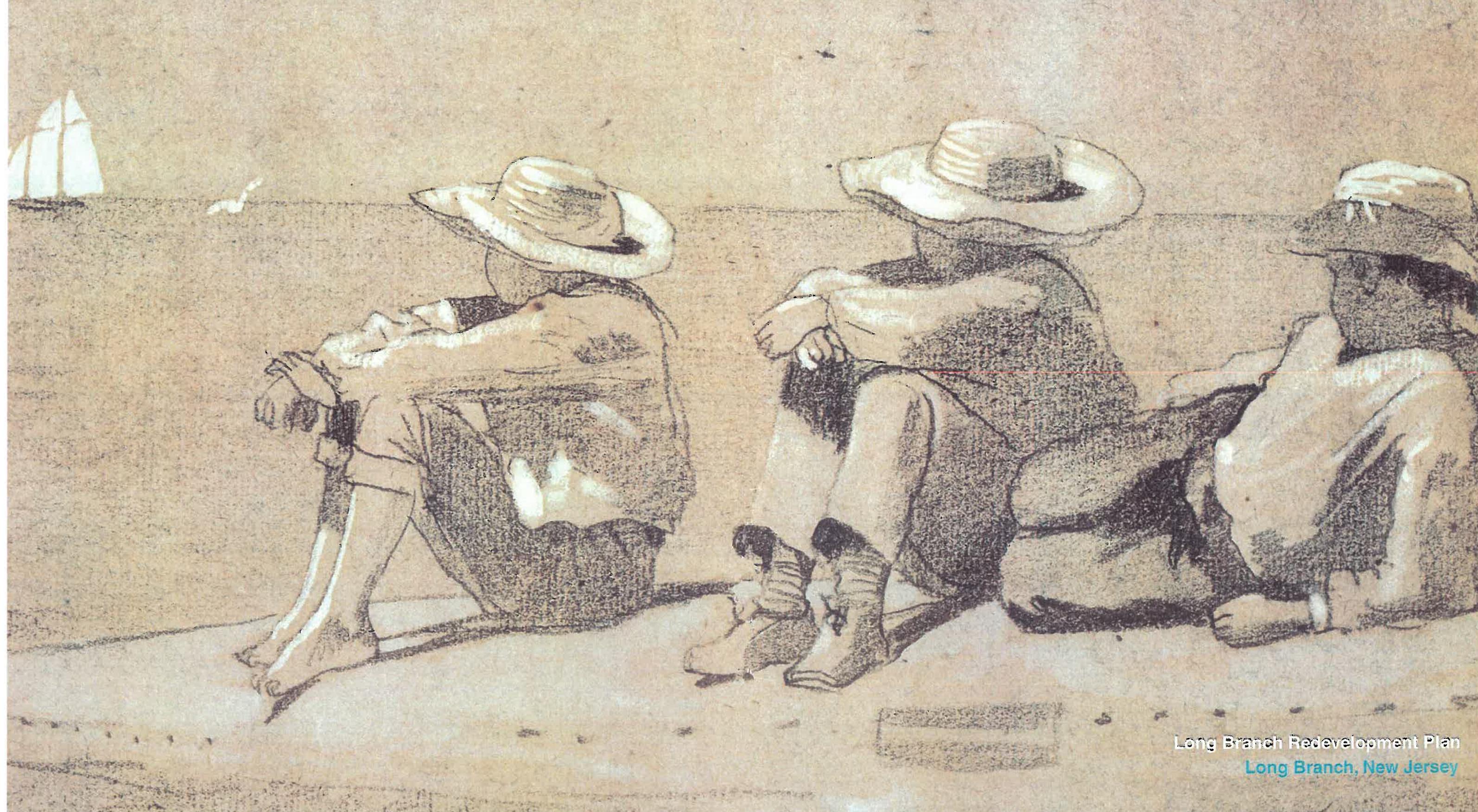


Design Guidelines Handbook 6
Beachfront South



Long Branch Redevelopment Plan
Long Branch, New Jersey

Shared Goals

1. Protect value of all properties by allowing incremental improvements, reducing shadow impacts, providing for parking, views, access and landscape.
2. Identify opportunities for combined access.
3. Improve public frontage on Ocean Ave. (with reinvestment in Ocean Ave. and Great Bluff improvements). Combined with streetscape improvements along Ocean Blvd.
4. Provide sufficient parking.

Zoning

1. Pre-Existing Non-Conforming Structures Stay Grandfathered

Existing structures that do not meet current codes or guidelines requirements for use, building footprint, pervious coverage, bulk, or parking may remain in their current configurations as pre-existing, non-conforming structures.

2. Additions/ Alterations to Pre-Existing Non-Conforming Structures

Alterations to existing non-conforming buildings will be allowed if:

- New construction must be in compliance with the building code.
- No additional units may be constructed.
- Pervious coverage requirements (15% minimum) per the Beachfront South Design Guidelines Handbook 6 must be met.
- Additions must comply with Chapter 345 ZONING / ARTICLE III, General Regulations / § 345-10. Permitted modifications and exceptions; Items A, B, C, E, F, H.

3. New Construction

Construction must be fully compliant with the Beachfront South Design Guidelines Handbook 6.

4. Clarification of Residential use:

Permitted residential use shall include pre-existing single-family homes, bed & breakfast / residential hotel accommodations.

EXCERPT FROM: CODE OF THE CITY OF LONG BRANCH NEW JERSEY, v30 Updated 06-15-2007

CODE OF THE CITY OF LONG BRANCH NEW JERSEY, v30 Updated 06-15-2007 / PART B GENERAL LEGISLATION / Chapter 345, ZONING / ARTICLE III, General Regulations / § 345-10. Permitted modifications and exceptions.

§ 345-10. Permitted modifications and exceptions.

A. Height. The height limitations of this chapter shall not apply to church spires, bellfries, cupolas and domes not used for human occupancy, nor to chimneys, ventilators, skylights, water tanks, similar features and necessary mechanical appurtenances usually carried above the roofline. Such features, however, shall be erected only to such height as is necessary to accomplish the purpose they are to serve. The provisions of this chapter shall not apply to preventing the erection above the building height limit of a parapet wall or cornice for ornament (and without windows) extending above such height limit not more than five feet. Public and quasi-public buildings, schools, churches and other similar permitted uses shall increase the front, rear and side yards by one foot for each foot by which such buildings exceed the height limit established for such zone in which they are located, and further provided that in no case shall any building have a height greater than 50 feet unless explicitly permitted by the schedules or this chapter. [Amended 4-10-2007 by Ord. No. 17-07]

(1) Finished grade. In the event that a lot or lots are to be regraded in order to increase the lot height, and as a result building height shall be increased beyond the original allowable height and no other provision of this section requires the prior approval of the same, then in that event, a variance shall be required. It is the intent of this subsection to prohibit the increase of allowable building height by means of the use of mounding, terracing or other devices without the appropriate board reviewing and approving a variance for such proposed grade changes. However, such approval shall not be required for a single-family home with an increase of lot height of 18 inches or less measured at the average perimeter of the building.

(2) In the case of existing grades with slopes the measurement for any allowed height and/or number of stories for my proposed structures along this slope shall be calculated along a line which runs parallel to the existing slope and is measured at each point along this line, provided that no increase in height and/or number of stories shall be allowed which is greater than what each zone or use allows at the highest point of the existing or finished grade, whichever is less.

(3) In no case shall any below-grade level (basement, parking level, crawl space, etc.) be counted in the number of stories allowed on any site or for any use.

B. Irregularly shaped lots. In the case of existing irregularly shaped lots, the minimum lot width specified in the Schedules may be measured at the building line, provided that in no case shall the lot frontage measured at the street right-of-way line be less than 30% of the minimum lot width requirements. The creation of any new irregularly shaped lots is prohibited.

C. Exception to front yard setback requirements. The minimum front yard setback requirements in all residential zones shall be as indicated in the zoning schedule, except for the following listed conditions: Buildings shall be located a greater or lesser distance than the minimum allowed front yard setback when the pattern of existing buildings within 300 feet of either side of the lot on the same side of the street is established at a greater or lesser distance. When this condition exists, then the mean average existing setback distance shall control.

E. Exception relating to alterations to existing nonconforming structures.

(1) Alterations, as applied to a nonconforming structure, shall only include a change or rearrangement in the structural supports or a change in the exterior appearance of a structure.

H. Exception relating to single-family dwellings. Should the enlargement, extension or addition of single-family dwellings include bedrooms as defined in § 345-3, each bedroom over four bedrooms shall require that an additional parking space be provided in an appropriate yard space as per § 345-42, and that no front yard area be used for parking in a higher percentage than 40%, and that lot coverage maximums not be exceeded. [Added 7-25-2000 by Ord. No. 25-00]

May 05, 2009

Prepared For City of Long Branch By:

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Beachfront South Density Study Long Branch, NJ

5 Development Implications

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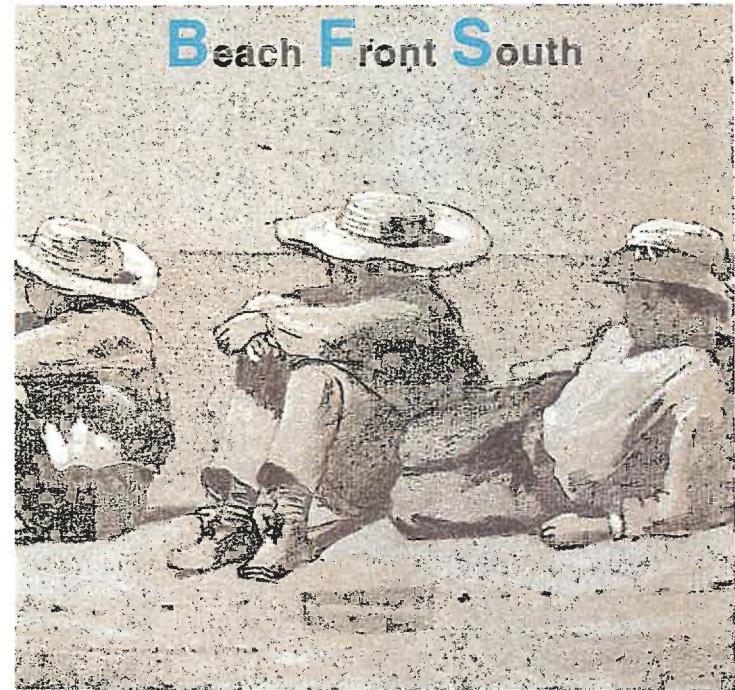
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This handbook is one of six books that outline the Development rules for the Oceanfront Redevelopment Zone. These documents are produced for the City of Long Branch, New Jersey by Thompson Design Group, Inc. of Boston, Massachusetts. They may not be 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.

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*Cover page illustration:
Three Boys on a Beached Dory
Homer, Winslow
American, 1836-1910
Black Chalk and White watercolor on buff paper
7 x 15 1/2 in.
Bequest of the Estate of Katherine Dexter McCormick
Courtesy, Museum of Fine Arts, Boston*

Design Guidelines Handbook 6



Long Branch Redevelopment Plan Long Branch, New Jersey

Prepared by

THOMPSON DESIGN GROUP

PLANNING URBAN DESIGN ARCHITECTURE
368 CONGRESS STREET BOSTON
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Public Private Partnership

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Beachfront South

Beachfront South-2



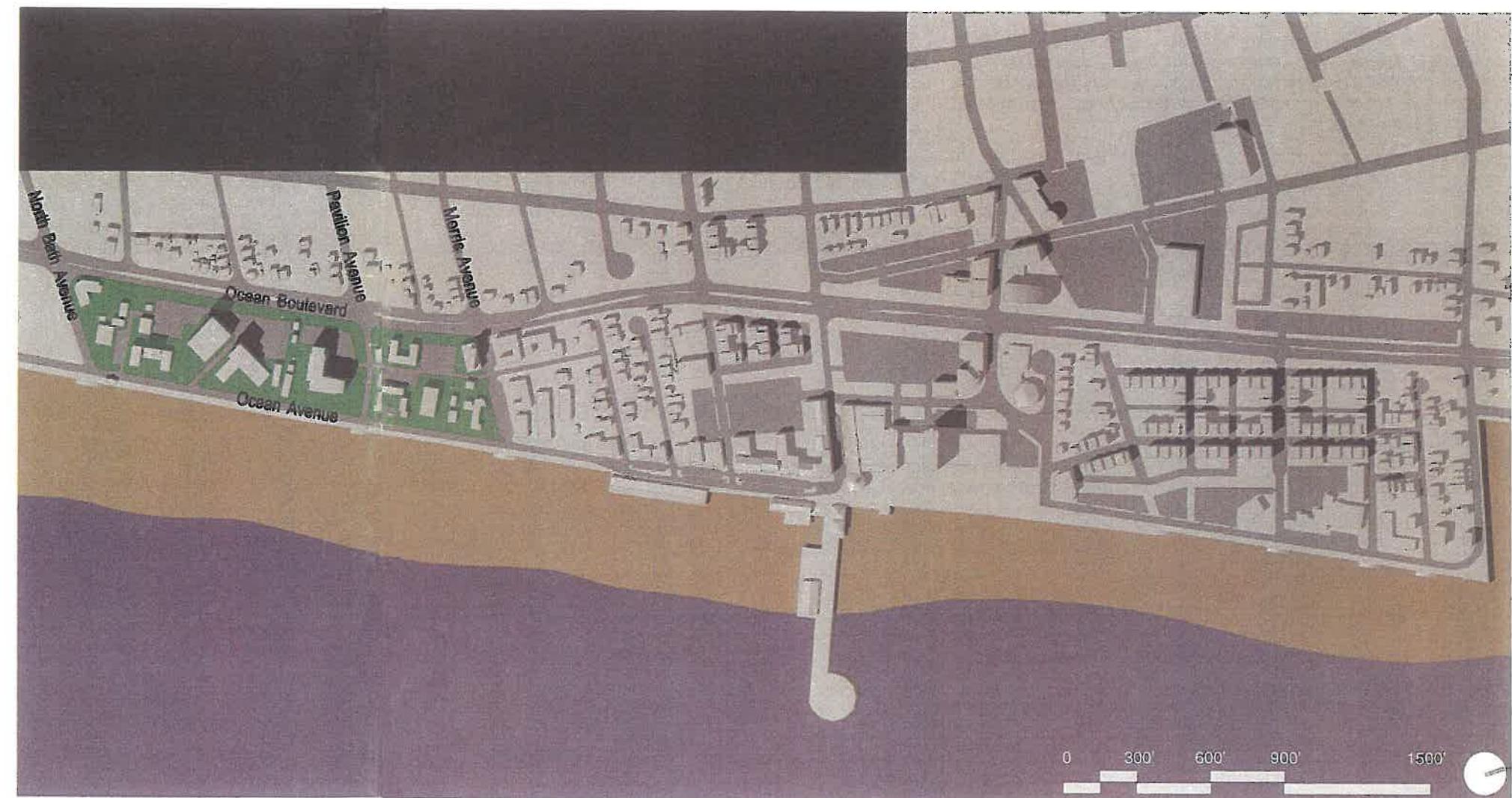
Sector Objectives

New residential development in this sector is to continue and reinforce the existing mid-rise residential pattern of 4-8 story structures that maximize views of the Atlantic Ocean. The neighborhood is to achieve a pedestrian-friendly environment unified by landscaping, neighborhood amenities, buffered parking, coordinated vehicular and pedestrian access for each block, and landscaped pedestrian easements to the boardwalk and beaches.

Land Use:

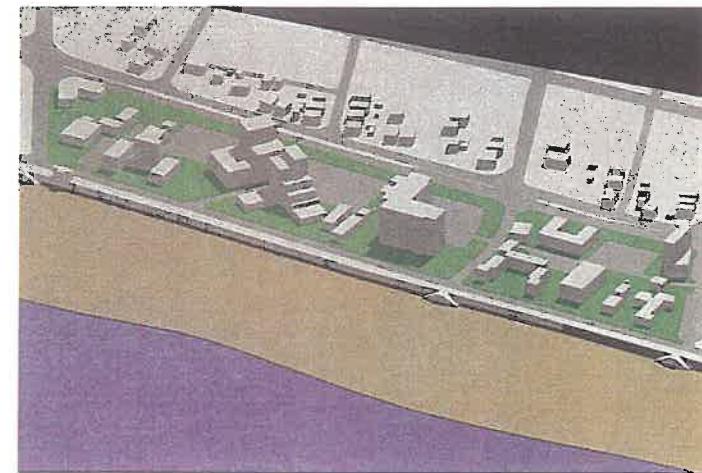


High Density Residential

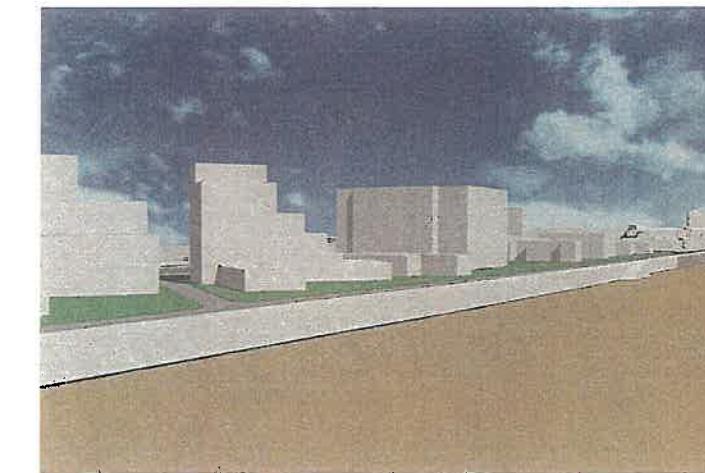


Long Branch, New Jersey

Permitted Use



The entire sector is zoned for high density residential uses, to reinforce the existing pattern of development.



Frontage of South Ocean Avenue should be exclusively residential, with all service/ parking located on the west (inland side) of the block

Density and Ground Coverage

Beachfront South- 3
UTILIZATION

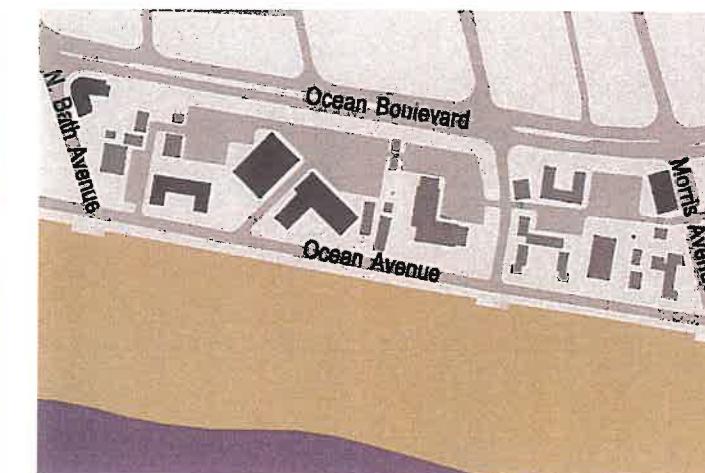


Figure-Ground Plan indicating possible build-out of major sites

Goals

To create a quiet, ocean fronting residential community within walking distance of amenities on the boardwalk and the pier. A cohesive mid-rise residential district requires the combining of services and parking of adjacent sites in order to yield pedestrian and neighborhood amenities overlooking the ocean.

	High Density Residential	Permitted Uses	ii. Parking Structures [serving exclusively permitted or accessory uses in the same tract]
	i. Oceanview Residential [Minimum permitted gross covered area of a dwelling unit is 800 sf.] such as - Apartments and condominiums	ii. Neighborhood Conveniences [Gross floor area of all accessory uses may not exceed 10% of gross of all permitted uses on a tract. Gross floor area per establishment must be between 500 sf.- 1500 sf.] such as: - Grocery store - Deli - Beauty parlor	i. Minimum : 15 du/ acre. ii. Maximum : 30 du/ acre. (minimum size of dwelling= 800 sf.)
	Accessory Uses These uses must be accommodated in the same development tract as the proposed permitted use they accompany. Accessory uses must be developed in conjunction with a Primary use, and in no case they may precede the development of a permitted use.	i. Waterfront Community Facilities [Gross floor area of all accessory uses may not exceed 10% of gross of all permitted uses on a tract] such as: - Swimming pool - Event rooms - Spa/ fitness centres	1) Maximum building coverage may be increased to 50% for amenities in accordance with Incentives Section (Beachfront South Page 7). 2) The following are recognized pervious landscape treatments. Pervious coverage treatments must be accompanied by planting requirements. Refer to Landscape section, (Beachfront South Page 6).
			i. 100% of mandatory buffers and setback landscape, including area under street plantings. 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).

Rules	Density	Max. building coverage	Min. pervious coverage
	High Density Residential	i. Minimum : 15 du/ acre. ii. Maximum : 30 du/ acre. (minimum size of dwelling= 800 sf.)	35% of tract area. ¹⁾ 15% of tract area. ²⁾

1) Maximum building coverage may be increased to 50% for amenities in accordance with Incentives Section (Beachfront South Page 7).
 2) The following are recognized pervious landscape treatments. Pervious coverage treatments must be accompanied by planting requirements. Refer to Landscape section, (Beachfront South Page 6).

- i. 100% of mandatory buffers and setback landscape, including area under street plantings.
- 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



Interconnected parking lots and service areas with shared driveways preserve land for residents use.

Goal

To create quiet residential beachfront community, with adequate on-site parking for area residents.

Rationale

To reduce through traffic on residential streets.

Rules

- i. Non-accessory parking is prohibited.
- ii. No curb cuts are permitted on Ocean Boulevard.
- iii. Limited short term on-street parking shall be permitted during the day for visitors.
- iv. Private parking lots should be located towards the rear (inland side) of each development. Where possible, lots may be combined for adjacent tracts.

Required Parking Spaces

Off-Street Parking Component

	Required Parking Spaces	Off-Street Parking Component	Street Names	Recommended driveway spacing
 High Density Residential	<ol style="list-style-type: none"> i. 2-3 parking spaces/ du for residential development. ii. 4 off-street parking spaces for every 1000 sf. of accessory uses. 	<ol style="list-style-type: none"> i. All required parking must be located on-site, in the same tract as the development. 	 Regional Artery  Residential Frontage Street (includes pedestrian circulation)	<ul style="list-style-type: none"> • Ocean Boulevard • Morris Avenue • North Bath Avenue • Ocean Avenue



Access Diagram

Goals

To maintain and reinforce the existing pattern of mid-rise residential structures.

To enhance the visual quality of Ocean Boulevard.

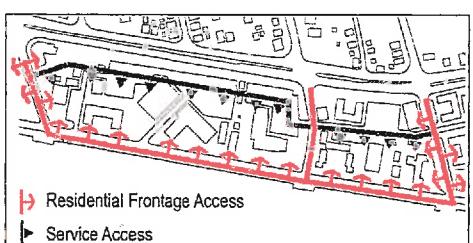
To enhance pedestrian access to the beach.

Rationale

To discourage through-traffic in the residential portions of this sector.
To improve operation and safety for Ocean Boulevard traffic.
To encourage pedestrian access through the sector and extend the network of recreational paths and ways.

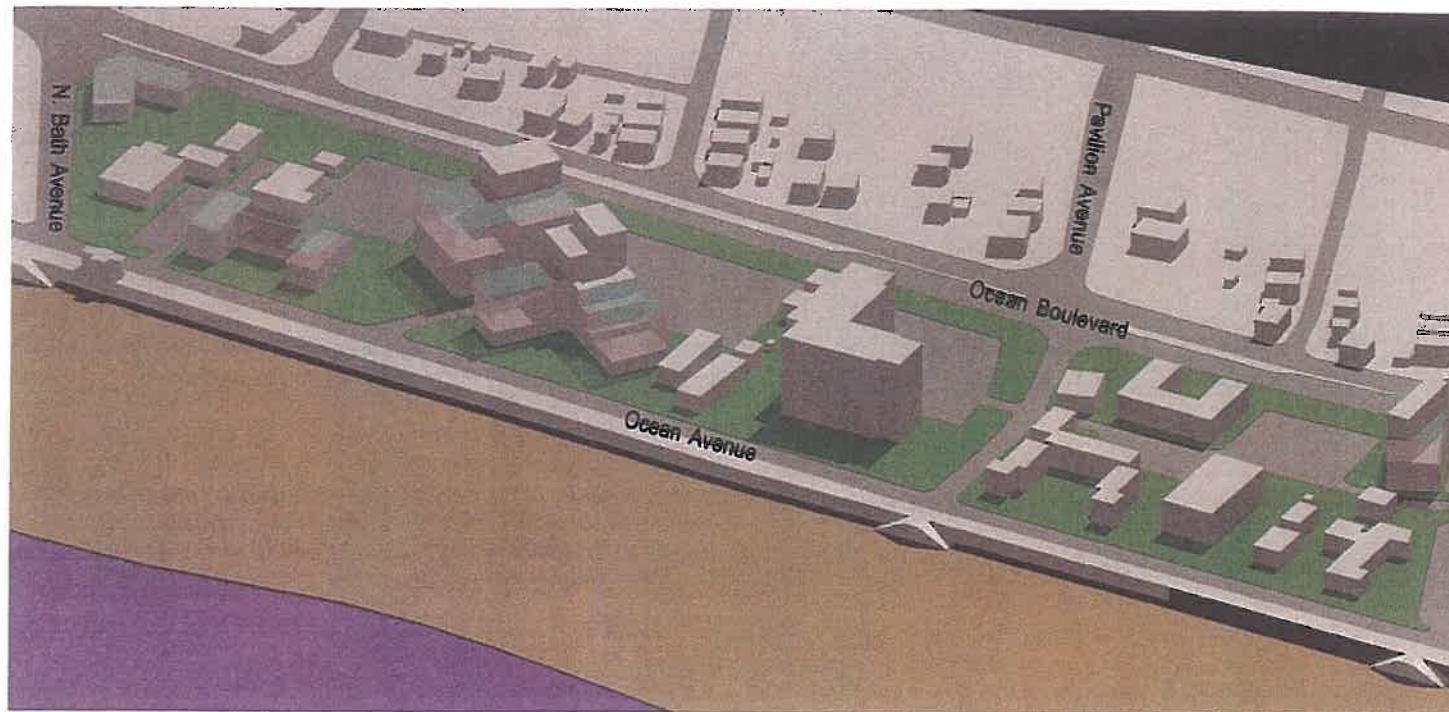
Rules

- i. Curb cuts on Ocean Boulevard are prohibited.
- ii. Parking and service alleys should be located in the rear of residential and commercial development. Restriction of Ocean Boulevard access requires that entrance to tracts be from Ocean Avenue.
- iii. If two adjoining tracts share access to parking through a mid-block vehicular connection and also share a single curb cut, both tracts shall receive a bonus ground coverage (Refer to Incentives section, Beachfront South Page 7).
- iv. Existing Ocean Avenue on-street parking should be maintained.
- v. Event specific on-street parking should be permitted on Ocean Blvd.
- 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. 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 for subsequent property developers.
- viii. No streets will be closed to pedestrian access.

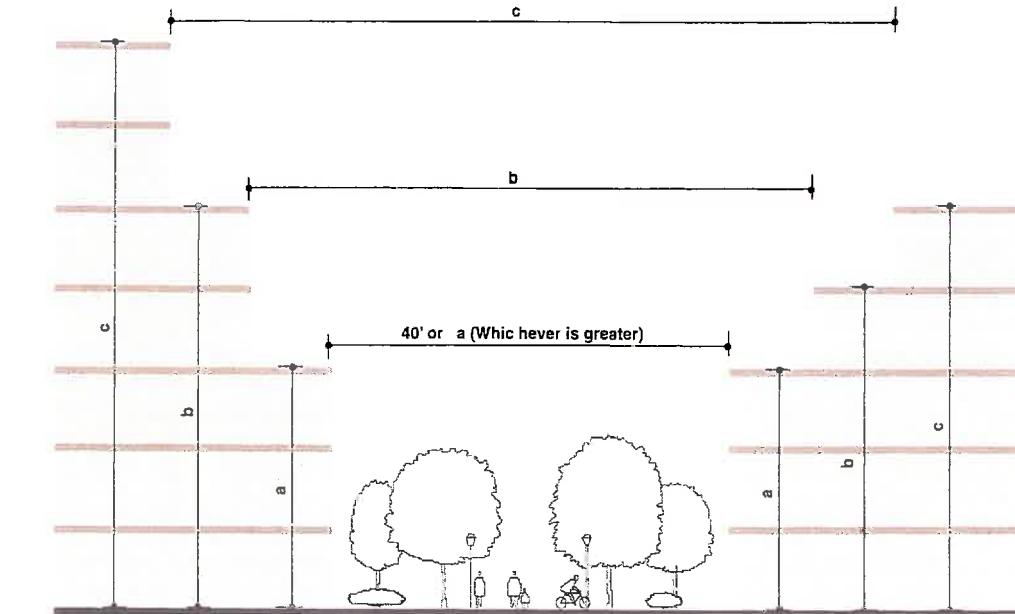


Building Envelope

Beachfront South-5
SITE ORGANIZATION



A building type that provides terraces and balconies stepping towards the ocean, is encouraged.



Setbacks between buildings.

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, Beachfront South Page 6).
 b) On all tracts fronting Ocean Boulevard.

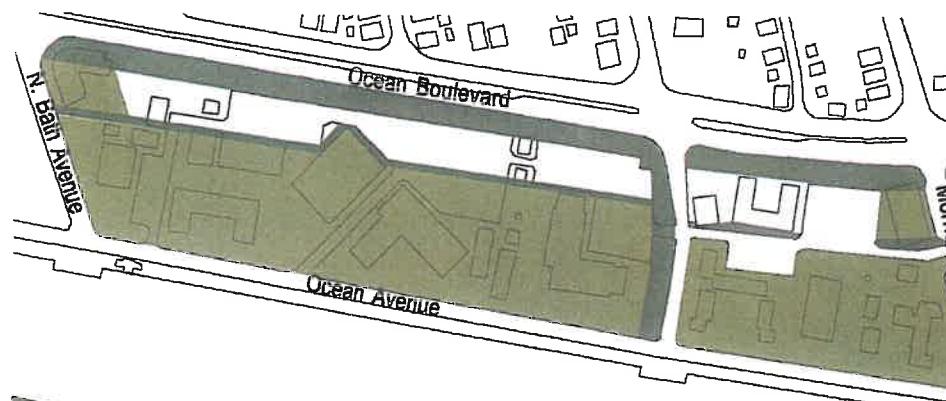
²⁾ Architectural features such as pitched roofs, gables, domes, steeples, stacks, stair cores, cornices, bris-soliel, roof decks, etc. may project beyond the permitted height envelope.

Street	Front Setback	Side Setbacks	Building Lines	Bulk	Height
a) Ocean Avenue	40 feet or half the height of the building, whichever is greater.	20 feet from property line. ¹⁾	i. Distance between adjoining buildings must be 40 feet or equal to the height of the tallest structure, whichever is greater. ii. When Buildings have stepped profile, the setback between each stepped portion of adjacent buildings from each other must be equal or greater than their height. (Refer to diagram on this page).	i. No more than 20% of building bulk may fall within 150 feet of Ocean Blvd. ROW line. ii. No more than 50% of building bulk may fall within 60 feet of a permitted access street. iii. For all tracts with an Ocean Avenue frontage, 80% of the building bulk must fall within 300 feet of the Ocean Avenue ROW line.	i. No more than 80 feet. ²⁾ ii. The proposed building height and profile must ensure that no shadow is cast on the beach up to 16:00 hrs. in the summer season, from June 1 to September 20.
b) Morris Avenue	20 feet from ROW line.				
c) Pavilion Avenue					
d) N. Bath Avenue					

Siting and Landscape

Beach Front South- 6

SITE ORGANIZATION



Buffers

High Density Residential

Goals

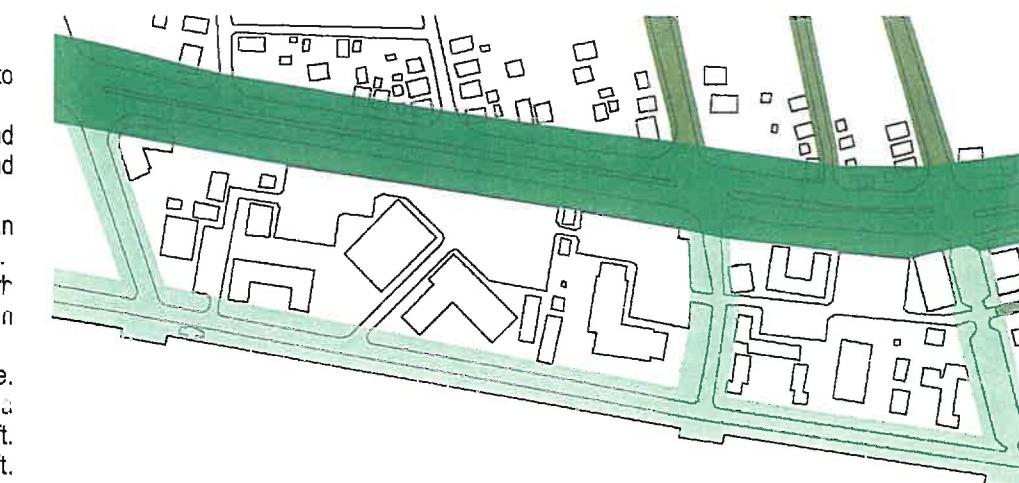
Beachfront South is planned as a cohesive residential neighborhood with mid-rise infill structures maximizing ocean views.

The Ocean Avenue frontage is envisaged as a high-amenity pedestrian environment with neighborhood facilities (pools, clubs, community halls, etc.) and landscaping, combined "gateways" and address markers and coordinated pedestrian lighting and street furniture. Shelters, bandstands, shuttle stops and gazebos on either side of Ocean Avenue are encouraged.

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

1. Siting

- i. Beachfront buildings shall be encouraged to maximize oceanfront views.
- ii. Semi-enclosed spaces such as balconies and porches, terraces above the ground level, and roof decks, are recommended.
- iii. Main building entrances must face Ocean Avenue and/or a perpendicular side street.
- iv. In no case shall vehicular access (and curb cuts) to any development tract or site fronting Ocean Boulevard be permitted.
- v. Each development tract with an Ocean Ave. or beach frontage is required to provide a public pedestrian and bike easement of 10 ft. width at intervals no greater than 200 ft. (measured perpendicular to Ocean Avenue). The easement may be shared equally by two adjoining tracts at their common property line. (Refer General Design Guidelines Page 10 for pedestrian walkway/ easements and landscape recommendations).
- vi. For all tracts with an Ocean Avenue frontage, 80% of the total covered area of the development must fall within 400 feet west of the Ocean Avenue R.O.W. line.
- vii. The site plan must be designed to maximize the utility of mandatory setbacks and easements.
- viii. All effort must be made by each successive development to be a good neighbor, both physically and programmatically, to existing structures and uses.
- ix. 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 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.*

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

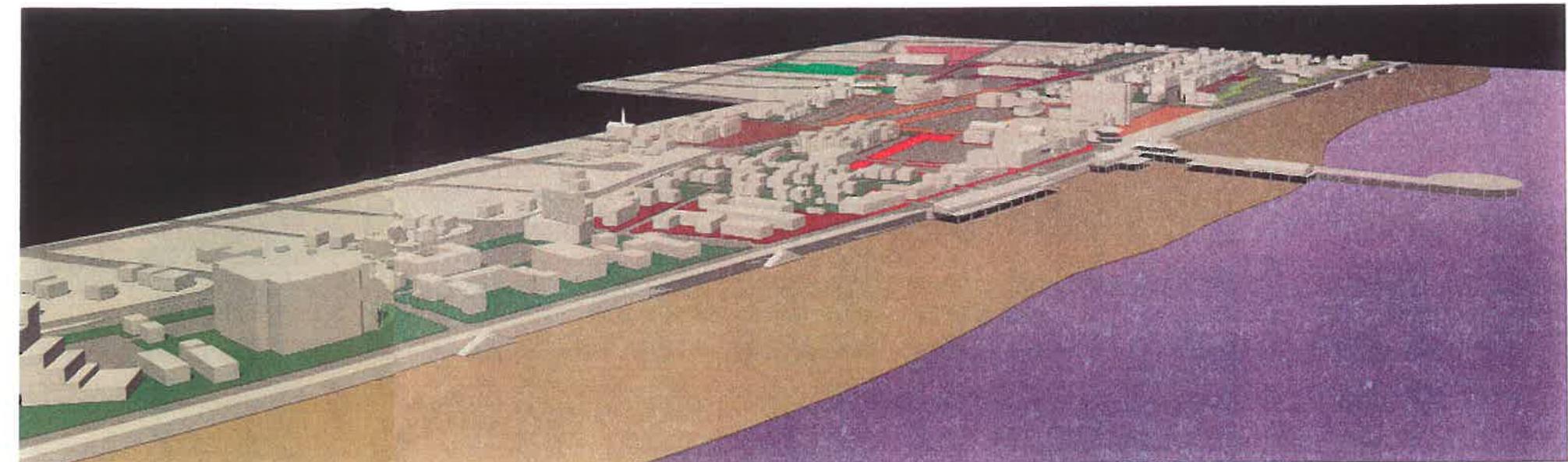
- iv. All storm water management systems will meet the requirements of the Freehold Soil Conservation District with respect to soil erosion and sedimentation control and DEP rules with respect to storm water management in 7.7E-8.7.
- v. All publicly accessible areas (inclusive of parking lots and easements) 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.

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

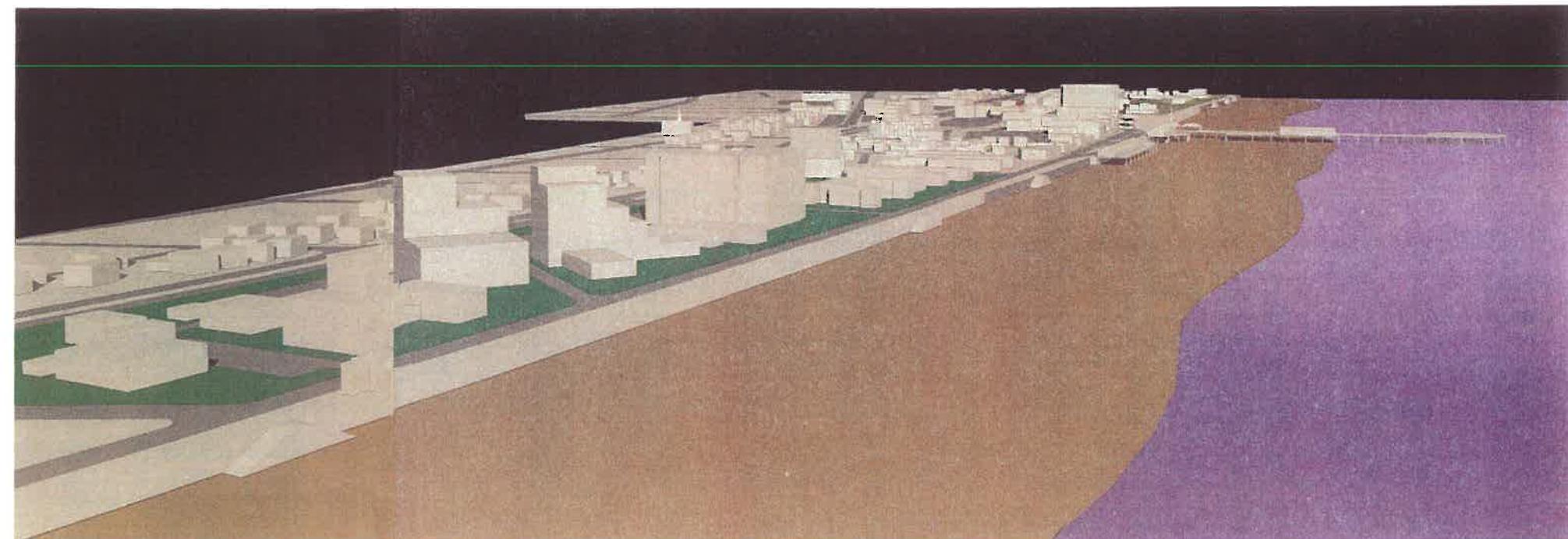
Incentives

Special bonuses are awarded for the inclusion/ provision of the following publicly accessible amenities (The following incentives are non cumulative):

- i. The developer shall be permitted a bonus Building Ground Coverage of up to 5% beyond what is permitted (refer to page 3 of this document) if, for each estimated increase in \$1 assessed value, a developer pays \$0.20 linkage fee to provide and install the following amenities:
 - Street furniture, approved by the Design Review Committee.
 - 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 permitted (refer to page 3 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:
 - 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 Ocean Avenue 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 hedge and lawns, and permanent address directories. Work to be undertaken by developers upon agreement with adjoining tracts in a block, and 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.



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.



Beachfront South's mid-rise oceanview residential enclave will benefit from strong connections to public and private investments on the beach and boardwalk, promenade, Ocean Boulevard and the adjoining sectors.