

Design Guidelines Handbook 3
Broadway Gateway

Long Branch Redevelopment Plan
Long Branch, New Jersey

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 collections of
Eugene A. Somma and Pat Schneider
Long Branch, New Jersey
Photograph of Broadway
from the collection of
The Ocean Place Hilton Resort and Spa

Design Guidelines Handbook 3

Broadway Gateway



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

Broadway Gateway

Broadway Gateway- 2



Land Use:

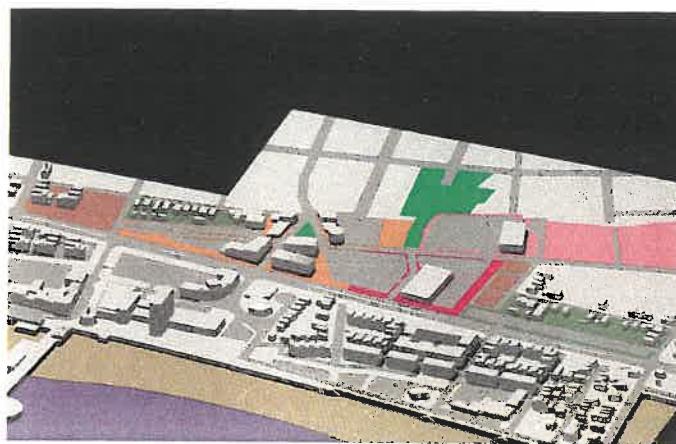
	Gateway Commercial
	Planned Residential
	Regional Commercial
	Infill Residential
	HTL/ Recreational
	Park

Sector Objectives

With the upgrading of Ocean Boulevard into a well landscaped, high amenity limited access regional motor way, the plan aims to create seven distinctive "gateway" intersections to the City and its beaches. Access from the Boulevard shall be limited to very few specific sites in the Broadway Gateway and Hotel Campus sectors, at the intersection of Long Branch's "main"-street, Broadway and Ocean Boulevard. The objective is to develop landmark destinations and uses that make a distinctive gateway to the City and its Oceanfront.



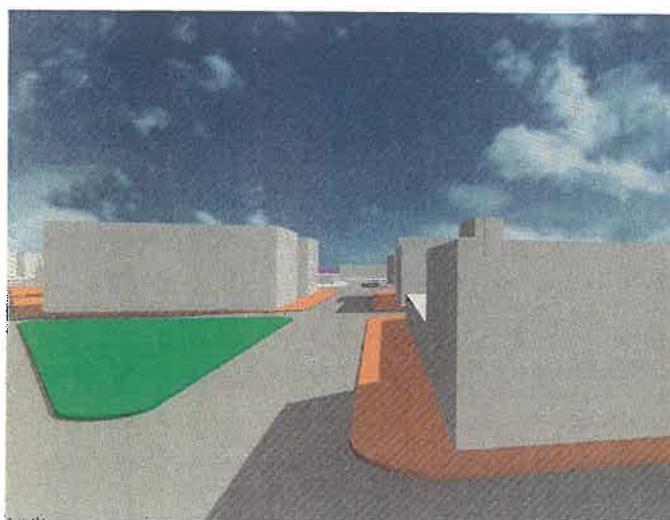
Permitted Use



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. One specific zone is identified for Regional Commercial uses exclusively.

Goals

Achieved by a careful mix of destination commercial and retail uses, services and industrial opportunities, bordered by mid-density residential uses adjacent to the existing neighborhoods.



View looking east on South Broadway, from Second Avenue. Ground level uses on Broadway must be exclusively retail/ commercial.



Regional Commercial

The area is bounded by Long Branch Avenue and Ocean Boulevard and backs into a buffer separating Cooper Avenue to the north and Broadway fronting tracts to the south. The dimensions of the identified area are suitable to accommodate one large use with a regional draw (coupled with high demands of parking and services), with sufficient remaining land to buffer the impacts of such a development from the neighboring community. The boundaries of this unique area are firm and cannot be extended.

- **Encourage:**
 - One-stop clustering of services, short stops
- **Discourage:**
 - Eating establishments catering to off-premises consumption
- **Prohibit:**
 - Automobile Service Station/ Auto Repairs
 - Residential uses

Permitted Uses

i. Food

- Super Market [Minimum Gross Covered Area: 30,000 sf. minimum permitted development tract is 5 acres].
- High quality, diversified (meat and fish product, bakery, deli)

Accessory Uses

Must accompany the permitted use (on the same development tract) such that the total area of accessory uses constitutes no more than 50% of the gross floor area of the development, such as:

i. Service Retail

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

- Cleaner
- Repair, locksmith, watches
- Pantry shop
- News center, cards
- Drugs, cosmetics
- Barber and beauty, diet
- Bank teller, ATM

ii. Speciality Retail

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

- Fashion speciality
- Bed and bath
- Vision eye wear
- Florist

iii. Speciality Food

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

- Gourmet and sandwich shop
- Wine and liquor
- Pub, cafe, soda fountain



Gateway Commercial

Four South Broadway fronting tracts are envisaged to allow for high quality, landmark developments with unique addresses, west of Ocean Boulevard.

- **Encourage:**
 - Destination uses, 24-hour and long term street life
 - Gateway character, recognition as work center
- **Prohibit:**
 - Eating establishments with off-premises consumption, drive-in services, except bank window
 - Automobile service station/ Auto repairs
 - Single family residential

Permitted Uses

i. Destination Commercial

[Gross floor area per establishment must be a minimum of 5000 sf. Minimum permissible tract area for development is 150,000 sf.] such as:

- Hotel, meeting and catering
- Cinemas and entertainment
- Corporate offices
- Professional offices (legal, medical, design)

- Business support services, printing, copying machines, supplies
- Fashion and personal service
- Computers, communication, bank, real estate
- Art, photography, books, antiques
- Medical support services
- Furniture, home equipment, video
- Personal service, government, education

Accessory Uses

Must accompany Permitted Uses (on the same development tract) such that the total area of accessory uses constitutes no more than 40% of the gross floor area of the development, such as:

- Restaurants
- Residential, on upper floors only
- Speciality retail



HTLI (High Technology Light Industrial)/ Entertainment

Tracts in this area can accommodate relatively large floor plate uses that can be reasonably accessed yet buffered from existing residential uses. As the soil in many of the parcels in this area is contaminated, uses that can accompany a "capped" mostly impervious site are appropriate. The current High Technology Light Industrial Zoning has been expanded to include large (indoor) entertainment/ recreational uses, that are parking intensive. The adjacent proposed Jerry Morgan Park invites the extension of recreation and entertainment uses at its periphery.

- **Encourage:**
 - Extension of Jerry Morgan Park amenities
- **Prohibit:**
 - Restaurants, drive-in services, except bank window
 - Residential
 - Retail and commercial
 - Stand-alone parking

Permitted Uses

i. Leisure, recreational and sports related

[Minimum Gross floor area per establishment must be 15,000 sf.]; Indoor recreation such as:

- Ice hockey, basketball, swimming pool
- Health and exercise
- Sports bar, amusement arcade

iii. High-Tech Light Industry

[Minimum Gross floor area per establishment must be 2000 sf.] such as:

- Small incubator manufacturing facilities
- Training/ Vocational school or workshop
- Laboratories, etc.

Accessory Uses

Must accompany Permitted Uses (on the same development tract) such that the total area of accessory uses constitutes no more than 25% of the gross floor area of the development, such as:

- Office Building
- Warehouse/ storage facilities



Planned and Infill Residential

This land use area includes non-Frontage Street sites, fronting Chelsea Avenue and Second Avenue and Cooper Avenue (west of Ocean Boulevard). The residential area has both infill sites and opportunities for planned development.

- **Encourage:**
 - A critical mass of cohesive year-around residential uses, within walking distance of Broadway
 - A hierarchy of public and semi-public uses

- Uses to reinforce and support existing neighborhoods
- Well buffered parking lots with independent access from residential streets
- Improvement of existing housing stock

• Prohibit:

- Retail and commercial uses
- Parking structures
- Regional Commercial or Gateway Commercial uses

Permitted Uses

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

i. Multi-family

ii. Town houses

iii. Garden apartments

iv. Apartments and condominiums

Accessory Uses

May not exceed more than 50% of the tract area such as:

- Shared parking lots (except as designated in the parking plan, Broadway Gateway Page 5)

Density and Ground Coverage

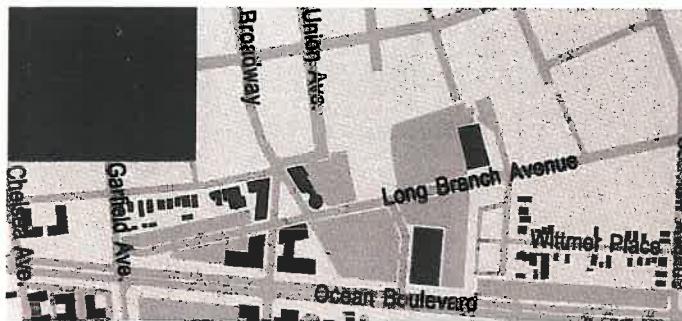


Figure-Ground Plan indicating possible build-out of major sites

Rules

Goals

Broadway Gateway is planned as four well defined areas that balance commercial and residential needs. The density in the Regional Commercial and Gateway Commercial areas is limited by parking requirements, and are permitted between 0.5 and 0.75 FAR if on-site structured parking is provided. (Additional Parking may be pooled for beachfront uses in the adjoining sectors, or amongst developments in the sector itself). The sites adjoining neighborhoods require new development to achieve a maximum threshold density, in order to build a cohesive residential community.

	Density	Maximum building coverage	Minimum pervious coverage
 Regional Commercial (Refer Generalized Land Use Plan, General Design Guidelines Page 5, for demarcation of area). Minimum permitted tract area for development is 5 acres.	i. FAR (with surface parking): 0.2. ¹⁾ ii. FAR (with structured parking): 0.5.	25% of tract area.	15% of tract area. ⁶⁾
 Gateway Commercial (Broadway and Long Branch Avenue fronting sites only)	i. FAR (with surface parking): 0.2. ¹⁾ ii. FAR (with structured parking): 0.75.	12% of tract area. ³⁾	15% of tract area. ⁶⁾
 HTLI/ Entertainment	i. FAR (with surface parking): 0.25. ²⁾ ii. FAR (with structured parking): 0.6.	18% of tract area. ⁴⁾	15% of tract area. ^{5), 7)}
 Residential	i. Minimum: 12 du/ acre. ii. Maximum: 15 du/ acre. (minimum size of dwelling= 800 sf.)	60% of tract area. ⁵⁾	15% of tract area. ⁶⁾

1) FAR may be increased to 0.30. Refer to Incentives section (Broadway Gateway Page 9).

2) FAR may be increased to 0.35. Refer to Incentives section (Broadway Gateway Page 9).

3) Maximum building coverage may be increased to 20% for amenities in accordance with Incentives Section (Broadway Gateway Page 9).

4) Maximum building coverage may be increased to 25% for amenities in accordance with Incentives Section (Broadway Gateway Page 9).

5) Maximum building coverage may be increased to 68% for amenities in accordance with Incentives Section (Broadway Gateway Page 9).

6) The following are recognized pervious landscape treatments. Pervious coverage treatments must be accompanied by planting requirements. Refer to Landscape section, (Broadway Gateway 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.)

7) The maximum pervious coverage requirements for contaminated sites shall be determined on a per case basis by the City Planning Department.

Parking

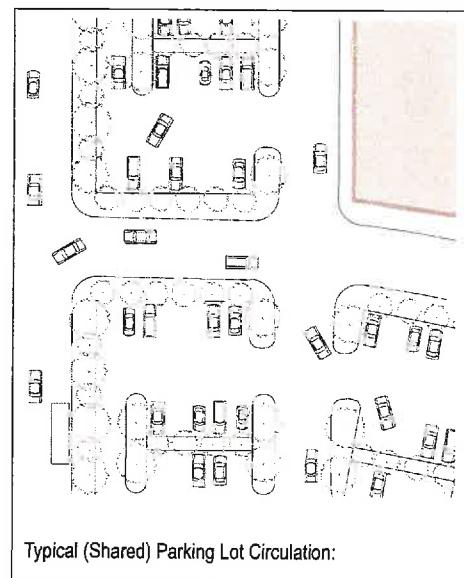
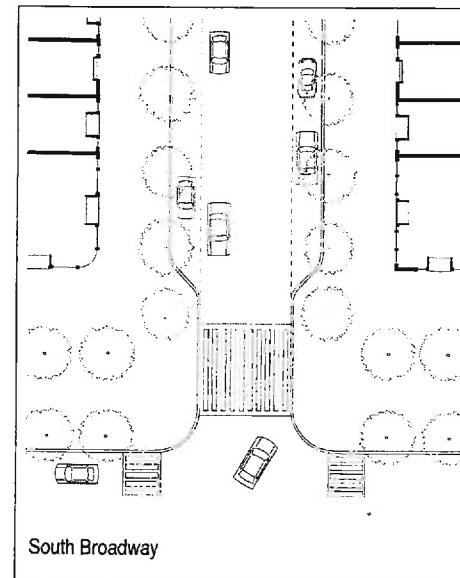


Location of Required Public Parking Spaces
Required off-street public parking:

1685 spaces

Rules

- i. Curb cuts on Ocean Boulevard are restricted to those shown in the parking plan (Refer General Design Guidelines page 7).
- ii. Primary access for all commercial uses must be from a commercial frontage street.
- iii. Private parking should be located in the rear of residential development, as delineated in the parking plan.
- iv. Metered on-street parking may be used on South Broadway.
- v. Parking for all non-residential uses in this sector must be public access. A minimum of 740 spaces of public parking is planned.
- vi. Overflow/ peak parking resource for beach visitors.
- vii. Primary vehicular circulation within designated parking lots must be a minimum of 24 feet roadway with at least an 8 foot wide landscaped sidewalk. The circulation corridor must follow the street pattern as shown in the plan.



Goals

To attract high quality "gateway" uses that will strengthen Long Branch as a destination for retail consumers, and will provide a reservoir of parking as a secondary use.

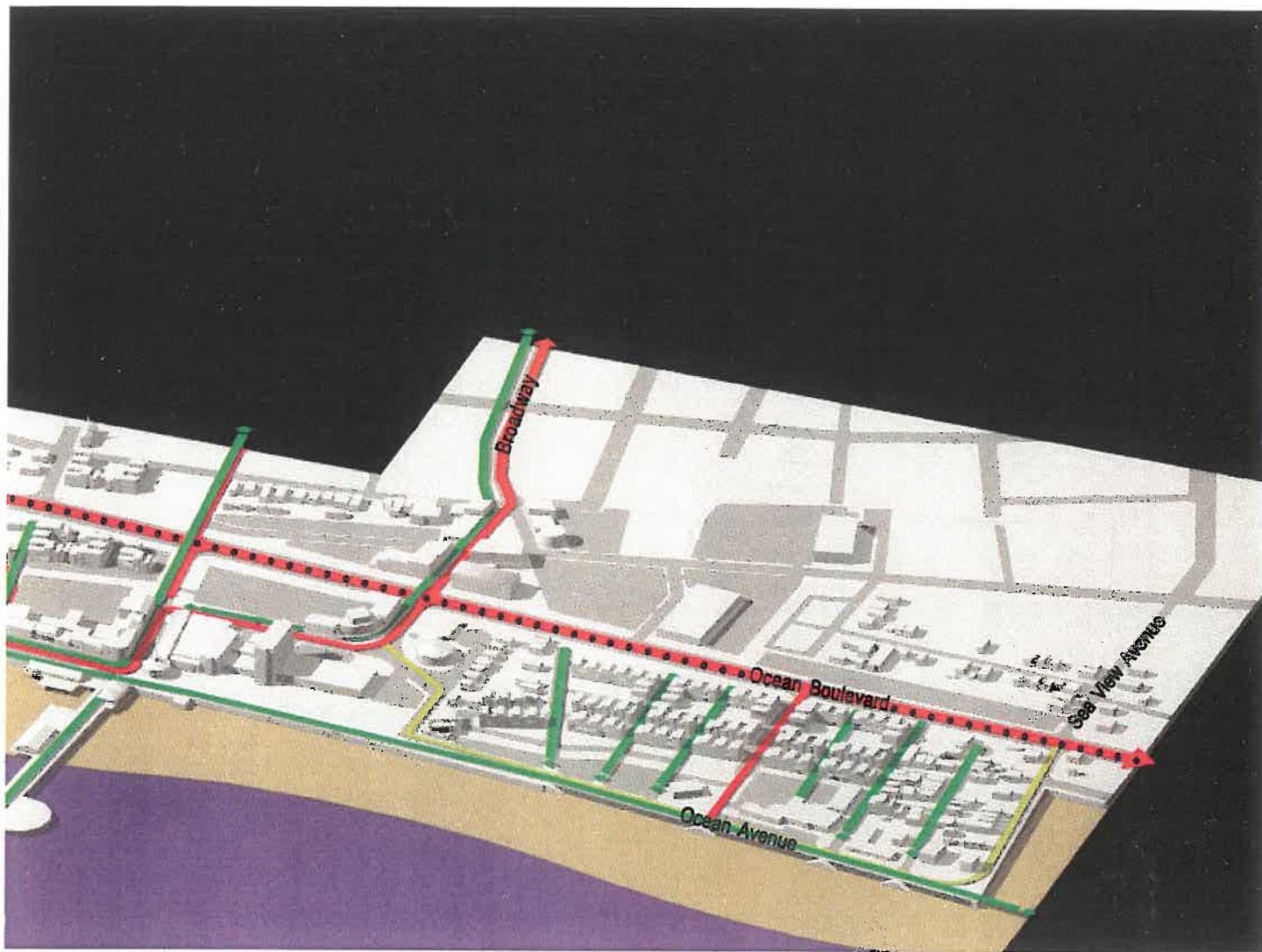
Rationale

To require all non-residential uses to provide public access parking that is shared between uses in the zone, as well as from adjoining sectors.

	Required Parking Spaces	On-Street (Short Term) Parking Component	Off-Street (Long Term) Parking Component
Regional Commercial	<ol style="list-style-type: none"> i. 4 parking spaces per 1,000 sf of retail development. ii. 2 parking space per du for residential development. iii. 1 parking space per guest room for hotels/ motels. 	<ol style="list-style-type: none"> i. No on-street parking is permitted. 	<ol style="list-style-type: none"> i. All required parking must be satisfied on site.¹
Gateway Commercial Mix	<ol style="list-style-type: none"> i. 4 parking spaces per 1,000 sf. of retail development. ii. 1 parking space per guest room for hotels/ motels. iii. 3 parking spaces per 1,000 sf. of office development. 	<ol style="list-style-type: none"> i. Up to 1 space per 20 ft. of frontage on South Broadway. 	<ol style="list-style-type: none"> i. All remaining parking must be satisfied on the same tract as the development.¹
HTLI/ Entertainment	<ol style="list-style-type: none"> i. 4-7 parking spaces per 1,000 sf. of permitted uses. 	<ol style="list-style-type: none"> i. No on-street parking is permitted. 	<ol style="list-style-type: none"> i. All required parking must be satisfied on site.¹
Planned and Infill Residential	<ol style="list-style-type: none"> i. 2 parking spaces per du for residential development. 	<ol style="list-style-type: none"> i. 1 space per du on any residential street in this zone. 	<ol style="list-style-type: none"> i. 1 off-street parking space/ du is required.

¹: Off-street parking must be provided on designated parking sites.

Access



Access Diagram

Goals

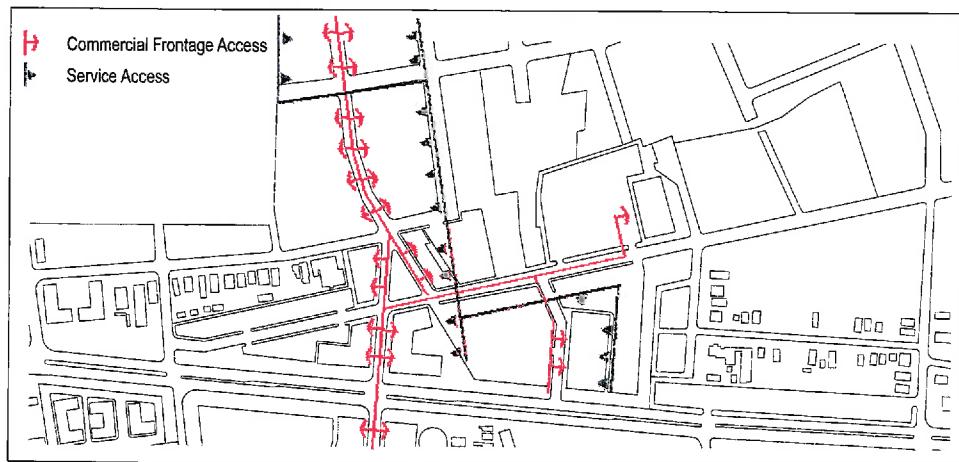
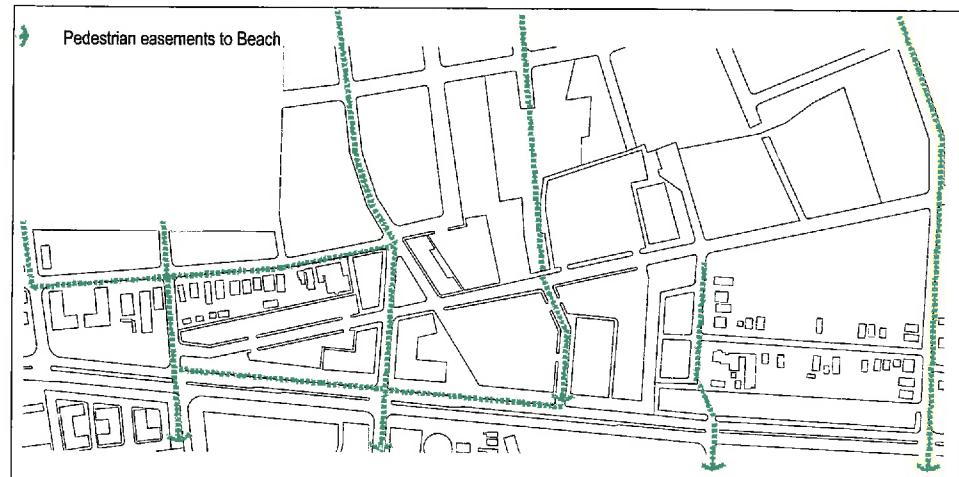
To create a hierarchy of streets and of access patterns that encourage a vibrant, pedestrian-oriented mixed-use center.

Rationale

To improve the safety and efficiency of the existing street pattern by restricting the spacing of curb cuts and median openings, and by location of parking in centralized shared off-street lots, rather than on individual properties with multiple driveways.

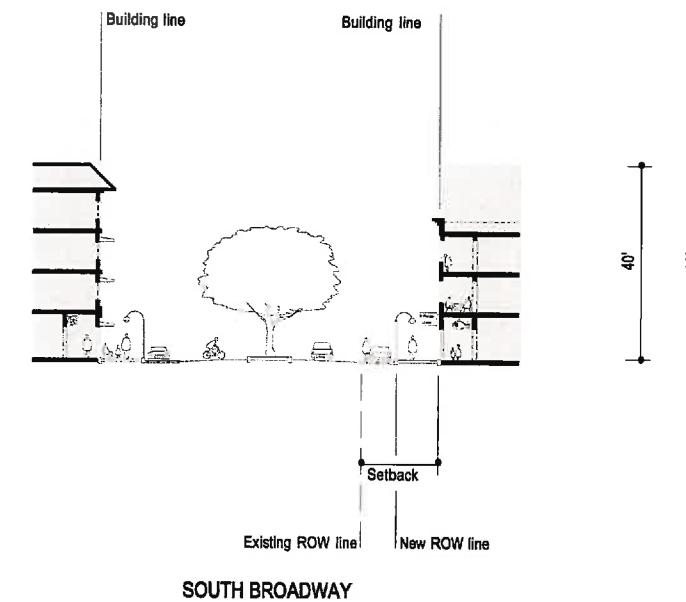
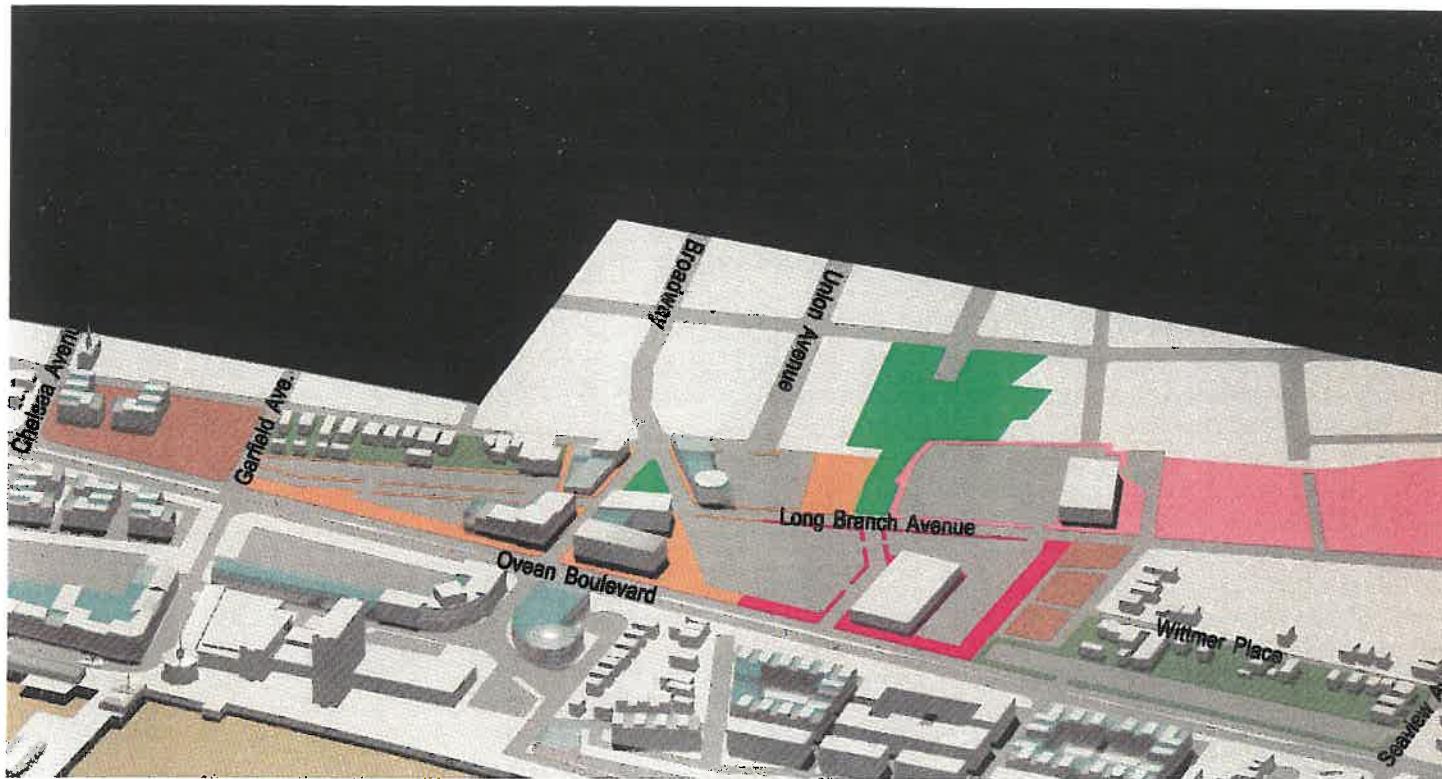
Rules

- i. New curb cuts on Ocean Boulevard are prohibited, with the exception of those shown in the access plan.
- ii. Parking and service alleys should be located in the rear of residential and commercial development.
- iii. North Broadway should be closed between Long Branch Avenue and Ocean Boulevard. South Broadway converted to two-way operation.
- iv. Event-specific on-street parking should be permitted on Ocean Boulevard.
- v. Encourage bicycle and pedestrian access by means of well enforced speed restrictions on access and commercial frontage streets, frequent and clearly demarcated crosswalks, pedestrian oriented lighting, by appropriate street furniture (e.g. benches, informational kiosks and planting), street-fronting retail, and by mid-block passageways for parking and beach access.
- vi. A development tract may have no more than two curb cuts from streets where access is prohibited.
- vii. Service access for commercial tracts must be from designated parking lots. Service bays must be buffered from adjoining tracts. (Refer to Landscape Section, Broadway Gateway Page- 8).
- viii. No streets will be closed to pedestrian access.



Street Names	Recommended driveway spacing
• Regional Artery	Access prohibited. No new curb cuts permitted, except for one designated curb cut in the Regional Commercial tract.
• Commercial Frontage Street (primary vehicular circulation)	180 ft. or greater apart (should be no more than 1 per block on each side of the street).
• Residential Frontage Street (includes pedestrian circulation)	125 feet. or greater

Building Envelope



SOUTH BROADWAY

¹⁾ 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, Broadway Gateway page 8).
b) On all tracts fronting Ocean Boulevard.

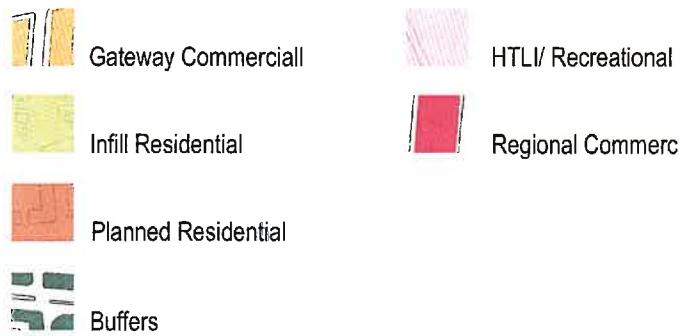
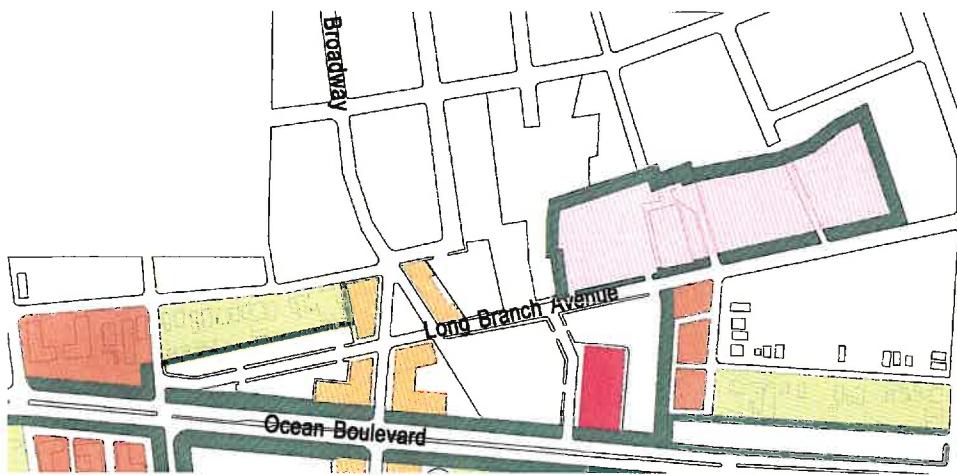
²⁾ Architectural features such as pitched roofs, gables, domes, steeples, stacks, stair cores, cornices, bris-soliel, roof decks, etc. may project beyond the permitted height envelope.

Street	Front Setback	Side Setbacks	Building Lines	Bulk	Height
1. Ocean Boulevard	50 feet from ROW line.	50 feet from ROW line. ¹⁾	Buildings in the Regional Commercial Zone must be set back a minimum of 180 feet from a residential zone and a minimum of 50 feet from a permitted access street.	No more than 30% of building bulk may fall within 100 feet of new ROW line.	40 feet. ²⁾
2. Long Branch Avenue	50 feet.	20 feet from Park edge. ¹⁾		At least 20% of building bulk must fall within 100 feet of ROW line.	
3. Broadway	20 Feet.	Side setbacks prohibited. ¹⁾	Buildings in the Gateway Commercial Zone must be set back from the Residential Zone by a minimum of 40 ft. or distance equal to the height of tallest adjoining building (whichever is greater).	100% of building bulk must fall within 100 ft. of ROW lines.	40 ft. (may be increased to a maximum of 60 feet for amenities. Refer to incentives section Broadway Gateway Page 9). ²⁾
4. Residential Streets i. Garfield Avenue ii. Second Avenue iii. Cooper Avenue iv. Whittmer Place v. Seaview Avenue	Up to 10 Feet.	A zero lot line development without side setbacks is encouraged. ¹⁾ Side setbacks may be no greater than 20% of the frontage of a lot.	A continuous frontage with undulating bay windows is suggested.	60% of building bulk must fall within 80 ft. of ROW lines.	40 ft. in Planned and Infill Residential zone. ²⁾

Siting and Landscape

Broadway Gateway- 8

SITE ORGANIZATION



Goals

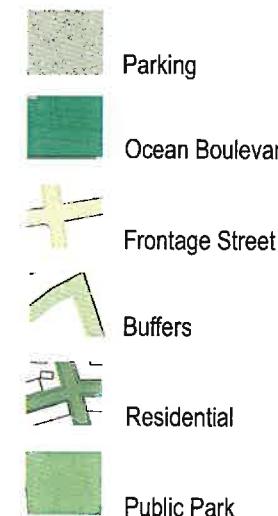
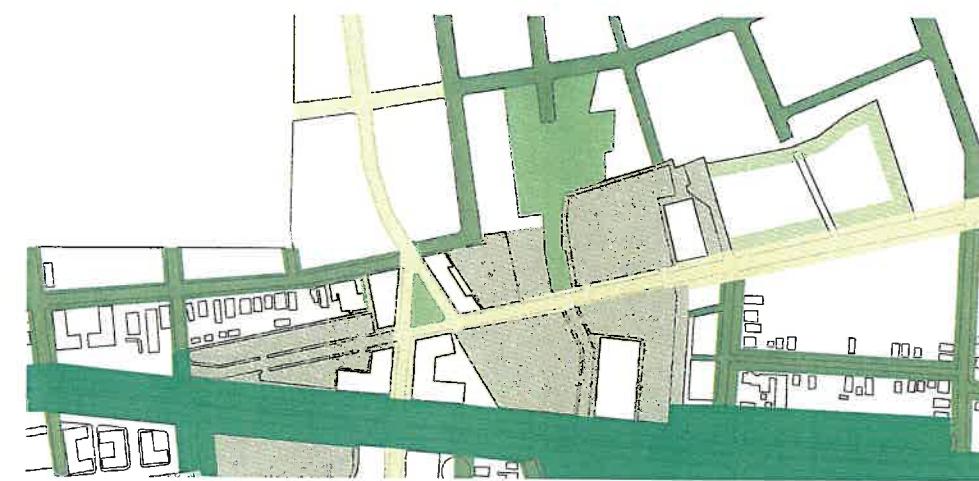
Broadway Gateway envisages a continuous frontage of commercial uses with frequent doors maximizing commercial exposure to the sidewalk and the right of way. Pedestrian-oriented shop windows, and possible public uses on upper floors are intended to reinforce a strong relationship between indoor and outdoor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

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. 100% of the final build out of South Broadway fronting lots must be located within 120 feet of the R.O.W. line.
- ii. Ocean Boulevard fronting buildings must not have any entrances facing the Boulevard.
- iii. Services and secondary access for regional commercial uses shall be off Long Branch Avenue only.
- iv. No curb cuts shall be allowed on Ocean Boulevard or near intersections with Ocean Boulevard, except where shown in the Parking Plan.
- v. Broadway fronting buildings are required to have a main pedestrian entrance and drop-off on Broadway. Blank, windowless ground level facades shall be disallowed when they are street-facing.
- vi. Balconies, porches, and terraces are recommended. On South Broadway-fronting sites, if a publicly accessible open or semi-open space (balcony, porch, seasonal enclosure, etc.) is provided on the second floor, twice that area may be added for an approved use on the floor above.
- vii. No development in the sector may be accessed directly from Ocean Boulevard. No signage (except that provided by the City for the entire district) shall be allowed on Ocean Boulevard.
- viii. All efforts must be made by each successive development to relate physically and programmatically to existing structures and uses.
- ix. All dwelling units must have direct access to a public R.O.W. or a common (publicly accessible) lobby/ courtyard.
- x. No buildings, enclosed structures or signage shall be permitted on or over existing right of ways.
- xi. Any activity or development located within or over the existing water body running parallel to and west of Long Branch Avenue shall obtain a waterfront development permit from NJDEP.



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 sidewalks 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.*

4. Paving

- 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.

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.

5. Utilities

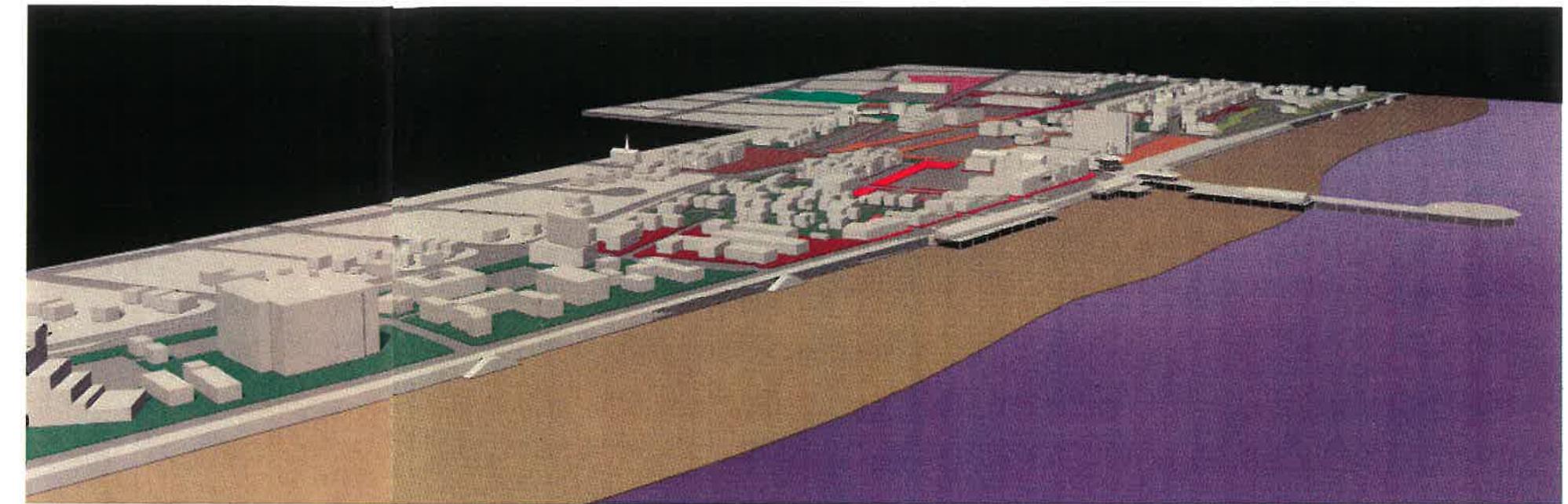
- i. Service and utility rooms including transformers, meter and junction boxes and dumpsters must be located away from public R.O.W.s, and adjoining residential uses must be appropriately shielded by landscaping to avoid visual/ physical intrusion.
- ii. If two adjacent tracts share a single service 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.
- iii. Location and design of utilities and services must conform to City fire and building codes.

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

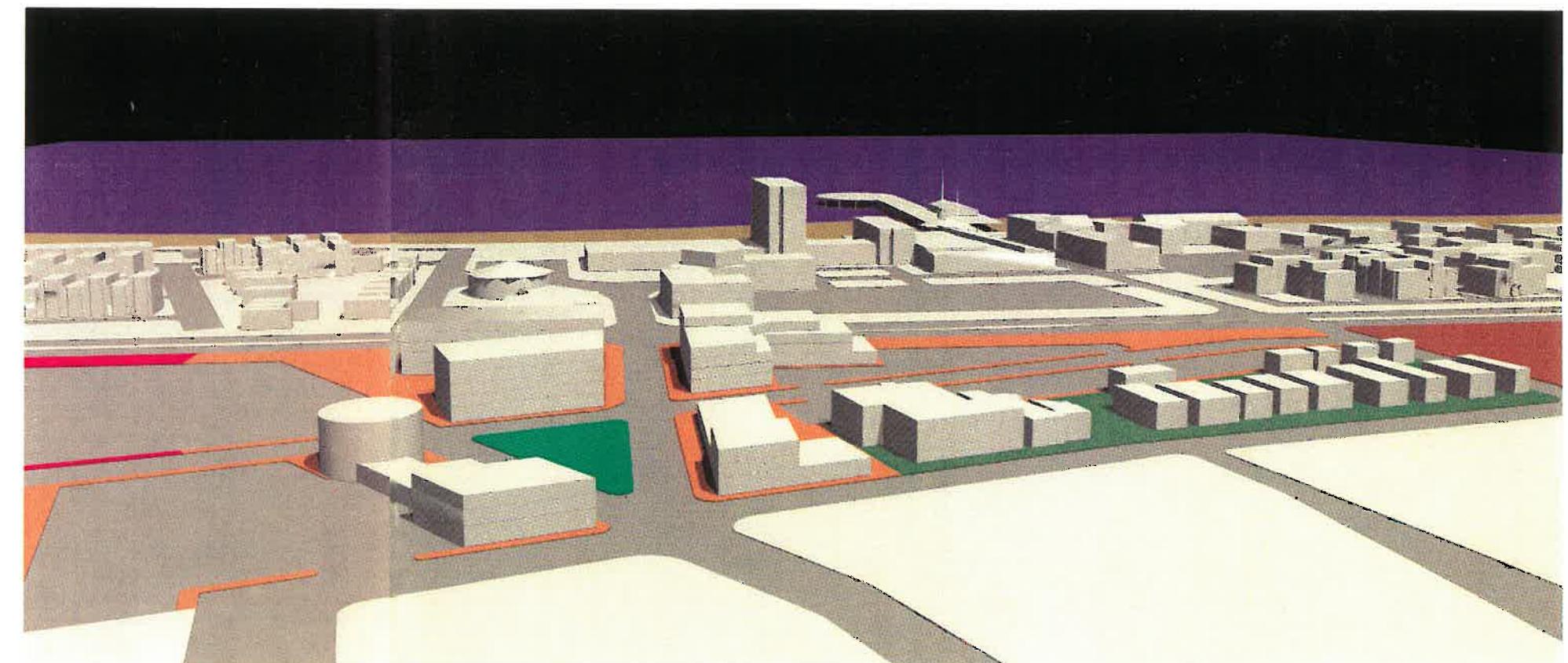
Incentives

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 3% beyond what is otherwise permitted, if for each estimated increase in \$1 assessed value, a developer pays \$0.30 linkage fee to provide and install the following amenities:
 - Street furniture, approved by the Design Review Committee, such as benches, trash cans, pedestrian signage and lighting, bollards, etc.
 - Publicly accessible restrooms.
 - Community rooms/ event space.
 - Shade/ bus shelter structure, approved by the Design Review Committee.
 - Integrated Directional Signage, undertaken by the City.
 - Public Art on Public R.O.W., approved by the Design Review Committee.
 - Redevelopment Area Maintenance Fund.
- ii. The developer shall be permitted a bonus Building Ground Coverage of up to 5% beyond what is otherwise permitted, if for each estimated increase in \$1 assessed value, a developer pays \$0.45 linkage fee to provide and install the following amenities:
 - Publicly accessible, on-site shared parking.
- iii. The developer shall be permitted a bonus raising of the height ceiling from 40 feet to 60 feet, in gateway commercial tracts which qualify to receive a bonus FAR. The developer could opt for an FAR bonus of 0.05 additional (parking free), for every 25 feet of landscaped setback that is ceded for Park use along the perimeter of the Park, up to 0.1 FAR beyond what is otherwise permitted in the Gateway Commercial and HTLI tracts.



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



Broadway Gateway's destination commercial uses and cohesive neighborhood will benefit from strong connections to investments in Ocean Boulevard, the beach and boardwalk, and the adjoining sectors.