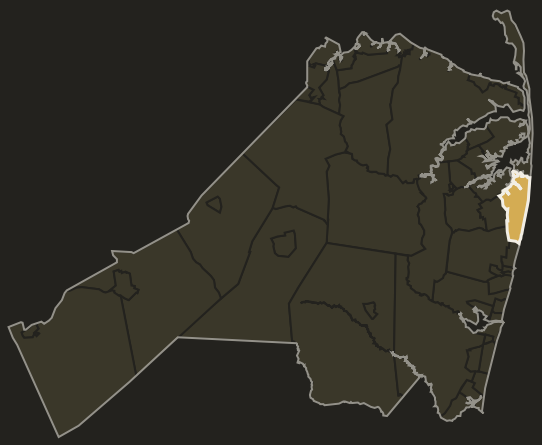
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AN IN DEPTH TOWN GUIDE

Living in Long Branch, NJ

A short history, the sections of town, homes and taxes, where to shop and eat, things to do, and a moving checklist for your new home.



Frana & Silk Real Estate Group

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This guide goes deeper than our website: the history, the sections of town, a moving checklist and worksheets for your visits. Keep it, mark it up, and call either of us with questions.

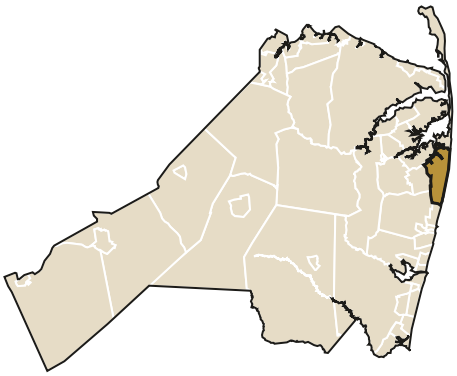
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AT A GLANCE

Long Branch at a glance

County	Monmouth
Population	About 31,700 (2020 census)
Size	About 6.3 square miles, including about 1.2 square miles of water
Setting	Oceanfront city with beach, boardwalk, older neighborhoods and river frontage
Main roads	Route 36 and Route 71; Garden State Parkway exit 105 via Route 36



Long Branch in gold, in Monmouth County

Long Branch vs. West Long Branch

Long Branch and West Long Branch are separate municipalities with their own governments and taxes. Long Branch is the oceanfront city. West Long Branch is a borough to its west that split from Eatontown in 1908.

Monmouth University is in West Long Branch, not Long Branch. Because the names are so close, we always confirm which town a home is in before we talk about taxes or rules.

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A SHORT HISTORY

The story of Long Branch

The Lenape lived along this part of the coast before European settlers arrived. The city takes its name from the long branch, or south branch, of the Shrewsbury River. Long Branch was already drawing summer visitors in the late 1700s, and by the mid 1800s it was one of the best known seaside resorts in the country, with grand hotels along Ocean Avenue.

Ulysses S. Grant summered here from 1869, and seven presidents in all spent time in town, which earned it the name Summer Capital. Long Branch was formed as the Long Branch Commission from part of Ocean Township in 1867 and became a city in 1903. Its beachfront, boardwalk and older neighborhoods still reflect those resort years.

KEY DATES

Timeline

1867	The Long Branch Commission is formed from part of Ocean Township.
1869	President Ulysses S. Grant begins spending summers at his Long Branch cottage.
1881	President James Garfield is brought to Elberon after being shot and dies there in September.
1903	Long Branch is incorporated as a city, replacing the commission.

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SECTIONS OF TOWN

A city of named sections

Elberon. The southern end of the city near the ocean, with its own train station and library branch. Streets here hold many larger older homes on generous lots.

West End. The area around Brighton Avenue and the West End beach, south of the city center. It mixes older single family homes, cottages and small apartment buildings close to the ocean.

The beachfront and Pier Village. The blocks along Ocean Avenue and the boardwalk, including Pier Village near the old pier site. Housing here is mostly condominiums and apartment buildings with ocean views.

Downtown and Broadway. The center of the city along Broadway, home to city hall, the main library and the Long Branch train station. Nearby streets have older two story homes and multifamily houses.

North Long Branch. The northern part of the city toward Monmouth Beach, once called Atlanticville. It is mostly established single family streets.

Branchport and Pleasure Bay. The western waterside sections where Pleasure Bay flows into the Shrewsbury River. Many homes sit near or on the water.

> People in Long Branch often answer "where do you live" with a section name. The city lists Branchport, East Long Branch, Elberon, Hollywood, Kensington Park, North Long Branch, Pleasure Bay and West End, along with the North End, Downtown, Uptown and the beachfront.

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HOMES AND TAXES

What you will find

Oceanfront apartments and condominiums: Including the rental residences above shops at Pier Village and other buildings along the beachfront.

Single family homes: In established sections such as Elberon, West End and North Long Branch.

Homes near the water: Along Pleasure Bay, the creeks and the Shrewsbury River on the west side of the city.

Worth knowing: Long Branch has flood risk on both sides. The city has added check valves to its storm drains to keep water from the tidal basins and the river from backing up into streets and apartment complexes. Ask for the flood zone, the elevation certificate and the flood history on every home. The city also has its own rules for seasonal rentals running between May 15 and September 15, which matter if you plan to rent a home out for the summer.

Property taxes

1.370%
2025 effective tax rate, as a share of market value

$12,635
2025 average residential tax bill

A home worth $900,000 on today's market would pay roughly $12,330 a year at Long Branch's 2025 effective rate. Your actual bill depends on your assessment, so we pull the real tax record for any home you are considering.

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GROCERIES, DINING AND SHOPPING

Where Long Branch shops and eats

Long Branch is a small city with its own supermarket, a busy oceanfront and a downtown along Broadway. More grocery stores and shopping are a few minutes west in West Long Branch and Eatontown.

Grocery stores

IN TOWN	**Stop & Shop** 150 West End Court, Long Branch
WEST	**ALDI** 200 Route 36, West Long Branch
WEST	**ShopRite** 145 Monmouth Road, West Long Branch

SOUTHWEST	**Wegmans**	1104 Route 35, Ocean Township
NORTHWEST	**Acme**	507 Prospect Avenue, Little Silver

Checked October 2026. Stores open, close and move, so call ahead before a first trip.

Dining

Ocean Avenue and Pier Village. The oceanfront, where restaurants sit along the boardwalk and Pier Village with outdoor seating in season.

Brighton Avenue in the West End. A short, walkable stretch of places to eat a block or two from the beach.

Broadway downtown. The city's traditional main street, with everyday eateries and a wide mix of cuisines.

Asbury Park: South on Route 71 to Cookman Avenue and the boardwalk, with restaurants, bars and coffee houses downtown and along the boardwalk.

Downtown Red Bank: Northwest to Broad Street and Monmouth Street, a downtown with everything from fine dining to casual food, and outdoor dining on Broad Street in season.

Shopping

Pier Village has shops along the oceanfront. For larger stores, Route 36 leads west to Route 35 in Eatontown, where the former Monmouth Mall is being rebuilt as Monmouth Square, an open air center with stores and apartments.

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GETTING AROUND

Roads and commuting

Route 36 enters the city as Joline Avenue and then runs north along the ocean on Ocean Boulevard toward Monmouth Beach and Sea Bright. Heading west, Route 36 reaches Garden State Parkway exit 105 in Eatontown. Route 71 runs along the city's western edge toward West Long Branch. NJ Transit's North Jersey Coast Line stops at both Long Branch and Elberon stations, with trains north toward Newark and New York Penn Station. Long Branch

is where the electrified part of the line ends. NJ Transit buses 831 and 837 serve the city, and private bus lines run to New York. Daily shopping is in the city, with more a short drive west in West Long Branch and Eatontown.

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THINGS TO DO

Things to do in and around Long Branch

Seven Presidents Oceanfront Park. A 38 acre Monmouth County beach park at 221 Ocean Avenue with swimming, surfing areas, a skate park and Tony's Place, a universally accessible playground.

Long Branch beaches and boardwalk. City beaches with daily and seasonal badges and accessible ramps, joined by a boardwalk that runs past Pier Village.

7 Presidents Heritage Trail. A walking route of bronze plaques along Ocean Avenue and the boardwalk marking sites from the resort years, including Grant's cottage, the Great Iron Pier and the Garfield marker.

Church of the Presidents. A former 1879 chapel at 1260 Ocean Avenue where the visiting presidents worshiped, listed on the National Register of Historic Places and cared for by a local historical association.

Garfield Tea House. A small playhouse in Elberon built from the railroad ties laid to carry President Garfield's train to the shore in 1881.

OceanFest. The city's Fourth of July festival on the Great Lawn and promenade at Pier Village, with music, food, sand sculpting and fireworks after dark.

Long Branch Free Public Library. The city's own library, with its main building at 328 Broadway and a branch in Elberon on Lincoln Avenue.

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MOVING CHECKLIST

Setting up your home in Long Branch

Tick each one off as you go. Most of these take one phone call or a few minutes online.

- [ ] **City hall.** Long Branch City Hall, 344 Broadway, Long Branch, NJ 07740.732-222-7000. https://longbranch.org

- [ ] **Property taxes.** Tax office phone 732-571-5657. The tax collector's office is in city hall at 344 Broadway and is open weekdays from 8:30 am to 4:30 pm. New Jersey property taxes are paid quarterly, due February 1, May 1, August 1 and November 1, with a 10 day grace period. The city says payment must be received by the 10th and postmarks are not accepted. Not receiving a bill does not change the due date, so new owners should confirm with the tax office where bills will be sent.

- [ ] **Water and sewer.** Water: New Jersey American Water. Sewer: Long Branch Sewerage Authority. 1-866-269-2837 (New Jersey American Water). Water in Long Branch comes from New Jersey American Water, so start or stop service with the company directly. Sewer service is handled by the Long Branch Sewerage Authority, a separate public authority created by the city, which bills separately. The city asks for a paid sewer bill before it will process a resale certificate, so settle the sewer account before closing.

- [ ] **Electric.** Jersey Central Power and Light (JCP&L), a FirstEnergy company. Outage line 1-888-544-4877.

- [ ] **Gas.** New Jersey Natural Gas. 1-800-221-0051 (customer service); 1-800-427-5325 (gas leaks, 24 hours).

- [ ] **Trash and recycling.** City trucks collect trash and single stream recycling by zone. The South Zone is collected Mondays north of Brighton Avenue and Tuesdays south of it; the North Zone Thursdays north of Joline Avenue and Fridays south of Joline to Broadway. The full schedule and the recycling calendar are on the Recycling Pickup page at longbranch.org, or call city hall.

- [ ] **Driver's license and voting.** New Jersey law (N.J.S.A. 39:3-36) requires drivers to report a new address to the Motor Vehicle Commission within one week, and the MVC prefers that you do it online. To register to vote or update your address, use the state's online voter registration or send a paper form to the Monmouth County Commissioner of Registration or Superintendent of Elections. Registration closes 21 days before an election. The Monmouth County Clerk handles vote by mail ballots.

- [ ] **Flood zone.** Look up any address on the FEMA Flood Map Service Center at msc.fema.gov. New Jersey sellers must disclose a home's flood zone and flood history. Long Branch has water on both sides, the ocean to the east and Pleasure Bay and the Shrewsbury River to the west, so check every address. The city takes part in FEMA's Community Rating System, which can lower flood insurance premiums; it entered in 2018 and was listed at Class 7 in the state's 2019 hazard mitigation plan. Ask the city for the current class.

- [ ] **Library.** Long Branch Free Public Library, 328 Broadway, Long Branch, NJ 07740 (Elberon Branch: 168 Lincoln Avenue).

- [ ] **Post office.** 60 Third Avenue, Long Branch, NJ 07740.

Checked October 2026. Phone numbers and schedules change, so confirm with each office.

WHEN YOU SELL

The certificate every sale needs

New Jersey requires a Certificate of Smoke Alarm and Carbon Monoxide Alarm Compliance before a one or two family home is sold (N.J.A.C. 5:70-2.3), issued by the local fire official after an inspection. Since February 3, 2025 (P.L. 2025, c.19), a portable fire extinguisher is no longer part of this certificate for one and two family homes. Long Branch also requires its own Residential Certificate of Compliance before title transfers or new occupants move in (City Code section 262-25). It is issued by the Office of the Fire Marshal (Bureau of Fire Prevention) at city hall, 732-571-5651, after an inspection under the property maintenance code. The fee is $60, forms must be delivered in person, the home must be vacant for the inspection, and the city asks for paid current quarter tax and sewer bills and a building department form showing no open permits. Apply well before closing.

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QUESTIONS PEOPLE ASK

Questions people ask us about Long Branch

Does Long Branch have a train station?

It has two. Long Branch and Elberon stations are both on NJ Transit's North Jersey Coast Line, with trains north toward Newark and New York Penn Station. Long Branch is where the electrified part of the line ends.

Why is it called Seven Presidents Park?

Long Branch was a summer resort for presidents in the late 1800s and early 1900s. Grant, Hayes, Garfield, Arthur, Benjamin Harrison, McKinley and Wilson all spent time here, and the county's oceanfront park is named for them. President Garfield died in Elberon in 1881.

Is Monmouth University in Long Branch?

No. Monmouth University is in West Long Branch, a separate borough that borders Long Branch to the west. The two towns have separate governments and separate property taxes.

Do I need flood insurance in Long Branch?

It depends on the address. Homes near the ocean, Pleasure Bay, the creeks or the Shrewsbury River can sit in high risk flood zones, where lenders require flood insurance on federally backed mortgages. The west side along Pleasure Bay needs the same check as the oceanfront.

Where is the closest grocery store to Long Branch?

Long Branch has its own Stop & Shop at 150 West End Court. ALDI and ShopRite are just west in West Long Branch, on Route 36 and Monmouth Road. Wegmans on Route 35 in Ocean Township and Acme in Little Silver are also a short drive away.

Are there restaurants in Long Branch?

Yes, Long Branch has many restaurants. A lot of them are near the ocean, including several right on the boardwalk at Pier Village, and more are downtown on Broadway and on Brighton Avenue in the West End.

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TO FILL IN ON YOUR VISITS

Touring the sections of town

Drive or walk each part of town at different times of day. Note the streets you liked, the traffic, the water and anything to ask us about.

Elberon	
West End	
The beachfront and Pier Village	
Downtown and Broadway	
North Long Branch	
Branchport and Pleasure Bay	

Is Long Branch right for you?

HOW WELL DOES THE TOWN FIT?	GREAT FIT	OKAY	NOT A FIT
Getting to work and family	☐	☐	☐
Groceries and everyday errands	☐	☐	☐
Restaurants and things to do	☐	☐	☐
Parks and time outdoors	☐	☐	☐
Being on or near the water	☐	☐	☐
Flood zone and insurance	☐	☐	☐
Property taxes	☐	☐	☐
The kinds of homes available	☐	☐	☐
Traffic and summer crowds	☐	☐	☐
How it feels on the streets you saw	☐	☐	☐

Streets or homes to look at again

Questions to ask us

TALK IT THROUGH

Call or text either of us

Thinking about moving to Long Branch, or selling a home there? Call or text either of us. We will tell you what we know about the town, honestly, and help you plan the next step.



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More guides and our town guides at **franasilk.com**

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