

**CITY OF LONG BRANCH  
COUNTY OF MONMOUTH**

**ORDINANCE NO. O-04-24 (REVISED)**

**AN ORDINANCE AMENDING CHAPTER 244, "PARKING LOTS AND METERS,"  
ATTACHMENT 1 – SCHEDULE A, "METERED PARKING AREAS" OF THE CODE  
OF THE CITY OF LONG BRANCH**

**WHEREAS**, the City of Long Branch (the "City") is desirous of amending Chapter 244, "Parking Lots and Meters," by amending Attachment 1 – Schedule A, "Metered Parking Areas;"

**NOW, THEREFORE, BE IT ORDAINED**, by the City Council of the City of Long Branch that the following Subsection of Chapter 244 of the City Code be and is hereby amended to read as follows:

Deletions are noted by ~~strikethroughs~~.  
Additions are indicated in **bold underline**.  
Language that remains unchanged is not highlighted in anyway.

**SECTION I**

Chapter 244 Parking Lots and Meters

Attachment 1 – Schedule A, Metered Parking Areas

[no changes from Brighton Avenue between Ocean Boulevard and Ocean Avenue through Laird Street (entire length)]

<b>Street</b>	<b>Side(s)</b>	<b>Enforcement Hours</b>	<b>Rates</b>	<b>Zone</b>
<del>Madison Avenue between McKinley Street and Promenade</del>	<del>Both sides; north/south</del>	<del>0900-1700</del>	<del>\$2/hour, Monday through Thursday; \$3/hour, Friday, Saturday and Sunday/holidays</del>	<del>2</del>
<b><u>Madison Avenue (parking spots adjacent to the beachfront sides between Hayes Avenue and McKinley Street)</u></b>	<b><u>South Side</u></b>	<b><u>0900-1700</u></b>	<b><u>\$2/hour, Monday through Thursday; \$3/hour Friday, Saturday, Sunday/holidays</u></b>	<b><u>2</u></b>

[no changes from Great Lawn south lot through Second Avenue between Union Avenue and Broadway]

Street	Side(s)	Enforcement Hours	Rates	Zone
Second Avenue between Broadway and Belmont Avenue	West	1000—2400 <u>0900-1700</u>	\$2/hour, Monday through Thursday; \$3/hour, Friday, Saturday and Sunday/holidays	3 <u>2</u>
<u>Long Branch Avenue between Cooper Avenue and Broadway</u>	<u>Both sides; north/south</u>	<u>0900-1700</u>	<u>\$2/hour, Monday through Thursday;</u> <u>\$3/hour Friday, Saturday, Sunday/holidays</u>	<u>2</u>
<u>Cooper Avenue between McKinley Street and Old Ocean Avenue</u>	<u>Both sides; north/south</u>	<u>0900-1700</u>	<u>\$2/hour, Monday through Thursday;</u> <u>\$3/hour Friday, Saturday, Sunday/holidays</u>	<u>2</u>

### SECTION II

If any section, paragraph, subsection, clause or provision of this Ordinance shall be adjudged by the courts to be invalid, such adjudications shall apply to the section, paragraph, subsection, clause, or provision so adjudicated, and the remainder of the Ordinance shall be deemed valid in effect.

### SECTION III

Any ordinance or parts thereof in conflict with the provisions of this Ordinance are hereby repealed to the extent of such conflict.

### SECTION IV

This Ordinance shall take effect upon passage and publication in accordance with the applicable law.

**Introduced:** January 24, 2024

**Adopted:** February 14, 2024

**MOVED:** Vieira  
**SECONDED:** Widdis

**AYES:** 4  
**NAYS:** 0  
**ABSENT:** 1 (Celli)  
**ABSTAIN:** 0

Date: 2/14/24

Date: 2/14/24

  
\_\_\_\_\_  
Heather Capone, RMC  
City Clerk

  
\_\_\_\_\_  
John Pallone  
Mayor

PARKING LOTS AND METERS

244 Attachment 1

City of Long Branch

Schedule A

Metered Parking Areas

[Added 5-15-2014 by Ord. No. 9-14; amended 4-12-2016 by Ord. No. 2-16; 4-11-2017 by Ord. No. 5-17; 6-21-2023 by Ord. No. 19-23]

Street	Side(s)	Enforcement Hours	Rates	Zone
Brighton Avenue between Ocean Boulevard and Ocean Avenue	Both sides; north/south	0900-1700	\$1/hour, Monday through Thursday; \$2/hour, Friday, Saturday and Sunday/holidays	6
West End Avenue between Ocean Boulevard and Ocean Avenue	Both sides; north/south	0900-1700	\$1/hour Monday through Thursday; \$2/hour, Friday, Saturday and Sunday/holidays	6
South Bath Avenue between Ocean Boulevard and Ocean Avenue	Both sides; north/south	0900-1700	\$1/hour, Monday through Thursday; \$2/hour, Friday, Saturday and Sunday/holidays	6
Ocean Avenue between South Bath Avenue and North Bath Avenue	West	0900-1700	\$1/hour Monday through Thursday; \$2/hour, Friday, Saturday and Sunday/holidays	6
Morris Avenue between Ocean Boulevard and Ocean Avenue	All of Morris Avenue	1000-2400	\$2/hour, Monday through Thursday; \$3/hour, Friday, Saturday and Sunday/holidays	3
Melrose Terrace (Pier Village)	All metered spaces	1000-2400	\$2/hour, Monday through Thursday; \$3/hour, Friday, Saturday and Sunday/holidays	3
Chelsea Avenue (Pier Village)	All metered spaces	1000-2400	\$2/hour, Monday through Thursday; \$3/hour, Friday, Saturday and Sunday/holidays	3
Landmark Place (Pier Village)	All metered spaces	1000-2400	\$2/hour, Monday through Thursday; \$3/hour, Friday, Saturday and Sunday/holidays	3
Ocean Avenue between Melrose Terrace and Laird Street	All metered spaces	1000-2400	\$2/hour, Monday through Thursday; \$3/hour, Friday, Saturday and Sunday/holidays	3
Centennial Way (entire length)	All metered spaces	1000-2400	\$2/hour, Monday through Thursday; \$3/hour, Friday, Saturday and Sunday/holidays	3
Laird Street (entire length)	All metered spaces	1000-2400	\$1/hour, Monday through Thursday; \$3/hour, Friday, Saturday and Sunday/holidays	3

LONG BRANCH CODE

Street	Side(s)	Enforcement Hours	Rates	Zone
Madison Avenue between McKinley Street and Promenade	Both sides; north/south	0900-1700	\$2/hour, Monday through Thursday; \$3/hour, Friday, Saturday and Sunday/holidays	2
Great Lawn south lot	All metered spaces	0900-1700	\$2/hour, Monday through Thursday; \$3/hour, Friday, Saturday and Sunday/holidays	2
Great Lawn north lot	All metered spaces	0900-1700	\$2/hour, Monday through Thursday; \$3/hour, Friday, Saturday and Sunday/holidays	2
Seaview Avenue between Old Ocean Avenue and Promenade	North	0900-1700	\$1/hour, Monday through Thursday; \$2/hour, Friday, Saturday and Sunday/holidays	2
Old Ocean Avenue between Seaview Avenue and Seven Presidents Park entrance	Both sides; east/west	0900-1700	\$1/hour, Monday through Thursday; \$2/hour, Friday, Saturday and Sunday/holidays	1
Old Ocean Avenue between Seven Presidents Park entrance and Avenel Boulevard	East	0900-1700	\$1/hour, Monday through Thursday; \$2/hour, Friday, Saturday and Sunday/holidays	1
Avenel Boulevard between Old Ocean Avenue and Ocean front	Both sides; north/south	0900-1700	\$1/hour, Monday through Thursday; \$2/hour, Friday, Saturday and Sunday/holidays	1
Old Ocean Avenue between Atlantic Avenue and Avenel Boulevard	Both sides; east/west	0900-1700	\$1/hour, Monday through Thursday; \$2/hour, Friday, Saturday and Sunday/holidays	1
Ocean Avenue between South Bath Avenue and Pavilion Avenue	All metered spaces	0900-1700	\$1/hour, Monday through Thursday; \$2/hour, Friday, Saturday and Sunday/holidays	6
Broadway between Second Avenue and Liberty Street	Both sides	1000-2400	\$2/hour, Monday through Thursday; \$3/hour, Friday, Saturday and Sunday/holidays	3
Union Avenue between Second Avenue and Liberty Street	South	1000-2400	\$2/hour, Monday through Thursday; \$3/hour, Friday, Saturday and Sunday/holidays	3
Second Avenue between Union Avenue and Broadway	West	1000-2400	\$2/hour, Monday through Thursday; \$3/hour, Friday, Saturday and Sunday/holidays	3
Second Avenue between Broadway and Belmont Avenue	West	1000-2400	\$2/hour, Monday through Thursday; \$3/hour, Friday, Saturday and Sunday/holidays	3

*The following Code does not display images or complicated formatting. Codes should be viewed online. This tool is only meant for editing.*

**§ 244-1 Metered parking areas.**

**[Amended 6-9-1971 by Ord. No. 603; 3-13-1973 by Ord. No. 677; 7-10-1979 by Ord. No. 955; 8-28-1979 by Ord. No. 958; 10-9-1979 by Ord. No. 963; 10-27-1983 by Ord. No. 1131; 11-26-1985 by Ord. No. 1249; 12-11-1986 by Ord. No. 1305; 6-23-1987 by Ord. No. 1352; 7-26-1988 by Ord. No. 43-88; 10-27-1998 by Ord. No. 36-98; 6-28-2011 by Ord. No. 19-11]**

- A. Zones established. Parking meters are hereby established pursuant to the attached grid (Schedule A).
- B. Installation and placement of parking meter pay stations.
  - (1) The Chief of Police shall cause parking spaces to be striped and numbered, and parking meter pay stations (also referenced as "meters") to be installed at various locations to service the said parking spaces, within the zones established in § 244-1A above (see Schedule A). Parking in the zones shall be controlled by meters during the hours and for the time limits specified for each zone in Subsection A. The meters shall have the legend upon them visible to the person using it, stating that the meters are in effect during such hours, and the time limitation shall be designated by an appropriate sign posted in proximity to the meter in the zone. **[Amended 6-26-2019 by Ord. No. 13-19]**
  - (2) Metered parking shall be effective only between the time period from May 1 through September 30 of each year.
  - (3) The metered rates set forth herein (see Schedule A) shall take effect in the respective areas when the all of following actions have been completed by the Long Branch Parking Agency (LBPA), which agency is a division of the Department of Public Safety:
    - (a) Striping and numbering of on-street and off-street parking spaces;
    - (b) Activation of meters; and
    - (c) Notification of public via publication in an official newspaper, and posting on the City website ([www.longbranch.org/parking](http://www.longbranch.org/parking)).
- C. Markings and signs. The Chief of Police shall have markings painted for the purpose of designating each parking space which is subject to metered parking, and shall have signs erected in the vicinity thereof to alert the public as to the requirements of metered parking. Each vehicle utilizing a metered space shall be parked within the lines or markings. No person shall park any vehicle across any line or marking or park a vehicle in such position that shall not be entirely within the area designated by the lines or markings. **[Amended 6-26-2019 by Ord. No. 13-19]**
- D. Charges for parking.
  - (1) When any vehicle shall be parked in any metered space, the operator of the vehicle shall, upon entering the parking space, immediately thereafter pay the appropriate parking fee for the desired time through the use of United States cash or currency, or through the use of a credit or debit card, by entering the numbered parking space into the meter and by following the direction on the meter. Failure to make payment for the use of a metered space shall constitute a violation of this chapter. Upon making proper payment, the parking space may be lawfully occupied by the vehicle for a period as set forth on the attached Schedule A.
  - (2) If any vehicle shall remain parked in any parking space beyond the parking limit, as fixed by the amount paid for the parking space, the vehicle shall be considered parked overtime and beyond the period of

legal parking time and shall constitute a violation of this chapter.

- (3) For those patrons who utilize a credit or debit card as their mode of payment for a metered space, the City may be charged an administrative or transaction fee by the credit or debit card companies for the transaction. It is hereby recognized that the City shall create a line item in its budget for the gross receipts received from metered parking as well a line item for administrative/transaction costs associated with the use of credit and debit cards for this purpose.
- (4) The City of Long Branch may offer business owners an automated payment method through a smart card or a mobile application or other electronic device at a discounted rate, which rate shall be determined by resolution of the City Council.
- (5) No change or refunds will be provided by the City.

E. Certain acts prohibited.

- (1) No person shall deface, injure, tamper with, open or willfully break, destroy or impair the usefulness of any parking meter pay station installed under the provisions of this chapter.
- (2) No person shall deposit in any parking meter pay station, any slug device or metallic substitute or any other substitute currently of the United States.

F. Enforcement. [**Amended 6-26-2019 by Ord. No. 13-19**]

- (1) The Chief of Police, or any police officer (including Class I and Class II Special Officers) of the Long Branch Police Department, is hereby authorized to enforce the provisions of this chapter.
- (2) The Business Administrator of the City of Long Branch shall have the discretion to suspend the enforcement of metered parking at such times and for such periods as he or she deems appropriate.