

Ocean Avenue
Long Branch, N. J.



Design Guidelines Handbook 2
Village Center at Pier



View from Fishing Pier, Long Branch, N. J.



Long Branch Redevelopment Plan
Long Branch, New Jersey

Design Guidelines Handbook 2

Village Center at Pier



CONTENTS

Sector Objectives	2
UTILIZATION	
• Permitted Use	3
• Density and Ground Coverage	4
• Parking	5
SITE ORGANIZATION	
• Access	6
• Building Envelope	7
• Landscape and Siting	8
Incentives	9

This handbook is one of six books that outline the Development rules for the Oceanfront Redevelopment Zone. These documents are produced for the City of Long Branch, New Jersey by Thompson Design Group, Inc. of Boston, Massachusetts. They may not be reproduced in part or whole, transferred, or used in any manner other than for which they are issued, and without the express written consent of Thompson Design Group, Inc.

© Thompson Design Group, Inc. 1996
368 Congress Street, Boston, MA 02210

*Cover page illustration:
Postcards
from the private collection of
Eugene A. Somma
Long Branch New Jersey.*

Long Branch Redevelopment Plan Long Branch, New Jersey

Prepared by

THOMPSON DESIGN GROUP

PLANNING URBAN DESIGN ARCHITECTURE
368 CONGRESS STREET BOSTON
MASSACHUSETTS 02210

in collaboration with:
Greenbaum, Rowe, Smith, Ravin, Davis & Himmel:
Special Counsel for Redevelopment

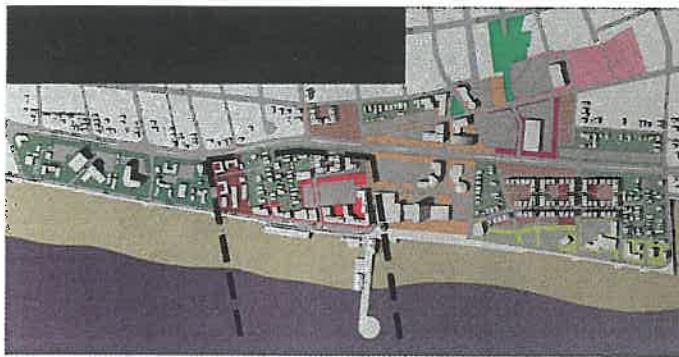
Wilbur Smith Associates:
Parking Consultant

Long Branch Tomorrow:
Public Private Partnership

Basile Baumann Prost:
Redevelopment Consultant

Village Center at Pier

Pier/ Village Center- 2



Land Use:

-  Planned Residential
-  Infill Residential
-  Beachfront Commercial
-  Residential-Commercial Mix

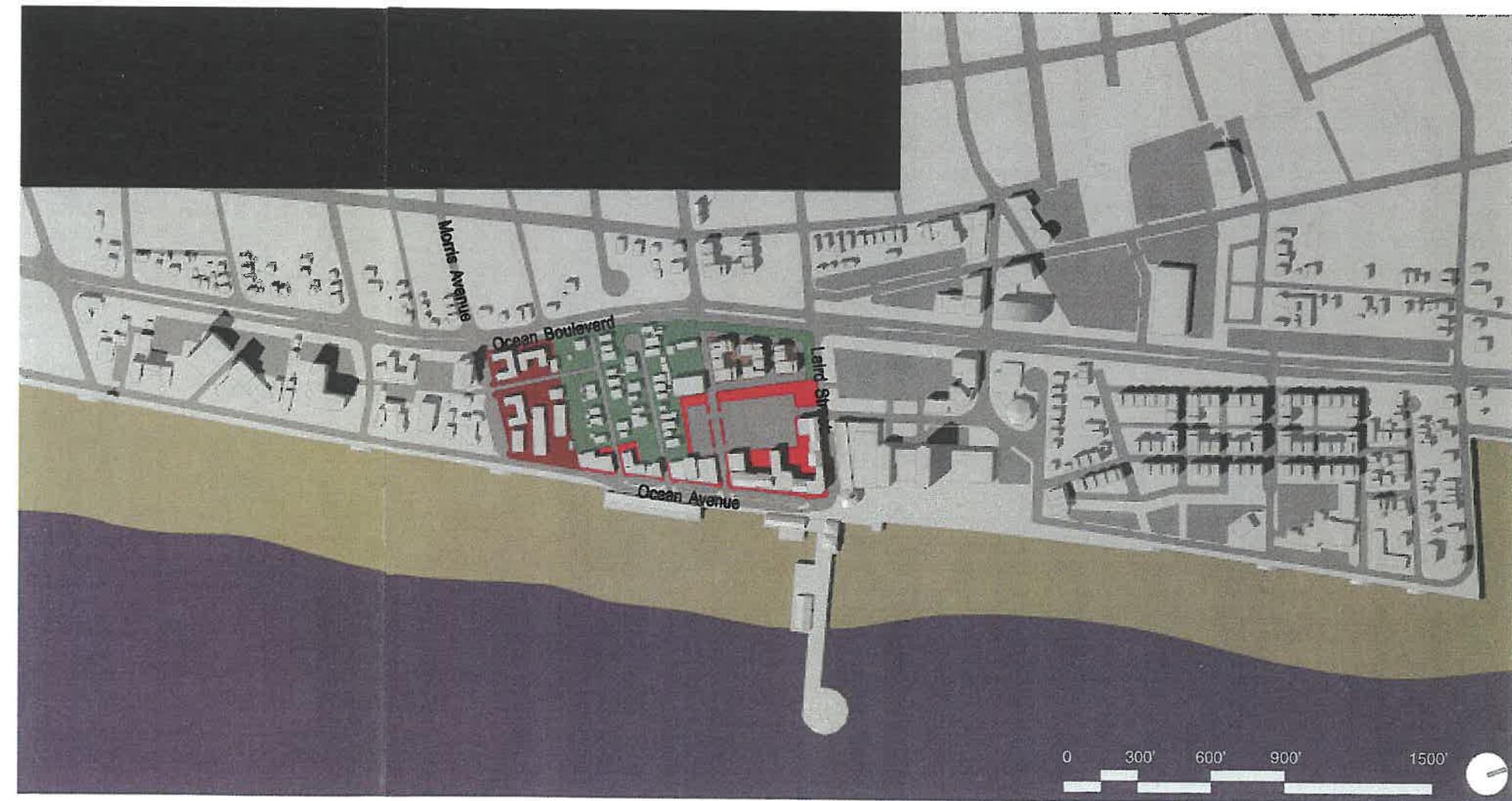
Sector Objectives

Anchored by the pier in a prime relationship to the beach and boardwalk, the Village Center is planned to be the focal point of the redevelopment zone. An ensemble of year-around "main street" commercial uses that leverage the value of ocean frontage and serve surrounding neighborhoods as well as seasonal and regional visitors is envisaged.

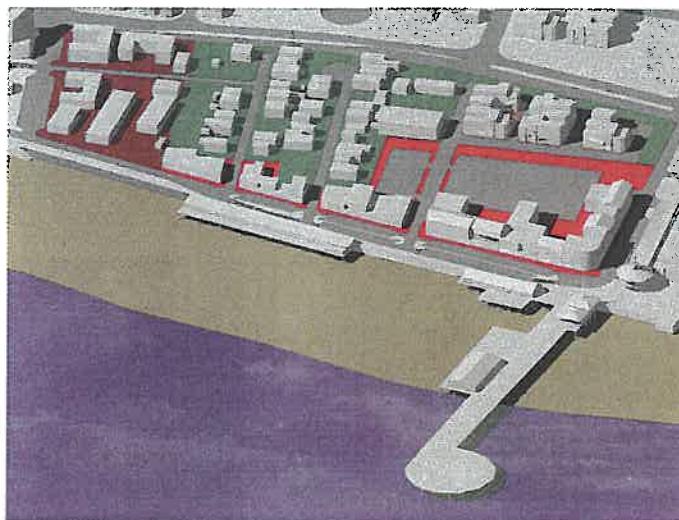
The Ocean Avenue R.O.W. between Morris Avenue and Laird Street is planned to be widened along the inland frontage of Ocean Avenue, where tracts shall be required to cede land to the public R.O.W., to satisfy short-term, on-street parking needs (close to front doors of development). Off-street parking requirements will be met in a shared public parking lot located mid-block.

The unique pier is slated to be rebuilt as a community destination and amenity, serving all ages. Structures on the pier, boardwalk and development east of the boardwalk may be rebuilt within their historic footprints.

Various types of medium-density residential units are planned for inland sites and on upper floors of ocean-view sites.



Permitted Use



Tracts on frontage streets are zoned for mixed commercial uses, while exclusively residential uses are located off residential streets, towards the interior of the blocks.

Goals

Achieved by encouraging small, predominantly year-around businesses that cater to the beachfront village residential community within walking distance, and creating a destination critical mass of pier-side, pedestrian oriented retail for a regional audience. This sector includes four land use categories— Beachfront Commercial Mix, Planned Residential, Infill Residential and Residential Commercial Mix. (Refer to Generalized Land Use Plan in the General Design Guidelines Handbook).



Ground level uses on Ocean Avenue should be exclusively retail/ commercial



Beachfront Commercial

The following land uses must front exclusively either Ocean Avenue or Laird Street. (These uses may not occupy non-Ocean Avenue or Laird Street fronting sites.)

- **Encourage:**
 - Year-around activity, leisure, community gatherings.
- **Prohibit:**
 - Automobile Service Station/ Auto Repairs
 - Commercial services except on upper floors
 - Home & general fashion

Permitted Uses

- i. **Village Center Commercial**
[Gross floor area/ establishment must be between 500 sf.- 2500 sf.] Local and family conveniences, such as:
 - News center/ Book/ Media store
 - Gift shop, curios
 - Coffee shop, sandwich deli
 - Neighborhood grocery, drug store
 - Liquor Store
- ii. **Year-around eating/ drinking establishments**
[Gross floor area/ establishment must be between 500 sf.- 5000 sf.] such as :
 - Cafe/ Pub/ Bar
 - Ethnic dining, meeting & catering
 - Outdoor dining
 - Pizza, ice cream, soda fountain
 - Jazz/ music club

iii. Leisure, Recreational and Sports Related

[Gross floor area/ establishment must be between 500 sf.- 3000 sf.] such as:

- Indoor Games, Health and exercise
- Beach clubs
- Recreation equipment and fashion (bikes, surfboard, fishing, swim wear, beach wear)
- Outdoor toys, water toys
- Small boats and nautical marine accessories
- Bait and Tackle

iv. Related retail trade

[Gross floor area/ establishment must be between 500 sf.- 2000 sf.] such as:

- Music/ video/ Cameras/ Film
- Art and Craft
- Home Accessories

v. Small Office/ Services

[Gross floor area/ establishment must be between 500 sf.- 2000 sf.] Such uses are permitted on upper floors only (not permitted on ground level):

- Small professional offices
- Artists/ crafts studios
- Photography/ print shop

vi. Village Center Residential

[Minimum permitted Gross Covered Area of a dwelling unit is 800 sf.] Such uses are permitted on upper floors only (not permitted on ground level):

- Apartments and condominiums



Planned and Infill Residential

This land use zone includes non-Frontage Street sites, fronting Melrose and Franklin Terrace, and Chelsea Avenue.

- **Encourage:**
 - Quiet residential neighborhood uses
- **Discourage:**
 - Non-residential through traffic
- **Prohibit:**
 - Parking structures and lots

Permitted Uses

Minimum permitted Gross Covered Area of a dwelling unit is 800 sf.]

- i. Multi-family conversions
- ii. Town Houses
- iii. Garden Apartments
- iv. Apartments and Condominiums



Residential-Commercial Mix

Uses in this zone face frontage streets; it includes sites facing Morris Avenue between Ocean Boulevard and Ocean Avenue.

- **Encourage:**
 - Seasonal guest accommodations
- **Accessory Uses:**
 - Outdoor (on-site) parking for more than 6 cars
 - Parking structures
- **Prohibit:**
 - Fast food restaurants for off-premises consumption, except permitted beach vendors
 - Automobile service station/ Auto repairs
 - Shops of gross floor area over 1,500 sf.
 - Offices/ commercial uses
 - Businesses

Permitted Uses

- i. **Single family and Town houses**
[Minimum permitted gross covered area of a dwelling unit is 800 sf. Maximum permitted lot size/ unit is 3500 sf.]

ii. Motel and Lodging

- iii. **Bed & Breakfast**
[Limited to 8 guests with a stay of 1 week]

iv. Neighborhood commercial service

[Gross floor area per establishment must range between 500 sf.-1500 sf.] Neighborhood services such as:

- Beauty care, health
- Small food services, groceries
- Travel
- Rental & real estate

v. Oceanfront Destination uses

[Gross floor area/ establishment must be between 500 sf.- 5000 sf.] such as:

- Restaurants, food and beverage
- Outdoor play and games

Conditional Uses

Beachfront Retail/ Amusement & Restaurants

As subject to the conditions below:

- i. Located seaward of the board walk/ promenade.
- ii. Oriented to oceanfront and outdoors.
- iii. Rebuilt within the historic footprint.
- iv. Accessible to the public.
- v. Single-story structures only.
- vi. Gross floor area/ establishment not exceeding 2000sf.

- vii. Parking for such uses must be leased from the City in shared lots.
- viii. Consistent with historic uses on the pier and boardwalk.

Density and Ground Coverage

Pier/ Village Center- 4
UTILIZATION

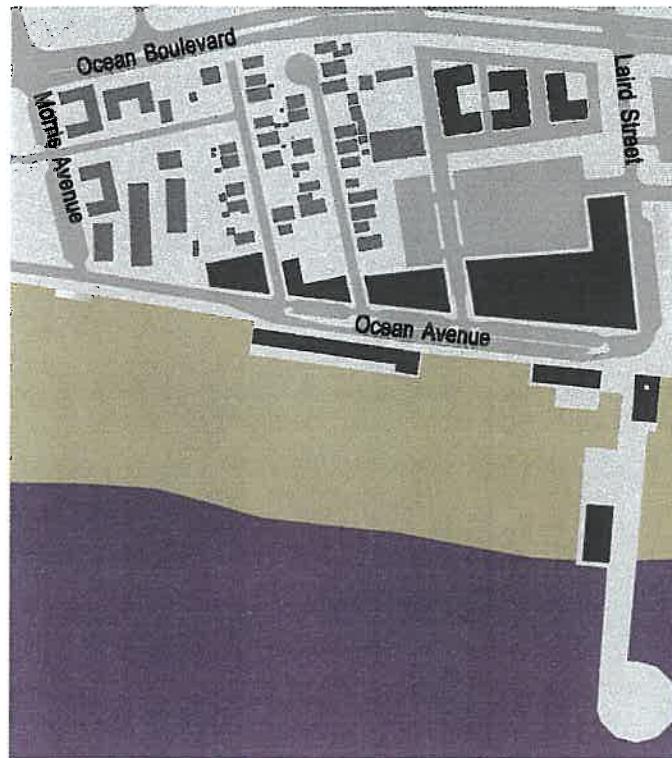


Figure-Ground Plan indicating possible build-out of major sites

Goal

Pier/ Village Center is planned to be an urban, high amenity focus of pedestrian-oriented residential and commercial uses. Compared to an existing density of FAR 0.1 to 0.25 (or 5 du/ acre), this plan requires new development to achieve a minimum threshold density, in order to achieve a critical concentration of people and uses, that is sustainable year-around.

Rules

		Density	Maximum building coverage	Minimum pervious coverage
	Beachfront Commercial Mix	i. FAR (with surface parking): 0.65. ¹⁾ ii. FAR (with structured parking): 1.00.	25% of tract area. ²⁾	10% of tract area. ³⁾
	Planned and Infill Residential	i. Minimum : 12 du/ acre. ii. Maximum: 15 du/ acre. (minimum size of dwelling= 800 sf.)	60% of tract area.	15% of tract area. ³⁾
	Residential Commercial Mix	i. FAR (with surface parking): 0.65. ¹⁾ ii. FAR (with structured parking): 1.00.	20% of tract area.	15% of tract area. ³⁾

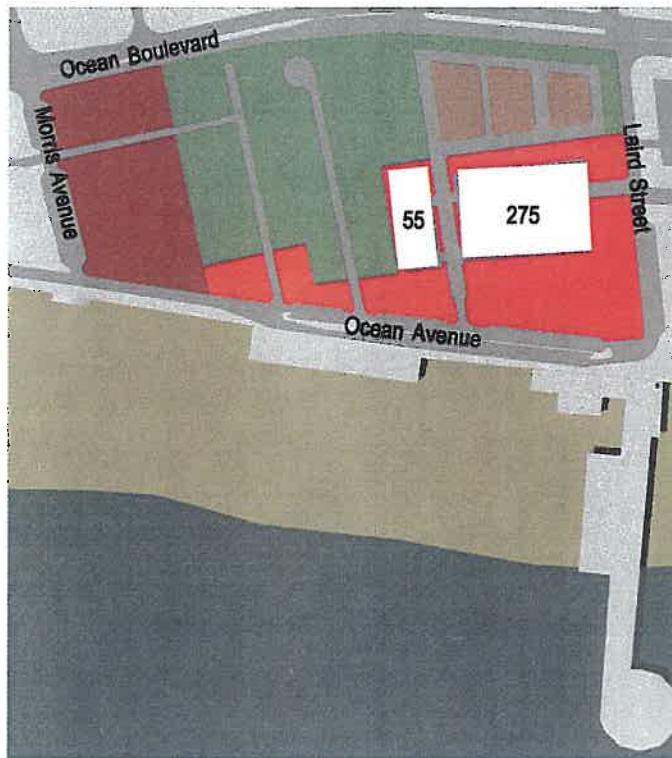
1) FAR may be increased to 0.8. Refer to Incentives section (Pier/ Village Center Page 9).

2) Maximum building coverage may be increased to 35% for amenities in accordance with Incentives Section (Pier/ Village Center Page 9).

3) The following are recognized pervious landscape treatments. Pervious coverage treatments must be accompanied by planting requirements. Refer to Landscape section (Pier/ Village Center Page 8).

- i. 100% of mandatory buffers and setback landscape, including area under street planting.
- ii. 100% of pervious landscaping and water retention features.
- iii. 75% of grass block pavers or open faced pavers set in sand in parking/ service areas.
- iv. 100% of areas under gravel, stabilized stone dust, without an impervious base layer.
- v. 25% of areas paved with brick set in sand (without an impervious base layer).

Parking



Location of Required Public Parking Spaces
Required off-street public parking:
Required on-street public parking:

330 spaces
200 spaces

Goals

To accommodate long term parking demand for non-residential uses through a 330-space central off-street public parking lot, replacing individual private off-street lots.

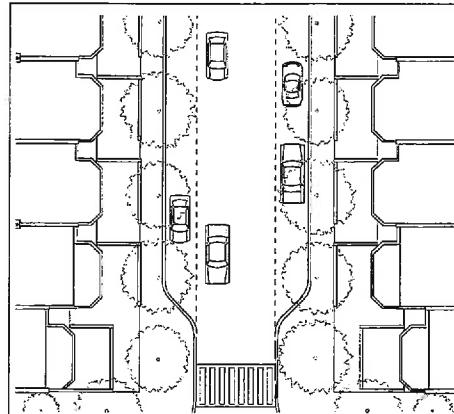
To accommodate short term parking demand for non-residential uses through a land transfer to create additional right-of-way on Ocean Avenue. To facilitate the lease of additional required parking by Ocean Avenue commercial developments through a variance/ special permit process.

Rationale

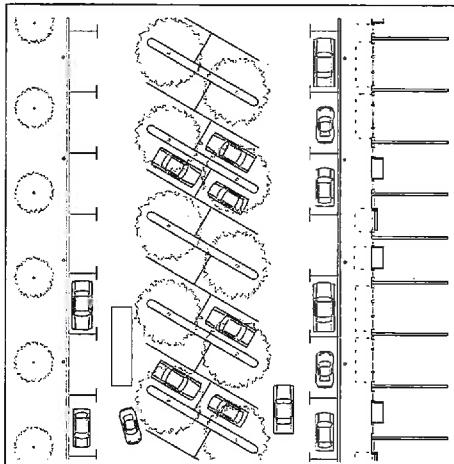
To reduce the amount of parking required through a shared inventory of off-street spaces.

Rules

- i. Private parking should be located towards the rear of residential and commercial development.
- ii. Metered on-street parking should be created.
- iii. 330 spaces of Public parking will be constructed in center of this sector, with lease of required parking by Ocean Avenue fronting commercial developers.
- iv. Low landscaping and lighting should be provided in this lot to enhance its appearance and security.
- v. Required parking for additional commercial development may be acquired through a variance/ special permit process (i.e. through parking demand management or off-site lots outside this sector).
- vi. Parking requirements for residential uses is 2 spaces per unit, of which 1 space is permitted on-site and the remaining space must be provided on street, except in the Resort Commercial/ Residential Area in this sector, where all parking requirements must be satisfied on site.



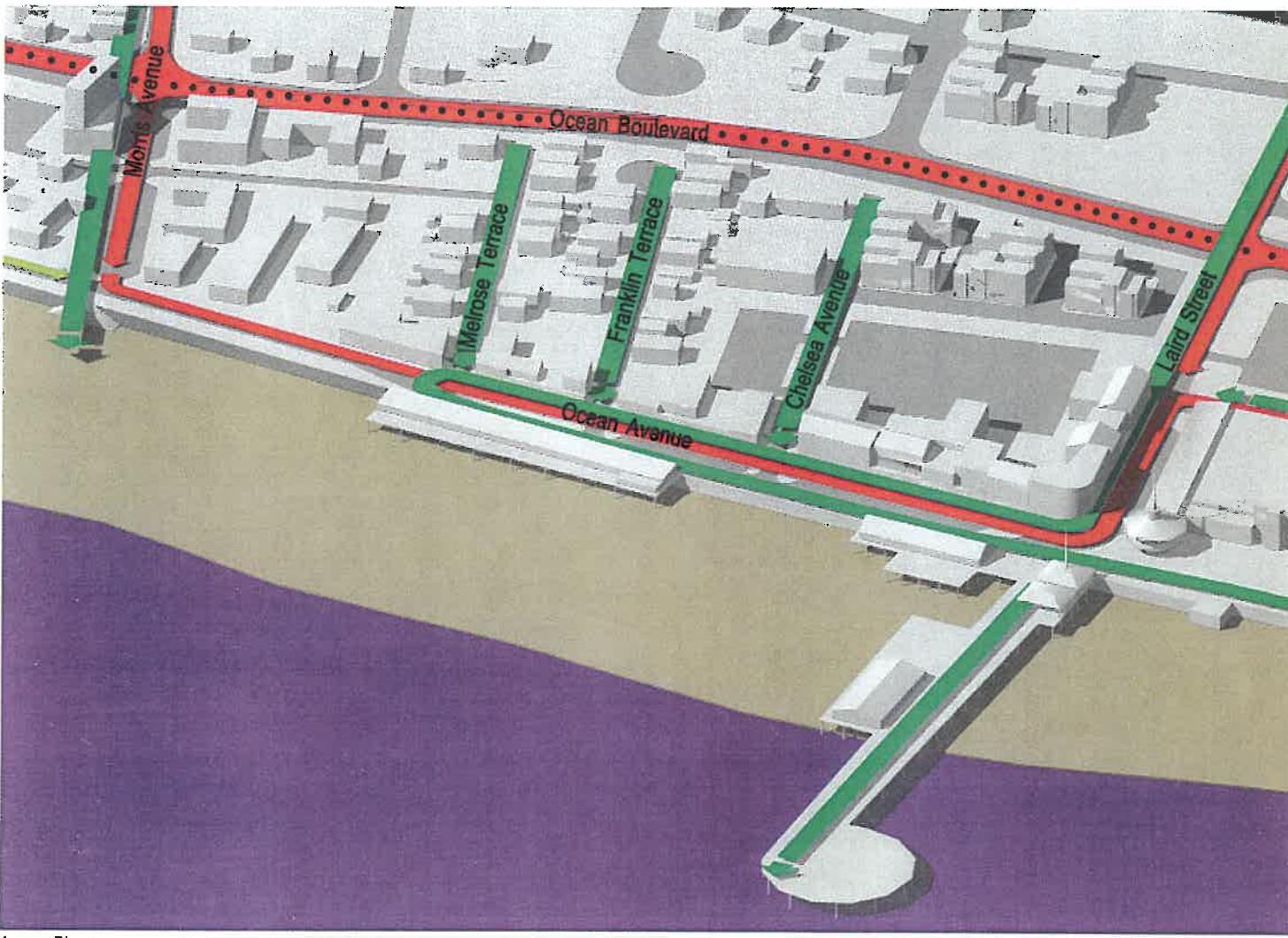
Typical Frontage Residential Street Layout:
Infill residential area on-street parking component is,
1 space/ 20 feet of frontage



Typical Parking Layout on Ocean Avenue:
Ocean Avenue on-street parking component is
4 spaces/ 20 feet of frontage

	Required Parking Spaces	Short Term On-Street Public Parking Component	Long Term Off-Street Public Parking Component
	Beachfront Commercial Mix	<ul style="list-style-type: none"> i. 4 parking spaces per 1,000 sf. of retail development. ii. 2 parking spaces per du for residential development. iii. 1 parking space per guest room for hotel/ motel. vi. 3 parking spaces per 1,000 sf. of office development. 	<ul style="list-style-type: none"> i. 4 spaces per 20 ft. of frontage on Ocean Avenue. ii. 1 space per 20 ft. of frontage on Laird Street.
	Planned and Infill Residential	<ul style="list-style-type: none"> i. 2 parking spaces per du for residential development. ii. 1 parking space per guest room for hotel/ motel. 	<ul style="list-style-type: none"> i. Up to 1 space per du on any street in this zone on any residential street in this zone. ii. No on-street parking is permitted. All parking requirement must be satisfied on site, in the same development tract. See the diagram above.
	Residential-Commercial Mix	<ul style="list-style-type: none"> i. 4 parking spaces per 1,000 sf. of retail development. ii. 2 parking spaces per du for residential development. iii. 1 parking space per guest room for hotel/ motel. 	<ul style="list-style-type: none"> i. No on-street parking space is allowed. All parking requirement must be satisfied on the site.

Access



Access Diagram

Goal

To channel different travel patterns to appropriate facilities through a hierarchy of access ways.

To discourage "strip" commercial development.

Rationale

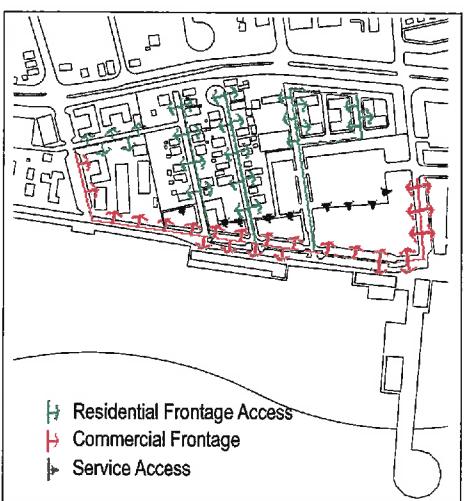
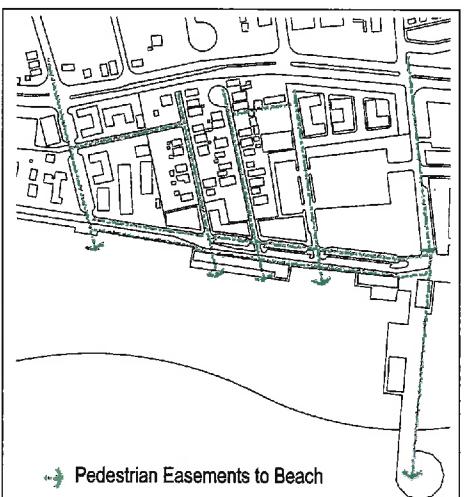
To discourage through-traffic in the residential portions of this sector.

To improve operation & safety for Ocean Boulevard traffic.

To encourage pedestrian access through the sector and extend the network of recreational pathways.

Rules

- i. Recommended spacing of curb cuts is described in the table below:
- ii. New curb cuts on Ocean Boulevard will be prohibited.
- iii. New curb cuts on Ocean Avenue will be discouraged.
- iv. Primary access for all proposed developments in the land use zones, Beach front Commercial Mix and Residential/ Resort Commercial, must be solely from Ocean Avenue, Laird Street or Morris Avenue.
- v. Primary access for all proposed development in the Residential land use zone must be from a neighborhood street (Chelsea Avenue Franklin Street or Melrose Terrace) The City shall implement street closing on Chelsea Avenue (east of the Boulevard) Franklin Street and Melrose Terrace at their intersections with Ocean Boulevard, in phases.
- vi. Parking and service alleys should be located in the rear of residential and commercial development. No new construction of garages or on-site parking will be permitted along the front right-of-way.
- vii. Existing Ocean Avenue on-street parking should be maintained, with additional parking provided in a center-median configuration.
- viii. Event specific on-street parking should be permitted on Ocean Boulevard.
- ix. Channel access to major "gateway" intersections.
- x. Bicycle and pedestrian access is aided by means of well-enforced speed restrictions on access and commercial frontage streets, frequent and clearly demarcated crosswalks, pedestrian-oriented street lighting, appropriate street furniture (e.g. benches informational kiosks and planting), street fronting retail, and mid-block passage ways for parking and beach access.
- xi. The construction and dedication to public use of a 10-foot-wide pedestrian/ bicycle accessible easement perpendicular to the bulkhead is required for all Residential zone tract development with frontage wider than 200 feet (measured parallel to the bulkhead line) connection with abutting easements is required or subsequent property developers.
- xii. No streets will be closed to pedestrian access.

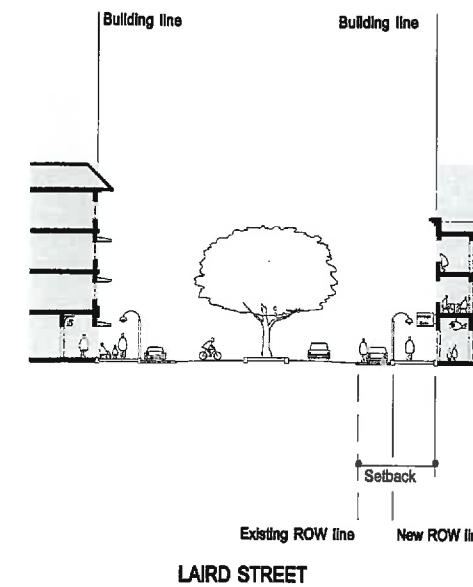
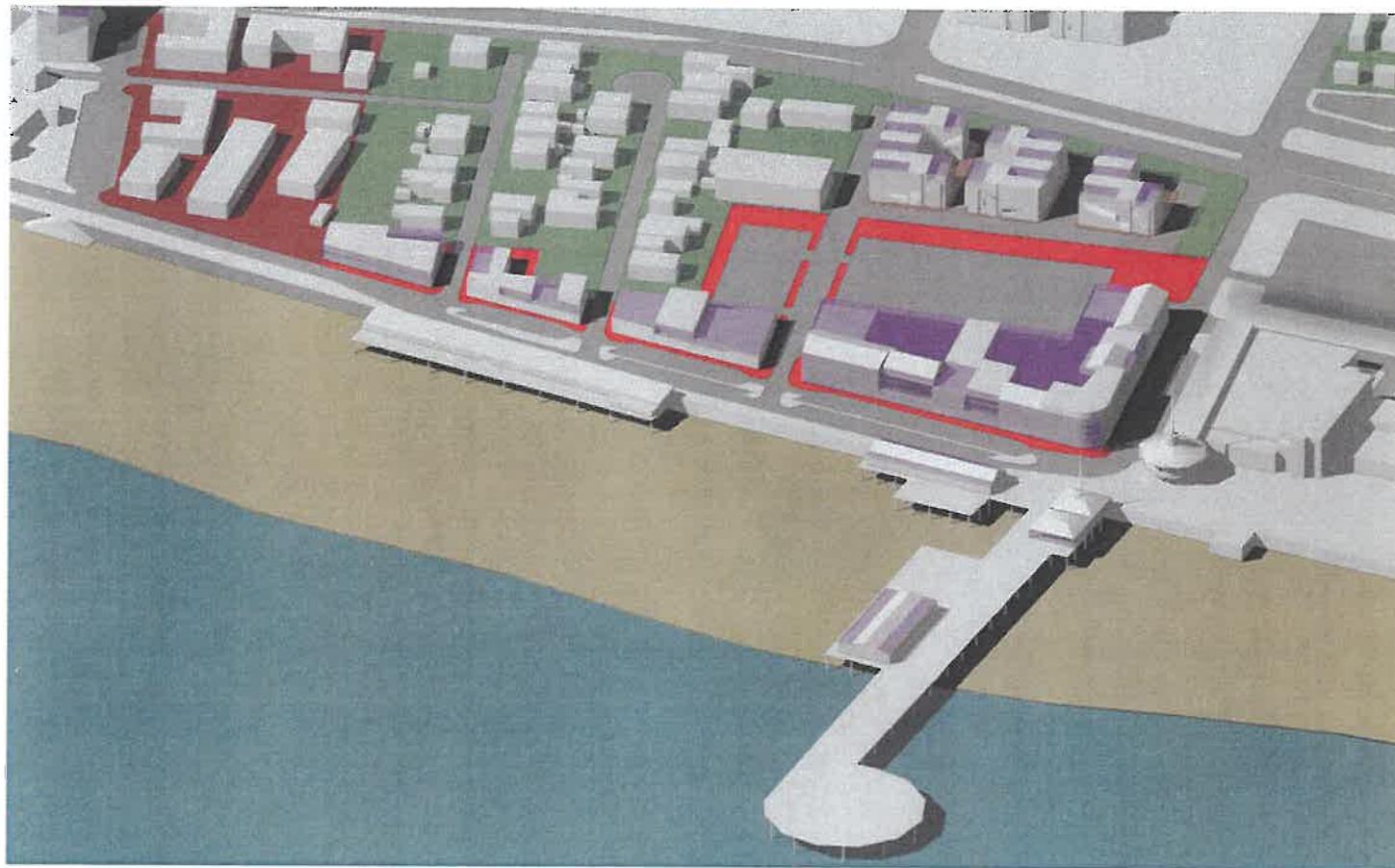


Street Names

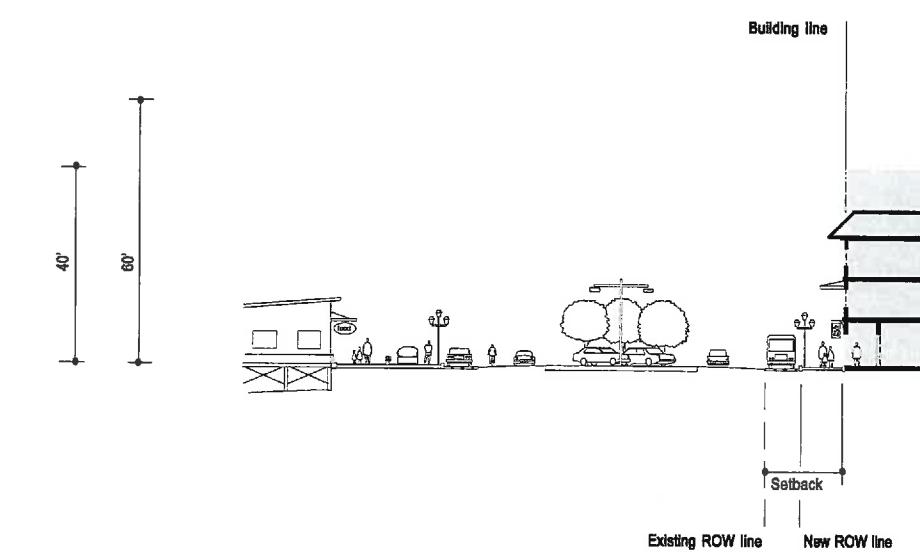
Recommended driveway spacing

Street Names	Recommended driveway spacing
• Ocean Boulevard	Access prohibited. No new curb cuts permitted.
• Ocean Avenue • Laird Street	180 ft. or greater apart (should be no more than 1/ block on each side of the street).
• Laird Street • Chelsea Avenue • Franklin Terrace • Melrose Terrace • Morris Avenue	Ideally 125 ft. apart (should be no more than 2 per block on each side of the street). Located either as intersection with minor street, or more than 50 feet from nearest intersection.

Building Envelope



LAIRD STREET



OCEAN AVENUE

¹⁾ Frontage street sites are required to cede the front setback to the public ROW in order to satisfy on-street parking requirement.

²⁾ A 50 foot-wide landscape buffer is required in the following cases:
a) On non-residential tracts, between residential and non-residential use zones (as shown in the siting and landscape plans, Pier/ Village Center page 8).
b) On all tracts fronting Ocean Boulevard.

³⁾ Architectural features such as pitched roofs, gables, domes, steeples, stacks, stair cores, cornices, bris-soliel, roof decks, etc. may project beyond the permitted height envelope.

Street	Front Setback	Side Setbacks	Building Lines	Bulk	Height
1. Ocean Avenue i. Laird St.- Chelsea block ii. Chalsea- Melrose block iii. Melrose- Franklin block	35 feet from ROW line. ¹⁾ 30 feet from ROW line. 25 feet from ROW line.	Side setbacks prohibited. ²⁾	10 feet from new ROW line Continuous unbroken frontage required 10 ft. from adjacent building to share common party walls.	80% of building bulk must fall within 100 feet of new ROW line.	40 feet (may be increased to a maximum of 60 feet for amenities. Refer to Incentives section. (Pier/ Village Center Page 9). ³⁾
2. Laird Street	a) 10 feet on north side. b) No setback permitted on south side. ¹⁾			100% of building bulk must fall within 100 feet of ROW lines.	
3. Morris Avenue	20 Feet. ¹⁾	Setbacks off side streets must equal half the height of building fronting them. ²⁾	Unbroken frontage encouraged.	50% of building bulk must fall within 100 feet of ROW lines.	40 feet (may be increased to a maximum of 60 feet for amenities. Refer to Incentives section (Pier/ Village Center Page 9). ³⁾
4. Residential Streets i. Franklin Terrace ii. Melrose Terrace iii. Chalsea Avenue	Up to 10 feet.	A zero lot line development without side setbacks is encouraged. ²⁾ Side setbacks may be no greater than 20% of the frontage of a lot.	A continuous frontage with undulating bay windows suggested.	80% of building bulk must fall within 50 feet of ROW lines.	40 feet in Planned Residential zone. ³⁾ Height of the tallest structure on an adjoining site.

Siting and Landscape

Pier/ Village Center- 8

SITE ORGANIZATION



Goals

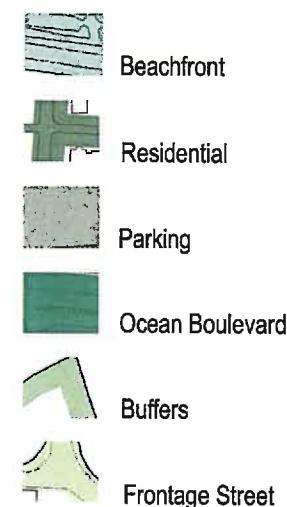
Pier/ Village Center envisages a continuous frontage of retail and village commercial uses with frequent doors maximizing commercial exposure to the sidewalk and the right of way. Pedestrian-oriented shop windows, and possible public uses on upper floors are intended to reinforce a strong relationship between indoor and outdoor uses.

The goal for quiet residential streets is to create frequent residential entrances, and "eyes on the street" with transitional architectural elements such as bay windows, porches, balconies and overhangs that separate private and neighborhood zones. Deeded pedestrian ways are intended to enhance access to the boardwalk and beach.

Land-optimizing site organization is desirable, to reduce unproductive use of land . Combining parking, service ways and utilities in the rear or block interior are desirable.

1. Siting

- i. Beach front buildings are encouraged to maximize oceanfront views.
- ii. All dwelling units must have direct access to public R.O.W. or a common (publicly accessible) lobby/ courtyard.
- iii. Second floor public uses may be accessed from the sidewalk, provided building and fire codes are upheld.
- iv. Mid-Block easements/ connections to Melrose Terrace and Franklin Street are encouraged.
- v. Semi-enclosed spaces such as verandahs and porches at ground level, and upper floor balconies, terraces and roof decks are recommended. (Refer to Incentives Section Pier/ Village Center Page 9).
- vi. The site plan must be designed to maximize the usability of mandatory setbacks and easements. Fences and boundary walls that completely surround a development tract are prohibited.
- vii. Each Residential zone development tract is required to provide a public pedestrian and bike easement of 10 feet width at intervals no greater than 200 feet (measured perpendicular to the bulkhead). The easement may be within the setback and be shared equally between two adjoining tracts at their common property line. (Refer to General Design Guidelines Page 10 for treatment details)
- viii. Service alleys or mid-block parking lots are strongly recommended for all developments in Residential zone
- ix. To provide short term parking integrated with the public R.O.W. sites fronting Ocean Ave. will be required to set back buildings and develop the front set back with a pedestrian sidewalk, and one parallel parking lane integrated with the R.O.W. line. (Refer to Pier/ Village Center Page 5).
- x. No buildings, enclosed structures or signage shall be permitted on or over existing right of ways.



2. Planting

- i. At least 5% of each tract area must be planted with native species of trees. This may be satisfied by planting in buffer areas, and on side walks and parking lots undertaken by a developer.*
- ii. Additionally, at least 5% of the site must be planted with native species of shrubs. This may be satisfied by planting in buffer areas, and on sidewalks and parking lots undertaken by a developer.*
- iii. Parking lots must be planted with shade trees at the rate of 1 tree per 6 parking spaces.*

3. Buffers

- i. Landscaped buffers are required between parking, other nonconforming uses, and residential uses.*
- ii. Required setbacks between adjacent buildings of the same use category: None; subject to mitigation of shadows, light and easements, and City fire and building codes.
- iii. Required setbacks between adjacent buildings with incompatible uses (from different use categories): 50-foot landscaped buffer.*
- iv. A 50-foot landscape buffer is required in the following cases:
 - a) On non-residential tracts, between residential and non-residential use zones.
 - b) On all tracts fronting Ocean Boulevard.

4. Paving

- i. Grass block paving, open faced paver, gravel, shells or stabilized stone dust are encouraged in parking lots to minimize impervious surfaces.* (Refer also Density and Ground Coverage section, Page 4).
- ii. The driving lane and handicapped parking spaces in each parking lot must be paved with an impervious surface such as asphalt, brick or concrete pavers, which make an easily accessible way in inclement weather.
- iii. Location and design of utilities and services must conform to City fire and building codes.
- iv. All storm water management systems will meet the requirements of the Freehold Soil Conservation District with respect to soil erosion and sedimentation control and DEP rules with respect to storm water management in 7:7E-8.7.
- v. All publicly accessible areas (inclusive of parking lots and easements) should be illuminated at an **average minimum illumination of 1.2 foot candles**, which is to be integrated with the landscape. Lighting should be incandescent or approved equivalent white light (such as metal halide) mounted on approved pedestrian standard or bollard. High pressure sodium lamps are not permitted.

5. Utilities

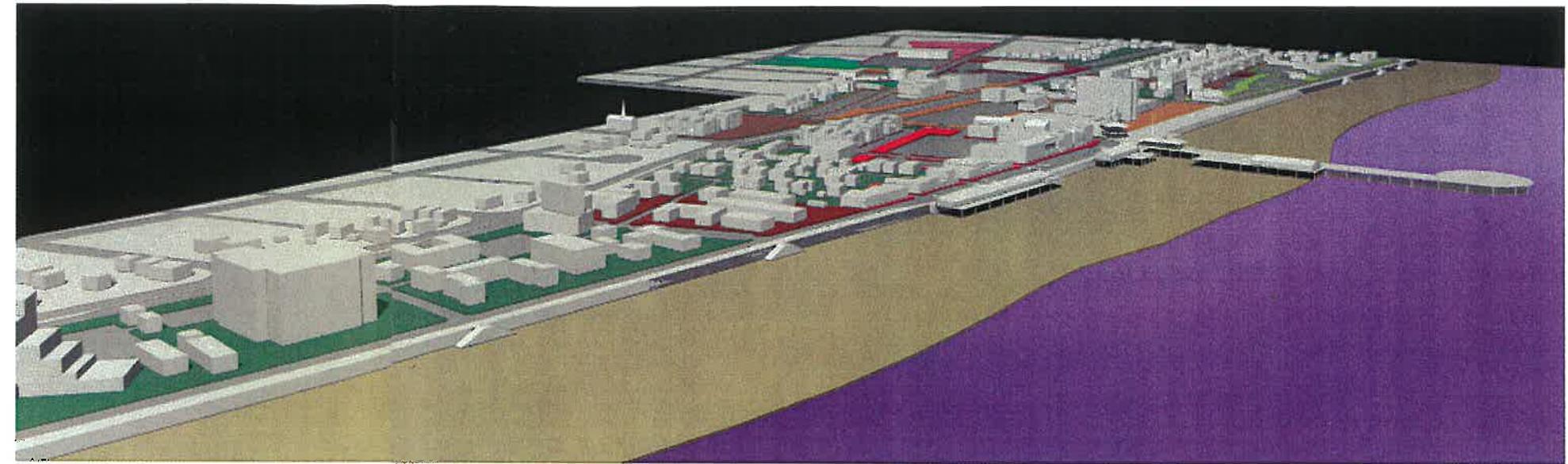
- i. Service and utility rooms including transformers, meter and junction boxes and dumpsters must be located away from public R.O.W's. and adjoining residential uses must be appropriately shielded by landscaping to avoid visual/ physical intrusion.
- ii. If two adjacent tracts share a single service access and curb-cut, they are permitted to locate a service area within a common setback, provided it is well landscaped and shielded from view. In no other case shall such utilities be permitted to be located within a designated setback or buffer.

* Refer to Landscape Section of General Design Guidelines Page- 9

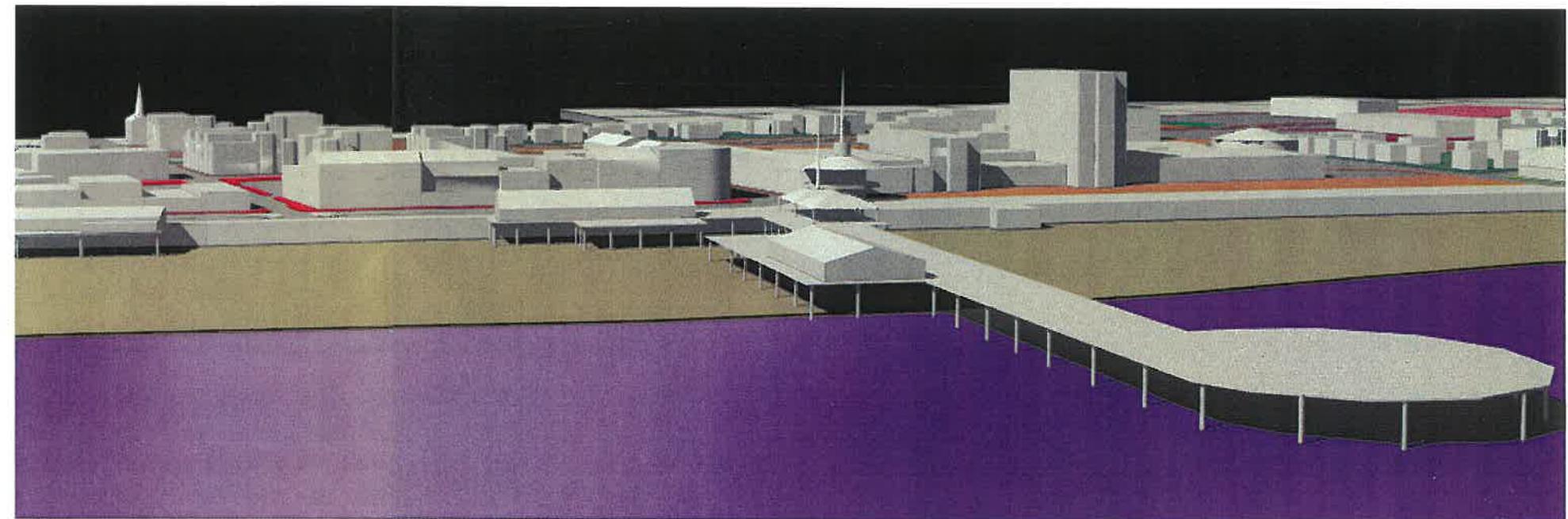
Incentives

Special bonuses are awarded for the inclusion/ provision of the following publicly accessible amenities:

- i. The developer shall be permitted a bonus Building Ground Coverage of up to 5% beyond what is otherwise permitted (refer to Page 4 of this document) if for each estimated increase in \$1 assessed value a developer pays \$0.30 linkage fee to provide and install the following amenities to mitigate the effects of additional coverage:
 - Street furniture, approved by the Design Review Committee, such as benches, trash cans, pedestrian signage, lighting and bollards.
 - Publicly accessible restrooms.
 - Community rooms/ event space.
- ii. The developer shall be permitted a bonus Building Ground Coverage of up to 10% beyond what is otherwise permitted (refer to Page 4 of this document) if for each estimated increase in \$1 assessed value, a developer pays \$0.45 linkage fee to provide and install the following amenities to mitigate the effects of additional coverage:
 - Sidewalk upgrading, undertaken by the City.
 - Stone foot walls on the Ocean Ave. side, approved by the Design Review Committee.
 - Shade/ shelter/ bandstand structure, approved by the Design Review Committee
 - Brick paved crosswalks across Ocean Ave. to the boardwalk, undertaken by the City.
 - Pedestrian operated lights at crosswalks, to be undertaken by the City.
 - Integrated Directional Signage, undertaken by the City.
 - Creation of combined 'gateways' for each block in the sector from a side street by planting hedges, lawns and permanent address directories. (Work to be undertaken by developers upon agreements with adjoining tracts in a block, and the Design Review Committee)
 - Public Art on Public ROW, approved by the Design Review Committee.
 - Beach and Boardwalk Improvements, approved by the Design Review Committee.
 - Redevelopment Area Maintenance Fund.
- iii. The developer shall be permitted a bonus additional FAR (without additional parking being required) of up to 0.10 for:
 - Balconies, porches and terraces. The FAR bonus shall be equal to twice the area of porches and balconies provided, up to 0.10.
- iv. The developer shall be permitted a bonus additional FAR (without additional parking required) of up to 0.5, with a height relaxation of 20 feet additional to that normally permitted, for:
 - Publicly accessible open or semi-open space (balcony, porch, seasonal enclosure, etc.) provided on the second floor. The FAR bonus shall be equal to twice the area of porches and balconies provided, up to 0.10 FAR or equal to twice the area of semi-open space provided, up to 0.5 FAR.



Possible build out in the redevelopment zone: Coordinated public and private investments on sites and in public realm shall enhance the value of the entire zone.



Pier/ Village Center's Beachfront Commercial shall benefit from strong physical relationships to public and private investments on the pier, beach and boardwalk, and refurbished Ocean Avenue.