

Design Guidelines Handbook 7

BROADWAY

BROADWAY



Long Branch Redevelopment Plan
Long Branch, New Jersey

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This seventh handbook is an addition to a set of six books (released in 1996), that outline the development rules of 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: Broadway looking East from Second Avenue, c.1930.

Frontispiece illustration: Broadway looking East from Third Avenue, c.1900.

Illustrations from the collections of Gene Somma and Pat Schneider.

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Broadway looking East from Second Avenue, c.1930.

LETTER FROM THE MAYOR



CITY OF LONG BRANCH, MUNICIPAL BUILDING, 344 BROADWAY, LONG BRANCH, N. J. 07740 (732) 222-7000

May 15, 2003

Springing from the momentum of successfully launched redevelopment of its Oceanfront, the City of Long Branch is opening its sixth and largest sector of redevelopment with the main street, Broadway, at its core.

City Goals

Derived from extensive community participation, specific goals drive the rejuvenation of Broadway today with principles shaped for the commercial corridor, adjacent neighborhoods, and the public realm. These are:

- *Hometown Downtown.* Broadway's future growth is linked to the well being of the neighborhoods around it. The City actively envisions compact infill development around new and improved community-oriented schools within a short walk of Broadway.
- *Walk to Work.* The goal is to co-locate new mixed-income residential development near new employment and entrepreneurial opportunities on Broadway.
- *Urban Campus.* The opportunity to leverage cultural and educational institutions including Long Branch schools, Brookdale Community College, Monmouth Medical Center teaching programs, the New Jersey Repertory Theater, Shore Institute of Contemporary Art, and Monmouth University. The City hopes to stimulate student housing along with vocational training and internships within the Broadway Cyber District.
- *A Regional Downtown.* Retail and commercial development around Broadway is planned in the context of regional transportation: the Long Branch train station, and the proposed Long Branch Pier and Ferry service, both within 3 blocks of Broadway.

Guidelines

These Guidelines express the rules for:

- *Commercial sub-districts of Broadway* which target synergistic tenancy-interrelated businesses and services, building up critical mass to create a competitive retail district.
- *Residential areas,* that encourage a variety of compact mixed-income urban housing types.
- *The Public Realm,* which describe a regime of shared parking amid street and park fronting developments that optimize public space use around the clock by visitors and residents.

In particular, these Guidelines invite well-scaled contextual revitalization of Long Branch's downtown as a vital and welcoming place for people.

Very truly yours,

Adam Schneider
Mayor

BROADWAY: THE SIXTH REDEVELOPMENT SECTOR

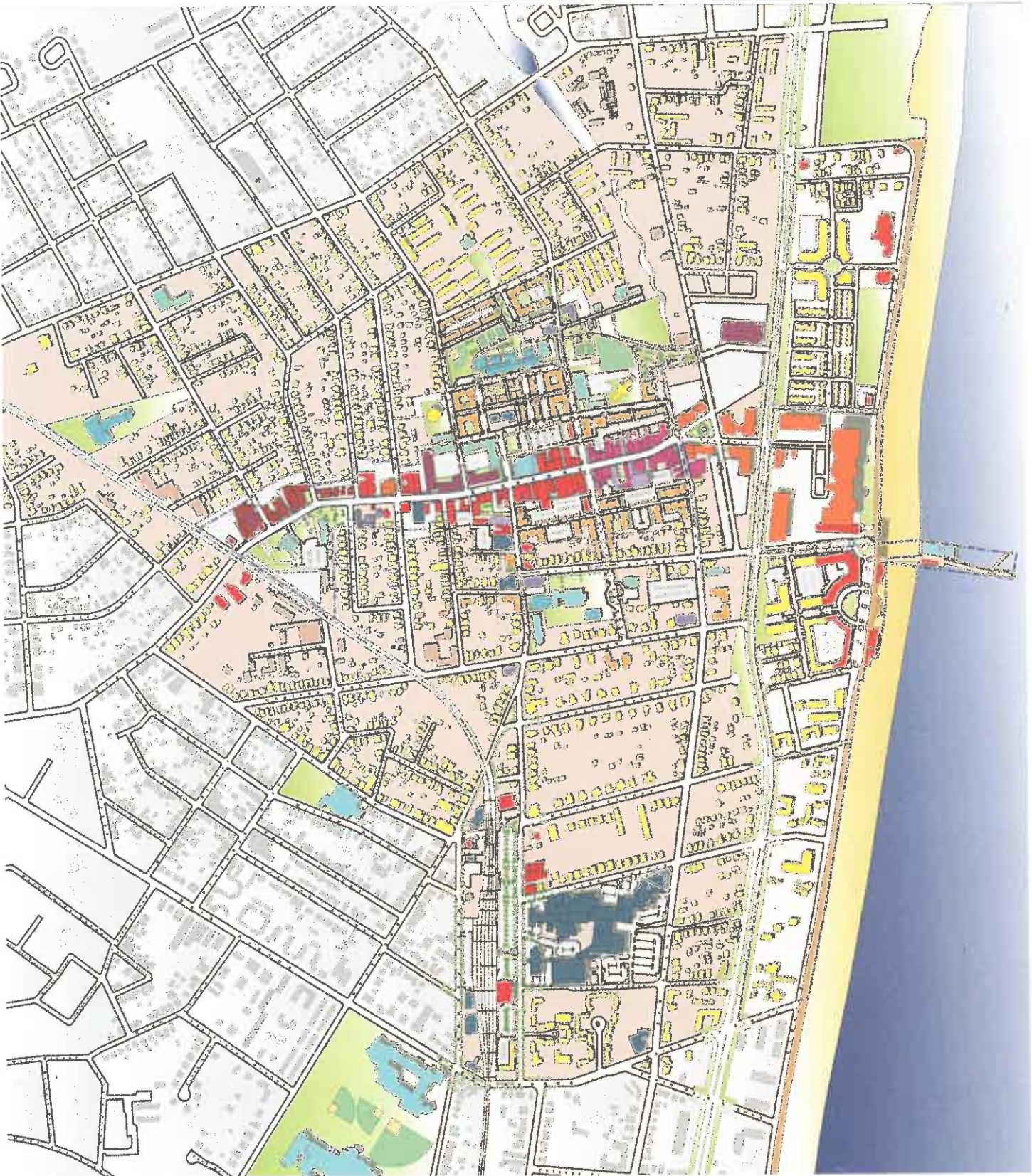
Design Guidelines Handbook 7, for Long Branch's historic "main street," Broadway, is a result of an eighteen-month community planning process, which attempts to connect the legacy and dreams of Long Branch citizens to define the center of public life in their City. The ongoing Oceanfront Redevelopment Program over the past six years has brought Long Branch the attention of investors and visitors from around the State, and with it the unique opportunity to revitalize the Central Business District and the neighborhoods around it.

The Visions that drive this revitalization plan are:

- > To build a *Hometown Downtown*, where the needs of Long Branch's growing residential base are met;
- > To strive for a *Walk to Work City* where diverse job and housing opportunities are created;
- > To create an *Urban Campus*, that takes advantage of the energy and optimism of this City's learning institutions, and;
- > To re-establish a *Regional Downtown* for surrounding Communities, as a commercial and entertainment center.

These Guidelines are written to direct in an orderly and meaningful manner the incremental interest and actions of developers, businesses, and users, to long-term community goals as managed by its stewards.

CONTEXT PLAN



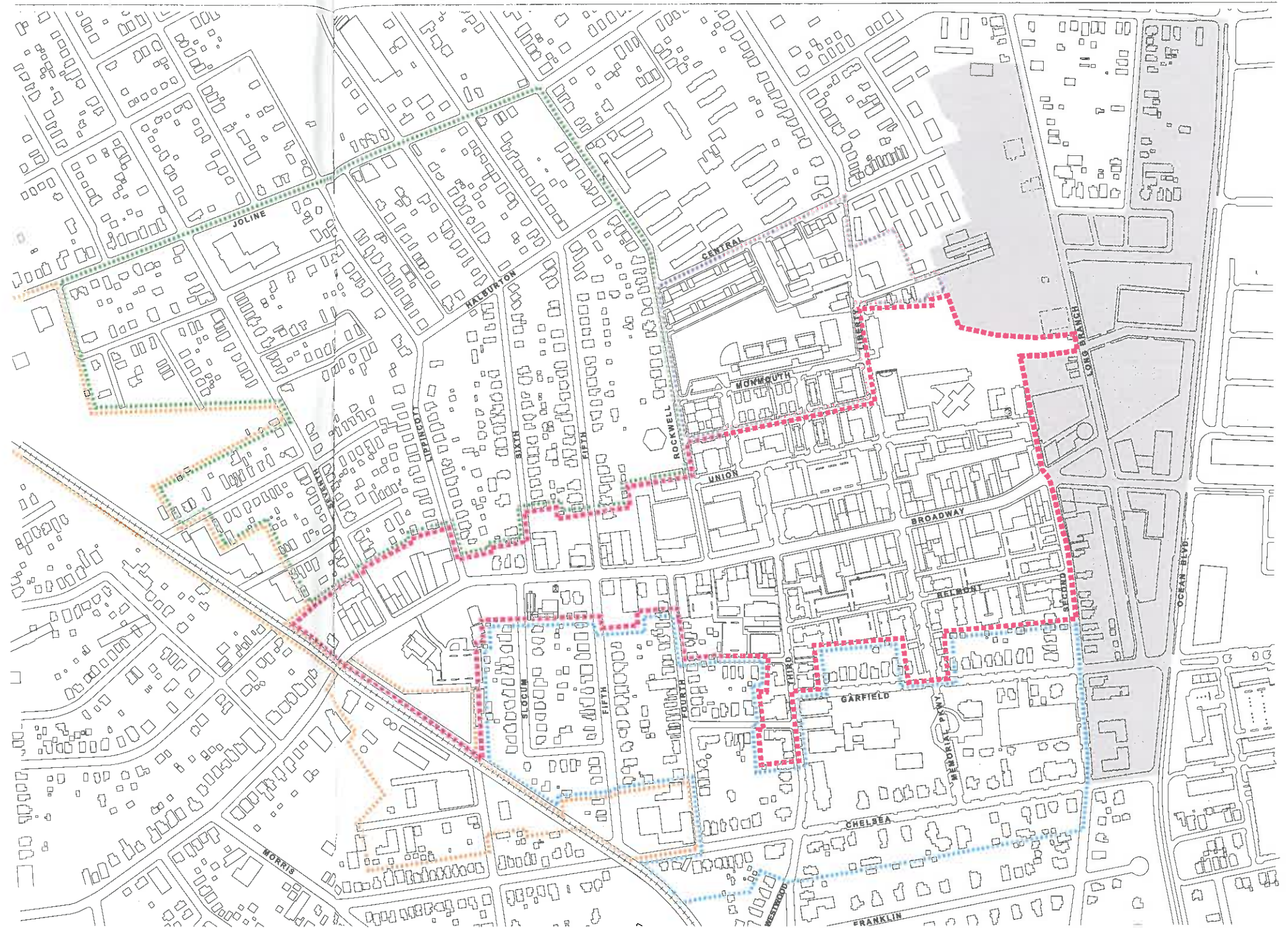
Sector 6: Broadway


GOALS

- > To reestablish Broadway as a sustainable retail main street surrounded and supported by diverse, vital urban neighborhoods.
- > To reestablish the historic, social, and commercial connection and interdependence of the Oceanfront and the main retail street, as a street serving local and regional needs.
- > To strengthen the viability of the main retail street of the city by encouraging strategic infill projects on Broadway.
- > To facilitate retail that supports a wide range of goods and services that will serve both the immediate community and the larger region.
- > To strengthen the interdependence of Broadway and its surrounding residential communities by facilitating a range of everyday commercial services, increasing housing opportunities, improving access, creating employment opportunities through new commercial developments and businesses, and encouraging social interaction.
- > To create residential communities of sufficient density that will sustain a vital urban community and support a retail street.
- > To create diverse housing opportunities—rental and ownership—ranging from affordable to market rate that will serve a wide spectrum of users.
- > To establish a center for the arts that will attract artists from the whole region.
- > To act as an incubator for new businesses and to provide live-work space to encourage a vibrant downtown residential community.


Note: The Chelsea, Garfield, Lippincott and Monmouth Overlay Zoning Districts are identified as areas where current zoning regulations will be adapted by creating overlay zoning districts that will allow for the densification of the residential neighborhoods.

SECTOR PLAN



 BROADWAY SECTOR (72.2 ACRES)

 GARFIELD AND CHELSEA OVERLAY ZONING DISTRICT (54.3 ACRES)

 ADJACENT BROADWAY GATEWAY SECTOR (48.5 ACRES)

 LIPPINCOTT OVERLAY ZONING DISTRICT (92.5 ACRES)

 INDUSTRIAL DISTRICT

 MONMOUTH OVERLAY ZONING DISTRICT (18.6 ACRES)

GOALS

The land use categories provide opportunities for creating a sustainable mix of commercial, civic, entertainment, and residential uses to facilitate a vital urban community.

INTERNAL BALANCE ON RETAIL CORRIDOR

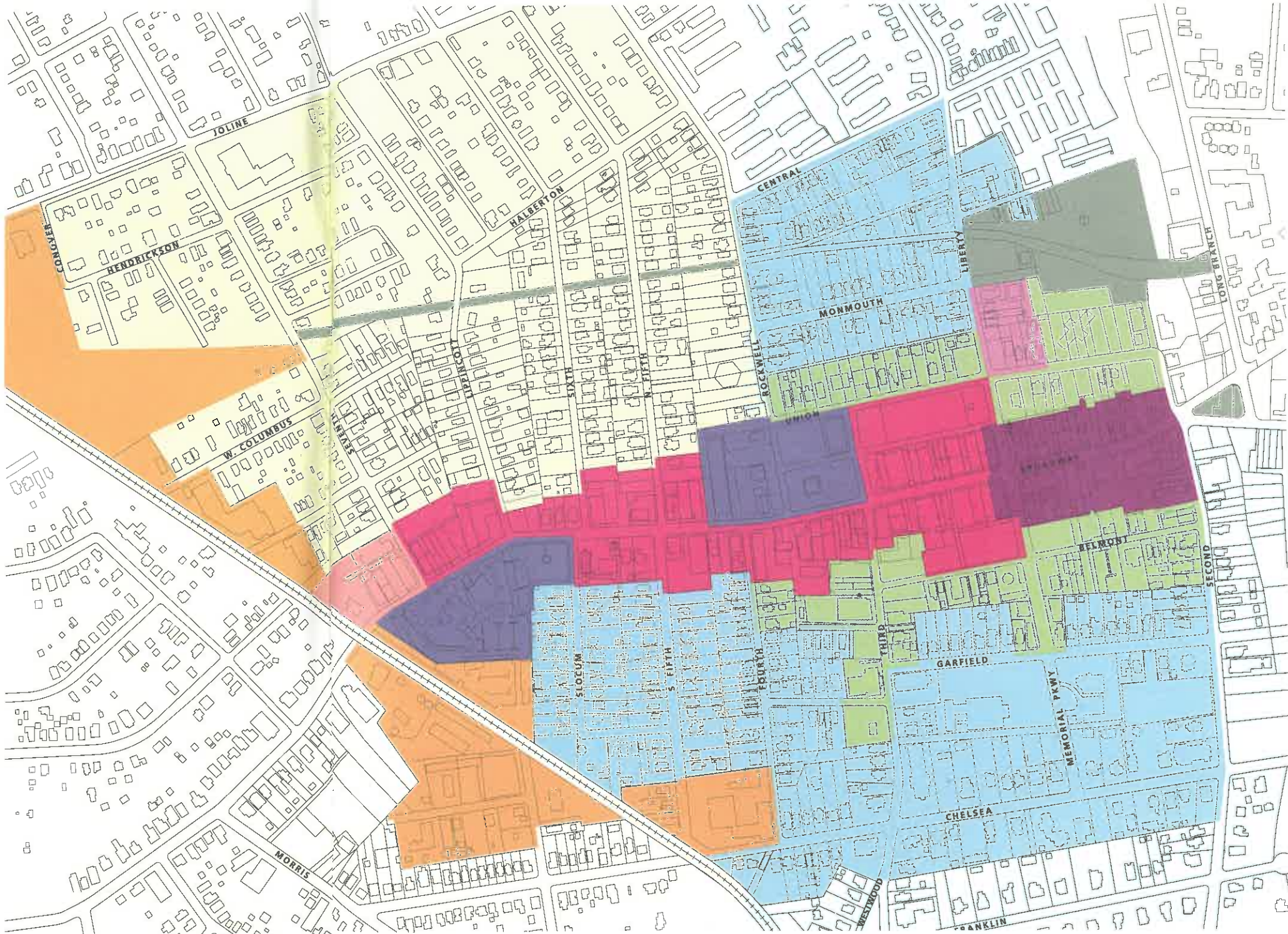
To create synergies between commercial uses that will result in a viable commercial downtown—consisting of a wide range of complementary retail, businesses and civic uses—that serve the immediate community and are a regional attraction.

CONNECTION TO NEIGHBORHOOD AND RESIDENTIAL DENSITY




The plan increases residential density in areas adjacent to the commercial strip where a mix of commercial and residential uses are encouraged in a transitional residential zone (Downtown Residential/Live-Work zone). An increase in residential density in neighborhoods to the north and south of Broadway is also encouraged.




PARAMETERS FOR ESTABLISHING LAND USE CATEGORIES

Land Use categories are based on existing lots, existing uses, historic uses, emerging patterns of use, and accessibility to existing streets. Spatial opportunities provided by existing building stock are critical as the commercial area is already largely built up and has to function within its current capacity. Land use also takes into account the area's diversity—both in terms of commercial opportunities, and users and residents.







SECTOR LAND USE CATEGORIES

	REGIONAL ENTERTAINMENT/ COMMERCIAL
	CIVIC/ COMMERCIAL
	DOWNTOWN COMMERCIAL

	REGIONAL COMMERCIAL
	DOWNTOWN RESIDENTIAL/ LIVE-WORK
	CIVIC/RECREATIONAL

PROPOSED OVERLAY ZONES

	R5: 1-4 FAMILY RESIDENTIAL		PARK/TRAIL
	R4: SINGLE FAMILY RESIDENTIAL		
	INDUSTRIAL OVERLAY		



Permitted Use 1 (of 3)

GOALS

The goal is to restore Lower Broadway, traditionally the downtown of Long Branch, as the principal commercial district of the city. The commercial corridor should accommodate rich and varied uses along the length of Lower Broadway to stimulate retail in all areas. A diversity of attractions will bring people together from all parts of Long Branch and neighboring communities. The strategy is to group merchants in related zones for effective merchandizing and with convenience of shopping. The district will attract different age groups and interests for a good social balance.

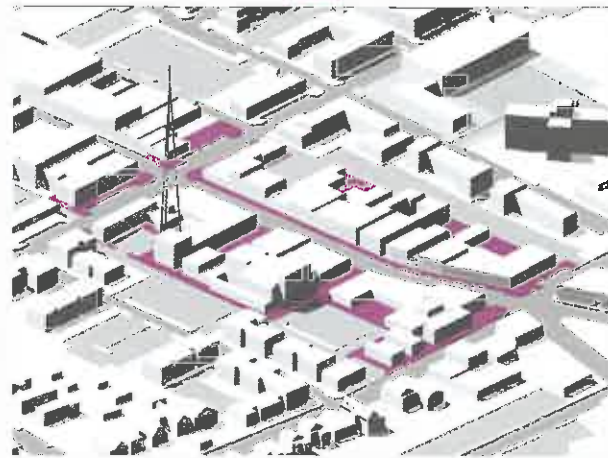
APPROACH

We have identified and classified uses according to desirability. Accordingly most desirable uses are designated as **Primary Uses** and the next tiers of desirability as **Secondary Uses** and **Tertiary Uses**. Desirable uses are seen as *primary* which draw customers for main street businesses within the context of the Redevelopment Process. These preferred primary uses shall also be given preference over other permitted uses in RFPs in the Redevelopment Process. Most desirable uses are incentivised with lower parking requirements (see **Parking**, pp.14-15).

RULES

- There shall be no change of use without approval of the City Redevelopment Authority and the Planning Board.
- The developer shall demonstrate compliance with the redevelopment plan, including parking. The agreement shall provide for an annualized contribution to the Long Branch Parking Authority for provision of required parking spaces which are not provided by the developer directly (see **Shared Parking**, p.13).
- Prospective tenants for art studios and workshops must be certified by the City/the Long Branch Arts Council before developer agreement is issued.
- All Educational and Community Institutions must be approved by the City as contributory to the Broadway business district.

LAND USE ZONES: Regional Entertainment/Commercial



The land use area is a destination entertainment district anchored by major performance art venues. Theaters and cinema anchors are envisaged in existing historical theater venues. Related educational institutions and incubators, complemented by entertainment and youth-oriented businesses, restaurants, cafes and music clubs, will comprise a late night district with a vital street presence. The area is composed of a number of existing buildings with infill opportunities. Spillover uses and events in streets and alleyways are encouraged.

The land use area consists of two facing half blocks fronting on Broadway between Second Avenue and Memorial Parkway/Liberty Street, and two corner sites fronting on Broadway immediately west of Liberty Street/Memorial Parkway.

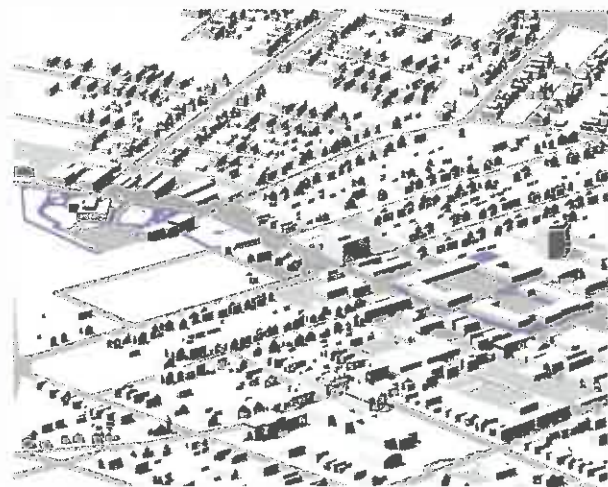
ENCOURAGED

- > Destination entertainment venues
- > Entertainment-related businesses
- > Institutional institutions related to the arts
- > Specialty and regionally oriented retail
- > 24-hour street- and night-oriented uses
- > Youth-oriented retail

PROHIBITED

- > Adult entertainment
- > Automobile service station / Auto repair
- > Banks
- > Business services
- > Gaming galleries
- > Residential
- > Service retail on ground floor
- > Utilities / Telephone
- > Warehousing / Storage
- > Any uses not specifically listed

LAND USE ZONES: Civic/Commercial



Two distinct parcels comprise this land use area. The first land use area is envisioned as a joint development of civic and commercial uses on two Broadway fronting parcels adjoining Rockwell Avenue. The second land use area, currently occupied by City Hall, is bounded by Broadway on the north, Slocum Avenue on the east, and rail tracks on the west. The area also includes the Municipal Library and Slocum Park. Civic and commercial uses can be accommodated in existing structures or a new development. Encourage joint development of anchor civic and commercial uses.

PROHIBITED

- > Automobile service station / Auto repair
- > Residential
- > Specialized equipment
- > Vehicle showrooms and repairs
- > Any uses not specifically listed

PERMITTED

PRIMARY USES

1. Performance Art Venues

Gross floor area per establishment must be between 18,000 - 40,000 sf, such as:

- > Cinemas
- > Theaters

2. Art and Entertainment Educational Institutions/Incubators related to the arts

On upper floors only

Gross floor area per establishment must be between 3,000 - 15,000 sf, such as:

- > Art studios and workshops
- > Culinary school
- > Dance studio
- > Fashion design school
- > Music instruction
- > Theater workshops

SECONDARY USES

1. Restaurants

Gross floor area per establishment must be between 500 - 5,000 sf, such as:

- > Corner restaurants and cafes with retail
- > Full service anchor restaurants / Function rooms
- > Informal lunch and dinner cafes
- > Restaurants with dancing or live music
- > Sidewalk cafes that encourage spillover in streets

PERMITTED

PRIMARY USES/ANCHOR USES

1. Lifestyle, Apparel and General Merchandise

Gross floor area per establishment must be between 30,000 - 75,000 sf

Minimum development tract size: 4 acres.

2. Municipal/Civic such as:

- > City Hall
- > Community hall and exhibition hall
- > Municipal Courts
- > Police Station
- > Public Library

3. Office

On upper floors only, such as:

- > Corporate offices
- > Professional groups

2. Bars and Clubs

Gross floor area per establishment must be between 500 - 7,000 sf, such as:

- > Billiards hall
- > Clubs showcasing local bands
- > Cyber cafes
- > Dinner theater and cabaret
- > Late night cafes
- > Pubs, brew pubs / Micro-brewery
- > Small dance clubs

3. Entertainment Related Businesses

On upper floors only

Gross floor area per establishment must be between 1,000 - 10,000 sf, such as:

- > Art galleries
- > Film and video production
- > Multi-media studio
- > Music production
- > Offices
- > Photographer's studio
- > Radio, TV station, news and print media
- > Rehearsal rooms

4. Specialty retail

Gross floor area per establishment must be between 500 - 4,000 sf, such as:

- ENTERTAINMENT AND ARTS RELATED
- > Arts, crafts and design supplies
- > Books, news, comics, music and media
- > Film developing and camera supplies
- > Frame shop, prints and photography

ACCESSORY USES

Must accompany Permitted Uses (on the same development tract) such that the total area of accessory uses constitutes no more than 10% of the gross floor area of development, such as:

- > Coffee shops and cafes
- > Fast food
- > Pharmacy
- > Specialty retail

- > Novelty store and souvenirs
- > Paint store

YOUTH APPAREL AND ADORNMENTS

Gross floor area per establishment must be between 500 - 3,000 sf, such as:

- > Jewelry/Wearable art, hand knits, scarves
- > Shoes and accessories
- > Tailor, seamstress and custom designers
- > Vintage clothing

SPECIALTY FOOD

Gross floor area per establishment must be between 500 - 3,000 sf, such as:

- > Coffee roastery
- > Ethnic food stores, and bakeries
- > Ice cream shop
- > Liquor, gourmet foods and wine shop
- > Pastry and coffee shop

SPORTS AND RELATED ACCESSORIES

Gross floor area per establishment must be between 500 - 5,000 sf, such as:

- > Bike shop/Bike rentals
- > Kite shop
- > Sportswear and equipment
- > Surf shop

CONDITIONAL USES

1. Food Production

Conditional upon: Must include an on-site retail outlet associated with food production.

Permitted Use 2 (of 3) For overall goals, approach and rules for Permitted Use, refer to page 6.

LAND USE ZONES: ■ Downtown Commercial



This land use area is a full-service downtown commercial district offering a continuous and varied mix of retail and services. It consists of numerous built-out blocks fronting on Broadway, a traditional retail street, with opportunities for contextual infill. Continuous pedestrian-oriented retail with glass storefronts and frequent entrances will encourage walking and window-shopping and will result in multiple sales. Freestanding uses are discouraged while wholesalers and warehousing is prohibited.

ENCOURAGED

- > Street-oriented commercial uses on upper floors
- > Uses that serve surrounding neighborhoods and a larger (citywide) market

DISCOURAGED

- > Services on the ground floor
- > Warehousing
- > Wholesalers

PROHIBITED

- > Adult entertainment
- > Automobile service station/Auto repair
- > Funeral homes
- > Offices on the ground floor
- > Residential
- > Vehicle show room and repair
- > Warehousing/Storage
- > Any uses not specifically listed

PERMITTED

PRIMARY USES

1. Artist Studios and Workshops
Upper floors only

2. Downtown Retail

GENERAL ANCHOR COMMERCIAL

Gross floor area per establishment must be up to 15,000 sf, such as

- > Drugstore/Pharmacy
- > Grocery/General store

GENERAL COMMERCIAL

Gross floor area per establishment must be between 500 - 3,000 sf, such as

- > Books, video and news
- > Camera shop, film and developing
- > Computer store/Software and accessories
- > Electronics
- > Florist
- > Gift shop and cards
- > Office supplies
- > Tobacco shop

3. Apparel and Accessories

Gross floor area per establishment must be between 1,000 - 5,000 sf, such as

- > Athletic apparel and sporting goods
- > Children's apparel and accessories
- > Fashion, apparel and accessories (men and women)
- > Footwear
- > Unisex and casual clothing

4. Cyber Businesses

Upper floors only

Gross floor area per establishment up to 15,000 sf, such as

- > Applications service providers
- > Cyber health club
- > Data communications businesses
- > Image processing
- > Information technology/Software engineering
- > Internet service/Telephony providers
- > Medical technologists
- > Seat management services
- > Tele-radiologists
- > Telemarketing
- > Video conferencing service

SECONDARY USES

1. Service Retail

Gross floor area per establishment must be between 500 - 1,500 sf, such as

- > Barber shop/Hair and nail salons
- > Beauty shop
- > Copy shop and business services
- > Jewelry and watch repair
- > Laundromat/Dry cleaning
- > Shoe repair shop
- > Tailor/Cobbler
- > Travel agent

2. Specialty Retail

Gross floor area per establishment must be between 500 - 3,000 sf, such as

- > Arts, crafts and handicrafts
- > Beauty products and cosmetics
- > Specialty foods

3. Professional Services/Office

No more than 1,000 sf on the ground floor of any building may be office space

Gross floor area per establishment must be between 1,000 - 5,000 sf, such as

- > Business support services, printing, copying machines, and supplies
- > Financial services
- > Legal services and attorneys
- > Professional offices, e.g. doctors, architects, and contractors

4. Restaurants/Bar

Gross floor area per establishment must be between 500 - 3,500 sf, such as

- > Coffee and snack shops
- > Ethnic restaurants
- > Local taverns
- > Restaurants and cafes

5. Hotel/Business Suites

Gross floor area per establishment must be between 10,000 - 60,000 sf and minimum size for hotel room must be 250 sf, such as

- > Business suites
- > Extended stay
- > Guest services: Gift shop, coffee shop, restaurant, rental and travel information
- > Hotel

TERTIARY USES

1. Home Furnishings

Gross floor area per establishment must be between 1,000 - 6,000 sf, such as

- > Antiques
- > Bath shop
- > Furniture and house wares
- > Hardware store
- > Home decorating
- > Lamp and lighting store
- > Paint shop
- > Restoration hardware and collectables

2. Medical Services

Upper floors only

Gross floor area per establishment must be between 500 - 3,000 sf, such as

- > Health center
- > Health professional offices

3. Banks

Gross floor area per establishment must be between 1,000 - 3,000 sf

CONDITIONAL USES

1. Live-Work

Upper floors only

Residential is subject to the following conditions for both the structure and the building unit

- > Residential use may only constitute a maximum of 50% of the live-work space
- > Residents must engage in the co-located business
- > Residents must work in the workspace

2. 24-Hour Convenience Store

Gross floor area per establishment must be between 500 - 3,000 sf

Conditional upon: Must not be located adjacent to a residential area

3. Educational and Community

Gross floor area per establishment must be between 2,000 - 4,000 sf, such as

- > Arts-related schools
- > Community clubs and centers

Conditional upon: Public commercial use must be located on the ground floor, Institution's focus must relate to local needs

4. Community Colleges

Gross floor area per establishment must be between 2,000 - 10,000 sf

Conditional upon: Public commercial use must be located on the ground floor, Institution's focus must relate to local needs

5. Performance Art Venues

Gross floor area not to exceed 10,000 sf, such as

- > Theaters and cinemas

Conditional upon: Fit with existing venues/groups on Broadway

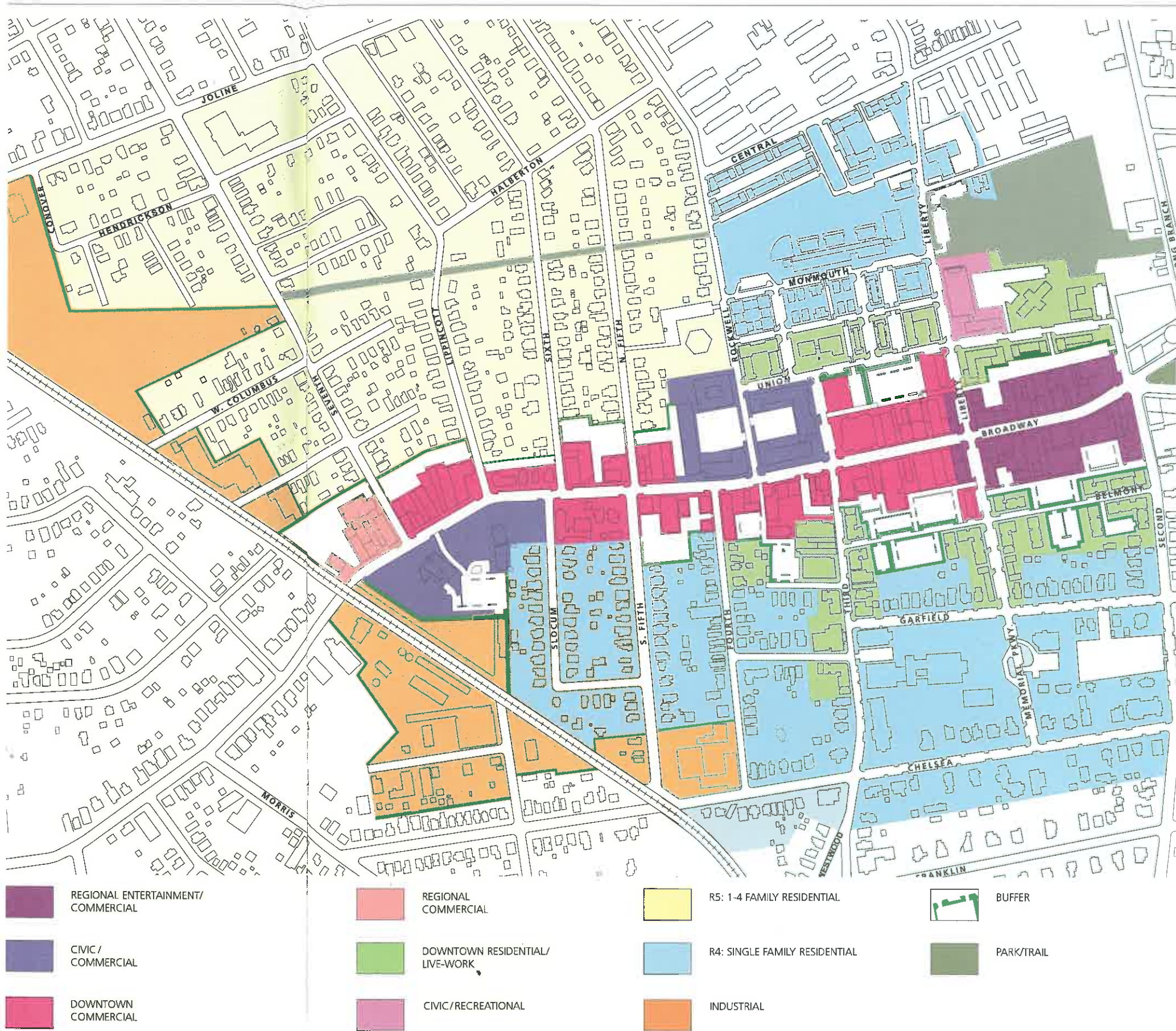
GOALS

The goal is to build a close relationship between built and open areas by maximizing street fronting uses, controlling street scales, encouraging zero-lot line development and minimizing marginal utilization of land given to driveways, unusable setback easements, stand-alone development, and underutilized parking lots.

This Urban Form plan illustrates the buildable footprints and block sizes in the Historic Broadway corridor that are implied by a combination of Utilization and Site Organization rules, as follows:

1. Block sizes in Redevelopment areas are defined (constrained) by:
 - i. Mandatory Reservations of land, such as parking lots and buffers.
 - ii. Existing R.O.W.'s.
 - iii. Easements deemed mandatory for parking, buffers, large tracts and substantially built sites.
 - iv. Existing ownership (especially in infill sites).
 - v. New R.O.W.'s completing a street circulation pattern.
 - vi. "Frontage Street:" Broadway.
2. "Buildable" Envelopes on these blocks are further constrained by:
 - i. Frontage of tract.
 - ii. Mandatory and advised setback.
 - iii. Bulk requirements.
 - iv. Height relationships between existing and proposed uses.
 - v. Existing buildings on Broadway.
 - vi. Need to unify fragmented parking lots off Broadway.
 - vii. Mid-block Parking and Service easements (alleys).
3. Land use applicable to these envelopes is determined by the generalized land use plan, based on frontage characteristics of existing lots.
4. Contextual green space is envisaged around key building clusters.

URBAN FORM PLAN



Density and Ground Coverage

GOALS

The Broadway Commercial Sector is planned as a full-service downtown commercial district with civic, recreational and urban residential uses. Historically Broadway was a fully built-out retail street with continuous building frontage on the main street. New infill developments will be consistent with the historic density and urban form of the street, while corresponding to contemporary access and parking requirements. Variation in density is desired at all Broadway intersections to yield signature corner buildings.

The proposed density is determined by the density of the existing build-out, the available parking supply, and the parking requirements for new infill development.

A minimum threshold density is proposed for the Downtown Residential/Live-Work zone in order to achieve a critical concentration of residents and businesses to make this a viable pedestrian-oriented commercial district.

RULE

- i. All lots must front on an approved public R.O.W..

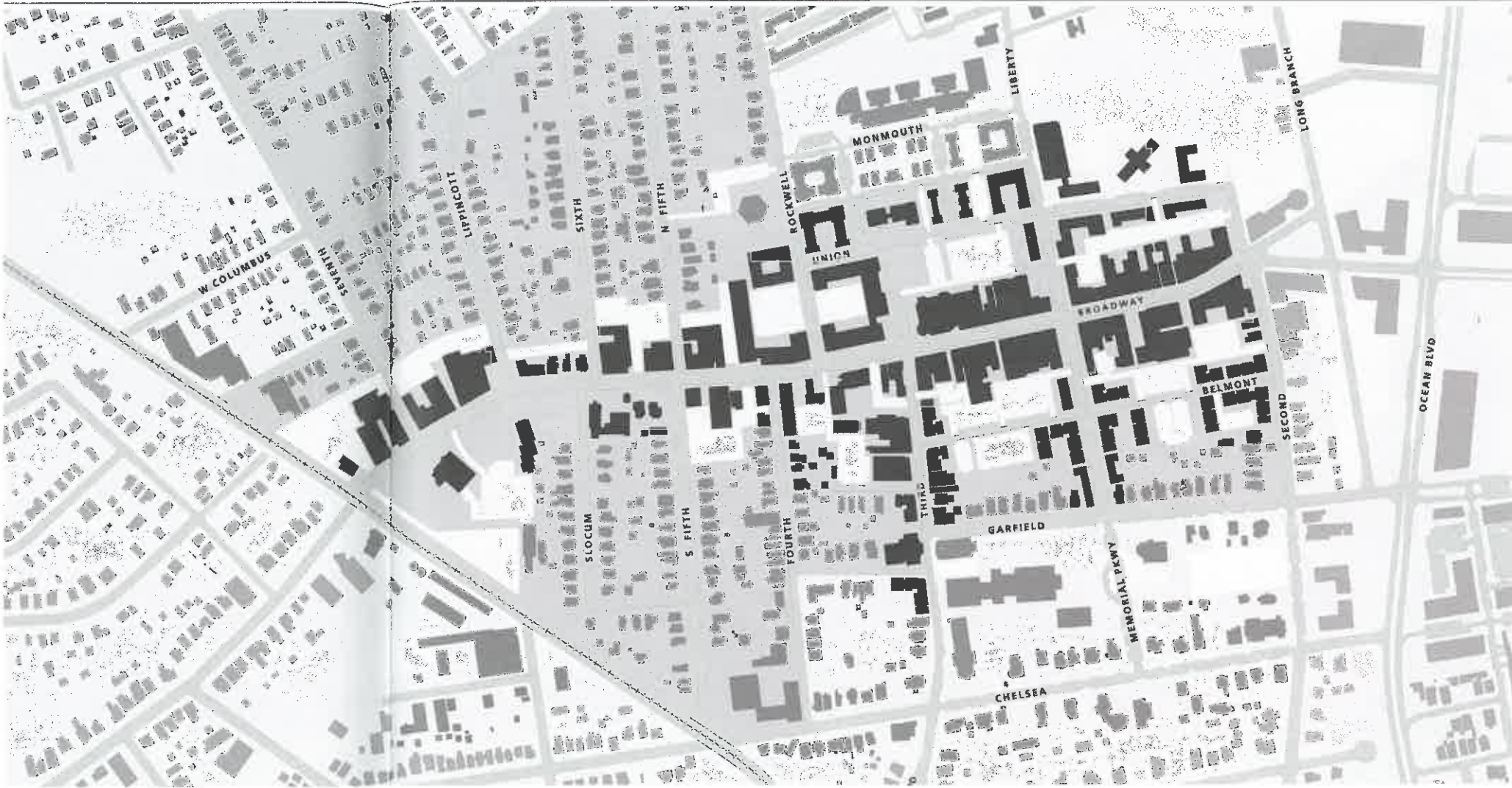
NOTES

Pervious Coverage

The following are recognized landscape treatments. Pervious coverage treatments must be accompanied by planting requirements.

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

FIGURE GROUND PLAN INDICATING EXISTING AND POSSIBLE BUILD OUT



RULES	MINIMUM DENSITY WITHOUT STRUCTURED PARKING	MAXIMUM DENSITY WITH STRUCTURED PARKING	BUILDING COVERAGE FOR TRACTS LESS THAN 25,000 SF.	BUILDING COVERAGE FOR TRACTS LARGER THAN 25,000 SF.	MINIMUM PERVIOUS COVERAGE
Regional Entertainment/Commercial	No less than the existing F.A.R. or a proposed F.A.R. of 1, whichever is greater	i. New buildings on vacant sites 4 floors ii. New buildings replacing existing buildings 4 floors or existing building height, whichever is greater iii. New additions on existing buildings 3 floors or 60 feet, whichever is lesser	No less than 40% and no more than 95% of tract area	40% of tract area	None
Civic/Commercial	No less than the existing F.A.R. or a proposed F.A.R. of 0.8, whichever is greater			35 - 60% of tract area	
Downtown Commercial	No less than the existing F.A.R. or a proposed F.A.R. of 1, whichever is greater			40 - 50% of tract area	
Regional Commercial	No less than the existing F.A.R. or a proposed F.A.R. of .05, whichever is greater			30 - 35% of tract area	15% of tract area
Downtown Residential/Live-Work	No less than the existing F.A.R. or a proposed F.A.R. of 0.8, whichever is greater			30 - 45% of tract area	
Civic/Recreational	No less than the existing F.A.R. or a proposed F.A.R. of 0.8, whichever is greater			30 - 60% of tract area	

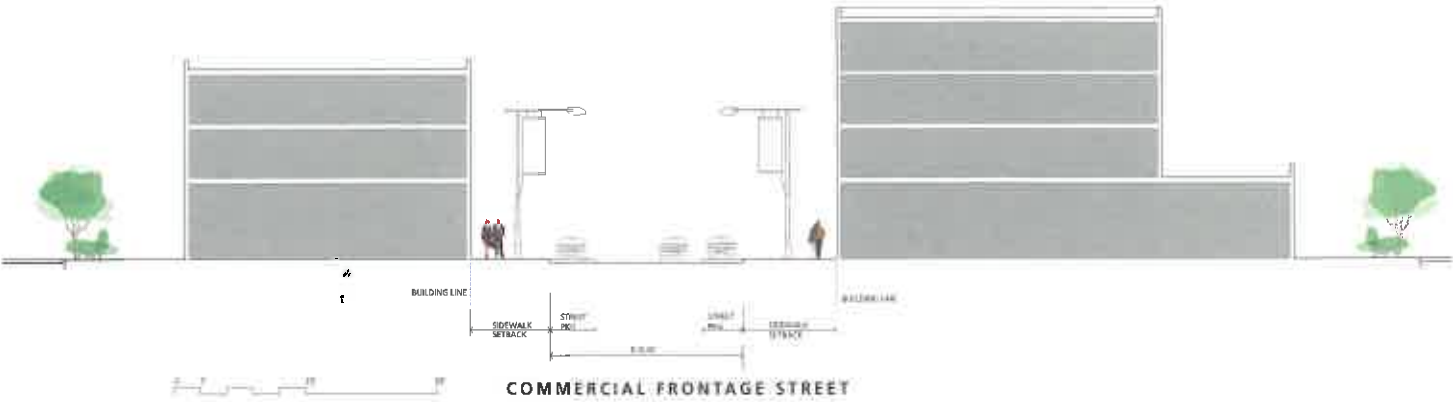
Building Envelope 1 (of 2)

3-DIMENSIONAL BUILD-OUT OF BROADWAY



RULES

STREET/USE	FRONT SETBACK	SIDE SETBACKS	BUILDING LINES	BULK	HEIGHT
i. Regional Entertainment/Commercial	12 feet from the curb line	Side setbacks prohibited	Continuous unbroken frontage required	100% of building bulk must fall within 120 feet of the curb line	No more than existing height of the building or 45 feet, whichever is greater
ii. Civic/Commercial	10 - 30 feet from the curb line		Continuous unbroken frontage required	50% of building bulk must fall within 100 feet of the curb line	
iii. Downtown Commercial	10 - 15 feet from the curb line		Continuous unbroken frontage required 60 feet set back from back of lot bordering residential neighborhood	80% of building bulk must fall within 100 feet of the curb line	
iv. Regional Commercial	15 - 30 feet from the curb line		15 feet from curb line	80% of building bulk must fall within 200 feet of the curb line	



STREET / USE	FRONT SETBACK	SIDE SETBACKS	BUILDING LINES	BULK	HEIGHT
MIXED-USE FRONTAGE STREET Memorial Parkway, Liberty Street, Rockwell Avenue, Second Avenue and Third Avenue					
i. Regional Entertainment/Commercial	15 feet from the curb line	No more than 15 feet	15 feet from the curb line	60% of building must fall within 70 feet of R.O.W. line	20 - 60 feet
ii. Civic/Commercial	15 - 50 feet from the curb line (no more than 25% of frontage may be set back more than 30 feet)	Setbacks must total a minimum of 30% of tract frontage on Rockwell Avenue	No less than 15 feet from the curb line	30% of building must fall within 80 feet of R.O.W. line	20 - 45 feet
iii. Downtown Commercial		No more than 15 feet	15 feet from the curb line	80% of building must fall within 60 feet of R.O.W. line	
iv. Downtown Residential/Live-Work	Up to 15 feet from the curb line	A zero-lot line development without side setbacks is encouraged	Side setbacks may be no greater than 15% of the frontage of the tract	100% of building must fall within 60 feet of R.O.W. line	
v. Civic/Commercial		40 feet adjoining the park	Unbroken frontage encouraged	80% of building must fall within 100 feet of R.O.W. line	20 - 60 feet
DOWNTOWN SERVICE STREET Belmont, Union and Second Avenue (north)					
i. Civic/Commercial	Up to 15 feet from the curb line	Side setbacks prohibited	Up to 15 feet from the curb line	50% of building bulk must fall within 170 feet of R.O.W. line	20 - 60 feet
ii. Downtown Commercial		Side setbacks may be no greater than 50% of tract frontage		80% of building bulk must fall within 170 feet of R.O.W. line	20 - 45 feet
iii. Downtown Residential/Live-Work		Side setbacks may be no greater than 50% of tract frontage on Belmont Avenue and 35% on Union Avenue		80% of building bulk must fall within 100 feet of R.O.W. line	
iv. Civic/Recreational		Side setbacks may be no greater than 35% of tract frontage on Union Avenue		50% of building bulk must fall within 150 feet of R.O.W. line	20 - 60 feet

GOALS

To realize the full potential of the current Broadway build-out and to enable infill and new projects, commercial and housing, through the application of parking management strategies, more efficient replanning /use of existing lots, and the creation of new parking lots and on-street spaces.

Rules are based upon shared parking for everybody's customers.

We have identified most desirable uses and incentivized them with lower parking requirements. Such desirable uses are seen as *primary* which draw customers for main street businesses within the context of the Redevelopment Process. These preferred Primary Uses shall also be given preference over other permitted uses (see **Permitted Use**, pp.6-8).

Large lots owned by the City may be structured as demand for parking increases, with access from a downtown Service Street.

APPROACH

To avoid the waste of space resulting from underutilized private parking for single-purpose users.

PARKING AND BUFFERS PLAN: BROADWAY COMMERCIAL DISTRICT



Parking 1 (of 2)

GOALS

- > To accommodate long-term parking demand for commercial uses in consolidated off-street parking lots and structured parking located at the back of businesses fronting on Broadway, through contributions to the City/the Long Branch Parking Authority.
- > To accommodate long-term parking demand for mixed-use residential commercial uses in consolidated parking lots fronting on commercial connector streets.
- > To encourage the consolidation of existing adjacent parking lots to increase the inventory of shared parking spaces.
- > To accommodate Regional Entertainment Commercial uses with heavy peak parking demands.
- > To accommodate short-term parking demand for commercial uses in existing and new street parking spaces on Broadway and Downtown Service Streets.

APPROACH

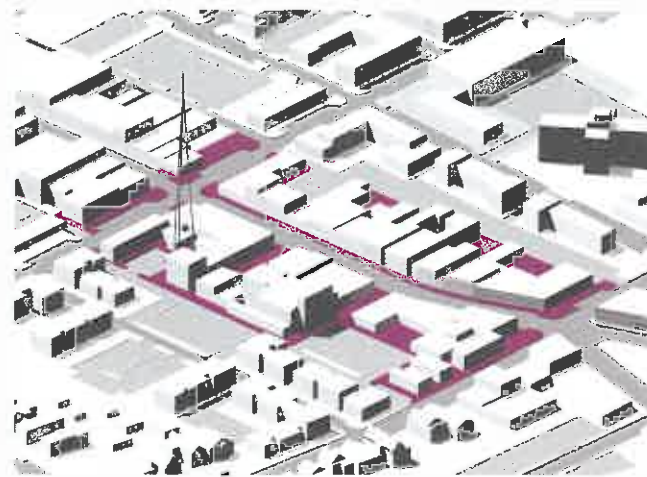
- > To reduce the amount of parking required through a shared inventory of off-street spaces.

RULES

- i. The developer shall demonstrate compliance with the redevelopment plan, including parking. The redevelopment agreement shall provide for an annualized contribution to the Long Branch Parking Authority for provision of required parking spaces which are not provided by the developer directly.
- ii. All parking must be provided by a developer in locations indicated or through paid contribution to the Long Branch Parking Authority, with the consent of the City.
- iii. All non-residential parking must be shared and publicly accessible and no parking locations may have parking restricted for a particular use.
- iv. Parking must be located toward the rear of commercial developments fronting on Broadway.
- v. Primary access to parking lots and services for commercial and mixed-use commercial residential uses must be from Downtown Service streets (see **Access Plan**, pp.18-19).
- vi. All on-street parking is for short-term public use and will not be considered to satisfy the parking requirements of businesses or institutions.
- vii. Metered on-street parking is recommended located on Commercial Frontage, Downtown Service, and Mixed-Use Frontage streets.
- viii. Landscaping buffers must be provided in parking lots facing Downtown Residential buildings and Downtown Service streets (see **Landscape Plan**, p.16).
- ix. Parking lots for commercial lots must be adequately buffered from adjoining residential uses (see **Urban Form**, p. 9).
- x. Parking for Downtown Residential/Live-Work uses must be provided in consolidated parking lots fronting on Downtown Service streets such as Belmont and Union Avenue.
- xi. Overflow or peak parking demands for entertainment uses such as theaters may be accommodated in parking lots in the adjoining Broadway Gateway sector.

PARKING REQUIREMENTS BY LAND USE ZONE:

Regional Entertainment/Commercial



REQUIRED PARKING SPACES

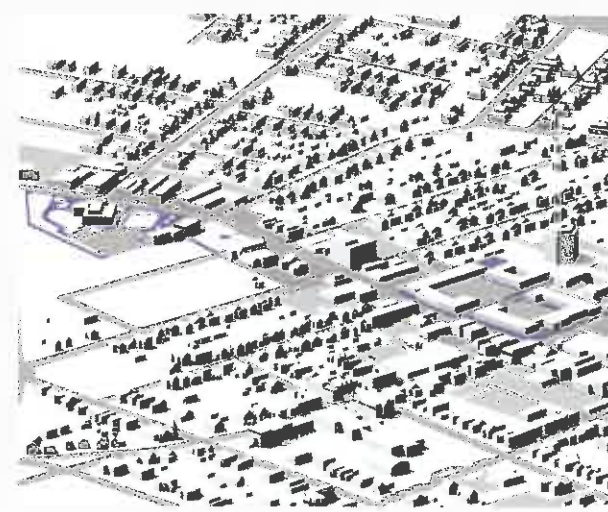
- i. 1 Parking space for every 8 seats
 - > Performance art venues
- ii. 1 Parking space per 1,000 feet for the following uses:
 - > Arts and entertainment institutions/ Incubators related to the arts
- iii. 3 Parking spaces per 1,000 feet for the following uses:
 - > Entertainment-related businesses
 - > Restaurants, bars, clubs
- iv. 4 Parking spaces per 1,000 feet for the following uses:
 - > All specialty retail
 - > Food production

OFF-STREET PARKING LOCATION

All parking must be satisfied in shared parking lots/structured parking on the same development tract/land use area or on designated shared parking lots or structured parking lots in the Broadway Sector, with consent of the City. Criteria for allocation will be likely availability and access.

PARKING REQUIREMENTS BY LAND USE ZONE:

Civic Commercial



REQUIRED PARKING SPACES

- i. 3 Parking spaces per 1,000 feet for the following uses:
 - > Lifestyle, apparel and general merchandise
 - > Municipal/Civic
- ii. 5 Parking spaces per 1,000 feet for the following uses:
 - > Accessory uses such as specialty retail, coffee shops, fast food, and pharmacy
 - > Office

OFF-STREET PARKING LOCATION

All parking must be satisfied on the same tract as the development.

PARKING REQUIREMENTS BY LAND USE ZONE:

Downtown Commercial



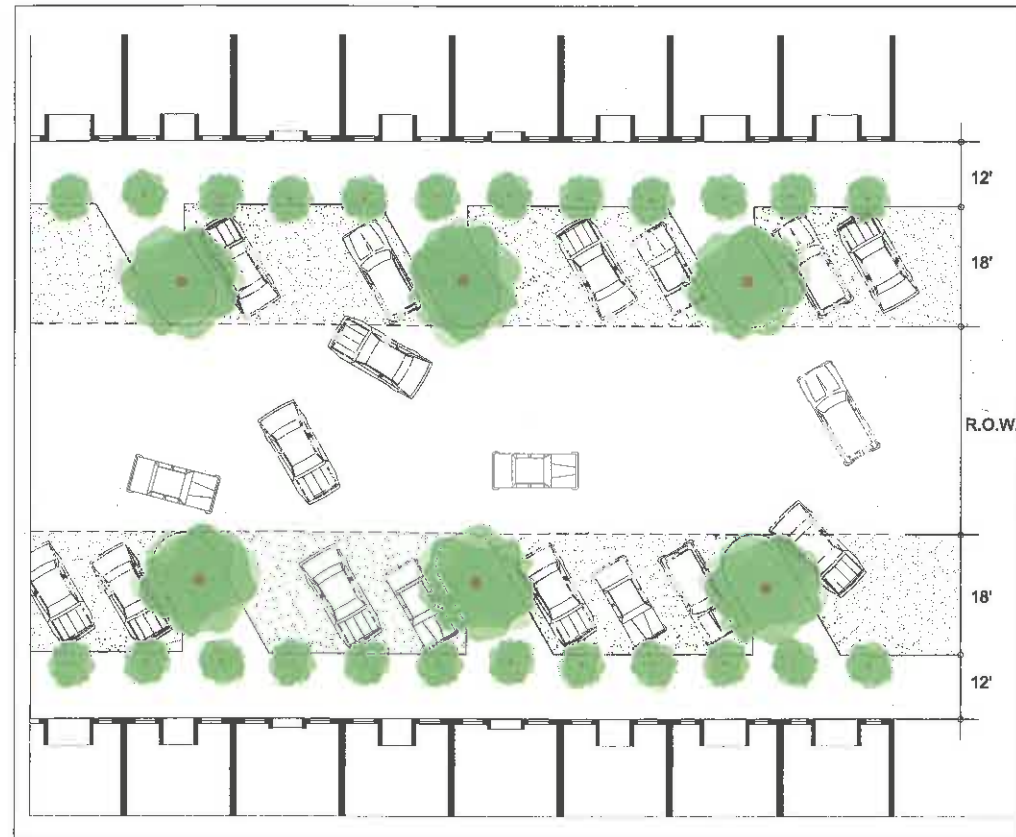
REQUIRED PARKING SPACES

- i. 1 Parking space per 1,000 feet for the following uses:
 - > Art studios and workshops
- ii. 1 Parking space for every 8 seats for the following uses:
 - > Performing arts venues
- iii. 1.5 Parking spaces per 1,000 feet for the following uses:
 - > Downtown residential/Live-Work
- iv. 3 Parking spaces per 1,000 feet for the following uses:
 - > Apparel and accessories
 - > Cyber businesses
 - > Downtown retail
- v. 1.5 Parking spaces per room for the following uses:
 - > Hotel/Business suite
- vi. 4 Parking spaces per 1,000 feet for the following uses:
 - > Educational and community
 - > Professional services/Offices
 - > Restaurants/Bars
 - > Service retail
 - > Specialty retail
 - > 24-hour convenience stores
- vii. 5 Parking spaces per 1,000 feet for the following uses:
 - > Banks
 - > Home furnishings
 - > Medical services

OFF-STREET PARKING LOCATION

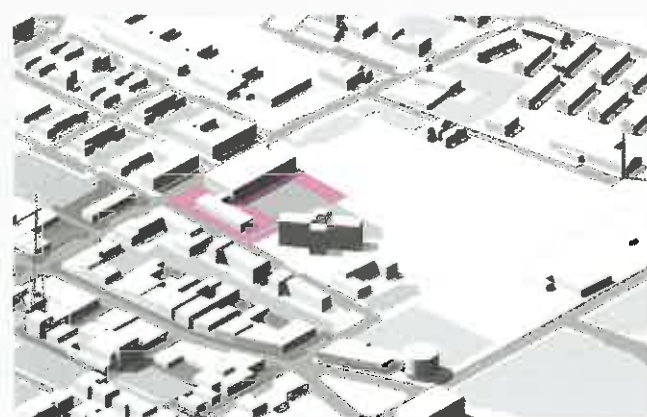
All parking must be satisfied in shared parking lots/structured parking on the same site of development tract/land use area, or on designated shared parking lots with consent of the City. Criteria for allocation will be likely availability and access.

Parking 2 (of 2) For general goals, approach and rules for Parking, refer to page 14.



Diagonal parking defined by extensive landscaping is recommended for Mixed-Use Frontage Streets.

PARKING REQUIREMENTS BY LAND USE ZONE: Civic/Recreational



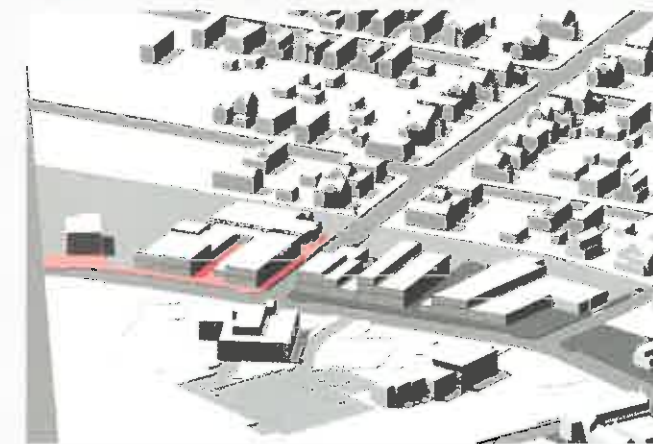
REQUIRED PARKING SPACES

- i. 1 Parking space per 1,000 feet for the following uses:
 - > Fitness Center
 - > Public Recreational

OFF-STREET PARKING LOCATION

A minimum of 40% of the parking must be satisfied on the same tract as the development and up to 60% may be provided off-site.

PARKING REQUIREMENTS BY LAND USE ZONE: Regional Commercial



REQUIRED PARKING SPACES

- i. 1 Parking space per 1,000 feet for the following uses:
 - > Art studios and workshops
- ii. 3 Parking spaces per 1,000 feet for the following uses:
 - > Auction house
- iii. 4 Parking spaces per 1,000 feet for the following uses:
 - > Antiques and antique restoration
 - > Bath and kitchen
 - > Furniture
 - > Garden and home
 - > Home accessories
 - > Housewares
 - > Refinishing and repair
 - > Woodworking

OFF-STREET PARKING LOCATION

All parking must be satisfied on the Regional Commercial land use zone in shared parking lots.

PARKING REQUIREMENTS BY LAND USE ZONE: Downtown Residential / Live-Work



REQUIRED PARKING SPACES

- i. 1.5 Parking spaces per 1,000 feet for the following uses:
 - > Art studios and workshops
 - > Live-Work
- ii. 2 Parking spaces per 1,000 feet for the following uses:
 - > Institutional multiple dwellings
 - > Mixed-income housing
 - > Senior citizen housing
- iii. 3 Parking spaces per 1,000 feet for the following uses:
 - > Educational and community
 - > Municipal / Civic
 - > Neighborhood commercial services
- iv. 4 Parking spaces per 1,000 feet for the following uses:
 - > Cyber businesses
 - > Professional offices

OFF-STREET PARKING LOCATION

Live-Work and Art Studios and Workshops:

One parking space per 1,000 sf. must be provided on-site for non-commercial uses and 0.5 per 1,000 feet must be purchased from the City Parking Authority.

Institutional Multiple Dwellings; Mixed-Income; Senior Citizens Housing:

One parking space per 1,000 sf. must be provided on-site and 1 per 1,000 feet must be purchased from the City Parking Authority.

All required parking must be provided on site.

Parking and Buffers

GOALS

BUFFERS BETWEEN DIFFERENT LAND USES

Buffers have two major goals. The first goal is to create visual and physical separation between different land uses to minimize nuisance. The second is to contribute to enhancing the quality and volume of usable green space in the neighborhood. In order to accomplish these goals, strong design principles are required in making buffers. It is also important to consider maintenance of buffers. It is not always necessary to plant trees densely. According to given environmental and spatial conditions there are many different design approaches possible.

OFF-STREET PARKING AREAS

The redevelopment area contains many off-street parking areas. These should be landscaped as part of the redevelopment area's green system by planting trees and shrubs in clusters in lots and surrounding buffer zones. Pervious paving is also encouraged in the parking area, to minimize off-site drainage.

Off-Street Parking Areas and Buffers Between Different Land Uses

RECOMMENDED TREES

- > Green Ash *Marshall's Seedless* or *Summit*
- > Red Maple *October Glory*
- > Red Oak
- > Crabapple Species

RECOMMENDED SHRUBS

- > Arborvitae Species
- > Yew Species
- > Mugho Pine
- > Juniper Species

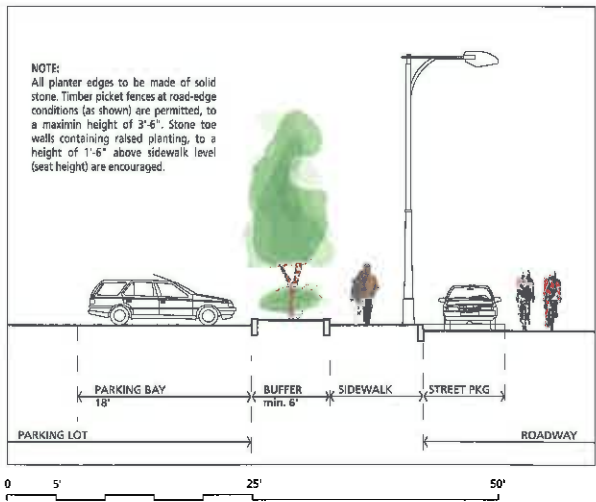
OTHER MATERIALS

- > Pervious parking materials: crushed brick, pulverized granite, pervious blocks, etc

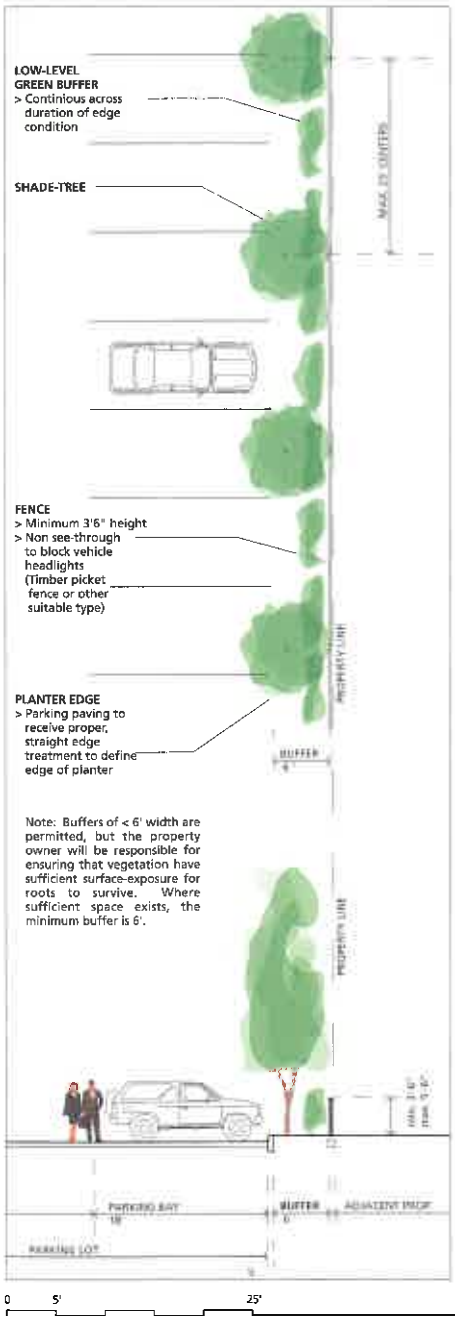
LAYOUTS AND RECOMMENDED TREATMENTS



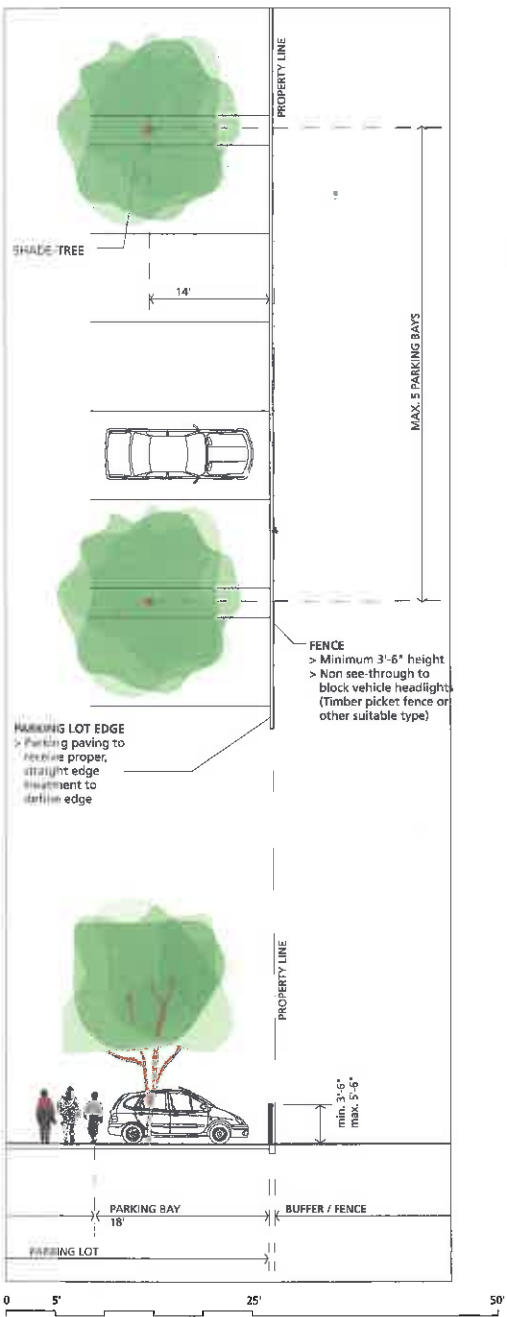
PARKING LOT CONDITION



STREET CONDITION



PLANTED SETBACK CONDITION



PAVED SETBACK CONDITION



Median with trees and flowers.



Off-street parking lots buffered with trees.



Pervious pavement for off-street parking.



Pervious pavement for off-street parking lots.



Buffers can be designed in various ways depending on the environmental circumstances.



Off-street parking lot buffered from the street.



Landscaped median in parking lot.



Wooden fence serves as buffer for off-street parking lot.



Trees and wooden fence as buffer for off-street parking lot.



Shrubs and wooden fence as buffer for off-street parking lot.

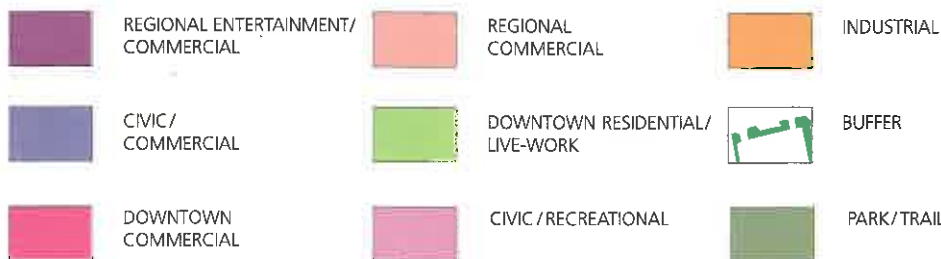
Siting and Landscape

LANDSCAPE



URBAN FORM

Siting of individual developments shall conform to the intent and character of the streets and urban form of the block they are located on.



GOALS

The Broadway Sector envisages a mix of commercial and residential uses that will result in a livable downtown urban neighborhood. Broadway requires a continuous frontage of retail uses with frequent entrances maximizing commercial exposure to the sidewalk and right of way.

Mixed-use developments located to the north and south of Broadway require frequent residential and commercial entrances fronting on tree-lined streets.

All tracts with non-residential uses are required to provide landscape buffers, so as not to impinge on the neighboring residential neighborhoods.

Land optimizing site organization is required to reduce unproductive use of land by combining parking, service ways, and utilities in the rear or block interior.

RULES

1. SITING

- The structures in the Broadway sector should form a continuous frontage on Broadway, served by large consolidated shared parking lots located at the back of the retail.
- Semi-enclosed spaces such as balconies and porches, terraces above the ground level, and roof decks are recommended in mixed-use and residential buildings.
- Main building entrances to retail must face on Broadway and Third Avenue at a distance no greater than 30 foot intervals to give multiple doors on the retail street.
- Main building entrances to residential and office components of buildings must face on Belmont Street, Broadway, Liberty Street, Memorial Parkway, Third Avenue and Union Avenue.
- The site plan must be designed to maximize the utility of mandatory setbacks and easements.
- Service alleys or shared mid-block parking lots are required for all mixed-use residential commercial developments.
- No buildings, enclosed structures, or signage shall be permitted on or over existing right of ways

2. PLANTING

On tracts greater than 1 acre

- At least 5% of each large tract in the Downtown Commercial and Residential/Live-Work zone and the Civic Recreational zone 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.
- On tracts greater than 1 acre, at least 5% of the site in the Downtown Commercial Residential/Live-Work zone and the Civic Recreational zone must be additionally 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, commercial 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): 20 feet or landscaped buffer.
- A 20-foot landscape buffer is required in the following cases:
 - On industrial tracts, between residential and industrial use zones.

4. PAVING

- Grass block paving, open faced pavers, gravel, shells or stabilized stone dust are encouraged in parking lots to minimize impervious surfaces.
- 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 those 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.
- All streetscape elements such as light fixtures, benches, etc. shall conform to City specifications and be subject to City approval.

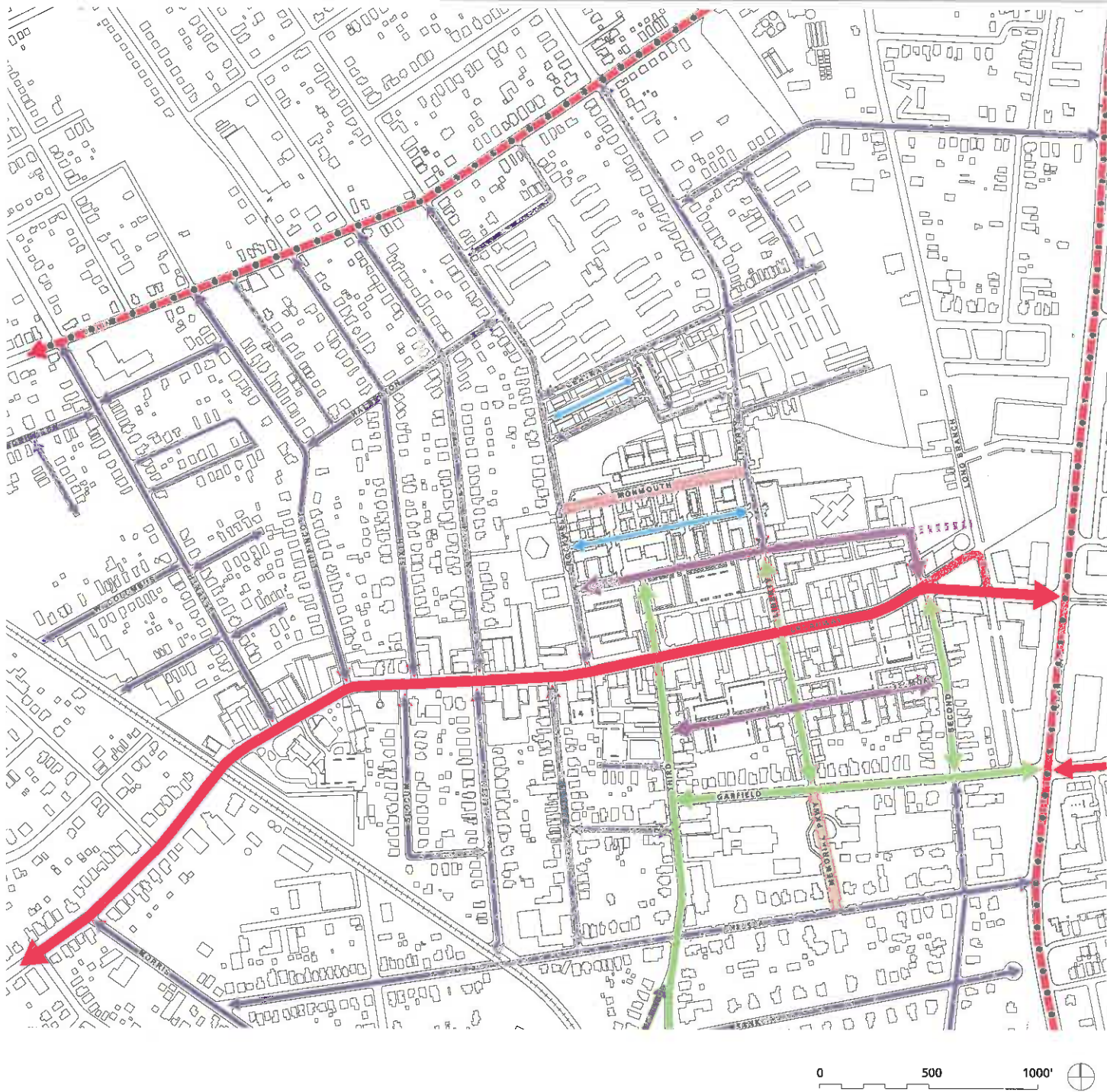
- Loading (docks and access) for commercial uses must be from a Downtown Service street or from within a rear parking lot.

GOALS

- > To create a hierarchy of streets and access patterns that encourages a viable commercial district anchored by a commercial spine bounded on the north and south by mixed-use commercial and residential blocks and vibrant residential neighborhoods. Strong pedestrian-oriented vehicular connections are proposed between the commercial sector, residential surrounding neighborhoods, beachfront developments, and regional arteries.
- > To create a hierarchy of streets, focused on Broadway as the primary retail corridor served by connector streets that facilitate access to adjacent service areas, surrounding neighborhoods and amenities, and nearby regional arteries.
- > To encourage a vibrant, pedestrian-friendly commercial corridor well connected to surrounding neighborhoods and the beachfront.

STREET TYPES	STREET NAMES	RECOMMENDED DRIVEWAY SPACING
<div><div></div></div> Regional Artery	Joline Avenue, Ocean Boulevard	Access prohibited. No new curb cuts permitted
<div><div></div></div> Commercial Frontage Street	Broadway	New curbs are prohibited excepting: Access to new consolidated parking lots with a maximum frontage of 40 feet on Broadway. Access to existing parking lots with a maximum frontage of 40 feet on Broadway.
<div><div></div></div> Mixed-Use Frontage Street	Garfield Avenue, Liberty Street (partially), Memorial Parkway (partially), Second Avenue (partially), Third Avenue	1 - 2 curb cuts per block permitted, on either side of street.
<div><div></div></div> Downtown Street Service	Belmont Avenue, Union Avenue	No more than 3 per block in each side of the street.
<div><div></div></div> Residential Street	C.P. Williams, Central, Chelsea, Conover, Eastwood, Ellis, Fifth, Fourth, Halberton, Jane, John, Laurel, Lippincott, Park, Rockwell (partially), Seaview, Seventh, Sixth, Slocum, W. Columbus, Wilbur Ray	Consolidated lots that are more than 200 feet wide: Ideally 125 feet apart. Multi-family homes with lots more than 50 feet wide: 2 curb cuts per lot. Single family homes with lots up to 50 feet wide: 1 curb cut per lot.
<div><div></div></div> School Street	Memorial Parkway (partially), Monmouth Avenue	1 - 2 curb cuts per block permitted, on either side of street.
<div><div></div></div> Alleyway	Lewis Avenue, Stokes Place	Curb cut locations should maximize parking potential on the alley.

ACCESS PLAN



LOCALITY PLAN



APPROACH

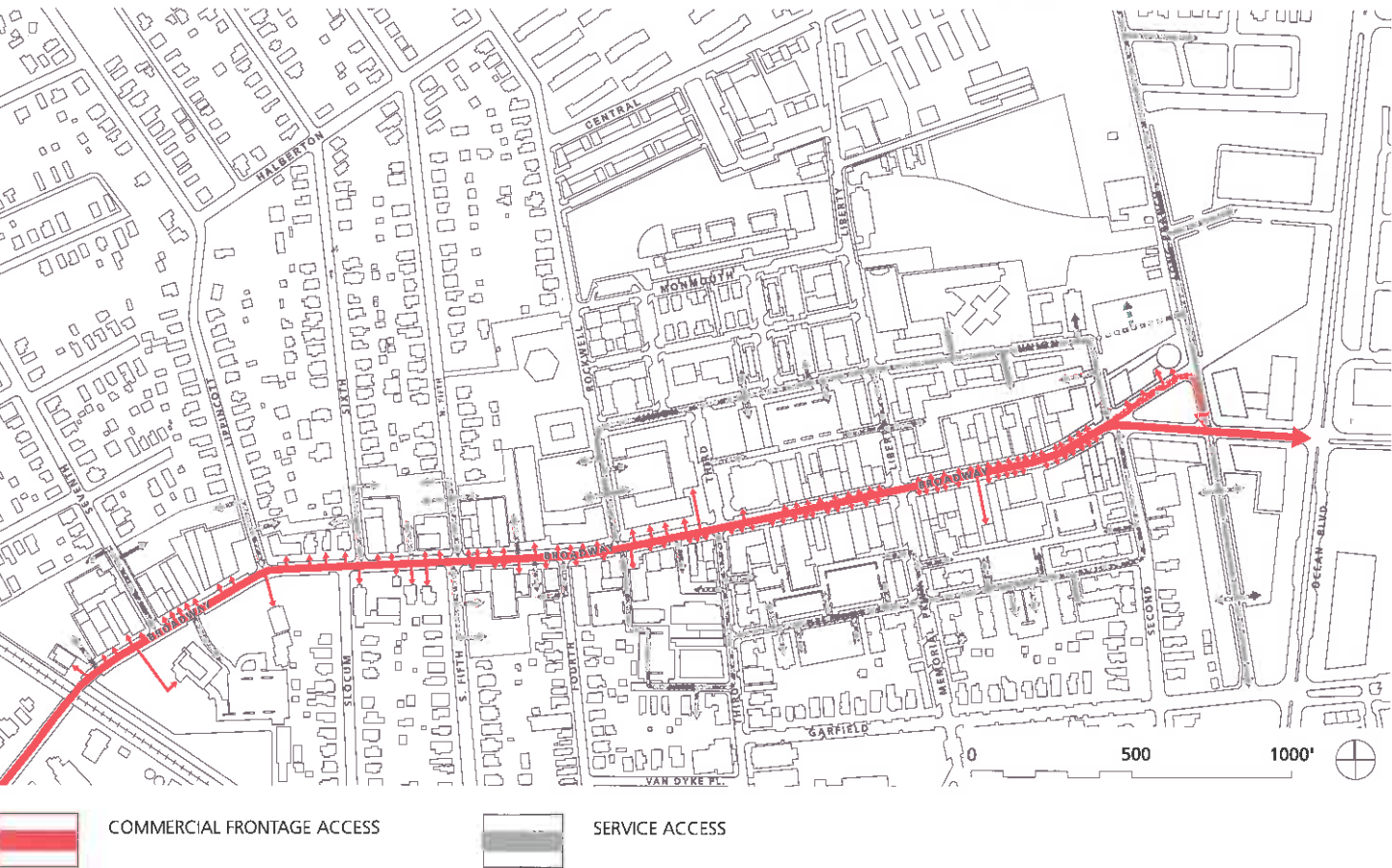
The street typologies reflect the adjacent uses, parking and service requirements, and the urban design character of the sector. Traffic calming techniques that reinforce the destination pedestrian environment are embedded in recommended R.O.W. treatments.

- > To improve the safety and efficiency of the existing street by the location of parking in shared off-street lots located at the back of the retail corridor.
- > To improve connections between the commercial corridor and the beachfront that will encourage residents and visitors to move between the two districts.
- > To facilitate direct access to the commercial corridor while discouraging through traffic through residential neighborhoods.

RULES

- i. Parking and service alleys should be located at the rear of development fronting on Broadway with access from commercial connector streets.
- ii. Consolidated parking lots fronting on service streets must have no more than two curb cuts and should be adequately buffered from the street and adjoining buildings.
- iii. No new construction of structured parking shall be permitted fronting on Broadway.
- iv. New curb cuts on Broadway are prohibited except when providing access to new consolidated parking lots with a minimum frontage of 40 feet on Broadway.
- v. Service access for commercial tracts must be from designated parking lots. Service bays must be buffered from adjoining tracts.
- vi. Primary access (front doors) for mixed-use residential commercial buildings are required from commercial connector streets.
- vii. Improve connections to the beachfront by channeling access to the beach through major connector streets.
- viii. No streets will be closed for pedestrian access.
- ix. Primary pedestrian connections between the commercial district and the surrounding residential neighborhoods should be facilitated along the major commercial connector streets.
- x. 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, appropriate street furniture (e.g. benches and planting), street fronting retail, and mid-block passageways that link shops and back lot parking.
- xi. A bicycle path should be developed along major neighborhood streets in the area to connect schools, the commercial area, residential neighborhoods, Ocean Boulevard and the beachfront.

ACCESS DIAGRAM: COMMERCIAL FRONTAGE ACCESS AND SERVICE ACCESS



ACCESS DIAGRAM: PEDESTRIAN ACCESS AND BICYCLE PATHS



GOALS

Landscape Design of the redevelopment area has the following major goals:

- > To create an area-wide green environment with generous landscaped streetscape in order to provide year-round comfort and livable public spaces for residents, shoppers, professionals and visitors who frequent the area.
- > To create effective buffers between residential and non-residential uses.
- > To improve links between the commercial district and the surrounding neighborhoods streets lined with shade trees to facilitate a pedestrian environment, and to mitigate heat island effects.
- > To contribute to the legibility and accessibility of the commercial sector.

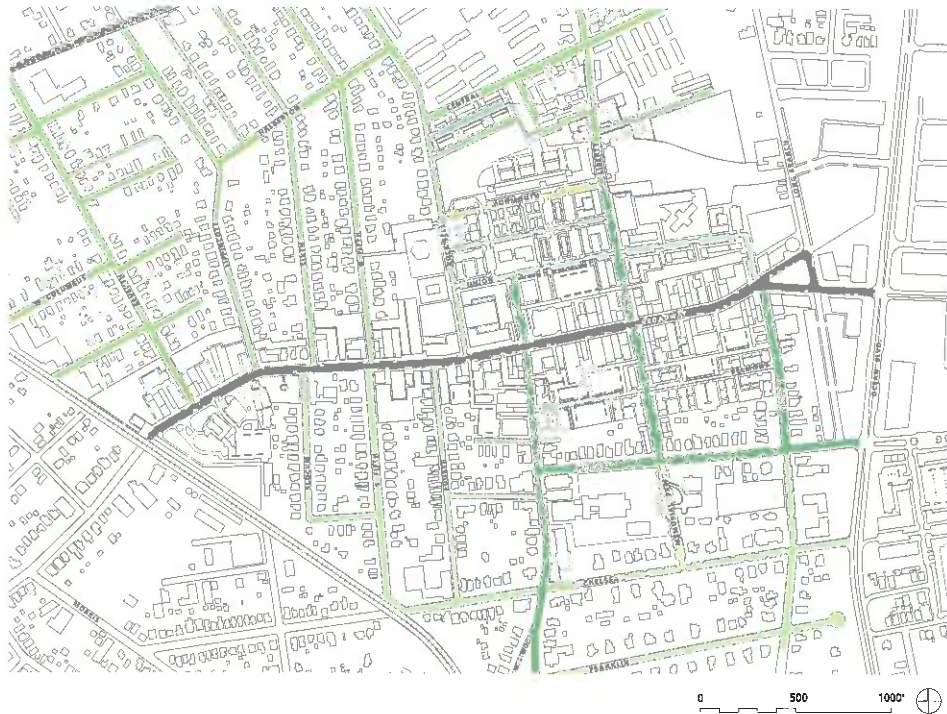
STREETSCAPE TYPES

The intensity and design of the streetscape must be coordinated with the uses fronting each street.

- > Commercial Frontage Street
- > Downtown Service Street
- > Mixed-Use Frontage Street
- > Regional Artery
- > Residential Frontage Street
- > School Street

LANDSCAPE PLAN





STREETSCAPE GOALS

REGIONAL ARTERY LANDSCAPE AREA

The major goal of the area is to make Joline Avenue a tree-lined regional access road to the beachfront and Broadway. Paved sidewalks are recommended in order to facilitate pedestrian access. Pedestrian-oriented lighting and directional signage are recommended.

COMMERCIAL FRONTAGE STREET LANDSCAPE AREA

The goal is to create pedestrian-friendly streetscape along retail frontages that accommodate shoppers, professionals, and residents. Landscaping should complement zero-lot line-building frontage, hard landscape such as amenity strips, continuous crosswalks, planters, trees (especially on corners), shrubs, and seat walls. Bollards and pedestrian-friendly lighting and furniture are recommended.

COMMERCIAL ALLEYWAYS, BACKS OF SHOPS AND SEMI-ENCLOSED OPEN SPACES

To enhance the legibility of the various alleyways and semi-enclosed open spaces that connect the main retail corridor with back streets, parking lots, and businesses in order to create a permeable commercial district accessible and used from all sides. Landscaping can be used as way finding elements renders circulation routes legible.

ENCLOSED URBAN SPACES AND SQUARES

To create semi-enclosed spaces landscaped with trees, benches, shrubs, and flowerpots that draw in pedestrians and encourage spillover from sidewalks cafes and restaurants. Landscaping should be used to accentuate primary or second entrances to shops facing back alleys and lots.

GATHERING SPACES

Landscape spaces with the capacity to accommodate outdoor performances, outdoor entertainment activities and public festivals to allow the congregation of large groups of people. Large landscaping elements like trees can be placed at the edges of spaces, and elements that can be temporarily relocated like potted shrubs, flowers and ornamental trees and furniture should be located in the center of spaces.

All businesses are encouraged to spill out onto the sidewalk in front of their premises, provided:

- > They leave 6 feet unobstructed sidewalk width from the curb for through pedestrian circulation.
- > The tenant shall maintain the portion of the sidewalk they occupy.
- > The sidewalk encroachment is temporary and with consent of the City.

REGIONAL ARTERY STREETSCAPE
Regional Artery Landscape Area:

RECOMMENDED TREES

- > Little Leaf Linden
- > London Planetree *Bloodgood*
- > Sycamore Maple

RECOMMENDED SHRUBS

- > Cotoneaster Species
- > Juniper Species
- > Yew Species

OTHER MATERIALS

- > Unit pavers in pedestrian crosswalks



Tree-lined street.



Well-tended continuous hedges



Well-landscaped fences and gardens encourage pedestrian use



Well-kept flowers show the quality of the community



Large trees create comfortable micro-climate on sidewalks



Well-landscaped shrubs and trees encourage pedestrian use

COMMERCIAL FRONTAGE
STREETSCAPE:
Frontage Street Landscape Area:

RECOMMENDED TREES:

- > Honey Locust *Holma* or *Shademaster*
- > Japanese Pagoda Tree *Regent*
- > Japanese Zelkova *Village Green*

RECOMMENDED SHRUBS:

- > Cotoneaster Species
- > Juniper Species
- > Yew Species

OTHER MATERIALS:

- > Granite or brick paving
- > Street furniture in natural finishing



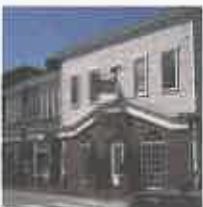
Pedestrian friendly signage and lighting create high quality retail environment



Street furniture with retractable awnings.



Trees emphasize corners of blocks



Potted shrubs and trees accentuate retail entrances



Facades with very small spaces can still add greenery to their facade presentation



Well-placed greenery invites shoppers to enter



Bollards define and protect pedestrian areas



Public alleyways are landscaped to accommodate spillover from cafes



Trees create comfortable micro-climate in enclosed urban spaces



Alleyway landscaped to encourage outdoor retail activity



Retail entrances facing on parking lots accentuated by landscaping



Semi-enclosed urban squares landscaped to accommodate large gatherings of people



STREETSCAPE GOALS

MIXED-USE FRONTAGE STREETSCAPE

The landscaping is envisioned to compliment a dense residential urban neighborhood that has both commercial and residential uses. Mixed-use streets should be landscaped with trees and potted plants to provide pedestrian-friendly commercial-residential streets and sidewalks. Trees should provide shaded sidewalks while not visually blocking shop fronts. Landscaping and gardens for residential uses should face onto the street. Generous sidewalks with benches should be provided to encourage lingering on the streets and to encourage pedestrian activity.

In residential zones landscaping such as trees and hedges should also function as markers to accentuate important routes and provide a residential environment with shaded sidewalks lining the roads.

DOWNTOWN SERVICE STREETSCAPE

The landscaping is envisioned to compliment pedestrian activities in a dense urban neighborhood while buffering service areas such as shared parking lots fronting on service streets. Downtown Service streets should be landscaped with trees and hedges to facilitate pedestrian activity generated by both commercial and residential uses. Trees should provide shaded sidewalks while not visually blocking shop fronts. Shared parking lots fronting on Downtown Service streets should be adequately buffered by trees, hedges and low walls to shield them from both pedestrians and users of adjacent buildings.

MIXED-USE FRONTAGE STREET
STREETSCAPE:
Mixed-use Frontage Street
Landscape Area

RECOMMENDED TREES

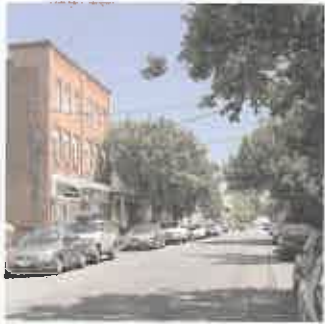
- > Little Leaf Linden
- > London Planetree *Bloodgood*
- > Sycamore Maple

RECOMMENDED SHRUBS

- > Cotoneaster Species
- > Juniper Species
- > Yew Species

OTHER MATERIALS

- > Unit pavers in pedestrian crosswalks



Tree-lined, pedestrian-friendly commercial street



Shaded sidewalks with potted shrubs



Mixed-use street lined with trees



Mixed-use street with street parking and shade trees



Landscaped facades of public and community buildings invite pedestrians to linger



Tree-lined streets with pedestrian paths connect to residential neighborhoods

DOWNTOWN SERVICE
STREETSCAPE:
Downtown Service Street
Landscape Area

RECOMMENDED TREES

- > Honey Locust *Holma*
- > Japanese Pagoda Tree *Regent*
- > Japanese Zelkova *Village Green*

RECOMMENDED SHRUBS

- > Cotoneaster Species
- > Juniper Species
- > Yew Species

OTHER MATERIAL

- > Granite and brick paving
- > Street furniture in natural finishing



Landscaped, pedestrian-friendly mixed-use commercial street



Residential frontages face tree-lined streets



Shaded sidewalks contribute to a pedestrian friendly retail environment



Greenspace of residential mixed-use development front on the street



Off-street parking lot buffered from the street



Tree lined street with on-street parking is encouraged



**RESIDENTIAL STREETSCAPE:
Residential Landscape Area and
School Streets**

RECOMMENDED TREES

- > Crabapple Species
- > Hawthorn Species
- > Pin Oak
- > Sweet Gum

RECOMMENDED SHRUBS

- > Bayberry
- > Cotoneaster Species
- > Mugho Pine
- > Yew Species

STREETSCAPE GOALS

RESIDENTIAL STREET LANDSCAPE AREA

The role of this area is to create quiet and safe neighborhood streets as open spaces for residents by providing sidewalks with integrated on-street parking spaces, discouraging through traffic, and by planting trees. Individual setbacks and cooperative landscaping by each of the residents also enhances the coherent residential streetscape. Discontinuous streetscape, such as ornamental planting, trees trimmed in unusual shapes, and tall walls are discouraged. Low wooden fences and hedges are suggested. Add traffic calming mechanisms.

ALLEYWAYS

Parking alleyways at the back of housing—mainly for used for access—should be a semi-public zone with low hedges and fences separating the alleys and the housing. Small back lot gardens facing the alleyways are encouraged.

BICYCLE PATHS

Bicycle paths are envisioned on a number of residential streets and the abandoned railway easement in the Monmouth and Lippincott overlay districts to facilitate connections between the residential neighborhoods, elementary schools, the Broadway commercial district, and the beachfront. Existing streets indicated in the **Access Diagram (see p.19)** should be striped to accommodate the path. The railway easement should be paved and landscaped with trees, hedges, and shrubs to accommodate both bicycles and pedestrians.

**ALLEYWAY LANDSCAPE, BICYCLE PATH
AND SCHOOL STREET LANDSCAPE:
Alleyway-Parking Street**

RECOMMENDED TREES

- > Crabapple Species
- > Green Ash *Marshall's Seedless* or *Summit*
- > Red Maple *October Glory*
- > Red Oak

RECOMMENDED SHRUBS

- > Arborvitae Species
- > Juniper Species
- > Mugho Pine
- > Yew Species

OTHER MATERIALS

- > Granite and brick paving



Coherent landscape design creates high-quality space



Street parking is encouraged in residential neighborhoods



Tree-lined streets encourage pedestrian activity



Through traffic is discouraged to provide safe environment



Pedestrian-friendly residential street with "necked down" curb cuts and pedestrian crossings



Trees, hedges and shrubs lining streets provide shaded sidewalks



Small backyard gardens face parking alleys



Clean and safe service alleys



Bicycle path lined by hedges and shrubs



Bicycle paths encourage links in neighborhood between schools and residential areas



Tree-lined school streets

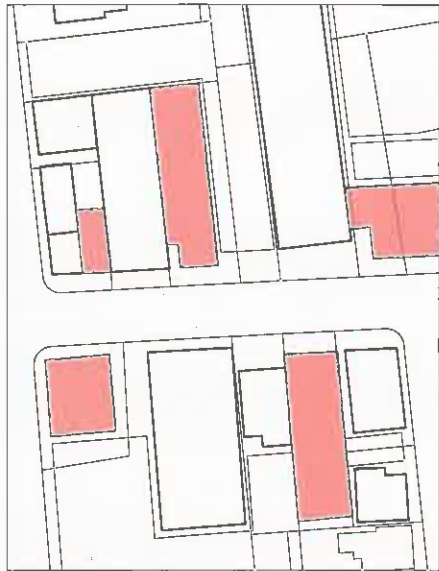


Street bus drop off and parking ensure easy school access

The information contained on these two pages is a general guideline for desirable practices. For specific requirements and prohibitions, refer to pages 26, 27 and 28.

Frontage Street Commercial

- > Infill Lot
- > Corner/Feature
- > Filling in of vacant lots in existing urban texture



GOALS AND GENERAL APPROACH

OVERALL GOALS

- > To spread regeneration through neighborhoods adjacent to a cohesive, lively street that has a long history and serves as the cultural, community, and commercial spine of the city

Commercial areas in Long Branch offer opportunities for renovation of buildings, additions, and new infill construction. Recapturing unoccupied space for retail, commercial, and other uses can provide needed economic opportunities for the property owners and the surrounding area. New infill construction also intensifies commercial activity and increases the overall quality of the entire community.

NEW BUILDINGS GOALS

- > To fill in existing vacant lots with high-quality commercial properties capable of contribution to the general upgrading of the quality of commercial streets, and the overall physical image and energy of the Broadway Sector. New construction should be contemporary but based on traditional commercial patterns that include a pedestrian orientation and large amounts of glass fronts.

EXISTING BUILDINGS GOALS

- > To encourage preservation and sensitive refurbishment of buildings of historic character and value.
- > To encourage the upgrading and renovation of existing buildings to improve their relationship to the street as well as their general image (width-to-height proportion, materiality, facade articulation, etc.). There are several locations where additions to existing commercial buildings can occur and where new infill construction is possible. Owners of existing buildings should, additionally, determine where existing square footage and under-utilized upper levels can be renovated for an existing business or for entirely new uses such as art, craft, or studios.

GENERAL APPROACH

The filling in of buildings on vacant sites and the long-term replacement of lower quality existing buildings is a goal that can and will occur incrementally, as property value increases as a result of positive new initiatives in this direction. It is essential for owners and tenants to realize that each positive contribution to the urban streetscape advances the cause of creating a vital, viable and pleasant urban environment.

REQUIRED/ENCOURAGED



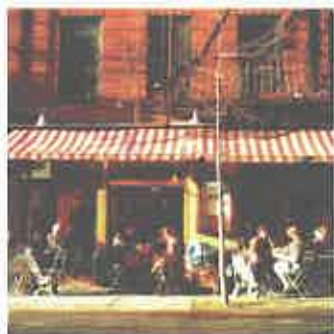
Commercial premises are integrated into a larger fabric, creating a harmonious whole.



Good materiality and color combinations. Details on sidewalk, facade lighting, signage and awning are all carefully considered.



Restrained signage and good combination of materials.



Lively sidewalk scene is created by large, opening shopfronts and awning.

PROHIBITED/DISCOURAGED



A flat, unarticulated facade, with no signage visible to pedestrians on the same side of the street. Display window sill heights are too high.



Low, poorly proportioned buildings with cars reading as the most prominent element in the composition.



Bare, unarticulated facade with no integration of multiple elements to create visual cohesion and interest.



Large, rear parking areas should be avoided.

Regional Commercial

(includes Frontage Streets)

- > Corner/Feature/Free-standing
- > Filling in of vacant lots in existing urban texture



GOALS AND GENERAL APPROACH

OVERALL GOALS

- > To achieve the following (in conjunction with the above-stated goals for Frontage Street Commercial):

1. The creation of anchor developments that have the potential to increase the overall activity and viability of the Broadway corridor;
2. To enable new development on a larger than ad-hoc scale and to increase the range of retail/commercial floor areas available to potential tenants;
3. To create "gateway" developments that anchor the ends/edges of the retail area, and developments that provide a substantial presence on available corner sites within the existing fabric of the Broadway corridor.

GENERAL APPROACH

The regional commercial type (as its name suggests) is intended to provide retail opportunities for owners and tenants to a range of customers living within a larger radius of the retailer. Each building/development is more of a destination for a larger community and thus offers a variety of additional retail, commercial and entertainment opportunities to complement those of the smaller-scale locally focused retail and commercial.

CAUTIONARY NOTES

An inherent potential problem with larger-scale regional commercial developments is that if their greater size and bulk are not dealt with in an architecturally and urbanistically sensitive manner, they can overwhelm adjacent or nearby properties, and contribute negatively to the overall image and feel of an urban area. It is therefore essential that these developments be executed with the utmost care, with special attention being paid to siting, facade articulation and the placement of parking. Additionally, as a result of substantial parking requirements, efforts should be focussed on the design and implementation of green buffers, fencing, landscaping, and pedestrian access.

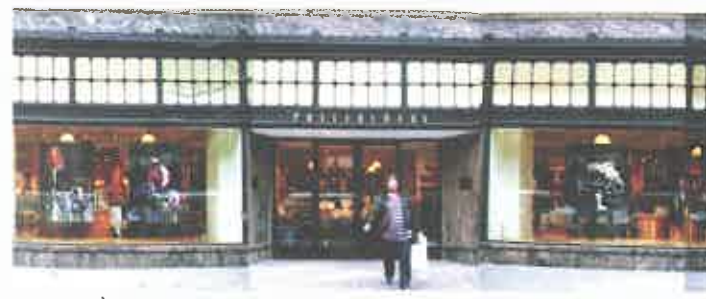
REQUIRED/ENCOURAGED



Good massing and public profile. Awning over walkway. Parking areas distributed to minimize impact.



Scale is not overwhelming. Awnings mediate facade. Parking is at intimate scale for slower vehicle speeds.



Long and low retail facade in an area of smaller buildings is broken up into articulated bays to increase pedestrian appeal and to blend with the rhythm created by the width of existing building on narrower lots.

PROHIBITED/DISCOURAGED



Avoid blank, oversized malls sitting in a "sea" of parking. Even good materials won't help if all other aspects are wrong.



Site is defined almost exclusively by parking, with building set back on all sides from property lines.



Excessive paved surfaces in the front of a shopping center that would otherwise be well-scaled and effective.

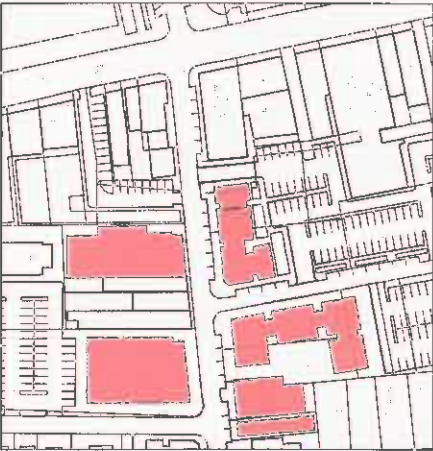


Retail building sits in a "sea" of parking, resulting in poor walkability of area and bleak streetscape.

The information contained on these two pages is a general guideline for desirable practices. For specific requirements and prohibitions, refer to pages 26, 27 and 28.

Commercial with Mixed-Use Above
("Live-Work")

- > Infill Lot, or
- > Free-standing, object building



GOALS AND GENERAL APPROACH

OVERALL GOALS

- > To achieve in conjunction with Multi-Unit Residential projects
- 1. To foster a high-degree of mixed-use, round-the-clock occupation of areas directly adjacent to Broadway
- 2. To offer a broad variety of retail, commercial, and residential spaces to a mixed community.
- 3. To contribute to long-term viability, safety and usability of the Broadway Sector as a place with a high degree of diversity of people and activities

NEW BUILDINGS GOALS

- > To fill in existing vacant lots with high-quality mixed-use properties capable of simultaneously contributing to the general upgrading of the quality of streets, and providing live-work opportunities. New construction should be contemporary, rather than historicist-pastiche, favoring the incorporation of enduring and appealing building elements such as balconies, large windows, high ceilings, and large glass surfaces at first-floor level

GENERAL APPROACH AND CAUTIONARY NOTES

The siting, massing and materiality of such buildings will determine the extent to which they are able to function as "anchors" or "generators" in areas that lie beyond Broadway. Unlike the infill or regional commercial buildings of Broadway, these buildings cannot depend on the pre-existence of a regimented, logically ordered and easily emulated urban "fabric" within which to site themselves. These buildings should therefore be conceived of as having the potential to have a positive, exemplary and generative effect on surrounding properties.

Additionally, since these buildings will generally have on-site parking requirements, it is essential that utmost attention be paid to green buffers, fencing, landscaping, and pedestrian access.

REQUIRED/ENCOURAGED



Stores and apartments have separate identities but are integrated into a harmonious whole.



Even modest above-store apartments can give a sense of 24-hour inhabitation and community scale.



Commercial at ground level, residences above. Street trees and carefully chosen building and paving materials.



Ground floor retail and upper floor residential integrated into a cohesive composition.

PROHIBITED/DISCOURAGED



Stark facade, too few entrances, and a barren sidewalk reduce options for tenants and passers-by alike.



Excessive signage and bricked-up windows on the upper levels diminish residential presence.



Drab materials and poor differentiation between ground floor commercial and upper residential make for a poor streetscape.



Flat, undifferentiated facade with ground-level stores set too far back and too deeply recessed in portico.

Multi-Unit Residential

- > Garden apartment, condominium, etc



GOALS AND GENERAL APPROACH

OVERALL GOALS

- > To achieve in conjunction with "Live-Work" projects
- 1. To create alternative, urban residential types within the existing fabric of the community, encouraging a greater diversity of inhabitants and densities of occupation (the latter contributing positively to the viability of Broadway Sector retail and commercial).
- 2. To enable the growth of the city without requiring extension of civic infrastructure beyond existing boundaries through densification of the existing city fabric.
- 3. To permit a larger number of inhabitants to be within walking distance of area retail and commercial sites, thus improving street-life, safety, and neighborhood growth.

GENERAL APPROACH

These buildings/projects are seen as being major "backstage" contributors to the long-term goals for regenerating the Broadway Sector, largely because of their ability to increase populations locally, assist in commercial viability.

CAUTIONARY NOTES

The notes for Live-Work (see opposite) buildings are applicable to the multi-unit residential type, as relates to the positive potential inherent in individual buildings or projects, as well as potential negative impacts.

REQUIRED/ENCOURAGED



Well-proportioned buildings with facade divided to create appearance of smaller buildings. Large windows.



Frequent articulations create views and good indoor-outdoor relationship. Large windows increase street safety.



Off-street courtyards increase community feel, greenspace and number of windows fronting onto quiet areas.



Balconies and porches provide facade articulation (architectural interest) and eye contact between street and building.

PROHIBITED/DISCOURAGED



Garage doors become the most prominent feature on the street.



Free-standing "box" floating in space, unanchored to site by scale, materials or landscaping.



A parking area with no landscaping dominates the presence of what could otherwise be a successful project.



Drab materials, flat facade and an out-of-scale relationship with neighbors.

A & B: Buildings and Facades

A1- NEW BUILDINGS

(includes additions to existing buildings)

GENERAL

REQUIRED

- A1.1.1:** Main retail level floor-to-floor height not to be less than 15 feet.
- A1.1.2:** No new single story buildings are permitted, except where the floor-to-ceiling height will be min. 25 feet and incorporate a partial, internal mezzanine (mezzanine not to exceed 50% of retail area, to be set back from primary facade of the building and to comply with City building regulations).
- A1.1.3:** All new buildings to have primary and secondary facades composed of natural clay brick or natural stone.

ENCOURAGED

- A1.2.1:** Buildings that will relate sympathetically in terms of massing, cornice line, overall height, etc. with existing multi-story retail and mixed-use Broadway corridor buildings of historic value.
- A1.2.2:** Buildings of high-architectural quality are encouraged, within the framework of these Rules. Buildings that will incorporate color as a primary element of their design, or that would deviate from item A1.1.3 require written approval from the City for the deviation. Such projects will be adjudicated on a case-by-case basis, based on their overall architectural merit and the contribution they would make (stylistically and programmatically) to the urban fabric of the city.

PROHIBITED

- A1.3.1:** Materials other than natural brick or stone for primary and secondary facades on infill buildings, and on all facades on free-standing or partially free-standing buildings. Siding of any type, curtainwall glazing (except as a component within a larger composition) is not permitted (see also A1.2.2).
- A1.3.2:** Primary facades may not be set back from the property line at first-floor level (except for indents to create display windows, vestibules, etc.). At other levels, the setback may not constitute more than 15% of the facade's surface area.
- A1.3.3:** Mansard, hip and chalet style roofs are not permitted.

DISCOURAGED

- A1.4.1:** Buildings that attempt to emulate a period style through pastiche application of stylistic or "historic" elements.

SPECIAL/MISC.

- A1.5.1:** In certain instances, roof-types prohibited for Broadway corridor commercial may be permitted as feature elements of "Regional Commercial" developments (see Design Standards for Buildings 1, sample images p 24 and A1.2.2).
- A1.5.2:** Ceramic tile panels or features may be permitted (subject to color approval) if they are incorporated into a cohesive facade design.

B1- EXISTING BUILDINGS

(includes historical buildings)

GENERAL

Detailed information on the preservation of historic buildings can be obtained from the National Park Service: <http://www2.cr.nps.gov>

REQUIRED

- B1.1.1:** Existing businesses may be joined provided that the public entrances are a minimum of 80 feet apart. Floor plans may be combined, provided that architectural variation/variety is not disturbed.
- B1.1.2:** New stories added onto existing building (including penthouses) shall step back from the primary and facade(s) by a minimum of 5 feet.
- B1.1.3:** Unpainted brick and stone must remain unpainted.

ENCOURAGED

- B1.2.1:** All attempts should be made to restore and preserve existing buildings of architectural merit or historical value and their architectural components, as they represent a difficult-to-replace and pre-existing contribution to a lively, diverse, and viable urban fabric.
- B1.2.2:** Existing brickwork or stonework that has been painted or covered over should, where possible, be returned to a natural/original state (sandblasting, etc.).
- B1.2.3:** Deteriorated pointing (mortar joints) in existing brickwork is to be replaced to match existing.
- B1.2.4:** Cleaning of existing brickwork is to be carried out utilizing methods and materials that do not endanger public safety or contravene State environmental guidelines.

PROHIBITED

- B1.3.1:** Existing masonry may not be painted over, stuccoed, or covered with siding or other claddings.
- B1.3.2:** Existing masonry window or door openings may not be filled in on any area of the building, at any level, in a building of historic value.
- B1.3.3:** Any alteration or addition to an existing building shall be subject to the rules of both New Buildings (see A1) and Existing Buildings.

DISCOURAGED

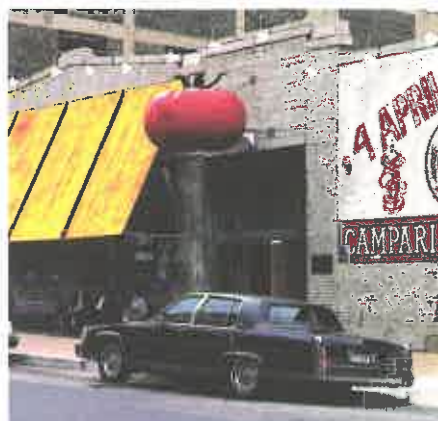
- B1.4.1:** The removal of any building of historic value or architectural merit is disfavored (See B1.5.1 for rules relating to the replacement of existing buildings). Partial removal of existing buildings should only be contemplated if it will lead to a substantial improvement in the quality of the property.

SPECIAL/MISC.

- B1.5.1: Replacement of Existing Buildings**
- > **B1.5.1a:** No existing building of any number of stories may be replaced with a single-story building in whole or part on any portion of a building that will form a primary facade (See A1 for single-story building with mezzanine, for exception to single-story restriction).
 - > **B1.5.1b:** Any building in the Broadway corridor that is removed, entirely or in part, is to be replaced with a building of at least equal number of stories.
 - > **B1.5.1c:** Any alteration or addition to an existing building shall be subject to the rules (see A1 New Buildings), but must represent an improvement of the overall qualities of an existing building and not merely of leasable area.



Successful refurbishment of an existing building of architectural merit. Shopfront, upper windows, awning and signage are sensitive to the scale and materiality of the existing building. Vintage sign and original shopfront elements have been refurbished.



Even modest existing buildings offer great potential for renovation and exciting new uses. Note the use of permanent facade lighting along the top of the front facade, the large symbol projecting sign, and the discrete illuminated neon sign behind the new awning.



A contemporary building inserted into existing urban fabric. Cornice lines and overall heights and setbacks of historic buildings are respected, without preventing innovation. Non-brickwork buildings can be integrated into historic context, but high architectural design quality is a necessity. In Long Branch, requests for deviation from required materials and colors will be dealt with on a case-by-case basis.

Definitions

PRIMARY FACADE: Fronting onto roadway (corner buildings will have two Primary Facades);

SECONDARY FACADE: Fronting onto laneway or rear parking lot/area;

LARGE BUILDING: Any building with Primary Facades in excess of 100 feet length or a footprint in excess of 10,000 square feet.

HISTORIC VALUE: Any building constructed prior to 1940*, or as determined by the City. (*In order to preserve the historic collective memory of Long Branch's main street, all buildings built before this date shall be deemed to be of historic value to the district).

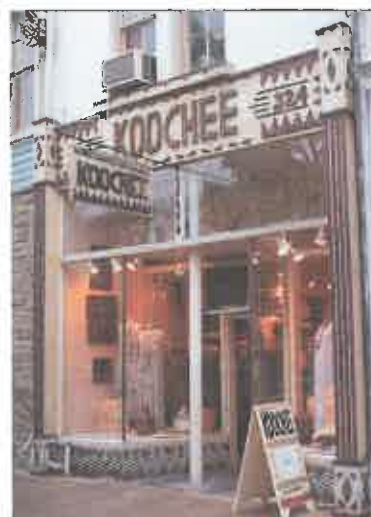
BROADWAY CORRIDOR: Fronting onto Broadway, or a corner property with one primary facade fronting onto Broadway.

Historic Buildings Incentive

Buildings that have been deemed by the City as having historic value in the Broadway corridor will be allowed a reduction in contribution to parking requirements for the district, if the building is retained and maintained or upgraded in a way that is substantially in accordance with its original character and the long-term aims of the Broadway Sector. See Incentives, p. 29 for details.

C: Shopfronts (AND COMMERCIAL FACADES)

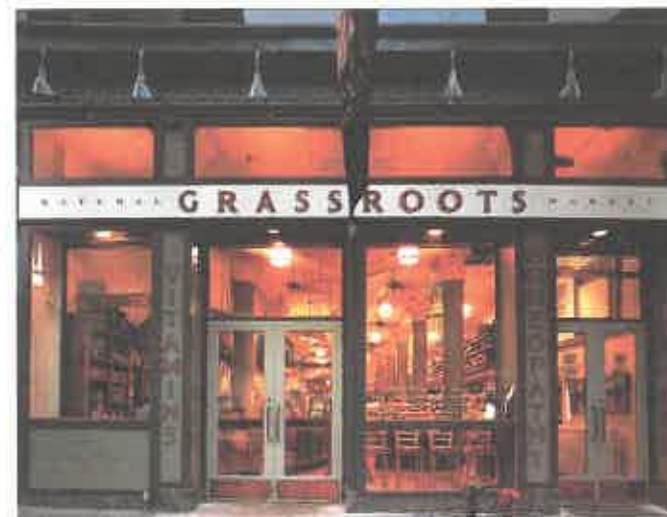
C1: GLASS AND OPENINGS; VENTILATION AND SECURITY	REQUIRED	ENCOURAGED	PROHIBITED	DISCOURAGED	SPECIAL/MISC.
	<p>C1.1.1 Glazing, First Floor/main level:</p> <ul style="list-style-type: none"> > Minimum 60% of storefront to be glazed. > Glazing to extend from a maximum of two and a half feet above sidewalk level to a minimum of 10 feet above sidewalk. <p>Glazing: All Floors: Clear glass only</p>	<p>C1.2.1: First Floor/main level:</p> <ul style="list-style-type: none"> > Large opening window/shopfront sections for seasonal opening of shopfront to the sidewalk in restaurant and other appropriate retail types (e.g. florist). > Creation of articulated shopfront surface to increase display area and visual interest. > Creation of weather and sun protected zone adjacent to shopfront to encourage window-shopping. <p>Upper Floors: Opening windows for natural seasonal ventilation.</p>	<p>C1.3.1: All levels: Tinted or mirror glass, solar cling-shield materials (Sunscreening to be via awnings, if required [see C2 Awnings]). Note that no glazed facade or surface that would require tinting or mirror-glazing in order to function successfully will be permitted (see also D4.2.1).</p> <p>C1.3.2: Window-type or in-wall air conditioners or extractor fans are prohibited in the primary and secondary facades of any building at the first floor/main retail level and in the primary facade(s) on all levels.</p>	<p>C1.4.1: All levels: The removal of original storefronts, windows and doors from historic buildings is discouraged. Where these exist and can be repaired, the long-term value of the building and the leasable store area will be enhanced. If they are beyond repair, or no longer exist, attempts should be made to replace with new storefronts to match existing/original.</p>	<p>C1.5.1: No object (including signage and awnings) may hang lower than 10 feet above the sidewalk or project more than three and a half feet from the property line of the primary or secondary facade(s).</p>
C2: AWNINGS AND CANOPIES	REQUIRED	ENCOURAGED	PROHIBITED	DISCOURAGED	SPECIAL/MISC.
	<p>C2.1.1: Permitted Materials: Canvas and/or weather-coated fabric awnings, translucent fabric-like plastic awnings and glass canopies.</p> <p>C2.1.2: Awnings and canopies must be mounted below the retail signboard if there is one.</p> <p>C2.1.3: Signage on Awnings: Permitted to identify a business, but only on the fringe, front or side edge panel or border.</p>	<p>C2.2.1: Use of Canvas awnings is encouraged for the following reasons:</p> <ul style="list-style-type: none"> > Establishing a distinct look for Long Branch, especially on Broadway, they provide shelter from sun and rain to pedestrians and shoppers. > Shelter glass surfaces from the sun, resulting in energy savings and the ability to utilize clear glass for best product display and visual penetration of the store interior. > Use is encouraged also as markers of secondary entrances, at the side or off a rear parking lot. 	<p>C2.3.1: Product advertising of any kind is not permitted on awnings or canopies.</p> <p>C2.3.2: Aluminum awnings and awnings intended for residential use are not permitted.</p>	<p>C2.4.1: Awnings can make a strong positive visual impact, or a negative one. Awnings that are garishly colored, oversized or poorly placed simply as a means of attracting visual attention are strongly discouraged as they will detract from the overall balance of the retail street.</p>	<p>See C1.5.1</p>
C3: LIGHTING	REQUIRED	ENCOURAGED	PROHIBITED	DISCOURAGED	SPECIAL/MISC.
	<p>C3.1.1: Interiors of premises are to be illuminated between store-opening and 11pm or store closing, whichever is later. Signage and facades (if illuminated) are to be lit from dusk to 11pm or business closing, whichever is later. All retail businesses in the Entertainment District shall make use of permitted types of illuminated signage, as per rules for signage for Entertainment District (see D: Signage, p 28).</p>	<p>C3.2.1: Lighting of all aspects of a business premises should be well-considered, as good lighting has the ability to:</p> <ul style="list-style-type: none"> a) increase appeal of merchandise, b) increase public safety, c) contribute to the overall appeal of the retail street. 	<p>C3.3.1: Lighting of facades and the interiors of premises may not make use of "industrial" type lighting such as mercury vapor or low-pressure sodium ("yellow") lighting. Colored lighting is not permitted except for special temporary events (City approval required).</p>	<p>C3.4.1: Any lighting that will negatively affect the visual comfort of pedestrians or shoppers is discouraged. Security lighting (especially on secondary facades facing parking areas) should be integrated into the general design of the premises.</p>	<p>See C1.5.1</p>



A shopfront of "total design", where all elements are co-ordinated. Recessed entrance increases display area.



Eye-catching mullions and an in-store display visible to passers-by.



A modern store makes use of an existing storefront. Note elegant color-palette, facade and internal lighting, signage band and large glass surfaces. Night presence encourages window shopping and enlivens the sidewalk and street.



Awnings increase the impact of a corner store. Internal pendant lights above the window seating create an inviting atmosphere.



A simple cantilever awning shields a shopfront from harsh sun. Note the name signage on the front of the awning.



A colorful awning with projecting signage and flags above. Lettering is bold but well-considered.






An elegant glass canopy announces the main entrance to a theater.



Internal lighting gives a store a strong presence at night. Note also the discrete but effective lettering on the glass and the flag sign.

D: Signage

D1: GENERAL	REQUIRED	ENCOURAGED	PROHIBITED	DISCOURAGED	PROHIBITED
	<p>D1.1.1: Signage is to be in accordance with Signage Rules (below, right) and City Ordinances</p> <p>D1.1.2: With the exception of allowable signage for temporary events (see Signage Rules), all signage is to be of a permanent type, neatly designed and made, and properly weather-proofed</p>	<p>D1.2.1: Signage should, in color, style and material, compliment building facade design and function</p>	<p>D1.3.1: Signage is area-specific (e.g. Entertainment District, Residential, etc.) Signage suitable/required for one area will not generally be allowable or appropriate in others</p> <p>D1.3.2: See Signage Rules (below) for a full list of prohibited signage types</p>	<p>D1.4.1: The use of maximum permissible signage allowances is not always advisable. Signage should be selected not only for visual impact, but for its ability to harmonize with building facades and neighboring properties. See examples on this and other pages.</p>	<p>PROHIBITED</p> <p>The following sign types are not permitted</p>  <p>Trailer signs</p>  <p>Roof-mounted signs</p>  <p>Internally lit signs</p>
D2: RETAIL AND COMMERCIAL	REQUIRED	ENCOURAGED	PROHIBITED	DISCOURAGED	
	<p>D2.1.1: Pedestrian-level lighting is required (see C3: Lighting, p. 27) and some of this requirement can be met by back-lighted signage or direct external signage illumination</p>	<p>D2.2.1: Sign sizes should be kept to pedestrian scale at the storefront level. Higher-level signs can be designed to appeal to motorists.</p> <p>See also D1.2.1 above</p>	<p>D2.3.1: Billboards are prohibited</p>	<p>See D1.4.1 above</p>	
D3: ENTERTAINMENT DISTRICT	REQUIRED	ENCOURAGED	PROHIBITED	DISCOURAGED	
	<p>D3.1.1: All retail businesses in the Entertainment District shall make use of permitted types of illuminated signage (min. 50% of all signage to be illuminated type on retail business in the Entertainment District). Such signs are to be illuminated between dusk and 11pm weekdays, and dusk and 1am weekends.</p> <p>See also D2.1.1 above</p>	<p>D3.2.1: The use of illumination at several scales is encouraged:</p> <ul style="list-style-type: none"> a) Signage in-store and behind windows (e.g. neon), b) Signage wall-mounted projecting above the shopfront, c) Signage on the secondary facade, d) Lighting of primary and secondary facades by spotlights 	<p>See signage rules for list of prohibited signage types and applications. There are no prohibitions specific to this category</p>		
D4: RESIDENTIAL	REQUIRED	ENCOURAGED	PROHIBITED	DISCOURAGED	SPECIAL/MISC.
	<p>D4.1.1: Residential signage shall be suitable for non-retail/commercial applications. Generally, color, size and placement is to be considerably more restrained than other signage applications</p>	<p>D4.2.1: Illumination of building numbers via indirect lighting is advisable, in order to assist motorists and pedestrians in finding buildings at night</p>	<p>D4.3.1: Commercial or Retail type signage is generally prohibited. See D4.5.1 for exemptions</p>		<p>D4.5.1: Businesses such as corner stores and bed and breakfasts may have commercial-type signage, but this is to generally consist of discrete facade lettering and one single board of not more than 6 sf. integrated in color and design into a residential context</p>



Care in the design and mounting of signage is often the first indication of care in the product or service being sold.



A unique shape with careful color-coordination makes for a cohesive and powerful visual impact.



A lively night street is created only through the committed contribution by a number of businesses. The overall effect can be a magnet for people seeking entertainment and shopping.



Colorful, interesting signs are eye-catching yet elegant.



Flags contribute to color and visual stimulation, but must be replaced when damaged or faded.



Think about how signage appears to a pedestrian walking down the sidewalk, as well as to drivers.



Illuminated signage gives a street color, safety and marketing strength at night.

Signage Rules

1. Signage is permitted for the following:

- a) Retail and commercial uses on the ground level, on the primary or secondary facade;
- b) Upper-floor retail and commercial uses.

2. Sign Types Permitted:

Projecting Object Sign, Flat Projecting Sign, Retail Sign Band, Back-Lit Solid Letter Signs, Internally Lit Individual Letter Sign, Neon Sign, Lettering on Glass.

Note that the only signs permitted behind or on windows are: neatly painted or vinyl-cut-out applied permanent lettering and neon signage.

3. Sign Types Prohibited:

Roof-mounted signs, plastic box signs with internal lighting, box signs over 25 sf. in size, signs placed on motor vehicles or trailers, temporary plastic or paper signs or any temporary sign material attached to display windows or door surfaces, free-standing signs (exception: see sandwich boards), strings of lights or pennants around the site, except as approved for specific or seasonal occasions.

4. Sign Sizes and Projections:

Main Level:

- a) Retail: Signage of all types taken together can occupy a max. of 15% of the street-level facade. No sign may exceed 4 feet in height. The maximum width cannot exceed 90% of the width of the building.
- b) Commercial: Signage of all types taken together can occupy a max. of 10% of the street-level facade. No sign may exceed 4 feet in height. The maximum width cannot exceed 50% of the width of the building.
- c) Projection: For both retail and commercial signs, the sign and its bracket may project no more than 42 inches from the building facade. No part of any sign may hang lower than 10 feet above the sidewalk.

Upper Levels:

- d) Retail: Signage can occupy a max. of 10% of the total facade area of the level on which the business is located.
- e) Commercial: Signage can occupy a max. of 5% of the total facade area of the level on which the business is located.

- f) Projection: Projecting signs hung from upper levels can be no higher than 25 feet above the sidewalk. Exception: In the Entertainment District, larger projecting signs are encouraged, if they are carefully designed and integrated. Such signs will be considered for approval on a case-by-case basis.

5. General:

- a) No sign (including flags and banners) may cover up or cause the removal of architectural elements.
- b) Signs may not cover, either partially or completely, existing windows.
- c) Outdated and excess signs and their standards and brackets, used by the existing business or previous businesses may not be left in place, and must be removed. All damage to be repaired.

6. Flags

Flags are considered permanent signage, however, they may be used in addition to other signage size and amount limits.

Flags may not be used as a location for product advertisement.



Special bonuses are awarded for the inclusion/provision of the following items which further the redevelopment goals:

- i. The developer shall be awarded a deduction of parking equal to 0.25 spaces/1,000 sf. of the ground floor use requirement if more than 15% of the same building is leased as art studios and workshops to tenants certified by the City/the Long Branch Arts Council. The term of the deduction shall equal the term of the art space lease.
- ii. The developer shall be awarded a deduction of parking equal to 0.50 spaces/1,000 sf. of the ground floor use requirement if more than 25% of the same building is leased as art studios and workshops to tenants certified by the City/the Long Branch Arts Council. The term of the deduction shall equal the term of the art space lease.
- iii. In the Downtown Residential/Live-Work zone, the developer shall be permitted a bonus FAR (without additional parking being required) of up to 0.10 for:
 - > Providing 15% of total units in the development for affordable housing with the approval of the City.
- iv. In the Regional Entertainment Zone, the developer shall be awarded a deduction of parking equal to 0.10 spaces/1,000 sf. of building footprint for:
 - > Providing Illuminated three-dimensional signs protruding over the sidewalk, approved by the City.
 - > Lighted theater awning/Marquee, approved by the City.
- v. Buildings that are deemed by the City as contributing to the historic value of the Broadway corridor will be allowed a one-time reduction in parking equal to 1 space/1,000 sf. of the building footprint for every \$50,000 spent on restoration in accordance with its original character, and which is approved by the City.
- vi. The developer shall receive a one-time matching grant of up to \$10,000 from the U.E.Z. for facade improvements approved by the City.