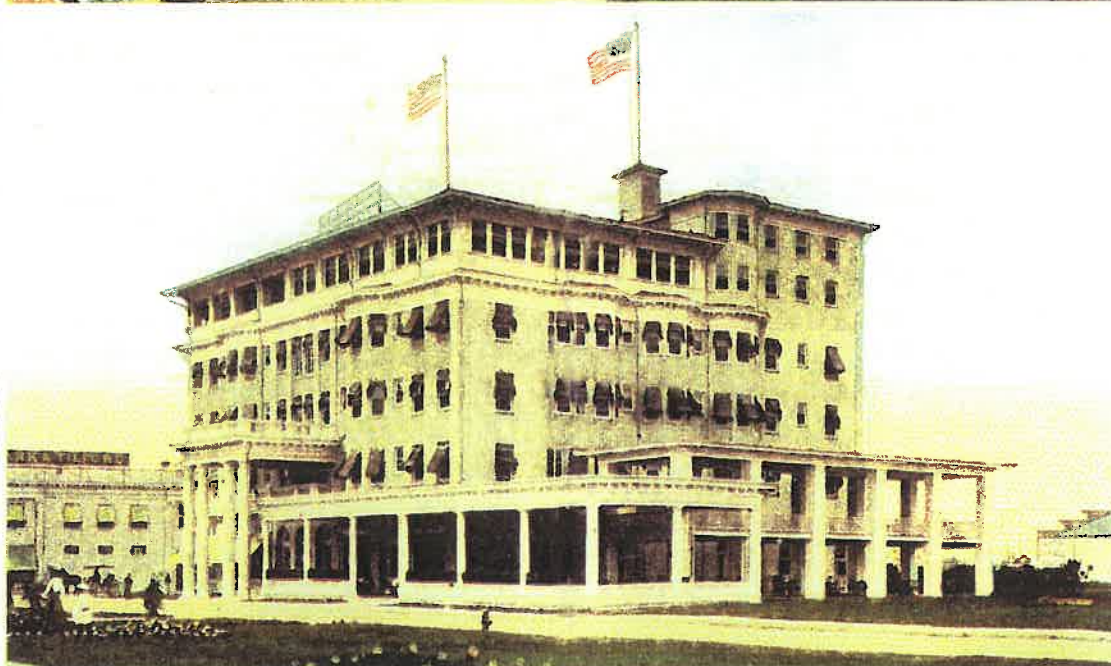
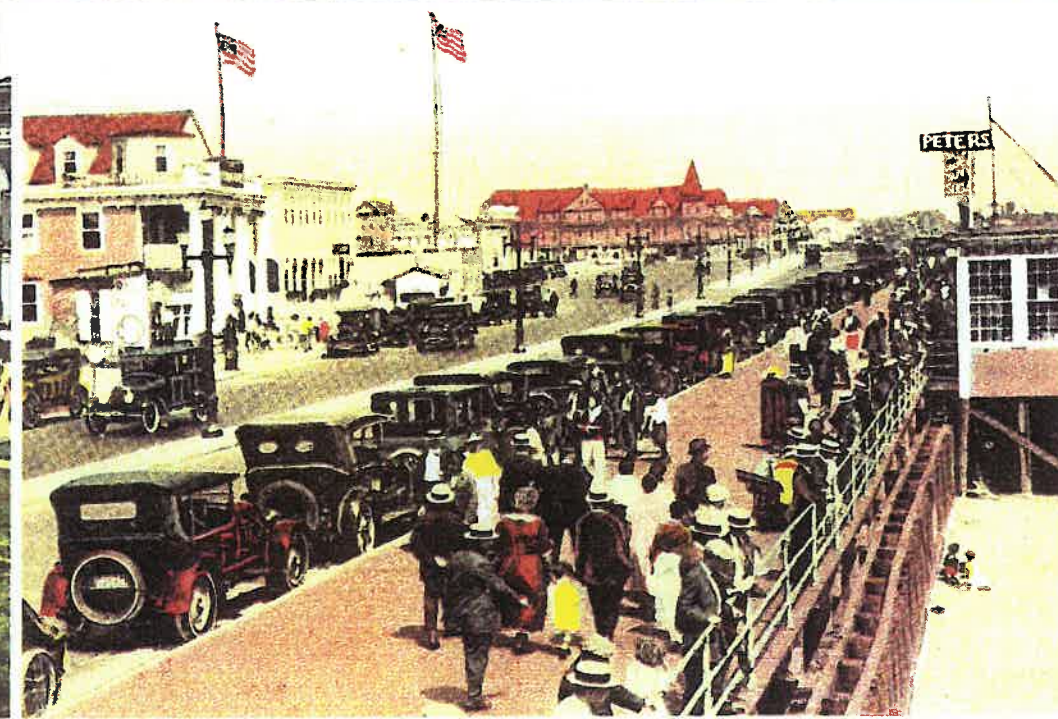
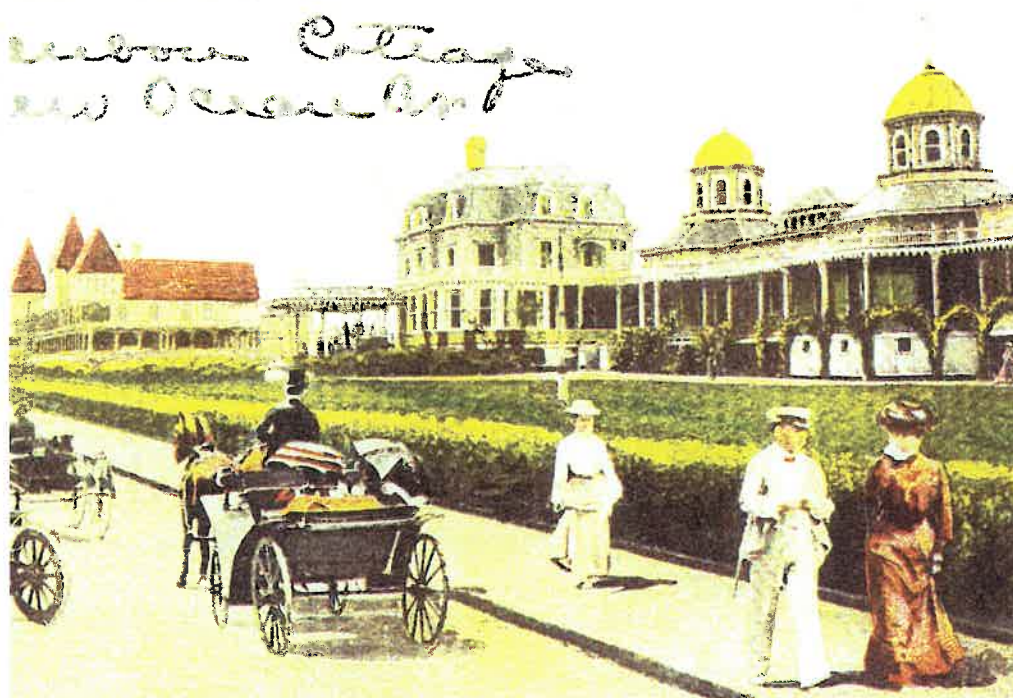


and also give my regards
Mrs. McDonald.



Seaside Cottages
on Ocean Ave



Design Guidelines Handbook 5
Hotel Campus
Long Branch Redevelopment Plan
Long Branch, New Jersey



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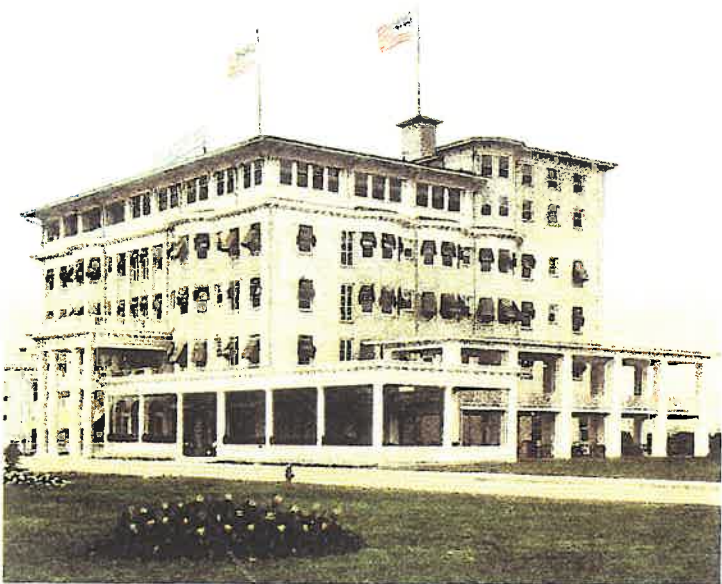
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Long Branch, New Jersey.

Design Guidelines Handbook 5

Hotel Campus



Long Branch Redevelopment Plan
Long Branch, New Jersey

Prepared by

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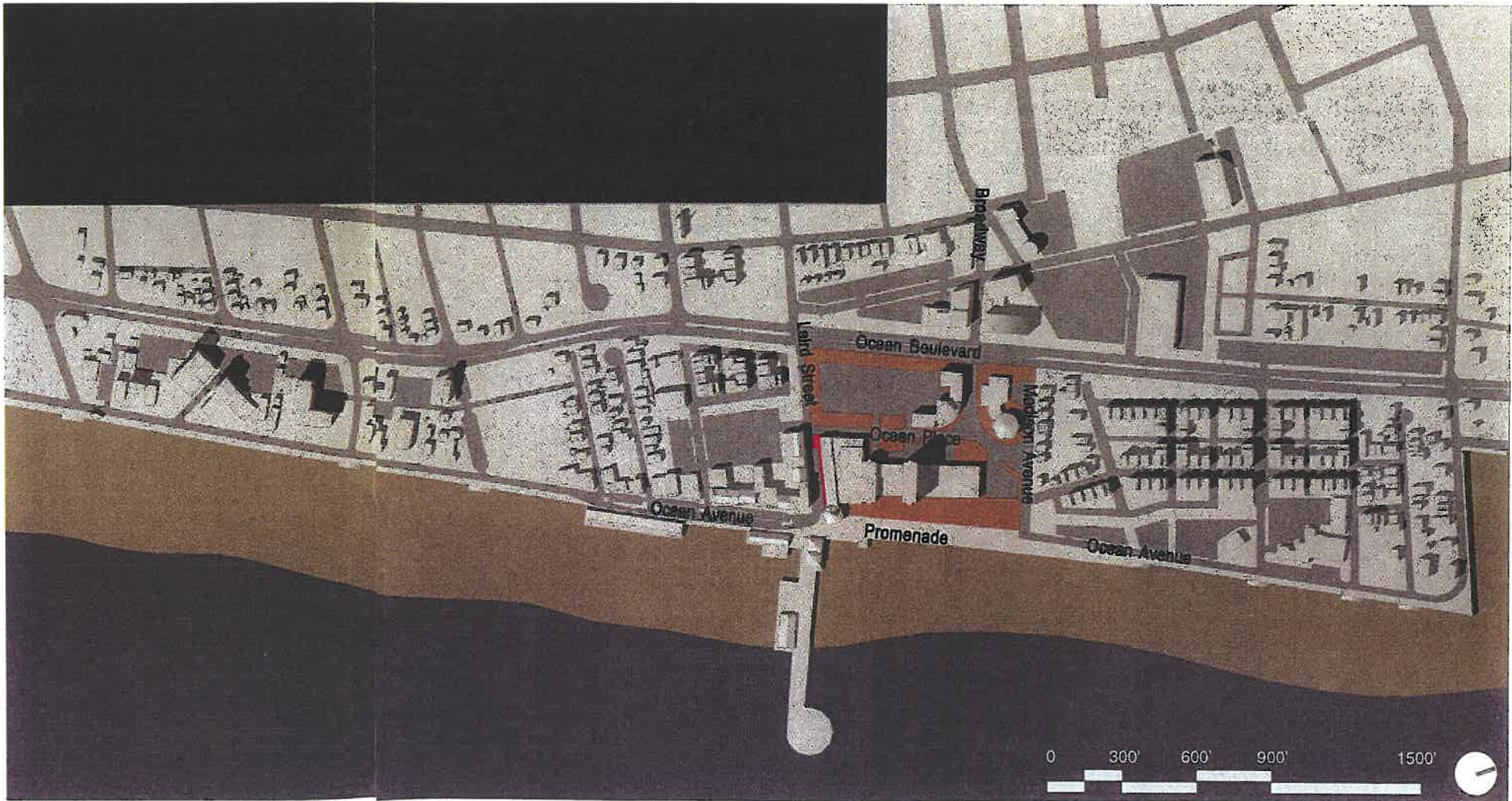


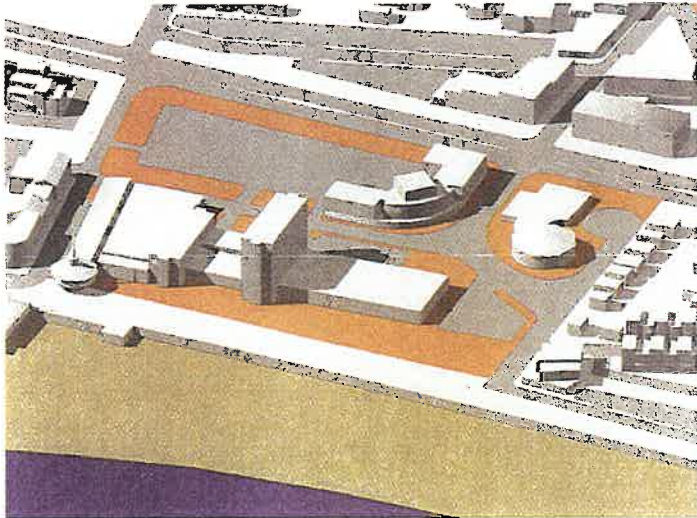
Sector Objectives

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 that make a distinctive gateway to the City and the Oceanfront. The existing Hilton Hotel is expected to anchor this sector east of Ocean Boulevard.

Land Use:

- Beachfront Commercial
- Gateway Commercial

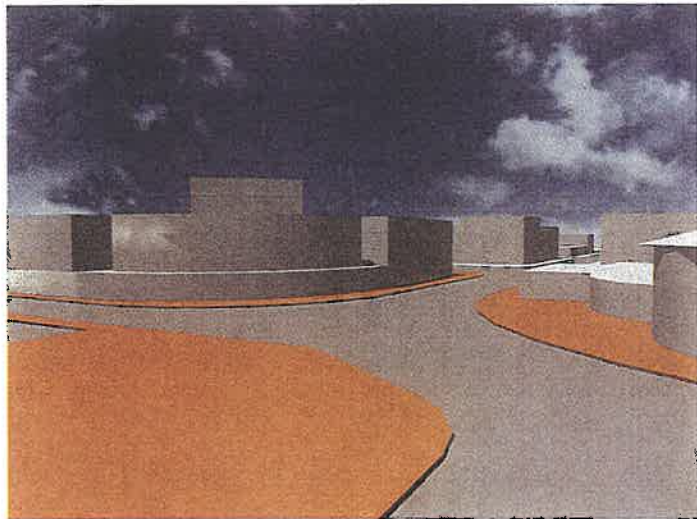




Landmark buildings with commercial uses on the ground level are required to address the frontage streets and the Broadway gateway intersection.

Goals

Achieved by encouraging destination commercial streets with year-around draw. High rent buildings are envisaged on the four sites at the unique Ocean Boulevard/ South Broadway intersection, "Gateway" to the city's "main" commercial cordon and the promenade. All developments in this zone are required to participate in a shared parking arrangement.



Ground level uses on South Broadway and Ocean Place must be exclusively commercial



Beachfront Commercial

The following land uses must front exclusively on Laird Street, between Ocean Place and Ocean Avenue (These uses may not occupy non-Laird Street fronting sites).

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

Permitted Uses

- i. **Village Center Commercial**
[Gross floor area per 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 per establishment must be between 500 sf.- 5000 sf.] such as :
 - Cafe/ Pub/ Bar
 - Ethnic dining, meeting and catering
 - Outdoor dining
 - Pizza, ice cream, soda fountain
 - Jazz/ music club

- iii. **Leisure, Recreational and Sports Related**
[Gross floor area per establishment must be between 500 sf.- 3000 sf.], such as:
 - Indoor Games, Health and exercise
 - Beach clubs
 - Recreation equipment and fashion (bikes, surf-board, 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 per 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 per 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



Gateway Commercial

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

- **Encourage:**
 - Destination uses, 24-hour and long-term street life
 - Gateway character, recognition as work center and profession-related destination
- **Discourage:**
 - Strip commercial similarities
- **Prohibit:**
 - Vehicle showroom and repair
 - Eating establishments geared to off-premises consumption, strip commercial uses, drive-in services, except bank window
 - Automobile Service Station/ Auto Repair
 - 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 50,000 sf.] such as:
 - Hotel, meeting and catering
 - Cinemas and entertainment
 - Corporate offices
 - Professional offices (legal, medical)
 - Business support services, printing, copying, machines, supplies
 - Fashion and personal service
 - Computers, communication, bank, finance, real estate
 - Art, photography, books, antiques
 - Medical support services
 - Furniture, home equipment, video
 - Personal service, government, education

- ii. **Permitted Conditional Uses**
 - Restaurants with bars
 - Residential on upper floors only

Accessory Uses
Must accompany permitted uses (on the same development tract) so 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

Density and Ground Coverage

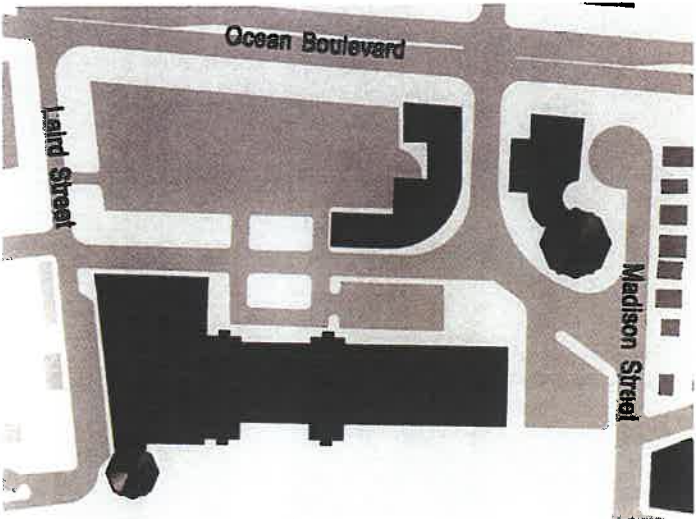




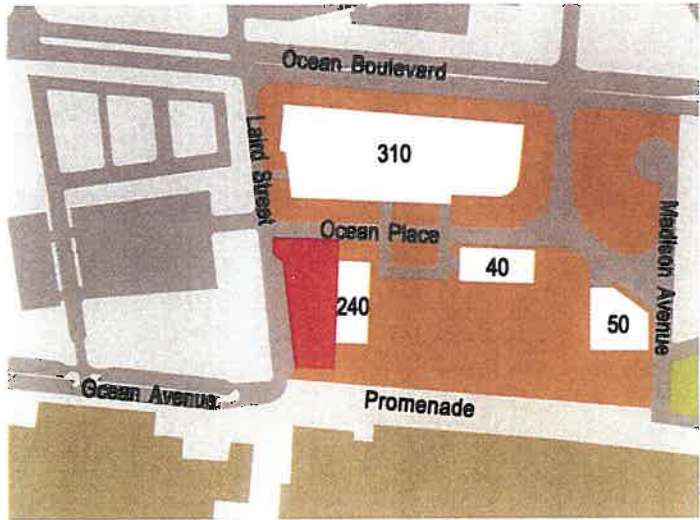
Figure-Ground Plan indicating possible build-out of major sites

Goals

Hotel Campus is planned as two well defined land use areas that serve commercial and retail frontages in neighboring sectors. The density in Gateway Commercial area is limited by planning requirements.

Rules		Density		Maximum building coverage	Minimum pervious coverage
	Beachfront Commercial	i.	FAR (with surface parking): 0.65. ¹⁾	80% of tract area. ²⁾	5% of tract area. ³⁾
		ii.	FAR (with structured parking): 1.00.		
	Gateway Commercial	i.	FAR (with surface parking): 0.75. ¹⁾	The total building coverage in the Hotel Campus sector may not exceed 60% of the gross area of the sector, (inclusive of the Ocean Place Hilton buildings).	15% of tract area. ³⁾
		ii.	FAR (with structured parking): 2.00.		

1) FAR may be increased to 0.8. Refer to Incentives section (Hotel Campus Page 9).
2) Maximum building coverage may be increased to 90% for amenities in accordance with Incentives Section (Hotel Campus Page 9).
3) The following are recognized pervious landscape treatments. Pervious coverage treatments must be accompanied by planting requirements. Refer to Landscape section, (Hotel Campus 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).



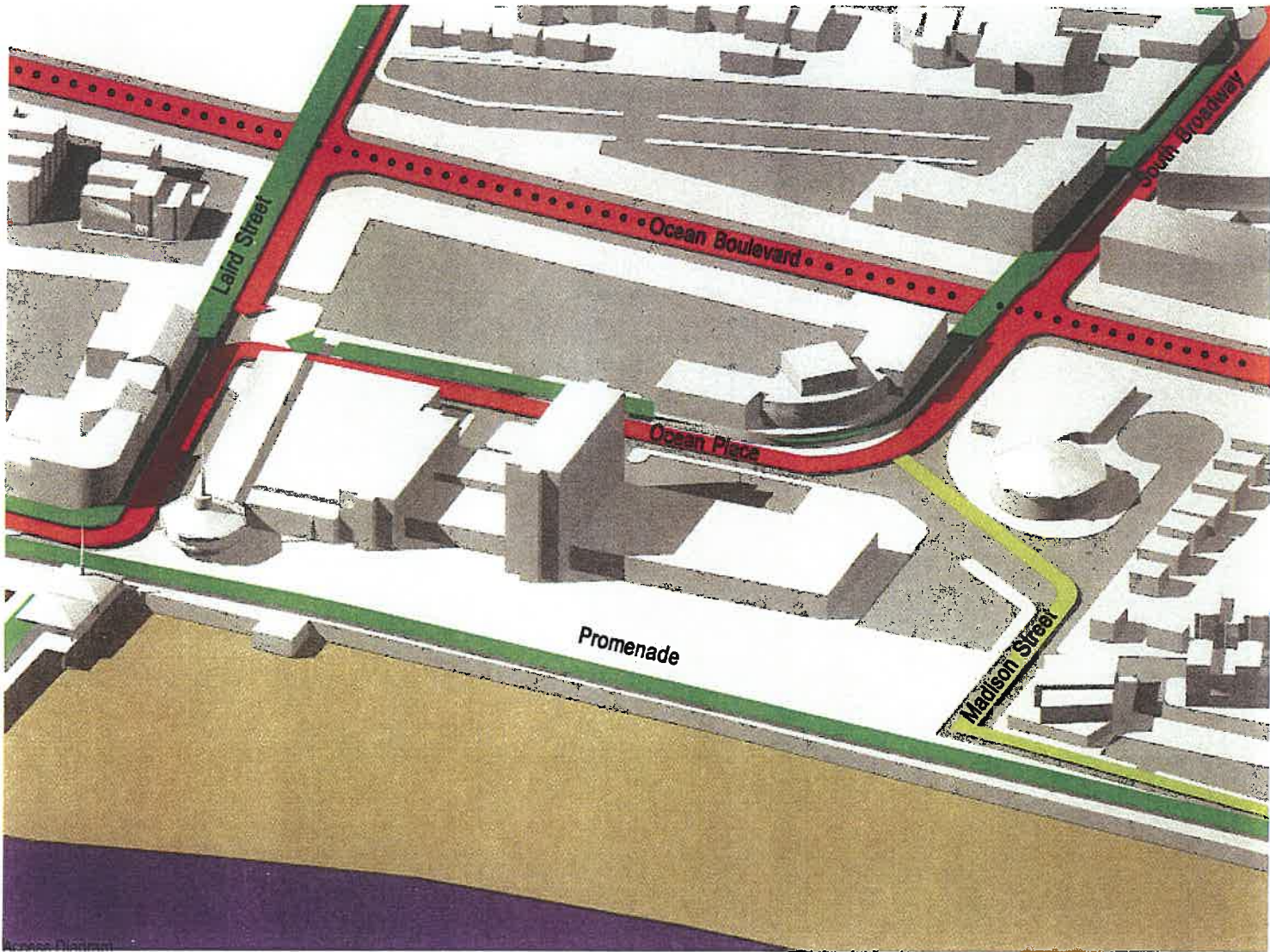
Location of Required Public Parking Spaces
Total area of the sector: 16.75 acres
Required off-street public parking: 640 spaces

Goals
To attract high quality "Gateway" uses that will strengthen Long Branch as a destination for commercial and retail services, 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.

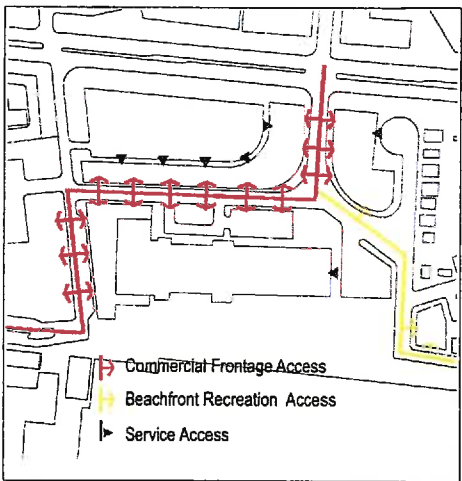
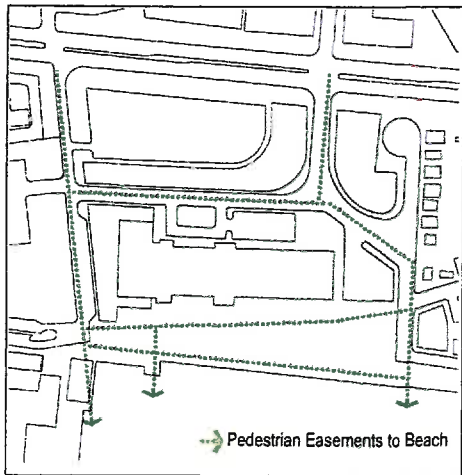
- Rules**
- i. Non-accessory parking permitted on an interim basis within the sector.
 - ii. More intensive use of existing hotel parking is based on shared parking concept, to be managed by the city.

	Required Parking Spaces	On-Street (Short Term) Parking Component	Off-Street (Long Term) Parking Component
<div></div> Beachfront Commercial	<div></div> <div><div>i. 4 parking spaces per 1,000 sf. of retail development.</div><div>ii. 3 parking spaces per 1,000 sf. of office development.</div></div>	<div></div> <div><div>i. 1 space per 20 feet of frontage on Laird Street.</div></div>	<div></div> <div><div>i. All remaining required spaces must be satisfied on site, within the sector.</div><div>ii. All parking spaces must be open for public use.</div></div>
<div></div> Gateway Commercial			



Rules

- i. New curb cuts on Ocean Boulevard will be prohibited.
- ii. Parking and service alleys should be located in the rear of commercial development.
- iii. North Broadway should be closed between Long Branch Avenue and Ocean Boulevard. South Broadway converted to two-way operation.
- iv. South Broadway should be continued within the present hotel parking area to Ocean Place, a public access street. Abbotsford Street is planned to be closed.
- v. Event specific on-street parking should be permitted on Ocean Boulevard.
- vi. 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 lighting, appropriate street furniture (e.g. benches, informational kiosks and planting), street-fronting retail, and mid-block passageways for parking and beach access.
- vii. Access to parking lots must be from Ocean Place, Laird Street or Madison Avenue. In no case shall a development site be permitted more than two curb cuts from the streets.
- viii. Primary pedestrian circulation is to be directed along the South Broadway- Ocean Place- Laird Street frontage corridor.
- ix. No streets will be closed to pedestrian access.



Goals

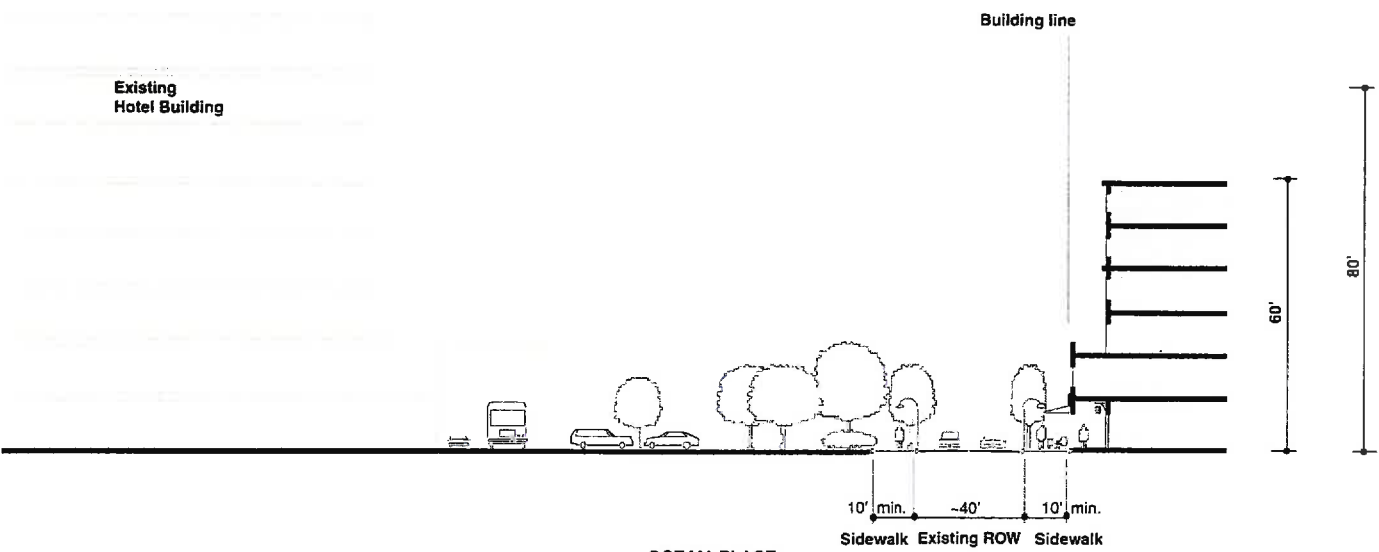
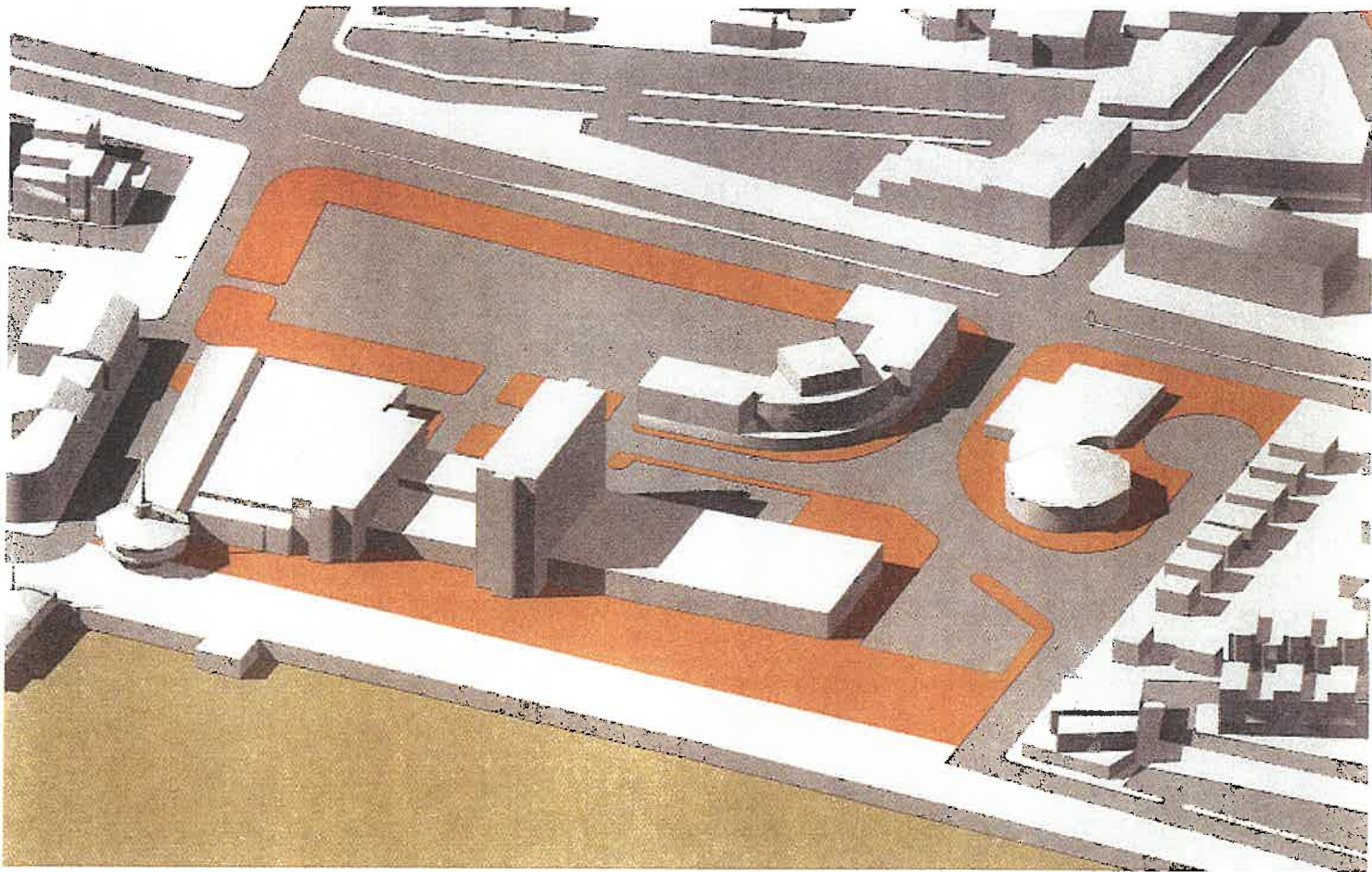
To integrate the hotel campus and its surrounding parking areas for destination mixed-use/ commercial development.
To enhance public access to the beach and Broadway area.

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.
To close Abbotsford Street and make Ocean Place a public R.O.W. connecting South Broadway with Laird Street, Madison Avenue and Ocean Avenue.

	Street Names	Recommended driveway spacing
<div></div> Regional Artery	<ul style="list-style-type: none">• Ocean Boulevard	Access prohibited. No new curb cuts permitted.
<div></div> Commercial Frontage Street (primary vehicular circulation)	<ul style="list-style-type: none">• Ocean Place• Laird Street	180 feet or greater.
<div></div> Oceanfront Drive (vehicular and pedestrian Beachfront Recreation Access)	<ul style="list-style-type: none">• Ocean Avenue• Madison Avenue	180 ft. apart or more (should be no more than 1 per block on each side of the street)

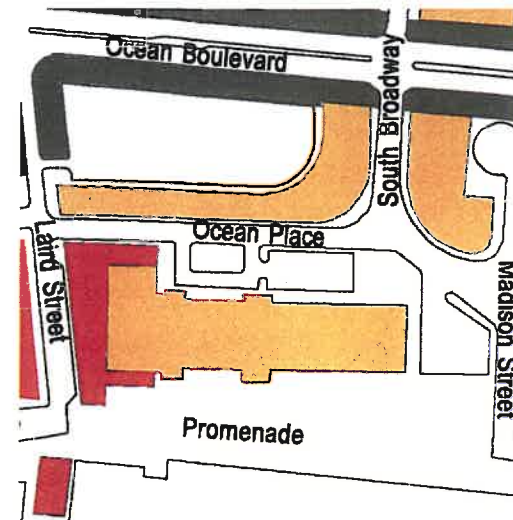
Building Envelope



- ^{*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, Hotel Campus 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.
- ^{*3)} The distance between a permitted structure from the western marked edge of the promenade must be at least twice the height of the structure.

Street	Front Setback	Side Setbacks	Building Lines	Bulk	Height
a) Ocean Boulevard	50 feet from ROW line.	50 feet from ROW line. ¹⁾	Articulated corners are encouraged for buildings at the Broadway Gateway intersection.	No more than 30% of building bulk may fall within 100 feet of ROW line.	60 feet (may be increased to a maximum of 80 feet for amenities. Refer to Incentives Section (Hotel Campus Page 9). ^{2), 3)}
b) South Broadway	20 feet from ROW line.	Side setbacks prohibited. ¹⁾	Continuous frontage encouraged.	80% of building bulk must fall within 80 feet of ROW line.	
c) Ocean Place		Side setbacks may not exceed 20% of tract frontage. ¹⁾			
d) Laird Street					
e) Madison Avenue					

Siting and Landscape



Goals

Hotel Campus envisages a continuous frontage of Gateway Commercial and Beachfront 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.

A strong pedestrian and vehicular connection between Broadway and the Village Center at Pier would thus result.

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

1. Siting

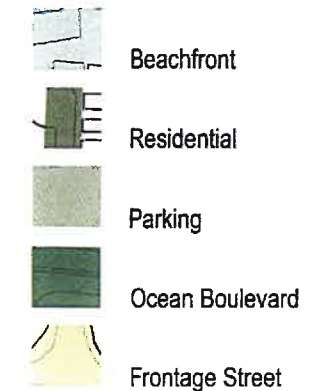
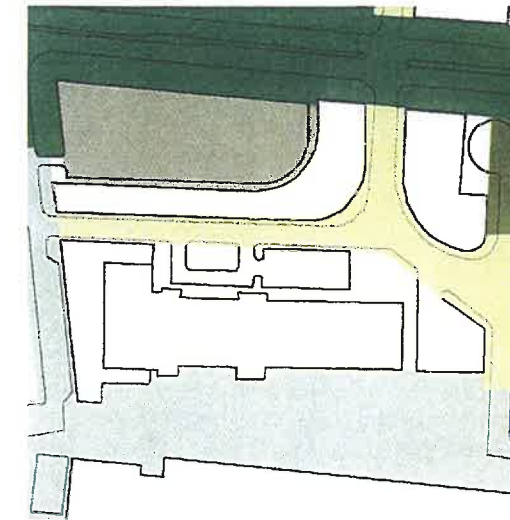
- Beachfront buildings shall be encouraged to maximize oceanfront views.
- Semi-enclosed spaces such as balconies and porches, terraces above the ground level, and roof decks are recommended (Refer to Incentives Section Hotel Campus Page 9).
- Main building entrances must face a frontage street—Laird Street, Ocean Place, or South Broadway.
- In no case shall vehicular access (and curb cuts) be permitted to any development tract or site from Ocean Boulevard.
- The buildings are required to define the enclosure of frontage streets by building to the R.O.W. line. Landscape on the street edges should be used to further define this enclosure.
- The site plan must be designed to maximize the usability of mandatory setbacks and easements. (Refer to Building Envelope Section Hotel Campus Page 7)
- Shared off-street lots should be located behind Frontage Street development.
- With the exception of the eastern side of the existing parking garage, no permanent structures shall be permitted east of the existing Hotel buildings in the sector. No permitted structures shall be built within 50 feet of the eastern property line of the Hilton property.
- No buildings, enclosed structures or signage shall be permitted on or over existing right of ways.

2. Planting

- 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.*
- 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.*
- Parking lots must be planted with shade trees at the rate of 1 tree per 6 parking spaces.*

3. Buffers

- Landscaped buffers are required between parking, other nonconforming uses, and residential uses.*
- 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.
- Required setbacks between adjacent buildings with incompatible uses (from different use categories): 50-foot landscaped buffer.*
- A 50-foot landscape buffer is required in the following cases:
 - On non-residential tracts, between residential and non-residential use zones.
 - On all tracts fronting Ocean Boulevard.



4. Paving

- 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).
- 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.

5. Utilities

- 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.
- 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.
- Location and design of utilities and services must conform to City fire and building codes.

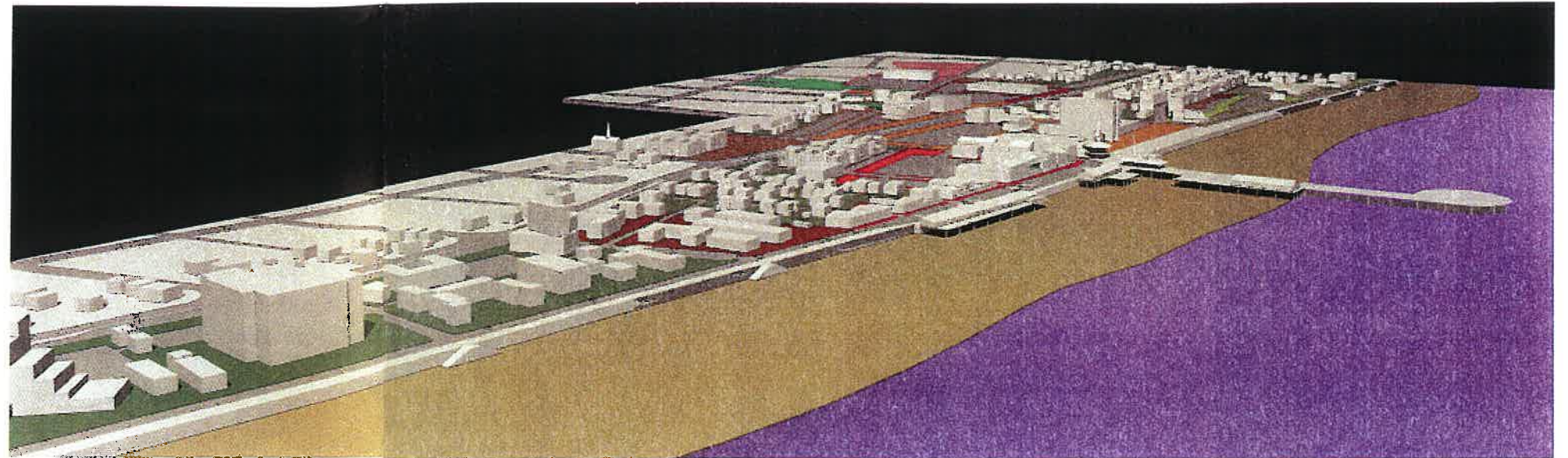
- All storm water management systems will meet the requirements of the Freehold Soil Conservation District with respect to soil erosion and sedimentation control and DEP rules with respect to storm water management in 7:7E-8.7.
- All publicly accessible areas (inclusive of parking lots and easements) 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.

* 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:
 - 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.
 - Neighborhood swimming pools, health clubs, sports facilities.
- 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:
 - Sidewalk upgrading, undertaken by the City.
 - Stone foot walls on the Ocean Avenue side, approved by the Design Review Committee.
 - Shade/ shelter/ bandstand structure, approved by the Design Review Committee.
 - Brick paved crosswalks across frontage streets, 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, and lawns, and permanent address directories. (Work to be undertaken by developers upon agreements with adjoining tracts in a block, and with the Design Review Committee)
 - Public Art on Public R.O.W., 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 building height allowance of up to 20 feet beyond what is otherwise permitted (refer page 7 of this document), provided no shadow is cast on the beach by the structure between 1000 hrs and 1600 hrs, June 1 to September 20, and, if for each estimated increase in \$1 assessed value, a developer pays \$.50 linkage fee to provide and install the following amenities:
 - Publicly accessible viewing and event room on the top floor of the structure.
 - Publicly accessible restrooms.
 - Public art on Public R.O.W., approved by the Design Review Committee.
 - Beach and boardwalk improvements, approved by the Design Review Committee.
 - Redevelopment area maintenance fund.



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.

