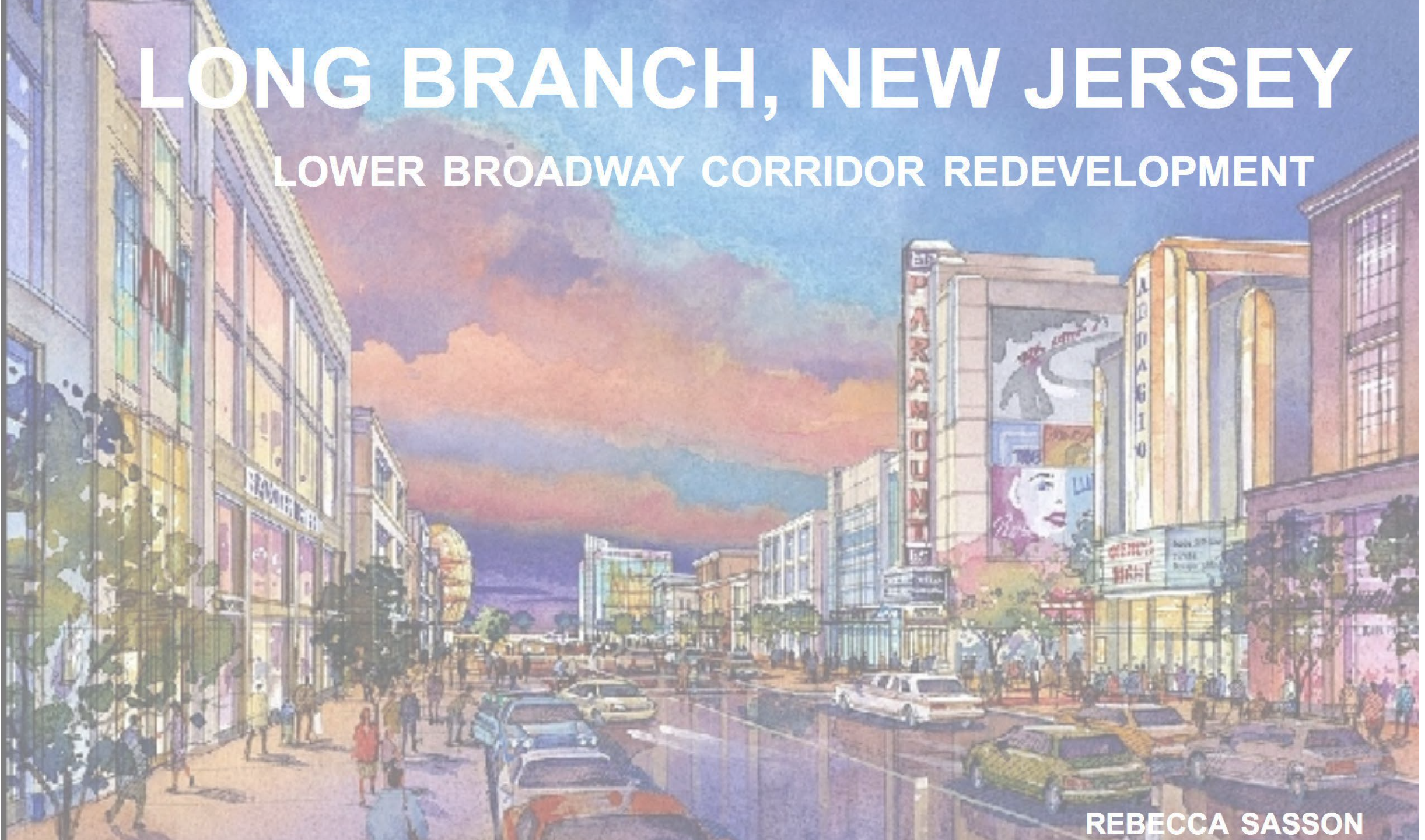


LONG BRANCH, NEW JERSEY

LOWER BROADWAY CORRIDOR REDEVELOPMENT



REBECCA SASSON

Long Branch, New Jersey



Broadway Then



Broadway Now

Long Branch is beachside city in Monmouth County, New Jersey. The population is around 30,718 (with a large increase during the summer months). Long Branch was a beach resort town in the late 18th century. It was visited by 7 presidents over the years their summer destination and many streets and parks are named after them in Long Branch. In the early 20th century and mid 1950's Long Branch was on the decline due to riots, a fire, and the opening of Garden State Parkway.

Long Branch is currently a very popular summer destination due to many redevelopment projects like Pier Village. The oceanfront is constantly seeing new luxury developments be built. This is greatly helping the city of Long Branch, but also driving down the affordability and gentrifying the area.



Demographics



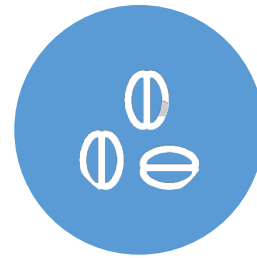
POPULATION: 30,718
(SPIKES DURING
SUMMER MONTHS)



MEDIAN HOUSEHOLD
INCOME: \$58,232



19.1% OF INDIVIDUALS
ARE BELOW POVERTY
LEVEL



51% WHITE



30% HISPANIC OR
LATINO

The site I chose is part of the sixth and final phase of Long Branch's Re-development Plan. The Broadway area of Long Branch is still very much struggling and consists primarily of lower/middle income residents. It feels completely isolated from the oceanfront with Ocean Boulevard being the divider between these two neighborhoods. There currently exists a downtown on Broadway that is greatly in need of revitalization. My site has potential to act as the gateway to this neighborhood and downtown, as well as a transition from the luxury developments to this local downtown.

The City's goals for this area are to create:

- 1) A Hometown Downtown
- 2) Walk to Work
- 3) Urban Campus
- 4) A Regional Downtown

The site was full of abandoned buildings that were falling apart so in 2016, all of these buildings were torn down. except for one commercial building and the radio tower. The rest of the site is currently used as beach parking during the summer for the Pier Village area. It is 11 acres.

The site is under environmental investigation cleanup because there used to be a manufactured gas plant nearby.

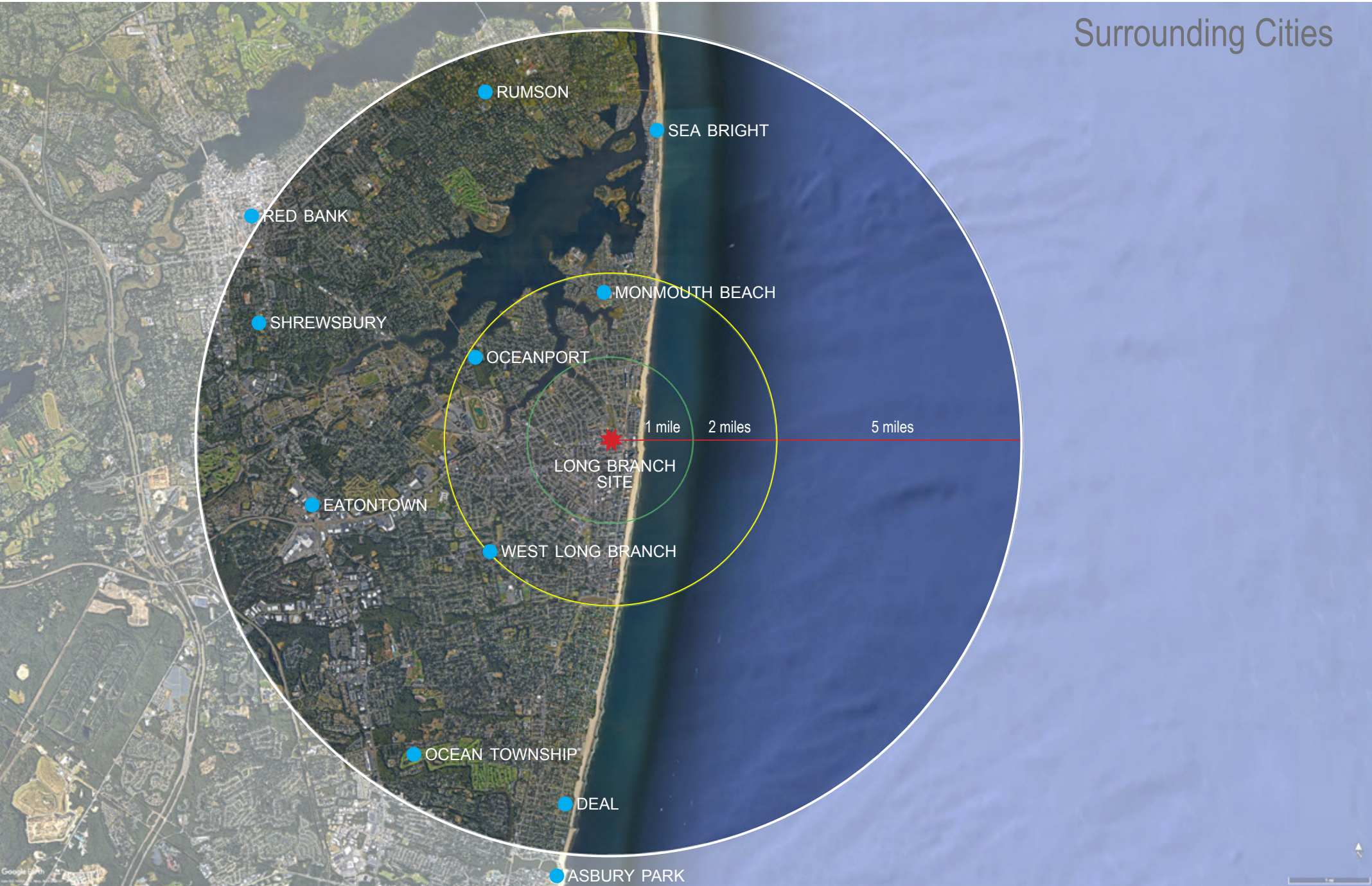


Site in 2013



Site Now

Surrounding Cities



Important Features



1 Mile Radius

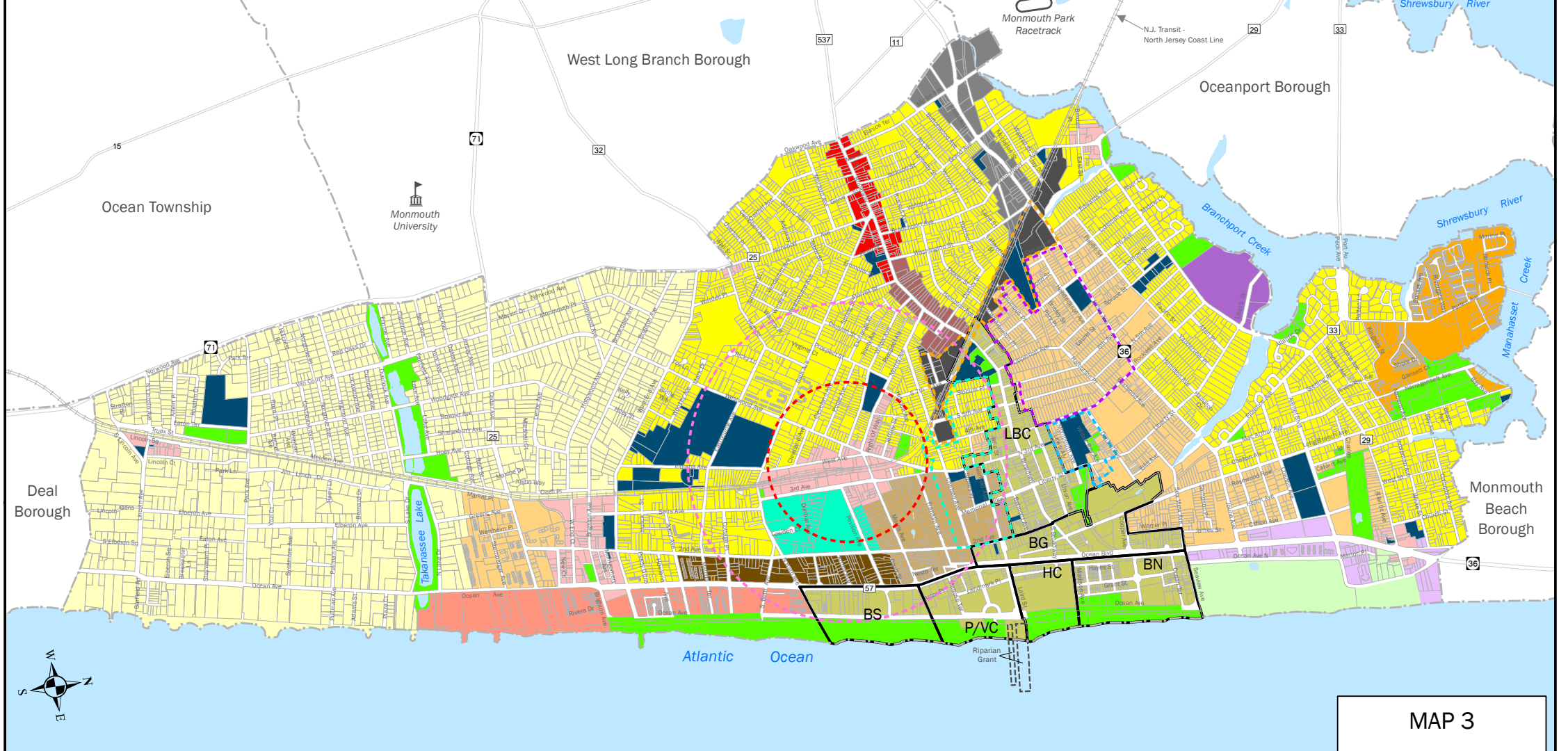
Pier Village: .4 miles

Jerry Morgan Park: .14 miles

7 Presidents Park: .57 miles

Train Station: .59 miles

Monmouth Medical Center: .59 miles



Legend

Land Use Districts

- Single-Family Detached - Low Density
- Single-Family Detached - Low/Medium Density
- Single and Multi-Family - Medium Density
- Single-Family Detached & Townhouse - Medium Density
- Broadway - Medical Residential Transition
- Townhouse/Office
- Beachfront Mix
- Riverfront PURD
- Commercial

- Professional Office / Related Service
- Neighborhood Commercial
- Resort Commercial
- Medical/Hospital
- Industrial
- Manufacturing/Business
- Public Buildings and Facilities
- Municipal Parks and Open Space
- County Parks and Open Space
- Redevelopment Areas

Broadway Corridor Overlay Districts

- Lippincott Overlay
- Monmouth Overlay
- Garfield and Chelsea Overlay
- Industrial District

Transit Districts

- Transit Village (1/4 Mile)
- Transit Overlay (1/2 Mile)

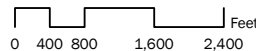
Zone Sectors

- BG Broadway Gateway
- BN Beachfront North
- BS Beachfront South
- HC Hotel Campus
- P/VC Pier Village Center
- LBC Lower Broadway Corridor

- Railroad
- Municipal Boundary
- Parcel
- Water Body

Data Sources:
Monmouth County GIS

1 inch = 1,600 feet



**MAP 3
Land Use Plan**

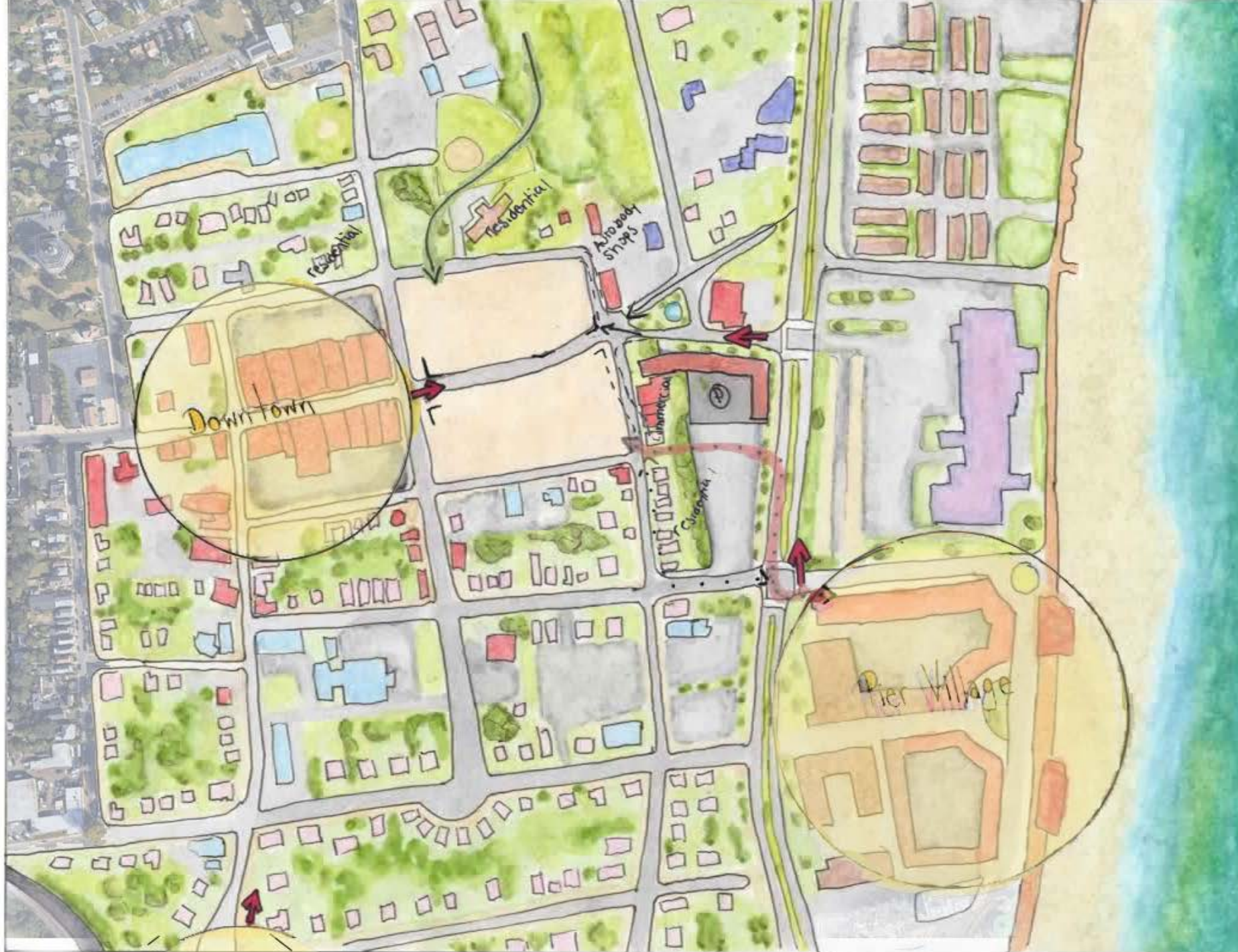
2009 MASTER PLAN

City of Long Branch
Monmouth County, New Jersey

December 30, 2009

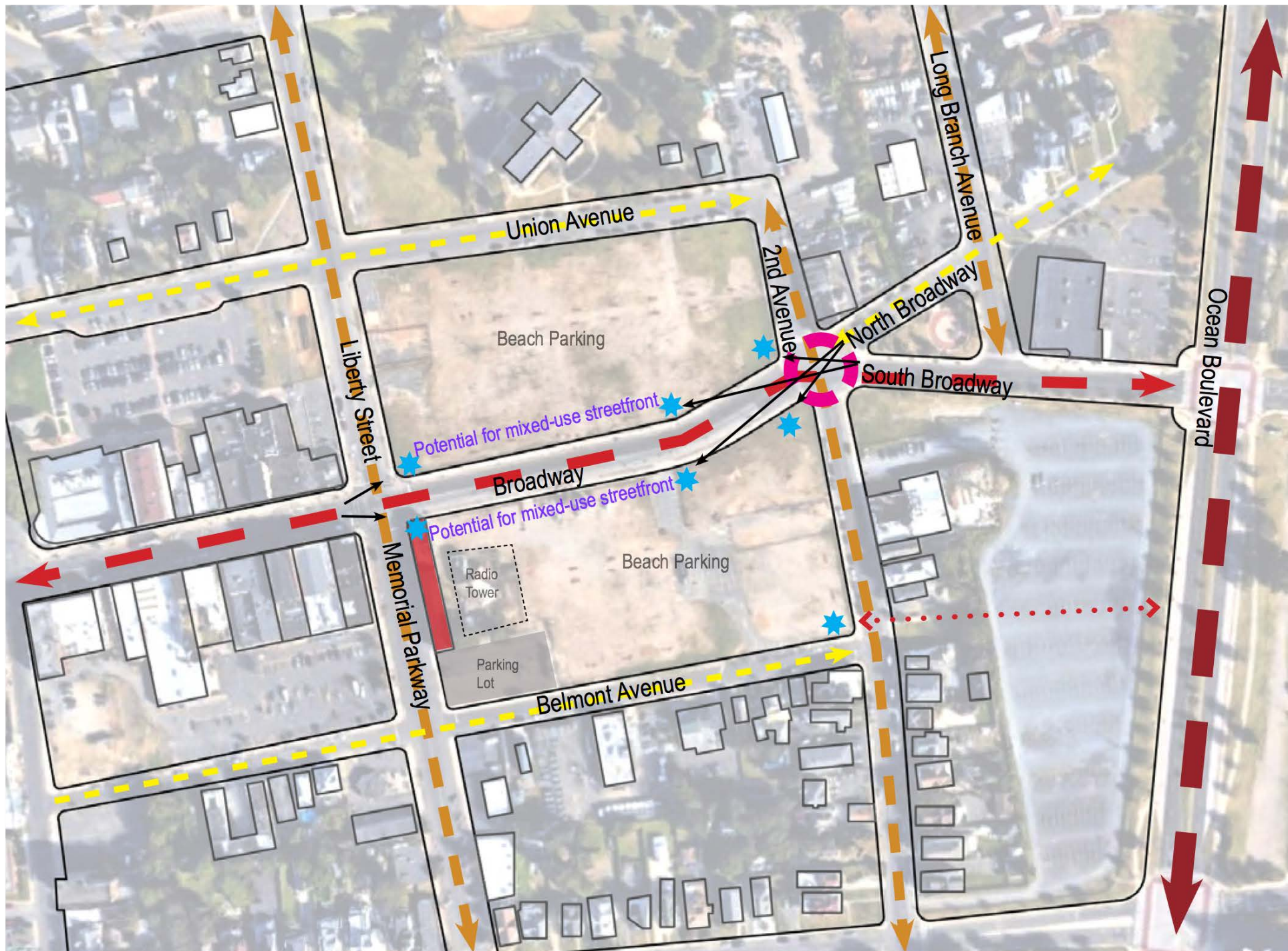


Framework Diagram



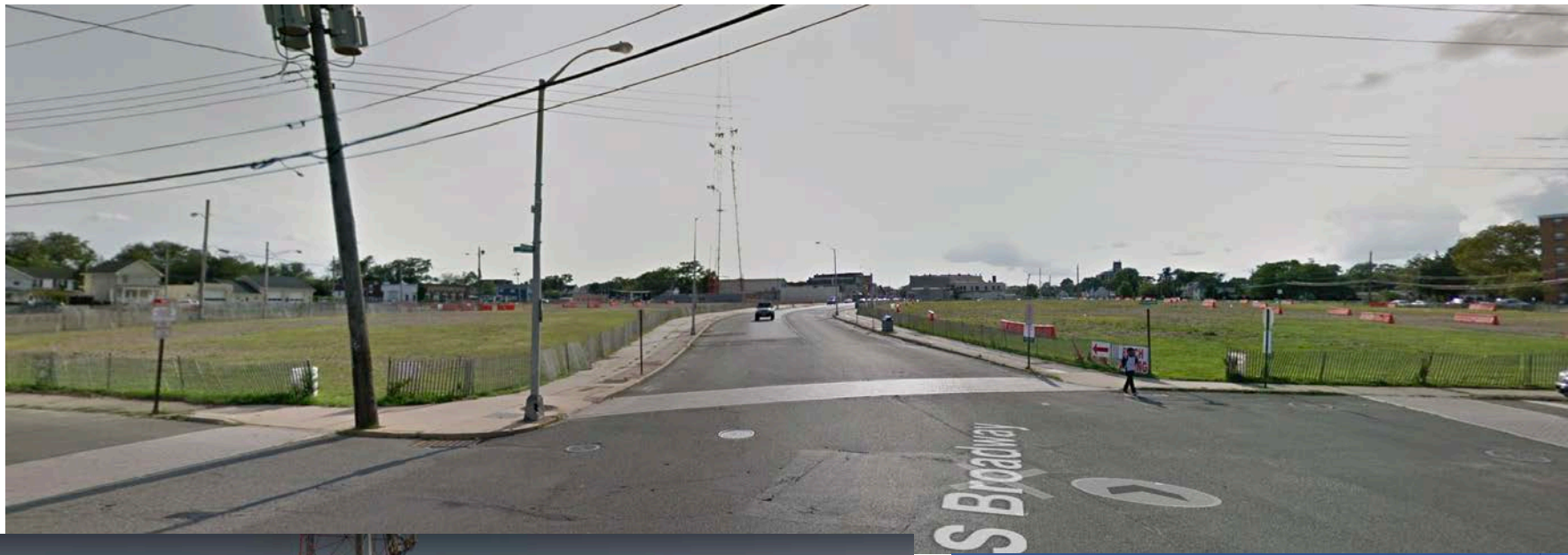
- Multi-family residential
- Single-family residential
- Hotel
- Mixed-use
- Commercial/services
- Industrial
- Civic/Institutional

Site Analysis



- Low Traffic Volume to High Traffic Volume
- Complicated Intersection
- Important View
- Pedestrian Connection

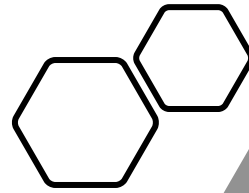




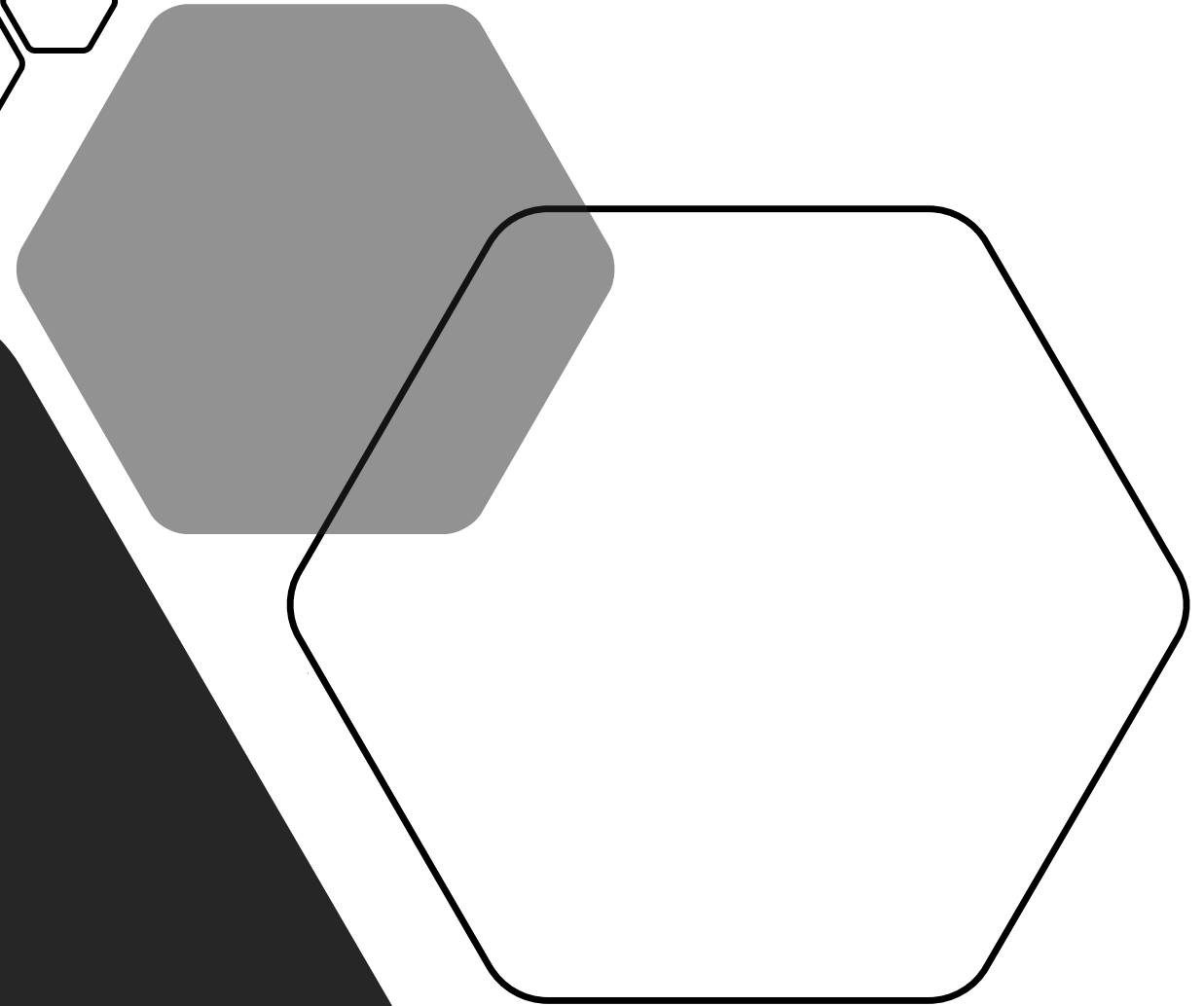
Values:
Waterfront for
Tourists



Program Goals



- To begin the revitalization of the downtown while maintaining the affordability of the area
- To bring local jobs to the residents of Long Branch by creating a live-work environment
- To create an “all year-round” destination for those who live in the surrounding area.





Concept Plan



Ground Level



Commercial	143,398 sq.ft
Residential	740,571 sq.ft
Parking	1305 spaces
On-Street Parking	170 spaces

2-5 Stories



