-friendly infrastructure on private and public lands.
- Address pedestrian infrastructure issues on City sidewalks and roadways.
- Address the roadway, parking and other transportation infrastructure needed to handle summer peak periods with a goal of minimizing traffic and other nuisances related to increased traffic and roadway/parking facility usage.
- Ensure and promote accessibility in all venues.
- Explore grant funding and other funding mechanisms for infrastructure projects.
- Identify areas where vehicular speeding occurs and implement traffic calming mechanisms in key areas.

- Identify context sensitive areas where additional off-street parking can be added in commercial areas.

Community Facilities & Utilities

- Promote the enhancement of the existing recreational and community facilities.
- Work with public and private entities to improve and upgrade water and sewer utilities throughout the City.
- Provide additional landscaping on City properties, recreational facilities and rights-of-way.
- Explore grant opportunities as well as public-private agreements to provide additional recreational and community facilities for the City.
- Develop an arts council for the promotion of art installations and initiatives within the City.

Economic Development

- Promote healthy and vibrant commercial districts for employment, eating and shopping opportunities.

Environmental

- Continue to build upon the Sustainable Jersey Bronze certification received in 2019 by advancing additional environmental initiatives of benefit to the City.
- Update the City's Environmental Resource Inventory.
- Develop incentives for the use of green technologies in building and site development.

Improvement of the Gateway Areas

Improving the gateway areas of the City was identified as a major goal and objective of the 2020 Master Plan Reexamination. Many of the gateway areas in the City have buildings and improvements that are dilapidated, underutilized, or non-conforming uses. It is the City's goal to revitalize these areas by providing opportunities for existing property owners to continue to upgrade their properties as well as for the revitalization or redevelopment of properties by developers.

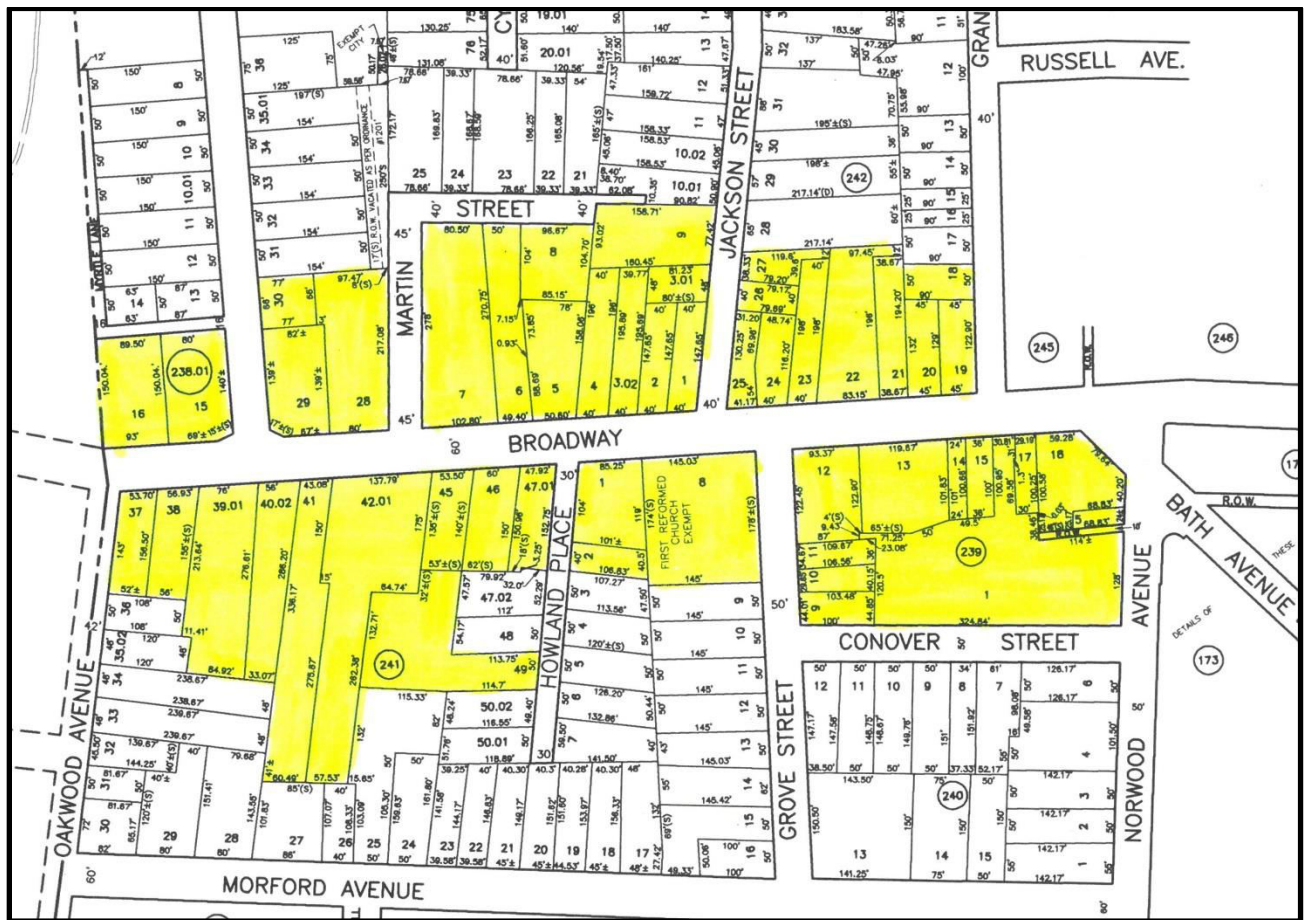
It is recommended that a preliminary investigation be conducted as to whether certain properties qualify as areas in need of redevelopment to establish a Non-Condensation Redevelopment Area for the following areas:

Upper Broadway Area

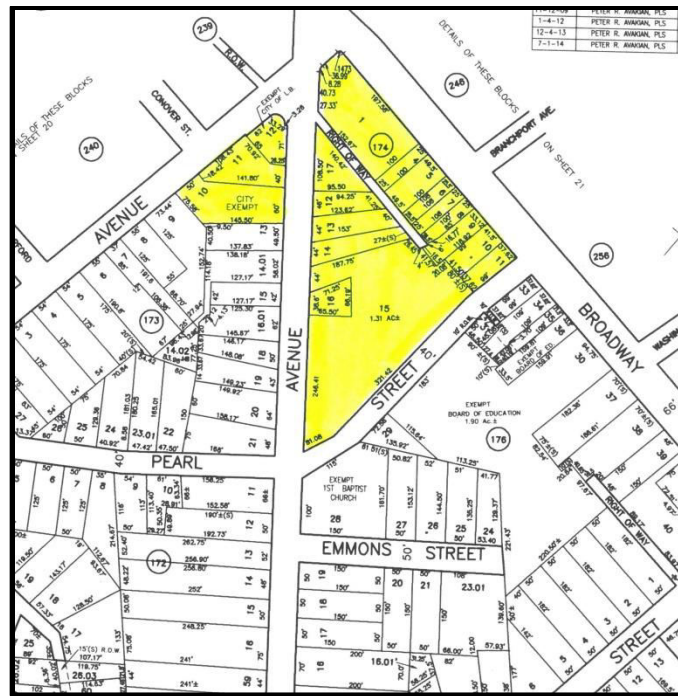
The lower portion of the Broadway corridor is within the Broadway and the Broadway gateway Redevelopment Areas. The upper portion of Broadway starting with the municipal boundary with West Long Branch extending roughly to the intersection with Washington Street at the easternmost point should be investigated.

The recommended study area includes: Lots 10, 11 & 12 in Block 173; all Lots in Block 174; all Lots in Block 238.01; all Lots in Block 239; Lots 1, 2, 8, 37, 38, 39.01, 40.02, 41, 42.01, 45, 46, 47.01, & 49 in Block 241; Lots 18, 19, 20, 21, 22, 23, 24, 25, 26 & 27 in Block 242; Lots 1, 2, 3.01, 3.02, 4, 5, 6, 7, 8, 9, 28, 29 & 30 in Block 243; Lots 1, 3.01, 3.02, & 4 in Block 245; all Lots in Block 246; Lots 4, 5, 6, 16 & 17 in Block 247 and Lots 1, 3, 4, 5, 7, 8, 9, 10, 11, 12, 13.01, 13.02, 14, 15, & 17 in Block 256.

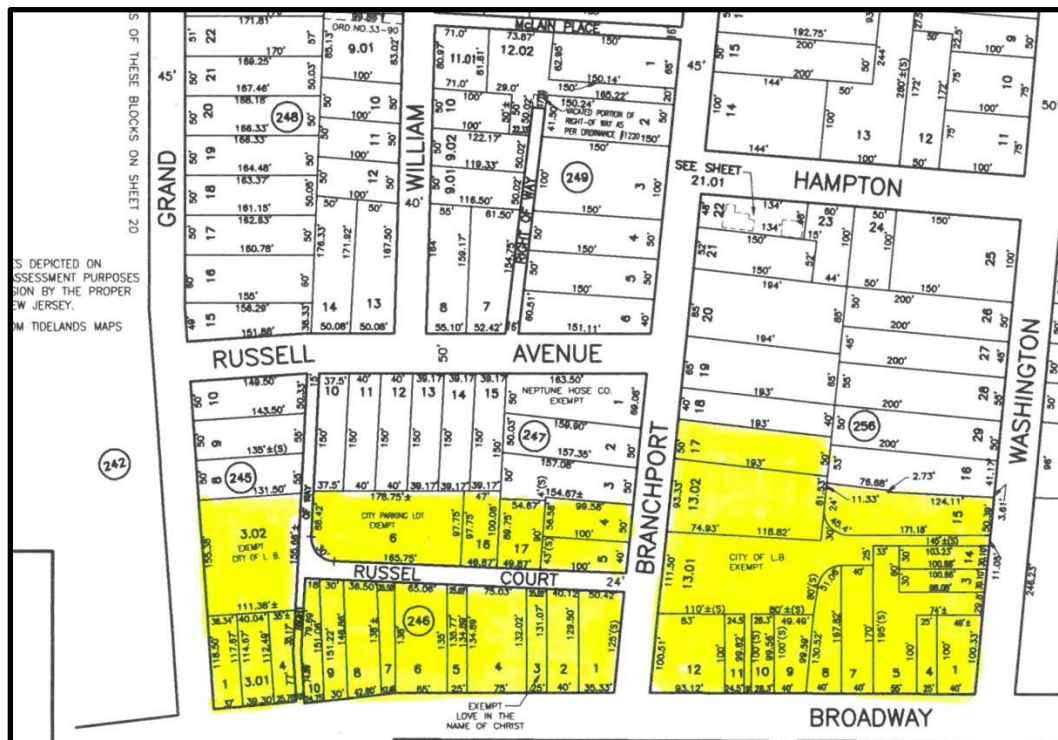
The following maps delineate the recommended boundaries of the study area.



Delineation of a Portion of the Recommended Broadway Study Area. (Map 1 of 3)



Delineation of a Portion of the Recommended Broadway Study Area. (Map 2 of 3)



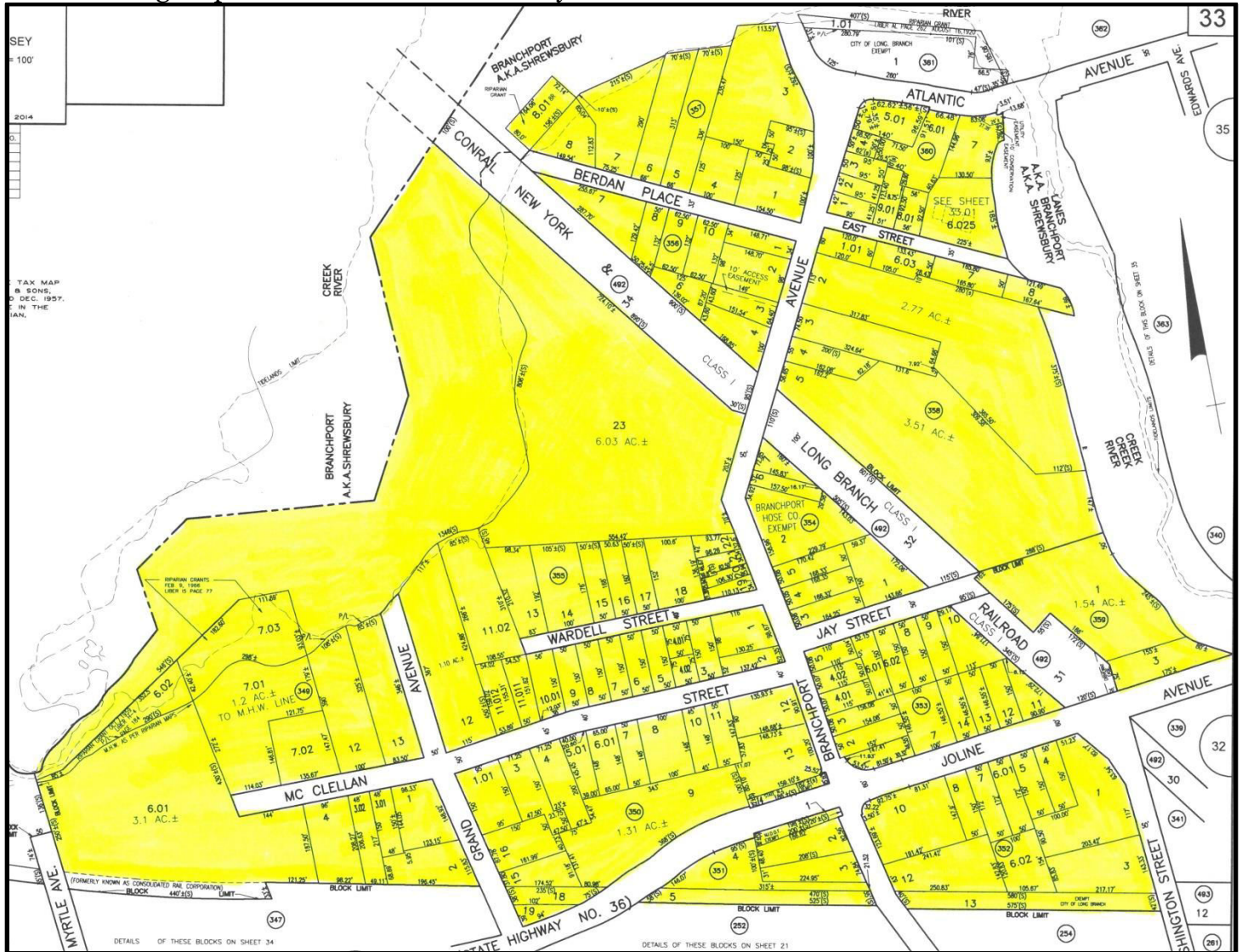
Delineation of a Portion of the Recommended Broadway Study Area. (Map 3 of 3)

Branchport & Part of Joline Avenue

The Branchport Avenue corridor leading into Joline Avenue contains numerous underutilized parcels and buildings exhibiting signs of dilapidation. The recommended study area in this section of the City includes: all Lots in Block 349; all Lots in Block 350; all Lots in Block 351; all Lots in Block 352; all

Lots in Block 353; all Lots in Block 354; all Lots in Block 355; all Lots in Block 356; all Lots in Block 357; all Lots in Block 358; all Lots in Block 359 and all Lots in Block 360.

The following map delineates the desired study area.



Delineation of the Recommended Branchport Avenue/Joline Study Area. (Map 1 of 1)

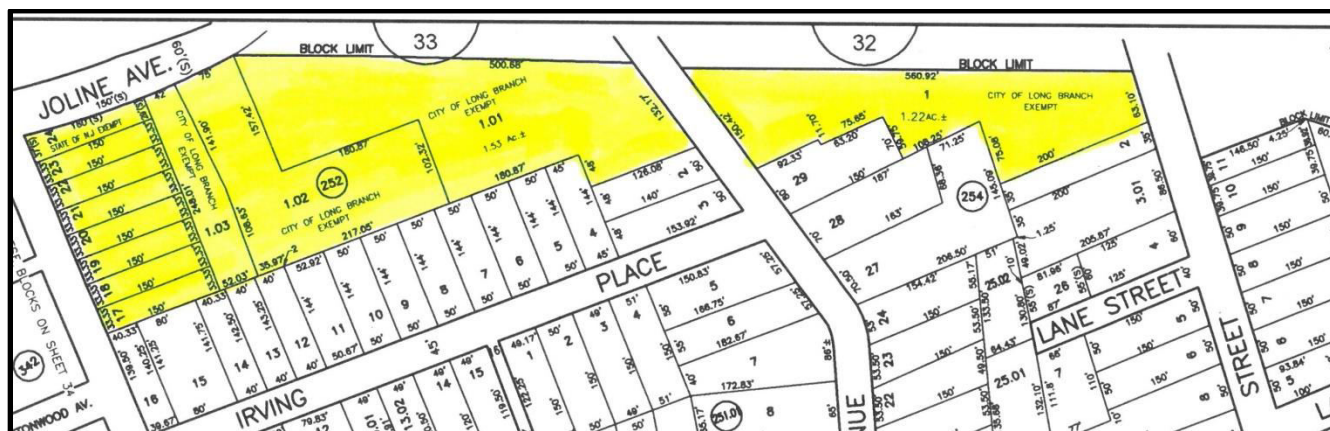
Joline Avenue

Joline Avenue contains numerous underutilized parcels, non-conforming uses and buildings exhibiting signs of dilapidation. The recommended study area in this section of the City includes: Lots 1.01, 1.02, 1.03, 17, 18, 19, 20, 21, 22, 23 & 24 in Block 252; Lot 1 in Block 254; all Lots in Block 339; all Lots in Block 341; all Lots in Block 342; all Lots in Block 344 and all Lots in Block 345.

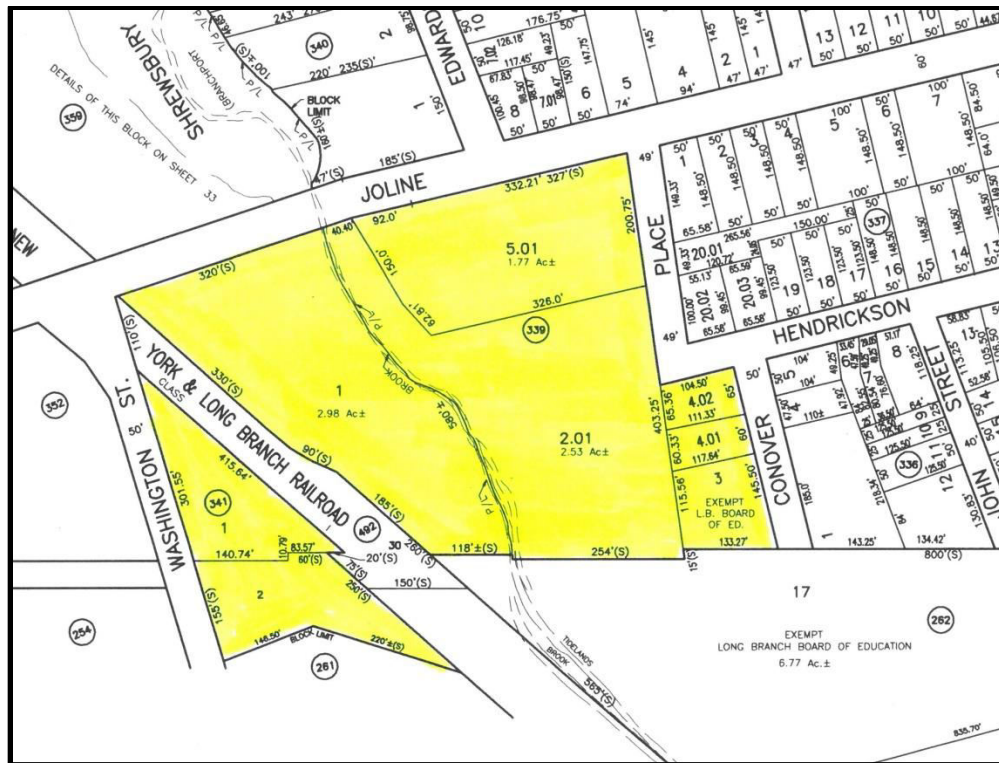
The following maps delineate the desired study area.



Delineation of the Recommended Joline Study Area. (Map 1 of 3)



Delineation of the Recommended Joline Study Area. (Map 2 of 3)



Delineation of the Recommended Joline Study Area. (Map 3 of 3)

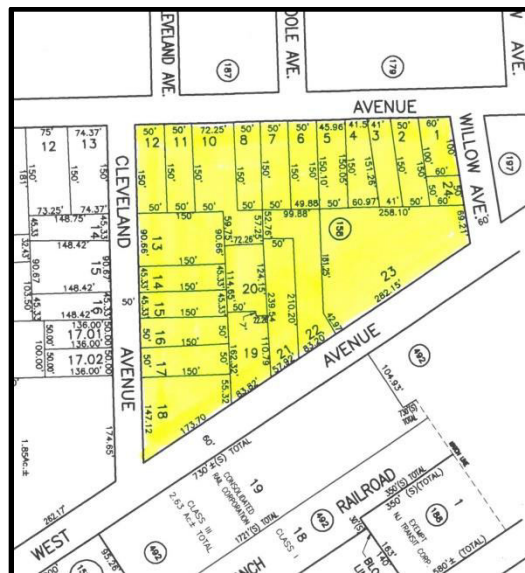
Third Avenue & the Long Branch Train Station

Third Avenue and the areas surrounding the Long Branch Train Station contain numerous underutilized parcels, non-conforming uses and buildings exhibiting signs of dilapidation. The recommended study area in this section of the City includes: all Lots in Block 158; all Lots in Block 188; all Lots in Block 197; all Lots in Block 198; all Lots in Block 201; all Lots in Block 202; all Lots in Block 203; all Lots in Block 205; all Lots in Block 206; all Lots in Block 207; all Lots in Block 208; and all Lots in Block 209; Lots 1, 2, 33, 34, 35, 36.01, 36.02, 37, 38, 40.01, 41, 42, 43.01 & 45 in Block 228.

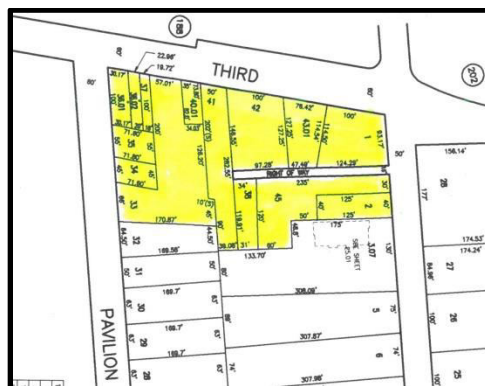
The following maps delineate the desired study area.



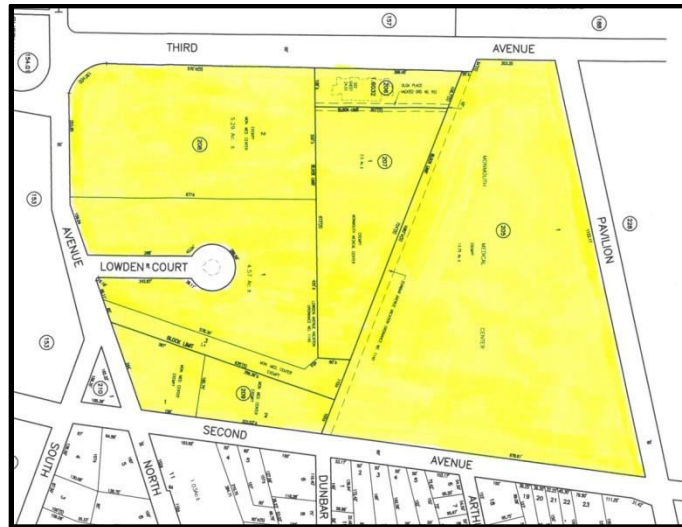
Delineation of the Recommended Third Ave. Study Area. (Map 1 of 4)



Delineation of the Recommended Third Ave. Study Area. (Map 2 of 4)



Delineation of the Recommended Third Ave. Study Area. (Map 3 of 4)

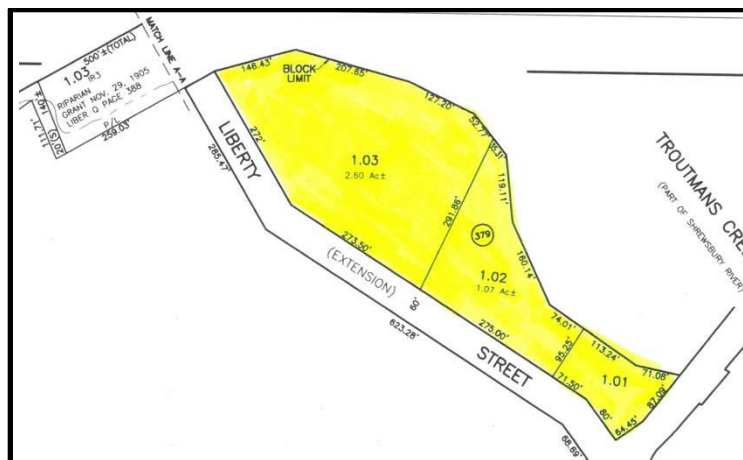


Delineation of the Recommended Third Ave. Study Area. (Map 4 of 4)

Northeast Liberty Avenue – Block 379

Liberty Street at its terminus with Troutman's Creek and Branchport Creek contains a dilapidated shopping center (Lot 1.03), a vacant parcel (Lot 1.02) and a vacant commercial building (Lot 1.01). The recommended study area in this section of the City includes: all Lots in Block 379.

The following map delineates the desired study area.



Delineation of the Recommended Liberty Street Study Area. (Map 1 of 1)

Section “E” – Redevelopment

The final portion in the reexamination process, known as Section “E”, highlights the recommendations of the planning board concerning the incorporation of redevelopment plans adopted pursuant to the “Local Redevelopment and Housing Law”, P.L. 1992, c.79 (C.40A:12A-1 et seq.) into the land use plan element of the municipal master plan, and recommended changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the municipality.

2016 Addendum to the Oceanfront-Broadway Redevelopment Plan Design Guidelines

In 2016, the City Adopted an Addendum to the Oceanfront-Broadway Redevelopment Plan Design Guidelines. This addendum modified the regulations found in the Design Guideline Handbooks for the various portions of the redevelopment areas. The following summarizes the amendments:

- The addendum did not provide changes for Handbook # 1- General Design Guidelines or Book #2 – Pier Village Center.
- Handbook #3 – Broadway Gateway, was amended to provide for mixed uses as well as to specify the permitted commercial uses.
- Handbook #4 – Beachfront North was amended to provide area and bulk standards for single-family and multi-family uses.
- There were no changes to Handbook # 5 – Hotel Campus.
- Handbook #6 – Beachfront South was amended to provide standards for pre-existing non-conforming uses.
- Handbook # 7 – Broadway was amended to specify permitted locations for live/work and residential non live-work dwellings.

Block 215 Lots 3 & 5.01 & a City Right-of-Way

The City Council adopted Resolution 170-19 authorizing and directing the Planning Board to conduct a preliminary investigation to determine whether Block 215, Lots 3 and 5.01 (commonly known as Sea View Towers) as well as a municipal right-of-way qualified as a non-condemnation redevelopment area. After completing its investigation and conducting a public hearing on the matter, the Planning Board recommended that the City Council designate the study area as a non-condemnation Redevelopment Area. The City Council the adopted Resolution 207-19, designating the study area as a non-condemnation redevelopment area. The redevelopment plan for the study area is underway and once adopted by City Council, shall be incorporated into the zoning map of the City.

Block 268 Lots 6, 7, 32 & 33

The City Council adopted Resolution 222-19 authorizing and directing the Planning Board to conduct a preliminary investigation to determine whether Block 268, Lots 6, 7, 32 and 33 qualified as a non-condemnation redevelopment area. After completing its investigation and conducting a public hearing on the matter, the Planning Board recommended that the City Council designate the study area as a non-condemnation Redevelopment Area. Once the City Council designates the study area as

a non-condemnation redevelopment area, a redevelopment plan for the study area will be prepared. After adoption by City Council, it shall be incorporated into the zoning map of the City.

Recommended Changes to Existing Redevelopment Plans

There are seven (7) design guideline handbooks provide the framework for the area, bulk, and design standards for the City's redevelopment areas. Many of the standards in these documents were developed over 20 years ago. The following recommendations are made to make the plans better suited to today's planning and development climate, as well as to address items lacking in the current plan. It is recommended that any changes in the design guidelines are also incorporated in Article X of Chapter 345.

Handbook # 1- General Design Guidelines

Handbook #1, General Design Guidelines contains general design parameters for all of the established redevelopment areas. Many of the recommendations in this handbook do not provide quantifiable regulations. It is recommended that each redevelopment area have its own design guidelines with firm standards that can be utilized in the design of communities and projects.

Handbook # 2- Village Center at Pier

There are no recommendations for this handbook as the majority of the redevelopment area has been developed, or received approvals, at the time of this document.

Handbook # 3- Broadway Gateway

The Broadway Gateway Design Guidelines Handbook governs an area general delineated by Ocean Boulevard to the east, Second Avenue and Long Branch Avenue to the west, Chelsea Avenue to the south and Seaview Avenue to the north.

The sections of the redevelopment area that permit commercial uses have very site specific regulations on what can be developed there. It is recommended to promote more flexibility in the commercial uses in light of the changing retail economy. Commercial uses in this area should mirror those permitted in the C-3 District, with entertainment uses also permitted. The strict square footage requirements of various commercial uses shall be eliminated. The continued prohibition of automobile service, automobile repair, and drive-through restaurants is recommended. Single-family dwellings shall be added as a permitted use in the residential sections of the redevelopment area. Mixed-use (residential and non-residential) standards shall be developed for the areas that currently permit only commercial uses.

The final portion of the document, Incentives, shall be removed.

Handbook # 4 – Beachfront North

The building envelope section shall be modified to provide for mandatory side-yard setbacks and to provide for increased rear-yard setbacks. The current plan allows for zero foot side yard setbacks and

five (5) feet rear-yard setbacks. Minimum side-yard setback of five (5) feet and a minimum rear-yard setback of 15 feet is recommended.

The final portion of the document, Incentives, shall be removed.

Handbook # 5 – Hotel Campus

The Hotel Campus Redevelopment Area encompasses an area bound by: Madison Avenue to the north, Laird Street to the South, the promenade to the east and Ocean Boulevard to the west. The Ocean Place Resort & Spa is located in this area. The handbook permits residential uses on the upper floors in the majority of the redevelopment area. More detailed standards shall be developed for the permitted residential uses in this redevelopment area.

The final portion of the document, Incentives, shall be removed.

Handbook # 6 – Beachfront South

The Beachfront South Redevelopment Area is an area bound by Morris Avenue to the north, North Bath Avenue to the south, Ocean Avenue to the east and Ocean Boulevard to the west.

The permitted densities and bulk controls shall be examined to maximize the potential tax revenue and public amenities to the City for the remaining undeveloped or underutilized parcels.

The final portion of the document, Incentives, shall be removed.

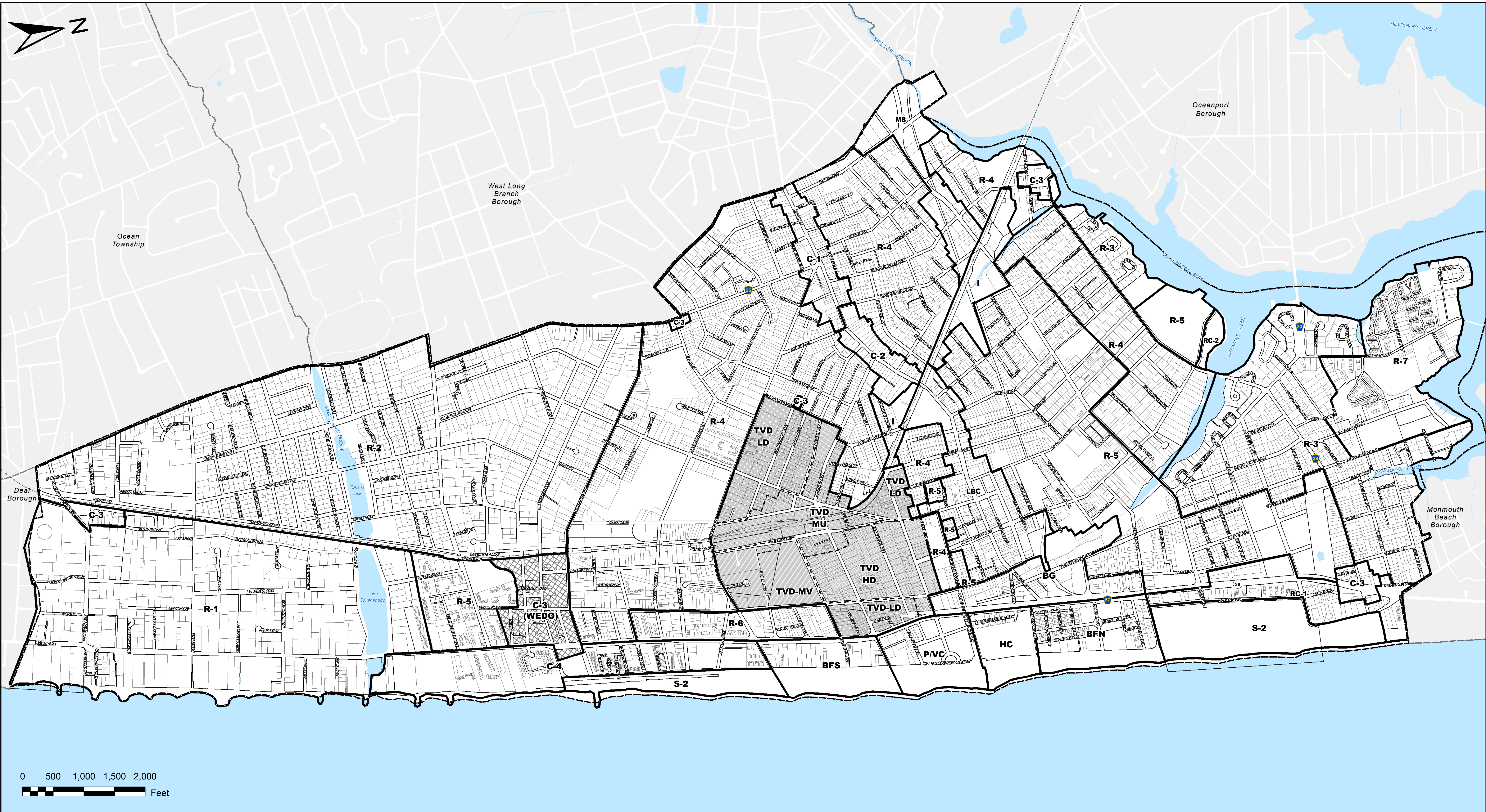
Handbook # 7 – Broadway

The Broadway Redevelopment Area contains six (6) sub-districts, all of which have differing design standards and guidelines. As recommended in the Broadway Gateway analysis, additional flexibility shall be established for the permitted commercial land uses. Commercial uses in this area should mirror those permitted in the C-3 District, with entertainment uses also permitted. The strict square footage requirements of various commercial uses shall be eliminated. The continued prohibition of automobile service, automobile repair, and drive-through restaurants is recommended.

The Broadway Redevelopment Area is a critical gateway between Ocean Boulevard to the downtown and western portions of Long Branch. A complete review and modification of the entire handbook is recommended to provide clear and concise standards for the commercial, residential and mixed-uses needed to redevelop and revitalize the area. Provisions shall be incorporated to allow for a contribution to the City's Affordable Housing Trust Fund pursuant to Chapter 345-47.2, to satisfy affordable housing requirements.

The final portion of the document, Incentives, shall be removed.

Appendix – Land Use Map



Land Use Boundary

- R-1, R-2, R-3, R-4, One Family Residential
- R-5, One-Four Family/Townhouse Residential
- R-6, Townhouse/Professional Office
- R-7, Riverfront Mixed
- RC-1, Beachfront Mixed
- RC-2, RiverFront Residential/Commercial

- C-1, Central Commercial
- C-2, Prof. Office/Related Services
- C-3, Neighborhood Commercial
- C-4, Resort Commercial
- I, Industrial
- S-2, Oceanfront
- MB, Manufacturing/Business
- TVD, Transit Village District

Transit Village Sub-Districts

- TVD-HD, Higher Density Medical-Residential Transition
- TVD-LD, Low Density Residential Fringe
- TVD-MU, Mixed-Use Core
- TVD-MV, Medical Village

Overlay Zones

- West End Design Overlay (WEDO)

Redevelopment / Area in Need of Rehabilitation Zone Sectors

- BFS, Beach Front South
- BFN, Beach Front North
- HC, Hotel Compus
- P/V, Pier Village Center
- LBC, Lower Broadway Corridor
- BG, Broadway Gateway



Consulting & Municipal
ENGINEERS

Master Plan Land Use Map

June 26, 2020

City of Long Branch

Monmouth County, New Jersey