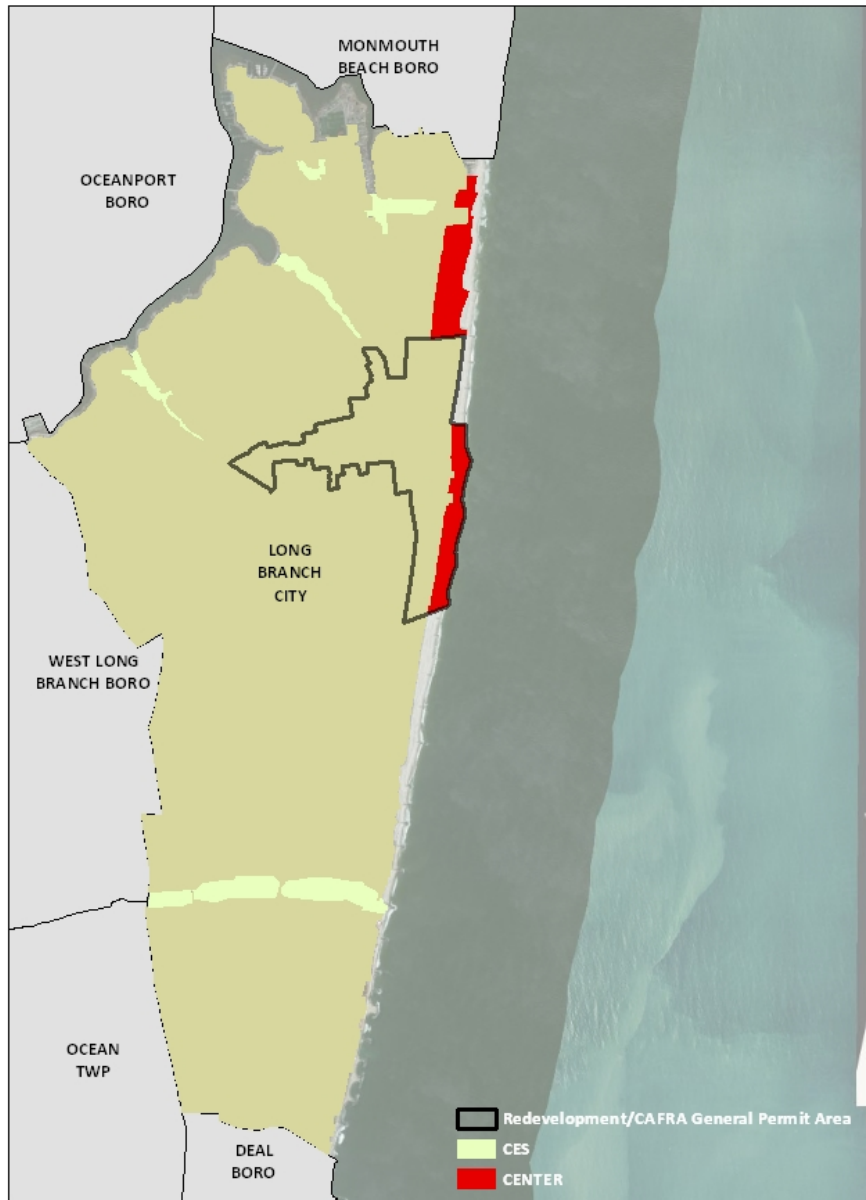




**NEW JERSEY OFFICE FOR PLANNING ADVOCACY  
LONG BRANCH RECOMMENDATION REPORT**

## LONG BRANCH: Minor Revisions to the Center Post 9/26 PIC Meeting



Source:  
New Jersey Department of State  
Office for Planning Advocacy  
October 2012

### New Information

At the PIC meeting on September 26<sup>th</sup> 2012 urban and regional center designations were considered for Long Branch. Staff addressed the issue with the first PIA item which has been added on page 21 of this report.

The City of Long Branch had anticipated an urban designation that included the entire City. Because the PIC determined that a Regional boundary would be more appropriate, the center boundary does not include the entire City, and Long Branch requested some modifications to the regional center boundary. City representatives requested that Seven Presidents Park and the waterfront redevelopment areas be included. OPA staff accommodated these requests and has updated the maps in this report. The map below illustrates the modifications. The red color shows the expansion of the proposed boundary.

## LONG BRANCH: Center and Planning Areas



Source:  
New Jersey Department of State  
Office for Planning Advocacy  
October 2012

## INTRODUCTION

The City of Long Branch has requested Plan Endorsement from the State Planning Commission. This report contains findings and conclusions concerning consistency of the City's plans with the State Development and Redevelopment Plan (State Plan). The review of the petition is based on information submitted by the petitioner and information otherwise available to the Office for Planning Advocacy (OPA).

Long Branch was a beach resort town first established in the late 18th century. In the 19th century, it was known as the "Hollywood" of the east, where theatrical performers entertained vacationers including seven of the nations' presidents. Originally, the resort town contained hotels, large estates and many farms. By the 1950s, Long Branch had developed new residential housing to make room for a growing population. The City's early roots are as a resort community, but over the years it has evolved into a year-round community with a mix of commerce, industry and residences while still maintaining some vestiges of its recreational past. In the early 1990's, Long Branch set out to redefine itself with the creation of the Oceanfront Master Plan.

The City of Long Branch is a 5.5 square mile oceanfront community with a population of over 30,000 people, located at the southern end of Monmouth County. The City contains 3,460 acres of Planning Area 1, with about 40 acres of Park. Long Branch is a densely developed community with an estimated population density of over 7,000 persons per square mile. The City is bordered by Deal to the south; Ocean Township, West Long Branch and Oceanport to the west; and Monmouth Beach to the north. Long Branch is connected to the larger region by State Highways 36 and 71 and by the NJ Transit North Jersey Coast Rail Line.

Long Branch is located entirely within the CAFRA zone and thereby subject to the land use and environmental provisions of the Coastal Area Facilities Review Act. Long Branch enjoys a unique relationship with NJDEP relative to CAFRA regulations as a result of its comprehensive planning efforts for the oceanfront. Oceanfront redevelopment projects are governed by the Long Branch Redevelopment Zone Permit (7:7-7.4) issued by NJDEP.

Pursuant to that rule, the construction of any development requiring a CAFRA permit within the Oceanfront Redevelopment Zone is authorized by NJDEP provided that the development is in compliance with the Redevelopment Plan Ordinance and the Design Guidelines Ordinance of the City of Long Branch; and the development is approved by the Planning Board of the City of Long Branch, or, if it is a public development, by the City Council or the Redevelopment Agency of the City of Long Branch.



Long Branch was designated a Regional Center by the State Planning Commission (SPC) on May 1, 1996 and subsequently a CAFRA Center by NJDEP. The expiration dates of designated centers set forth by the State Planning Commission were modified by operation of law by enactment of the Permit Extension Act of 2008 which extended the Long Branch center until 6/30/2013.

#### BACKGROUND

Long Branch City initiated the Plan Endorsement process with a pre-petition meeting on December 18<sup>th</sup> 2007. On January 22, 2010, the City of Long Branch submitted its Municipal Self-Assessment. The OPA staff supplied the Opportunities and Constraints Analysis on April 16<sup>th</sup> 2010. Visioning was waived. OPA provided the consistency review on December 8<sup>th</sup> 2011. On January 24<sup>th</sup> 2012, the City passed resolution 27-12 committing Long Branch to completion of the action plan.

	Muni	County	New Jersey
Land area (sq mi)	5.2	259	7,417
Population	30,340	102,326	8,414,350
Households	12, 594	42,148	3,064,645
Average Household Size	2.47	2.36	2.68
Housing Units	13,983	91,047	3,310,275
Home Ownership Rate	42.4%	74%	66%
Vacancy Rate	9.9%	53%	7.4%
Median Household Income	\$38,651	\$41,591	\$55,146
Per Capita Income	\$20,532	\$24,172	\$27,006
Poverty Rate	16.6%	8.6%	8.5%
Unemployment Rate (NJDOL 2004)	5.2%	6.9%	4.8%

GOAL	POLICIES	INDICATORS
<p><b>Goal 1: Revitalize the State’s Cities and Towns</b></p> <p>STRATEGY: Protect, preserve and develop the valuable human and economic assets in cities, towns and other urban areas. Plan to improve their livability and sustainability by investing public resources in accordance with current plans which are consistent with the provisions of the State Plan. Leverage private investments in jobs and housing; provide comprehensive public services at lower costs and higher quality; and improve the natural and built environment. Incorporate ecological design through mechanisms such as solar access for heating and power generation. Level the playing field in such areas as financing services, infrastructure and regulation. Reduce the barriers which limit mobility and access of city residents, particularly the poor and minorities, to jobs, housing, services and open space within the region. Build on the assets of cities and towns such as their labor force, available land and buildings, strategic location and diverse populations.</p>	<p><b>Policy on Urban Revitalization</b> - Prepare strategic revitalization plans, neighborhood empowerment plans and urban complex strategic revitalization plans that promote revitalization, economic development and infrastructure investments, coordinate revitalization planning among organizations and governments, support housing programs and adaptive reuse, improve access to waterfront areas, public open space and parks, and develop human resources with investments in public health, education, work force readiness and public safety in cities and towns.</p>	<p><b>Key Indicator 5.</b> Progress in socioeconomic revitalization for the 68 municipalities eligible for Urban Coordinating Council assistance</p> <p><b>Indicator 6.</b> Percent of jobs located in Urban Coordinating Council municipalities</p> <p><b>Indicator 22.</b> Percent of building permits issued in Urban Coordinating Council municipalities</p> <p><b>Indicator 27.</b> Number of Neighborhood Empowerment Plans approved by the Urban Coordinating Council</p>

The City of Long Branch has shown its desire and success in protecting, preserving and developing the human and economic assets in the City with its Oceanfront Master Plan and Redevelopment Plan. Officials and planners have successfully revitalized the City with enhanced beaches coupled and the Pier Village Redevelopment and Beachfront North residences. The future Ferry Pier, Broadway Gateway, Hotel Campus and Lower Broadway Corridor designs will continue the City's renaissance.

The City's specific goals for Broadway (both for the Lower Broadway Corridor and Broadway Gateway areas) were developed after extensive community participation.

These goals, noted below, reflect the State's Goals as well:

- Hometown Downtown: Broadway's future growth is linked to the well being of the neighborhoods around it. The City actively envisions compact infill development around new and improved community-oriented schools within a short walk of Broadway.
- Walk to work: The goal is to co-locate new mixed-income residential development near new employment and entrepreneurial opportunities on Broadway.
- Leverage cultural and educational institutions including Long Branch schools, Brookdale Community College, Monmouth Medical Center teaching programs, The New Jersey Repertory Theater, Shore Institute of Contemporary Art, and Monmouth University. The City hopes to stimulate student housing along with vocational training and internships within the Broadway Cyber District.
- A Regional Downtown: Retail and commercial development around Broadway is planned in the context of regional transportation. The Long Branch train station and the proposed Long Branch Pier and Ferry service are both within three blocks of Broadway. The Guidelines for the Broadway Corridor invite well-scaled contextual revitalization of Long Branch's downtown with a plan for:
  - Commercial sub-districts of Broadway which target synergistic tenancy-interrelated businesses and services, building up critical mass to create a competitive retail district.
  - Residential areas that encourage a variety of compact mixed-income urban housing types.
  - The public realm including a regime of shared parking amid street and park fronting developments that optimize public space use around the clock by visitors and residents.

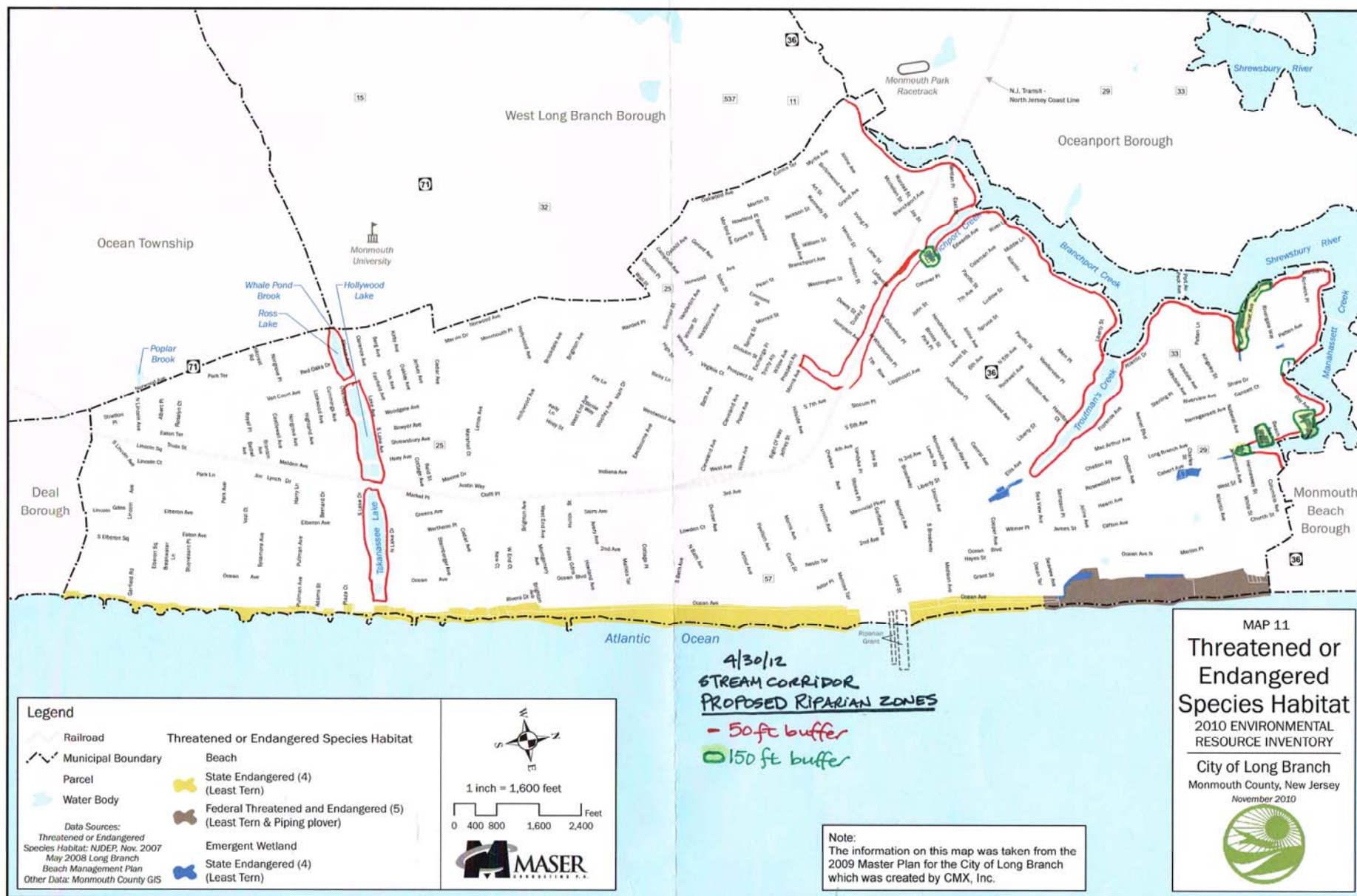
The UCC was disbanded in 2004. Prior to that, the City did have a UCC plan approved. After 2004, the NJ Redevelopment Authority and NJ Economic Development Authority absorbed the prior UCC. The City's Urban Enterprise Zone was approved East-West for about one mile along Broadway from the Oceanfront to Myrtle Avenue and Brighton Avenue, about 1.5 square miles.

GOAL	POLICIES	INDICATORS
<p><b>Goal 2: Conserve the State's Natural Resources and Systems</b></p> <p>STRATEGY: Conserve the state's natural resources and systems as capital assets of the public by promoting ecologically sound development and redevelopment in the Metropolitan and Suburban Planning Areas, accommodating environmentally designed development and redevelopment in Centers in the Fringe, Rural and Environmentally Sensitive Planning Areas, and by restoring the integrity of natural systems in areas where they have been degraded or damaged. Plan, design, invest in and manage the development and redevelopment of Centers and the use of land, water, soil, plant and animal resources to maintain biodiversity and the viability of ecological systems. Maximize the ability of natural systems to control runoff and flooding, and to improve air and water quality and supply.</p>	<p><b>Policy on Water Resources</b> - Protect and enhance water resources through coordinated planning efforts aimed at reducing sources of pollution and other adverse effects of development, encouraging designs in hazard-free areas that will protect the natural function of stream and wetland systems, and optimizing sustainable resource use.</p> <p><b>Policy on Open Lands and Natural Systems</b> - Protect biological diversity through preservation and restoration of contiguous open spaces and connecting corridors; manage public land and provide incentives for private land management to protect scenic qualities, forests and water resources; and manage the character and nature of development for the protection of wildlife habitat, critical slope areas, water resources, and for the provision of adequate public access to a variety of recreational opportunities.</p> <p><b>Policy on Coastal Resources</b> - Acknowledge the statutory treatment of the coastal area under federal and state legislation, coordinate efforts to establish a comprehensive coastal management program with local planning efforts, undertake a regional capacity analysis, protect vital ecological areas and promote recreational opportunities.</p> <p><b>Policy on Special Resource Areas</b> - Recognize an area or region with unique characteristics or resources of statewide importance and establish a receptive environment for regional planning efforts. The Highlands region has been recognized as the first Special Resource Area in New Jersey.</p>	<p><b>Key Indicator 2.</b> The amount of land permanently dedicated to open space and farmland preservation</p> <p><b>Key Indicator 3.</b> Percent of New Jersey's streams that support aquatic life</p> <p><b>Indicator 11.</b> Conversion of wetlands for development</p> <p><b>Indicator 26.</b> Percent of land in New Jersey covered by adopted watershed management plans</p>

The City of Long Branch has a policy of balancing redevelopment and conserving its natural resources and systems as capital assets. This is evident by the manner in which the planning from the 1990s has become reality through promotion and design of ecologically sound and environmentally sensitive development and redevelopment.

Per the action plan, the City adopted a riparian ordinance with associated buffers.





Besides the vast expanse of beaches, the City improved and opened a variety of parks, some of which are nature preserves that maintain access Branchport Creek, Shrewsbury River, Manahassett Creek, Takanassee Lake, and the Atlantic Ocean.

The City finalized a Stormwater Management Plan in compliance with N.J.A.C. 7:14A-25 and N.J.A.C. 7:8 and adopted by NJDEP. The plan addresses groundwater recharge, stormwater quantity, and stormwater quality impacts by incorporating stormwater design and performance standards for new major development, defined as projects that disturb one or more acres of land. These standards are intended to minimize the adverse impacts of stormwater runoff on water quality and water quantity and the loss of groundwater recharge that provides base flow measures for existing and future stormwater facilities.

GOAL	POLICIES	INDICATORS
<p><b>Goal 3: Promote Beneficial Economic Growth, Development and Renewal for All Residents of New Jersey</b></p> <p>STRATEGY: Promote socially and ecologically beneficial economic growth, development and renewal and improve both the quality of life and the standard of living of New Jersey residents, particularly the poor and minorities, through partnerships and collaborative planning with the private sector. Capitalize on the state's strengths—its entrepreneurship, skilled labor, cultural diversity, diversified economy and environment, strategic location and logistical excellence—and make the state more competitive through infrastructure and public services cost savings and regulatory streamlining resulting from comprehensive and coordinated planning. Retain and expand businesses, and encourage new, environmentally sustainable businesses in Centers and areas with infrastructure. Encourage economic growth in locations and ways that are both fiscally and environmentally sound. Promote the food and agricultural industry throughout New Jersey through coordinated planning, regulations, investments and incentive programs—both in Centers to retain and encourage new businesses and in the Environs to preserve large contiguous areas of farmland.</p>	<p><b>Policy on Economic Development</b> - Promote beneficial economic growth and improve the quality of life and standard of living for New Jersey residents by building upon strategic economic and geographic positions, targeting areas of critical capital spending to retain and expand existing businesses, fostering modern techniques to enhance the existing economic base, encouraging the development of new enterprises, advancing the growth of green businesses, elevating work force skills, and encouraging sustainable economic growth in locations and ways that are fiscally and ecologically sound.</p> <p><b>Policy on Agriculture</b> - Promote and preserve the agricultural industry and retain farmland by coordinating planning and innovative land conservation techniques to protect agricultural viability while accommodating beneficial development and economic growth necessary to enhance agricultural vitality and by educating residents on the benefits and the special needs of agriculture.</p> <p><b>Policy on Equity</b> - It is the position of the State Planning Commission that the State Plan should neither be used in a manner that places an inequitable burden on any one group of citizens nor should it be used as a justification for public actions that have the effect of diminishing equity. It is also the position of the Commission that the achievement, protection and maintenance of equity be a major objective in public policy decisions as public and private sector agencies at all levels adopt plans and policies aimed at becoming consistent with the State Plan.</p>	<p><b>Key Indicator 1.</b> New development, population and employment located in the Metropolitan and Suburban Planning Areas or within Centers in the Fringe, Rural and Environmentally Sensitive Planning Areas</p> <p><b>Indicator 1.</b> Average annual disposable income among New Jerseyans</p> <p><b>Indicator 2.</b> Unemployment</p> <p><b>Indicator 3.</b> Conversion of farmland for development</p> <p><b>Indicator 5.</b> Agricultural output</p> <p><b>Indicator 7.</b> Economic output per unit of energy consumed</p> <p><b>Indicator 21.</b> Municipalities with median household incomes of less than \$30,000 per year (in 1990 dollars)</p> <p><b>Indicator 22.</b> Number of census tracts with more than 40% of the population living under the poverty level</p>

## LONG BRANCH: Redevelopment / CAFRA General Permit Area



Source:  
New Jersey Department of State  
Office for Planning Advocacy  
October 2012

0 0.125 0.25 0.5 Miles



The City of Long Branch has been actively promoting the redevelopment of the Broadway and Oceanfront. The city continued its efforts with local, county, and state agencies for State designation of the Urban Enterprise Zone and Regional Center, Adoption of the Redevelopment Plan, and Designation as a Neighborhood Empowerment Zone by the Governors Urban Coordinating Council. The city worked closely with the NJDEP Land Use Regulation division for sector-by-sector permits-by-rule from the CAFRA program.

Once the required elements for the redevelopment areas' success were in place, the city and the UEZ partnered with local businesses, the Chamber of Commerce, Clean Communities, Historic Association, property owners, downtown workers and residents to design and consider the revitalization of Broadway from 2nd to 7th Avenues. The UEZ Program continued its commitment to the merchants and this NJ State sponsored initiative. The vision of the program outlines how the UEZ staff and the Board of Directors continue to ensure the improvement of Long Branch's distressed and underperforming business districts. The UEZ in conjunction with Thompson and Wood, Inc., also created a Commercial Facade Design Kit (4 Color Pamphlets) as part of the strategic plan as an instrument in the improvement of the appearance of buildings and commercial structures.

The Master Plan Elements promote this economic development and equity in the proposed Transit Village Area surrounding the existing Long Branch Train Station.

The City's UEZ continues to oversee infrastructure and facade improvements, including ADA accessibility, streetscapes, sidewalks and landscaping, throughout the City in public parks and in business areas. These efforts have gone a long way in stimulating new tenants in empty storefronts.

Approximately \$200,000 in NJDOT grants have been awarded to the "Uptown" commercial areas to improve the facades and sidewalks. Additional Community Development Block Grants (CDBG) have been utilized for sidewalk programs as well as NJDEP Green Acres funds for sidewalks within or adjacent to the city's parks.

GOAL	POLICIES	INDICATORS
<p><b>Goal 4: Protect the Environment, Prevent and Clean Up Pollution</b></p> <p>STRATEGY: Develop standards of performance and create incentives to prevent and reduce pollution and toxic emissions at the source, in order to conserve resources and protect public health. Promote the development of businesses that provide goods and services that eliminate pollution and toxic emissions or reduce resource depletion. Actively pursue public/private partnerships, the latest technology and strict enforcement to prevent toxic emissions and clean up polluted air, land and water without shifting pollutants from one medium to another; from one geographic location to another; or from one generation to another. Promote ecologically designed development and redevelopment in the Metropolitan and Suburban Planning Areas and accommodate ecologically designed development in Centers in the Fringe, Rural and Environmentally Sensitive Planning Areas, to reduce automobile usage; land, water and energy consumption; and to minimize impacts on public health and biological systems, water and air quality. Plant and maintain trees and native vegetation. Reduce waste and reuse and recycle materials through demanufacturing and remanufacturing</p>	<p><b>Policy on Air Resources</b> - Reduce air pollution by promoting development patterns that reduce both mobile and stationary sources of pollution, promoting the use of alternative modes of transportation, and supporting clean, renewable fuels and efficient transportation systems.</p> <p><b>Policy on Energy Resources</b> - Ensure adequate energy resources through conservation, facility modernization, renewable energy and cogeneration; to continue economic growth while protecting the environment; and to modify energy consumption patterns to capitalize on renewable, domestic energy supplies rather than virgin extraction and imports.</p> <p><b>Policy Waste Management, Recycling and Brownfields-</b> Promote recycling and source reduction through product design and materials management and by coordinating and supporting legislative, planning and facility development efforts regarding solid and hazardous waste treatment, storage and disposal. Capitalize on opportunities provided by brownfield sites through coordinated planning, strategic marketing and priority redevelopment of these sites.</p>	<p><b>Indicator 4.</b> Percent of brownfield sites redeveloped</p> <p><b>Indicator 7.</b> Economic output per unit of energy consumed</p> <p><b>Indicator 8.</b> The generation of solid waste on a per capita and per job basis</p> <p><b>Indicator 9.</b> Number of unhealthful days annually caused by ground-level ozone, particulate matter and carbon monoxide</p> <p><b>Indicator 10.</b> Greenhouse gas emissions</p> <p><b>Indicator 13.</b> Changes in toxic chemical use and waste generation (non-product output or NPO) by New Jersey's manufacturing sector</p> <p><b>Indicator 15.</b> Vehicle miles traveled per capita</p>

The City of Long Branch's efforts to protect the environment are often part and parcel of, or a direct beneficiary of, the initiatives discussed previously.



Some initiatives include, but are not limited to:

- Promoting concentrated development and redevelopment within its business district that provides an alternative to green development in other parts of the region, while enhancing opportunities for non-vehicular travel such as walking and bicycling;
- Adopting a stormwater management plan to address groundwater recharge, stormwater quantity, and stormwater quality within the city;
- Pursuing open space opportunities whenever possible;
- Participating in the city's stepped-up recycling programs;
- Adhering to the City's Solid Waste Ordinances and Waste Management policies which are posted on the annual city calendar and website;
- Educating the public through Community Outreach;
- Continually updating the City's website "Green Page";
- Promoting the Green Team activities, such as Rain Gardens, Compost "demonstration" events, and Windspires.

In August 2009 the City installed a renewable energy Windspire, the first in the State and the first along the coast. It is located along the Oceanfront and is being tracked for energy output. The goal is to generate enough credits back into the regional grid to offset the power required to light the Boardwalk.

The City is interested in a train-to beach-to business trolley service and a Community Outreach program. Long Branch's goals include encouraging modes of transportation that reduce dependence upon the private automobile by promoting mass transit and pedestrian and bike-friendly transportation networks. The City will integrate transportation options with land use decisions in order to ensure a healthy environment while continuing economic growth. This effect will be two-pronged: first, through the City's updated Master Plan, and second, with the proposed Trolley - both of which parallel the Centers program. With the implementation of a trolley service, the business areas will be linked together as well as beach access streets. The long-term potential savings in overall operating costs will be illustrated by calculating payback periods and return on investments that can be just a few years. Building more accessible city centers means more jobs and opportunities.

The City also plans to launch a pilot Buy Local Program to encourage consumers to buy from locally owned, independent businesses and business-to-source, locally-made products. The strategy for this campaign is being pursued nationally by the Business Alliance for Local Living Economies (BALLE) and this program will build on best practices from other cities. The city plans to produce a toolkit to educate business about the positive impact of local procurement and to help them measure and track their local sourcing, as well as to teach them how to use the Buy Local Program to promote their businesses. The goal is to recruit 20% of existing businesses to partner with during the pilot phase of the campaign.

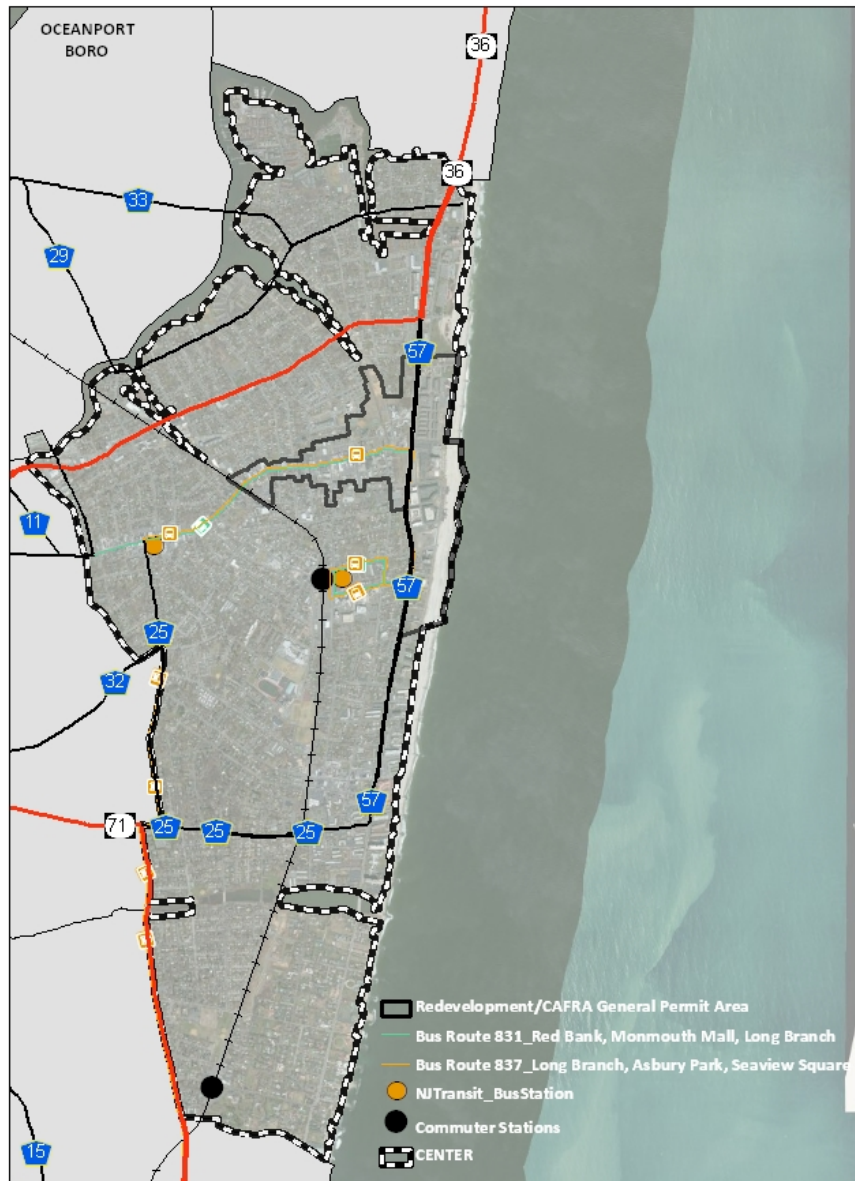
GOAL	POLICIES	INDICATORS
<p><b>Goal 5: Provide Adequate Public Facilities and Services at a Reasonable Cost</b></p> <p>STRATEGY: Provide infrastructure and related services more efficiently by supporting investments based on comprehensive planning and by providing financial incentives for jurisdictions that cooperate in supplying public infrastructure and shared services. Encourage the use of infrastructure needs assessments and life-cycle costing. Reduce demands for infrastructure investment by using public and private markets to manage peak demands, applying alternative management and financing approaches, using resource conserving technologies and information systems to provide and manage public facilities and services, and purchasing land and easements to prevent development, protect flood plains and sustain agriculture where appropriate.</p>	<p><b>Policy on Infrastructure Investments</b> - Provide infrastructure and related services more efficiently by investing in infrastructure to guide growth, manage demand and supply, restore systems in distressed areas, maintain existing infrastructure investments, design multi-use school facilities to serve as centers of community, create more compact settlement patterns in appropriate locations in suburban and rural areas, and time and sequence the maintenance of capital facilities service levels with development throughout the state.</p> <p><b>Policy on Transportation</b> - Improve transportation systems by coordinating transportation and land-use planning; integrating transportation systems; developing and enhancing alternative modes of transportation; improving management structures and techniques; and utilizing transportation as an economic development tool.</p>	<p><b>Key Indicator 4.</b> Meet present and prospective needs for public infrastructure systems</p> <p><b>Indicator 14.</b> The percent of all trips to work made by carpool, public transportation, bicycle, walking or working at home</p> <p><b>Indicator 16.</b> Number of pedestrian fatalities in vehicular accidents on state roads</p> <p><b>Indicator 17.</b> Increase in transit ridership</p> <p><b>Indicator 18.</b> Percent of potable water supplies that meet all standards</p> <p><b>Indicator 19.</b> Percent of development on individual septic systems</p>

Long Branch has been maintaining and updating its infrastructure through numerous capital projects either through its own resources or in concert with the County, State or NJDOT.

The City serves the region as a Gateway to the Atlantic Ocean and its beaches. Pedestrian and bicycle access has been provided, increasing the number of visitors. The main roads provide access to 12 municipal parking lots, containing over 1,000 parking spaces that serve the beachfront.

The City is fully sewered and is unique in that it has its own Sewerage Authority (LBSA). The Sewer Authority's \$12M sewer line replacement project was completed in 2006.

## LONG BRANCH: Center



Source:  
New Jersey Department of State  
Office for Planning Advocacy  
October 2012

0 0.375 0.75 1.5 Miles



Over the last 10 years, more than 80 streets were upgraded and resurfaced as supplemental transportation funds became available to the city. The \$500,000 to \$800,000 annual road improvements costs also included required drainage and infrastructure/utility improvements and associated sidewalk repair.

The City is now in the planning stages of a new 1,000 SF Ferry Terminal and Pier to be constructed in the Atlantic Ocean for regional commuting and access. The pier is part of Phase III of the Pier Village Redevelopment.

Alternative modes of transportation, specifically walking and bicycling, are promoted through the city's Redevelopment Plan, Oceanfront Master Plan, Access Feasibility and Ferry Terminal Studies, all of which include recommendations for improving pedestrian safety conditions, way finding signage, a proposed Bikeway Plan, and the completion of the Main Street Streetscape Pedestrian Improvements. The Ocean Boulevard project includes bicycle racks, benches, landscaping, and continuous bikeway/walkway paths. ADA ramps and comfort stations are planned for proximal to beach access points.

The City supported and worked with NJDOT during the planning and reconstruction of the Park Avenue and Patten Avenue bridges.

The City has been in dialogue with NJ Transit to create a Transit Village surrounding the main Long Branch Train Station. This plan would include strengthening pedestrian and bicycle linkages as well as the trolley route as noted in other sections of this report.

The City has also utilized the \$2 - \$3 million Abbott District funding to improve its multi-use facilities. Two new schools are also within walking distance of the homes around 7th Avenue and Gregory Street.

GOAL	POLICIES	INDICATORS
<p><b>GOAL 6: Provide Adequate Housing at a Reasonable Cost</b></p> <p>STRATEGY: Provide adequate housing at a reasonable cost through public/private partnerships that create and maintain a broad choice of attractive, affordable, ecologically designed housing, particularly for those most in need. Create and maintain housing in the Metropolitan and Suburban Planning Areas and in Centers in the Fringe, Rural and Environmentally Sensitive Planning Areas, at densities which support transit and reduce commuting time and costs, and at locations easily accessible, preferably on foot, to employment, retail, services, cultural, civic and recreational opportunities. Support regional and community-based housing initiatives and remove unnecessary regulatory and financial barriers to the delivery of housing at appropriate locations.</p>	<p><b>Policy on Housing</b> - Preserve and expand the supply of safe, decent and reasonably priced housing by balancing land uses, housing types and housing costs and by improving access between jobs and housing. Promote low- and moderate-income and affordable housing through code enforcement, housing subsidies, community-wide housing approaches and coordinated efforts with the New Jersey Council on Affordable Housing.</p> <p><b>Policy on Design</b> - Mix uses and activities as closely and as thoroughly as possible; develop, adopt and implement design guidelines; create spatially defined, visually appealing and functionally efficient places in ways that establish an identity; design circulation systems to promote connectivity; maintain an appropriate scale in the built environment; and redesign areas of sprawl.</p>	<p><b>Indicator 20.</b> Percent of New Jersey households paying more than 30% of their pre-tax household income towards housing</p> <p><b>Indicator 24.</b> Annual production of affordable housing units</p>

#### New Market Rate Housing

New condo projects post 2004: Beachfront North, Pier Village, Diamond Beach, etc.

Beachfront North Phase I consisted of:

- 279 residential units in 107 stacked townhouses
- 72 condo flat units in mid-rise buildings

The completed Phase I of Pier Village consisted of:

- 322 rental units in mid-rise structures
- Approximately 100,000 square feet of commercial space in four structures
- Six market rate rental units built by the City of Long Branch Housing Authority.

Affordable:

- Scattered Site Housing - 22 of 24 units built between 1998 and 2005 (last two currently under construction) by a private developer (through HMFA) finance agency; UHORP Program (Urban Home Ownership recovery Program). The City gave the lots.
- Rockwell Estates - 10 units built in 1999 for mixed income groups - both low and moderate income - and built by a private developer
- Monmouth Housing Alliance built six new units on Lippincott with HMFA funds in 1998. This was an innovative project by the state and became its model for subsidized housing for three classes - low, moderate & market rate assisted.
- Proctor Estates - 68 units of mixed styled townhouses and duplexes with two levels of income - moderate and market rate assisted - built in 2006

Affordable Public Housing (Housing Authority) after 2004:

- Seaview Manor - demolished 46 units to build 40 new units using Hope VI funds plus \$975K RCA and NJNG monies
- Garfield Courts: 128 units built - HMFA & Federal Home Loan Bank of NY
- Grant Court: 70 new units - HMFA & Federal Home Loan Bank of NY

GOAL	POLICIES	INDICATORS
<p><b>Goal 7: Preserve and Enhance Areas with Historic, Cultural, Scenic, Open Space and Recreational Value</b></p> <p>STRATEGY: Enhance, preserve and use historic, cultural, scenic, open space and recreational assets by collaborative planning, design, investment and management techniques. Locate and design development and redevelopment and supporting infrastructure to improve access to and protect these sites. Support the important role of the arts in contributing to community life and civic beauty.</p>	<p><b>Policy on Historic, Cultural and Scenic Resources</b></p> <p>- Protect, enhance, and where appropriate rehabilitate historic, cultural and scenic resources by identifying, evaluating and registering significant historic, cultural and scenic landscapes, districts, structures, buildings, objects and sites and ensuring that new growth and development is compatible with historic, cultural and scenic values</p>	<p><b>Key Indicator 2.</b> The amount of land permanently dedicated to open space and farmland preservation</p> <p><b>Indicator 12.</b> Conversion of land per person</p>

As part of the Master Plan revisions and the current efforts of the City, the Historic Element is always considered. During the planning and development of the UEZ, Broadway and Redevelopment plans, the city's historic associations were included. Additionally, the City passed a Historic Preservation Ordinance in mid-2009 to help preserve the character of the city. The goal is to further protect, enhance, and where appropriate rehabilitate historic, cultural and scenic resources by identifying, evaluating and registering significant historic, cultural and scenic landscapes, districts, structures, buildings, objects and sites and ensuring that new growth and development is compatible with historic, cultural and scenic values.

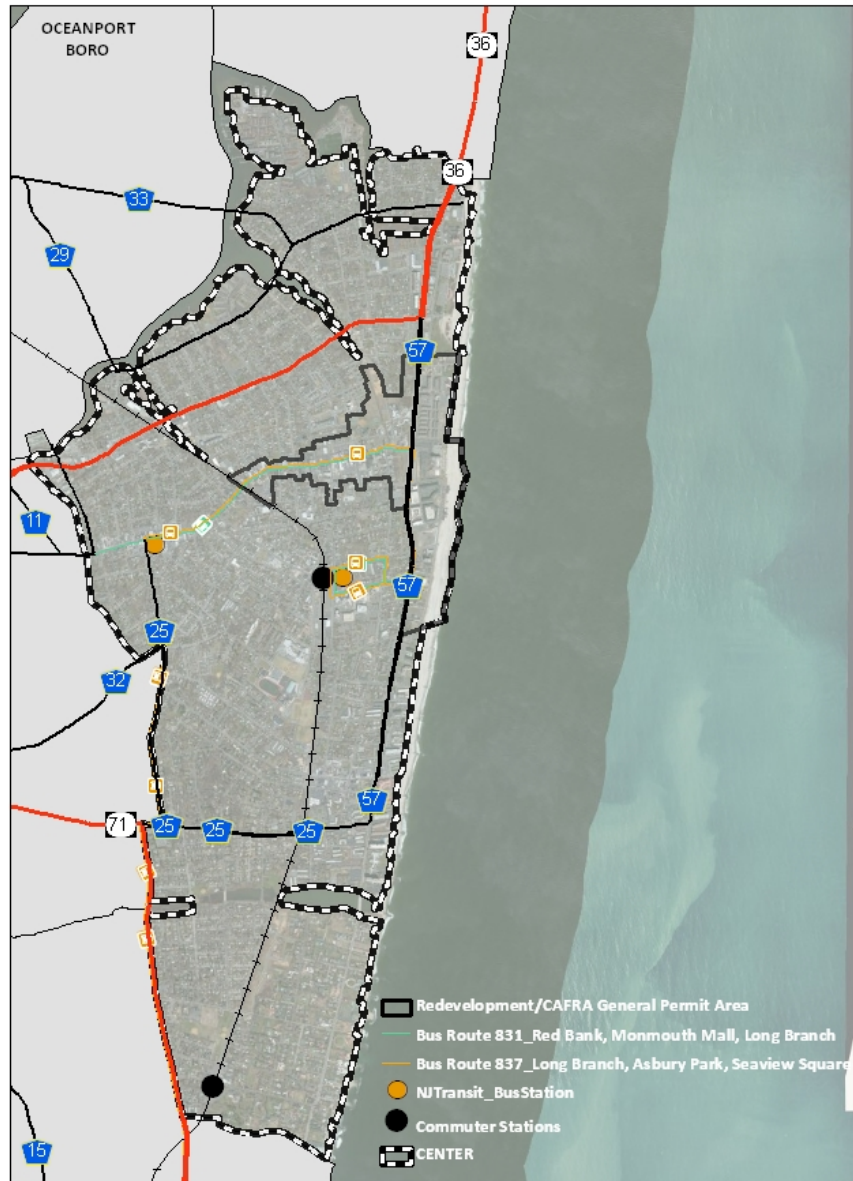
The NJDOT constructed the Park Avenue and Patten Avenue bridges. These bridges include historic details and standards as would be allowed by constraints. The city is currently working towards preserving and relocating are the buildings from the Lake Takanassee Lifeguard Station.



PROPOSED CENTER

SSP Center Criteria	Land Use			Population		Economy		Infrastructure
Function		Land area (square miles)	Housing	Number of people	Density (population per square mile)	Job Base	Jobs-housing ratio	Capacity (general)
Urban:	The largest of centers, offering the most diverse mix of industry, commerce, services, residences and cultural facilities	NA	NA	>40,000	>7,500 per sq mi	>40,000	1:1	Sufficient existing or planned infrastructure
Regional:	A compact mix of residential, commercial, and public uses, serving a large surrounding area and developed at an intensity that makes public transportation feasible.	1 to 10 sq mi	4,000-15,000	>10,000	>5,000 per sq mi	>10,000	2:1 to 5:1	Sufficient existing or planned infrastructure
Long Branch City		1.44	4,064 or 4.4 units per acre	4,034	<2,801	1,158	<1:3.5	Sufficient existing or planned infrastructure

## LONG BRANCH: Center



Source:  
New Jersey Department of State  
Office for Planning Advocacy  
October 2012

Long Branch's petition for Plan Endorsement includes a request for an Urban Center designation. Staff has reviewed this request and determined that a Regional Center designation is more appropriate.

The City of Long Branch has established a redevelopment area as well as a coincident, Coastal General Permit via N.J.A.C. 7:7-7.4. The redevelopment ordinance contains permitted ground coverage for each of the zones in the redevelopment area. The various zones including those comprising the redevelopment area have either a lot coverage or building cover limitation that varies from 35%-80%. CAFRA regional centers are permitted 80% impervious cover, while urban centers are permitted 90%. The regional center designation is therefore more consistent with the local ordinances.

The 2001 State Plan states "the municipal boundary of the Urban Center is used in the application of the criteria and serves as the boundary of the Urban Center." Long Branch's draft center boundary is not consistent with the municipal boundary.

OPA staff considered the impervious cover implications; the center boundary and the criteria provided in the 2001 State Plan and determined that a regional center designation would be more appropriate for Long Branch.

The issue was discussed at the 9/26/2012 PIC meeting and it was decided that the request for an urban center can be reiterated during an annual review if City representatives explain how the City meets the criteria. These details were included in the PIA below.

## PLANNING & IMPLEMENTATION AGREEMENT

Intended to help forge a lasting partnership between the Commission and the City, Plan Endorsement is a two-way commitment, embodied in the PIA. Additional planning and design work will still be required on the part of the City, and these efforts need to be carefully monitored by the Commission and the state agencies. From the efforts made so far to reach the present consensus, it is evident that the desire of the City to succeed is real and the Commission should support these planning efforts.

## LONG BRANCH PIA: Exhibit B

Item No.	Subject	Action Item	City of Long Branch Status
1	Biennial Review	Biennially, the City of Long Branch shall submit a report to NJOPA & the public concerning the terms of this PIA & related efforts pursuant to NJAC 5:85-7.22 (b). Per the PIC meeting held on September 26th, 2012, the report may include a request that the SPC reconsider an urban center designation. The report should demonstrate that the urban center criteria have been met.	
2	TMDL	Appropriate measures to address TMDL.	Per the adopted Master Plan, the City will implement this as resources allow.
3	Transit Village	Connections outside of the area that the City seeks to become a Transit Village are considered. Improving connections to the waterfront, Monmouth University, & surrounding neighborhoods will continue to be an important consideration now & well into the future as Long Branch continues to grow, revitalize, & prosper as one of New Jersey's shore communities. As such, all streets should be considered important public spaces, & through inclusion of what NJ Transit traditionally refers to as public spaces, they become the vital lifeblood for access & mobility for all users whether on foot, bicycle, or automobile.	The City is currently seeking Transit Village Status with the State & NJ Transit. An ordinance is in Draft form at this time.
4	Historic Advisory Committee	DEP recommends that Long Branch continue working through its Historic Preservation Advisory Committee on innovative historic preservation planning & incentive programs. (PIA)	The City is reviewing the ordinance that Long Branch adopted in 2010.

5	Historic Preservation Certified Local Government	The City should consider participating in the Certified Local Government Program & make any necessary changes to its Historic Preservation Ordinance.	City to consider during review of above mentioned ordinance.
6	Tree Protection Ordinance	Tree Protection Ordinance	The City has a Draft Tree Protection Ordinance to be presented to Council in the near future.
7	Water Conservation Plan/ ordinance	<p>The Water Conservation Plan shall:</p> <ul style="list-style-type: none"> <li>• reduce water consumption levels</li> <li>• reduce the loss &amp; waste of water</li> <li>• improve efficiency in the use of water</li> <li>• increase recycling &amp; reuse in the water supply</li> </ul>	The City will consider this ordinance as part of its Green Ordinance package.
8	Green Buildings & Environmental Sustainability master plan element	Long Branch should consider developing & adopting a Green Buildings & Environmental Sustainability municipal master plan element &/or should continue to incorporate sustainability into all elements of the master plan. DEP will provide technical assistance.	The City is striving to obtain this per the Adopted 2009 Master Plan which references green design throughout the document & will implement as resources allow.
9	Parking	New parking concepts were described in the 2010 master plan. OPA staff encourages the City to implement these new suggestions & can provide assistance if necessary.	Per the adopted Master Plan, the City will implement this as resources allow.

#### STAFF RECOMMENDATION

The City of Long Branch's vision is consistent with the State Plan. Therefore, staff recommends Plan Endorsement for the City, including the designation of the aforementioned Center. This recommendation recognizes the efforts made by the City, which has demonstrated commitment and leadership towards improving its plans, through the fulfillment of the Action plan phase. We look forward to working with the City to further its plans via refinement and implementation.