MEMORANDUM

TO: John Merla, Mayor
June Atkins, Borough Council President
Ken Bowers, Phillips, Preiss, Shapiro and Associates
Robert Bergen, Council Member
George Strang, Council Member
Robert Hyer, Council Member
John Doyle, Council Member
Joe Wedick, Council Member
Mark Sessa, Unified Planning Board Chair
Joe Donald, NJ Office of Smart Growth
Judith Poling, Municipal Clerk
Virginia Febo, Planning Board Secretary
FR: Cathy Dipierro, Steering Committee Chair
DT: 10/7/04
RE: Steering Committee Final Report
CC: All Steering Committee Members

This memo summarizes the recommendations of the Steering Committee supporting the Keyport Waterfront Redevelopment Study. These recommendations have been prepared for use by the Keyport Borough Council, Keyport Unified Planning Board, and Smart Growth Planning Team. In this memo, we highlight the major recommendations to come out of the Topical Committee Reports, Placemaking Workshop, and Steering Committee meetings. Overwhelmingly, the community is gratified to have had the opportunity to voice its opinion and recommends continued community and stakeholder collaboration in development decision-making. In addition, the community feels that the cornerstone of planning should be to enhance and benefit Keyport first. It is our pleasure to present to you the vision for Keyport as expressed by the many individuals who participated in the Topical Committees, Placemaking Workshop, and Steering Committee meetings that were part of the first phase of Smart Growth.

Vision and Values

Nearly all of the comments and reports collected by the Steering Committee began by evoking what the participants loved the most about Keyport, and in turn wanted preserved and enhanced in future planning efforts. The elements the Steering Committee heard consistently were:
• Preserve "small town" quality and the role of all of its components (one "walkable"
place with business, residential, recreation, and transportation).
• Maintaining Keyport as a “recreational port and place" that values "traditional
waterfront uses" (fishing, crabbing, swimming, boating, nature watching), beach
parks, marinas, and new opportunities for waterfront recreation and business.
• Preserve historic character of our buildings, both commercial and residential.
• The revitalization and optimization of the waterfront is the key to Keyport's future—a
new waterfront park should become a vibrant public space and a "town square." This
includes support from both residents and business for the permanent re-routing of
American Legion Drive to maximize parkland.
• Reinventing the waterfront as a "multi-activity" area, integrating open space
recreation with business opportunities with family-friendly events and traditional
waterfront activities.
• Public accessibility to the waterfront, beaches, and creeks.
• Harmony with the natural environment, preservation of wetlands (including
Matawan, Luppatatong, and Chingarora Creeks and Brown's Point) and creation of
new, eco-friendly ways to explore the environment.
• Multi-mode transportation linkages within Keyport and to transportation hubs in
neighboring towns, such as Hazlet (bus and train), Matawan (train), and Belford
(ferry). Providing a variety of transportation options is desirable.
• The crucial role of creating a thriving downtown that retains Keyport's "small town"
character
• The importance of an attractive "100% corner" at the intersection of Broad and W.
Front—a vibrant entrance to downtown and the "gateway" to the waterfront
• Responsibly manage Keyport's existing character as a single family home small town
while providing new residential opportunities in the downtown through a new mixed-
use zone and a townhome "GC residential buffer" zone.
• Low density development with design standards that echo current Keyport
architectural gems (see Residential Committee photobook for examples).
• Maximum respect for the property rights of private property owners.
• Owner-occupied residential properties should not be acquired through eminent
domain outside the scope of the common law.

The remainder of this memo highlights the major recommendations of the community on
specific topics.
Pulling together the Placemaking Workshop with the Topical Committee Findings, the Steering Committee recommends the following major elements of the new Downtown Waterfront Park (DWP):

- **Maximize green space and the view by:**
  - Permanently re-routing American Legion Drive.
  - Converting existing American Legion Drive Parking Lot to green space.
  - Changing Fireman's Parking Lot into green space (existing parking is currently underutilized) and placing parking elsewhere (see Parking section).
  - Linking DWP to "greenway" boardwalk along Luppitatong Creek.
  - Reversing Beach Park to place the park at the waterfront and any parking behind it (or in another location; see Parking section). May also consider relocating boat ramp (needs further study).
  - Removing Public Works building and using that land as green space in the DWP.
  - Moving American Legion Drive Parking Lot parking to a new garage behind Gale's Hardware which will be linked to the DWP by an enhanced public alley next to Carlton's. Additional new parking is envisioned in secondary lots behind E. Front St. (see Parking section).
  - Replacing millings with environmentally-friendly grass paving system, as dictated by the design of the new DWP.
  - Burying utilities.

- **Link park to downtown businesses by:**
  - Opening the backs of the stores along the North side of W. Front St. into a shopping and dining promenade at the south edge of the DWP along the rerouted American Legion Drive.
  - Providing new commerce opportunities at the park, i.e., kiosks for waterfront recreation (like bait for fishing) and cabanas for kayak or paddleboat rental.
  - Providing "foot traffic" by routing patrons from the new garage behind Gale's Hardware past the downtown businesses and down to the water via Broad St. and/or an enhanced public alley next to Carlton's.
  - Creating a "Visitor’s Center" at the foot of Broad St. as a central location for all information on events, local businesses, tours, and amenities.

- **Provide amenities focusing on low-impact recreational waterfront uses, including:**
A "Town Square" at Steamboat Dock at the foot of Broad Street, with a Visitor's Center kiosk and a nautical theme.

A promenade along the entire bulkhead.

Covered pavilions and picnic areas to provide shaded seating for eating and watching the water.

A relocated and expanded Steamboat Dock Museum in a larger building on the waterfront within the park area and/or as the second story of the Visitor's Center.

"Reversing" and enhancing the Mini-Park concert stage so that the patrons look out at the water beyond the stage. Alternatively, we suggest building a second story on top of the Post Office that offers a waterfront amenity.

Removing the Post Office and adding that land to the DWP or converting it to an amenity like a waterfront restaurant.

Game boards for shuffleboard, chess/checkers, etc.

Event space for Keyport's existing events, as well as farmer's market.

Permanent, clean public restrooms.

Rebuild steamboat dock pier for transient docking, charter boats, boat rentals, and a ferry/water taxi. Investigate the possibility of providing gas and pump-out facilities, or a municipal marina.

A permanently docked tall ship, wooden ship, or other historic maritime vessel as an educational museum and/or restaurant.

Set aside a zone for fishing to keep hooks away from unsuspecting pedestrians.

The Steering Committee heard significant public endorsement for the Placemaking Map, which encompasses many of the above recommendations. The Placemaking Map is attached to this memo as Figure 1.

The Steering Committee endorsed the idea of a design competition to create the specific layout, design, and amenity placement for the new DWP.

Topical Committees also made the following recommendations for immediate improvements to the current waterfront configuration:

- Clearly mark parking spaces in the American Legion Drive Parking Lot and designate areas for boat trailers.
- Replace unfriendly chain link and razor wire fence at the Post Office with an alternative.
- Replace millings with a grass paving system.
Other Existing Waterfront Parks

The Waterfront Committee studied Keyport’s existing parks and made specific recommendations for each park, which can be reviewed in their Final Report. In general, the Steering Committee recommends the following for all existing parks:

- Permanent, attractive fencing where appropriate
- Finished, attractive, maintained landscaping
- Traffic calming measures near parks
- Delineated parking as appropriate, but maintaining green space as the major use
- Consistent and frequent cleaning of parks and removal of trash
- Expanded play equipment and places to sit in proximity to play equipment
- Consider redistributing assets across parks

Downtown Business District

The Steering Committee has also pulled together numerous recommendations regarding the Downtown Business District (DBD). Overall, there was recognition that the DBD could be significantly expanded by improving utilization of Broad St. from W. Front to the water and the entire length of E. Front St. These underutilized areas provide great potential for new businesses and expanded commerce. The expansion of the DBD into these areas should include:

- Improved decorative lighting and streetscape to match W. Front St.
- Viewing lower Broad St. as the "gateway" to the new Town Center at the waterfront and re-converting first floors back to stores and restaurants which could take advantage of the existing wide sidewalk with outdoor activities.
- Adding E. Front St. as a redevelopment study area in a future Smart Growth phase.
- Addressing the parking on Division St. to support new stores on E. Front (see Parking section).

There was also support for continuing the lighting and streetscape down to Ye Cottage Inn to provide a second "gateway" on the western edge of the DBD.

A second major point was across-the-board support for opening up the backs of the businesses on the North side of W. Front to form a new commercial anchor next to the DWP.

Third, there are numerous specific recommendations for issues affecting the DBD:

- Zoning. The Steering Committee made three key recommendations for zoning changes affecting the DBD:
• Legalize mixed-use development in the GC Downtown Business District by creating a mixed-use zone in the DBD for residential and office above and retail on the first floor. Suggested residential development standards for this zone are: bathroom/unit, kitchen/unit, bedroom with closet/unit, maximum of 1 unit/1000 sq. ft. commercial, 1 parking space/bedroom, parking within 100 ft. of entrance to unit, minimum 2 exposures/unit.

• In alignment with the direction set by the Woodmont townhouse project in the downtown GC district, the Steering Committee recommends creating a "GC Buffer Zone" for townhouses at the edge of the DBD to make a transition from single-family to the DBD. Proposed development standards for this zone are 3 stories and 35’ height above the road at the front door. For further information on this townhouse zone, please refer to Figures 2 and 3 attached to this memo.

• Generate guidelines for conversions of first floor residential in the DBD back to stores (most noticeable on Broad St. between W. Front and the water).

• **Business Mix.** The business mix in the DBD could be improved. The biggest "needs" areas were identified as:
  - Mid and upscale restaurants, including sidewalk cafes and seafood.
  - Bed and breakfasts, possibly in the old JCPL/Town Hall building, a "perfect use" in the “buffer zone” between DBD and residential area.
  - "High-end" businesses and unique stores (the Business Committee’s report contains an extensive list of ideas from business owners).
  - Nautically-themed and marine-based stores.
  - Artisans (perhaps through a program to attract them to studio space above retail).
  - Businesses that fit with “walkability” of downtown and “browsability.”
  - Plus businesses expected to do well, as identified by Planners in their market analysis.

• **Business Support.** To improve the business mix, the support of existing businesses, and the physical appearance of downtown, the Steering Committee recommends:
  - A Borough initiative to attract businesses in the targeted industries, which may include advertising, networking, and incentives.
  - Grants or incentives for façade improvement and first floor conversion to retail/restaurant.
  - Tax abatement for improvements to properties.
  - Creating amenities, events, traffic circulation, and residential zoning (i.e., mixed use) that are conducive to increasing business in the downtown (many of which are recommended elsewhere in this memo).
  - Collective “late night” openings of DBD stores.
• Public information campaign to make businesses and commercial property owners aware of the business support programs available.

• **Commercial Design Standards.** To continue to bring the DBD into line with the historic character of Keyport, the Steering Committee recommends the Borough:
  • Create design standards that require preservation of historic architectural features on existing structures, provide incentives to restore historic architectural features where they have been lost from existing buildings, and require new structures and structure improvements in the DBD to have a design, size, and style that matches the best of our historic commercial buildings.
  • Create signage guidelines that require signs in keeping with a historic downtown business district, such as gooseneck lighting of opaque letters and opaque fabric awnings. It was noted that deed restriction is a tool to restrict signage at the initiative of property owners.
  
  Please refer to the Residential section of this memo for recommendations on residential design standards.

• **Physical Improvements.**
  • Install "pedestrian crossing" orange cones at all crosswalks on W. Front from Beers St. to Church St.
  • Enact measures to make Keyport more "bike friendly," including:
    • Placing bike racks in the DBD
    • Linking the Henry Hudson Trail to the waterfront through the DBD
    • Creating a bike lane or path through town, linked to the Henry Hudson Trail Linkages to the Henry Hudson Trail may require changing streets to one-way to accommodate the bike lane.
  • Improve condition and cleanliness of sidewalks and crosswalks.
  • Maintain and enhance existing trees, plantings, decorative lighting and banners.
  • Enforce existing property maintenance rules, create new ordinances as necessary to require businesses and commercial property owners to clean up and maintain their property, and support all actions with sufficient staffing.
  • Provide additional garbage cans in areas where trash is consistently left on the street, such as the bus stop in front of 2 W. Front St. and the corner of Atlantic and First Streets.
  • Improve public alleyways that will become conduits for pedestrian traffic to the new waterfront park. Improvements should focus on making the alleyways well-lit, attractive, and feeling safe (clean up, add bright decorative lighting, install pavers, add signage, add plantings).
  • Turn some benches around to face stores and pedestrians.
• Uniform downtown signage pointing to all amenities.
• Extend streetscape features (i.e., gas lights, bricks crosswalks, and traffic calming measures) down W. Front to Beers, up Main, up and down Broad, and down E. Front to Church.

**Downtown Parking**

Parking was a major issue in many reports and comments. The Steering Committee has compiled a public vision for how parking would work given the downtown changes already recommended. Because the Steering Committee recommendations remove parking from the DWP location (Fireman's Park and American Legion Drive lot), we present the following suggestions to replace this parking with parking in new areas that would facilitate the flow of traffic and pedestrians through the downtown:

- **Parking Garage.** The Steering Committee's consensus is that the best location for a downtown parking garage is on the current municipal parking lot bounded by Broad, W. Front, and Main. This location ensures that the parking garage is hidden from public view on the street side, is very convenient to downtown and the waterfront, and should not require seizure of any privately-owned parcels.

- **Division St. Lot behind E. Front St.**
  
  **Existing Configuration:** Enforce use of this lot as a public lot, not as a private lot.
  **Proposed Use:** The town already owns a parking lot in this area that appears to be underutilized by patrons visiting downtown. This lot, in an improved and possibly expanded condition, could provide key parking for a revitalized E. Front St. and/or parking for boaters using the Boat Ramp if the Boat Ramp parking is given over to green space. The Steering Committee recognizes that flood control will have to be addressed and that the governing body may have to consider acquisition of additional land in this area to expand the existing facility. In addition, during the Placemaking workshop, the group reviewing the area including Division St. worked with one of the planners to map out how street circulation might work with a new Division St. parking facility. This circulation suggestion is noted on the Placemaking Map.

The Steering Committee emphasizes that these parking lots (and indeed our current parking lots, as noted by the Transportation Committee) must have visible, readable signage to direct patrons...
where to park. In addition, we recommend pervious paving system for all future parking lot paving.

Another idea that the governing body may wish to consider has been proposed by some but did not receive consensus in the Steering Committee meetings is a waterfront facility that combines lower-level parking with an upper level green space/amphitheater in the area currently occupied by the Mini-Park stage.

Similarly, several ideas regarding on-street parking in the DBD were discussed but not resolved for recommendation. They are noted here for further investigation by the Borough:

- Eliminating all on-street parking and traffic on W. Front from Main to Broad, thereby creating a pedestrian mall.
- Introducing angled parking in front of the storefronts along the realigned American Legion Drive.
- Requiring employees to park in off-street lots, leaving on-street parking for patrons (no consensus on where they should park because municipal lots are time-restricted).
- Set asides at shopping centers for transit parking, linked to a shuttle, and subsidized to compensate the property owner.

The Steering Committee feels that the governing body should have these ideas investigated further to determine the best approach. The Steering Committee understands that Keyport Business Alliance is in the process of completing a downtown parking survey and that a parking and circulation survey are part of the Planner's deliverables.

**Marinas**

Marinas (with their dockage, fueling, winter storage, and other services) are a key component of the vision for a recreational port that is a destination for boaters. Marinas are therefore a key access point to the water for recreational uses. There is a strong desire in the community and the Steering Committee to preserve and enhance the place of marinas in Keyport.

The Steering Committee recognizes that the land occupied by Keyport's marinas is very attractive to developers because it is waterfront. Therefore, to support these areas as marine use rather than conversion to residential, the Steering Committee recommends examining and addressing the factors that pressure private marina owners to sell. The Steering Committee recommends the Borough investigate the issues affecting private marina operations, including
insurance, environmental, fixed costs, and tax structures and then explore economic options to encourage the continued operation of marinas. These options may include:

- Purchase of development rights
- Tax rate restructuring
- Limiting development to marina and recreational uses in the GMC district
- Municipal operation of a marina

**Residential**

Keyport has a healthy and robust residential community. As previously discussed, the community and Steering Committee want to see Keyport’s small town and historic qualities preserved. Residential items that will contribute to this are:

- Support conversion programs from multi-family to single family units.
- Adherence to zoning restrictions with regard to multi-family units in the RA zone.
- Implementation of the townhouse buffer zone in the GC Downtown commercial district.
- Reinforce historic housing variety and style, possibly with incentives for restoration of historic facades and features.
- Observe the multi-family ban for infill projects.
- Bias against granting variances for third floor additions and requiring third floor additions to be in keeping with the historic character of the home.
- Bias for open porches in keeping with home’s historic character, rather than enclosing porches.
- Standards for signage in Residential zones.
- Height limit of 30’ on new construction and renovations with appropriate setbacks and greenery requirements.
- Restore beach access from Atlantic and Walnut Streets.
- Redevelop Aeromarine in a way that enhances this residential district.

**Residential Parking**

The Steering Committee makes several recommendations on residential parking issues:

- Lawn parking detracts from the character of the community and should not be permitted.
- Parking lots for multi-unit developments should contain enough parking for the units, meeting or exceeding state requirements.
• Private residential parking lots should be logically configured and properly
  maintained.
• Buffer requirements for residential parking should be enforced.
• It appears from observations that on-street parking is used in residential areas where
  off-street parking is available. The Transportation Committee recommended
  residential parking permits, but the Steering Committee did not take up this issue in-
  depth.

Aeromarine

Aeromarine was a topic that a number of the topical committees and residents who addressed the
Steering Committee continued to return to. It was obvious to the Steering Committee that the
future of Aeromarine is a topic of great interest to the community, especially as it is the largest
parcel of undeveloped land remaining in Keyport. In addition, the use of the site is subject to
some potentially complex environmental issues that are not fully understood at this time and are
under investigation. Therefore, the Steering Committee's main recommendation with regard to
Aeromarine is to convene a committee with appropriate representation from the community and
professionals to study this property, fully understand the scope of the environmental issues, and
investigate possible uses and restrictions. This committee will allow the community to be
proactive in formulating a vision for the parcel, rather than reactive to a proposal.

The Steering Committee heard a number of specific suggestions for the Aeromarine property and
we present them here for consideration by the committee studying the property:
• Consider non-residential uses such as an educational facility, museum, maritime
  learning center, or conservation parkland (either as sole use or companion use to
  residential development).
• Consider possible residential development as an age-restricted community or assisted
  living facility.
• Consider ways to ensure continuous public access to the waterfront through multiple
  access points and public access to natural areas and wildlife viewing via boardwalks.
• Consider plans that screen the Walnut area with evergreen trees as a buffer.
• Protect creeks and wetlands on the property.
• Consider building a new road into Aeromarine on the old railroad right of way.

For any major residential complex proposed for AeroMarine, the Steering Committee
recommends the following parameters to ensure harmony with the surrounding residential area
and in keeping with the "small town" character of Keyport:
Development as a Planned Unit Residential Development with allowed uses restricted
to single family, townhouses and/or age-restricted multifamily.

Use of development standards for the site as show in the Residential Committee
report.

Building height limited to 35' maximum and 2.5 stories maximum.

Density limited to those consistent with the building standards outlined in the
Residential Committee report.

**Public Transportation**

Overall, the Steering Committee feels that Keyport was advantageously positioned between three
key modes of public transportation: the train stations in Matawan and Hazlet, the bus depot in
Hazlet and bus stops along Rtes. 35 and 36, and the possibility of a water taxi/ferry in Keyport.
However, we have not taken advantage of this position. Therefore, one of the main
transportation recommendations is to create intermodal linkages to these hubs by introducing
shuttle service. The Steering Committee makes the following specific recommendations:

- Develop a shuttle service that ties Keyport to the Matawan and Hazlet train stations
  and to the Academy bus depot (and/or stops on Routes 35 and 36), perhaps starting
  with a pilot program using SCAT vehicles. In addition to commuter uses, the shuttles
  can bring people from public transportation to the DWP and Keyport events.

Currently, Monmouth County is conducting a study with Middletown to analyze the
possibility of a shuttle between the Belford Ferry and the Middletown train station
(“Dock and Roll”). Keyport should contact the County with its interest in a shuttle
service between local modes of transport and a potential tram or light rail service into
Aeromarine.

- Provide signage, schedules, and shelters at bus stops to encourage ridership.

- Investigate the possibility of a private ferry service to determine the best option for
  Keyport, including examining the history of ferry service in the area, the economic
  models that would support different types of ferry service (commuter, recreation,
  water taxi).

There was considerable public interest in a "water taxi" model connecting shore destinations
from South Amboy to Sandy Hook and excursions to special events. The Business Committee's
survey of downtown businesses asked the question "Do you think that, through a ferry service to
Keyport, your business would improve?" Twenty-eight (28) of the 59 businesses surveyed
answered this question. More than 75% (22 of 28 respondents) of the businesses who responded
to this question responded "Yes," they felt that a ferry would improve their business. The Business Committee survey did not distinguish between types of ferry service.

**Traffic**

*Traffic Calming*

Traffic calming was an expressed need from the public. Recommended methods for traffic calming include:

- Install "pedestrian crossing" orange cones at all crosswalks on W. Front from Beers St. to Church St.
- Install sidewalk bump-outs and widen sidewalks when possible.
- Install brick crosswalks as speed bumps at major downtown intersections.
- Install cobblestones on a new, rerouted American Legion Drive.
- Consider creating a “downtown loop” with Broad as inbound and Beers as outbound and American Legion as westbound and West Front as eastbound.
- Install speed bumps in school zones.

*Enforcement of Speed Limits*

A number of times, the Steering Committee heard concerns about speeding in residential areas and in school areas. Speeding vehicles create a severe safety problem at all times, especially during morning and afternoon hours when children and parents walk to school. The Steering Committee recommends targeted enforcement (speed monitors and police patrols) of three problem safety areas:

- Broad St. near Keyport Central School
- Atlantic and Main in school zone
- First Street

First Street, Maple Place, and Broad Street are especially problematic on the weekends, and we recommend targeted enforcement also be done at this time.

The Steering Committee also recommends that the Borough consider dropping the speed limit in historic districts to 25 mph district-wide.
In many areas of town, including residential, recreational parks, and the DBD, persons who spoke to the Steering Committee expressed frustration with the noise from loud vehicles, including motorcycles, that disturbed the peaceful waterside character. The Steering Committee recommends that the Council consider a noise ordinance that mitigates this nuisance.

**Specific Intersection Issues**

The Transportation Committee identified several additional intersections it observed had traffic-related issues that merited attention. They include:

- Atlantic and Maple (poor visibility, diagonal intersection, bike path crossing). Closing of Church Street may address this problem.
- Broad and Front (light timing with pedestrian crossing)
- American Legion, Beers, and W. Front (non-perpendicular intersection). This intersection should be realigned if American Legion Drive is rerouted.
- Broadway and Maple (light timing creates congestion, turn directions unclear)
- Maple, Luppatatong, Forth/Fourth (five-way intersection with no stop signs at 3 roads)
- Broadway and Front (illegally parked cars impede visibility)
- Stone, First, Second, Walnut (flooding and confusing intersection)—the Steering Committee recommends studying this area for possible one-way traffic flow on First and Second, in conjunction with whatever development is done at Aeromarine
- 7-11 (access to store is right at busy intersection)
- Broad and First (poor visibility due to parked cars and stop sign location set back from intersection on First Street)
- Second and Church (confusion due to lack of stop or yield signs)
- Front and Church (poor visibility)
- American Legion Drive (road very close to pedestrians). Should be addressed in the rerouting of American Legion Drive.

To alleviate the dangerous conditions on Keyport's streets, the Steering Committee recommends strict enforcement of illegal parking, especially at intersections and improvement of sight triangles.

The Steering Committee recognizes that some of these roads are state or county and may require working with other entities to address the enumerated issues.
Further Investigation

The Steering Committee took comment on a number of issues that it felt required further investigation before a recommendation could be made. Many of these have been noted within the text of this memo. To summarize, areas identified for further investigation include the following:

- Understand marina owners’ issues (insurance, environmental, overhead, tax structure) and explore economic options to preserve marinas, including tax restructuring, subsidies, grants, “condoizing” of slips, and ways to accommodate larger boats.
- Formation of a committee to study Aeromarine, as recommended previously, including a professional cost/benefit analysis.
- Ways to increase ratables on the highway and maximize the use of highway frontage as an area for commercial development (rather than creating ratables from high density residential waterfront development).
- Economic analysis of what businesses will do well in Keyport.
- Ferry service options and economic models.
- Study of DBD parking resources and needs.
- Study of residential parking resources, uses, impact of development, and options for future parking regulations (hours, permits, etc.).
- Traffic flows and counts in downtown, with comparison for diversions.
- Municipal marina or state marina on the waterfront, including possibility of approaching riparian rights property owners to lease space for municipal moorings.

The Steering Committee notes that all of the recommendations in this memo are the recommendations of Keyport residents, businesses, and property owners. By design, the Steering Committee, Topical Committee, and Placemaking processes were designed to harness this knowledge and condense it into the recommendations in this memo. We were encouraged to dream as if the sky were not the limit, and have done so with creativity and dedication. The recommendations in this memo were, in general, made without professional guidance about the infrastructure needed to implement and support each recommendation. Therefore, the recommendations should be considered in conjunction with subsequent professional evaluation of the viability and infrastructure needs to support each recommendation.

Partners

Throughout the Steering Committee’s discussions, many different organizations were mentioned as resources and partners in the planning process, including:
The Steering Committee suggests that the potential contributions of these partners be incorporated into the plan to support actions taken by the Borough.

In closing, The Steering Committee recommends "fact finding" trips for the governing body and public representatives to visit other waterfront towns who have faced similar issues as Keyport to learn how they worked through the process and how we might benefit from their experience. Possible locations include Nyack, NY, Hastings-on-Hudson, NY, South Amboy, NJ, and Collingswood, NJ.

Supporting Reports

All Topical Committee final reports and the Placemaking Workshop reports and map are available at keyportonline.com under "Smart Growth Update." A hard copy of these reports is submitted with this memo.

Approval

This memo was finalized by the Steering Committee at its September 30, 2004 meeting and approved via e-mail and phone assent the week of October 4, 2004.
Attachment: Placemaking Map (Figure 1)
GC Buffer Zone

Proposed

Figure 2
## Multi-family Land Use Development Stds. Proposed

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</tr>
<tr>
<td>% of Lot Coverage w/Bldg.</td>
<td>25% Max.</td>
<td>40</td>
<td>40</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>% of Impervious Lot Coverage</td>
<td></td>
<td>50</td>
<td>60</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>Rec. Area - Min.</td>
<td>250 sq. ft. / 2 Bdrm</td>
<td></td>
<td>Note 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Length of Bldg. - Max.</td>
<td>250 ft over 4 stories</td>
<td></td>
<td>120</td>
<td>120</td>
<td>120</td>
</tr>
</tbody>
</table>

* measured from average grade to peak of roof.

Note 1 - Rec. Area not to count distributed landscaping and access walks to units.

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**Figure 3**