

# VISION: Broadway

## 2025 UPDATE TO THE CITY OF LONG BRANCH

# Oceanfront-Broadway Redevelopment Plan



**DRAFT: May 2025**

Prepared for the City of Long Branch  
by Phillips Preiss Grygiel Leheny Keller LLC |

# OCEANFRONT-BROADWAY REDEVELOPMENT PLAN

## 2025 Update

**DRAFT: May 2025**

**Prepared for:**  
**The City of Long Branch**  
Monmouth County, New Jersey



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The original of this report was signed and  
sealed in accordance with N.J.S.A. 13:41-1.2

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Date Introduced:  
Date Adopted:

# Acknowledgments

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## **Long Branch Urban Enterprise Zone**

Richard Thompson, UEZ Coordinator



# Part 1: Redevelopment Plan Background





**Above:** Photographs by Nathaniel Rubel depicting Broadway and vicinity in the late 1930s as part of an initiative by the federal Works Progress Administration.

Courtesy New Jersey State Archive

# Introduction

Thirty years have elapsed since the initial preparation and implementation of the City of Long Branch's Oceanfront Master Plan and Oceanfront-Broadway Redevelopment Plan. Much has changed in City in this time, particularly within the designated redevelopment areas. Pier Village's three phases comprise 140,000 square feet of retail space and over 700 residential units, while nearly all available tracts in the Oceanfront North and South sectors are either redeveloped or have been approved for new construction.

Despite their prime location near to oceanfront redevelopment, the busy Upper Broadway area, and established residential neighborhoods, the Broadway Gateway and Lower Broadway Corridor sectors have not experienced the physical transformation and revitalization seen in the immediate surrounding neighborhoods. In part, the sweeping large-scale redevelopment projects envisioned in the 1996 Redevelopment Plan conflict with the existing land use patterns in these sectors.

The Broadway Gateway sector contains a patchwork mix of active light industrial, commercial, residential, and open space uses, while the Lower Broadway Corridor features a dense development pattern with century-old buildings and narrow streets. Both sectors are also populated by both long-time business owners and residents who have made their living in Long Branch for decades, and entrepreneurial newer small business owners, many of whom are recent immigrants forging their path.

Now, as development interest and activity have continued to increase on and around Lower Broadway over the past five years, the original redevelopment plans still largely dictate land use controls in the area. The City has been proactive - and successful - in working with property owners and developers to adopt new redevelopment plans for key sites that are reflective of current market realities, economic conditions, and changing preferences towards maintaining Broadway's existing neighborhood fabric.

Part 1 provides the basis for the Redevelopment Plan. Part 2 introduces VISION:Broadway - a collection of guiding principles, strategies, and recommendations that inform the design and development of the corridor. Parts 3 and 4 provide land use, zoning, and design regulations for the Broadway Gateway and Lower Broadway Corridor sectors, which will serve as new Redevelopment Plans for each area. All sections have been prepared in accordance with the requirements of the New Jersey Local Housing and Redevelopment Law at N.J.S.A. 40A:12-1 et seq.

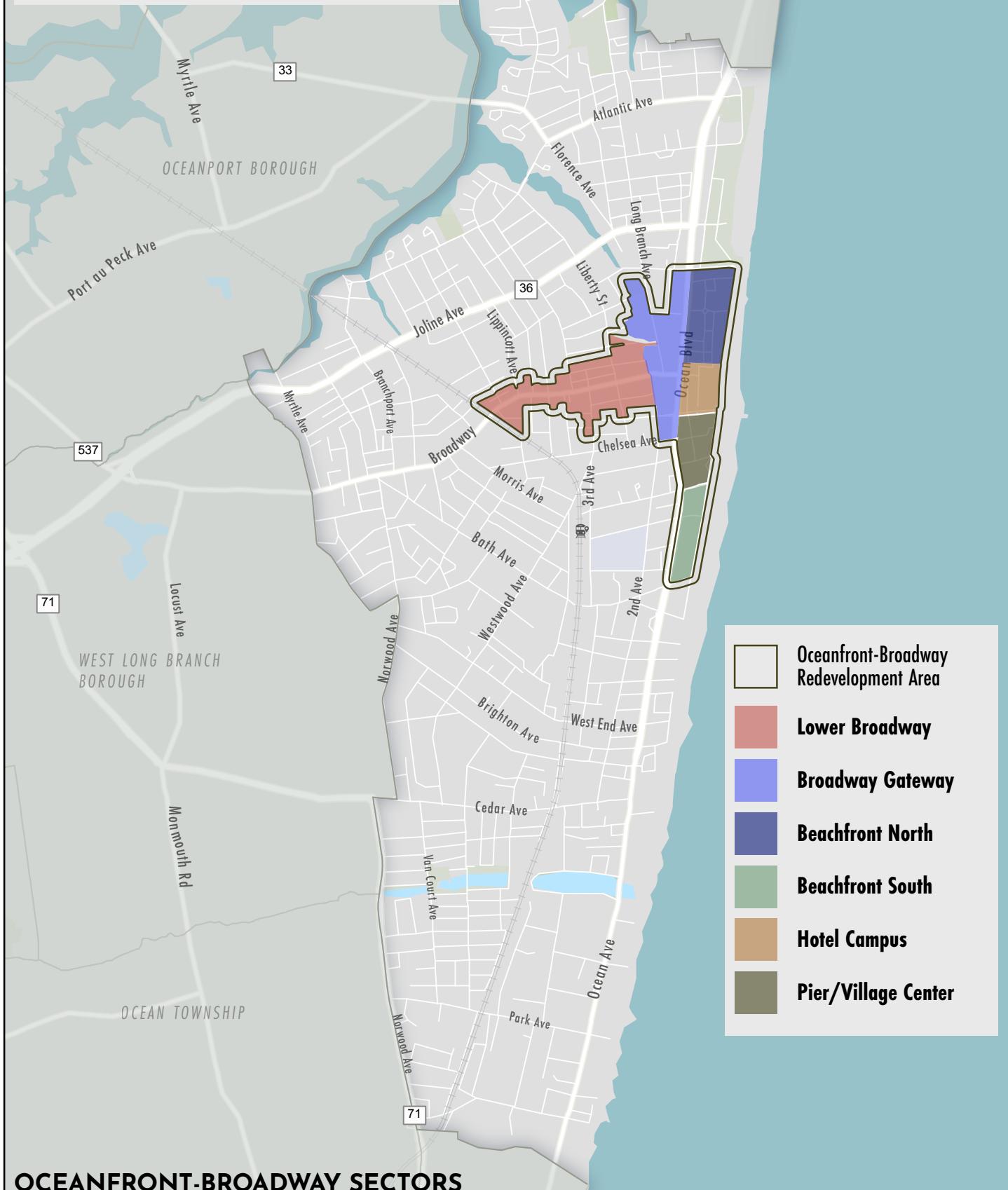


The 2025 Update is intended to build upon this momentum to provide a new, comprehensive vision and regulatory framework to guide reinvestment and redevelopment on and around Long Branch's iconic Broadway Corridor from Ocean Boulevard to the railroad tracks. This Plan learns from prior redevelopment efforts, while intended to preserve important characteristics of the two Redevelopment Sectors while also promoting modern and sustainable land use patterns and best planning practices:

- ▶ Incentivize rehabilitation, infill development and business retention through flexible zoning and encouraging of property maintenance and improvements;
- ▶ Enable sufficient built density and context-sensitive building form by providing subdistricts within each redevelopment sector.
- ▶ Connect with important civic and cultural anchors, provide an active street environment, and leverage public investment;
- ▶ Provide a safe and accessible multi-modal transportation environment for pedestrians, cyclists, vehicles, and transit.

The Plan aims to implement physical improvements and redevelopment to create a traditional, walkable, mixed-use environment with active ground-floor uses and diverse commercial activity. This will result in an engaging and attractive destination for residents and visitors year-round.

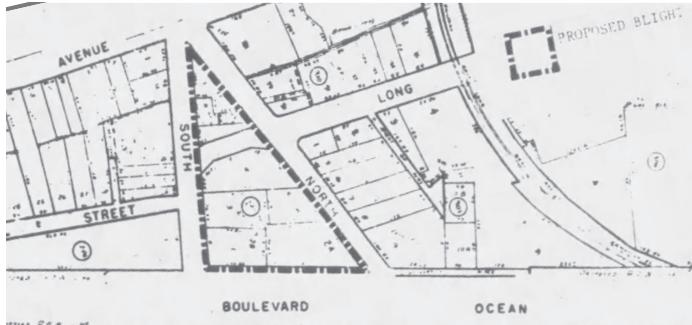
**Figure 1.1**  
**REDEVELOPMENT AREA LOCATION**  
**City of Long Branch**



# Redevelopment Timeline

Modern redevelopment efforts in the City of Long Branch are rooted in the 1995 Oceanfront Master Plan and the subsequent Oceanfront-Broadway Redevelopment Plan (1996).

<b>1984</b>	Long Branch City Council determines that a 22-acre area between Ocean Avenue, Laird Street, Second Avenue, and North Broadway qualifies as a blighted area for purposes of redevelopment, following a study initiated the prior year.
<b>1992</b>	New Jersey adopts Local Redevelopment and Housing Law (N.J.S.A 40A:12A-1 et seq.) to coordinate various legislation, resulting in the basis for the current redevelopment statute.
<b>1995</b>	City undertakes the <b>Oceanfront Master Plan</b> as part of a public-private process. The result was a sweeping plan that identified initial challenges affecting the City and the Oceanfront area specifically, including physical deterioration, inefficient land use, loss of residential base, and economic stagnation from declining real estate values and tax base, and recommended a comprehensive approach to mixed use development, to be achieved through appropriate built density.
<b>1996</b>	<p>City Council expands the Area in Need of Redevelopment to include properties to the north and south along the ocean and to the west along Lower Broadway, as recommended by the Oceanfront Master Plan.</p> <p>Subsequently, the <b>Oceanfront Broadway Redevelopment Plan</b> is adopted to effectuate the goals of the Oceanfront Master Plan, including the creation of five (5) redevelopment sectors with stated development goals:</p> <ul style="list-style-type: none"><li><b>Beachfront South:</b> Residential</li><li><b>Pier/Village Center:</b> Mixed Commercial, Entertainment, Residential</li><li><b>Hotel Campus:</b> Office, Hotel</li><li><b>Beachfront North:</b> Residential, Entertainment</li><li><b>Broadway Gateway:</b> Mixed Commercial</li></ul> <p>Each Redevelopment Area included an accompanying Design Guideline Handbook which enumerated specific goals and objectives for the respective area, which remain in use today.</p>
<b>2002</b>	A sixth redevelopment sector - <b>Lower Broadway Corridor</b> - is added to the Redevelopment Plan, accompanied by design guideline Handbook 7).
<b>2012</b>	City Council re-classifies the majority of properties in the Lower Broadway Sector as <b>Area in Need of Rehabilitation</b> , where powers of eminent domain and long-term tax abatement may not be exercised.



**LEFT:** Original proposed Oceanfront Redevelopment study, 1983

Source: Red Bank Register

The Planning Board **reexamines** the Oceanfront Master Plan, Oceanfront-Broadway Redevelopment Plan, and Design Guideline Handbooks, finding that the basis of the Plans remained valid but recommending certain modifications, to be incorporated into a new Addendum (Handbook 8).

**2016**

In their periodic **Reexamination of the City Master Plan**, the Planning Board recommends substantial changes to the Design Guideline Handbooks, namely in sectors that have not been largely built out (i.e., Broadway Gateway & Lower Broadway Corridor).

**2020**

The **Broadway & Second Avenue Redevelopment Plan** is adopted for the blocks fronting Broadway between Second Ave and Memorial Parkway, where attempts large-scale developments had faltered since the early 2000s. The development of 299 multi-family dwellings and 20,000 square feet of retail space is under construction as of mid-2025.

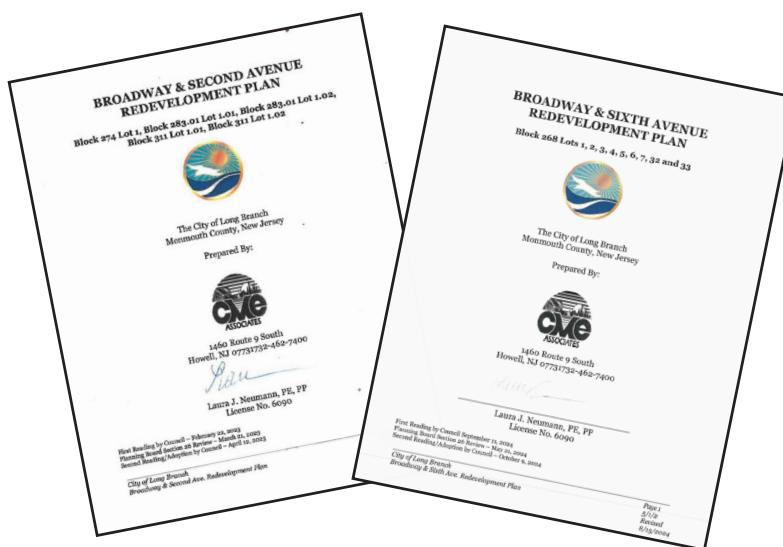
**2023**

The **Broadway & Sixth Avenue Redevelopment Plan** is adopted for a portion of Block 268 between Broadway, Lippincott Avenue, and Sixth Avenue, following an expansion of the Redevelopment Area. The Plan allows for 80 multi-family units above ground floor retail with significant streetscape improvements.

**2024**

Building on this momentum, the City undertakes a **regulatory overhaul of the Lower Broadway Corridor & Broadway Gateway Sectors** to establish a modern, cohesive vision for Long Branch's historic main street.

**2025**



**LEFT:** Pages from 2023 and 2024 Redevelopment Plans

Prepared by CME Associates

## Statutory Requirements for Adoption of a Redevelopment Plan

The Local Redevelopment and Housing Law at N.J.S.A. 40A:12A-7 governs the adoption and contents of a redevelopment plan. The redevelopment plan shall include a sufficient outline for the planning, development, redevelopment, or rehabilitation of the Redevelopment Area, as applicable:

- ▶ Its relationship to definite local objectives as to appropriate land uses, density of population, and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements.
- ▶ Proposed land uses and building requirements in the project area.
- ▶ Adequate provision for the temporary and permanent relocation, as necessary, of residents in the project area, including an estimate of the extent to which decent, safe and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market.
- ▶ Identification of any property within the redevelopment area which is proposed to be acquired in accordance with the redevelopment plan.
- ▶ Any significant relationship of the redevelopment plan to Master plans of contiguous municipalities; Master plan of the county in which the municipality is located; State Development and Redevelopment Plan.
- ▶ As of the date of the adoption of the resolution finding the area to be in need of redevelopment, an inventory of all housing units affordable to low and moderate income households, that are to be removed as a result of implementation of the redevelopment plan.
- ▶ A plan for the provision, through new construction or substantial rehabilitation of one replacement housing unit for each affordable housing unit that has been occupied at any time within the last 18 months, that is subject to affordability controls and that is identified as to be removed as a result of implementation of the redevelopment plan.
- ▶ Proposed locations for zero-emission vehicle fueling and charging infrastructure within the project area in a manner that appropriately connects with an essential public charging network.
- ▶ Redevelopment plan may include the provision of affordable housing in accordance with Fair Housing Act and municipal master plan.
- ▶ Redevelopment plan may include the provision of affordable housing in accordance with the "Fair Housing Act," N.J.S.A. 52:27D-301 et seq. and the housing element of the municipal master plan.
- ▶ Redevelopment plan shall describe its relationship to pertinent municipal development regulations as defined in the "Municipal Land Use Law," C.40:55D-1 et seq.
- ▶ Redevelopment plan must state whether it shall supersede applicable provisions of the development regulations of the municipality or constitute an overlay zoning district within the redevelopment area.
- ▶ All provisions of the redevelopment plan shall be either substantially consistent with the municipal master plan or designed to effectuate the master plan; but the municipal governing body may adopt a redevelopment plan which is inconsistent with or not designed to effectuate the master plan by affirmative vote of a majority of its full authorized membership with the reasons for so acting set forth in the redevelopment plan

Each of the above-referenced statutory requirements, if applicable, is provided for in this Plan.

# Goals & Relationship to Local Objectives

The Redevelopment Plans constitutes a complete overhaul of the existing Design Guideline Handbooks and the regulations contained therein Broadway Gateway (Handbook #3) and Lower Broadway Corridor (Handbook #7). In their place, it serves to provide modern, market and reality-based regulations that permit flexibility and promote a thriving mixed-use environment that reinvigorates these two sectors while strengthening their relationship to both the oceanfront and the rest of the City of Long Branch. This Redevelopment Plan is integral to ensuring consistency with the goals and recommendations of the City's prior planning initiatives discussed above.

## REDEVELOPMENT PLAN GOALS

Broadway has played a vital role in the development of Long Branch for over a century, experiencing a storied evolution from a local and regional commercial hub to an economically disinvested downtown with clear ties to its prominent past. With the turn of the 21st century, Broadway has seen site specific redevelopment activity and has become home to an increasingly diverse population with new stories and experiences to share. This crossroads of character sets the stage for the revitalization of the Redevelopment Sectors.

This plan carries forward a number of the original goals and objectives of the 1996 Oceanfront-Broadway Redevelopment Plan, the intent of which remains valid to date:

*This Redevelopment Plan was adopted by the City of Long Branch, New Jersey, in order to achieve redevelopment of an underdeveloped segment of the oceanfront and an underutilized commercial area west, north and south of the intersection of Broadway and Ocean Boulevard. The overall goal is to bring about a compact and integrated ensemble of public and private places that support year-round uses related to living, working and recreation and visitation.*

The following are specific goals of this plan as related to the Broadway Gateway and Lower Broadway sectors:

- ▶ Reestablish the identity of Long Branch as a multifaceted community for residence, work and leisure, in a framework of both historic legacy and citizen consensus.
- ▶ Make development in the Redevelopment Plan Area more feasible by redefining, or in some cases removing, onerous design requirements such as floor area ratio and minimum commercial tenant sizes to provide more flexible standards where warranted.

- ▶ Provide a healthy balance of land uses that preserves the residential character of the neighborhoods while providing convenient commercial and retail opportunities to acquire goods, services and employment.
- ▶ Strengthen retail trade and City revenues by increasing year-round population by creating housing types that will attract a diversified market, primarily of small households.
- ▶ Provide for attractive and easily accessible commercial uses and districts that will support quality business enterprises and contribute to the City's economic base and attract retail and service enterprises to provide more commercial choices for residents and visitors.
- ▶ Improve public facilities in commercial areas, at the beachfront and along various City streets, and facilitate pedestrian movement among residences, commercial areas and the beachfront.
- ▶ Foster neighborhood preservation efforts and enhance the quality of life throughout the City, including by replacing vacant lots and poorly maintained buildings with new, carefully designed buildings, both commercial and residential.
- ▶ Attract more retail and service enterprises which will provide more commercial choices for residents and visitors.
- ▶ Achieve shared parking where needed to facilitate use by residents, employees and visitors at different times, saving land and development costs.
- ▶ Provide for environment that is conductive to private sector job retention and growth at all skill levels to increase employment opportunities for residents, stabilize taxes and increase maintenance and amenities as part of a better quality of life.
- ▶ To encourage municipal action to guide the appropriate use or development of all lands in this State, in a manner which will promote the public health, safety, morals, and general welfare.

## RELATIONSHIP TO MASTER PLANS

The 2025 Update to this Redevelopment Plan is consistent with the goals and objectives of the master planning and redevelopment planning efforts of the City of Long Branch. Amendments to portions of the Redevelopment Plans were contemplated in 2016 and 2020, and the Amendments support a variety of recommendations of the 2009 Master Plan and updates as well other planning studies seeking the strengthen the vitality of the City's redevelopment areas.

As discussed above, the City of Long Branch initially adopted the **Oceanfront Master Plan** in August 1995, which then led to the adoption of the **Oceanfront-Broadway Redevelopment Plan** in April 1996.

The **1995 Oceanfront Master Plan** recognized the initial challenges which affected the City and the oceanfront area specifically, including physical deterioration (environmental impacts and the pier fire), inefficient land use (excessive surface parking and inadequate built density), loss of residential base, and economic stagnation (declining real estate values and tax base), several of which remain today. The central theme of the Oceanfront Master Plan and its recommendations was to increase the overall value of the waterfront area and transform it into a safe, year-round destination for residents and visitors through well-balanced mixed use development, to be achieved through appropriate built density. The planning principles established to effectuate this overall goal included establishing a threshold of urban density for a year-round residential base and economy; a low-mid rise urban form that relates built and open areas; a cohesive, hierachal, and lively circulation network that promotes a sense of place; and enhanced public access to the beach and its open space/recreational areas.

The **1996 Oceanfront-Broadway Redevelopment plan** and **2002 Broadway Redevelopment Plan** executed the vision of the 1995 Master Plan and established 6 Redevelopment Areas, known and designated on the City of Long Branch Zoning Map as Beachfront South, Pier/Village Center, Hotel Campus, Beachfront North, Broadway-Gateway, and the Lower Broadway Corridor. The 1996 Oceanfront-Broadway Redevelopment Plan set forth an overall goal to bring about a compact and integrated ensemble of public and private places that support year-round uses related to living, working and recreation and visitation. Each Redevelopment Area included an accompanying **Design Guideline Handbook** which enumerated specific goals and objectives for the respective area.

The **Broadway Gateway Sector (Handbook 3)** set out an overall goal to create a distinctive landmark gateway for the Redevelopment Area through a mix of destination commercial uses, service/industrial, and mid-density residential. The **Lower Broadway Corridor Sector (Handbook 7)** delineated an overall goal to reestablish Lower Broadway as the principal commercial district through a sustainable mix of uses including commercial, civic, entertainment, and residential to support a vital urban community.

Key objectives to achieve these goals for these two Redevelopment Areas included:

- ▶ Strengthen the interdependence between Broadway and the surrounding residential areas
- ▶ Encourage strategic infill development
- ▶ Orient development in the context of the regional train station and (future) ferry

- ▶ Create an accessible and inviting pedestrian environment. The spirit of these goals and objectives remain valid today, and are reflected in the remainder of this Redevelopment Plan.

The **2006 Master Plan Reexamination Report** provided general recommendations to encourage live-work uses along Broadway, improve overall transit/public access to redevelopment & beach areas, and to reevaluate parking needs within the Lower Broadway Corridor and the Broadway Gateway. The **2009 Master Plan** established several goals which are furthered by this Redevelopment Plan, as follows:

- ▶ Goal #1: Promote aesthetically pleasing human scale development that recognizes the character of traditional New Jersey shore towns.
- ▶ Goal #2: Provide a healthy balance of land uses that preserves the residential character of neighborhoods while providing convenient commercial and retail opportunities to acquire goods, services, and employment.
- ▶ Goal #3: Maintain a balanced stock of quality housing that provides housing options for all generations, incomes and lifestyles.
- ▶ Goal #5: Provide for attractive and easily accessible commercial uses and districts that will support quality businesses enterprises and contribute to the City's economic base.
- ▶ Goal #9: Maximize circulation and mobility options for local and regional trips and link residential areas, commercial districts, and community facilities through an attractive, free flowing circulation system.
- ▶ Goal #11: Preserve the City's natural resources to protect water quality, manage stormwater, reduce the potential for flood damage, protect endangered habitats, and provide open space.
- ▶ Goal #13: Encourage and support policies and actions to reduce the introduction of harmful green house gases by reducing sprawl and encouraging green buildings, promoting alternate means of transportation including walking, hiking, and public transit, and preserving open space and wetlands.
- ▶ Goal #16: Ensure that all development regulations reflect and implement the goals and objectives of the master plan.

The **2009 Master Plan** also encouraged the provision of live-work uses along Broadway and adequate public access to beach and commercial areas. Other recommendations of the 2009 Master Plan relevant to the Redevelopment Area included the replacement of outdated small-scale strip developments with modern uses, identification of open space opportunities along with redevelopment, creation of attractive gateways along Broadway & Ocean Boulevard, and upgrading the Municipal Building along Broadway. While many of the above-mentioned goals and recommendations remain

valid today, some of them, such as the encouragement of live-work uses, do not reflect the realities of today's market and are no longer relevant.

Planning efforts in the past few decades have additionally carried over into the City's recent initiative to conduct the **2020 Master Plan Reexamination**, which asserted the need to develop appropriate building/site design standards for future projects, improve the appearance of and revitalize gateway areas along Broadway, and to modernize commercial land use standards of redevelopment plans to fit the current economy.

Most importantly, the 2020 Reexamination noted the need to modernize Design Guidelines to reflect the current planning and development climate. It was specifically stated the Broadway Gateway Design Guidelines (Handbook 3) should be amended to promote more commercial flexibility to reflect the changing retail economy, mirroring uses permitted in the C-3 Neighborhood Commercial District, while also eliminating strict square footage requirements. Uses such as automobile service/repair and drive-thru restaurants were recommended to be prohibited. It was further recommended that single-family dwellings be permitted in residential areas and that mixed use standards be developed.

Similarly, specific recommendations for the Lower Broadway Corridor (Handbook 7), stated to allow for additional commercial flexibility, reflecting uses permitted in the C-3 District, while also permitting entertainment uses and eliminating strict square footage requirements. It was also stated that uses such as automobile service/repair and drive-thru restaurants were recommended to be prohibited. Overall, it was recommended that a comprehensive update of the entire handbook be completed to provide new clear and concise standards, while also incorporating provision to allow for contribution to the City's Affordable Housing Trust Fund.

## **RELATIONSHIP TO CITY OF LONG BRANCH ZONING ORDINANCE**

The standards contained within this Redevelopment Plan shall supersede the City's existing regulations, including all standards related to the Lower Broadway Corridor (LBC), Broadway Gateway (BG), and their respective design guideline handbooks.

The City of Long Branch Code shall apply if the provisions of this Redevelopment Plan do not set any specific regulations or are not expressly modified herein. Where standards provided in the Redevelopment Plan modify or contradict the City of Long Branch Zoning Ordinance, the standards in the Redevelopment Plan shall prevail. Development applications for the Redevelopment Area shall be reviewed and approved by the Planning Board under normal subdivision and site plan review procedures as found in N.J.S.A.. 40:55D-1 et seq., and those found within the City Code.

# Plan Consistency Review

## RELATIONSHIP TO MASTER PLANS OF ADJACENT MUNICIPALITIES

The City of Long Branch shares municipal boundaries with the Boroughs of West Long Branch, Monmouth Beach, Oceanport, and Deal, as well as Ocean Township. However, the Redevelopment Area is located in the interior of Long Branch and is not proximate to any of the adjacent municipalities. Furthermore, the Redevelopment Plan continues to contemplate the existing uses as currently permitted in the Broadway corridor as well as certain additional complementary uses. Therefore, this Redevelopment Plan will not impact any of the adjacent municipalities or their master plans.

## RELATIONSHIP TO THE MONMOUTH COUNTY MASTER PLAN

Monmouth County's current Master Plan was adopted in 2016. The Monmouth County Master Plan designates Long Branch as a "Priority Growth - Reinvestment Area/Site Overlay (PG-RAS)." These are defined as "(a)reas or sites located within the PGIA where more intense or significant development, redevelopment, revitalization, and hazard mitigation investments are highly encouraged."

The Redevelopment Plan is also consistent with the goals of the Monmouth County Master Plan, notably the following: "Promote beneficial development and redevelopment that continues to support Monmouth County as a highly desirable place to live, work, play, and stay."

## RELATIONSHIP TO THE STATE DEVELOPMENT AND REDEVELOPMENT PLAN

The New Jersey State Development and Redevelopment Plan (the "SDRP") was originally adopted in 1992 and is currently in the process of being updated as of 2025. The purpose of the SDRP according to the State Planning Act at N.J.S.A. 52:18A-200(f) is to:

*Coordinate planning activities and establish Statewide planning objectives in the following areas: land use, housing, economic development, transportation, natural resource conservation, agriculture and farmland retention, recreation, urban and suburban redevelopment, historic preservation, public facilities and services, and intergovernmental coordination.*

The Oceanfront-Broadway Redevelopment Plan Area is within the Metropolitan Planning Area (PA-1). The Metropolitan Planning Area is where redevelopment is particularly targeted. PA-1 is intended as the focus for much of the state's future redevelopment and revitalization efforts, concentrating growth and encouraging compact, mixed-use communities while protecting key assets. The Redevelopment Plan Update is consistent with the SDRP.

# Redevelopment Actions & General Provisions

## REDEVELOPMENT AGREEMENT

Any redeveloper of property located within the Redevelopment Area will be required to enter into a redeveloper's agreement with the City that stipulates the precise nature and extent of the improvements to be made and their timing and phasing, as permitted, therein.

## REDEVELOPMENT ENTITY

The Mayor and Council of the City of Long Branch, or their Designees, shall act as the ""Redevelopment Entity"" pursuant to N.J.S.A. 40A-12A-4.c for the purposes of implementing this redevelopment plan and carrying out redevelopment projects. The Mayor and Council shall have the powers set forth in N.J.S.A. 40A-12A-15 to effectuate all of its duties and responsibility in the execution and implementation of this redevelopment plan.

## SUMMARY OF PROPOSED ACTIONS

Construction of new structures and other improvements will take place as proposed in this Redevelopment Plan. Other actions needed to be undertaken to implement this Redevelopment Plan may include the clearance of dilapidated, deteriorated, obsolete, or underutilized structures or uses; and provision for public improvements necessary to support new development.

## NO ACQUISITION OF PROPERTIES

No private property is proposed to be acquired by public entities in the redevelopment area as part of this redevelopment plan.

## RELOCATION

Implementation of this Redevelopment Plan does not require the involuntary displacement and/or relocation of residents or businesses within the Redevelopment Area.

## INFRASTRUCTURE

In addition to the proposed actions outlined above, other actions may be taken to further the goals of this Redevelopment Plan. These may include, but shall not be limited to: 1) provisions for infrastructure necessary to service new development; 2) environmental remediation; and 3) vacation of public utility easements and other easements and rights-of-way as may be necessary to effectuate redevelopment.

## **OTHER ACTIONS**

The Redevelopment Agreement between the City and the redeveloper will contain the terms, conditions, specifications and description of required performance guarantees (such as performance bonds or other acceptable performance security) pertaining to redeveloper's obligation to provide the necessary infrastructure and improvements, including the provision of water, sanitary sewer and stormwater sewer service as well as sidewalks, curbs, streetscape improvements, street lighting and on- and off-site traffic controls and roadway improvements, and any other improvements required to be completed as a condition to receipt of any governmental approval.

## **DEVIATION REQUESTS**

The City of Long Branch Planning Board may grant deviations from the standards contained within this Redevelopment Plan under the provisions of N.J.S.A. 40:55D-70(c). An application for a deviation from the requirements of this Redevelopment Plan shall provide public notice of such application in accord with the requirements of public notice as set forth in N.J.S.A. 40:55D-12a and b. Notwithstanding the above, no deviations shall be granted under the provisions of N.J.S.A. 40:55D-70(d).

## **SITE PLAN AND SUBDIVISION REVIEW**

Site plans for the construction of improvements within the Redevelopment Area shall be prepared and submitted to the Planning Board in accordance with the City of Long Branch Zoning Ordinance. Redeveloper designation by City Council shall be prerequisite to the submittal of any site plan application pursuant to this Redevelopment Plan. The site plan shall be consistent with the provisions of this Redevelopment Plan and the Redeveloper's Agreement.

Any subdivision of lots or parcels of land within the Redevelopment Area shall be in accordance with the requirements of this Redevelopment Plan and the Site Plan Review and Approval and Subdivision Review requirements set forth in the Zoning Ordinance of the City Long Branch except that where this Redevelopment Plan contains provisions that differ from those in the ordinance, the Plan shall prevail.

## **NON-DISCRIMINATION PROVISIONS**

No covenant, lease, conveyance or other instrument shall be affected or executed by the Borough Council or by a redeveloper or any of its successors or assignees, whereby land within the Redevelopment Area is restricted by the Borough Council, or the redeveloper, upon the basis of race, creed, color or national origin in the sale, lease, use or occupancy thereof. Appropriate covenants, running with the land forever, will prohibit such restrictions and shall be included in the disposition instruments. There shall

be no restrictions of occupancy or use of any part of the Redevelopment Area on the basis of race, creed, color or national origin.

## **COMPLETION OF THE PLAN**

Upon the inspection and verification by the City of Long Branch that the redevelopment has been completed, a certificate of completion shall be issued to the redeveloper. All redevelopment agreements associated with the implementation of this Redevelopment Plan shall be in effect until the issuance of such a certificate.

## **SEVERABILITY**

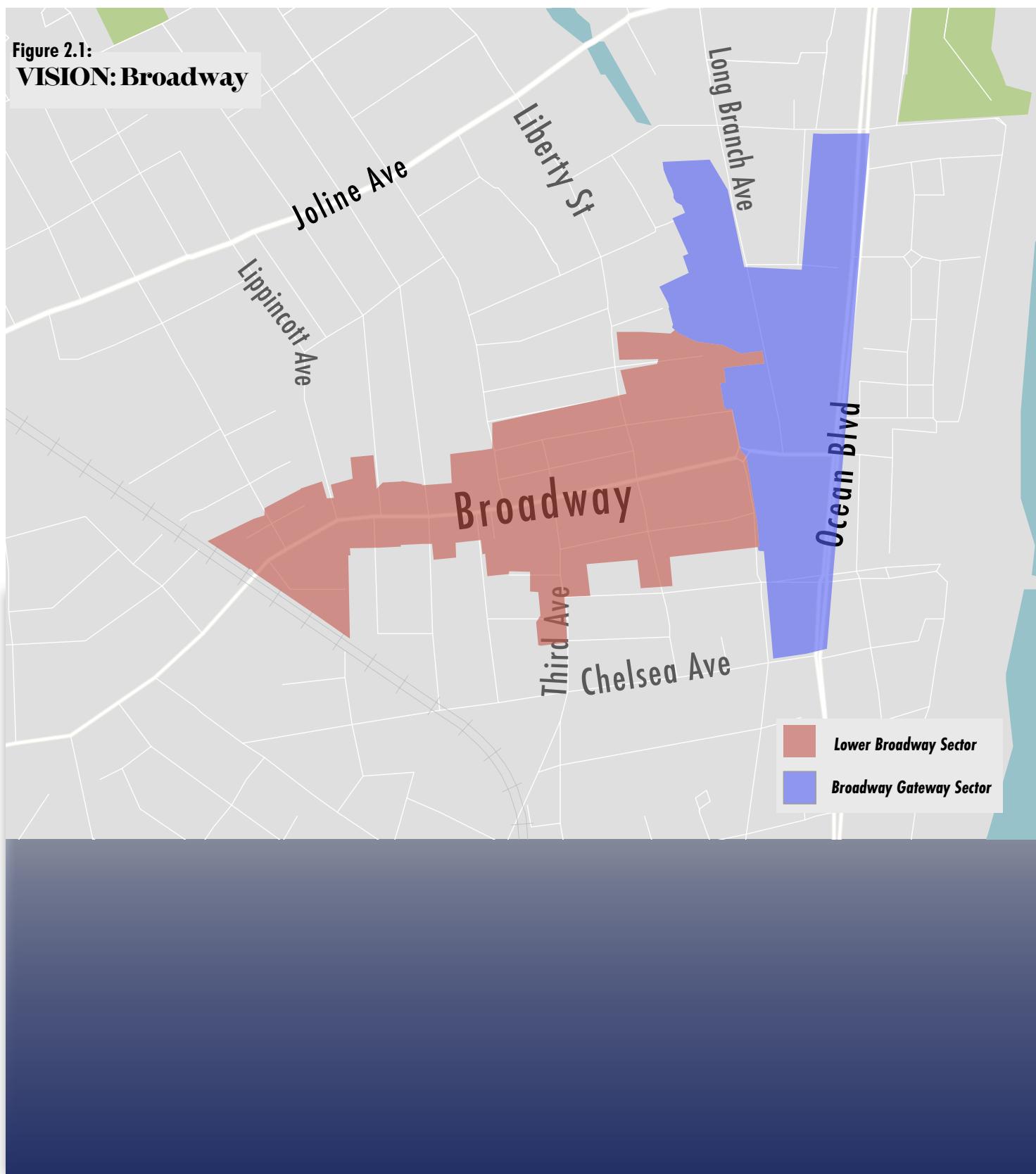
If any section, paragraph, division, subdivision, clause or provision of this Redevelopment Plan shall be adjudged by the courts to be invalid, such adjudication shall only apply to the section, paragraph, division, subdivision, clause or provision so judged, and the remainder of this Redevelopment Plan shall be deemed valid and effective.

## **PROCEDURES FOR AMENDING THE PLAN**

This Redevelopment Plan may be amended from time to time upon compliance with the requirements of State law. A non-refundable application fee of \$5,000 shall be paid by the party requesting such amendment, unless the request is issued from any agency of the City of Long Branch.

Figure 2.1:

## VISION: Broadway



# Part 2

# VISION: Broadway

## REDEVELOPMENT PLAN STRATEGIES & GENERAL RECOMMENDATIONS

The purpose of this plan update is to provide not only land use regulations and standards, but to establish the City's Vision for the two remaining Redevelopment Sectors. Parts 3 and 4 provide specific regulations for Broadway Gateway and Broadway Corridor sectors, in particular, as typical of local zoning and redevelopment planning, including detailed subdistrict plans. This chapter provides a set of general recommendations intended as guiding principles for both sectors, including land use policies, streetscape and public realm improvements, and transportation and mobility. All recommendations are provided through the lens of encouraging public and private investment in the sectors in accordance with the Local Housing and Redevelopment Law.

The VISION: Broadway recommendations are intended to be applied holistically with the separate, more detailed standards, in order to achieve the mutual vision of an engaging and attractive destination for residents and visitors year-round.

### VISION: Broadway | Guiding Principles

- ▶ Target & Strategize for Key Infill Sites
- ▶ Cultivate Broadway's Unique Identity
- ▶ Enhance the Public Realm & Safety Through Placemaking
- ▶ Preserve Historic Character and Identity.
- ▶ Make Broadway a Pedestrian Priority Corridor

# Target & Strategize for Key Infill Sites

Recognizing the built-out nature of Broadway and lack of extensive vacant land, future growth will primarily consist of infill redevelopment. Creative strategies will need to be employed to revitalize the Broadway corridor and establish a year-round residential base, while simultaneously preserving the general neighborhood character.

- ◆ **Identify appropriate opportunity sites.** While segments of Broadway are densely built-up and feature storefronts within mixed-use buildings, there are several areas which are underutilized. These include former commercial buildings or structures which are no longer in operation or are more reminiscent of historic and outdated uses for the corridor. **Specific sites for target include, but are not limited to, the former Verizon center along Third Avenue, the former Bowling arena along Broadway, outdated auto dealership buildings along Broadway, and vacant/un-maintained lots serving as surface parking** (see right column). There are also several automobile service establishments which detract from the general pedestrian and retail environment and should be considered as part of redevelopment opportunities.
- ◆ **Provide a mix of housing types.** Residential infill development should be provided at a range of densities which accommodate the needs of individuals and families. **Development opportunities should incorporate one-four family dwellings, townhomes, and mid-rise apartments, including above active ground floor retail where appropriate.** Thus, a diversity in housing can be provided that satisfies the need for a general lack of “middle housing” through a range of multi-unit or clustered housing types that help meet the growing demand for walkable urban living at different price points.
- ◆ **Create community benefits agreements for redevelopment sites.** The City should work with potential redevelopers to provide public benefits such as gathering spaces, recreational amenities, new community facilities such as civic/cultural spaces, local employment opportunities, or contributions to public realm improvements along Broadway. **Consideration should be given to making such provisions accessible to the general public such that future redevelopment enhances both the targeted property and the Broadway Redevelopment Areas overall.**



*Above: Outmoded and decommissioned Verizon building on Third Avenue*

*Below: Former bowling alley, now retailer, on Broadway occupies a large site and detracts from urban form.*



# Cultivate Broadway's Unique Identity

Establishing a successful commercial corridor is not just related to the abundance of storefronts, but rather the quality of said storefronts and the ability to carve out a niche in the local and regional marketplace. Broadway must distinguish itself as a viable and desirable downtown destination, separate from the ocean-front area and competing downtowns within the region. As discussed in depth in prior sections, Broadway's historic personality and form are still apparent today and are what provide initial intrigue to the area. **This Redevelopment Plan seeks to build upon the strengths of the existing built environment to form a cohesive and vibrant downtown with retail experiences that are unique and representative of its community.**

## Support diverse and engaging commercial uses through flexible zoning.

- ◆ The proposed land use plan allows **a wide variety of retail, service, dining, and entertainment uses that will allow the City, property owners, and potential redevelopers to react to the needs of the market** in order to provide greater commercial diversity and stability to Broadway.
- ◆ Whether through temporary or permanent storefronts, **specialty retail like pop-up shops, markets, and cooperative spaces** can add an additional dimension of character to a commercial corridor that stimulates interaction between the public and private realms. These can be low-barrier entry points for local entrepreneurs to gain exposure, while also fostering a vibrant street life.
- ◆ **Cooperate with property owners and redevelopers to permit unique retail to replace vacant storefronts.** Businesses with excess floor space can implement cooperative retail spaces that allow for the efficient operation of multiple businesses within the same storefront. Expedited permitting review processes can be implemented for pop-up and nontraditional spaces.
- ◆ Additional uses such as historic thrift and antique stores can enhance the retail environment in that they differ from traditional retail uses and can lead to "window-shopping" and increased foot traffic, which will benefit all surrounding businesses.

## Explore experienced-based retail -- and nightlife.

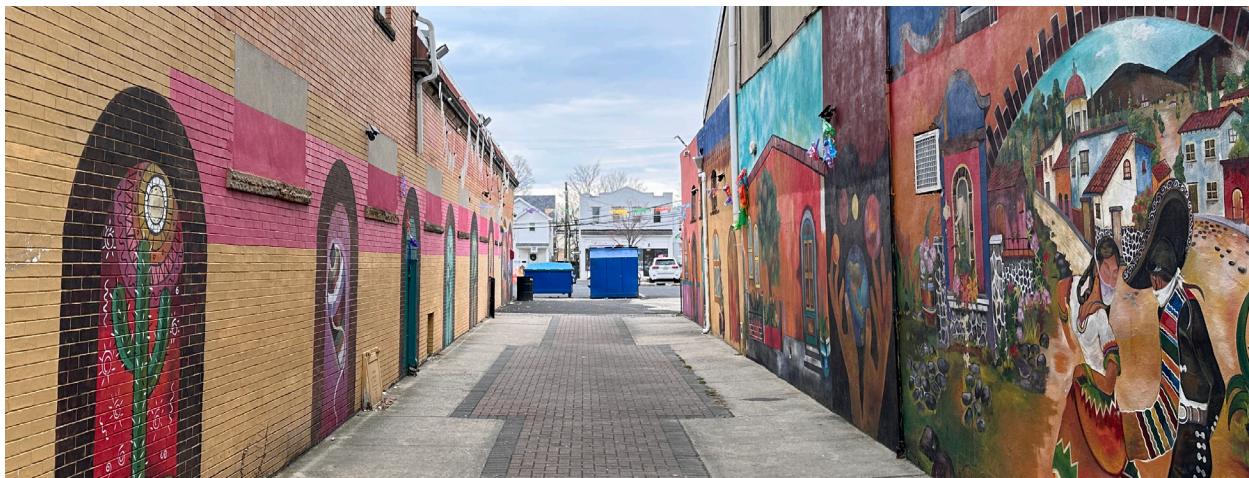
- ◆ Few of Lower Broadway's numerous restaurants stay open beyond midnight. The focus of this Redevelopment Plan is not to create a late night "party" scene, but **recognize the commercial and social advantages of appropriate and regulated evening uses.** Beyond bars and clubs, this includes cafes, dessert shops, and performance venues that extend beyond daytime hours.
- ◆ **Creative retail concepts, local programming, and special events can provide an additional layer of interest to passersby, both day and night.** Arts and crafts studios, instructive classes, and other commercial recreation activities are not limited to the daytime and can involve both new and old businesses to particularly reflect Lower Broadway's diverse communities.

## Highlight Broadway's Culinary Identity with Outdoor Spaces

- ◆ Celebrate Broadway's rich multicultural dining scene, which already includes Mexican, Brazilian, Salvadoran, Portuguese, and fusion cuisines. This assortment of restaurants is unique among surrounding neighborhoods (and municipalities) and is poised to remain a core identity of the corridor as redevelopment progresses.
- ◆ Outdoor dining and sidewalk seating bring restaurants into the public realm by balancing safe circulation and attracting residents and visitors in search of unique experiences. Recognizing the constraints of the existing Broadway sidewalks and rights-of-way widths, thoughtful sidewalk design and required setbacks in new developments can encourage this.

## OPPORTUNITY: Creative public gathering spaces and installations.

Redevelopment partnerships should promote new opportunities for public gathering places along the Lower Broadway Corridor. "Pavement-to-plaza" conversions are one method of repurposing excessive or underutilized rights-of-way or parking areas to pedestrians, creating a public plaza that can be programmed with outdoor dining, decorative lighting, and special events.



One potential opportunity site for a placemaking initiative is the existing alley between Blocks 281 and 282, which currently provides access to the parking area to the south of Broadway. Efforts to build upon the existing alley should be explored, including adequate and decorative lighting, seating areas, greenery, and other art installations so as to enhance both safety and the relationship of this space to the Broadway commercial corridor.

**Below:** Examples of "paseo" dining streets in Barcelona and Portugal.



# Enhance the Public Realm & Safety Through Placemaking

A strong relationship between the public and private realms will establish the Redevelopment Area as a year-round and economically stable destination. Beyond the allure of the summer months in a shore town, the development of an attractive, safe, and dynamic public realm will provide residents and visitors compelling reasons to continuously return to Broadway and its surrounding neighborhoods.

## Use wayfinding to strengthen community identity.

- ◆ Wayfinding plays a crucial role in directing all forms of traffic to points of interest, gathering areas, and community facilities.
- ◆ Developers should be encouraged to work with the City to incorporate visually appealing, cohesive, and informative signage that connects key public and private destinations.
- ◆ Wayfinding signage should offer an approximation of walking or biking times to encourage residents and visitors to explore through information and guidance.
- ◆ Wayfinding boards should be located at gateway entrances to the Redevelopment Area and at all civic and open space areas, which can form a bicycle and pedestrian network and to promote a supportive civic and commercial environment throughout the City.

## Encourage "shared streets" outside the main Broadway corridor.

- ◆ Shared streets refers to the concept of a completely shared right-of-way between pedestrians, bicyclists, vehicular traffic, and other multi-modal users.
- ◆ Use paving patterns, landscaping, and street furniture to create a vibrant environment where pedestrians, cyclists, and vehicles coexist.
- ◆ This can improve the overall pedestrian safety of the area and attract residents and local businesses for community events, which would require similar outreach and marketing efforts as described above.

## Pursue open street events.

- ◆ Encourage partnerships between businesses, developers, and civic organizations to host events that close off roads to automobile traffic to create temporary outdoor pedestrian plazas.
- ◆ Collaborate with local businesses and cultural organizations to host themed events that reflect Broadway's diverse community.
- ◆ Ideal locations include Liberty Street, North Third Avenue, and central parts of Broadway near existing amenities and commercial hubs.



**Above and below:** Wayfinding & placemaking in Jersey City and Hoboken.



**Above:** A weekend open street event in Brooklyn, NY.

**Below:** Shared street design in West Palm Beach, FL.



# Preserve historic character and identity.

Amid the sweeping changes to Long Branch's Oceanfront, there are multiple opportunities to maintain and enhance Broadway's historic form and identity. Adaptive reuse of existing buildings is encouraged to maintain the remaining durable fabric of Broadway and vicinity. Promote high-quality, thoughtful architecture that takes design inspiration from Long Branch's architecture and urban design, while embracing contemporary standards. Implement context-sensitive designs that use a scale suitable to the needs of the project area, while also complementing the existing conditions of the surrounding built environment.

## Encourage adaptive reuse of existing structures.

- ◆ The practices of preservation, rehabilitation, and reinvestment are foundational principles of the concept of adaptive reuse, which can revitalize existing historic, long-standing, and underutilized properties by repurposing them for more modern or community-relevant use.
- ◆ Adaptive reuse of buildings should use the United States' Secretary of Interior Standards for Rehabilitation as guidance.
- ◆ Retain distinctive materials, craftsmanship, and placemaking features
- ◆ Avoid false or "pastiche" historic elements; new additions should be relative, not identical.
- ◆ Relax standards for rehabilitation, including no off-street parking required for rehabilitated and adaptive reuse projects above existing floor area. All existing conditions (e.g., height, density, etc.) may also remain permitted.

## Promote sustainability through reuse, rather than demolition.

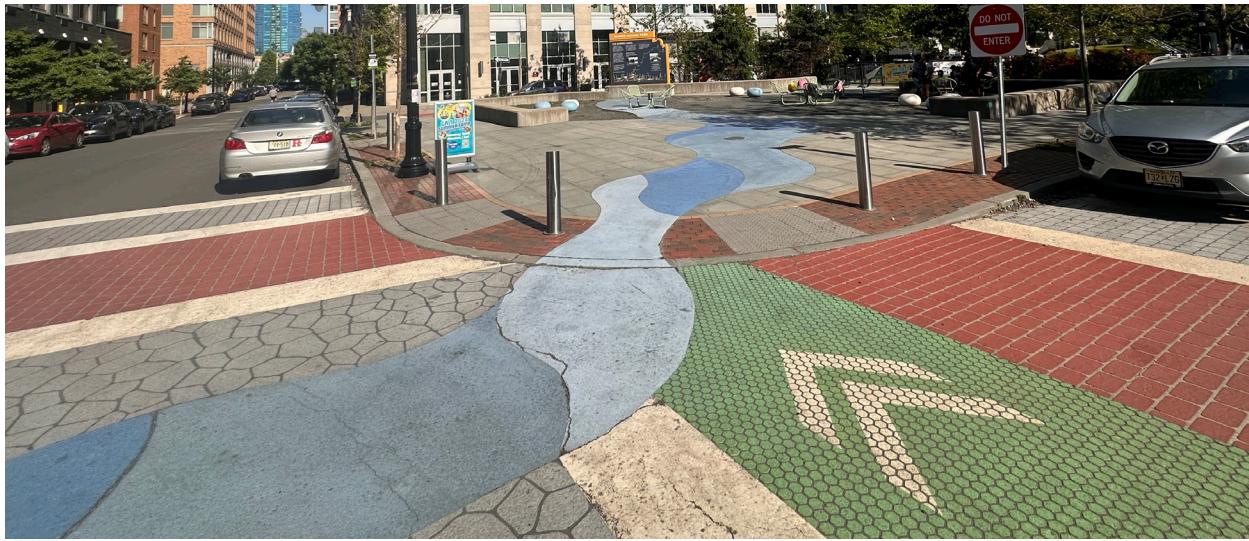
This can prevent the unnecessary expenditure of energy from demolition/construction, waste of materials, and reduce associated carbon emissions produced by material production, effectively recycling a whole structure.

## Preserve culture, not just buildings.

Adaptive reuse can also preserve the local cultural context and aesthetic of historic buildings in a way that harmonizes with the surrounding community and honors the City's past.

## Look to Long Branch's history for visual cues.

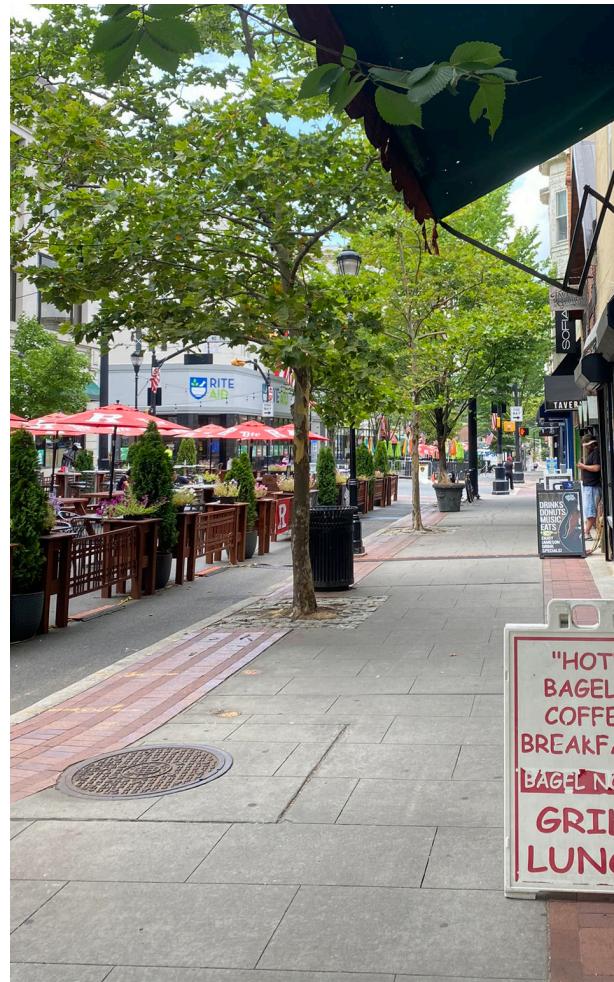
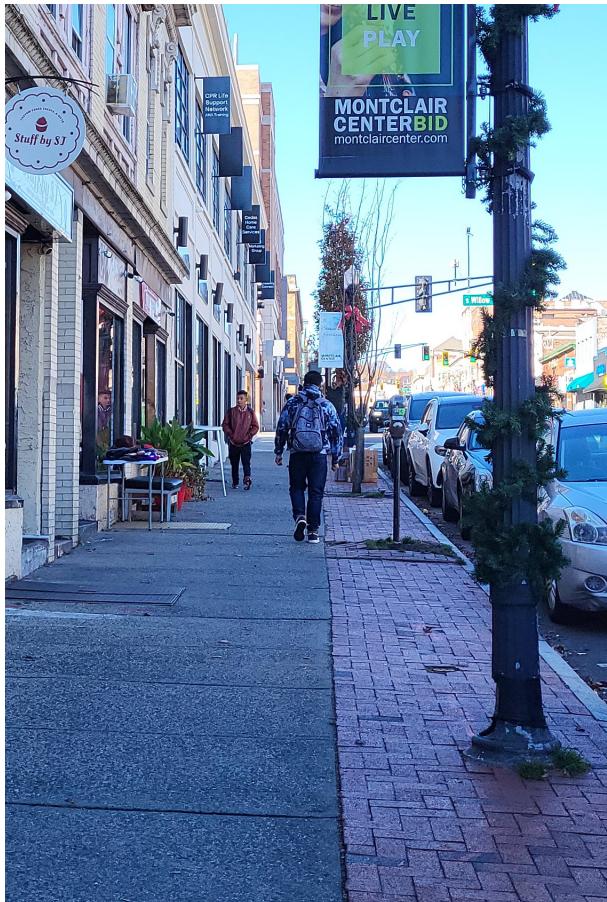
Appendix C of this Redevelopment Plan provides an architectural design toolkit, also known as a pattern book. This is not intended to serve as strict design guidelines, but rather to provide inspiration to potential redevelopers. All building design details are subject to additional review as part of the Redeveloper Agreement process.



**Above:** Pedestrian-centered design in Jersey City

**Below (left):** Montclair Center maintains a decorative streetwall, even on narrow sidewalks

**Below (right):** Streetside dining and street furniture in New Brunswick.



# Make Broadway a Pedestrian Priority Corridor

In addition to land use and design, the redevelopment process provides an opportunity to encourage public-private collaboration for infrastructure improvements. The initiatives discussed below are consistent with previous County and Municipal planning efforts, specifically the Monmouth County PATHS: Access for All Study and the City of Long Branch Complete Streets Implementation Plan, both of which specifically highlight Broadway as a priority corridor for future improvements.

## Provide enhanced streetscape amenities.

Both corridor-wide and project-level improvements will, in combination, foster a safe and comfortable pedestrian environment, including measures like:

- ◆ **Pedestrian-scale lighting.** Future development should involve pedestrian scale-lighting (e.g., 12 to 15 feet in height) throughout the corridor, which is more indicative of a walkable environment and provide a sense of comfort and safety.
- ◆ **Street furniture, benches,** and other types of seating should continue be installed and maintained throughout Broadway, especially next to significant commercial activity and open space areas to provide comfort and gathering places. Trash and recycling bins should be designed in tandem to enhance aesthetics.
- ◆ **Increase plantings and shade trees.** Broadway currently features seasonal planter installations along the streetscape, which provide color and a sense of place. This should be enhanced with coordinated planting of shade trees and greenery to provide a canopy greenery along the pedestrian environment. Shade trees shall be installed throughout the corridor at appropriate intervals and incorporated as part of any redevelopment project.
- ◆ **Sidewalk improvements.** The existing condition of sidewalks should be evaluated and repaired encouraged in areas in need of improvement in order to ensure continuous and comfortable accessibility for people of all ages and abilities, including the provision and maintenance of ADA-compliant curb ramps.
- ◆ **Gateway treatments** at important intersections such as paver crosswalks, signage, public art, and buildings with prominent design elements will continue to reinforce Broadway's identity as a distinct place.

## Support implementation of the City's Complete Streets Policy.

Complete Streets are designed to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities.

- ◆ The City of Long Branch adopted a Complete Streets Policy and Policy Guide in 2014 and an Implementation Plan in 2023.
- ◆ Typical elements that are implemented include adequate and active sidewalks, greenery, bike lanes, comfortable transit stops, safe crossing opportunities, and traffic calming measures as appropriate to the required context of the surrounding land use.
- ◆ Redevelopment Agreements should require all new redevelopment to incorporate improvements consistent with the City's Complete Streets Policy and Implementation Plan as part of any modifications to the public right-of-way and as part of off-site improvements as applicable.

## Prohibit new curb cuts along Broadway.

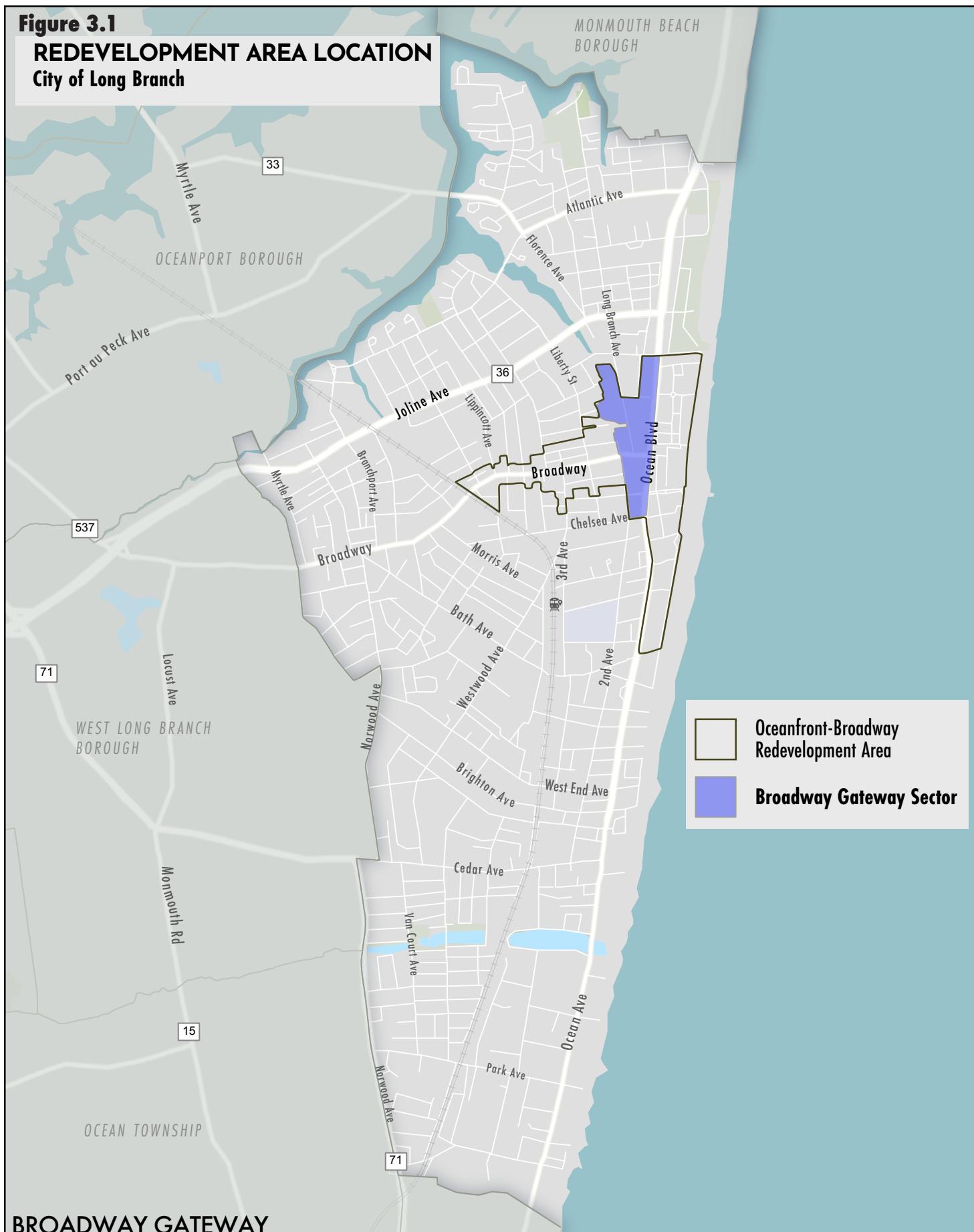
Continuous and visually appealing building frontage is an essential component of creating a pedestrian friendly environment.

- ◆ New curb cuts as part of future redevelopment projects should not be permitted along Broadway, and vehicular access to all developments should be encouraged from secondary side streets.
- ◆ Existing "street walls" should be preserved or enhanced through redevelopment, in an effort to remediate existing auto-oriented areas (excessive curb cuts or surface parking lot frontage).
- ◆ The consolidation of existing curb cuts, especially in close proximity where alternative access is available and appropriate, should be encouraged.

**Figure 3.1**

## REDEVELOPMENT AREA LOCATION

City of Long Branch

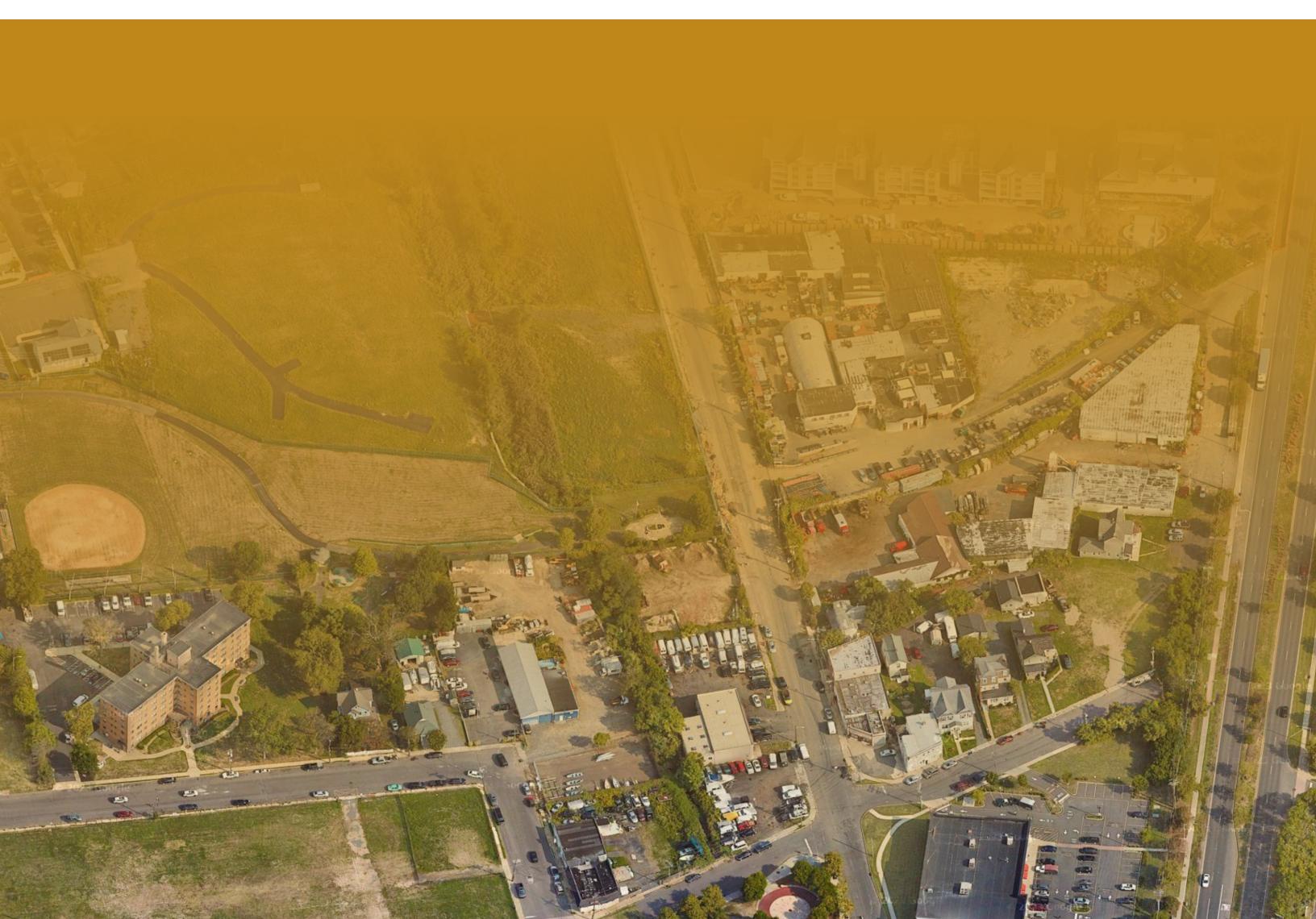


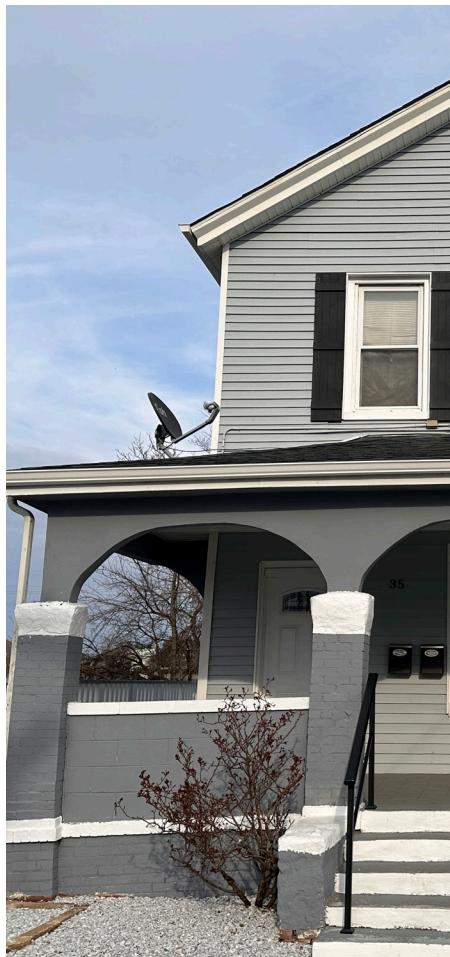
## BROADWAY GATEWAY

Redevelopment Plan | City of Long Branch

# Part 3: Broadway Gateway Sector

2025 REDEVELOPMENT PLAN UPDATE





# I. Existing Conditions + Context

## LAND USE + BUILT ENVIRONMENT

The Broadway Gateway Sector consists of a range of residential, commercial, industrial, public parking, and civic uses. While much of the land within the area is built-out, this sector is more so defined by its strip commercial and industrial character, resulting in a piecemeal and conflicting character that is not reflective of the larger Broadway corridor and adjacent ocean-front area. Recent development is indicative of the ongoing transition in character of the Gateway. The location of Broadway Gateway in the context of the City of Long Branch is shown in Figure 2.1.

### RESIDENTIAL

Residential uses are generally located within the northern and southern ends of the Gateway. The older and established housing stock primarily consists of low density one- to four-family residences and smaller multi-family residences between two and three stories in height. There are also a limited number of mixed-use properties along Second Avenue. Recent infill redevelopment largely includes the Ocean Gate Apartments, which are 4 stories in height and more reflective of modern mid-rise multi-family apartment developments. The Ocean Gate development also includes residential amenity spaces and covered garage parking. Proposed and approved future residential development is to maintain this higher level of built-intensity while also incorporating ground floor commercial retail space.

### CIVIC ASSETS + OPEN SPACE

The main public attraction of the area is the recently renovated and modernized Long Branch Senior Center located at the southern end of the Gateway. The newly completed facility includes a significant building addition, architectural and aesthetic improvements, numerous resident amenities and facilities, expanded programming, and extensive landscaping and other outdoor treatments. The Gateway also contains Pinsky Plaza, a small, triangular pocket park with a splash pad and surrounding landscaping and seating areas located at the center of the Gateway. In addition, while Jerry Morgan Park technically lies outside the Gateway, its primary pedestrian entrance along Long Branch Avenue is accessed directly from the Gateway. See landmarks and new development map, Figure 2.2.



## COMMERCIAL & INDUSTRIAL

Commercial uses within the Gateway are largely auto-oriented in nature, comprised of auto-repair and body shops. Other neighborhood commercial uses include convenience retail, ground floor commercial/personal service establishments, and a pharmacy with drive-thru. In addition, the Gateway contains Whitechapel Projects, a multi-purpose commercial venue which serves as restaurant, brewery, and event space.

The Sector also includes industrial/manufacturing uses related to millwork and rubber production which feature outdoor storage areas, visible from along both Ocean Boulevard and Long Branch Avenue. Furthermore, utility areas are located within the northwestern portion of the Gateway adjacent to Jerry Morgan Park. It should also be noted that there are multiple City-owned parcels which appear to serve as parking/storage areas for commercial or Department of Public Works purposes. The location of several auto-oriented commercial and industrial uses in the central portion of the Gateway has led to disjointed land use patterns which have effectively isolated the area to some degree from the surrounding development.

## VACANT & UNDERUTILIZED LANDS

While the northwestern portion of the Gateway does contain larger areas of vacant land, these areas are associated with utility operations and feature environmental constraints. Vacant land and extraneous right-of-way also exists adjacent to the industrial/manufacturing uses, currently being utilized for vehicular access and outdoor storage. Additionally, a larger parcel of vacant land along North Broadway has been recently approved by the City for a four-story mixed-use development. Other pockets of vacant land are sporadically distributed throughout the Gateway and are generally limited to narrow lots, some of which are contiguous.



## PARKING

Surface parking represents a substantial portion of the Gateway land area and is primarily provided through two public lots. The first major public parking area serves as daily beach parking during the summer months of May through September, and spans the length of Ocean Boulevard between South Broadway and Garfield Avenue. The second public parking area serves the Long Branch Senior Center, which is adjoined by an additional surface parking lot which serves the neighboring church.

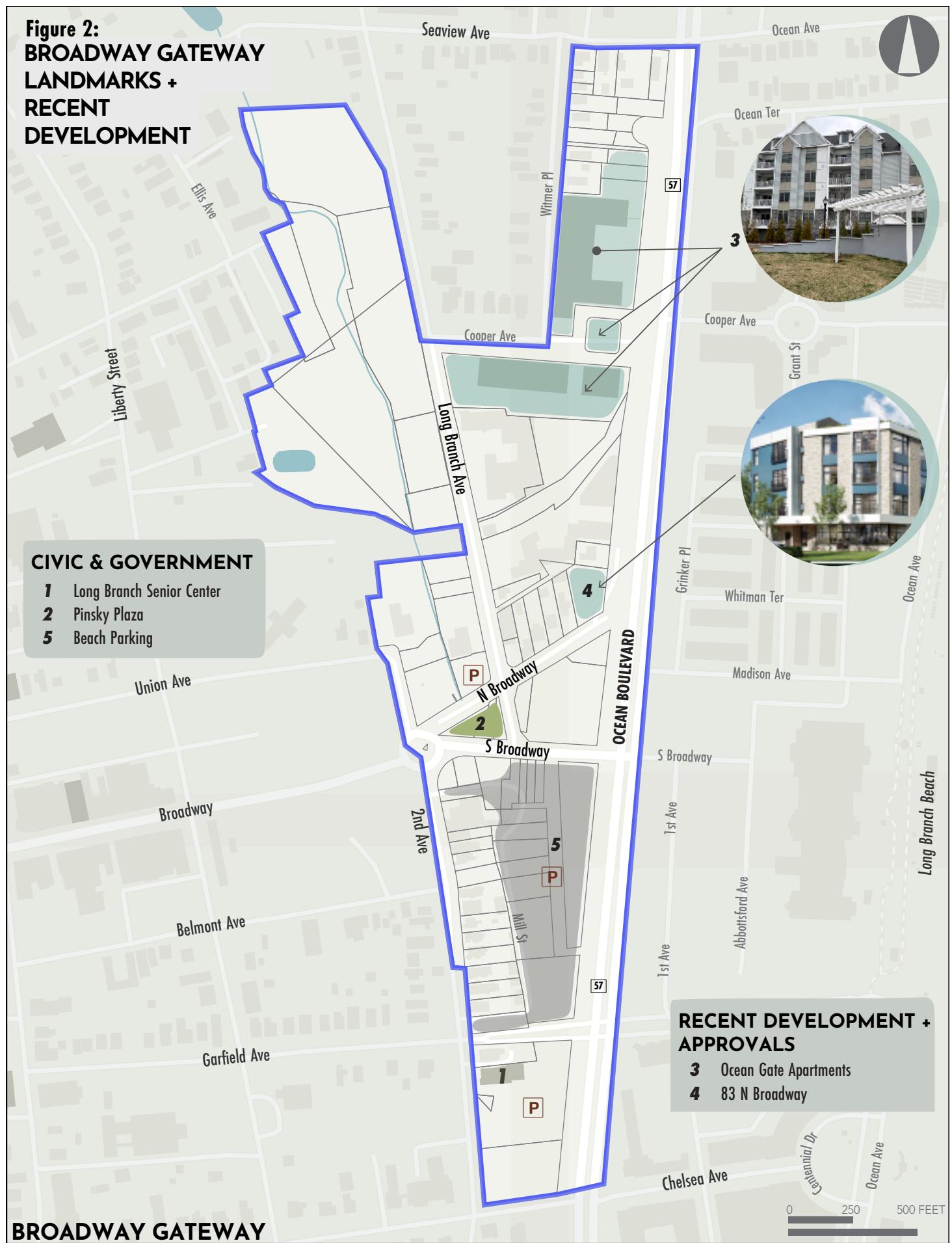
Parking for commercial areas is generally provided through on-street short-term parking and off-street parking areas. Parking for existing older residences in the Gateway is provided through on-street parking and residential driveways. No on-street parking is provided along Ocean Boulevard. Parking for recently completed and proposed infill redevelopment consists of covered garage parking or shielded surface parking accessed via side streets. As shown on Figure 2.3, the City of Long Branch owns a substantial amount of property within this Sector, much of which is utilized for highly coveted summer beach parking.

## BUILDING FORM

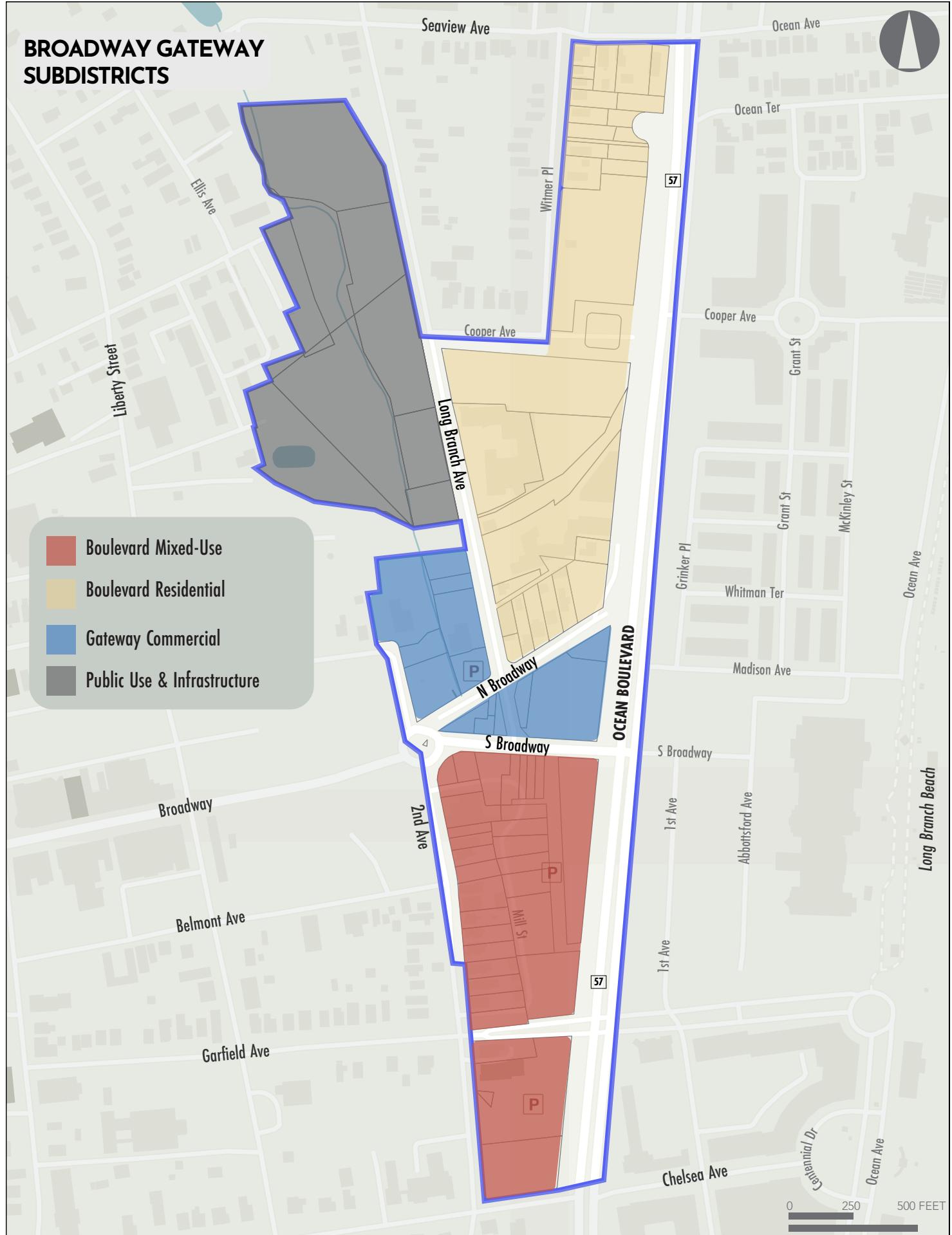
This sector does not feature a consistent building form that is applicable to the area as a whole. Existing development is largely low in intensity and density. The commercial and industrial/manufacturing areas generally include structures one- to two-stories in height. Existing residential and mixed-use buildings are primarily two- to three-stories in height, although several residences along Witmer Place are 1/1.5 stories in height. Most residential properties along Second Avenue exhibit minimal front-yard setbacks, although there are multiple exceptions with larger setbacks. Residential properties along Witmer Place/Cooper Avenue feature comparatively larger front-yard setbacks. While portions of Second Avenue and Witmer Place exhibit the characteristics of a residential street, the surrounding areas do not feature sufficient existing density to create a sense of place or built-out commercial retail environment. The recent Ocean Gate apartment development represents an increase in density and stands at 4 stories in height. Future development is also proposed to reflect a similar massing. This increase in intensity of new development will require specific design and massing standards that promote consistency across the Gateway and appropriate transitions in building form.

The commercial and industrial/manufacturing areas also exhibit relatively blank facades, some of which are in need of maintenance. Newer commercial development, however, has implemented higher quality materials and aesthetic improvements more attractive to a pedestrian environment. Residential dwelling facades contain a mix of older structures with signs of wear/tear as well as structures with more recently completed façade improvements or newer structures overall.

**Figure 2:**  
**BROADWAY GATEWAY**  
**LANDMARKS +**  
**RECENT**  
**DEVELOPMENT**



## BROADWAY GATEWAY SUBDISTRICTS



## II. Land Use Plan

The Broadway Gateway Sector is by its nature a transitional area. In 2025, as in the initial 1996 Redevelopment Plan, the goal for this sector is to create a distinctive gateway between the Oceanfront and Broadway through a mix of mid-density residential, unique commercial uses, and civic landmarks. The main purpose of the 2025 update is to allow for more commercial and residential flexibility to reflect the changing retail and housing markets.

### A. Subdistrict Plan

The subdistrict plan envisions mid-density residential uses along Ocean Boulevard, with a central commercial area where North and South Broadway split towards the ocean. The southern portion of the sector will continue to be characterized by a mix of commercial, residential and civic uses. Finally, existing lands at its western edge will remain reserved for utility and other public use.

Lists of all parcels contained within each subdistrict are included as Appendix A.

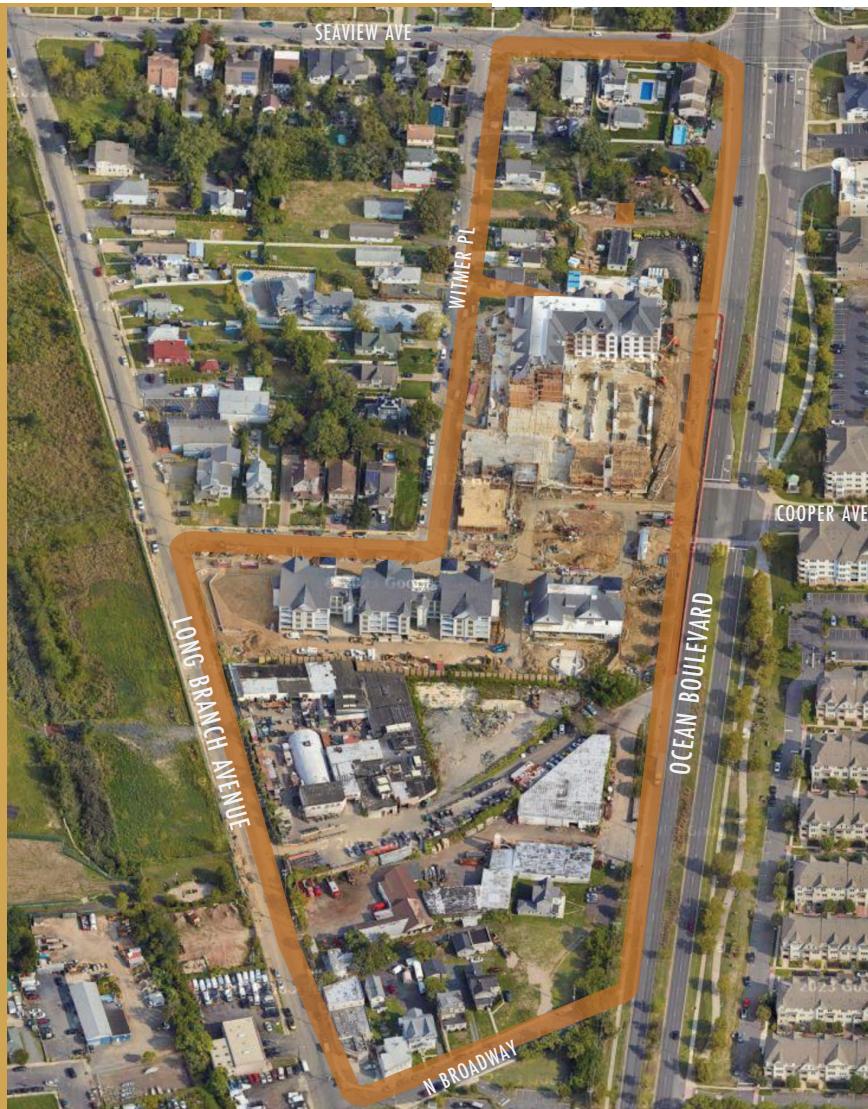
#### **BROADWAY GATEWAY SUBDISTRICTS:**

- ▶ Boulevard Residential
- ▶ Boulevard Mixed-Use
- ▶ Gateway Commercial
- ▶ Public Use & Infrastructure.

## Boulevard Residential

**PURPOSE:** Provide a transition between the active Oceanfront and Broadway corridors and residential neighborhoods to the north through a high-quality built environment that permits a variety of residential uses.

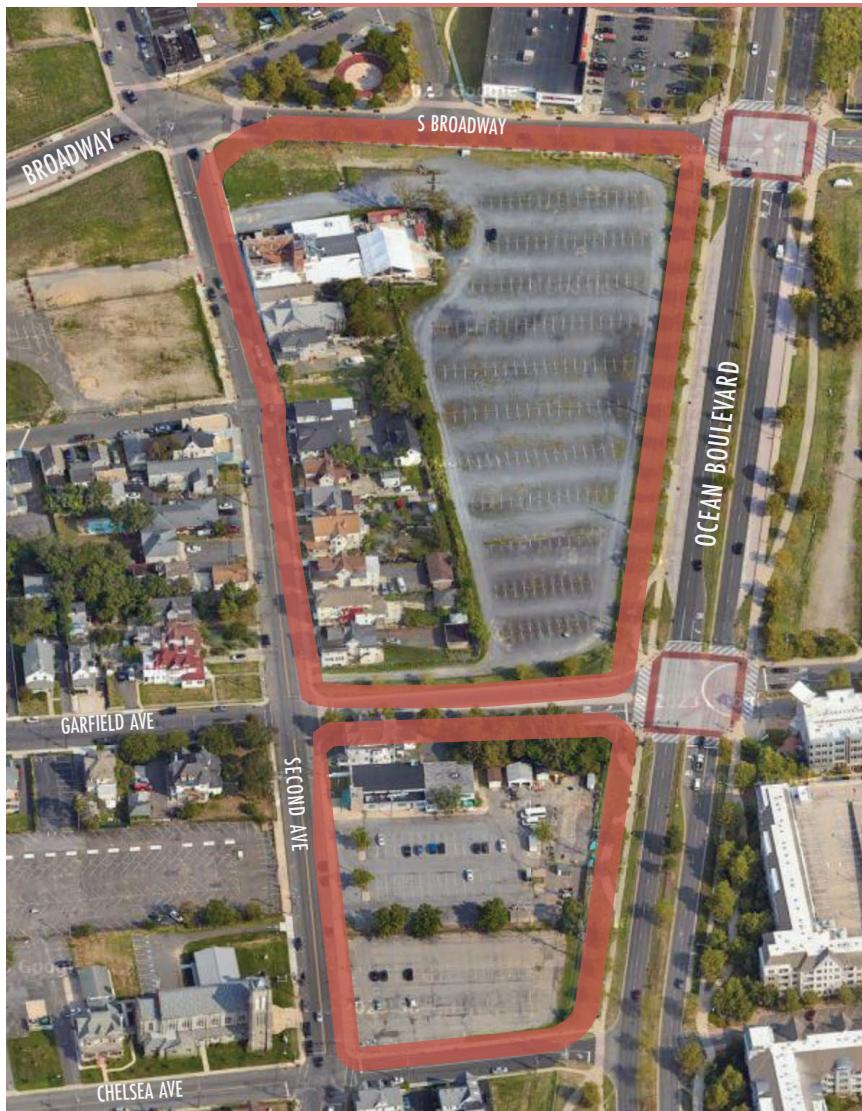
The Boulevard Residential subdistrict provides for varied residential uses, with the opportunity for corner and convenience retail and active connections to open space. The existing built environment in this vicinity creates certain challenges - e.g., stream corridor, former rail right-of-way, and irregularly shaped lots - that can be overcome with flexible zoning and an eye towards creative development techniques.



## Boulevard Mixed-Use

**PURPOSE:** Integrate residential, commercial, and civic uses at the intersection of key arterial streets adjacent to Long Branch's Oceanfront, while balancing the parking and transportation needs of both residents and visitors.

The blocks comprising the Boulevard Mixed-Use subdistrict include the Long Branch Senior Center, City-owned parking lots, and a variety of commercial and residential uses. Keeping with this diverse setting, the subdistrict allows for a variety of residential and commercial development at varying scales, to keep pace with the changing built environment to the north, west, and east of the subdistrict.



## Gateway Commercial



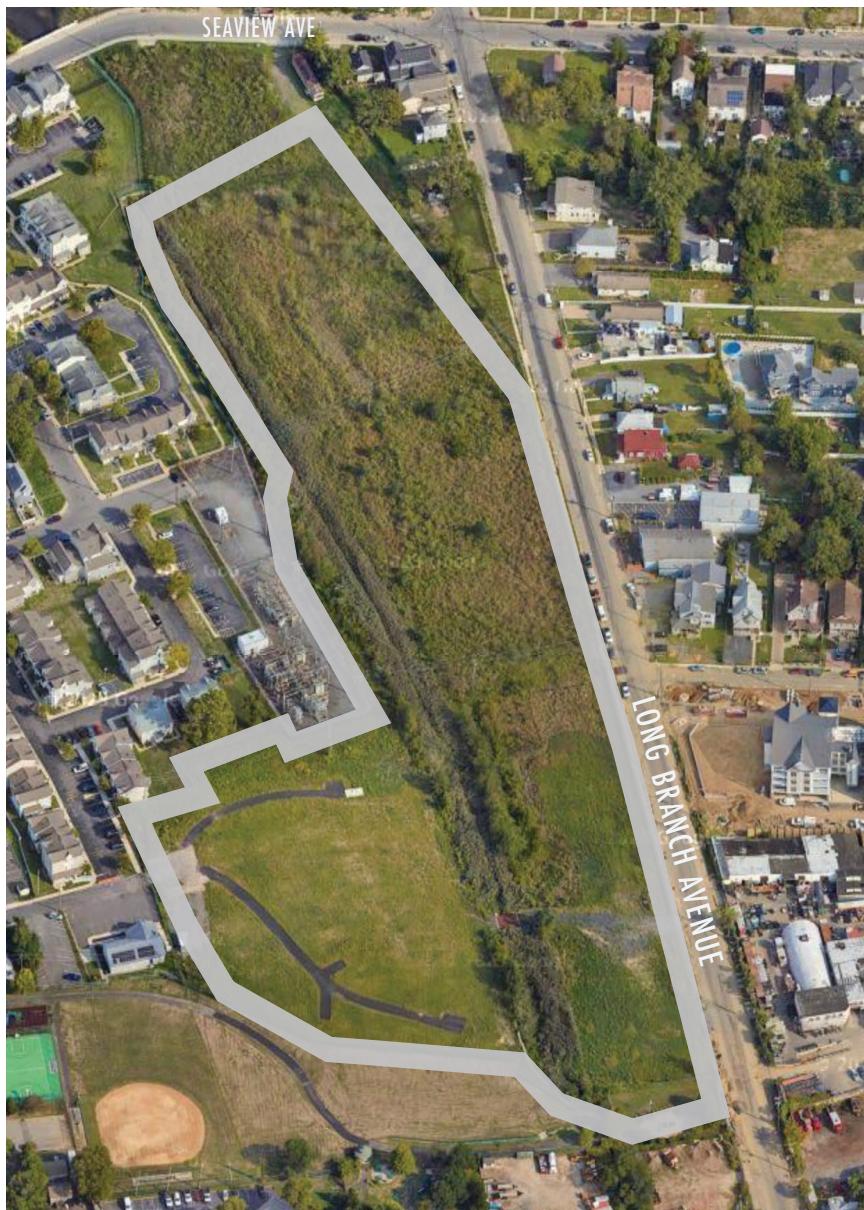
**PURPOSE:** Reimagine light industrial properties as the cornerstone of the entrance to Broadway from the east, with commercial uses to support adjacent residential development in both Broadway Gateway and Lower Broadway Sectors.

Balancing commercial and residential uses is a crucial component of the 2025 Redevelopment Plan Update; this subdistrict provides an opportunity for mid-scale commercial development at the literal "gateway" to Broadway.

## Public Use & Infrastructure

**PURPOSE:** To utilize environmentally-constrained and deed-restricted lands for limited essential public utility, infrastructure, or civic uses as appropriate and desirable, given its location.

This subdistrict, at the mouth of Troutman's Creek, comprises City-owned lands and those owned by NJ Natural Gas, which were formerly a manufactured gas plant for nearly 100 years, until the 1950s. While years of remediation have cleaned up the site, it is subject to wetlands, stream corridor and other restrictions and thus is anticipated to remain largely undeveloped.



## B. Use & Bulk Regulations

The following regulations and design standards shall govern all development within the lands encompassed by the Broadway Gateway Sector of the Redevelopment Area. The standards herein, which include permitted land uses, bulk regulations and design standards, shall supersede those existing regulations and standards within the underlying zone districts and Design Guideline Handbooks. To the extent a land use standard in the underlying zoning is not addressed in the regulations herein, then such standard in the underlying zoning shall apply.

The designations are based on analysis of existing land uses, suitability for new uses and the availability of land. The proposed land uses recognize existing conditions within the Broadway Gateway Sector, while in some instances proposing changes in use to further the goals and objectives of this Redevelopment Plan.

### Note on Plan Terminology

- Throughout this Redevelopment Plan, a meaningful distinction is made between “shall” and “should.” “Shall” or “must” means that a developer is required to comply with the specific regulation. “Should” means that a developer is encouraged to comply but is not required to do so. If the exact recommendation cannot be met, the Planning Board may entertain any modification that meets the underlying spirit and intent of the regulation and/or the Redevelopment Plan generally.

# 1. Boulevard Residential

The following requirements shall be applicable to all block and lots listed in Appendix A, Table 1.

## a. Use Requirements - Boulevard Residential

### i. Permitted Principal Uses

- ◆ Multifamily dwelling units, alone or above ground-level commercial where permitted
- ◆ Townhouses
- ◆ One-family residences
- ◆ Two- to four-family residences
- ◆ The following ground-floor commercial uses shall be permitted on properties with frontage on Long Branch Avenue or North Broadway
  - Retail sales and retail trade
  - Personal and retail services
  - Banks and financial institutions
  - Eating and drinking establishments
  - Cafes and coffee shops
  - Health, fitness and wellness facilities
- ◆ Indoor or outdoor commercial recreation
- ◆ Municipal buildings and other governmental services
- ◆ Cultural, civic and other similar facilities of general public interest
- ◆ Parks and recreation facilities
- ◆ Any use existing as of the date of adoption of this Redevelopment Plan shall be permitted to continue as a legal non-conforming uses as a matter of law, regardless of any change in the zoning designation.

### ii. Permitted Accessory Structures and Uses

- ◆ Multifamily residential amenities, including leasing office; common spaces; pool; fitness and wellness facilities and similar for the use of residents and their guests, which may be located on the ground floor;
- ◆ Off-street parking, including structures under or attached to a permitted use
- ◆ Loading, trash, and recycling facilities
- ◆ Bicycle racks and bicycle storage
- ◆ Solar and other renewable energy facilities
- ◆ Fences, walls, retaining walls, and other hardscape features.

- ◆ Decorative site furnishings, including benches, planters, and trash receptacles
- ◆ Stormwater management facilities
- ◆ Site utility equipment (e.g., cabinets, transformers)
- ◆ Signage
- ◆ Seasonal outdoor dining as permitted by City ordinance
- ◆ Electric vehicle service/supply equipment
- ◆ Temporary construction/leasing buildings or trailers for uses during the construction process

**iii. Prohibited Uses**

- ◆ Drive-through or drive-in establishments of any kind
- ◆ Automobile fueling stations
- ◆ Automobile repair or automobile body centers, shops or businesses.
- ◆ Car washes
- ◆ Sale or rental of new or used automobiles
- ◆ Junkyards and automobile wrecking or disassembly yards.
- ◆ Any use which emits excessive and objectionable amounts of dust, fumes, noise, odor, smoke, vibration, glare or waste products.

**b. Bulk & Area Requirements - Boulevard Residential**

**i. Single-Family Residential:**

In accordance with the provisions of the R-4 Zone at §345-105 of the City of Long Branch Zoning Ordinance.

**ii. Two- to Four-Family Residential:**

In accordance with the provisions of the R-5 Zone at §345-49 of the City of Long Branch Zoning Ordinance.

**iii. Townhouses**

In accordance with the provisions of the R-5 Zone at §345-53 of the City of Long Branch Zoning Ordinance. Seasonal outdoor dining as permitted by City ordinance

**iv. Requirements applicable to new construction on tracts measuring less than 10,000 square feet in lot area:**

- ◆ Min. Lot Area: 3,000 square feet
- ◆ Min. Lot Frontage: 25 feet
- ◆ Max. Building Coverage: 70%
- ◆ Min. Pervious Coverage: 15%
- ◆ Building Height:
  - Minimum: 2 stories / 25 feet
  - Maximum: 3 stories / 40 feet
- ◆ Setbacks:
  - Front yard: Minimum 10 feet, as measured to curbline
  - Side yard: No side yard setback is required where a property borders another property that is also located in the Redevelopment Area. However, if any side yard is to be provided, it shall be at least ten (10) feet.
  - Rear yard: 10 feet, or 25 feet where a property borders a residential property outside the Redevelopment Area.

**v. Requirements applicable to new construction on tracts measuring 10,000 square feet or greater in lot area:**

- ◆ Max. Building Coverage: 50%
- ◆ Min. Pervious Coverage: 15%
- ◆ Building Height:
  - Minimum: 2 stories / 25 feet
  - Maximum: 4 stories / 42 feet for flat roof. Pitched roofs are encouraged and shall be permitted to measure up to 4 stories / 50 feet.
- ◆ Setbacks:
  - Front yard: Minimum 50 feet to curbline or Right-of-Way line of Ocean Boulevard or Long Branch Avenue; Minimum 10 feet to curbline of all other streets.
  - Side yard: Minimum of 5 feet to adjacent property line; Minimum of 15 feet from any building on adjacent lot. Minimum side yard of 10 feet is required where a property borders a residential property outside the Redevelopment Area.
  - Rear yard: 10 feet, or 25 feet where a property borders a residential property outside the Redevelopment Area. Through lots with frontage on both Ocean Boulevard and Long Branch Avenue shall not be considered to have a rear yard.
- ◆ A minimum sidewalk width of 10 feet shall be maintained either within the right-of-way or on development sites.

### **c. Off-Street Parking - Boulevard Residential**

- i. No new off-street parking shall be required unless there is an increase in building floor area for nonresidential uses or number of bedrooms for residential uses.
- ii. When required, off-street parking for new residential uses shall be provided in accordance with the Residential Site Improvement Standards.
- iii. In a mixed-use development, the first 500 square feet of new nonresidential floor area shall be exempt from parking requirements. Other parking for nonresidential uses shall be provided at a ratio of 3 parking spaces per 1,000 square feet or fraction thereof.

## **2. Boulevard Mixed-Use**

The following requirements shall be applicable to all block and lots listed in Appendix A, Table 2

### **a. Use Requirements - Boulevard Mixed-Use**

#### **i. Permitted Principal Uses**

- ◆ Multifamily dwelling units, alone or above ground-level commercial
- ◆ Townhouses
- ◆ Retail sales and retail trade
- ◆ Personal and retail services
- ◆ Eating and drinking establishments
- ◆ Bars and taverns
- ◆ Cafes and coffee shops
- ◆ Breweries, wineries, craft distilleries, and similar facilities subject to State licensing requirements
- ◆ Health, fitness and wellness facilities
- ◆ Indoor or outdoor commercial recreation
- ◆ Municipal buildings and other governmental services, including off-street parking lots
- ◆ Cultural, civic and other similar facilities of general public interest
- ◆ Parks and recreation facilities
- ◆ Any use existing as of the date of adoption of this Redevelopment Plan shall be permitted to continue as a legal non-conforming uses as a matter of law, regardless of any change in the zoning designation.

## **ii. Permitted Accessory Structures and Uses**

- ◆ Multifamily residential amenities, including leasing office; common spaces; pool; fitness and wellness facilities and similar for the use of residents and their guests, which may be located on the ground floor;
- ◆ Off-street parking, including structures under or attached to a permitted use
- ◆ Loading, trash, and recycling facilities
- ◆ Bicycle racks and bicycle storage
- ◆ Solar and other renewable energy facilities
- ◆ Fences, walls, retaining walls, and other hardscape features.
- ◆ Decorative site furnishings, including benches, planters, and trash receptacles
- ◆ Stormwater management facilities
- ◆ Site utility equipment (e.g., cabinets, transformers)
- ◆ Signage
- ◆ Seasonal outdoor dining as permitted by City ordinance
- ◆ Electric vehicle service/supply equipment
- ◆ Temporary construction/leasing buildings or trailers for uses during the construction process.

## **iii. Prohibited Uses**

- ◆ Drive-through or drive-in establishments of any kind
- ◆ Automobile fueling stations
- ◆ Automobile repair or automobile body centers, shops or businesses.
- ◆ Car washes
- ◆ Sale or rental of new or used automobiles
- ◆ Junkyards and automobile wrecking or disassembly yards.
- ◆ Any use which emits excessive and objectionable amounts of dust, fumes, noise, odor, smoke, vibration, glare or waste products.

## **b. Bulk & Area Requirements - Boulevard Mixed-Use**

### **i. Townhouses**

In accordance with the provisions of the R-5 Zone at §345-53 of the City of Long Branch Zoning Ordinance.

### **ii. Multi-family dwellings, with or without ground-floor commercial use**

- ◆ Min. Lot Area: 15,000 square feet
- ◆ Min. Lot Frontage: 100 feet
- ◆ Min Lot Depth: 100 feet
- ◆ Max. Building Coverage: 50%
- ◆ Min. Pervious Coverage: 15%
- ◆ Max. Building Height:  
3 stories / 36 feet, except 4 stories / 42 feet shall be permitted where grade-level or enclosed ground floor parking is provided.
- ◆ Setbacks:  
Front yard: Minimum 50 feet to curbline or Right-of Way line of Ocean Boulevard; Minimum 10 feet to curbline of all other streets.  
Side yard: Minimum of 5 feet to adjacent property line; Minimum of 15 feet from any building on adjacent lot  
Rear yard: Minimum of 10 feet. Through lots with frontage on both Ocean Boulevard and Second Avenue shall not be considered to have a rear yard.
- ◆ A minimum sidewalk width of 10 feet shall be maintained either within the right-of-way or on development sites.

### **v. Requirements applicable to all other uses:**

- ◆ Min. Lot Area: 6,000 square feet
- ◆ Min. Lot Frontage: 75 feet
- ◆ Max. Building Coverage: 75%
- ◆ Min. Pervious Coverage: 15%
- ◆ Building Height:  
Minimum: 2 stories / 25 feet  
Maximum: 3 stories / 36 feet
- ◆ Setbacks:  
Front yard: Minimum 10 feet, as measured to curbline  
Side yard: No side yard setback is required where a property borders another property that is also located in the Redevelopment Area. However, if any side yard is to be provided, it shall be at least ten (10) feet.  
Rear yard: Minimum 10 feet. Through lots with frontage on both Ocean Boulevard and Second Avenue shall not be considered to have a rear yard.

### **c. Off-Street Parking - Boulevard Mixed-Use**

- i. No new off-street parking shall be required unless there is an increase in building floor area for nonresidential uses or number of bedrooms for residential uses.
- ii. When required, off-street parking for new residential uses shall be provided in accordance with the Residential Site Improvement Standards.
- iii. In a mixed-use development, the first 500 square feet of new nonresidential floor area shall be exempt from parking requirements. Other parking for nonresidential uses shall be provided at a ratio of 3 parking spaces per 1,000 square feet or fraction thereof.

## **3. Gateway Commercial**

The following requirements shall be applicable to all block and lots listed in Appendix A, Table 3.

### **a. Use Requirements - Gateway Commercial**

#### **i. Permitted Principal Uses**

- ◆ Multifamily dwelling units, only above ground-level commercial
- ◆ Retail sales and retail trade
- ◆ Personal and retail services
- ◆ Eating and drinking establishments
- ◆ Bars and taverns
- ◆ Cafes and coffee shops
- ◆ Breweries, wineries, craft distilleries, and similar facilities subject to State licensing requirements
- ◆ Health, fitness and wellness facilities
- ◆ Indoor or outdoor commercial recreation
- ◆ Farm markets and community farmers' markets
- ◆ Municipal buildings and other governmental services
- ◆ Cultural, civic and other similar facilities of general public interest
- ◆ Parks and recreation facilities
- ◆ Any use existing as of the date of adoption of this Redevelopment Plan shall be permitted to continue as a legal non-conforming uses as a matter of law, regardless of any change in the zoning designation.

## **ii. Permitted Accessory Structures and Uses**

- ◆ Multifamily residential amenities, including leasing office; common spaces; pool; fitness and wellness facilities and similar for the use of residents and their guests, which may be located on the ground floor;
- ◆ Off-street parking, including structures under or attached to a permitted use
- ◆ Loading, trash, and recycling facilities
- ◆ Bicycle racks and bicycle storage
- ◆ Solar and other renewable energy facilities
- ◆ Fences, walls, retaining walls, and other hardscape features.
- ◆ Decorative site furnishings, including benches, planters, and trash receptacles
- ◆ Stormwater management facilities
- ◆ Site utility equipment (e.g., cabinets, transformers)
- ◆ Signage
- ◆ Seasonal outdoor dining as permitted by City ordinance
- ◆ Electric vehicle service/supply equipment
- ◆ Temporary construction/leasing buildings or trailers for uses during the construction process.

## **iii. Prohibited Uses**

- ◆ Drive-through or drive-in establishments of any kind
- ◆ Automobile fueling stations
- ◆ Automobile repair or automobile body centers, shops or businesses.
- ◆ Car washes
- ◆ Sale or rental of new or used automobiles
- ◆ Junkyards and automobile wrecking or disassembly yards.
- ◆ Any use which emits excessive and objectionable amounts of dust, fumes, noise, odor, smoke, vibration, glare or waste products.

## **b. Bulk & Area Requirements - Gateway Commercial**

### **ii. Multi-family dwellings with ground-floor commercial use**

- ◆ Min. Lot Area: 15,000 square feet
- ◆ Min. Lot Frontage: 100 feet
- ◆ Min Lot Depth: 100 feet
- ◆ Max. Building Coverage: 50%
- ◆ Min. Pervious Coverage: 15%

- ◆ Max. Building Height:  
3 stories / 36 feet, except 4 stories / 42 feet shall be permitted where grade-level or enclosed ground floor parking is provided.
- ◆ Setbacks:  
Front yard: Minimum 15 feet to curbline.  
Side yard: Minimum of 5 feet to adjacent property line; Minimum of 15 feet from any building on adjacent lot  
Rear yard: Minimum of 10 feet. Through lots with frontage on both Long Branch Avenue and Second Avenue shall not be considered to have a rear yard.
- ◆ A minimum sidewalk width of 10 feet shall be maintained either within the right-of-way or on development sites.

### **c. Off-Street Parking - Gateway Commercial**

- i. Off-street parking for new residential uses shall be provided in accordance with the Residential Site Improvement Standards.
- ii. In a mixed-use development, the first 500 square feet of new nonresidential floor area shall be exempt from parking requirements. All other parking for nonresidential uses shall be provided at a ratio of 3 parking spaces per 1,000 square feet or fraction thereof.
- iii. If parking cannot be provided on site, the City shall consider approval of a Payment in Lieu of Parking as part of a Redevelopment Agreement at a rate of no less than \$10,000 per space.
- iv. No new curb cuts shall be permitted along North Broadway. Existing curb cut may be relocated only if to the satisfaction of City professionals.

## **4. Public Use & Infrastructure**

The following requirements shall be applicable to all block and lots listed in Appendix A, Table 4.

### **a. Use Requirements - Public Use & Infrastructure**

#### **i. Permitted Principal Uses**

- ◆ Municipal buildings and other governmental services
- ◆ Cultural, civic and other similar facilities of general public interest
- ◆ Parks and recreation facilities
- ◆ Public utility facilities.
- ◆ Any use existing as of the date of adoption of this Redevelopment Plan shall be permitted to continue as a legal non-conforming uses as a matter of law, regardless of any change in the zoning designation.

### **b. Other Requirements - Public Use & Infrastructure**

Because of the diversity and nature of the uses permitted in this Subdistrict, no specific area, bulk and yard requirements are provided. The Redevelopment Agency shall, in reviewing any site plan for uses proposed in this area, shall use generally accepted planning standards to minimize the impact on surrounding development to ensure adequate circulation protection, ecological and environmental elements and shall approve only those plans designed to carry out the general intent of this Subdistrict and Redevelopment Plan. All requirements shall be enumerated in a Redeveloper's Agreement.

## **4. Requirements Applicable to All Subdistricts**

### **a. General Requirements**

There shall be no maximum density/FAR standard for any subdistrict. Rather, development shall be governed by building envelope, site planning, and parking requirements. However, a specific density or FAR may be recorded in a Redeveloper's Agreement once a Redeveloper is determined for any specific site.

### **b. Affordable Housing Requirements.**

- i. For any proposed multi-family dwellings, the redeveloper shall have the option of setting aside minimum five percent (5%) of the proposed total number of residential units as affordable units and deed restricted for occupancy by qualifying households pursuant to applicable state regulations. For clarity, a calculation that results in a fraction shall be rounded to the nearest whole number. For any project that includes a minimum five percent (5%) affordable component, the market rate residential and non-residential development fees as set forth in §345-47.2, shall be fixed at the sum of 1% of Equalized Assessed Value of such market rate residential and non-residential portions of the Project, which sum shall be paid in accordance with §345-47.2.
- ii. For any proposed mixed-use development that does not provide minimum 5% of the total number of residential units as affordable units and deed restricted for occupancy by qualifying households, as provided for above, the full development fees for residential and non-residential portions of the project shall be paid in accordance with §345-47.2.

### **c. Parking & Loading**

- i. Every application for development in the Redevelopment Area shall include provisions for the collection, disposition and recycling of pallets, recyclable materials and refuse. These provisions shall be incorporated into a Refuse & Recycling Plan.

1. All refuse and recycling storage areas shall be contained within an enclosure when not located inside of a building. The storage area shall be designed for truck access for pickup of materials and shall be suitably lit and signed. Screening shall consist of a solid wall and evergreen vegetation buffers equal to or greater than the height of the storage receptacles upon planting.
2. Enclosure must be visually impervious and between 6 and 8 feet in height.
3. All garbage and recycling storage shall be located in side yard or rear yard.

iii. For buildings containing more than three (3) residential units, indoor bicycle parking racks shall be provided within a secure, access-controlled room inside each building or garage at a minimum ratio of one indoor bicycle parking space for every 4 residential units. Bicycle racks must be securely anchored and designed to allow the bicycle frame and one wheel to be secured.

iv. Outdoor bicycle racks shall also be provided near the primary pedestrian entry, as follows. A minimum ratio of one (1) outdoor bicycle parking space shall be provided for every eight (8) residential units, as well as one (1) outdoor bicycle space for every 2,000 square feet of retail or commercial space. Bicycle racks must be securely anchored and designed to allow the bicycle frame and one wheel to be secured.

v. No loading areas are required for non-residential uses under 10,000 square feet. One (1) loading space shall be provided for new non-residential uses over 10,000 square feet unless the Redeveloper can demonstrate lack of need to the satisfaction of the City Council and/or Planning Board.

#### **d. Landscaping & Buffering**

- i. The redeveloper shall provide a conceptual landscape plan at the time of redeveloper's agreement. Landscaping shall be appropriate to the site context, given the developed nature of much of Broadway. The exact details shall be laid out in the Redeveloper's Agreement and Planning Board application.
- ii. Buildings with ground-floor retail or commercial space are encouraged to provide room for outdoor dining, café seating, merchandise sales, and/or informal public seating within front setbacks or any street-facing setbacks. Benches, landscape planters, and small ornamental trees and bushes are encouraged in these front areas as well.
- iii. Parking areas adjacent to residential uses or districts shall contain a densely landscaped buffer and/or decorative solid fencing or wall. Such buffer could consist of a low wall or fence of two to three feet height, and

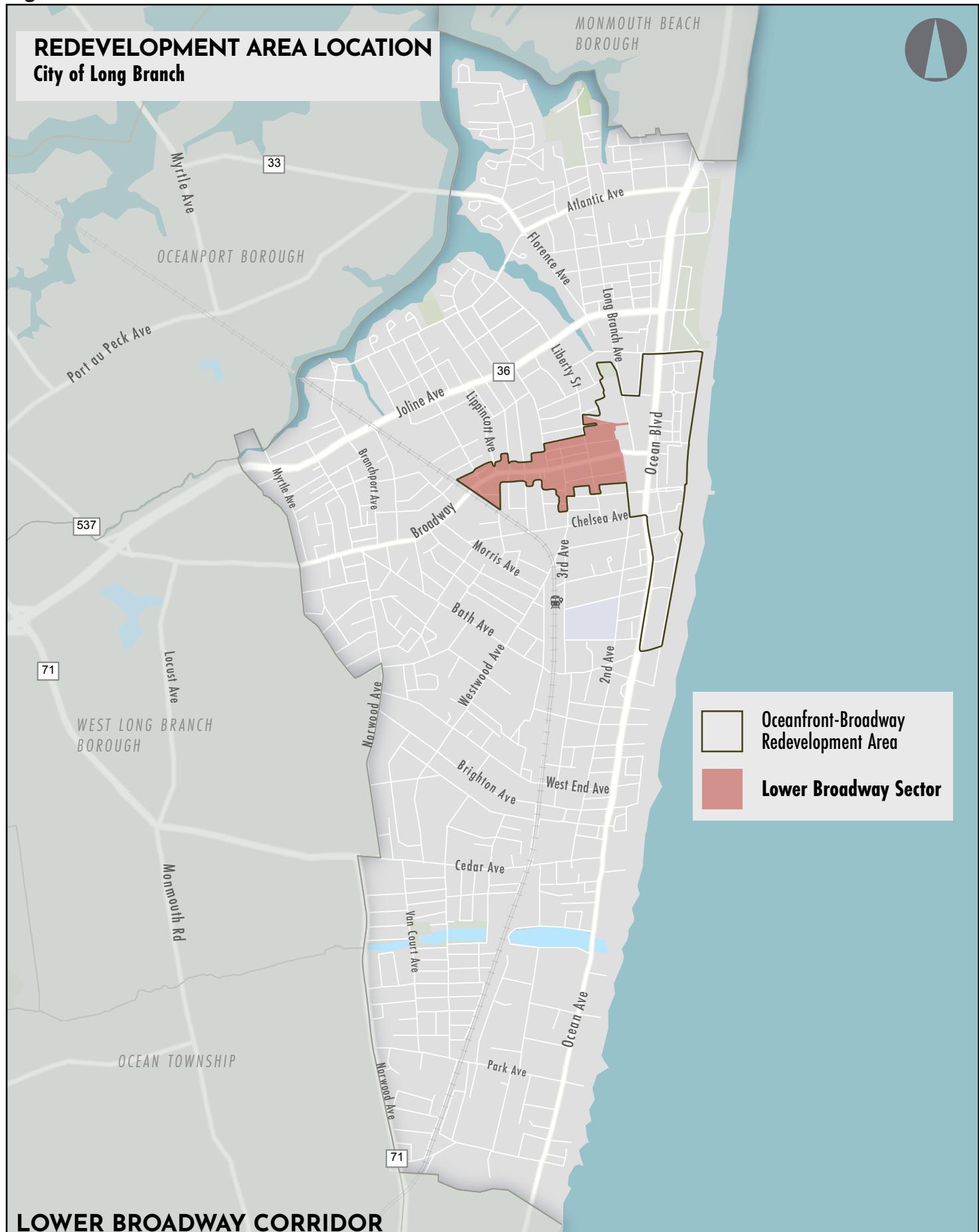
plantings in a variety of species, including evergreens, tall native grasses, and/or other plantings that maintain shape and texture through the winter.

#### **e. Building Design & Style**

- i. A broad design palette is permitted, provided that buildings have high-quality design. Buildings are encouraged to make reference to prevailing historic styles and vernacular materials of the Jersey Shore, such as (but not limited to) shingle cottages, generous front porches (often on all levels of a building), and gambrel or hipped roof forms with dormers. However, references to historical motifs should be used in moderation and only where they form a cohesive design. Please refer to Appendix C for material and design guidelines.
- ii. Preferred facade materials include fiber cement and wood siding in horizontal clapboards or shingles, board and batten siding, brick, cultivated stone, or other masonry. Stucco and EIFS are discouraged.
- iii. Application of Materials. No more than three different materials should be used as primary materials within each building bay. Within the chosen primary materials, variation in color, texture, and/or pattern may be employed to create further distinctions. Changes in materials, colors, texture, or pattern that occur across a horizontal line should be marked by a change in plane, dimensional band or belt cornice, a recessed channel, or similar horizontal feature. Materials should be extended around corners and extensions to a logical vertical break in plane, in order to avoid a “pasted on” appearance. The level of materials, detailing, and articulation should be consistent along all building facades, not just street-facing facades.



Figure 4.1



# Part 4

# Lower Broadway Corridor Sector

2025 REDEVELOPMENT PLAN UPDATE



Figure 4.2



# I. Existing Conditions + Context

*This Section provides an overview of the current land uses, built environment, circulation patterns, parks/open space, and cultural resources of the Lower Broadway Sector. Specific highlights are shown on the figures that follow.*

## RESIDENTIAL

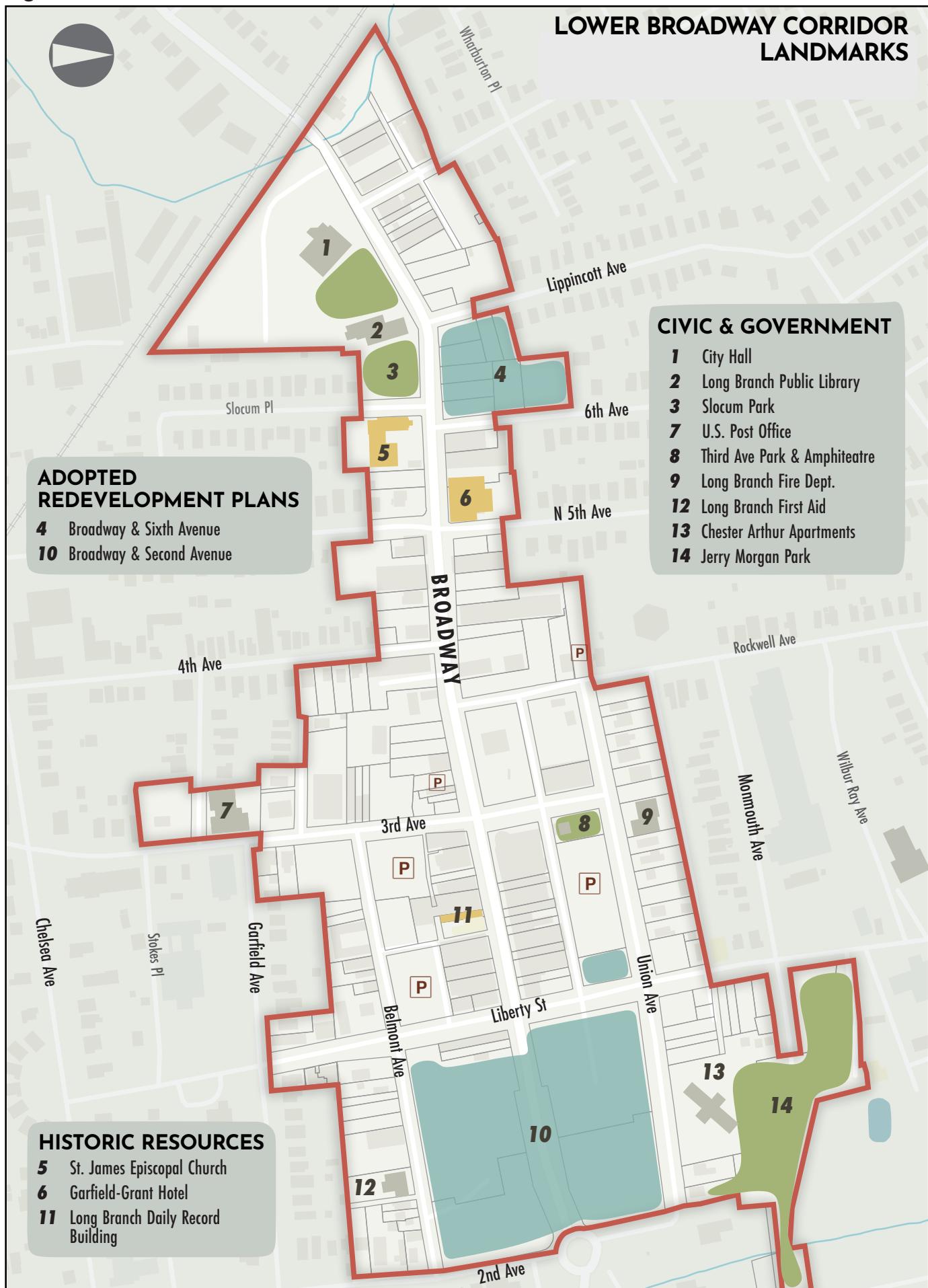
The housing stock within the Redevelopment Area primarily consists of low-rise mixed-use buildings with multi-family dwellings along Broadway and generally low density one- to four-family residences within the surrounding side streets to the north and south of Broadway. Since 2023, the Broadway & Second Avenue Redevelopment Plan and the Broadway & Sixth Avenue Redevelopment Plan been adopted relating to large tracts in the Lower Broadway Sector. These redevelopment plans envision mid-rise mixed-use complexes featuring attractive ground floor commercial uses and upper story multi-family residences. (As noted in the prior section, these plans will continue to supersede the Revised Redevelopment Plan.)

In addition, new infill residential projects have been centered near the intersection of Belmont and Third Avenues, one block south of Broadway, where The Belmont and Sica Lofts are rising and preparing for occupancy. Each project includes approximately 30 residential apartments and 2,500 square feet of retail space. Newly constructed and approved developments are shown in more detail on **Figure 4.2**.



*Left: New and old residential typologies on Third Avenue (upper left, bottom right), Belmont Avenue (upper right), and Union Avenue (bottom left).*

Figure 4.3



## COMMERCIAL & RETAIL

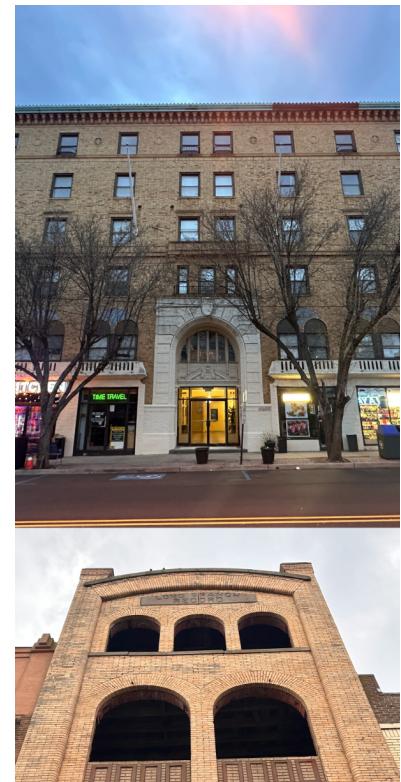
There are a variety of businesses and services provided among the existing commercial uses along Broadway,. These include grocery stores, retail stores/services, and local food/drink establishments, which are a defining characteristic of Broadway and primarily exist along the ground floor of mixed-use buildings, along with some stand-alone one-story establishments. It should be further noted that the Redevelopment Area is comprised of a handful of fabrication businesses, including the Rook Roastery and millwork and hardwood flooring fabricators. The corridor also includes a McDonald's drive-thru restaurant with surface parking fronting along Broadway. The Redevelopment Area contains several other auto-oriented and related uses either along Broadway or the surrounding side streets (i.e., fueling stations and auto-body/repair shops).



## HISTORIC & CULTURAL ASSETS

Specific buildings of historic significance within the Redevelopment Area include the Long Branch Record Building, the Long Branch Post Office building, the Long Branch Public Library, the former Garfield-Grant Hotel (a six-story office building that is partially leased as the City's municipal court), and the St. James Episcopal Church, in addition to several residential properties with historic architectural features. The former U.S. Post Office building is also standing and has been repurposed as the Exito grocery store. It should be noted that while none of these historic resources have been listed on the State or National Registers of Historic Places, they still hold local cultural relevance and could be potentially eligible for future inclusion. The newly renovated Carnegie Library and the Post Office, in particular, still serve as important landmarks that bring residents to Broadway. Other cultural and educational institutions along the corridor include the New Jersey Repertory Company and a Regional Location of Brookdale Community College.

Civic buildings, parks, historic assets, and other landmarks are shown on **Figure 4.3.**



## PARKS & CIVIC SPACE

The Long Branch City Hall Complex lies at the western edge of the Redevelopment Area and includes City Hall and the newly renovated Long Branch Carnegie Library. Slocum Park serves as a central destination given its proximity to the City Hall Complex, and includes landscaped lawn and seating areas adjacent to the library. The City has recently secured matching grant funding from Monmouth County's Municipal Open Space Grant Program to enhance this area with a gazebo for performance and celebrations, as well as new landscaping, seating, lighting, and amenities.



Above: Proposed 2024 City Hall Park Concept Plan (courtesy City of Long Branch/CME Associates)

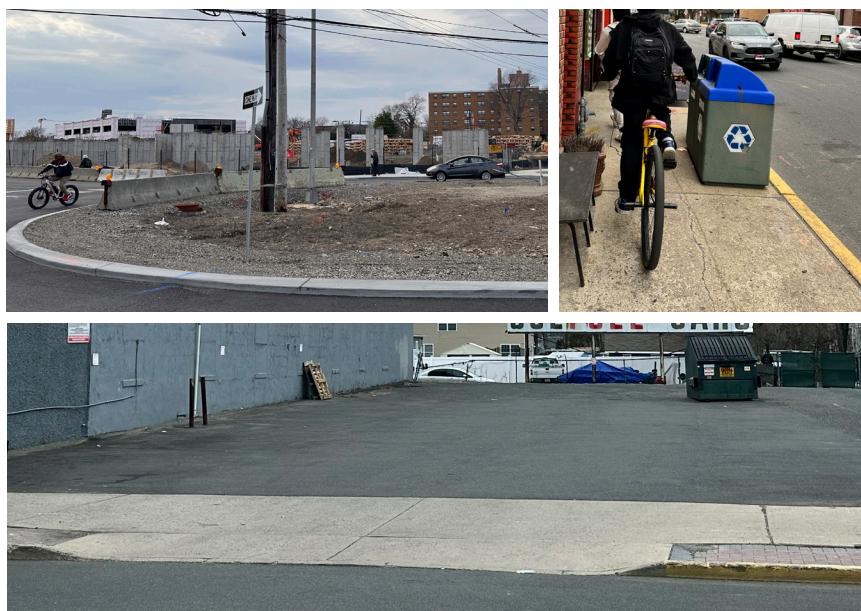
Third Avenue Park lies further east to the rear of Brookdale Community College and contains an outdoor pavilion area. Additionally, Jerry Morgan Park is located along the eastern edge of the Redevelopment Area and features basketball courts, a baseball diamond, tot-lots, and outdoor seating areas. Jerry Morgan Park is the most expansive park within the Redevelopment Area and is accessed via both Liberty Street to the west and Long Branch Avenue to the east. However, utilization of Jerry Morgan Park is hampered by both lack of visibility from Broadway and its environmental features; one goal of the 2025 Redevelopment Plan Update is to reinvigorate the park entrance at the border of the Lower Broadway and Broadway Gateway Sectors.

## CIRCULATION & PARKING

Broadway serves as the central commercial spine of the Redevelopment area, from which stem secondary side streets that are developed with both residential uses and “back-of-house” uses like parking and loading to Broadway. The Long Branch NJ Transit station is located approximately a half-mile south of the Redevelopment Area and provides access to regional destinations along the North Jersey Coast Line.. NJ Transit Bus service is also available to Red Bank and Asbury Park via stops along Broadway.

Sidewalks are provided on both sides of the street along Broadway and internal side streets. While the sidewalks along Broadway are typically sufficient in width for pedestrian circulation, there is limited flexibility for initiatives such as outdoor seating/dining along the existing retail storefronts. Painted crosswalks are provided at all four-way intersections along Broadway. Crosswalks are mostly provided along side streets, although certain intersections along Third Avenue and Union Avenue lack clearly delineated pedestrian crossing areas. The Redevelopment Area does not include any existing dedicated bicycle lanes or infrastructure.

Parking along Broadway is provided through on-street parking and off-street surface parking areas to the rear and side of buildings. As noted above in the discussion of commercial uses, there are numerous surface parking areas which are accessed directly via Broadway and cause breaks in street building frontage. To the north and south of Broadway, City-owned parking lots area accessed via Union Avenue and Belmont Avenue. Parking for recently constructed and proposed infill redevelopment consists of ground floor covered parking or shielded surface parking accessed via side streets.



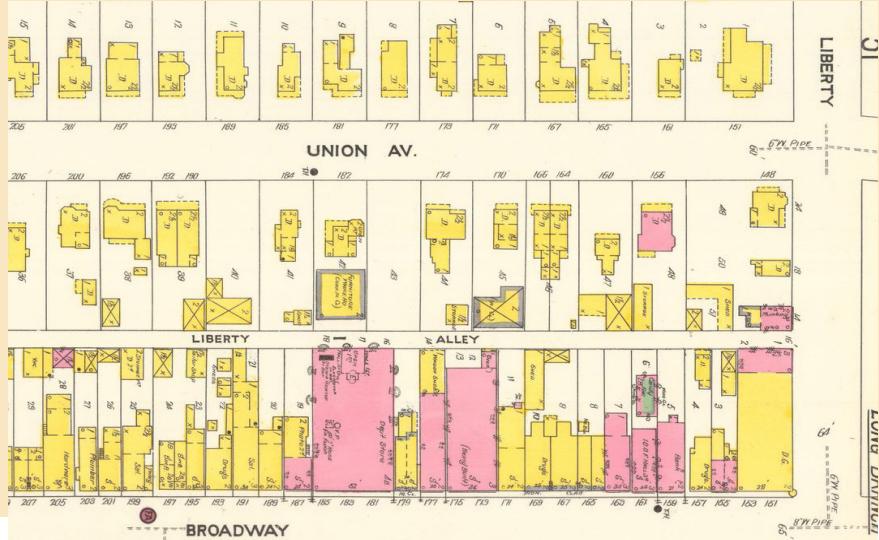
*Left: Narrow sidewalks (upper right) and expansive surface parking areas inhibit the active street life along Broadway. But a new traffic-calming roundabout (upper left) is under construction as part of the Broadway and Second Avenue Redevelopment Plan.*

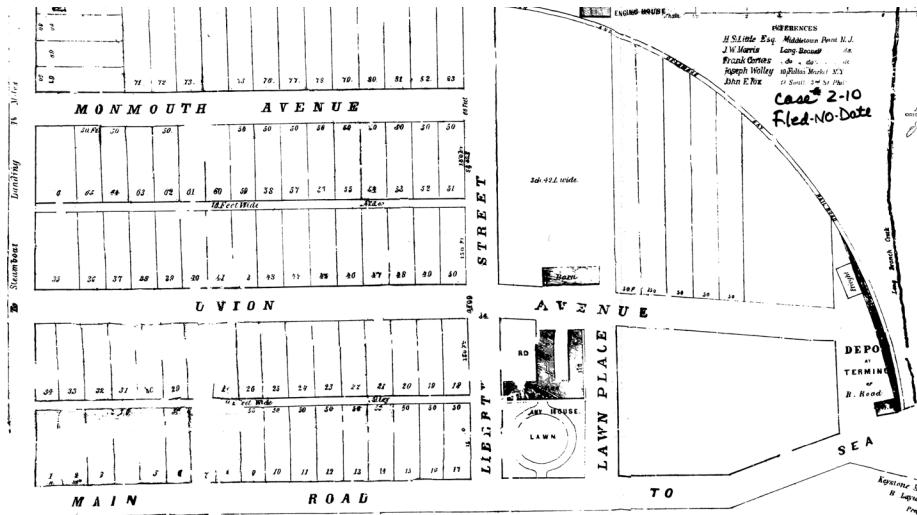
## BUILDING FORM

Existing development along Broadway is mostly comprised of two- to three-story commercial and mixed-use buildings, along with various single-story commercial buildings. This scale of development is conducive to a pedestrian-oriented environment in a manner that is also in scale with the surrounding residential neighborhoods.

Existing ground floor retail storefronts form a “street wall” which provides a sense of enclosure for pedestrian that promotes interaction between the public and private realms. As shown in a 1907 Sanborn map, many lots fronting on Broadway still exhibit this historic form: approximately 150 feet deep, 25 to 50 feet wide, and built to the front lot line. That said, modern development patterns have made their mark; the City-owned parking lot between Broadway and Union, and Liberty Avenues is tucked behind the streetwall and enclosed by Third Avenue Park on its east side.

Buildings on the fringes of the Lower Broadway sector were generally one- to two-story low-density residential, until recently; new and proposed infill redevelopment projects typically consist of modern mixed-use buildings that are three-to four-stories in height. The 2025 Redevelopment Plan update recognizes that this increase in scale of new development is crucial to creating a nexus of downtown living, but requires careful design review to promote consistency across the Redevelopment Area and appropriate transitions in building form.





**SECURE LAND IN TIME OF WAR!**

## **A GREAT SALE AT LONG BRANCH, N.J.**

**The Largest and most Desirable of BUILDING LOTS ever Offered in this vicinity will be Sold upon the Premises, on SATURDAY, AUGUST 17, 1861, at 1 O'clock P.M.**

Also, at the same time the Hotel known as the ALBANY HOUSE, situated on an eminence commanding a view of the Hudson and Shawangunk Rivers, and within about five hundred feet of the Hudson River, is to be let to the Grand Central Hotel Company, who will make it a first-class hotel, containing 150 rooms, and will be open to the public in the month of June. The hotel will be built of stone, and three walls of it will be finished, and the remaining part will be left in stone, and all the necessary conveniences to be provided for the comfort of the guests. The price of the hotel will be \$10,000 per month, and it will be let for a period of five years.

COMMUNICATION TO AND FROM N.Y. AND PHIL*					
<i>Bar &amp; Del. B.R. to New York</i>	5 Trips	Daily	Time	4 <sup>1</sup> / <sub>2</sub> Hours	
<i>Steamer Highgate</i>	4	-	-	4	3 - 30
<i>do Long Branch</i>	4	-	-	4	3 - 30
<i>do Latona</i>	4	-	-	4	3 - 30
<i>do Henry Brinker</i>	4	-	-	4	3 - 30
<i>To Philadelphia</i> 1/2 of <i>Pennsylv.</i> & <i>Jameson</i> & <i>Amerson</i> 4 <sup>1</sup> / <sub>2</sub> <i>Amboy R.R.</i> 2 Trips Daily time 6 Hours					

## VIEW OF ALLEGHENY, PA.



*Broadway's urban form continues on the north side of Broadway between Liberty and N. 3rd Avenue as evident on an 1861 lot sale map (far above), a 1907 Sanborn Map (left, opposite) and a 2025 aerial image (above), though few of the original buildings survive. (Courtesy Princeton University Libraries/Google Maps)*

## II. Goals and Objectives

*This Redevelopment Plan builds on the knowledge gained from 30 years of redevelopment efforts throughout the Oceanfront-Broadway Redevelopment Zone, the preceding analysis of existing conditions, and specifically the ongoing, site-specific redevelopment along the Broadway Corridor. In addition to the overarching goals and objectives for the Redevelopment Zone enumerated in Part 1, the specific goals for redevelopment efforts in the Lower Broadway Corridor - for both the City and its future redevelopment partners - are as follows.*

**Support infill development that promotes economic development by providing for a sufficient level of built density that is consistent with Broadway's historic form.**

- ▶ Create distinct land use subdistricts which provide use and building form regulations that visually differentiate each subdistrict while allowing for a natural transition between neighborhoods.
- ▶ Provide a regulatory framework that fulfills the City's vision for Broadway while aligning with market preferences and reasonable economic factors for both new and existing business and landowners.
- ▶ Preserve and enhance Lower Broadway's form and architecture through rehabilitation and appropriate new development.
- ▶ Support existing and new businesses by encouraging rehabilitation and encouraging partnerships with Long Branch's Urban Enterprise Zone.
- ▶ Create and retain a variety of housing options for local residents, including affordable and inclusionary options.

**Provide new public open space and recreational opportunities and enhance access and connectivity to existing civic areas.**

- ▶ Connect existing parks and open space resources with new development through the use of interactive gateways, play structures, decorative lighting and features, seating areas and more.
- ▶ Identify opportunities for pocket parks and parklets near redevelopment targets along Lower Broadway Corridor, to provide equitable access to open space across all neighborhoods.
- ▶ Promote and provide flexibility for outdoor dining and parklet installations to create a visually intriguing downtown.
- ▶ Encourage green infrastructure installations throughout Lower Broadway, including shade tree plantings, planter boxes along the streetscape, bioswales, rain gardens, and other innovative stormwater management facilities.

**Ensure a safe and accessible built environment for people of all ages and abilities by prioritizing pedestrians and multi-modal transportation infrastructure.**

- ▶ Provide enhanced streetscape amenities that contribute to a visually appealing pedestrian environment through pedestrian-scale lighting, additional seating areas, and shade tree plantings.
- ▶ Disincentivize additional curb cuts along Broadway and provide vehicular access for new developments through secondary adjoining streets in order to facilitate a continuous and comfortable pedestrian environment.
- ▶ Utilize creative parking management strategies to balance convenience and accessibility.
- ▶ Incorporate best practices and recommendations consistent with the City's adopted Complete Streets Policy and the Complete Streets Implementation Plan.

# III. Land Use Plan

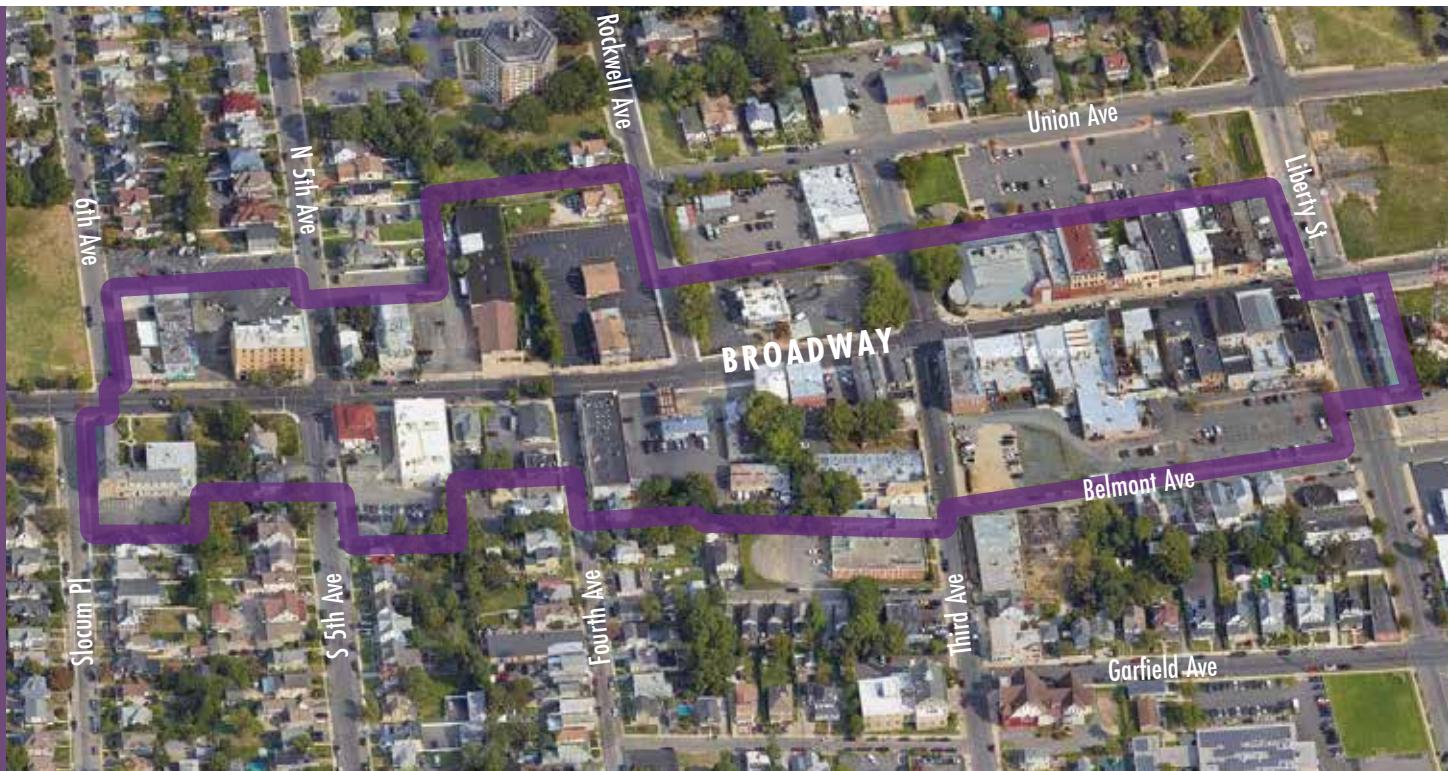
## A. Subdistrict Plan

All parcels contained within each subdistrict are included in Appendix B

### Broadway Core

**PURPOSE:** Revitalize and reestablish Lower Broadway as a thriving and built-out main-street environment for a new generation, through concentrated infill redevelopment consistent with its historic form.

Lower Broadway retains its traditional compact form of development - which in turn serves as a reminder of its rich historical significance. It is still well positioned to serve as a downtown destination for both visitors and residents that accentuates, rather than competes, with nearby oceanfront development. This plan seeks to promote Lower Broadway and the sub-district as a distinctive downtown experience with abundant unique retail and special event experiences that draw on the cultural roots and specific assets of the Broadway corridor.



## Civic Gateway

**PURPOSE:** Establish a vibrant, pedestrian friendly, and active mixed-use gateway that relates to City Hall complex through the utilization of existing public gathering spaces and supporting retail uses.

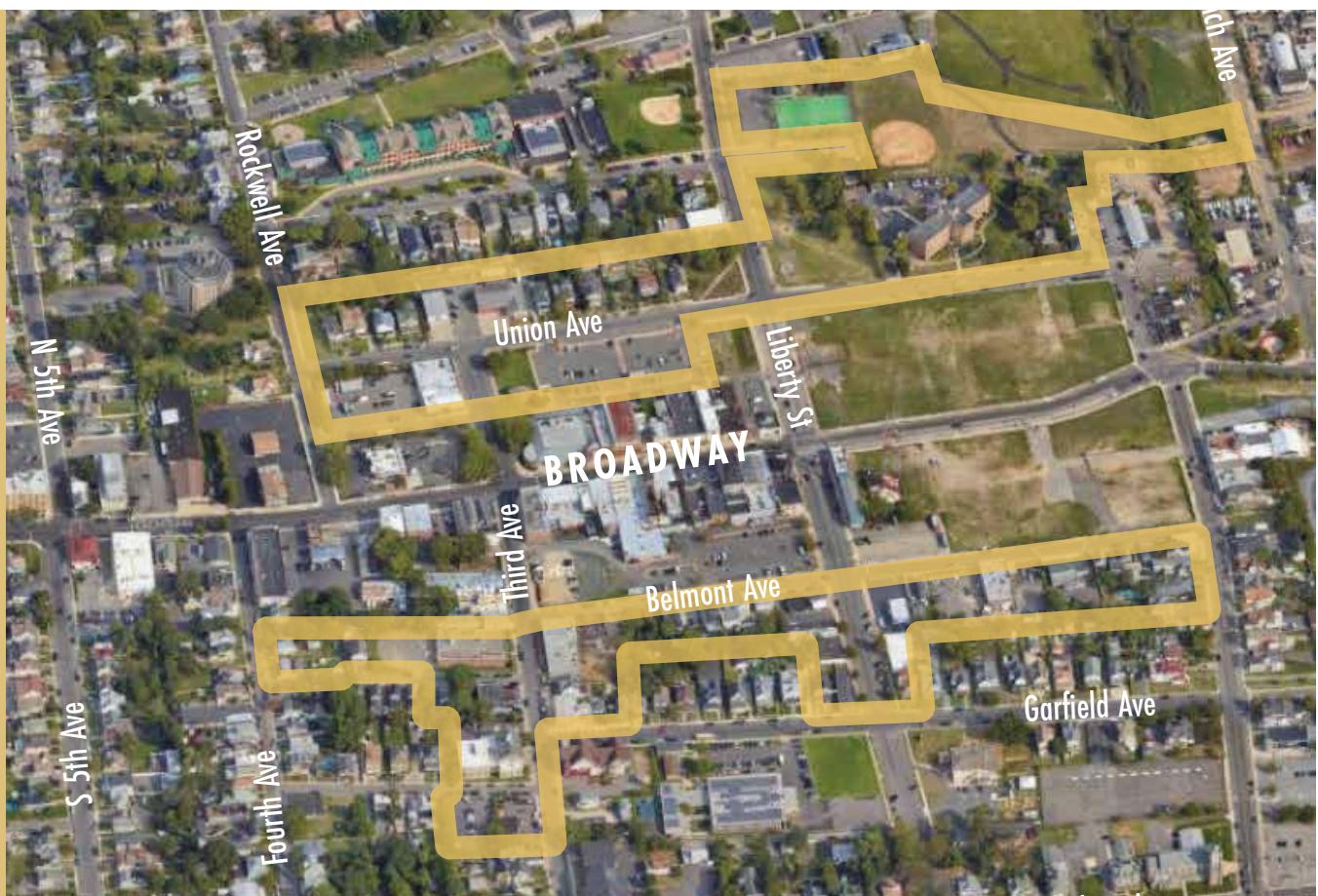
The City Hall complex is a civic anchor, from which complementary and active ground floor uses can be incorporated amongst surrounding properties so as to create a central public destination along Broadway. Facilitating interaction between the public and private realms is essential to capitalizing on the location of the Public Library and Slocum Park within the subdistrict.



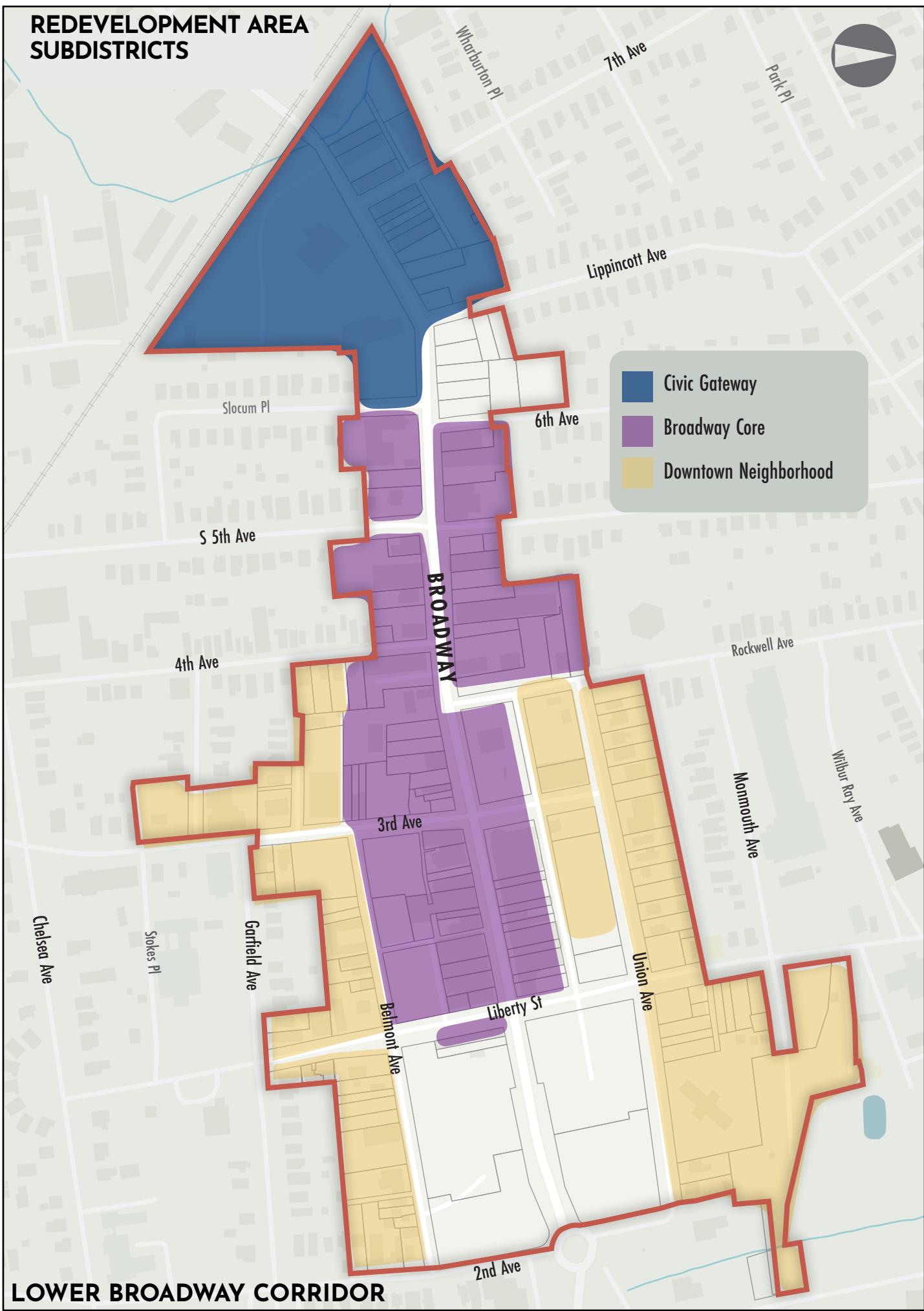
## Downtown Neighborhood

**PURPOSE:** Serve as a transition to the north and south of the Broadway Core that can accommodate existing residential uses, new mid-density dwellings, and corner retail in appropriate locations.

Located north and south of Broadway, this subdistrict encourages the retention of existing residential and institutional uses - including single-family dwellings - while also providing opportunities for future reinvestment on larger tracts, with corner retail to supplement Broadway. The subdistricts will have distinct visual environments set by height, setback, and green space requirements.



## REDEVELOPMENT AREA SUBDISTRICTS



## B. Use & Bulk Regulations

The following regulations and design standards shall govern all development within the lands encompassed by the Lower Broadway Sector of the Redevelopment Area. The standards herein, which include permitted land uses, spatial regulations and design standards, shall supersede those existing regulations and standards within the underlying zone districts. To the extent a land use standard in the underlying zoning is not addressed in the regulations herein, then such standard in the underlying zoning shall apply.

### Note on Plan Terminology

- Throughout this Redevelopment Plan, a meaningful distinction is made between “shall” and “should.” “Shall” or “must” means that a developer is required to comply with the specific regulation. “Should” means that a developer is encouraged to comply but is not required to do so. If the exact recommendation cannot be met, the Planning Board may entertain any modification that meets the underlying spirit and intent of the regulation and/or the Redevelopment Plan generally.

# 1. Broadway Core Subdistrict

The following requirements shall be applicable to all block and lots listed in Appendix B, Table 1.

## a. Use Requirements - Broadway Core

### i. Permitted Principal Uses

- ◆ Mixed-use buildings consisting of commercial uses permitted in this section or commercial uses with residential uses.
- ◆ Multifamily dwelling units above ground-level commercial.
- ◆ Retail sales and retail trade
- ◆ Personal and retail services
- ◆ Banks and financial institutions
- ◆ Eating and drinking establishments
- ◆ Bars and taverns
- ◆ Cafes and coffee shops
- ◆ Breweries, wineries, craft distilleries, and similar facilities subject to State licensing requirements
- ◆ Offices, including but not limited to business and administrative, medical & health (e.g., doctors, dentists, physical therapists), professional (e.g., architect, lawyer, engineer, financial advisor)
- ◆ Health, fitness and wellness facilities
- ◆ Farm markets and community farmers' markets
- ◆ Business incubators, commercial kitchens or commissaries, and other collaborative or creative workspaces
- ◆ Higher educational institutions, including colleges, universities, or extension schools.
- ◆ Art galleries and museums
- ◆ Art studios, artisan workshops, recording and rehearsal studios
- ◆ Theaters and live performance venues
- ◆ Indoor or outdoor commercial recreation
- ◆ Municipal buildings and other governmental services
- ◆ Cultural, civic and other similar facilities of general public interest
- ◆ Parks and recreation facilities
- ◆ Any use existing as of the date of adoption of this Redevelopment Plan shall be permitted to continue as a legal non-conforming uses as a matter of law, regardless of any change in the zoning designation.

## **ii. Permitted Accessory Structures and Uses**

- ◆ Multifamily residential amenities, including leasing office; common spaces; pool; fitness and wellness facilities and similar for the use of residents and their guests, which may be located on the ground floor;
- ◆ Off-street parking, including structures under or attached to a permitted use
- ◆ Loading, trash, and recycling facilities
- ◆ Bicycle racks and bicycle storage
- ◆ Solar and other renewable energy facilities
- ◆ Fences, walls, retaining walls, and other hardscape features.
- ◆ Decorative site furnishings, including benches, planters, and trash receptacles
- ◆ Stormwater management facilities
- ◆ Site utility equipment (e.g., cabinets, transformers)
- ◆ Signage
- ◆ Seasonal outdoor dining as permitted by City ordinance
- ◆ Electric vehicle service/supply equipment
- ◆ Temporary construction/leasing buildings or trailers for uses during the construction process

## **iii. Prohibited Uses**

- ◆ Drive-through or drive-in establishments of any kind
- ◆ Automobile fueling stations
- ◆ Automobile repair or automobile body centers, shops or businesses.
- ◆ Car washes
- ◆ Sale or rental of new or used automobiles
- ◆ Junkyards and automobile wrecking or disassembly yards.
- ◆ Any use which emits excessive and objectionable amounts of dust, fumes, noise, odor, smoke, vibration, glare or waste products

## **b. Bulk & Area Requirements - Broadway Core**

### **i. Requirements applicable to new construction on tracts measuring less than 15,000 square feet in lot area and that have less than 75 feet of frontage on Broadway:**

- ◆ Max. Building Coverage: 80%
- ◆ Min. Pervious Coverage: 5%
- ◆ Building Height:
  - Minimum: 2 stories / 25 feet
  - Maximum: 4 stories / 45 feet
- ◆ Setbacks:
  - Front yard: Minimum 10 feet, as measured to curbline
  - Side yard: No side yard setback is required where a property borders another property that is also located in the Redevelopment Area. However, if any side yard is to be provided, it shall be at least five (5) feet wide.
  - Rear yard: 5 feet, or 10 feet where a property borders a residential property outside the Redevelopment Area.

### **ii. Requirements applicable to new construction on tracts measuring over 15,000 square feet in lot area and/or have 75 or more feet of frontage on Broadway:**

- ◆ Max. Building Coverage: 60%
- ◆ Min. Pervious Coverage: 15%
- ◆ Building Height:
  - Minimum: 2 stories / 25 feet
  - Maximum: 4 stories / 50 feet
- ◆ Setbacks:
  - Front yard: Minimum 10 feet, as measured to curbline
  - Side yard: No side yard setback is required where a property borders another property that is also located in the Redevelopment Area. A side yard of 10 feet is required where a property borders a residential property outside the Redevelopment Area.
  - Rear yard: 10 feet, or 25 feet where a property borders a residential property outside the Redevelopment Area.
- ◆ A minimum sidewalk width of 10 feet shall be maintained either within the right-of-way or on development sites.
- ◆ Requirements for ground floor retail: Minimum 600 square feet and required entrance on Broadway.

## **c. Off-Street Parking - Broadway Core**

i. No new off-street parking shall be required unless there is an increase in building floor area for nonresidential uses or number of bedrooms for residential uses.

ii. When required, off-street parking for new residential uses shall be provided at a ratio of 1.5 parking spaces per unit.

- iii. The first 500 square feet of nonresidential floor area shall be exempt from parking requirements. Other parking for nonresidential uses shall be provided at a ratio of 3 parking spaces per 1,000 square feet or fraction thereof
- iv. If parking cannot be provided on site, the City shall consider approval of a Payment in Lieu of Parking as part of a Redevelopment Agreement at a rate of no less than \$10,000 per space.
- v. No new curb cuts shall be permitted along Broadway.

## 2. Civic Gateway

The following requirements shall be applicable to all block and lots listed in Appendix B, Table 2.

### a. Use Requirements - Civic Gateway

#### i. Permitted Principal Uses

- ◆ Mixed-use buildings consisting of commercial uses permitted in this section or commercial uses with residential uses.
- ◆ Multifamily dwelling units above ground-level commercial.
- ◆ Retail sales and retail trade
- ◆ Personal and retail services
- ◆ Banks and financial institutions
- ◆ Eating and drinking establishments
- ◆ Bars and taverns
- ◆ Cafes and coffee shops
- ◆ Breweries, wineries, craft distilleries, and similar facilities subject to State licensing requirements
- ◆ Offices, including but not limited to business and administrative, medical & health (e.g., doctors, dentists, physical therapists), professional (e.g., architect, lawyer, engineer, financial advisor)
- ◆ Health, fitness and wellness facilities
- ◆ Farm markets and community farmers' markets
- ◆ Higher educational institutions, including colleges, universities, or extension schools.
- ◆ Municipal buildings and other governmental services
- ◆ Cultural, civic and other similar facilities of general public interest
- ◆ Parks and recreation facilities
- ◆ Any use existing as of the date of adoption of this Redevelopment Plan shall be permitted to continue as a legal non-conforming uses as a matter of law, regardless of any change in the zoning designation.

## **ii. Permitted Accessory Structures and Uses**

- ◆ Multifamily residential amenities, including leasing office; common spaces; pool; fitness and wellness facilities and similar for the use of residents and their guests, which may be located on the ground floor;
- ◆ Off-street parking, including structures under or attached to a permitted use
- ◆ Loading, trash, and recycling facilities
- ◆ Bicycle racks and bicycle storage
- ◆ Solar and other renewable energy facilities
- ◆ Fences, walls, retaining walls, and other hardscape features.
- ◆ Decorative site furnishings, including benches, planters, and trash receptacles
- ◆ Stormwater management facilities
- ◆ Site utility equipment (e.g., cabinets, transformers)
- ◆ Signage
- ◆ Seasonal outdoor dining as permitted by City ordinance
- ◆ Electric vehicle service/supply equipment
- ◆ Temporary construction/leasing buildings or trailers for uses during the construction process

## **iii. Prohibited Uses**

- ◆ Drive-through or drive-in establishments of any kind
- ◆ Automobile fueling stations
- ◆ Automobile repair or automobile body centers, shops or businesses.
- ◆ Car washes
- ◆ Sale or rental of new or used automobiles
- ◆ Junkyards and automobile wrecking or disassembly yards.
- ◆ Any use which emits excessive and objectionable amounts of dust, fumes, noise, odor, smoke, vibration, glare or waste products

## **b. Bulk & Area Requirements - Civic Gateway**

### **i. Requirements applicable to all new construction.**

- ◆ Min. Lot Area: 3,000 square feet
- ◆ Min. Lot Frontage: 25 feet
- ◆ Max. Building Coverage: 60%
- ◆ Min. Pervious Coverage: 15%
- ◆ Building Height:
  - Minimum: 2 stories / 25 feet
  - Maximum: 4 stories / 45 feet
- ◆ Setbacks:
  - Front yard: Minimum 10 feet, as measured to curbline
  - Side yard: No side yard setback is required where a property borders another property that is also located in the Redevelopment Area. However, if any side yard is to be provided, it shall be at least ten (10) feet.
  - Rear yard: 10 feet, or 25 feet where a property borders a residential property outside the Redevelopment Area.

## **c. Off-Street Parking - Civic Gateway**

- i. No new off-street parking shall be required unless there is an increase in building floor area for nonresidential uses or number of bedrooms for residential uses.
- ii. When required, off-street parking for new residential uses shall be provided in accordance with the Residential Site Improvement Standards.
- iii. The first 500 square feet of nonresidential floor area shall be exempt from parking requirements. Other parking for nonresidential uses shall be provided at a ratio of 3 parking spaces per 1,000 square feet or fraction thereof.
- iv. If parking cannot be provided on site, the City shall consider approval of a Payment in Lieu of Parking as part of a Redevelopment Agreement at a rate of no less than \$10,000 per space.
- v. No new curb cuts shall be permitted along Broadway. Existing curb cut may be relocated only if to the satisfaction of City professionals.

## 3. Downtown Neighborhood

The following requirements shall be applicable to all block and lots listed in Appendix B, Table 3.

### a. Use Requirements - Downtown Neighborhood

#### i. Permitted Principal Uses

- ◆ One-family residences
- ◆ Two- to four-family residences
- ◆ Multifamily dwelling units
- ◆ Townhouses
- ◆ Retail sales and retail trade
- ◆ Personal and retail services
- ◆ Eating and drinking establishments
- ◆ Cafes and coffee shops
- ◆ Offices, including but not limited to business and administrative, medical & health (e.g., doctors, dentists, physical therapists), professional (e.g., architect, lawyer, engineer, financial advisor)
- ◆ Health, fitness and wellness facilities
- ◆ Higher educational institutions, including colleges, universities, or extension schools.
- ◆ Municipal buildings and other governmental services
- ◆ Cultural, civic and other similar facilities of general public interest
- ◆ Parks and recreation facilities
- ◆ Any use existing as of the date of adoption of this Redevelopment Plan shall be permitted to continue as a legal non-conforming uses as a matter of law, regardless of any change in the zoning designation.

#### ii. Permitted Accessory Structures and Uses

- ◆ Multifamily residential amenities, including leasing office; common spaces; pool; fitness and wellness facilities and similar for the use of residents and their guests, which may be located on the ground floor;
- ◆ Off-street parking, including structures under or attached to a permitted use
- ◆ Loading, trash, and recycling facilities
- ◆ Bicycle racks and bicycle storage
- ◆ Solar and other renewable energy facilities

- ◆ Fences, walls, retaining walls, and other hardscape features.
- ◆ Decorative site furnishings, including benches, planters, and trash receptacles
- ◆ Stormwater management facilities
- ◆ Site utility equipment (e.g., cabinets, transformers)
- ◆ Signage
- ◆ Seasonal outdoor dining as permitted by City ordinance
- ◆ Electric vehicle service/supply equipment
- ◆ Temporary construction/leasing buildings or trailers for uses during the construction process

**iii. Prohibited Uses**

- ◆ Drive-through or drive-in establishments of any kind
- ◆ Automobile fueling stations
- ◆ Automobile repair or automobile body centers, shops or businesses.
- ◆ Car washes
- ◆ Sale or rental of new or used automobiles
- ◆ Junkyards and automobile wrecking or disassembly yards.
- ◆ Any use which emits excessive and objectionable amounts of dust, fumes, noise, odor, smoke, vibration, glare or waste products

**b. Bulk & Area Requirements - Downtown Neighborhood**

**i. Single-Family Residential:**

In accordance with the provisions of the R-4 Zone at §345-105 of the City of Long Branch Zoning Ordinance.

**ii. Two- to Four-Family Residential:**

In accordance with the provisions of the R-5 Zone at §345-49 of the City of Long Branch Zoning Ordinance.

**iii. Townhouses**

In accordance with the provisions of the R-5 Zone at §345-53 of the City of Long Branch Zoning Ordinance.

**iv. Requirements applicable to new construction on tracts measuring less than 15,000 square feet in lot area:**

- ◆ Min. Lot Area: 3,000 square feet
- ◆ Min. Lot Frontage: 25 feet
- ◆ Max. Building Coverage: 70%
- ◆ Min. Pervious Coverage: 15%
- ◆ Building Height:
  - Minimum: 2 stories / 25 feet
  - Maximum: 3 stories / 40 feet

- ◆ Setbacks:
  - Front yard: Minimum 10 feet, as measured to curbline
  - Side yard: No side yard setback is required where a property borders another property that is also located in the Redevelopment Area. However, if any side yard is to be provided, it shall be at least ten (10) feet.
  - Rear yard: 10 feet, or 25 feet where a property borders a residential property outside the Redevelopment Area.

**v. Requirements applicable to new construction on tracts measuring over 15,000 square feet in lot area:**

- ◆ Max. Building Coverage: 60%
- ◆ Min. Pervious Coverage: 15%
- ◆ Building Height:
  - Minimum: 2 stories / 25 feet
  - Maximum: 4 stories / 42 feet
- ◆ Setbacks:
  - Front yard: Minimum 10 feet, as measured to curbline
  - Side yard: No side yard setback is required where a property borders another property that is also located in the Redevelopment Area. A side yard of 10 feet is required where a property borders a residential property outside the Redevelopment Area.
  - Rear yard: 10 feet, or 25 feet where a property borders a residential property outside the Redevelopment Area.
- ◆ A minimum sidewalk width of 10 feet shall be maintained either within the right-of-way or on development sites.

**c. Off-Street Parking - Downtown Neighborhood**

- No new off-street parking shall be required unless there is an increase in building floor area for nonresidential uses or number of bedrooms for residential uses.
- When required, off-street parking for new residential uses shall be provided in accordance with the Residential Site Improvement Standards.
- In a mixed-use development, the first 500 square feet of new nonresidential floor area shall be exempt from parking requirements. Other parking for nonresidential uses shall be provided at a ratio of 3 parking spaces per 1,000 square feet or fraction thereof.

## 4. Requirements Applicable to All Subdistricts

### a. General Requirements

There shall be no maximum density/FAR standard for any subdistrict. Rather, development shall be governed by building envelope, site planning, and parking requirements. However, a specific density or FAR may be recorded in a Redeveloper's Agreement once a Redeveloper is determined for any specific site.

### b. Affordable Housing Requirements.

- i. For any proposed multi-family dwellings, the redeveloper shall have the option of setting aside minimum five percent (5%) of the proposed total number of residential units as affordable units and deed restricted for occupancy by qualifying households pursuant to applicable state regulations. For clarity, a calculation that results in a fraction shall be rounded to the nearest whole number. For any project that includes a minimum five percent (5%) affordable component, the market rate residential and non-residential development fees as set forth in §345-47.2, shall be fixed at the sum of 1% of Equalized Assessed Value of such market rate residential and non-residential portions of the Project, which sum shall be paid in accordance with §345-47.2.
- ii. For any proposed mixed-use development that does not provide minimum 5% of the total number of residential units as affordable units and deed restricted for occupancy by qualifying households, as provided for above, the full development fees for residential and non-residential portions of the project shall be paid in accordance with §345-47.2.

### c. Parking & Loading

- i. Shared parking shall be encouraged throughout the Lower Broadway Sector. Where a shared parking approach for uses with different peak demand periods could result in a total overall lower parking requirement to the satisfaction of the Planning Board and/or Redevelopment Agency, the City may allow the construction of the lesser number of spaces, provided the site plan shows how the additional space will be provided if necessary.
- ii. Every application for development in the Redevelopment Area shall include provisions for the collection, disposition and recycling of pallets, recyclable materials and refuse. These provisions shall be incorporated into a Refuse & Recycling Plan.
  1. All refuse and recycling storage areas shall be contained within an enclosure when not located inside of a building. The storage area shall be designed for truck access for pickup of materials and shall be suitably lit and signed. Screening shall consist of a solid wall and

evergreen vegetation buffers equal to or greater than the height of the storage receptacles upon planting.

2. Enclosure must be visually impervious and between 6 and 8 feet in height.

3. All garbage and recycling storage shall be located in side yard or rear yard.

iii. For buildings containing more than three (3) residential units, indoor bicycle parking racks shall be provided within a secure, access-controlled room inside each building or garage at a minimum ratio of one indoor bicycle parking space for every 4 residential units. Bicycle racks must be securely anchored and designed to allow the bicycle frame and one wheel to be secured.

iv. Outdoor bicycle racks shall also be provided near the primary pedestrian entry, as follows. A minimum ratio of one (1) outdoor bicycle parking space shall be provided for every eight (8) residential units, as well as one (1) outdoor bicycle space for every 2,000 square feet of retail or commercial space. Bicycle racks must be securely anchored and designed to allow the bicycle frame and one wheel to be secured.

v. No loading areas are required for non-residential uses under 10,000 square feet. One (1) loading space shall be provided for new non-residential uses over 10,000 square feet unless the Redeveloper can demonstrate lack of need to the satisfaction of the City Council and/or Planning Board.

#### **d. Landscaping & Buffering**

i. The redeveloper shall provide a conceptual landscape plan at the time of redeveloper's agreement. Landscaping shall be appropriate to the site context, given the developed nature of much of Broadway. The exact details shall be laid out in the Redeveloper's Agreement and Planning Board application.

ii. Buildings with ground-floor retail or commercial space are encouraged to provide room for outdoor dining, café seating, merchandise sales, and/or informal public seating within front setbacks or any street-facing setbacks. Benches, landscape planters, and small ornamental trees and bushes are encouraged in these front areas as well.

iii. Parking areas adjacent to residential uses or districts shall contain a densely landscaped buffer and/or decorative solid fencing or wall. Such buffer could consist of a low wall or fence of two to three feet height, and plantings in a variety of species, including evergreens, tall native grasses, and/or other plantings that maintain shape and texture through the winter.

## e. Building Design & Style

- i. A broad design palette is permitted, provided that buildings have high-quality design. Buildings are encouraged to make reference to prevailing historic styles and vernacular materials of the Jersey Shore, such as (but not limited to) shingle cottages, generous front porches (often on all levels of a building), and gambrel or hipped roof forms with dormers. However, references to historical motifs should be used in moderation and only where they form a cohesive design. Please refer to Appendix C for material and design guidelines.
- ii. Preferred facade materials include fiber cement and wood siding in horizontal clapboards or shingles, board and batten siding, brick, cultivated stone, or other masonry. Stucco and EIFS are discouraged.
- iii. Application of Materials. No more than three different materials should be used as primary materials within each building bay. Within the chosen primary materials, variation in color, texture, and/or pattern may be employed to create further distinctions. Changes in materials, colors, texture, or pattern that occur across a horizontal line should be marked by a change in plane, dimensional band or belt cornice, a recessed channel, or similar horizontal feature. Materials should be extended around corners and extensions to a logical vertical break in plane, in order to avoid a “pasted on” appearance. The level of materials, detailing, and articulation should be consistent along all building facades, not just street-facing facades.



# Appendices & References

# APPENDIX A:

## BROADWAY GATEWAY SECTOR PROPERTIES

### Boulevard Residential Subdistrict

Block	Lot	Property Location
305	1	105 N BROADWAY
305	2	9 LONG BRANCH AVE
305	3	17 LONG BRANCH AVE
305	4.01	29 LONG BRANCH AVE
305	5	99-103 N BROADWAY
305	6	97 N BROADWAY
305	7	93 N BROADWAY
305	8	89 N BROADWAY
305	9	83 N BROADWAY
305	10	12 UNIVERSITY PL
306	1.02	84 COOPER AVE
306	2	75 LONG BRANCH AVE
306	4	58 LONG BRANCH AVE
306	5	41 LONG BRANCH AVE
307	1	80-82 SEAVIEW AVE
307	3	90 SEAVIEW AVE
307	4	94 SEAVIEW AVE
307	5.01	167 WITMER PL
307	5.02	161 WITMER PL
307	5.03	159 WITMER PL
307	6.01	157 WITMER PL
307	6.02	150 OCEAN BLVD NO
307	7.01	155 WITMER PL
307	7.02	104 OCEAN BLVD NO
307	8	151 WITMER PL
307	9	78 OCEAN BLVD NO
307	10.01	141 WITMER PL
307	10.02	74 OCEAN BLVD NO
307	11.02	137 WITMER PL
307	11.03	64 OCEAN BLVD NO
307	13.01	85 COOPER AVE
307	23	147 WITMER PL
307.01	1	OCEAN BLVD NO

### Boulevard Mixed-Use Subdistrict

Block	Lot	Property Location
287	1.01	104 S BROADWAY
287	2	11 SECOND AVE
287	3.01	15 SECOND AVE
287	4	21 SECOND AVE
287	5	23-25 SECOND AVE
287	6	27 SECOND AVE
287	7	33 SECOND AVE
287	8	35-39 SECOND AVE
287	9	43 SECOND AVE
287	10	45 SECOND AVE
287	11	49 SECOND AVE
287	12	53 SECOND AVE
287	13	57 SECOND AVE
287	14	61 SECOND AVE
287	15	65 SECOND AVE
287	22.03	90 OCEAN BLVD
287	23	34 MILL ST
287	24	30 MILL ST
287	25	26 MILL ST
287	26	22 MILL ST
287	27	18 MILL ST
287	28.01	14 MILL STREET
287	29	80 S BROADWAY
287	30	82 S BROADWAY
287	31	86 S BROADWAY
287	32	88 S BROADWAY
287	33.01	90 S BROADWAY
287	34.01	102 S BROADWAY
287.01	17	73 SECOND AVE
287.01	18.02	77 SECOND AVE
287.01	21	85 CHELSEA AVE
288	1	2 OCEAN BLVD

# APPENDIX A:

## BROADWAY GATEWAY SECTOR PROPERTIES

### Gateway Commercial Subdistrict

Block	Lot	Property Location
289	1.01	71 S BROADWAY
289	1.02	70 N BROADWAY
289	1.03	94 N BROADWAY
289.01	1	100 N BROADWAY
289.01	2	114 N BROADWAY
289.01	3	93 S BROADWAY
289.01	4	120 N BROADWAY
310.02	1	17 SECOND AVE
310.02	2	13 SECOND AVE
310.02	3	9 SECOND AVE
310.02	4	113 N BROADWAY
310.02	7	4 LONG BRANCH AVE
310.02	10	22 LONG BRANCH AVE
310.02	11	26 LONG BRANCH AVE

### Public Use - Infrastructure Subdistrict

Block	Lot	Property Location
309	5	120 CENTRAL AVE
309	6.01	128 C.P. WILLIAMS PL
309	6.02	122 LONG BRANCH AVE
309	6.03	100 LONG BRANCH AVE
309	6.04	66 LONG BRANCH AVE
309	7	52 LONG BRANCH AVE

# APPENDIX B:

## LOWER BROADWAY SECTOR PROPERTIES

### Broadway Core Subdistrict

Block	Lot	Property Location
231	1	258 BROADWAY
231	3	12 FOURTH AVE
231	36	270 BROADWAY
231	38	278 BROADWAY
231	39	266 BROADWAY
233	11	296-300 BROADWAY
233	13	292 BROADWAY
233	14	290 BROADWAY
269	1	279 BROADWAY
269	2.01	289 BROADWAY
269	3	295 BROADWAY
269	4.01	21 SIXTH AVE
269	31	20 N FIFTH AVE
270	1	239 BROADWAY
270	2	243 BROADWAY
270	3	247 BROADWAY
270	4	251 BROADWAY
270	5	257 BROADWAY
270	6	24 ROCKWELL AVE
270	7	265 BROADWAY
270	8	267 BROADWAY
270	9	271 BROADWAY
270	10	11 N FIFTH AVE
270	11	15 N FIFTH AVE
270	12	17 N FIFTH AVE
270	40	28 ROCKWELL AVE
274	2	186 UNION AVE
274	3	13 THIRD AVE
275	1	169 BROADWAY
275	2	173 BROADWAY
275	3	175 BROADWAY
275	4	179 BROADWAY
275	5	181 BROADWAY
275	6	185 BROADWAY
275	7	187 BROADWAY
275	8	189 BROADWAY
275	9	191 BROADWAY

Block	Lot	Property Location
275	10	195 BROADWAY
275	11	195 BROADWAY
275.01	1	229 BROADWAY
276	1.01	252 BROADWAY
276	3.01	248-252 BROADWAY
276	5	234 BROADWAY
276	6	230 BROADWAY
276	7	226-228 BROADWAY
276	7	226-228 BROADWAY
276	9	224 BROADWAY
276	10	222 BROADWAY
276	11	220 BROADWAY
276	12.01	216 BROADWAY
276	12.02	4-10 THIRD AVE
276	13.01	20 THIRD AVE
276	15	22 THIRD AVE
276	16	24 THIRD AVE
276	17	26 THIRD AVE
276	39	17 FOURTH AVE
280	11.03	27 THIRD AVE
280	21	20-30 MEMORIAL PKWY
281	1.01	19 THIRD AVE
281	6	193 BELMONT AVE
281	7	194 BROADWAY
281	8	188-190 BROADWAY
281	9	192 BROADWAY
281	10	200 BROADWAY
281	11	202 BROADWAY
281	12	204 BROADWAY
281	13	212 BROADWAY
282	1.01	174 BROADWAY
282	1.02	8 MEMORIAL PKWY
282	2	176 BROADWAY
282	3	180 BROADWAY
282	4	184 BROADWAY
282.01	1	179 BELMONT AVE
283	8	164 BROADWAY
283	9	162 BROADWAY
285	1	25 MEMORIAL PKWY

# APPENDIX B:

## LOWER BROADWAY SECTOR PROPERTIES

### Civic Gateway Subdistrict

Block	Lot	Property Location
234	1.01	344 BROADWAY
266	1	361 BROADWAY
266	2.01	369 BROADWAY
266	4	375 BROADWAY
266	5	379 BROADWAY
266	6	20 SEVENTH AVE
267	43	335 BROADWAY
267	44	339 BROADWAY
267	45	343 BROADWAY
267	46	345-347 BROADWAY
267	47	349 BROADWAY
267	48	351 BROADWAY
267	49	353 BROADWAY
267	50	355 BROADWAY
267	51	19 SEVENTH AVE
267	54	21 SEVENTH AVE REAR

# APPENDIX B:

## LOWER BROADWAY SECTOR PROPERTIES

### Downtown Neighborhood Subdistrict

Block	Lot	Property Location
273	1	169 UNION AVE
273	2	42 LIBERTY ST
273	3	40 LEWIS ALLEY
273	4	177 UNION AVE
273	5	181 UNION AVE
273	6	185 UNION AVE
273	7	189 UNION AVE
273	8	193 UNION AVE
273	9	197 UNION AVE
273	10	199 UNION AVE
273	12	209 UNION AVE
273	13	213 UNION AVE
273	14	217 UNION AVE
273	15	221 UNION AVE
273	16	225 UNION AVE
273	17	229 UNION AVE
273	18	231 UNION AVE
274.01	1	2 THIRD AVE
274.01	2	23 UNION AVE
276	18	28 THIRD AVE
276	19	239 JANE ST
276	27	40 THIRD AVE
276	28	60 THIRD AVE
276	36	27 FOURTH AVE
276	37	25 FOURTH AVE
276	38	21 FOURTH AVE
277	1	68 THIRD AVE
280	1	50 MEMORIAL PKWY
280	2	169 GARFIELD AVE
280	10.01	43-47 THIRD AVE
280	10.02	201 GARFIELD AVE
280	11.01	41 THIRD AVE
280	15	200-202 BELMONT AVE
280	16	198 BELMONT AVE
280	17	192 BELMONT AVE
280	18	184 BELMONT AVE
280	19	182 BELMONT AVE
280	20	180 BELMONT AVE

Block	Lot	Property Location
285	2	156 BELMONT AVE
285	3	154 BELMONT AVE
285	4	152 BELMONT AVE
285	5	148 BELMONT AVE
285	6	142 BELMONT AVE
285	7	132 BELMONT AVE
285	8	128 BELMONT AVE
285	9	126 BELMONT AVE
285	10	124 BELMONT AVE
285	11	34 SECOND AVE
285	12	42 SECOND AVE
285	14	50 SECOND AVE
285	27.01	157 GARFIELD AVE
285	27.02	41 MEMORIAL PKWY
285	27.03	45 MEMORIAL PKWY
285	27.04	43 MEMORIAL PKWY
310	1	105 UNION AVE
310	2	109 UNION AVE
310	3	111 UNION AVE
310	10	147 UNION AVE
310	11	151 UNION AVE
310	12	153 UNION AVE
310	13	39 LIBERTY ST
310	15	41 LIBERTY ST
310	16	45 LIBERTY ST
310	17	47 LIBERTY ST
310	18	51 LIBERTY ST
310	19	55 LIBERTY ST
310	20	136 MONMOUTH AVE
310	24	1 LEWIS ALLEY
310.01	1	143 MONMOUTH AVE
310.01	3	40 LONG BRANCH AVE

## APPENDIX C:

# Architectural Design & Pattern Book



This architectural pattern book provides information regarding typical architectural styles within Broadway and its surrounding areas within the City of Long Branch. It provides additional design guidance that is supplementary to those regulations and recommendations outlined within the 2025 Oceanfront-Broadway Redevelopment Plan Update. Understanding existing architectural patterns within this area of the City is crucial in encouraging appropriate infill redevelopment that reflects the existing neighborhood fabric. This pattern book reviews the historical context and architectural styles present in the area to provide a basis for recommended architectural elements within the Broadway core and its surrounding residential areas.

# Civic & Religious Landmarks

Queen Anne and Shingle Style elements are also found in church designs of the period, often in combination with the Victorian Gothic. These features include exterior surfaces of patterned shingles and red brick, or uniform shingled walls; horizontal bands of flat-topped windows; small-light sash; large circular and semi-circular windows; and classical detailing.

## ELBERON MEMORIAL CHURCH

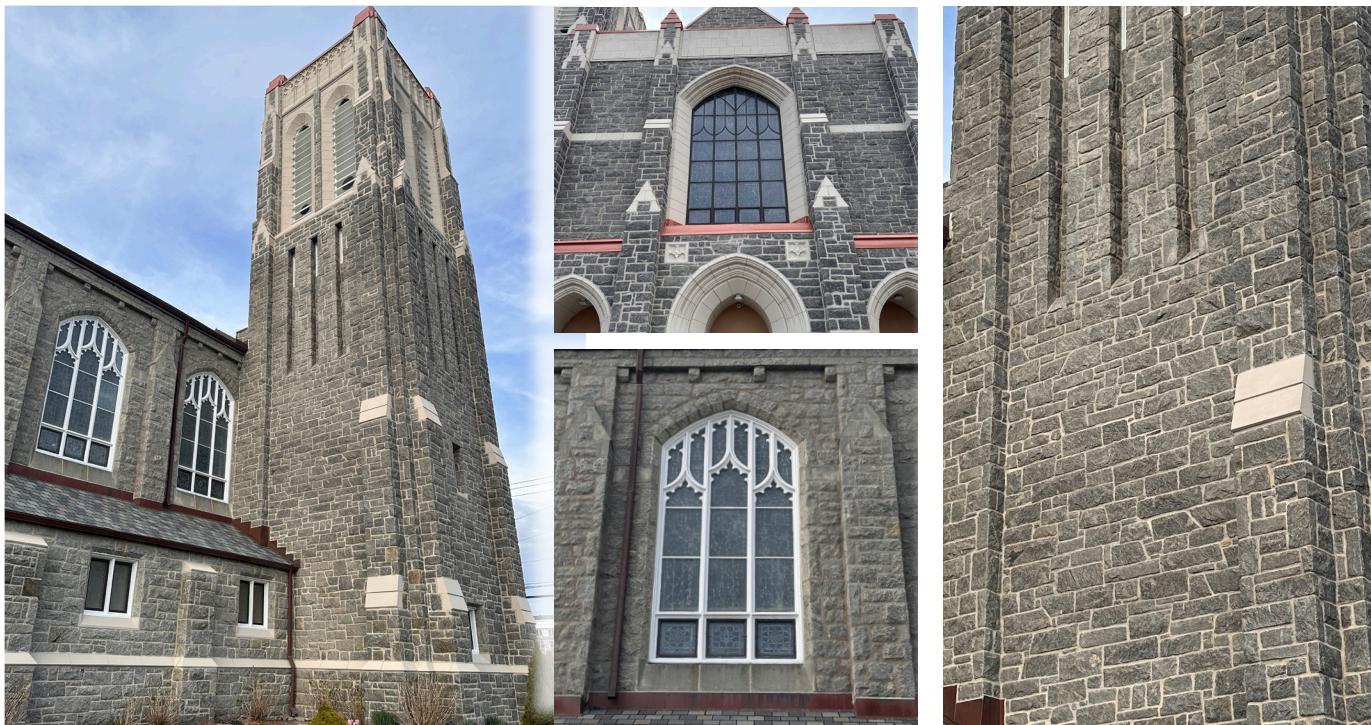


"A distinguished all-shingled building of English Gothic design" dedicated in 1886.

## CHURCH OF THE PRESIDENTS & GARFIELD TEA HOUSE



## OUR LADY STAR OF THE SEA CHURCH



## ST. JAMES EPISCOPAL CHURCH (1913)

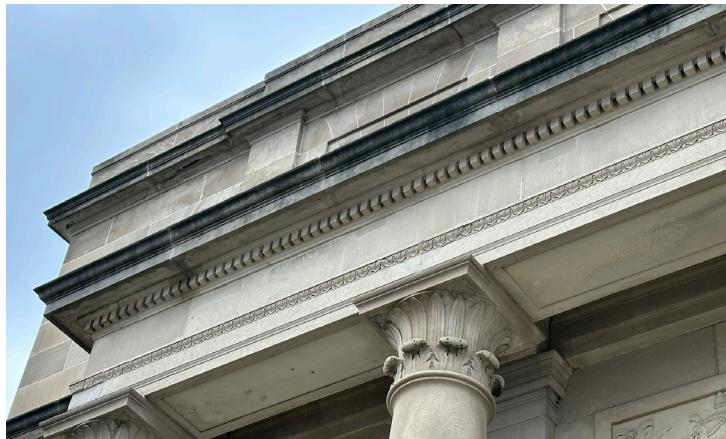
Most Monmouth County churches of the early 20th Century are Late Gothic Revival, with smooth masonry surfaces and restrained detailing. Per the Monmouth County Historic Sites Inventory Report, St. James represents one of the best "handsome rock-faced stone churches with tall narrow naves [a church's central hall from entry to rear]," as designed by Clarence W. Brazer of New York.



## SALEM BAPTIST CHURCH



## LONG BRANCH POST OFFICE (1914)



The Long Branch Post Office, constructed circa 1914, is recognizable for its Georgian Revival edifice. It was built at a time when Post Offices had acquired their own - often grand - architectural vernacular. Monmouth Historic Site Inventory, this is one of the best examples of the form and provides a "good historical model for design quality in civic architecture."

The use of columns create a entry point that is reflective of its Georgian Revival style. The decorative treatments provided at the column capitals and above the windows convey additional visual intrigue. Furthermore, the detailed roofline provided through the cornice and adjoining frieze help visually distinguish and break up the massing of the building.

The Post Office continues to serve as a landmark of the Lower Broadway area, and as a hub that brings residents to the area.



## NORTH LONG BRANCH SCHOOL APARTMENTS

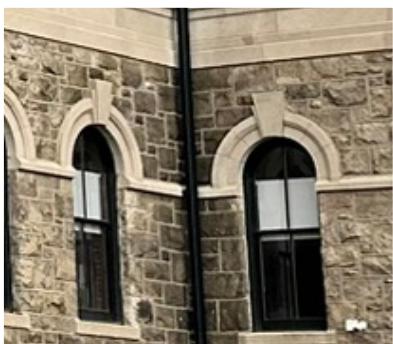
Formerly serving as the City's Primary School No. 3, this historic building along Church Street has been rehabilitated and repurposed as residential apartments. The project has preserved the original masonry facade while also incorporating modern features such as metal canopies to distinguish entry points.



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## STAR OF THE SEA LYCEUM SCHOOL APARTMENTS

Another adaptive reuse effort, this development showcases the capability to complement and enhance existing architecture. The primary use of masonry extends the existing facade while also breaking up the massing of the structure through differentiation in colors and materials.



# Broadway Commercial

## ARCHITECTURAL MATERIALS & FAÇADE DETAILS

The Broadway commercial core and surrounding area features a number of buildings which exhibit traditional architectural finishes, with specific elements which call back to Broadway's historic form. Future redevelopment should continue to mirror the general aesthetic of these structures, with specific attention called to the following elements.



The former U.S. Post office building has been repurposed for use as a ground floor neighborhood grocery store. While the use of the building has changed over time, this is a great example of adaptive reuse which maintains and accentuates the architectural features unique to Broadway.



The primary building facade incorporates masonry and variations in color to visually distinguish the building into three distinct bays. The detailed cornice and frieze visually frame the roof line and add a layer of visual interest to the building.

The use of a cornice crowns the roofline and is commonly seen along Broadway and its surrounding areas. This creates an appealing architectural theme for the



Variations in the shape of the roofline and adjoining cornice are present along Broadway, several of which are reminiscent of its historic character.



Properties in surrounding areas such as along Atlantic Ave continue to exhibit the historic roofline shapes associated with Broadway.





Ornamental bands/detailing along rooflines & windows are encouraged.



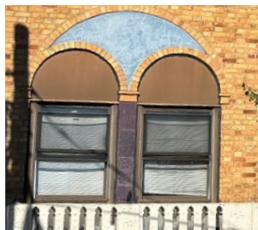
Stucco is commonly employed as a facade material in shore towns like Long Branch. Care however, should be taken to avoid the appearance of blank facades and the use of EIFS.



The implementation of gooseneck lighting is architecturally consistent with the traditional appearance of Broadway's facades and appropriately frames commercial signage.



The historic Garfield Grant Hotel features a primary masonry facade finish with a distinguished architectural treatment for the ground floor retail area.



Newer commercial development along Broadway has combined both traditional and modern architectural features through the use of masonry and metal paneling. A similar balance is encouraged for future infill redevelopment in order to integrate newer structures into the historic corridor while also promoting creativity in design.



# Residential Vernacular

## ARCHITECTURAL MATERIALS & FAÇADE DETAILS

Residential structures within Broadway and its surrounding areas exhibit distinct architectural styles which are characteristic of this area of the City of Long Branch. Infill residential development should strive to incorporate specific architectural elements that maintain and enhance this character, as outlined below.



Both older and newer residential dwellings have utilized high-quality vinyl siding as a primary material to maintain a consistent visual character.



Variations in building materials and additional decorative treatments along windows and roof lines help visually distinguish structures such as this historically significant dwelling. The use of a portico roof entry helps better orient the primary facade to the public realm.

