LONG BRANCH

AMERICAN INSTITUTE OF ARCHITECTS REGIONAL URBAN DESIGN ASSISTANCE TEAM/JANUARY 1975

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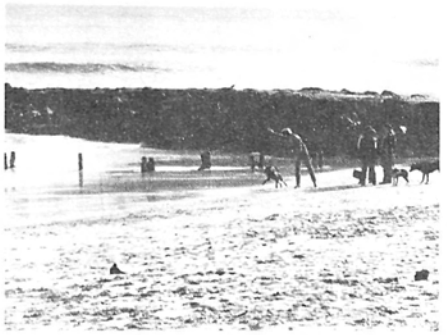
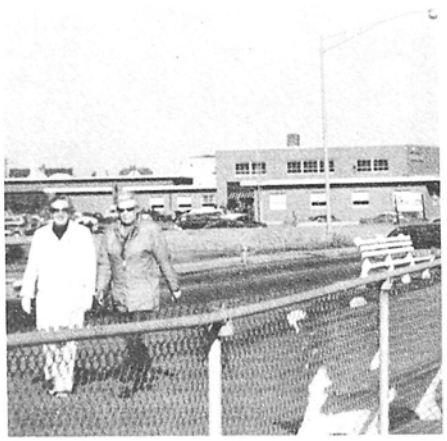


MILLER'S
SHOE STORE
DECORA
FURNITURE
BROADWAY

HAVE FUN

NO SMOKING

ONE WIN
CHOICE



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INTRODUCTION

TASK

The charge of the R/UDAT team was to:

Suggest a potential framework for a "plan for planning" which addresses itself to the needs of all segments of the community, and define an appropriate role for Long Branch in relationship to its physical, social, economic and political setting.

Identify design and planning potentials which suggest an appropriate public image, policy, and a process for implementation and community involvement.

RUDAT PROGRAM

The Urban Planning and Design Committee of the American Institute of Architects has been sending Urban Design Assistance Teams to various American cities since 1967.

The Long Branch Team is the 25th such team to be invited into a specific area to deal with environmental and urban problems which range in scale from a region to a small town, and in type from recreational areas to public policy and implementation methods.

The teams respond to the problems as described by the local AIA Chapters and their sponsors from the community leadership.

Each Regional/Urban Design Assistance Team is specially selected to include professionals experienced in the particular problems of the area under study. Members are not compensated for their service and agree not to accept commissions for work resulting from their recommendations.

The team acquaints itself with the community and its people...presents its analysis from a fresh perspective... offers its recommendations...perhaps a new approach for planning or for action.

OBJECTIVES

The objectives of the RUDAT Program are:

- to improve the physical design throughout the nation
- to illustrate the importance of urban and regional planning
- to stimulate public action
- to give national support to local AIA Chapters in their efforts to improve their own communities and become actively involved in urban design and planning issues

An assistance team cannot provide detailed analysis or solution nor final plans to complex problems in the 4-day visit, but it can objectively approach long standing problems with:

- a new look by experienced outsiders
- a new impetus and perhaps new directions for community action
- clear and comprehensive recommendations which are professionally responsible as well as politically and economically feasible and publicly understandable.

THE VISIT

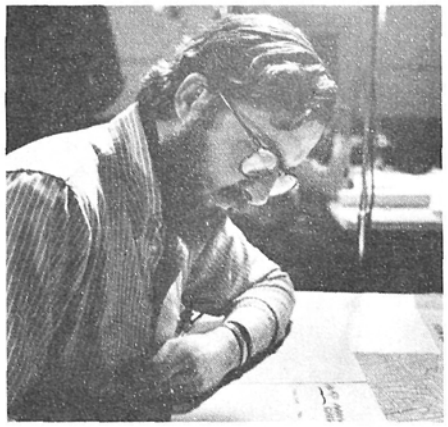
The request for a RUDAT team was approved in November and on November 7, Ronald A. Straka, team chairman, made a reconnaisance visit to Long Branch to observe and discuss the details of the team's visit. A team was organized and was sent extensive background material in advance on the study area for Long Branch, Monmouth County and on January 10-13, the team made its visit. After meetings with city, county and state officials and planners, civic leaders and organizations, and other interested citizens' groups, the team surveyed the city by bus, air and on foot.

With this information, the team engaged in intensive work sessions which culminated in a press conference and a public presentation on January 13. This report was presented at that time.

SPONSORSHIP

The request to the AIA was accompanied by letters of interest and support from the Shore Chapter of the New Jersey Society of Architects, the City of Long Branch and various local organizations.

Financial support for the expenses of the RUDAT visit and this report were underwritten by the City of Long Branch.



LONG BRANCH TEAM

Members of the
American Institute of Architects
Regional/Urban Design Assistance Team
Long Branch, New Jersey
January 10-13, 1975

RONALD A. STRAKA, AIA (TEAM CHAIRMAN)

National Chairman, AIA R/UDAT Program
Ronald A. Straka, AIA
Boulder, Colorado

Architect-Urban designer; teacher; lecturer; research associate, Center for New Towns and Community Design, University of Colorado/Denver. Schooled in the urban design, growth, development and framework of small communities.

BEN H. CUNNINGHAM, AIA

National Chairman, AIA Committee
on Urban Planning and Design
THE Hodne/Stageberg PARTNERS, INC.
Minneapolis, Minnesota

Architect-urban designer, with special interest in planning and design of large scale development. Member, Urban Land Institute; chairman, League of New Communities Design Caucus.

SUZANNE KELLER, Ph. D.

Professor, Department of Sociology
Princeton University
Princeton, New Jersey

Sociologist with extensive research and teaching experience in fields of social stratification, social architecture, urban problems, sex roles, new towns. Author of "Beyond the Ruling Class" (1962); "The Urban Neighborhood" (1968) and numerous articles in professional journals.

J. RICHARD McELYEA

Senior Vice President
Economics Research Associates
San Francisco, California

Economic consultant who has worked with projects throughout the country in community development, downtown revitalization, urban land development, recreation/tourism economics and housing.

Formerly President, Development Research Associates, Urban Economic Consulting Division of Booz, Allen & Hamilton, Inc.

CHARLES REDMON

Cambridge Seven Associates, Inc.
Cambridge, Massachusetts

Architect-urban designer who has supervised numerous design projects including schools, university buildings, housing, and mixed-use developments involving the combination of new construction with recycling existing buildings.

JAMES A. VELTMAN, AIA, ASLA, Assoc. AIP

James Veltman and Associates
Woodlands, Texas

Architect, landscape architect and ecological planner with extensive experience in ecological analysis, site planning, land planning and development direction.

NO SMOK

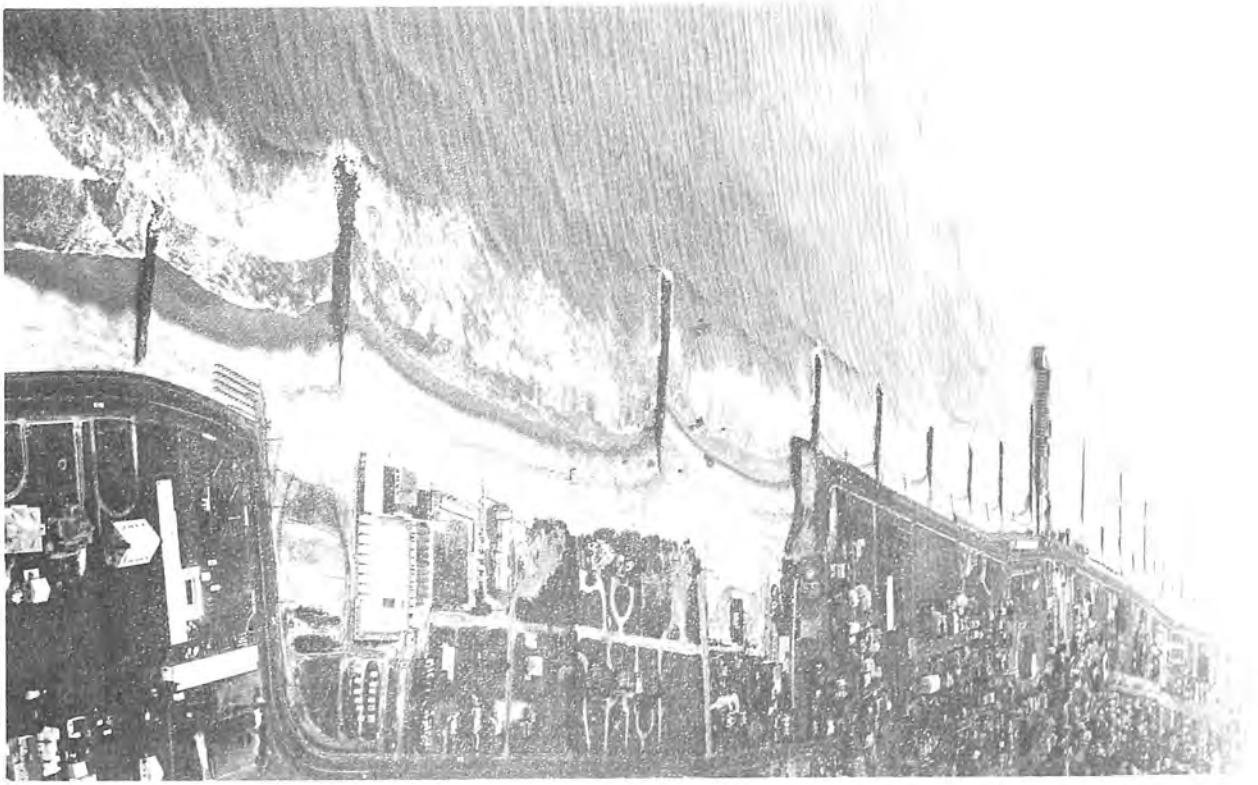
ACKNOWLEDGEMENTS

The R/UDAT visit was coordinated by Sam Abate, AIA, and John Orosz, AIA, of the Shore Chapter AIA of the New Jersey Society of Architects. R/UDAT committee members assisting with the local arrangements, fact finding, and public relations are Architects Kenneth Mitchell, Thomas Smith, Bernard Kellenyi, Robert De Santis, Leonard Martelli, Frank Tomaino, Joseph Tomaino and all members of the Shore Chapter, A.I.A.

Members of the team were assisted by Donald M. Peterson, Masaharu Rokushika, and Thomas Tooke, graduate students in the School of Architecture and Urban Planning, Princeton University. Their participation was arranged by Jules Gregory, FAIA, of the NAIA Urban Planning & Design Committee.

Valuable assistance was also provided by various federal, county and city departments and agencies.

An important contribution to the R/UDAT study was the active interest and participation of civic leaders, officials, and citizens from the City of Long Branch, New Jersey and Monmouth County.



OVERVIEW

COLUMBIA

HISTORY

The community of Long Branch has enjoyed a long and colorful history as one of the nation's principal seaside resorts.

Long Branch is the largest city in New Jersey's Monmouth County, noted not only for its extensive horse farms and apple orchards, but also for its important role in American history. The Battle of Monmouth, one of the turning points of the American Revolution, was fought at Monmouth Court House in 1778.

Local tradition also notes that privateers ranged off the coast here and legend has it that Captain Kidd buried treasure on Sandy Hook, now a state park. Later years have seen excitement as well; during Prohibition the rum-running trade had its beginnings on the north Jersey shore.

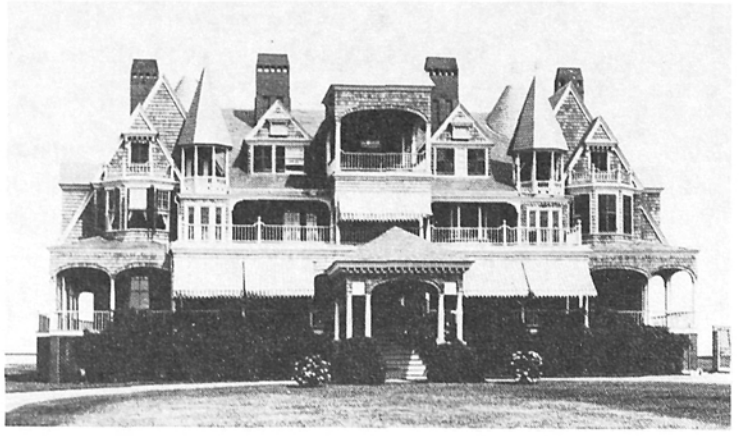
The town of Long Branch itself was first settled in the 17th century by a group of New Englanders who had fled to Long Island in search of religious liberty.

Early settlement was slow and the colonists devoted themselves to farming, building their homes inland. By the late 18th century, however, the attractions of the seashore had begun to draw visitors from other localities and Long Branch embarked upon its career as the nation's first seaside resort. The 1790's saw local farmers renting rooms to summer vacationers from New York, Philadelphia, and all parts of New Jersey.

A sedate family resort in the 1820's, Long Branch began to take on a more lively character a decade later when card playing, billiards, dancing, and fast driving along the beach were introduced. Soon the small boarding houses were joined by large hotels to accommodate the increasing throngs of tourists.

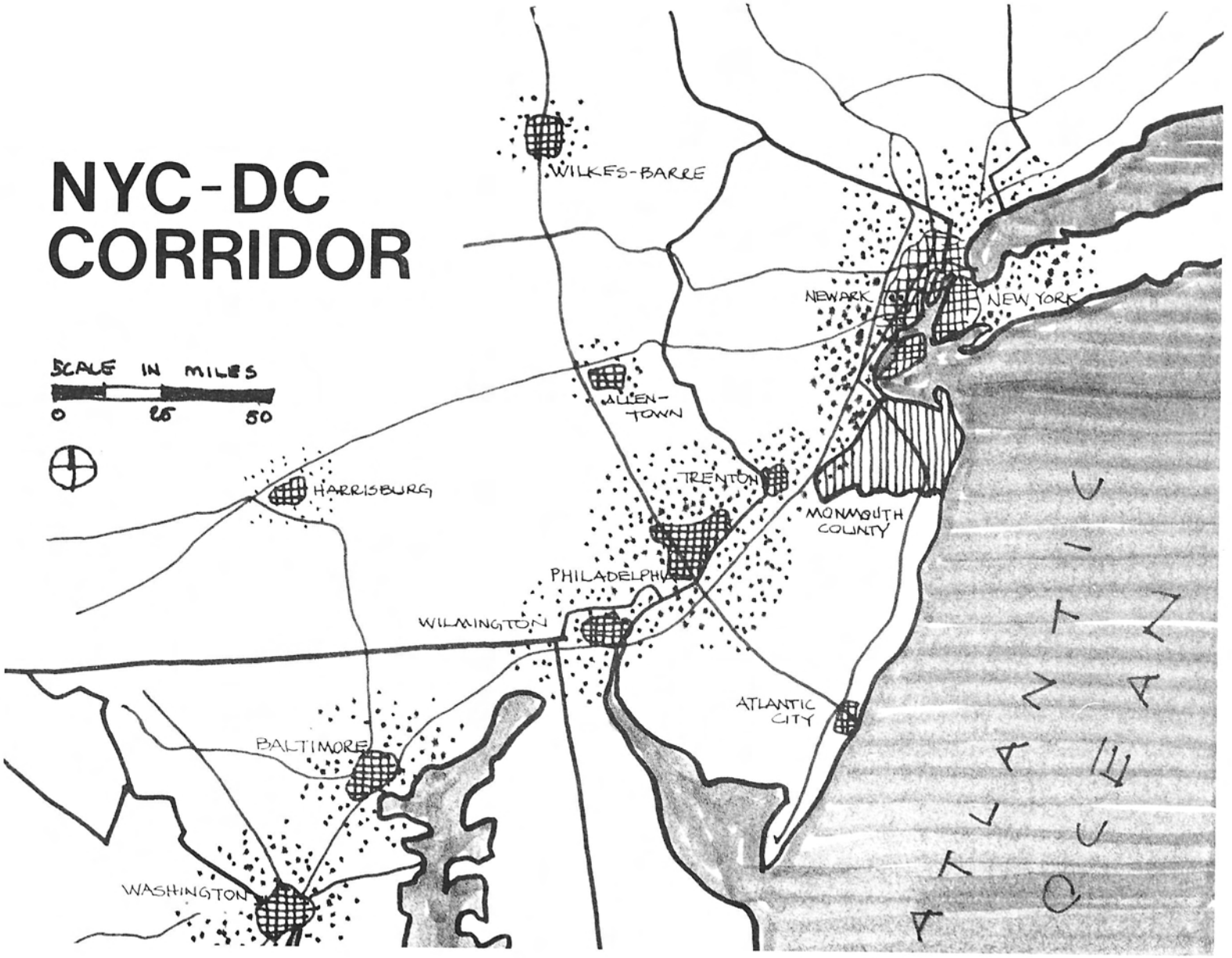
By the 1860's Long Branch was recognized as America's foremost resort. Fashionable visitors flocked to the hotels and magnificent private estates, and President Ulysses S. Grant established his summer capital here in 1869, beginning a tradition which brought the six succeeding presidents to the area for their summer holidays. It was to Long Branch that the wounded President James A. Garfield was brought after being shot in Washington in July, 1881. Despite hopes for his recovery in the healthful seaside climate, he died here on September 19.

The abolition of gambling in the last decade of the 19th century marked the end of an era for Long Branch and the resort began a gradual return to its original middle class clientele.



Improved transportation and the growth of the metropolitan area have enabled Long Branch to develop into a diversified year-round residential community. Today the site of Fort Monmouth is adjacent to Long Branch as is Monmouth College, a private college with a student body of approximately 5,000.

Now in a period of transition, the city of Long Branch is in the process of taking a hard look at its options and possibilities for the future.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WILKES-BARRE
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MONMOUTH
COUNTY
PHILADELPHIA
WILMINGTON
ATLANTIC
CITY
BALTIMORE
WASHINGTON
ATLANTIC OCEAN

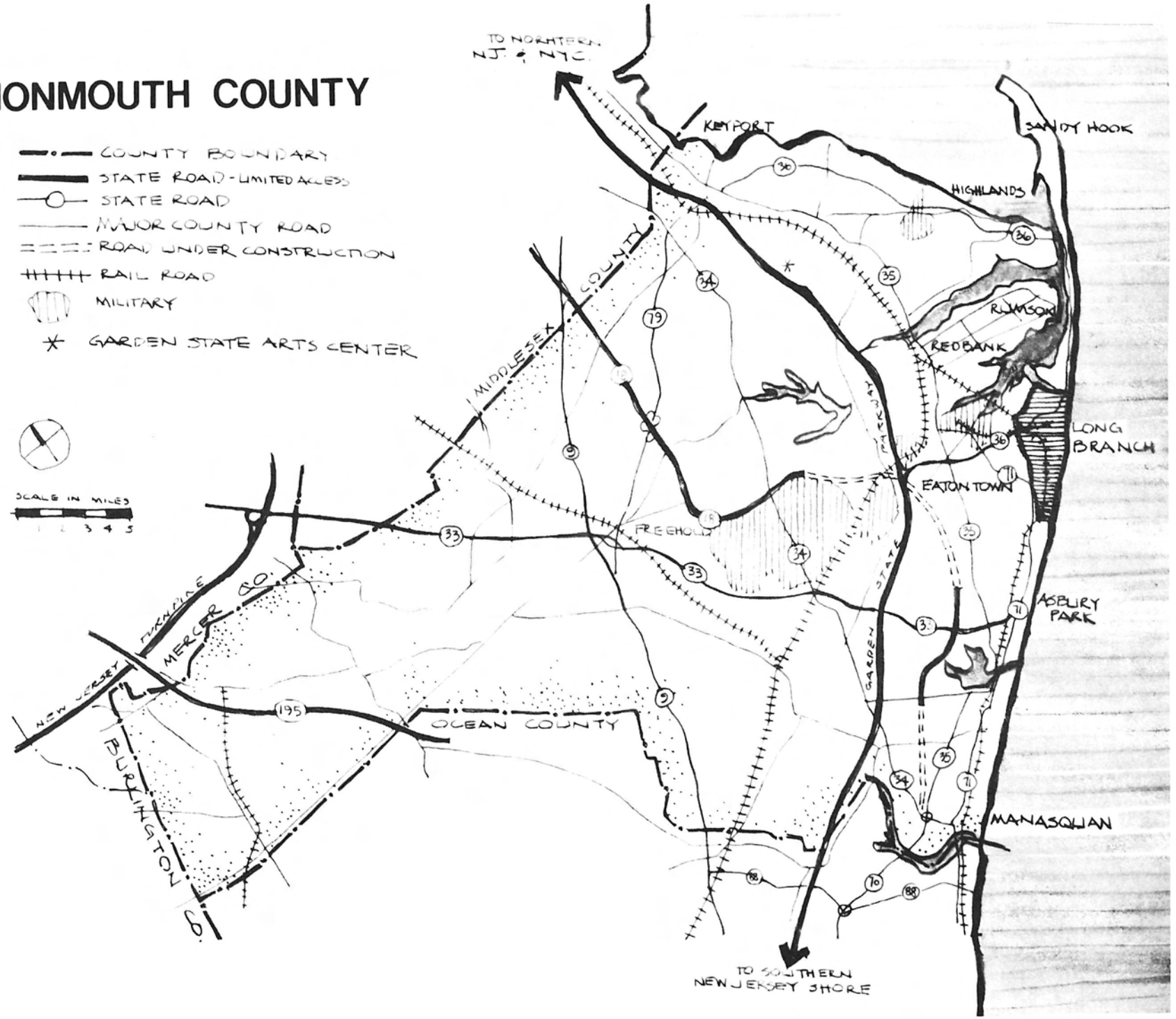
REGIONAL SETTING

Long Branch is located in Monmouth County, New Jersey which lies within the outer ring of counties in the Tri-State Region. This region, which contains portions of New York, New Jersey and Connecticut, contained about 10 percent of the nation's population in 1970.

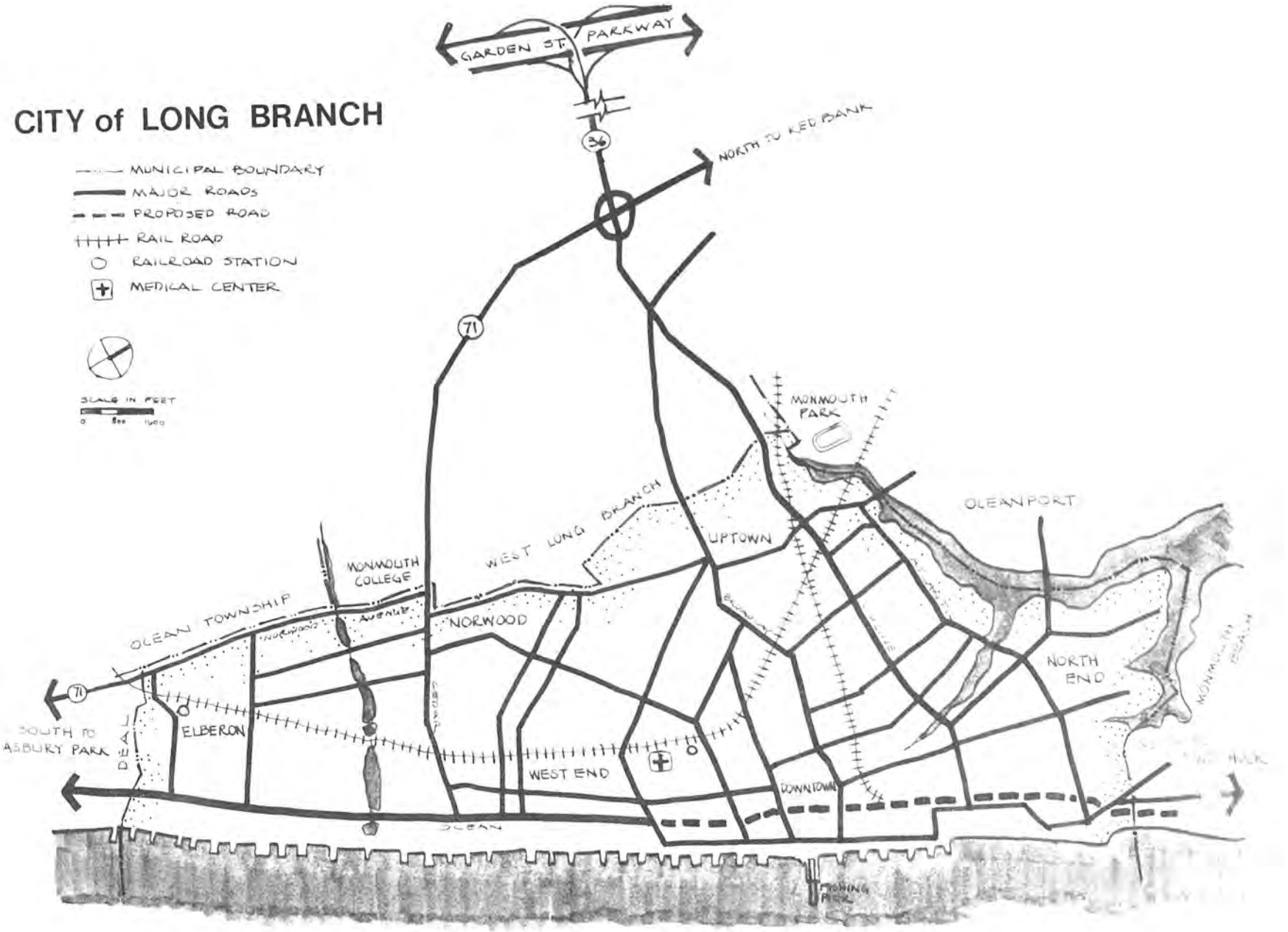
Except for the major shore communities such as Long Branch and Asbury Park, which achieved substantial populations in the early years, Monmouth County's major growth has taken place in the post war years, fueled substantially by completion of the Garden State Parkway in the early 1950's which made commuting to New York and Northern New Jersey employment centers much easier. Beginning with a population of 225,000 in 1950, the County increased to slightly over 500,000 in 1974. Since the 1950's, the growth of the the county became entwined with and dominated by the overall growth of the Tri-State Region and its continued suburban outflow from the center of the region in New York City and northern New Jersey.

During this period, Long Branch did not share dramatically in the growth of Monmouth County as did the municipalities to the north. It did, however, benefit substantially from the employment generated by the electronics industries at Fort Monmouth.

MONMOUTH COUNTY



CITY of LONG BRANCH



CITY SETTING

LONG BRANCH TODAY

Long Branch has grown steadily but slowly since 1950, increasing a little over 10,000 people over the last quarter century, or 400 persons per year. Economic activity in Long Branch is heavily influenced by the "Four M's" as the Chamber of Commerce likes to call them:

- Fort Monmouth, with a civilian employment of 7,000 persons
- Monmouth College, with a present enrollment of approximately 5,000 students, down from its high of 7,000
- Monmouth Park Race Track, with its recently expanded 120 days of racing
- Monmouth Medical Center, with 1600 employees

Of these, only Monmouth Medical Center is within the city limits of Long Branch, but all are within very close proximity and thus serve as employment centers and economic generators. Other than the Medical Center, sources of employment within the city limits are limited mainly to local retail sales and services, government employment, and tourist oriented activities.

Residents of Long Branch commute to jobs in electronics industries in the northern part of the county, as well as to industries located in northern New Jersey and New York.

Despite the growth of the county and increased economic opportunities, Long Branch has not shared fully in the prosperity of the past two decades.

The community now faces a variety of problems:

- Due to eroding shorelines and ease of access to more desirable beach areas to the south, it has lost much of its resort trade and its former reputation as a premier summer resort
- It has experienced serious physical decay throughout many parts of the city, particularly in the retail facilities downtown, in a number of residential neighborhoods, and on the ocean front in the vicinity of Broadway and the pier
- It has received more than its share of low income residents of the county, and has taken on the responsibility of housing and providing services for them
- It has experienced increases in the crime rate, the resulting high costs of police services, and other problems related to concentration of low income and minority groups

- It has a concentration of low income, high density housing adjacent to the downtown core area

- It lacks many urban amenities: a pedestrian environment and open space, a community center, theaters, restaurants, first class overnight accomodations, and other entertainment and cultural facilities

- Public transportation to nearby areas and metropolitan areas to the north is limited

- Bad publicity has resulted in a negative image of the community

- Retail merchants face severe competition for shoppers from Monmouth Shopping Center, which is due to double in size with an enclosed mall

- There is a lack of basic information, adequate as to detail, on the needs of residents

- The city lacks a clear image or focus

LONG BRANCH TOMORROW

Despite recent reductions in Monmouth County's population projections due to a lower birth rate and reduced out-migration from the central urban areas to the north, Monmouth County is anticipating a continued strong increase in both population and employment over the next 25 years. The most recent projections place the increase as close to 300,000 persons over this period.

During the same period, Long Branch is expected to experience a very low population increase - another 3,000 persons over the next 10 years and another 3,000 persons for the following 15 years. However, these projections are based primarily on past trends and the fact that much of Long Branch's land is developed.

Despite the negative events of the past two, decades and the problems that exist today Long Branch can do a great deal to determine its own destiny, if it takes the proper steps at this time to prepare for the future.

Many opportunities exist for the city of Long Branch:

- It has substantial frontage on both the ocean and a river water resource, providing opportunities for high quality residential, commercial, and recreational development.

- The city has the potential to increase its return significantly from specialized commercial on its beachfront and in other well established areas within the city

- The new North End Redevelopment program is designed to provide greatly expanded recreational opportunities for residents of Long Branch and visitors. The land is owned in fee, and development funds are budgeted under the Community Development Revenue Sharing Act

- It has the opportunity to stem the physical decay and make the city a more attractive place to live and visit

- There is an abundance of available vacant and underdeveloped land along the oceanside

- The city has access to major employers: Monmouth College, Monmouth Park Race Track, Fort Monmouth, and Monmouth Medical Center

- A number of attractive and well defined neighborhoods already exist

- It has a number of housing options ranging from luxury condominiums to subsidized housing

- A new senior citizens' housing program with its own retail complex is proposed.

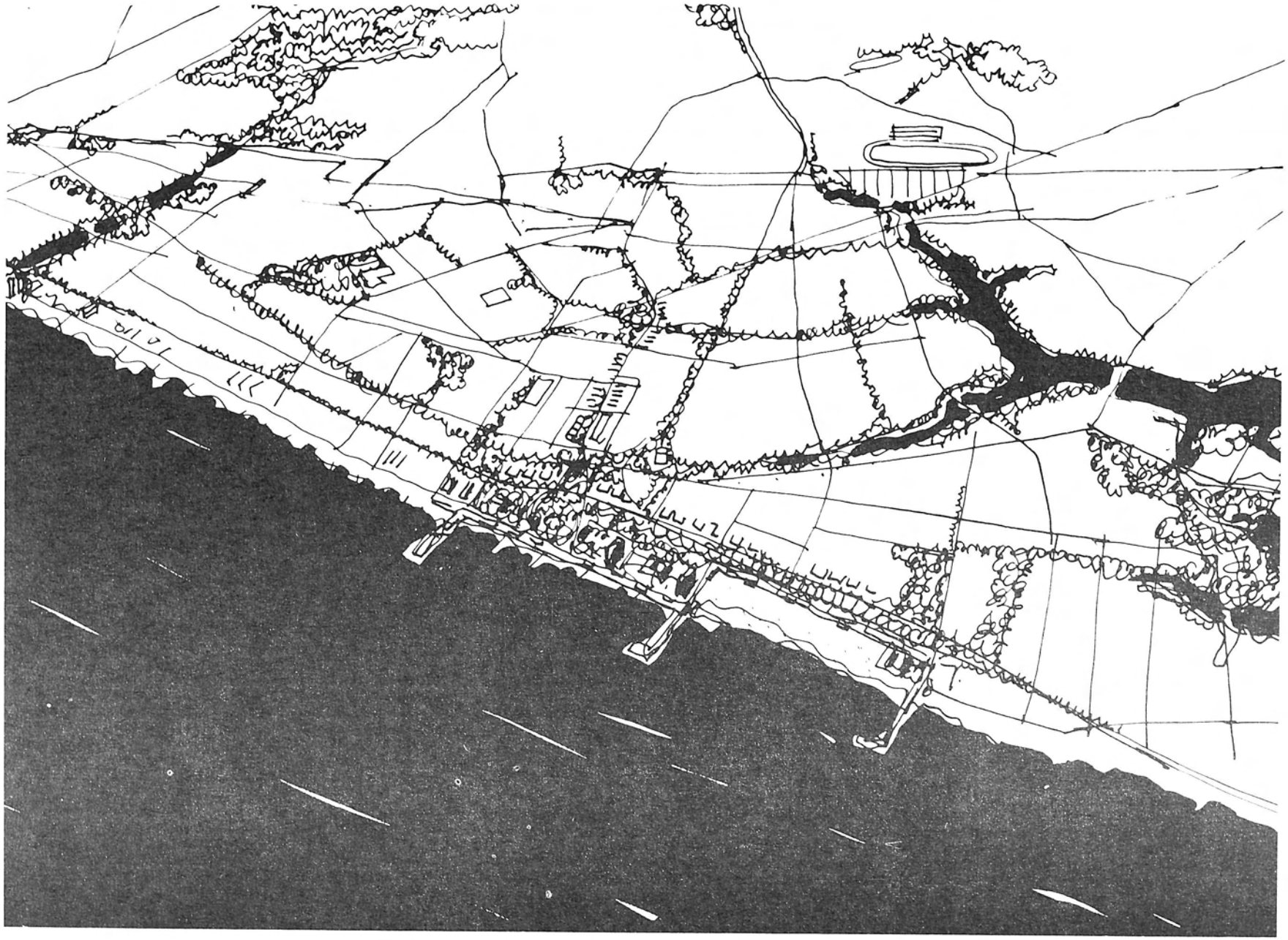
- There is rail service to northern New Jersey and New York City

- The new Ocean Boulevard is under construction

- The city has a high proportion of new schools

The achievement of these potentials is not a simple matter, but in the opinion of the team, it is possible.

This report deals with these potentials and recommends specific approaches to achieving goals as well as the process by which they might be achieved.



RECOMMENDATIONS

RECOMMENDATIONS

Our major recommendation is that the City of Long Branch adopt a fiscally sound Urban Development strategy which will encompass the following:

- Development of a high quality oceanfront consistent with overall community objectives which will provide excellent regional recreation resources as well as substantial revenues to the city

- Improvement of the housing stock in terms of price, quality and favorable revenue cost ratio

- Strengthening of individual neighborhoods

- Effect an orderly improvement from the rapidly decaying commercial activity in the lower Broadway area.

- Pursue the creation of a citywide Urban open space network that will try to physcially & socially tie together the various needs and elements of the community.

The implementation of this program, processes and policies, as explained and illustrated in this report, will result in a sounder fiscal position for the City as well as a better image within the region.

The major elements of these five points are covered briefly below and in detail in the body of the report.

DEVELOP A HIGH QUALITY WATERFRONT

- Complete Ocean Blvd.

- Establish an open natural beach

- Designate hotel sites

- Relocate and develop Garfield Park

- Make connections to other community systems

- Development of new boardwalk area

IMPROVEMENT OF THE HOUSING STOCK

- Favor medium to expensive multi-family housing and senior citizen housing

- Encourage in-fill housing using proposed zoning and ownership housing

- Control school population by type of housing units approved

- Selective construction of new low cost housing

- Limit construction and location of Hi-rise apartment buildings

STRENGTHENING OF INDIVIDUAL NEIGHBORHOODS

- Implement basic open space network
- Improvement of housing stock strengthens ownership responsibility
- Provide needed neighborhood services and programs
- Develop basic amenity and aesthetic quality
- Design close to home facilities for younger children
- Allow safe access to town-wide facilities
- Create a neighborhood identity physically and socially

EFFECT AN ORDERLY IMPROVEMENT ON "DOWNTOWN" BROADWAY "

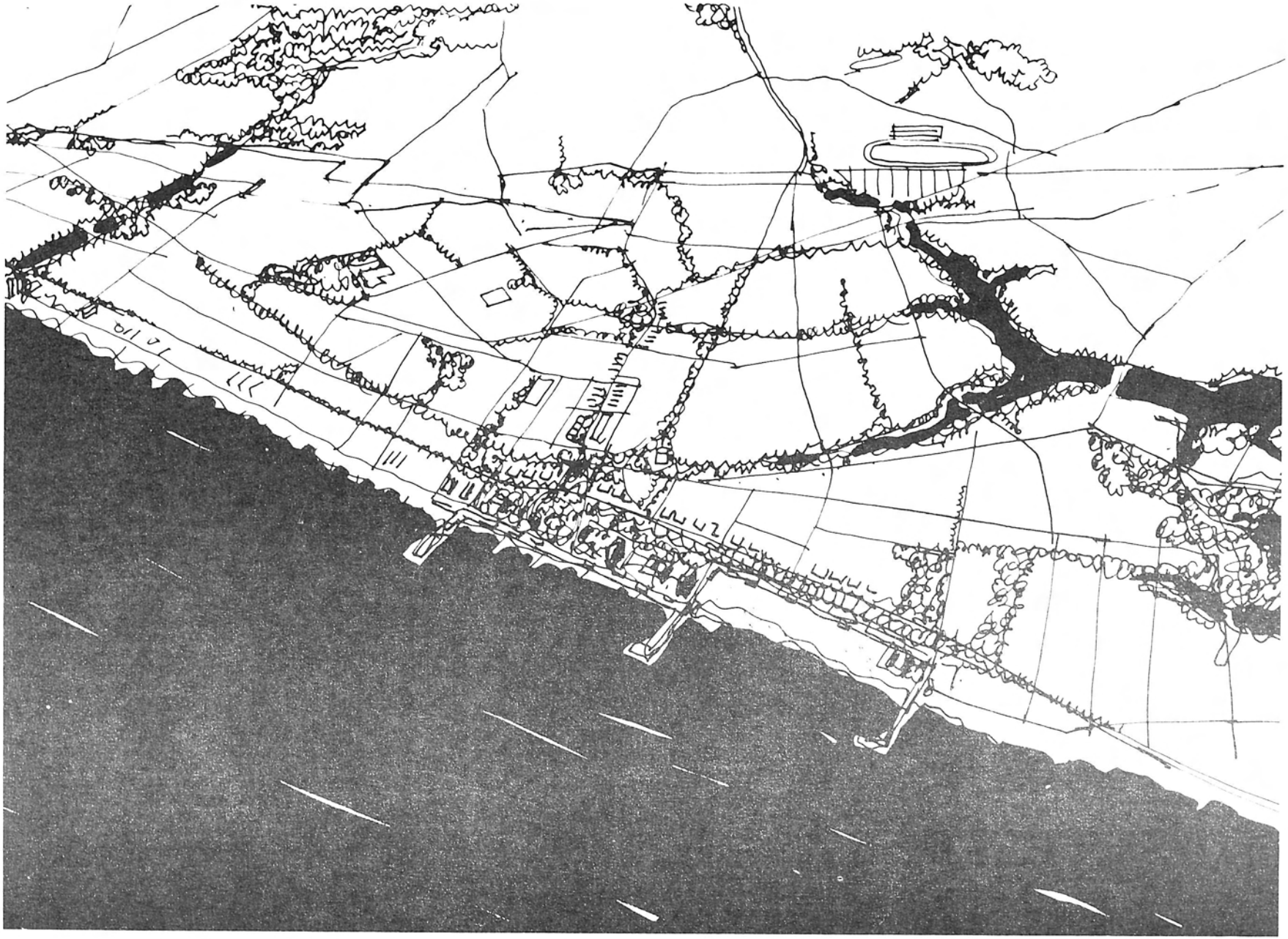
- Encourage new and upgraded retail/commercial in the City Hall area
- Permit mixed housing and commercial uses in the Rockwell, Liberty segment in response to demand
- Introduce new uses at Ocean Blvd to provide a suitable transition to the Oceanfront area
- Upgrade and reinforce the Broadway Urban spine

DEVELOPMENT OF OPEN SPACE NETWORK

- Develop key amenity linkages and "Green Space" fabric to the community
- Develop marina and wildlife preserve
- Provide for and upgrade recreation facilities for all age groups in the neighborhood

OTHER RECOMMENDATIONS

- Establish new zoning regulations
- Improve public relations and imageability
- Encourage implementation or County wide bus system
- Increase communication between citizens and local government
- Initial code enforcement
- Increase utilization of riverfront
- Encourage expansion of existing sound commercial areas, particularly West End and North Broadway. Also plan for expansion of North End shopping on Atlantic when redevelopment project opens
- Establish a program of neighborhood representatives
- Encourage the collection & evaluation of useful social, economic and physical planning data



THE REGION

REGIONAL RELATIONSHIPS AND CONCERNS

RELATIONSHIPS

Long Branch's role or relationship to its region is primarily that of a "bedroom" community. At one time, the city served as a resort recreation resource for the elite of the entire northeast, but now, due to its physical deterioration and beach erosion, it serves only as a limited recreational resource, except in the peak summer season when all beachfront areas are utilized.

From the standpoint of retail trade, Long Branch's retail developments serve primarily local shoppers, except for the tourist-oriented retail and a very few stores which have a regional draw. This is also true in the case of most services except medical, where Long Branch serves as a regional hospital and medical center.

Long Branch has also had the dubious distinction of being the regional depository for persons seeking low income housing.

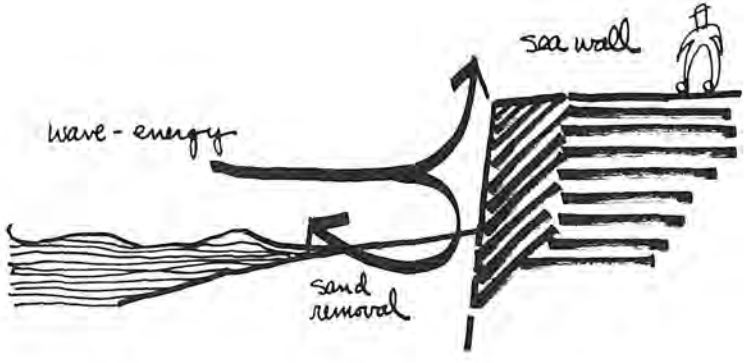
Physical ties to the rest of the region are not particularly strong, except that Ocean Boulevard is the recipient of a great deal of summer beach traffic. Other arteries provide easy access to Long Branch, but it is not a "pass through" area except for beach traffic.

CONCERNS

During the team visit, several issues have been pointed up as being those of regional concern in addition to concern to the City of Long Branch. These include beachfront erosion; the potential development of deep-water oil port facilities or off-shore oil drilling; provision of improved rail or other transportation; and the improvement of the competitive position of the northern New Jersey shore cities with respect to the southern cities with respect to the visitor trade.

These areas of concern should be continually monitored as to their effect on Long Branch.

normal beach - natural w/ dune

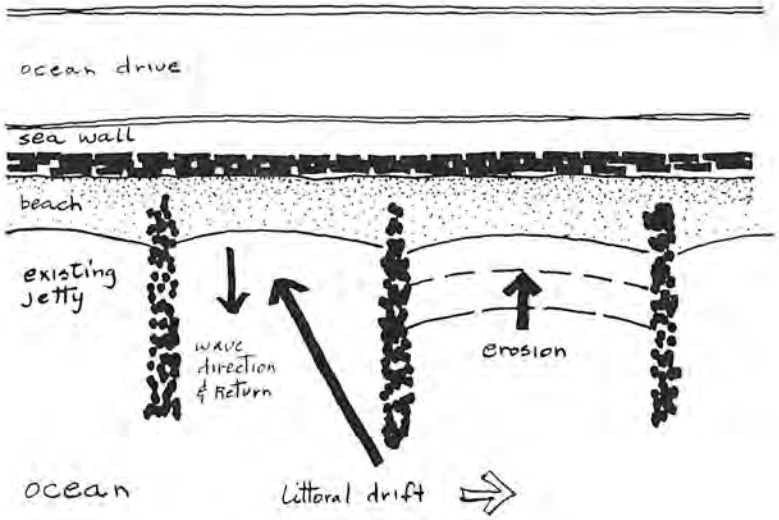


BEACH AND EROSION

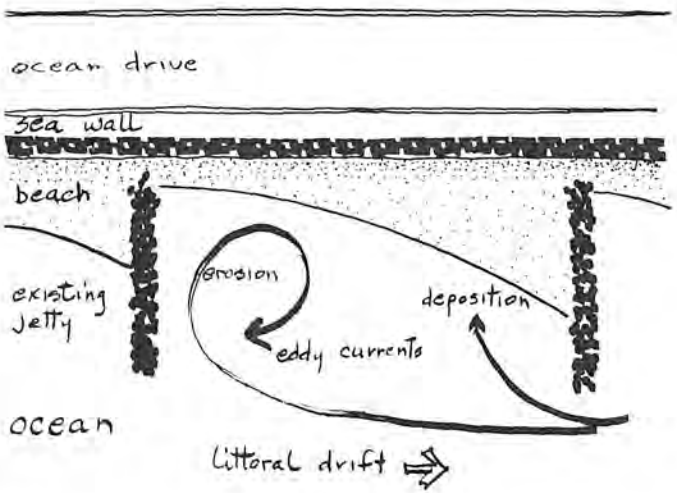
The basic erosion problem existing along the shore is well known to all local residents. It is treated as a fact to contend with. The insertion of sea walls onto the natural dune formation is an attempt at stabilizing a very strong and dynamic process.

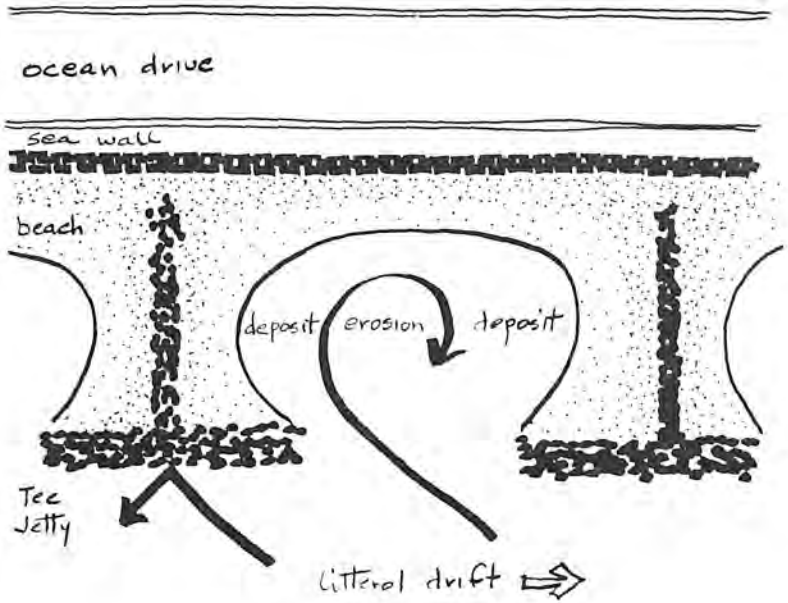
Erosion and damage will continue as long as the ocean remains. The recent storms have illustrated the real force in the boardwalk area. The recommended alternative to the existing boardwalk is to place the walks on and behind the sea wall.

The existing jetties are there and should remain, but whether there will be beach or the ocean at the wall is seriously in question. Although the sea wall attempts to protect the land behind, it also entraps one of the main sources of beach sand supply, i.e., either the primary dune or the previous bluffs. With this source entrapped, the only other source is the ocean itself. The deep water in the Long Branch area is not capable of supplying enough sand to maintain the beaches, nor does the scouring action created by the sea wall assist in the beach preservation; instead it adds to the erosion problem.



Because of these conditions, major long term investment is not suggested along the shore front. Further studies can be done, but the strength of the physical forces relevant to the ocean should be recognized in any planning along the ocean front.





POTENTIAL DEVELOPMENT OF DEEPWATER OIL PORT OR OIL DRILLING

Concern over the possible construction of a deepwater port facility or oil drilling off the New Jersey coast has come to the attention of the team on a number of occasions. We have reviewed the statements of the Monmouth County Planning Board and the Monmouth County Environmental Council regarding these issues and have listened to the comments of many others on the subject. Although some members of our team are knowledgeable in this area, we have concluded that this issue is too complex and that too little solid information is available for the team to offer a knowledgeable recommendation in the limited time available for a R/UDAT study.

Our recommendation is that the City and County continue to monitor the progress of these studies and employ expert professionals as necessary to evaluate environmental impacts of these programs on waterfront usage and overall livibility of these portions of New Jersey. Since we have made a rather strong case for the importance of the waterfront to the future of Long Branch, any action that might reasonably be expected to destroy or injure this vital resource should obviously be opposed.

PROVISIONS OF IMPROVED RAIL OR OTHER TRANSPORTATION

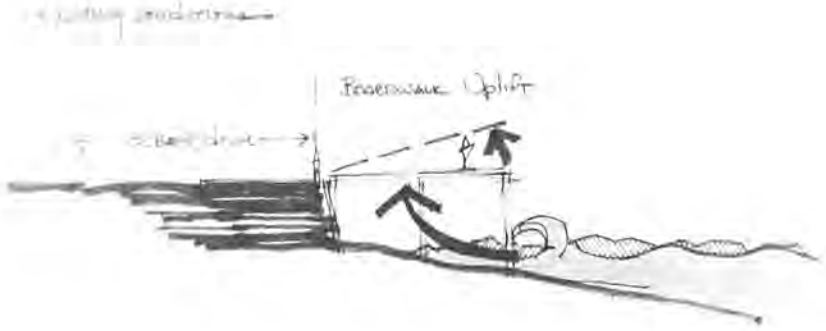
A third concern of regional significance is the need for improved transportation from Long Branch and other shore cities to other portions of the region. The two sources of transportation to northern New Jersey and New York City at present are automobile via the Garden State Parkway, and rail via the New York and Long Branch Railroad. There is no regional bus service available at the present time. Frequent complaints were heard regarding the quality of rail service. However, under more detailed questioning it appeared that the subject rail line is not unique; the rail service within the entire Tri-State area is not satisfactory and has not been for many years. None of the lines have been able to survive financially on a private basis, and are all owned or subsidized by governmental agencies.

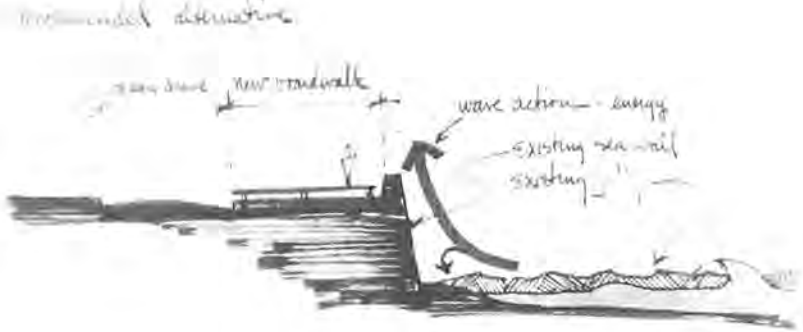
In addition to rail service, a number of proposals have been made regarding a combination of bus and hydrofoil service for commuters. Such a plan in the experimental stage for some time, would provide bus service to Highlands borough and hydrofoil from there to Manhattan. The major problem uncovered in testing the service is the hazard of debris in the water.

Based on our discussions, a better transportation system is definitely needed.

However, persons living in the shore area are better off than in many other portions of the Tri-State area which have very limited if any, public transportation, or residents of many major metropolitan areas in the country who must rely solely on the automobile, particularly for commuting trips of 50 miles, a distance from New York to Long Branch.

In terms of near term implementation or action, probably the most needed and realistic system to implement would be a bus line which would provide consistent service to communities within Monmouth County. This could be very important in providing easier commuting to the many employment centers within the county, as well as for ocean-oriented traffic. This type of system has been implemented by a number of counties within the United States, with assistance from the Urban Mass Transit Administration, under the Department of Transportation.

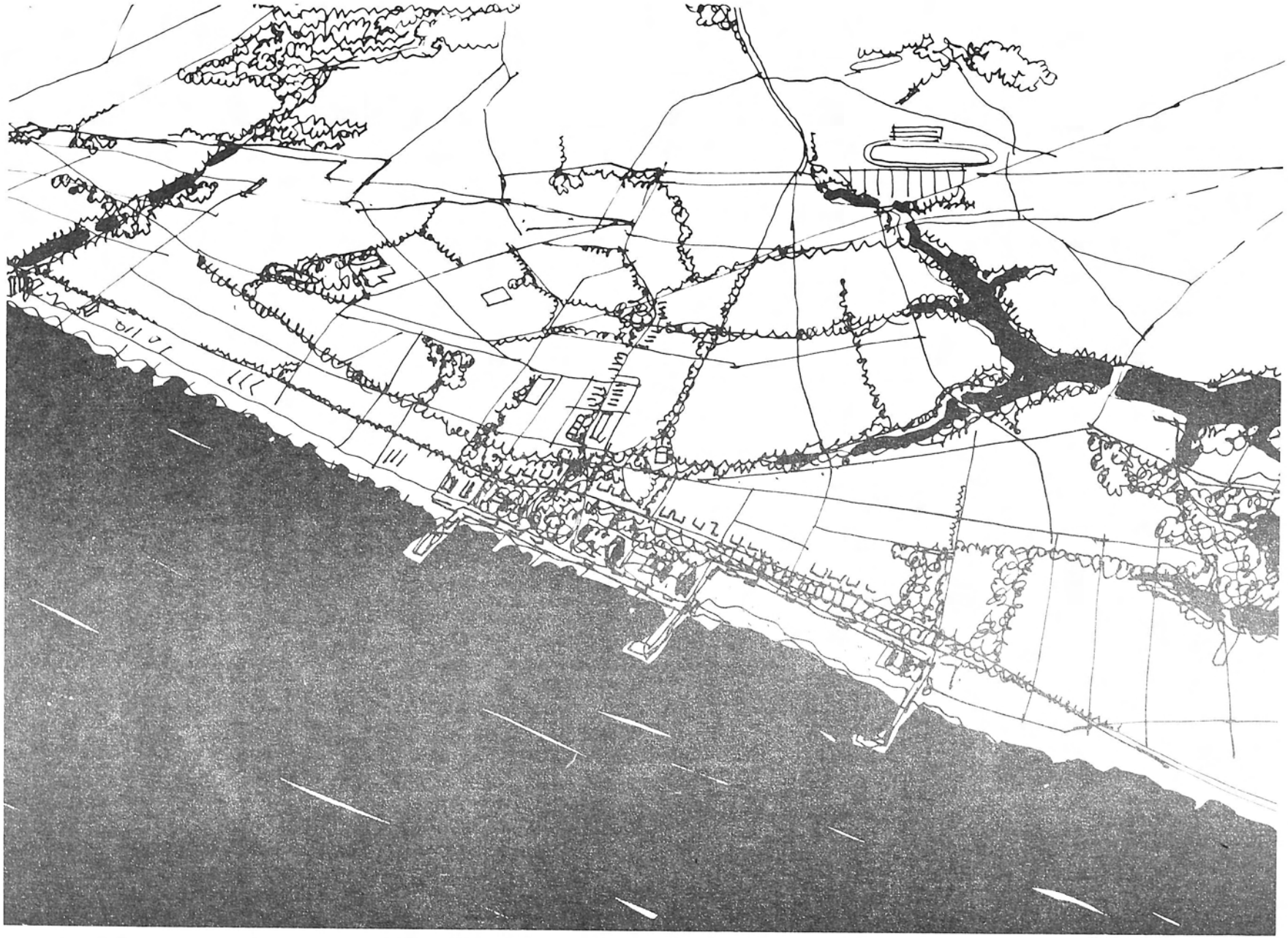




IMPROVEMENT OF THE COMPETITIVE POSITION OF NORTHERN NEW JERSEY OCEANFRONT CITIES

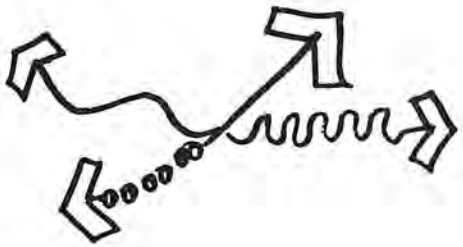
Beach erosion and deterioration of ocean-front facilities is not unique to Long Branch, but it is particularly serious, and the outlook for correction is not favourable. The beaches to the south are generally more attractive and deeper, and these cities benefit by these superior natural facilities.

As indicated in our discussion above on beach erosion, the solutions, if any, to the problem are extremely expensive and may be rather short lived. In our opinion the most efficient competitive strategy is to utilize whatever good beaches are still available, and to develop the area along the bluffs with high quality facilities and services, taking full advantage of the views offered. Also, communities such as Long Branch with the most serious erosion conditions should direct their efforts to serving mainly as county and local recreation facilities rather than trying to compete on a full scale for visitors from throughout the region.

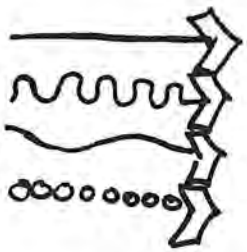


THE CITY

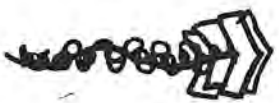
The ongoing development and maintenance of a healthy community is a complex process - The actors move in different directions, and ways --



When we agree on the need to work together, we can move in the same direction--



When we agree on a process, we can focus our energies--



When we agree on a plan we move together--

Moving together is a primary factor in the development and maintenance of healthy communities.

LONG BRANCH - IMAGE + IDENTITY

Long Branch is primarily a residential community with the services and facilities required by its own population and an oceanfront area serving both the community and the wider region.

It appears that the shifting fortunes and rapid changes of the past decades have left Long Branch without a firm and clear sense of identity.

To develop a strong sense of identity and to give the community a more definite direction requires both physical and social changes. Such changes should help create a superior living environment for the residents, promote citizen participation in decision making, and, above all, create the means of building a sound and satisfying community.

STEPS TOWARDS IMPROVING THE PHYSICAL IMAGE AND WORKINGS OF LONG BRANCH

- Improve the use and attractiveness of ocean facilities and beachfront

- Upgrade housing in existing residential neighborhoods

- Improve the residential neighborhoods by creating a more coherent physical framework through:
  * Providing better pedestrian access to facilities and services
  * Preserving and creating natural amenities
  * Increasing accessibility of neighborhoods to one another
  * Strengthening neighborhood identity
  * Providing safety for children and adults
  * Encouraging the creation of neighborhood centers

- Strengthen the sound retail area, and program the upgrading and transition of the less adequate commercial area

- Provide for separation between community and regional centers of activity

- Develop additional local employment opportunities

- Improve transportation

- Improve utilization of the inland waterways

Long Branch must be helped to become a community with a proper balance of economic, governmental, physical, and human forces. While all of these efforts will need to be planned for simultaneously, implementation must necessarily proceed in steps as follows:

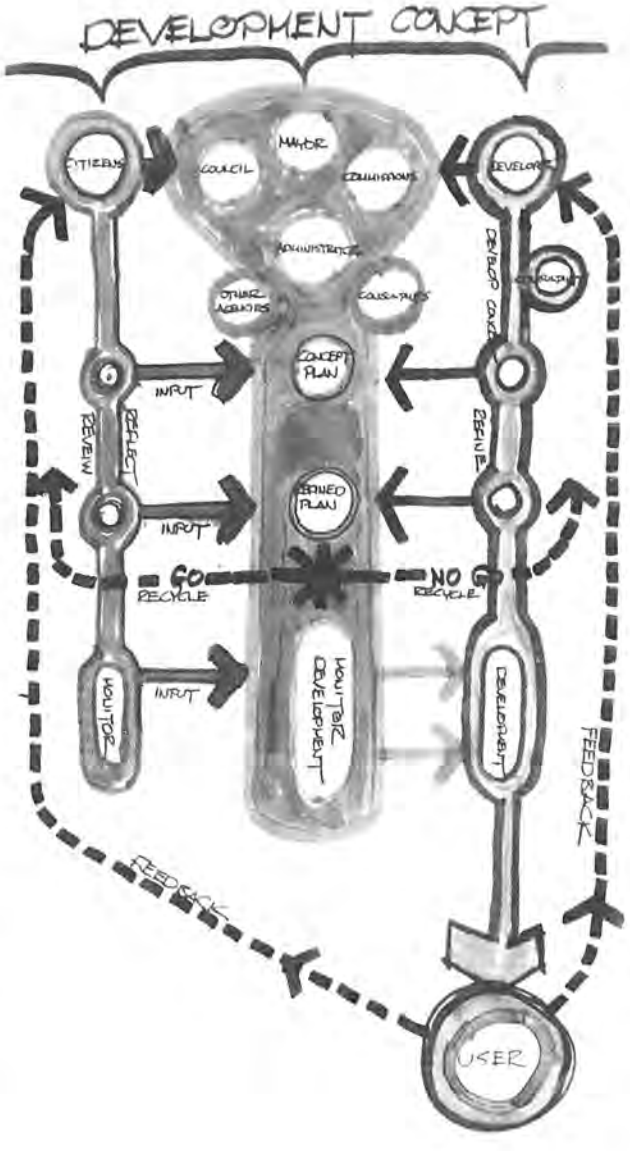
- Priority should be given to the development of the beachfront, both to help create a new image for Long Branch among its residents and its visitors and to provide needed revenues for additional projects.

- Closely allied with this major effort should be the creation of a link between the beachfront and the commercial area

- The next step would be to acquire and develop community-wide open space networks.

- Finally, additional employment opportunities and community services should be created.

In addition to the creation of a physical framework and a sound economic base, Long Branch also needs to encourage political and cultural mechanisms to encourage citizen participation. This would include increasing citizen awareness of the community's needs and problems, vigorous public relations geared to keeping this awareness continually alive, and various modes of engaging citizens in actions on behalf of their community. This effort to create and nuture a community identity should help Long Branch face the future with greater pride and confidence.



COMMUNITY DEVELOPMENT PROCESS

PROCESS AND POLICY

The anticipation and management of change is essential to successful community development. Today, every business including community development, is faced with geometrically increasing technical and human requirements, and constantly changing rules as to how to play the game.

To minimize errors of omission, and increase the probability of success within community development programs, the team recommends:

The adoption of comprehensive planning/ management policies which emphasize integration of:

* Physical elements

* Economic elements

* Governmental procedures

* Human factors

Design and implement a process which will provide adequate and timely imput from the citizens

Adopt programs which facilitate a high level of communication between all members of the community

In all programs and policies, recognize the probability of change and provide the necessary mechanisms

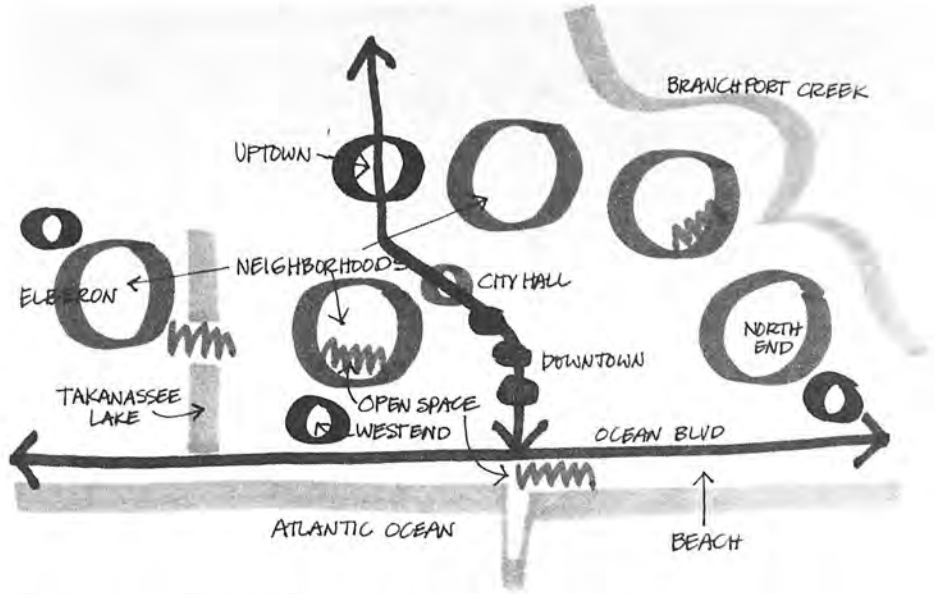
Physical design will do much to upgrade the appearance and appeal of the community but at the same time, there is need for social policies to help the people of Long Branch-- perhaps its major resource-- develop their skills and opportunities which will ultimately benefit not only themselves but the entire community.

URBAN NETWORK

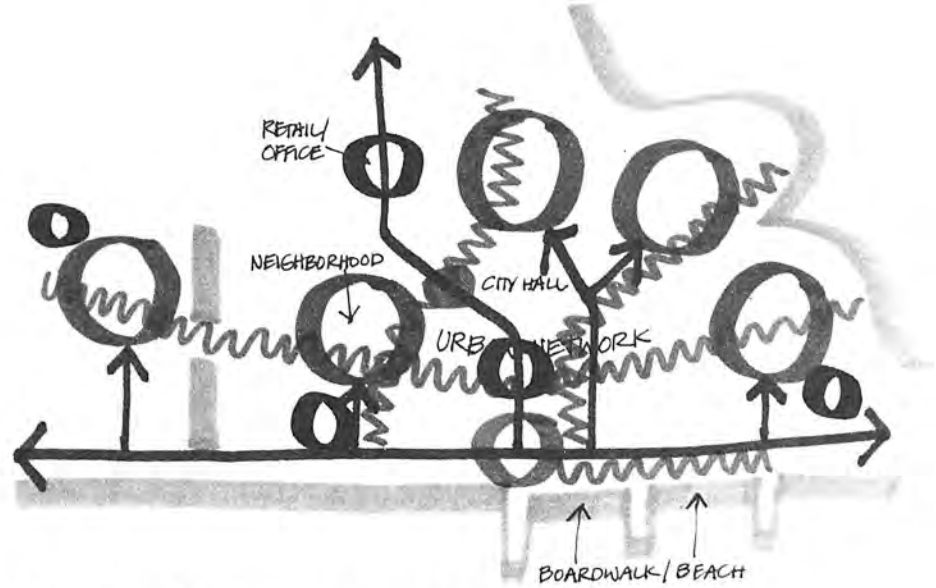
The urban structure or network of a city combines the specific physical and social needs of a community and relates them to a specific location and time. The connection of these key elements and activities must be identified and a higherarchy of these elements and priorities established so that the various levels of association(house, street, neighborhood and the city) are comprehensible. This network should encompass the patterns of association, identity, growth and mobility and have the flexibility for change built into its processes so that it can provide the community a sense of focus, pride and identity.

Today, Long Branch has many fragmented and isolated natural and man made elements such as the ocean, beach, the lake, the river, downtown and its existing neighborhood.

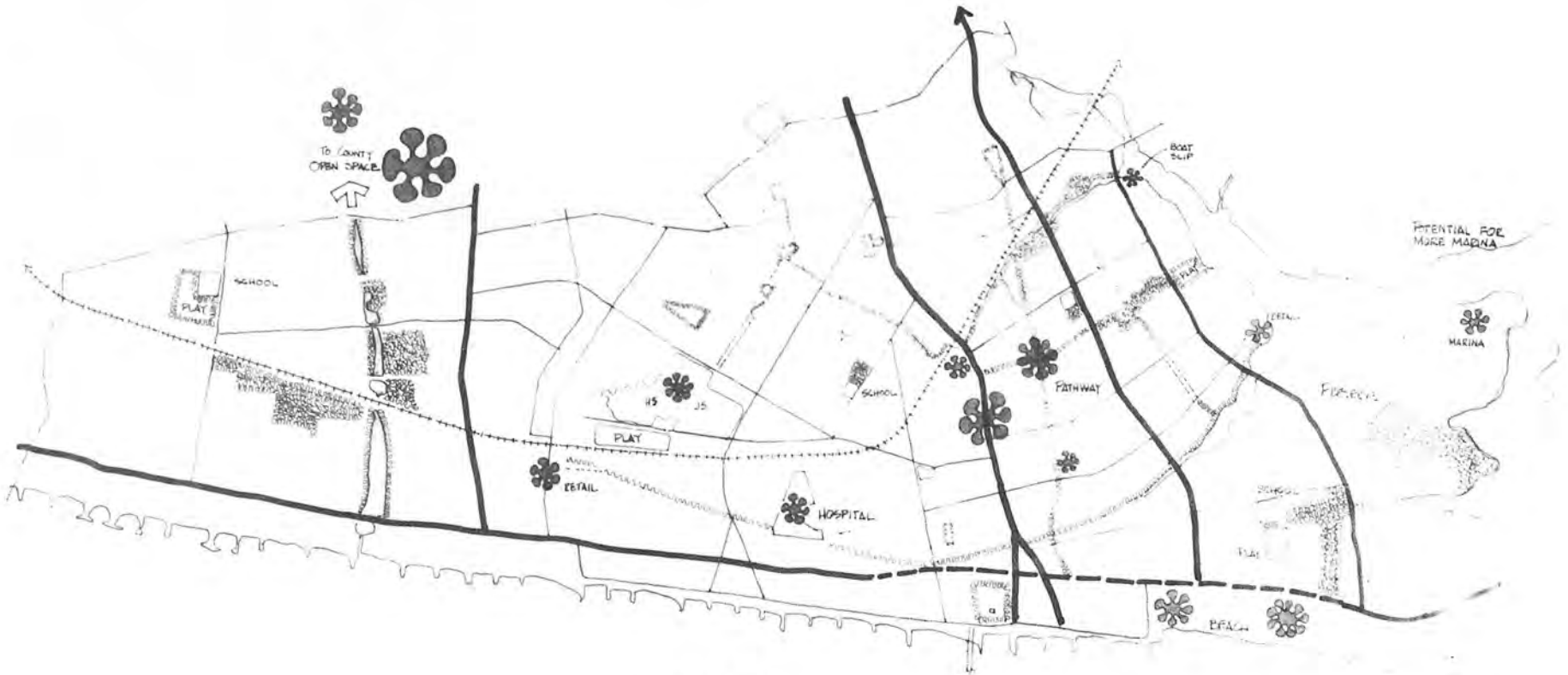
It is the recommendation of the Rudat team that a city wide urban open-space network be developed; by utilizing new and existing natural and man-made pedestrian R. O. W. that will provide accessability, cohesion and identity to the various neighborhoods and link them to the natural features and activities of the community.



EXISTING SITUATION



URBAN NETWORK

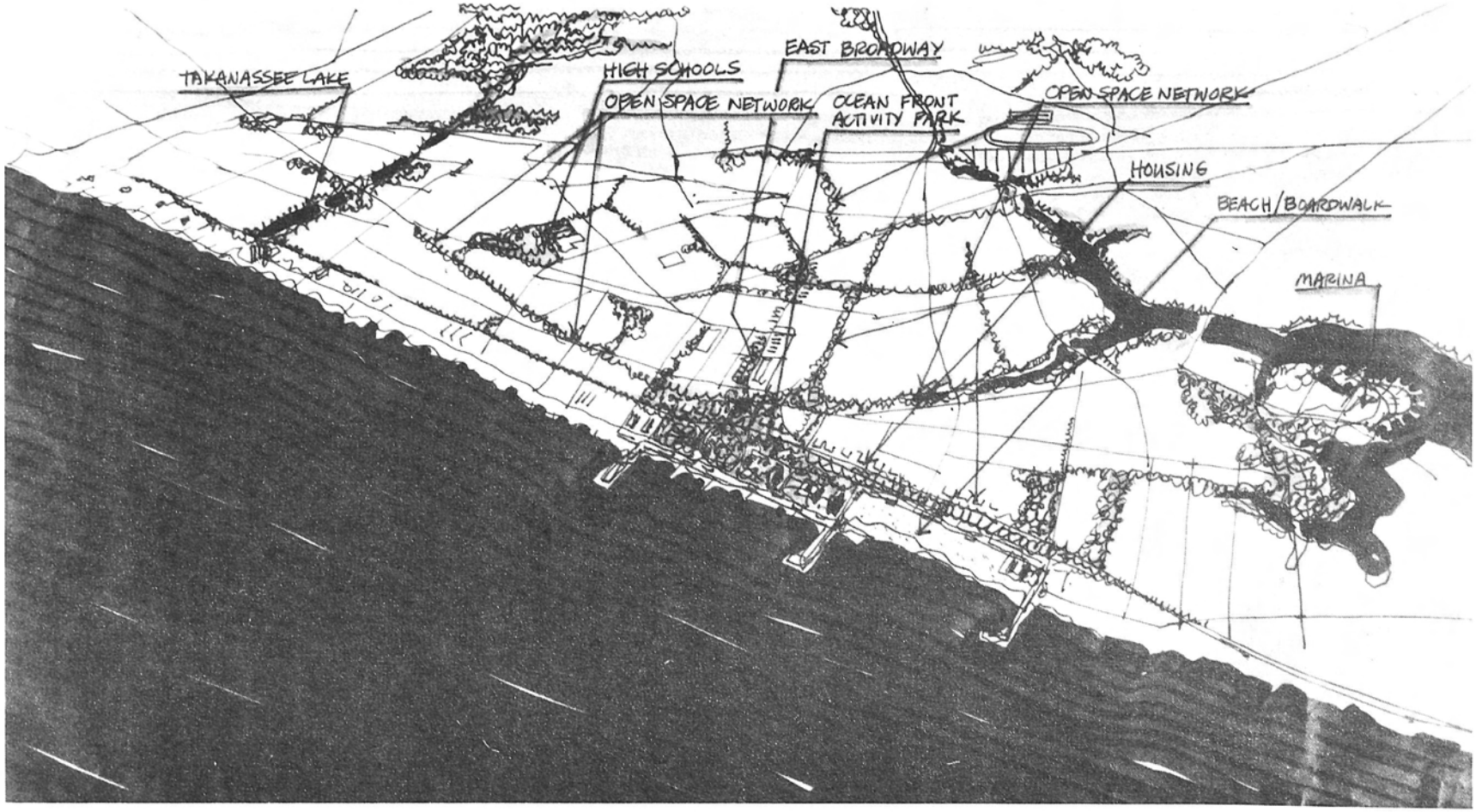


OPEN SPACE ELEMENTS

OPEN SPACE ELEMENTS

Basic Objectives:

- Provide a basic alter-ego to the automobile
- Complement and reinforce the existing natural features
- Develop key amenity linkages and "greenspace" fabric to the community
- Allow for the safe activities of walking, hiking and biking
- Encourage physical exercise and fitness
- Allow the re-introduction of previous natural elements, i.e., streams or drainage ways
- Give safe access to major community facilities such as schools, parks, and recreation
- Bring large clumps of trees and nature back into the city so nature can provide functions to man
- Provide areas for recreation
- Recognize the forces of ocean interface with land


TAKANASSEE LAKE
HIGH SCHOOLS
EAST BROADWAY
OPEN SPACE NETWORK
OCEAN FRONT ACTIVITY PARK
OPEN SPACE NETWORK
HOUSING
BEACH/BOARDWALK
MARINA

GROWTH STRATEGIES FOR THE CITY

The type of land uses which normally produce greater revenues than costs include the following:

Higher priced apartments, either rental or condominiums, with a small number of school children

Retail commercial

Office buildings

High quality, light industry

The opportunity for Long Branch to participate in some of these uses such as office buildings, high quality light industry and major retail is limited because of limited demand and strong competition from other areas. On the other hand, our investigation reveals a significant potential demand for housing of medium to high quality, ranging from luxury high-rise on the beachfront to low rise condominiums and rentals. There is also a strong potential demand for senior citizen housing which is also a net contributor to revenues because no school costs are involved. Long Branch has accepted low income groups and high numbers of children freely up to this point, and provided a significant amount of public housing. In our opinion, the City must continue to supply some subsidized housing for the needs of all its people, but as a growth strategy should attempt to balance the housing well in the direction of the medium to high quality apartments, if the demand will continue to support it. The team also felt that the creation of a "Human Opportunities Center" would have a positive effect on the social characteristics of the community. In a like manner, growth strategy should be applied to the addition of retail uses. Long Branch is effectively blocked out of the market competitively for expansion of its major shoppers goods commercial by Monmouth Shopping Center. Also, experience in Long Branch has indicated that "honkey tonk" commercial as exists at the present time around Ocean Boulevard and Broadway costs as much or more in services than it produces for the City. However, the development of quality waterfront-oriented commercial including specialty shops, restaurants, and hotels that we have indicated for the waterfront area can achieve a strong excess of revenues over costs.

Thus our growth strategy for the city could be expressed as follows:

Maintain a heavy balance of medium to higher priced apartment projects and senior citizen projects over low to moderate income developments.

Encourage high quality commercial development, particularly specialty retail, restaurants and high quality hotels and motor hotels, as indicated in our waterfront plan.

Discourage single family home development, except very high priced homes. Due to the limited availability of land, the city is not likely to have many single family applications.

Discourage the type of industrial use which pays relatively low taxes and requires heavy city services.

Encourage high employment density, light industrial uses.

GENERAL

The team recommends a complete evaluation of existing zoning regulations to identify constraints which are inconsistent with objectives proposed.

SHORT TERM ZONING RECOMMENDATIONS

Special Zoning for Ocean Boulevard

The new Ocean Boulevard(and its extensions) is an important new physical and economic asset to Long Branch and should be protected from undesirable uses which could limit its effectiveness to carry traffic or cause visual blight to motorists passing through the area.

Residential

Permit lower scale residential than presently exists. At present, must build minimum of 20 units with a minimum land area 3100 SF per unit. Therefore, persons wishing to build minimum complex must assemble 62,000 SF or about an acre and a half. This is an extremely large piece of land to assemble in a built up area such as Long Branch and essentially precludes any "infill" housing in an attempt to save partially blighted neighborhoods.

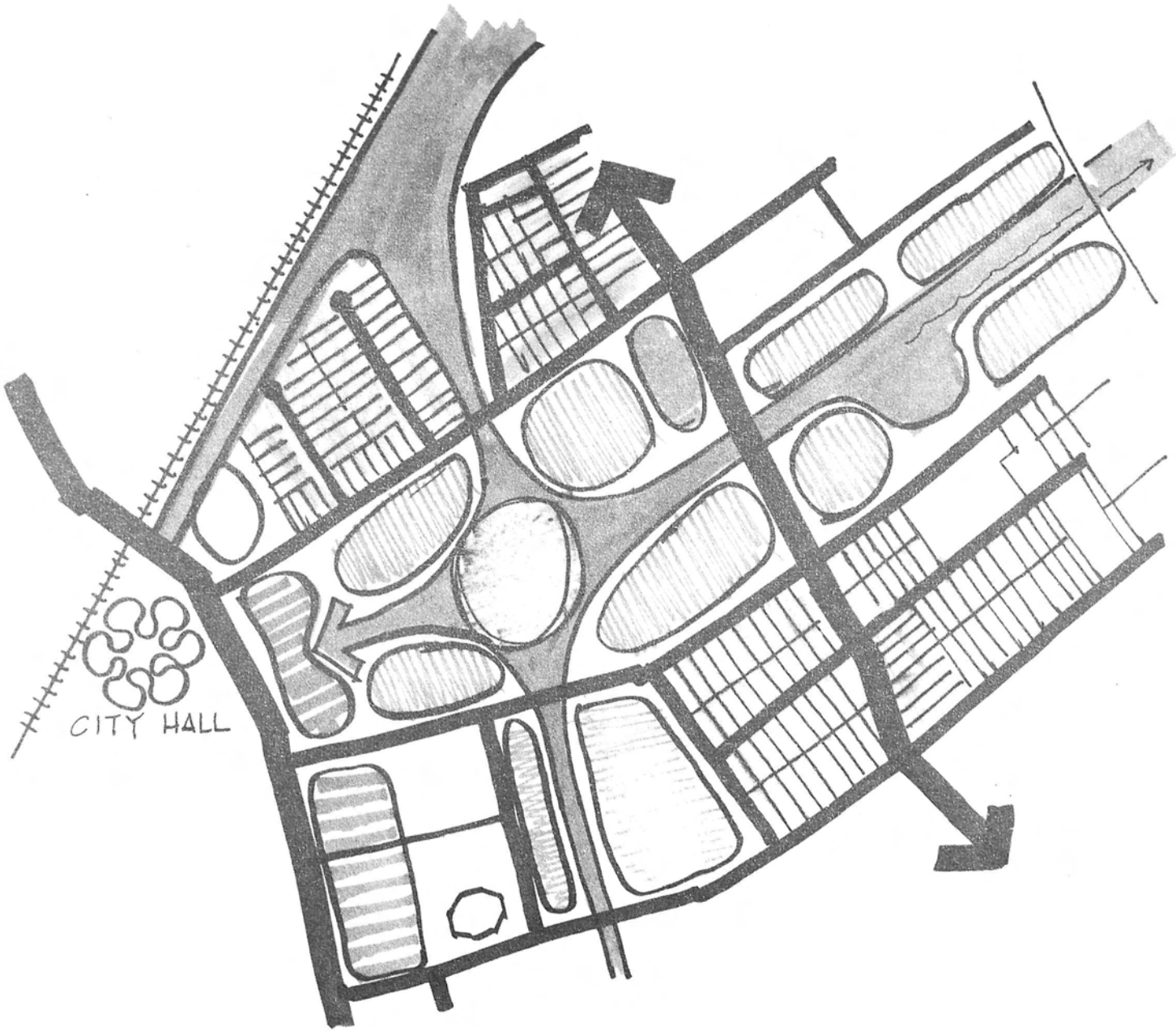
Recommendation: Lower the requirements of number of units permited development down to two single family lots that could accommodate a fourplex. The development should still be subject to the same design review procedures. This could permit the development of 4, 6 or such smaller complexes, either for sale or rent. City could restrict this to sale property in order to encourage lower priced ownership housing.

Multi-Use Zoning

Special attention should be given for mixed-use/multi-use areas.

Hospital Zone

The team recommend that the City establish a hospital zone encompassing the Monmouth Medical Center and sufficient surrounding area so as to accommodate the types of functions that should appropriately be located in a hospital zone and exclude those which are not desirable. This type of zone should have been established when the complex was constructed. However, even though it is fairly well developed in the vicinity of the complex, the creation of the zone will be an effective tool when any uses go out of the area or applications to build in the area come up for consideration by the City.


CITY HALL

NEIGHBORHOODS

As is true of all cities, Long Branch has a number of areas possessing their own special mix of people, local history and current aspirations. And just as it is important to strengthen the image, beauty, comfort, and safety of the larger community so, too, it is vital for these smaller areas. Of course neighborhood needs vary, and some areas are better able to satisfy their needs locally than others. All existing neighborhoods, however, should be helped to create and maintain a neighborhood identity in two principal respects, one physical, the other social. The physical--includes appearance, sound housing, and landscaping standards soundly enforced, as well as facilities and services for young and old, employed and homebound, that residents desire close to home. The social aspect concerns less tangible but no less powerful features encompassed by the term "identity and meaning". Such an identity would of course be helped by the upgrading of physical facilities and services, and the improvement of appearance and open spaces, but these are not enough. What is needed in addition is the revival or creation of ethnic, historic, and cultural ties that bind people to one another.

The U.S. has in recent decades witnessed a return to certain ethnic and religious traditions which a earlier generation, in its eagerness to become Americanized, had abandoned. But, increasingly people are eager to recapture their traditions and symbols, songs and styles, to secure a particular identity in an atomized world. Prominent here are the foods, music, dances, arts and artifacts that help make an aggregate into a group.

Naturally such cultural revivals do not occur unaided. They demand people knowledgeable and interested in encouraging an areawide effort of this kind. This takes time, care and cooperation, but its benefits are manifold, for reality creates pride and pride creates community.

It would seem that the proposals of the framework for neighborhood playgrounds and neighborhood commercial centers would be good starting points for the stimulation of these special cultural and spiritual activities. In addition to this physical upgrading, each of these sub areas might designate some of their residents to serve as a kind of local leadership group, monitoring the neighborhoods upkeep, improvement, and identity.

Such neighborhood councils could also form the nucleus of a city-wide network of informal leaders whose goals would include a similar vigilance for the community as a whole. For neighborhoods cannot simply happen nor do they simply survive. They must be watched over with care.

In addition to tending these fragile creations, neighborhood councils could also help provide that needed and now missing informal network for collective achievement in Long Branch. Such networks are vital ingredients for the sense of community Long Branch once seems to have had and now lost. It would seem, in particular, that elder citizens and the young, two currently under-utilized forces in this community, might well be tapped for this effort. In addition to helping their neighborhoods and their city, this might help the generation gap from getting too far out of hand.

Facilities to be included in such local settings:
(1)Small, simple consumer shops with food, artifacts, folk music, and the like. This would draw on whichever ethnic elements were presented in the neighborhood area, but could serve the wider community.

(2) Information and advisary facilities for the residents.. It is always surprising how ignorant citizens are about the resources available in the larger community in which they live. This ignorance is of course greater for newcomers than for natives but it is also true for the young, the home-bound, and the commuters whose dawn to dusk work pattern leaves little time for exploring the world in which they live. For all of these, local information stations as to what is available, and where, would be useful.

(3) A large proportion of Long Branch's female population is gainfully employed. No figures were available on their family status and area, but, it would stand to reason that some day-care facilities and other services for working mothers should be provided close to home. And given the trend toward working wives in the society at large. this is likely not to be a temporary problem.

(4) Other such neighborhood facilities Include liaison or branch offices of city-wide facilities such as learning, health, and recreation centers. Throughout, these local neighborhood networks should try to and draw on any and all previous leadership resources including lodges, festival organizations, and religious groups.

This proposed strenghtening of the cultural spine of the city is of course only a beginning towards the mobilization and creation of a sense of community. But it would help contribute to a sense of place and purpose, of past and future.

IMPLEMENTATION

(1) Identify eight to ten sub-areas or neighborhoods, drawing on previous proposals for commercial, playground, and safe and clean neighborhood development.

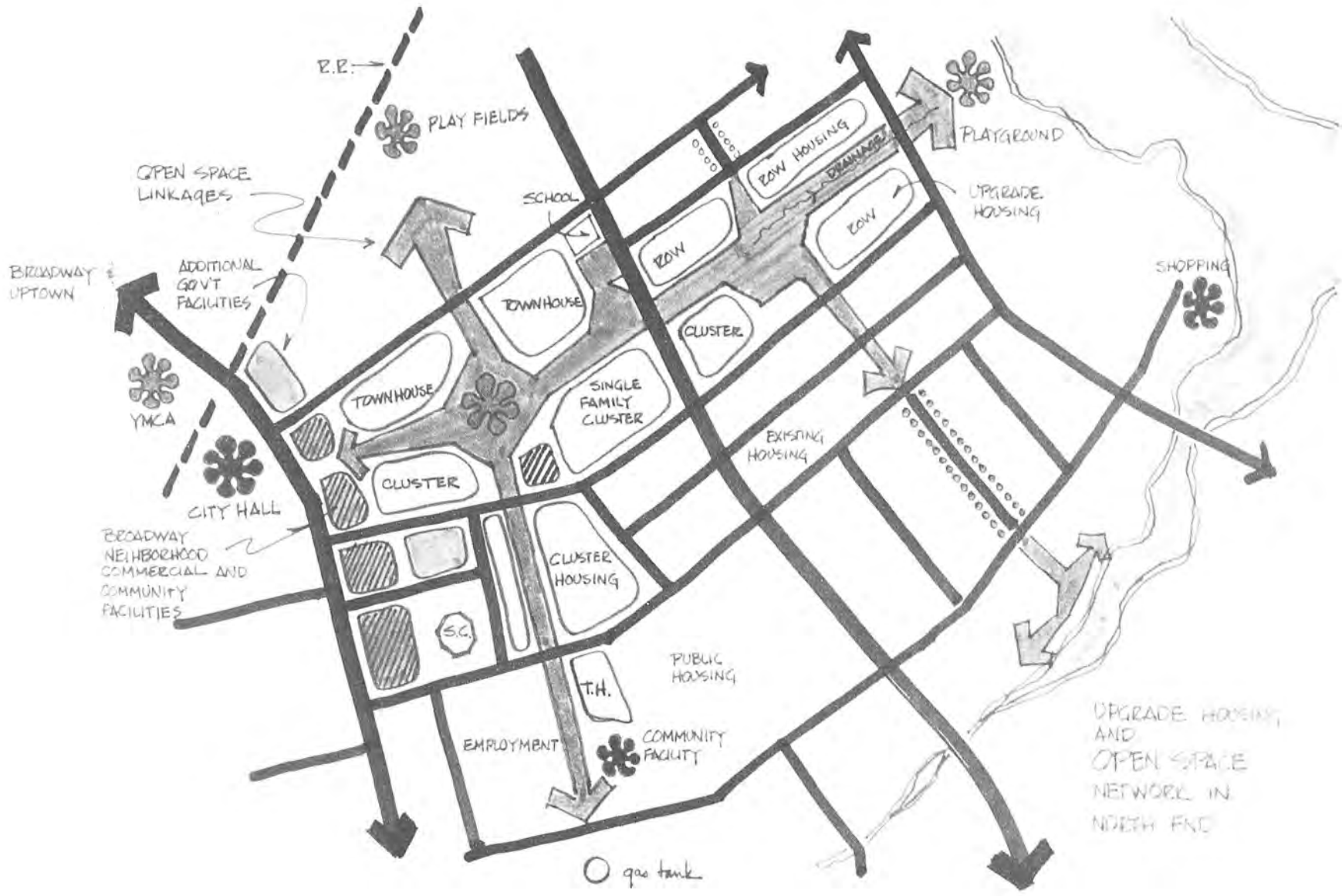
(2) Locate a number of volunteer residents to compose an initial leadership group.

(3) Together with these, program the upgrading and maintainance of neighborhood facilities and services including (1) housing, (2) landscaping, (3) local landmarks, (4) shops, (5) and community facilities.

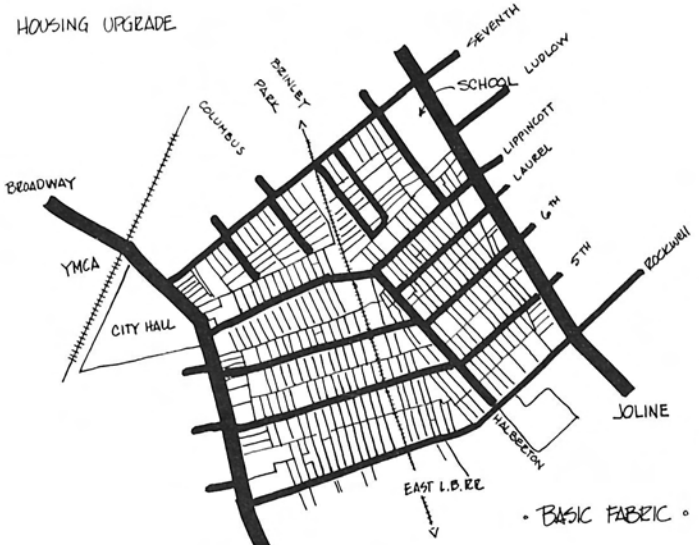
(4) Teenage students might undertake as one project, the collection of oral histories for the building of neighborhood archives.

The neighborhood coucils in, cooperation and consultation with city officials and planners, might start by developing an inventory of existing physical and cultural resources and a list of needs and deficiencies regarding housing, safety, circulation, services and appearance, as well as suggested program priorities. On the basis of such a local diagnosis, a community policy can be developed which is both responsive to general problems and to the specific need of given areas. Only by this interweaving of the local with the larger picture can a policy be developed that addresses itself to the whole range of problems facing modern communities.For while Long Branch is a particular community with special problems arising from the changing ecology, economy, and leisure pursuits of its citizens, it is also part and parcel of broader trends affecting many such communities.

Finally, in its search for a viable economic base, a vital center and a compelling community self-image, Long Branch cannot ignore the old, the ill, the poor and the disadvantaged groups in its midst.

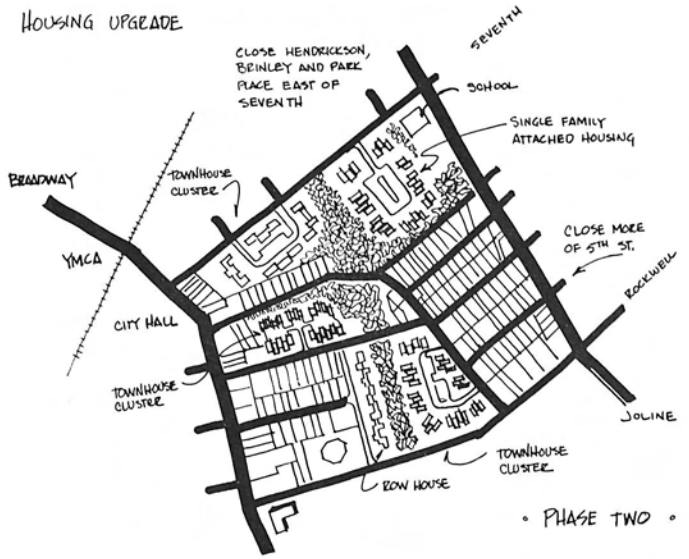

B.R.
PLAY FIELDS
OPEN SPACE LINKAGES
SCHOOL
ROW HOUSING
DRAINAGE
PLAYGROUND
UPGRADE HOUSING
ROW
ROW
BROADWAY UPTOWN
ADDITIONAL GOV'T FACILITIES
TOWNHOUSE
CLUSTER
SHOPPING
YMCA
TOWNHOUSE
SINGLE FAMILY CLUSTER
EXISTING HOUSING
CLUSTER
CITY HALL
BROADWAY NEIGHBORHOOD COMMERCIAL AND COMMUNITY FACILITIES
CLUSTER HOUSING
S.C.
PUBLIC HOUSING
T.H.
EMPLOYMENT
COMMUNITY FACILITY
UPGRADE HOUSING AND OPEN SPACE NETWORK IN NORTH END
gas tank

HOUSING UPGRADE



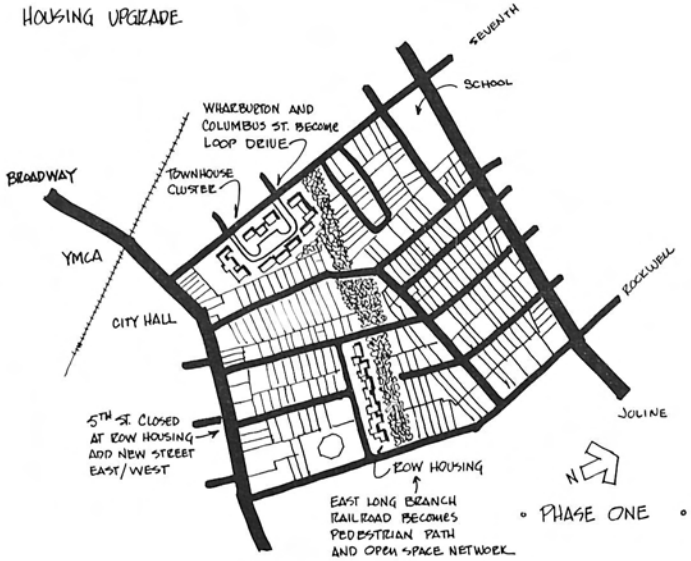
• BASIC FABRIC •

HOUSING UPGRADE



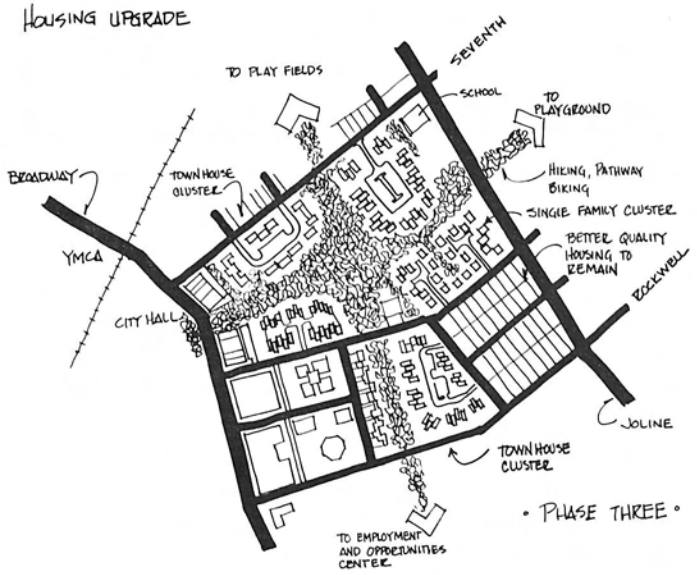
• PHASE TWO •

HOUSING UPGRADE

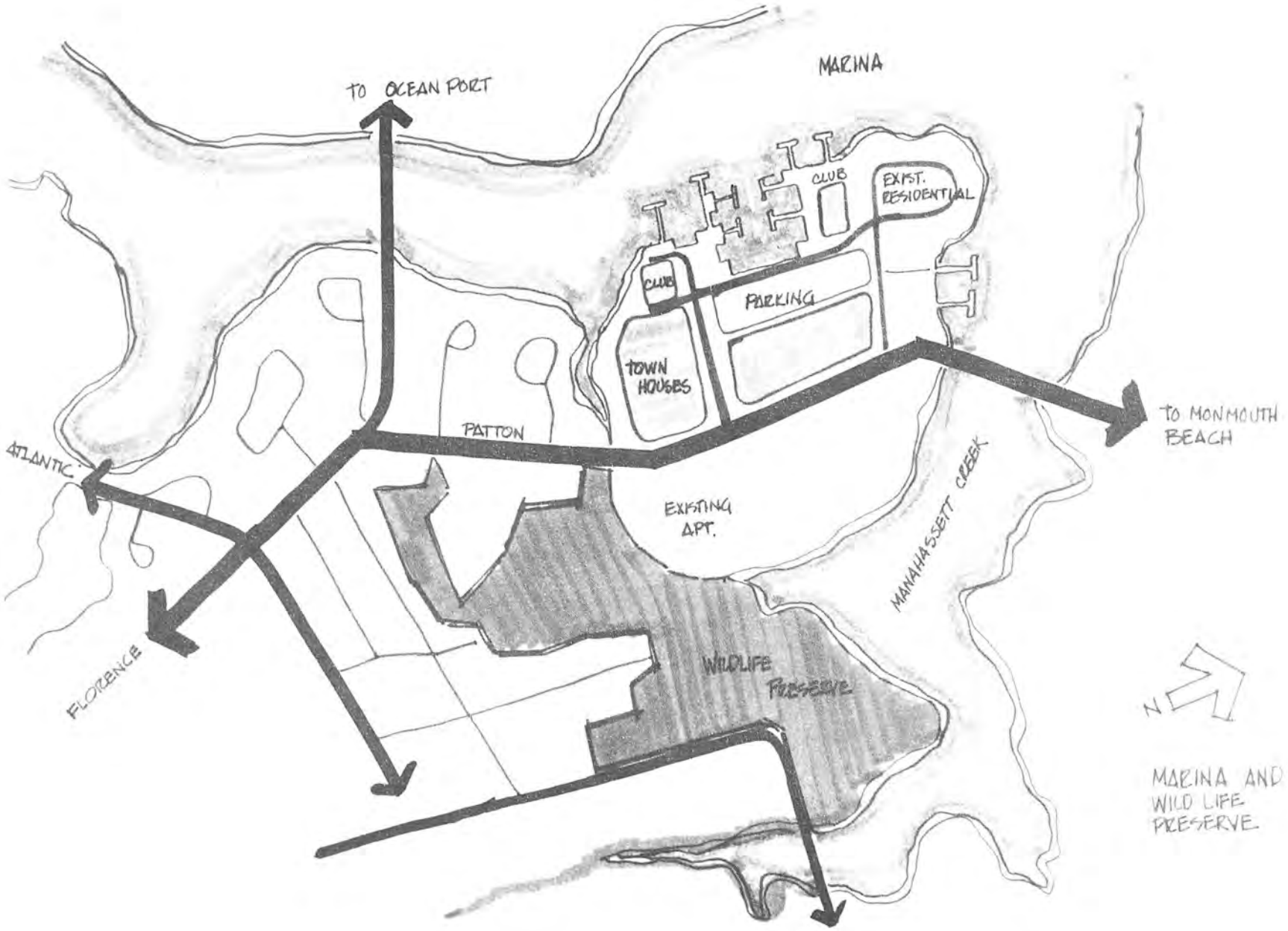


• PHASE ONE •

HOUSING UPGRADE



• PHASE THREE •

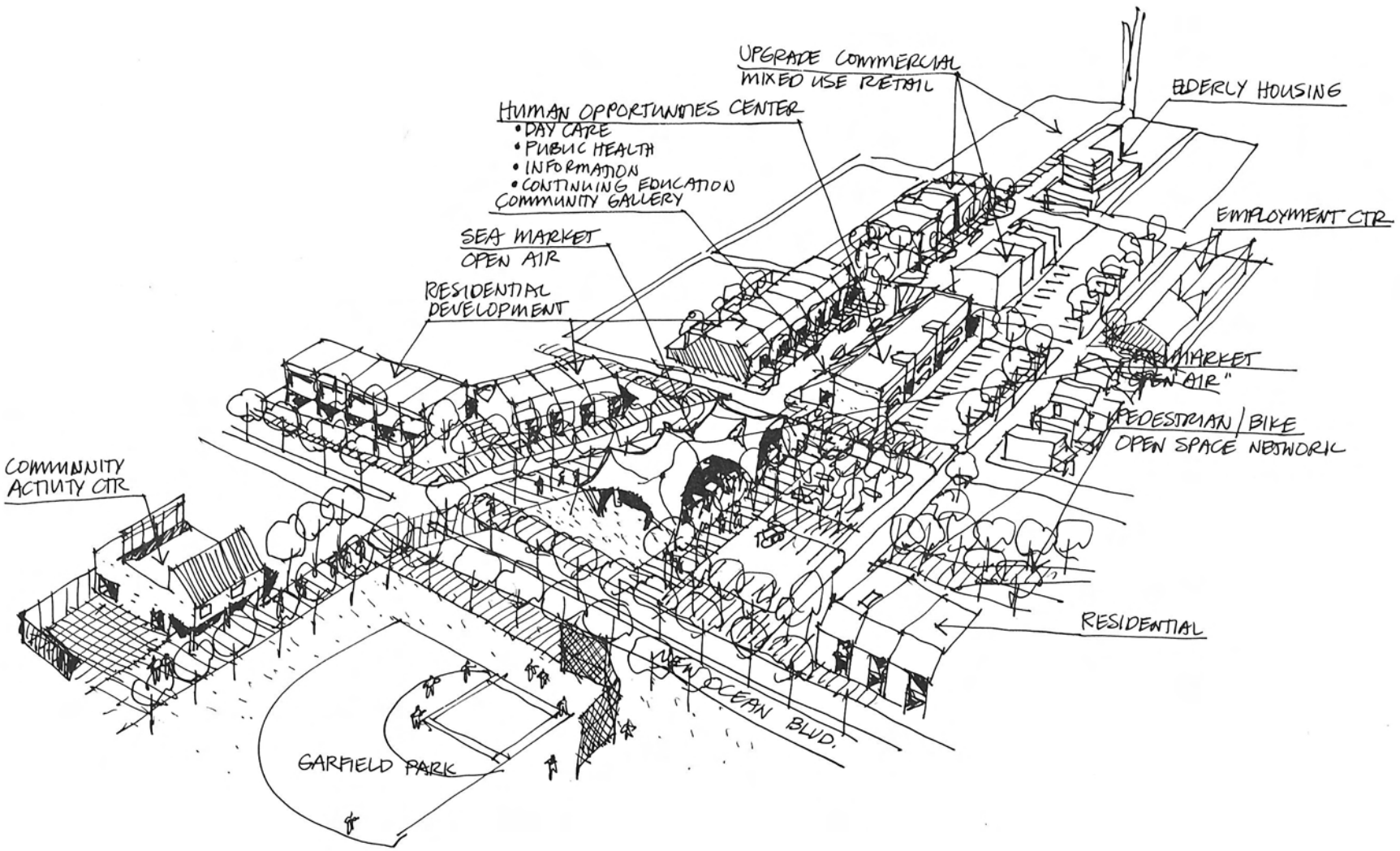


MARINA AND WILD LIFE PRESERVE

THE MARINA AND WILDLIFE PRESERVE

Because of the existing channel within the Shrewsbury River and Branchport Creek combined with the need for a more efficient facility, the area adjacent to Patten Avenue is proposed as an expanded facility. Although the Shrewsbury is a very shallow creek it is felt that the demand warrants such a facility. At the same time this shallow nature provides the large marshy area adjacent to Manahassett Creek. Due to the flyway patterns of aquatic fauna and the need to preserve as much marshlands as is possible the entire "wet" area is proposed for a wildlife preserve area.

The preserve area also provides a buffer from the marina area to the surrounding Long Branch developments, thus apartments or townhouses for marina oriented residents seem a feasible idea. Eventually the entire development parcel could be planned as a marina/townhouse/apartment complex.

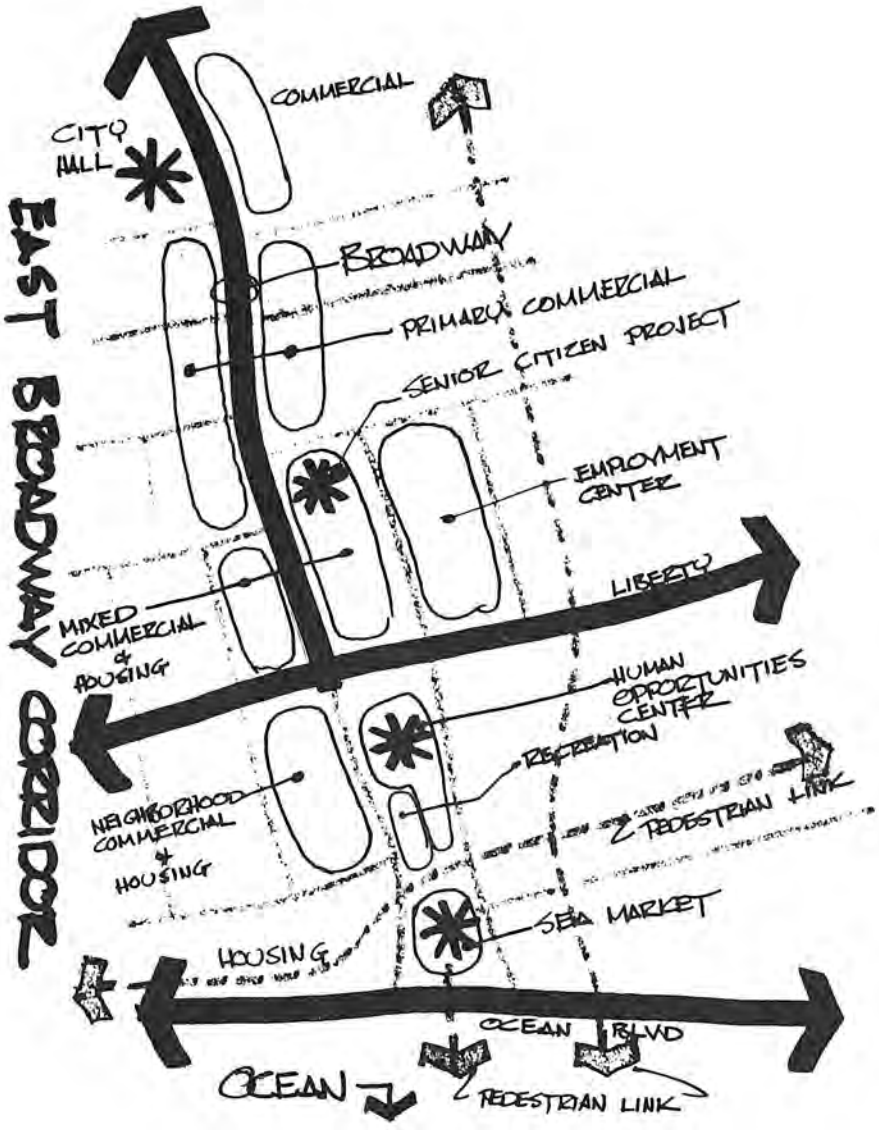

UPGRADE COMMERCIAL
MIXED USE RETAIL
ELDERLY HOUSING
HUMAN OPPORTUNITIES CENTER
• DAY CARE
• PUBLIC HEALTH
• INFORMATION
• CONTINUING EDUCATION
COMMUNITY GALLERY
EMPLOYMENT CTR
SEA MARKET
OPEN AIR
RESIDENTIAL
DEVELOPMENT
MARKET
"OPEN AIR"
PEDESTRIAN / BIKE
OPEN SPACE NETWORK
COMMUNITY
ACTIVITY CTR
RESIDENTIAL
OCEAN BLVD.
GARFIELD PARK

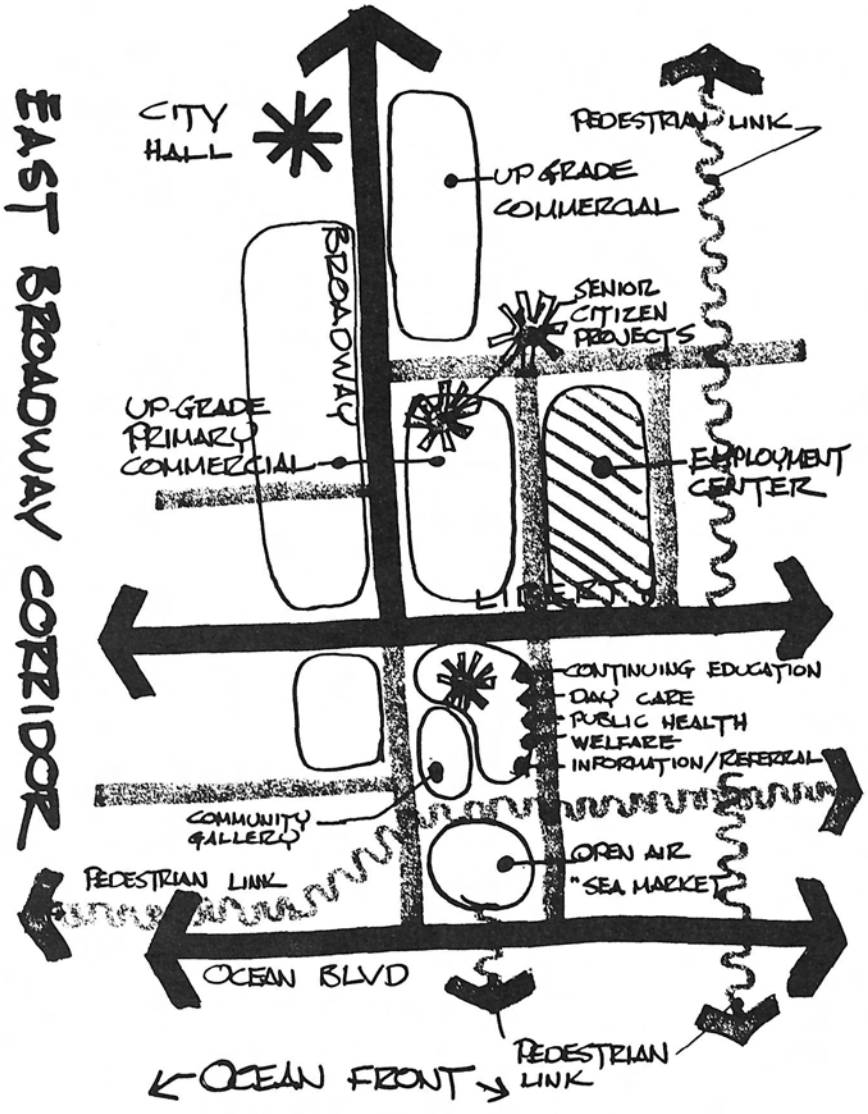
DOWNTOWN

BROADWAY - THE DOWNTOWN AREA

Broadway was considered to be an important element of the study with special attention directed to the segment between City Hall and Ocean Boulevard. The new City Hall and the proposed senior citizen project at Rockwell and Broadway were viewed as positive generators. This as well as the availibility of vacant land west of Rockwell led to a recommendation that the area between Rockwell and the City Hall be upgraded, over time, as primary commercial/retail space.

The segment from Rockwell to Liberty is very mixed in terms of quality and the team felt that mixed housing and commercial/retail uses should be encouraged consistent with market demand over time. In addition, an employment center is recommended to the north between Union and Monmouth. The final segment "Broadway East", is treated as a special project, injecting new activities into the city fabric.


EAST BROADWAY CORRIDOR
CITY HALL
COMMERCIAL
BROADWAY
PRIMARY COMMERCIAL
SENIOR CITIZEN PROJECT
EMPLOYMENT CENTER
LIBERTY
MIXED COMMERCIAL & HOUSING
HUMAN OPPORTUNITIES CENTER
RECREATION
PEDESTRIAN LINK
NEIGHBORHOOD COMMERCIAL & HOUSING
SEA MARKET
HOUSING
OCEAN BLVD
OCEAN
PEDESTRIAN LINK

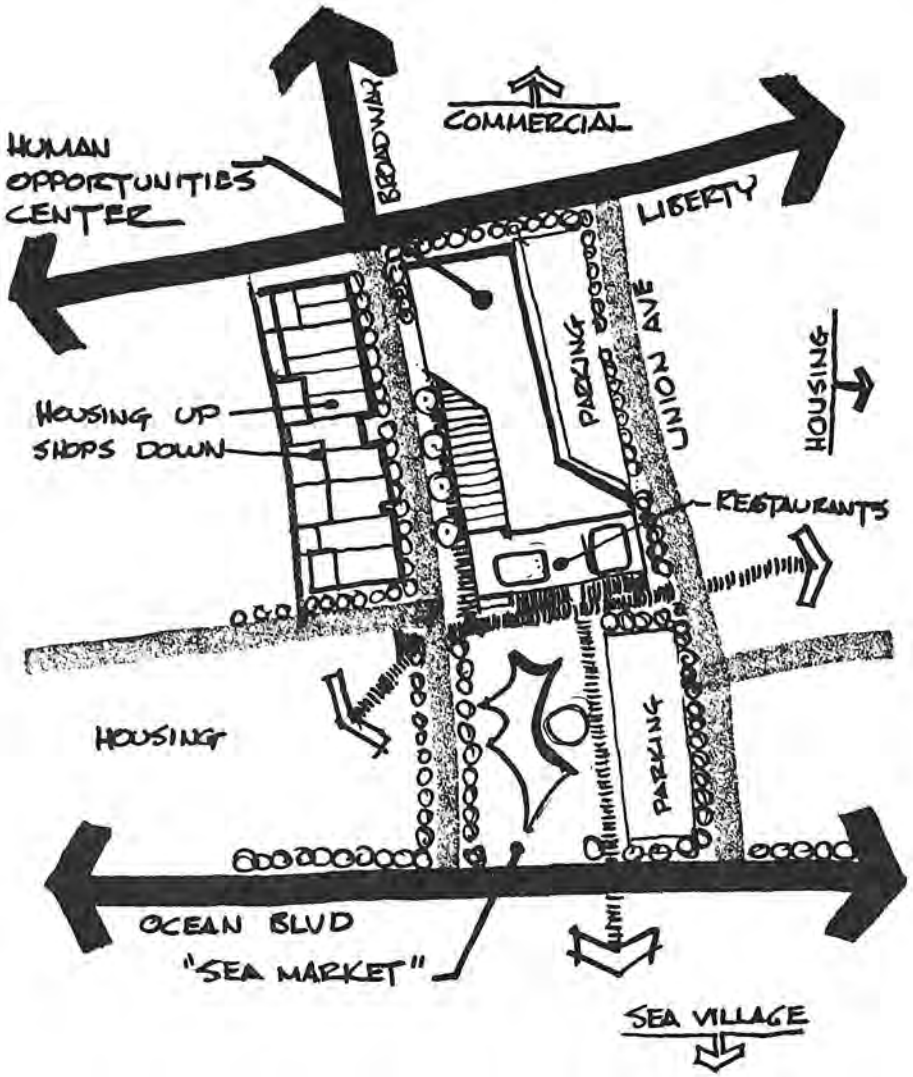


THE BROADWAY URBAN SPINE

The key element in the overall plan is the development of Broadway between City Hall and the ocean into an urban pedestrian spine or connector. The area is the major east-west connector to the oceanfront, provides various connections with the adjacent neighborhoods and the major pedestrian circulation paths in the City.

This transition in function and activity along the Broadway spine from the new City Hall and the proposed Human Opportunities Center and the area in between which should be flexible enough to respond to community needs and be able to accommodate, integrate and meet the need of adjacent neighbors and to provide the new focus for the community and the downtown oceamfront neighborhood. This area should include the upgrading of existing facilities, infill and the development of totally new functions and activities. When completed, it could be a very pleasant urban experience which would reinforce the urban fabric of the community.

This spine should be reinforced and upgraded with the necessary urban amenities that would make it a pleasant urban pedestrian space and provide the necessary focus and connection to the oceanfront.



Broadway East is a critical crossroad; linking ocean activities with downtown commercial activity, and housing to the north and south.

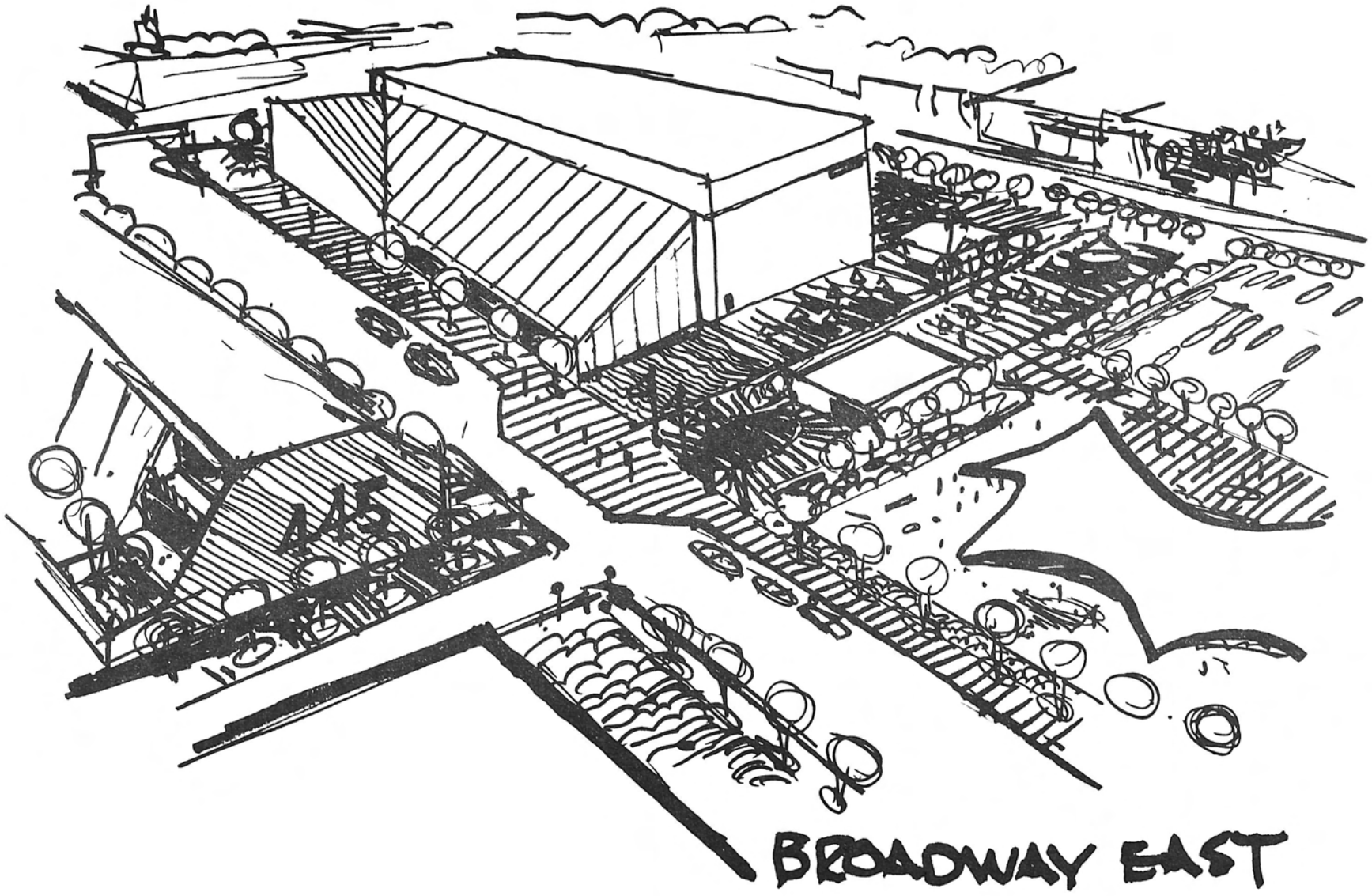
Four elements are proposed:

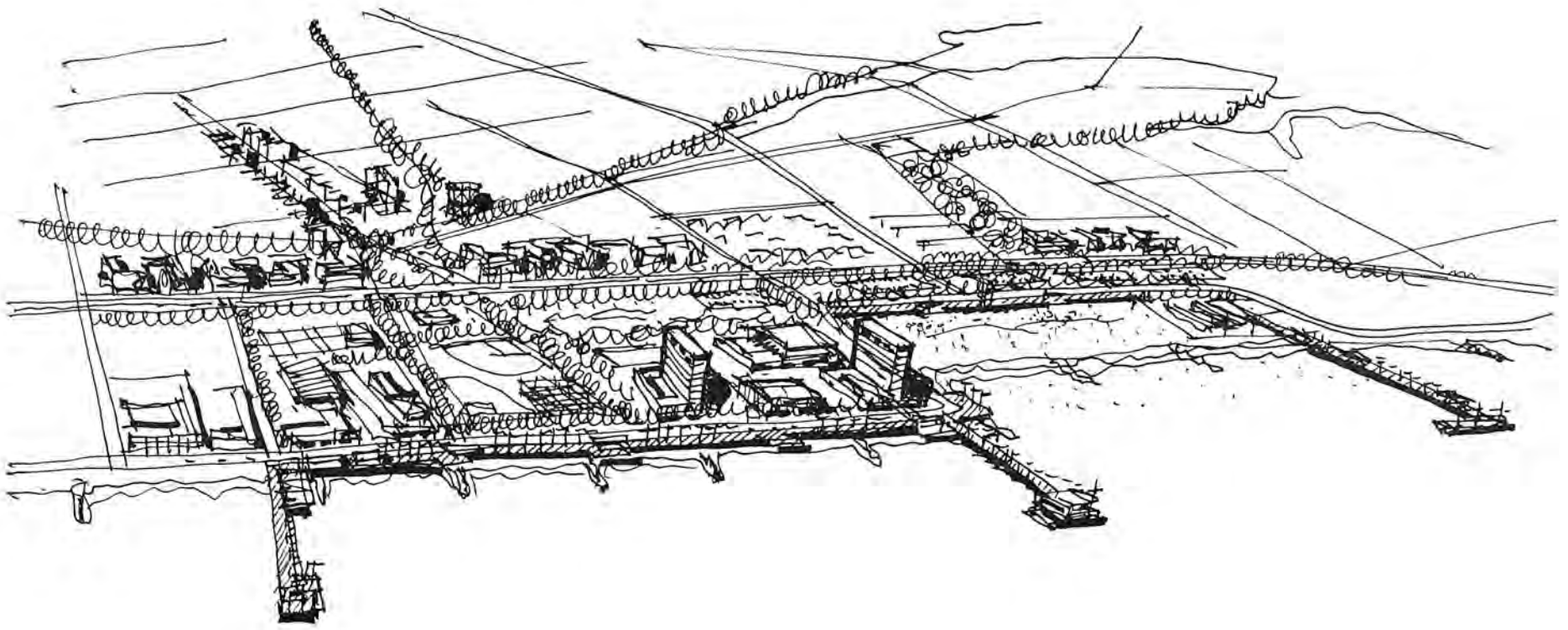
- "Human Opportunities Center" to provide added opportunity for personal development and needed services. Continuing education, day care, public health, welfare administration and information/referral services are examples of software activities for this center.

- A "Sea Market", outdoor with a light shelter would provide a festive and attractive facility for the marketing of fish, produce, and other light goods. The selling of simple foods for consumption at outdoor tables would be encouraged. The pedestrian system would pass through this area.

- New housing, over shops, would be phased in on the south side of a narrowed Broadway

- The downgrading of vehicular and the upgrading of the street as a pedestrian space on Broadway between Liberty and Ocean Avenues.


BROADWAY EAST



OCEAN FRONT

DEVELOPMENT - SEA VILLAGE

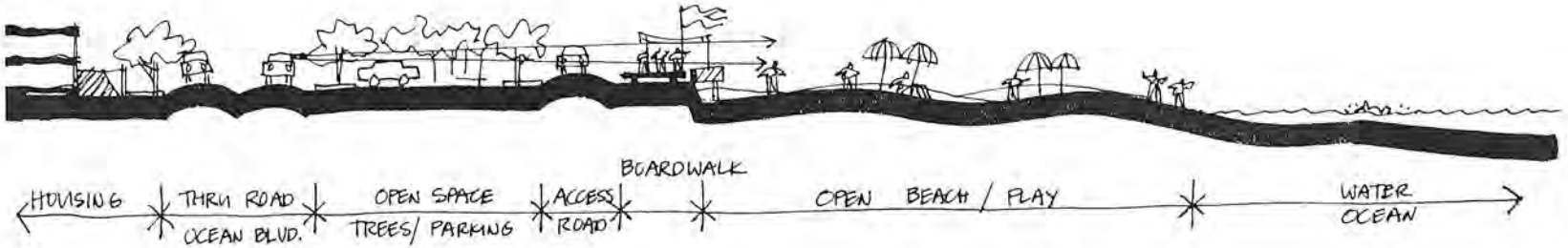
The team feels that establishing policy for the future role of the oceanfront of Long Branch is of the highest priority. We feel that by identifying the many potential opportunities on the oceanfront and by marrying them to current on-going activities (the completion of Ocean Blvd. and the North End Redevelopment Area) one may provide the potential for satisfying community recreation needs as well as capturing visitor traffic.

We feel that future development of the oceanfront for public use should be concentrated in the area from the existing pier near Garfield Park north to the area designated as the City Beach Club in the 1973 Oceanfront Park Report. By limiting and concentrating the public oceanfront and beach activity to this area we feel that viable development opportunities can be realized. Thus, this section deals with specific recommendations for that portion of Long Branch's oceanfront called Sea Village. Policies for other portions of the oceanfront are covered elsewhere.

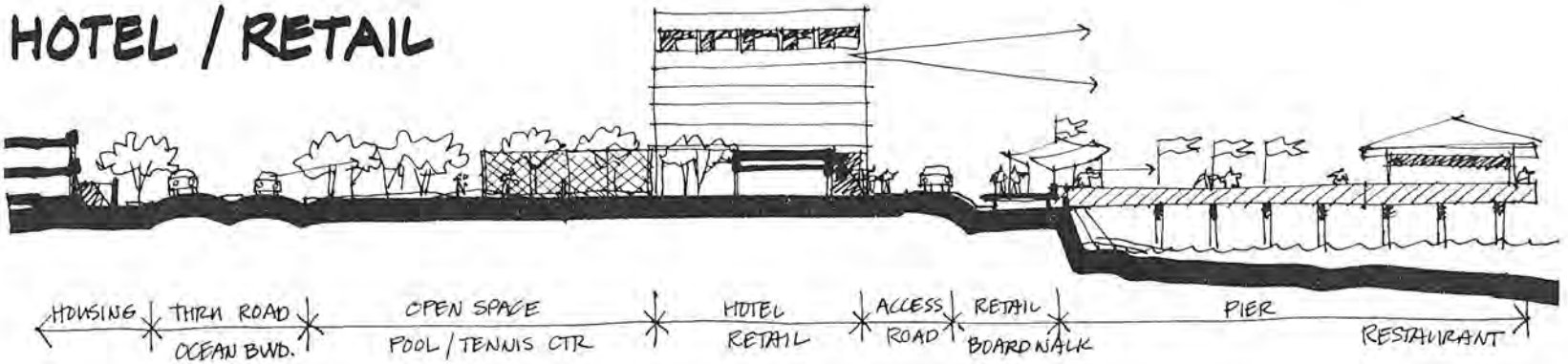
A summary of the Sea Village Plan consists of the following components:

- Completion of Ocean Blvd.
- Development of an active boardwalk from the existing pier to the City Beach Club.
- Establish an open natural beach with parking access at the north redevelopment area.
- Designate potential sites for hotel use.
- Develop Garfield Park and other adjacent ocean-side sites into public activity centers including a skating rink, an indoor swimming pool complex, tennis courts, athletic fields, outdoor assembly spaces, restaurants, and related retail.
- Designate sites for Housing Development west of Ocean Blvd.
- Connect the oceanfront activity area to open space network.

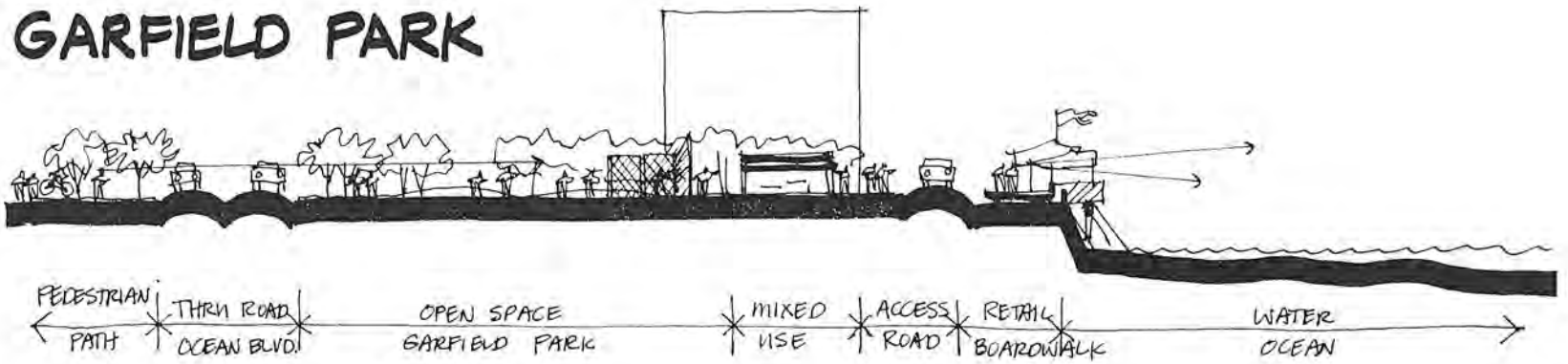
BEACH



HOTEL / RETAIL



GARFIELD PARK



PHASING OF SEA VILLAGE

We propose the following phases for development as possible steps for implementing this plan.

Existing Conditions - Potential for Renewal

- New Ocean Blvd. Right-of-Way
- Existing Ocean Avenue and pier
- North End Redevelopment Area
- Garfield Park and adjacent vacant land
- National Guard Armory
- Parcel bounded by North and South Broadway and University Place.

Initial Phase - Revitalize the Oceanfront

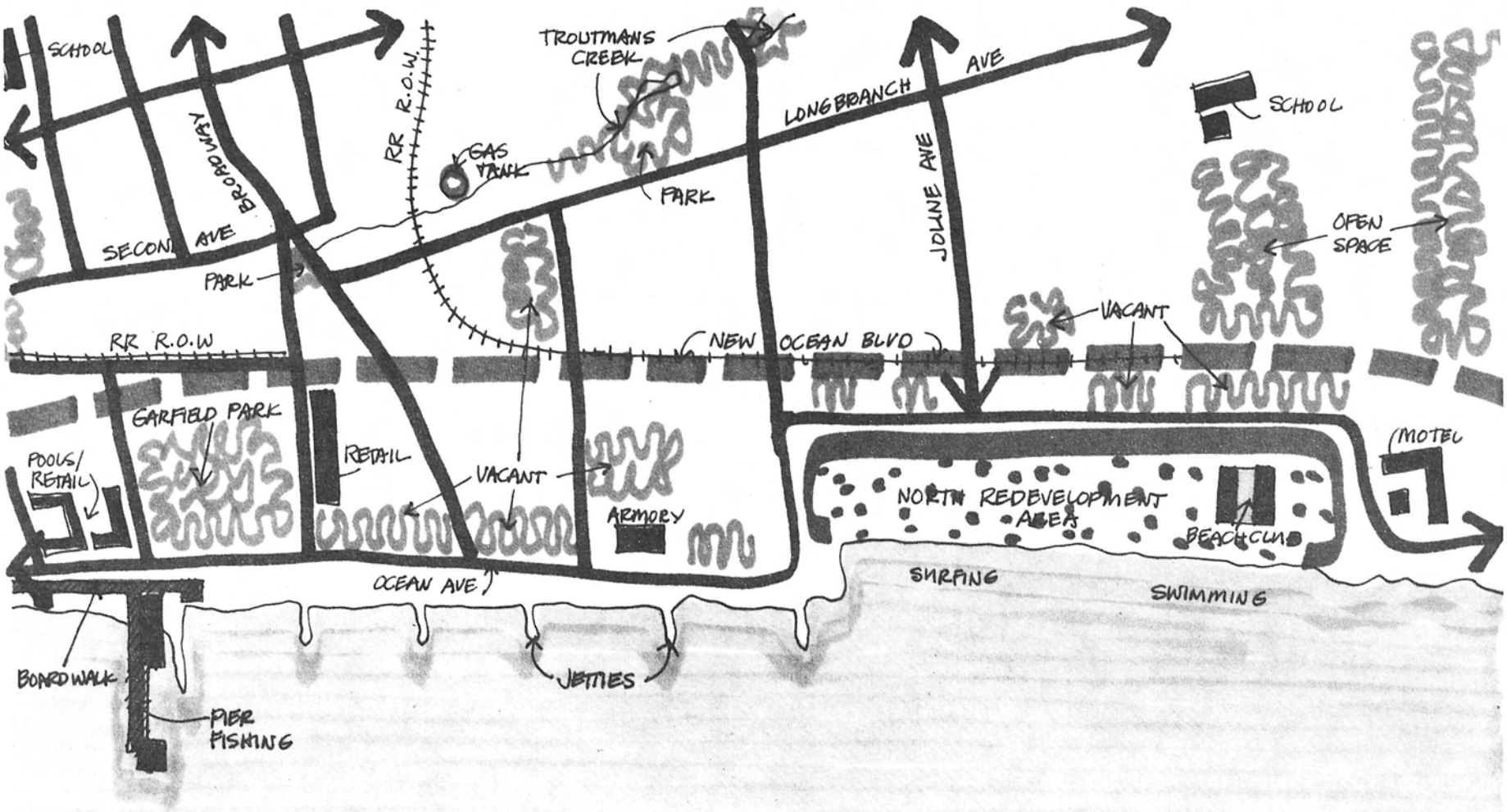
- Complete Ocean Blvd. north to Monmouth Beach
- Develop Garfield Park as possible skating rink and Community Center with parking
- Activate City Beach Club with outdoor swimming pool
- Establish pedestrian and bike path links open space network
- Expand public use of armory

Second Phase - Establish Sea Village

- Facilitate development of hotel site at Sea View Avenue and Ocean Avenue
- Develop indoor pool center with tennis courts and parking
- Extend boardwalk north to Sea View Avenue
- Build new pier at hotel with major restaurant and specialty retail
- Establish new Garfield Park
- Develop housing on new Ocean Blvd.

Final Phase - Realize Sea Village

- Develop second or third hotel
- Extend boardwalk to City Beach Club
- Build fishing pier at Beach Club
- Develop additional housing on Ocean Blvd.
- Provide seasonal mini-bus transit on boardwalk



EXISTING CONDITIONS

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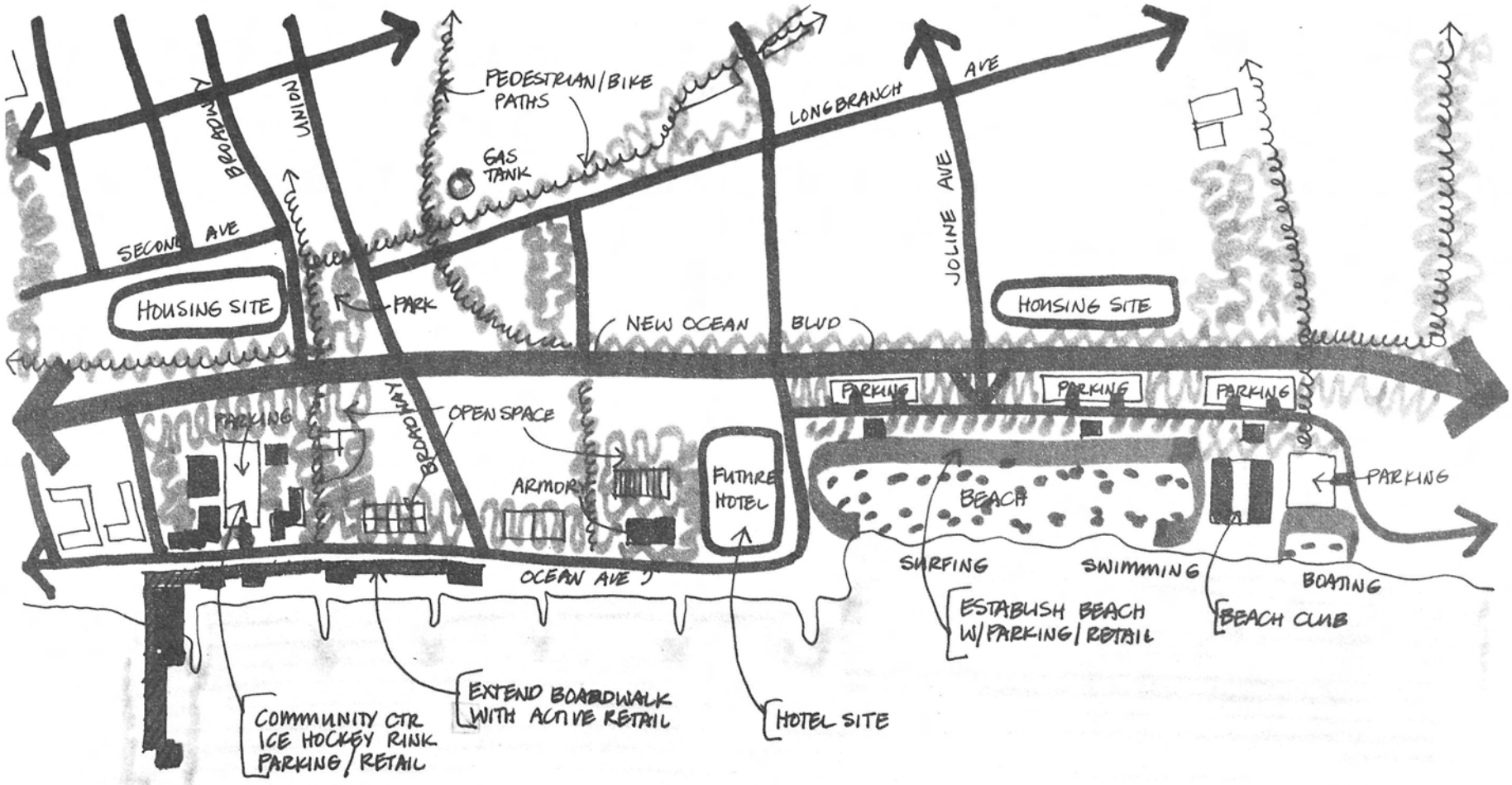

INITIAL PHASE

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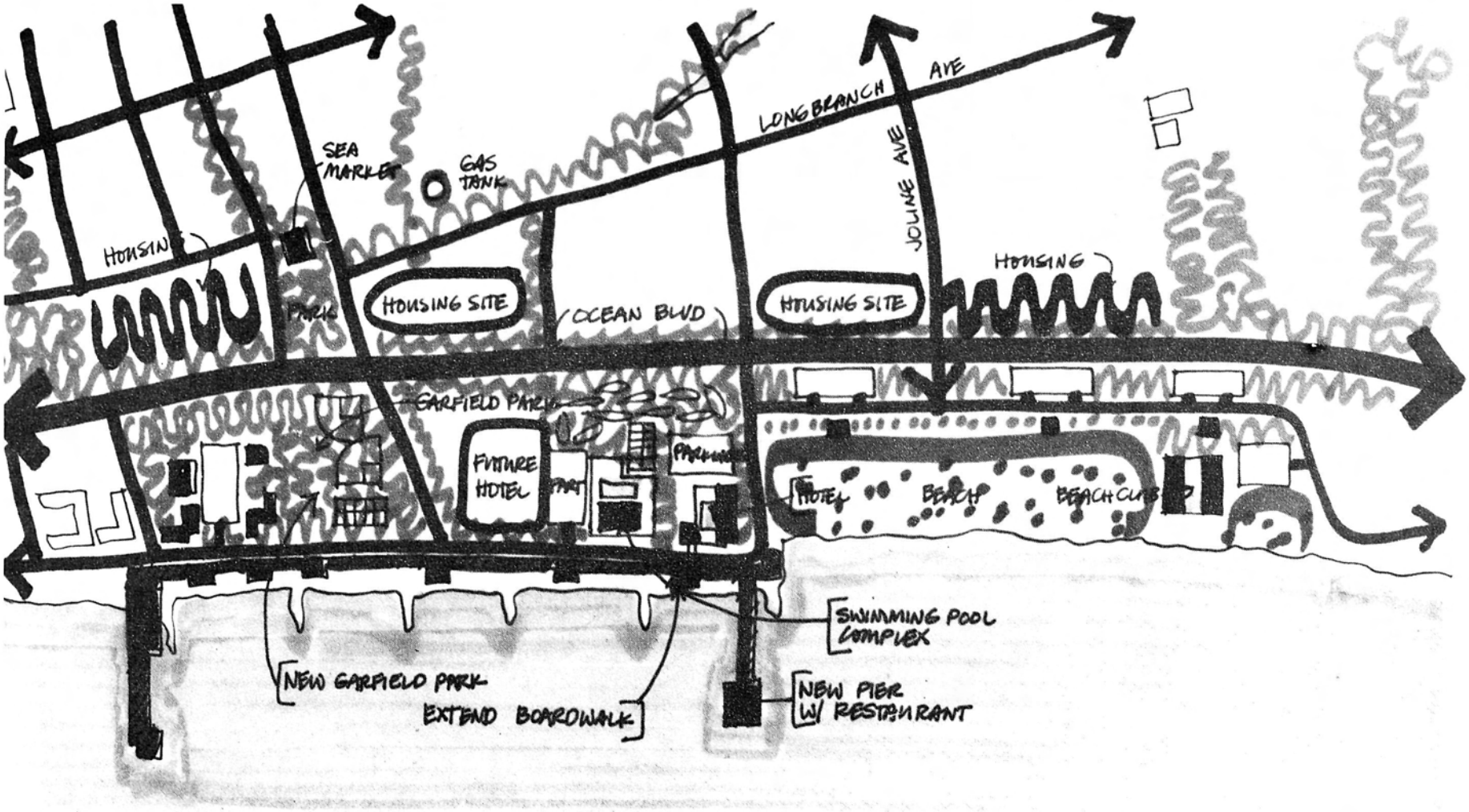

SECOND PHASE

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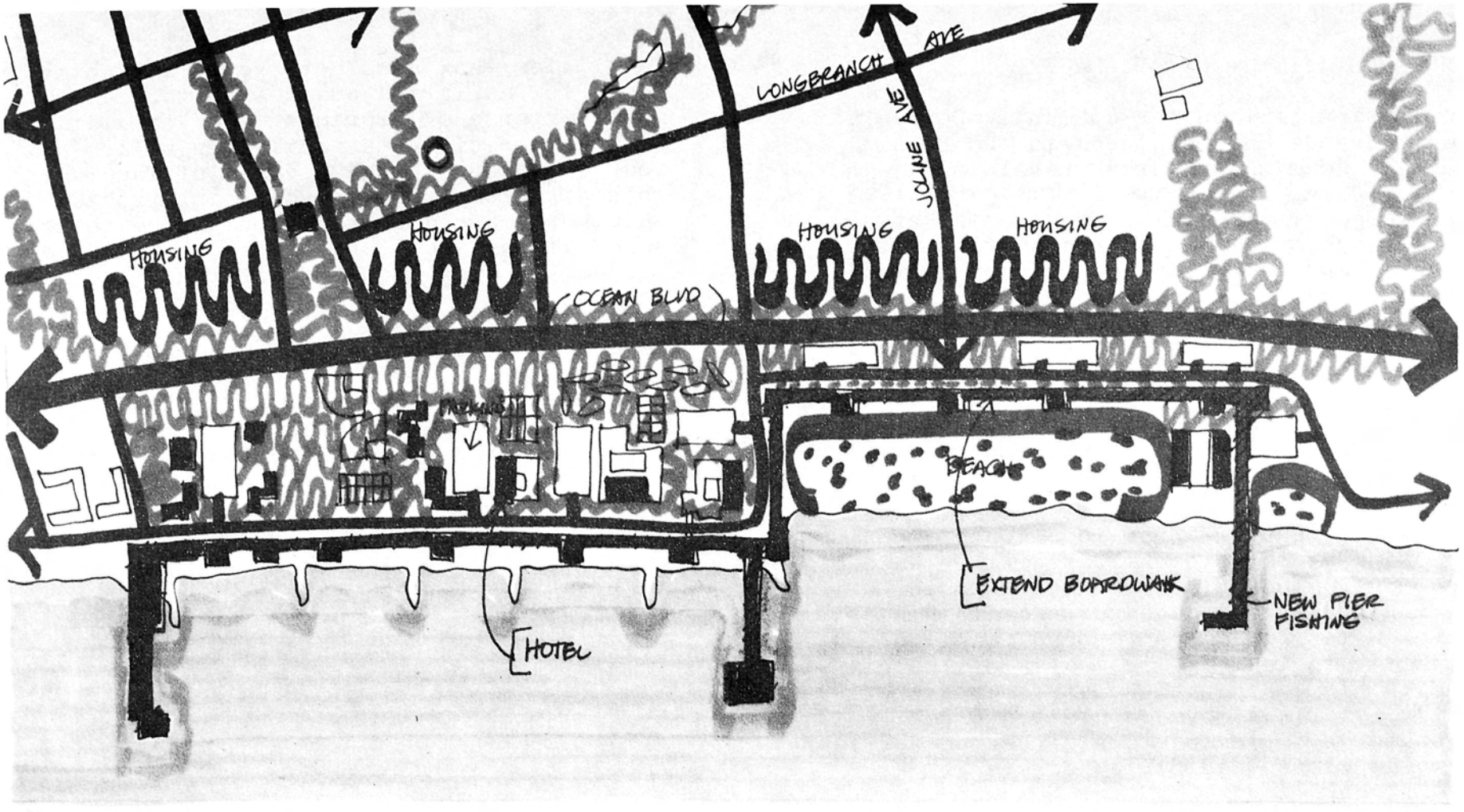
LONGBRANCH AVE
OCEAN AVE
HOUSING
HOUSING
HOUSING
HOUSING
(OCEAN BLVD)
BEACH
EXTEND BOARDWALK
NEW PIER FISHING
HOTEL
0 200 400 600 800 1000

FINAL PHASE

IMPLEMENTATION - SEA VILLAGE

In its application for Community Development Revenue Sharing funds to the Department of Housing And Urban Development, the City of Long Branch has demonstrated its knowledge of maximizing govermental assistance funds by using the State Green Acres program and the Bureau of Outdoor Recreation's Land and Water Conservation funds in concert with Community Development Funds. We have suggested some modifications to the northern portion of the proposed City Waterfront Park, the most significant of which is the relocation of the ice rink, indoor-outdoor pool complex, and the various court games from this area.

We have suggested a new location of the ice rink at the present Garfield Park to be constructed adjacent to a proposed Community Center. The purpose of this move is to provide year round nightime activity to that critical area of the city and to tie it in with a complementary activity. This move should prove no problem in implementation since the Garfield site is also owned by the City.

We have suggested relocation of the court games facilities and the indoor-outdoor swimming pool complex to a location between the North End redevelopment complex and Garfield Park. The purpose is to provide an additional public year round activity center along this portion of the waterfront and also to provide the proposed hotels with attractive year round recreation facilities that should prove an attractive place for capturing business without the major expense of providing such facilities. Re-location of these facilities will require an additional puchase of land. If this appears to be a significant problem the tennis and indoor pool might be positioned at the south end of the redevelopment project, in the close proximity to the hotel.

Because of the importance of establishing a sound year-round hotel operation, the City should consider assisting the developer in providing parking for the facility, thus defraying an additional cost element.

CONCLUSIONS

SUMMARY

Long Branch is at the crossroads!!!

It can no longer live on its past glories, nor can it continue to be the product of decisions made by many individuals for single separate purposes, whose interrelationships and side effects have not been fully considered. Thus leaving the design of the City to be taken care of later, if at all.

Today, Long Branch posses many natural and man-made assets, which are fragmented, both physically and socially and consequently, it lacks a sense of community identity, pride and focus.

Long Branch must re-evaluate its call as a community; in relation to the region and to the people who live there, accept this role as a bedroom and service the community and provide its residents with the best services and environment possible. If the community can build upon its opportunities in a positive way and utilize, reinforce, develop and redevelop its assets then it can initiate the processes and policies that will provide for the needs of all the members of the community.

Granted,there are many obstacles to implementing the broad approach. Social tensions and fiscal inequities are only samples of the problems that continue to delay effective stratigies. Yet, we must continue the logical evolution of urban policy to a scale where these problems and issues can be understood, the alternatives considered, a common direction taken and build bridges between divided jurisdictions.

This is no easy process, it cannot happen overnight, or by the involvement of only a few members of the community. It must include both physical and social changes,planned simultaniously, implemented in stages, and have the flexibility to meet the changing needs of the community. Mere words, pictures or policies cannot make it happen, it takes People and it takes Action. Government cannot do it alone,nor can any one section of the community, it takes all of the people working together.

The Rudat team can only make the recommendations in this short period of time based upon the best of their collective experience and knowledge. The challange is there, the real questions and decisions are in the hands of the people of Long Branch. Will they "do nothing" and accept the cost of inaction in both physical and social terms or will they accept the challange of "meaningful action" and provide Long Branch with a community development process and strategy that will mobilize all the forces of the community into a positive unified direction and make Long Branch the proud community it has the potential of becoming.

The Rudat team believes that this can happen if the People of Long Branch are willing to Cooperate, Comunicate and make the Commitment to work together for a common goal

" A BETTER LONG BRANCH"

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Daily Register

Downtown Redevelopment Board

Herbert Smith Associates

Long Branch Chamber of Commerce

Long Branch Exchange Club

Long Branch Planning Board

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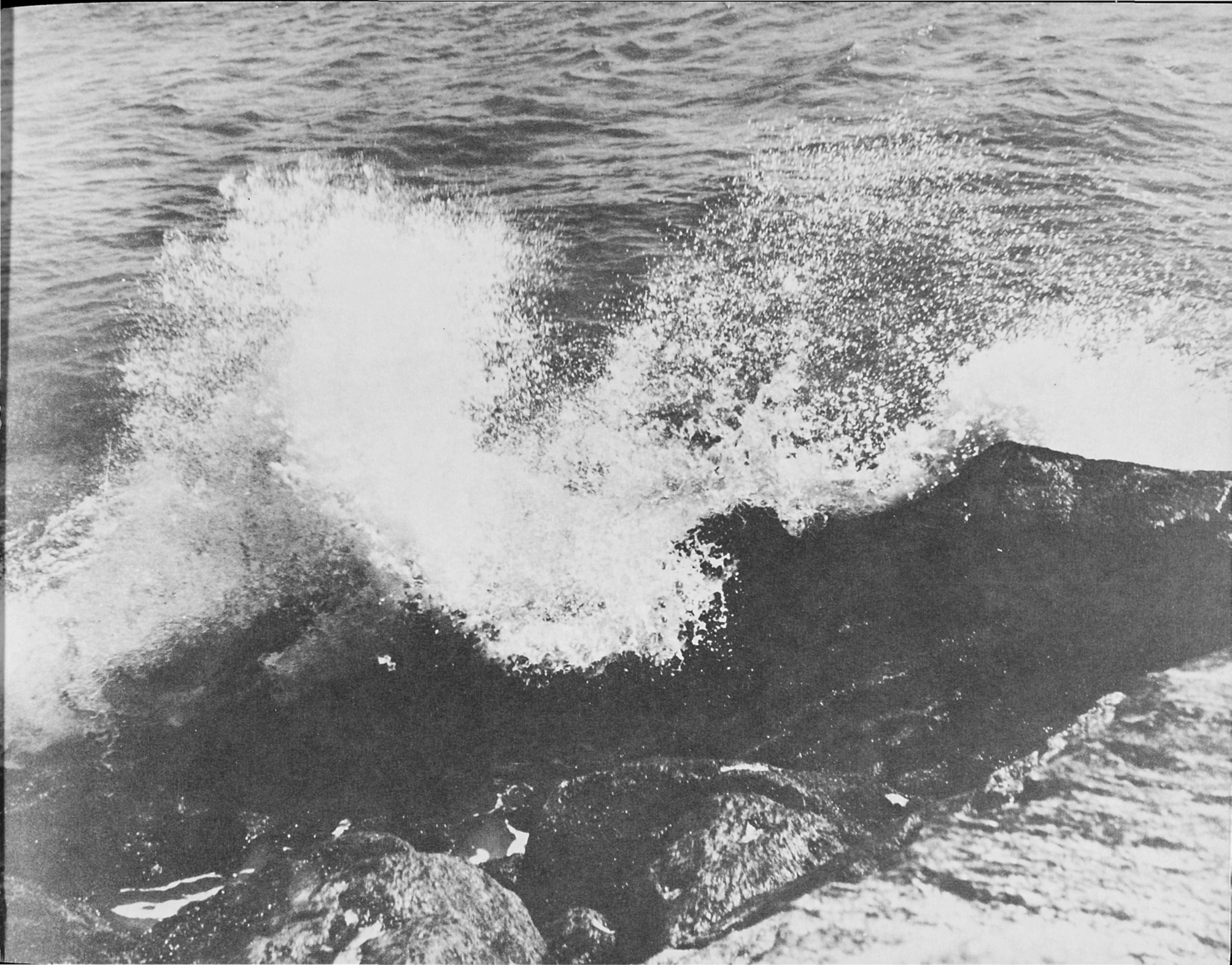
WHTG

WJLK

WRLB

Plus many concerned citizens