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Revised
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CITY OF LONG BRANCH
REPORT ON RE-EXAMINATION OF
THE MASTER PLAN & ORDINANCE
JULY 2006

As part of the continuing growth and development of the City of Long Branch, the Master Plan Committee offers the following suggestions and updates to the City's Master Plan and Zoning Ordinance.

MASTER PLAN

Create and Redefine Zones:

Incorporate and encourage new use areas:

- Transit Village Area / Corridor (within ¼ mile of train station)
- Transit Overlay Areas (i.e. Chelsea Avenue)
- Senior Citizen Zones / Age Restrictive Areas (i.e. R-4/C-3 near Atlantic Avenue)
- Bed & Breakfast Areas (i.e. Cedar Avenue R-2 Zone / create new R-4A Zone)
- Red Light District
- Mixed commercial/residential at all business districts
- Create "Live-Work" Zone – Broadway/Bath Office remove single families to encourage home/professional offices with residential (owner occupied)
- Medical Area (hospital expansion, parking in shared lots and/or parking garages, façade upgrades, maintenance association)
- Funeral Home locations
- Waterway Zones
- Mixed Riverfront Development
- Dormitory Zone in Transit Village and Campus areas

Design Issues:

Incorporate and encourage new and more restrictive design criteria and materials into building design and site development:

- Create a "Design Guideline" for materials, looks, architecture, waterway and historic characters
- Create an Architectural Review Board or Committee to "up the minimum" standards provided by the Ordinance
- Incorporate "Green Building" standards, design and materials
- Encourage LEED credits and certification and energy efficiency into building design and site development (i.e. LEEDS for Neighborhoods)
- Prevent grid townhouses to replace Victorian houses
- Create a density that works

Open Space:

- Incorporate "Pocket Parks" to City owned properties and acquire adjacent lots
- Encourage Green Acres funding and development (i.e. Takanassee Beach Club)
- Create community gardens and wetlands restorations
- Upgrade existing parks, maintain landscaping, add covered trash receptacles
- Encourage river walkways and connectivity between parks

Historic Sites:

- Create design Guidelines for historical retro-fitting
- Maintain Victorian / historic character through the Historical Committee
- Designate Historic Sites (i.e. Lifesaving Station, Seven Presidents)
- If a building is 100 years or older, incorporate a variance for demolition
- Consider saving older/historic homes in lieu of razing for subdivisions
- Preserve Takanassee Beach Club
- Utilize LEEDs criteria for Historic Structures

Transportation and Access:

Traffic Circulation:

- Revisit city-wide traffic patterns
- Reassess evacuation routes
- Work with NJDOT to widen Joline Avenue (Route 36)
- Create an Inter-City Inter-modal public transportation service:
 - Shuttle service (van, trolley, jitney) from train to beaches
 - Intercity bus route from parking areas to retail / businesses, from train to redevelopment areas / beaches, etc.
- Revisit circulation pattern of specific streets (i.e. close off or create S curve on Hoey St.)

Public Access:

- Revisit pedestrian and bicycle access and routes
- Create a continuous bikeway / walkway with additional bike racks
- Revisit beachfront access areas, river walkways, parking areas and drop-offs
- Revisit public Rights-of-Way
- Include a sidewalk repair/improvement program with city road improvement program
- Incorporate public access requirements from commercial areas to waterways

Parking:

- Pier Village: Incorporate free parking in the garage; add parking meters to street level parking spaces
- Revisit city-wide parking needs – current and future – and parking garage locations, in particular for BG / LBC / I Zones
- Consider seasonal parking on Ocean Boulevard
- Limit street parking of commercial vehicles by permit

Signage:

- Utilize Redevelopment Zone Façade Kit for any and all new applications/designs/uses
- Add signage for evacuation routes and parking lots, esp. Pier Village
- Create new sign requirements for Broadway / Bath areas

Housing Authority:

- Incorporate COAH requirements
- Determine policy and locations for interim relocations
- Review the property owned by Shaheen at end of Liberty Street
- Consider acquisition of new properties
- Convert vacant lots to pocket parks / open space / community gardens

Environmental / Utility Issues and Suggestions:

- Reactivate the Environmental and Shade Tree Commissions
- Determine if city's infrastructure, utilities and fire protection services are adequate for increased growth and development
- Establish a light pollution standard and limit up lighting
- Evaluate use of commercial/mid-rises for development of an energy grid to supply own electricity or sell back to power companies
- Eliminate overhead wires with future construction
- Relocate DPW Garbage transfer station or share with neighboring town(s)
- Incorporate and/or review the following services and city-wide plans:
 - Recycling Plan
 - Sewer Master Plan
 - Fiber Optics
 - Superfund / Brownfields / Contaminated Sites
 - Wetlands Restorations / Stream Buffers
 - Energy Programs
- Incorporate LEEDs design / credits
- See "Open Space" above

Community Issues:

- Consolidate City facilities and share resources to create a community recreation center
- Revisit school areas / future uses / land swaps

Uses and Census:

- Encourage workshops to accommodate the large number of small, private businesses to consolidate scattered business into several "pockets", esp. along Myrtle Avenue, HTLI Zone, Joline from Conover/Edwards Ave to city limits
- Incorporate the most current census data

ZONING ORDINANCE

Ordinance Descriptions / Definitions:

Redefine the following in the Master Plan and Ordinance:

- “Live-Work”
- Bed & Breakfast
- Standards for 1 & 2 families
- Overlay areas
- School areas
- Waterways
- Beach access
- Public rights-of-way
- Picket park / community gardens / green space
- Waterways
- Tiered towers, towers
- Age restricted / Adult Active Communities
- Wetlands Restorations
- Stream Buffers
- Mother/Daughter requirements
- Fees: Revise fees for Permits and/or escrows
- Delete and add items to zone lists for uses / conditional uses plus revisit structure for:
 - Garage uses
 - Storage area requirements for mercantile (10% accessory storage)
 - Signage – special uses and temporary balloons
 - Distances between same uses
 - Conditional Uses:
 - Check cashing
 - Flooring companies
 - Adult communities
 - Home office / home occupation / personal services / # of employees
 - Loading / unloading in residential zones

Ordinance Design Criteria:

Incorporate Design Guidelines for the following:

- Garages:
 - Detached garage to meet architectural proportions and style to existing home. Height exemption / slope to meet existing home. Add minimum and maximum dimensions
 - All new homes required to have garage with storage
 - Guidelines for converting garages into living space and/or Mother/daughter
- Lighting aesthetics, pole, spillage, cut-offs
- Architectural material, look-a-likes, proportions, etc.
- LEED credits / Green Building criteria
- Maintaining Victorian character, especially with multi-units
- Height variation: increase height maximum for better aesthetics
- Corner lot – fences, front yards, etc.

Ordinance Zones:

Incorporate the following in the Master Plan and Ordinance:

- Define:
 - Transit Village Area / Corridor
 - Overlay Areas
 - Senior Citizen areas
 - Pocket Park / Community Gardens
 - Waterways
- Eliminate R-8, S-1, garden apartments
- Subdivisions – use R-3 as minimum requirements i.e. R-3 and higher Zones use R-3 standards, R-1 use R-1 standards, R-2 use R-2 standards
- Townhouses – always require a use variance
- Redefine:
 - C-4 Zone – Takanassee Beach Club & Life Saving Station
 - RC-2 Zone – Pleasure Bay Apartment area
 - RC-1 Zone – Atlantic Avenue commercial to Seven president's Park
 - Medical – remove S-1, add Heliport, combine parking areas, parking decks, facades
 - MB – eliminate manufacturing – change to Business only
- Create New Zones:
 - R-3W, R-7W – Waterways, public ROWs, higher design standards
 - R-5A – remove garden apartments
 - R-4A - Bed & Breakfast Zone, live-work
 - R-6 – 1 & 2 family, 10u/a townhouses, professional office

Ordinance Updates:

- Add resolution compliance checklist to ordinance
- Add sign section to ordinance; Add MB section for signs; Add Façade kit as required
- Add sign section for mixed residential/office areas
- Define:
 - Minimum and Maximum heights and stories
 - Tiered towers, towers
 - Age Restricted / Adult Active Communities
 - Wetlands Restorations / Stream Buffers
 - Mother/Daughter requirements
 - Tennis Courts – define perimeter and fencing locations
 - Section 345-10A heights
- Revise Permit and/or Escrow Fees
- Regulate satellite dishes
- Redefine fence requirements for gates and one driveway with one entrance to home
- Add outdoor dining/decking; incorporate no smoking rules
- Redefine structure, coverage, impervious
- Add requirements for location of A/C units, generators
- Redefine setbacks for overhangs
- Add architectural look-a-like laws, provisions, and requirements

Planning and Zoning Board Applications:

Consider a Penalty Phase section of the Ordinance:

- Penalty Section:
 - Determine the number of times an application can be adjourned and postponed
 - Extension of time requirements
 - Violation enforcement criteria
 - Final Site Plan turnaround time limits
 - Charges/Fees for re-reviewing, especially if time elapses

Incorporate the following to “subject to”s:

- Subject to the approval of the Design Committee
- Subject to being constructed as per the Board approved plans, requirements and recommendations. If construction deters from Board approvals, the structure may be required to be removed and/or the applicant may be penalized and/or permits revoked.