

Keyport, Monmouth County, New Jersey
Sustainable Living by the Bay:
Keyport's Blueprint for Building a Livable, Affordable and Thriving Community

Robert Bergen, the Mayor of Keyport, seeks to address the issues of sustainability in their broadest terms. His goal is to help insure Keyport's positive future as an environmentally, economically, and socially rich and sustainable community.

The ultimate goal is to create and maintain a livable, inclusive and affordable community. In order to achieve this goal, we need to be able to sustain an economic environment in which Keyport's businesses can thrive and grow. Most importantly, we need to maintain a social environment in which all of our residents can enjoy a fulfilling personal and family life, based upon mutual respect for all and the natural resources we all share.

"We believe our future for generations to come is in our hands, and the way to insure a bright future for our community is to work towards a livable Keyport that can sustain itself within changing and challenging environments."

Robert Bergen, Mayor

Livability & Sustainability Go Hand-in Hand

Keyport's Objectives Include:

- Using Smart Growth Strategies to encourage development that will grow and enhance the community and sustainability;
- Incorporating designs and planning that make the community more enjoyable, while making cars less important and desirable;
- Encouraging development that will relieve the tax burden on residents, while enabling more residents to work and shop in town; and,
- Promoting efforts that reinforce Keyport's sense of community and encourage social sustainability.
- Creation of Keyport Green Team, key community representatives/stakeholders, who promote certification activities in Sustainable New Jersey www.sustainablenj.com. **SUSTAINABLE JERSEY™** is a certification program for municipalities in New Jersey that want to go green, control costs and save money, and take steps to sustain their quality of life over the long term.

Elements of Keyport's Strategy

1. Preserving and Enhancing Keyport's Strong Sense of Community by:

- Enforcing Keyport's quality-of-life laws & housing codes
- Restoration of primarily owner-occupied neighborhoods.
- Commitment to a broad range of recreational programs.
- Helping senior live healthy, independent and affordable lifestyles.
- Creating opportunities and places for residents to meet and enjoy one another.
- Cultural enrichments and entertainment through our Keyport Cultural Celebration Committee.
- Promotion of Keyport's Live Where You Work Program in partnership with DCA/HMFA

2. Incorporate Smart Growth Policies into Redevelopment/Rehabilitation Plans

- Attract quality mixed-use development that will increase Keyport's tax base.
- Include public spaces to encourage walking, gathering & community events

3. Commitment to Clean Water and Quality Environment

- Pick up litter before it gets in the water
- Improve the quality of storm water run-off into creeks, and bay by implementing:
 - Integrated Pest Management policy
 - Vegetative border on the banks of Matawan, Luppataong and Chingarora Creeks
 - Maintain and upgrade when possible storm water outfalls.
- Long term design steps to improve Keyport's environment, for example:
 - Parking designed to improve storm water qualities
 - Cleanup of contaminated sites working with Brownfield Area Designation activities and DEP.
- Pet waste – Mut-Mit Dispensers made available by Borough.
- Community-wide yard sale to reduce waste disposal needs.
- Adopt-a-spot volunteer program to maintain and enhance Keyport's beauty through the Garden Club and other groups and agencies.
- Oyster Restoration Project for Keyport Harbor to restore oyster ecosystem.

4. Affordable and Inclusive Housing

- Working to incorporate sustainable housing into mixed-use rehabilitation/redevelopment.
- Where practicable, incorporate renewable energy technology.
- Promote maintaining integrity of Keyport's historic housing stock & neighborhoods

5. Energy Conservation and the Use of Renewable Energy

- To the extent reasonably practicable, new municipal facilities will be LEED Certified, i.e. use green technologies and meet "green" building standards.
- Use of alternative energy design elements in all future municipal facilities.
- Use of B-20 Diesel Fuel in municipal Diesel Truck Fleet.

6. Transportation and Mobility

- Commitment to the rights of pedestrians to walk in a safe attractive environment

7. Community Consensus, Education and Leadership

- Promote Smart Growth planning strategies and activities through Keyport's Boards, Commissions, Organizations, and Social Groups to meet the challenges for Keyport's future sustainability.

8. Promoting the Plan's Objectives and Measuring Progress

**For more information contact:
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