



# Borough of Keyport Neighborhood Preservation Plan “Downtown Keyport” Neighborhood District



*February 2020*

**Prepared for:** The New Jersey Department of Community Affairs

**Prepared by:** The Borough of Keyport Neighborhood Preservation Stakeholder Team in partnership with the Borough of Keyport

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# **Keyport Neighborhood Preservation Plan**

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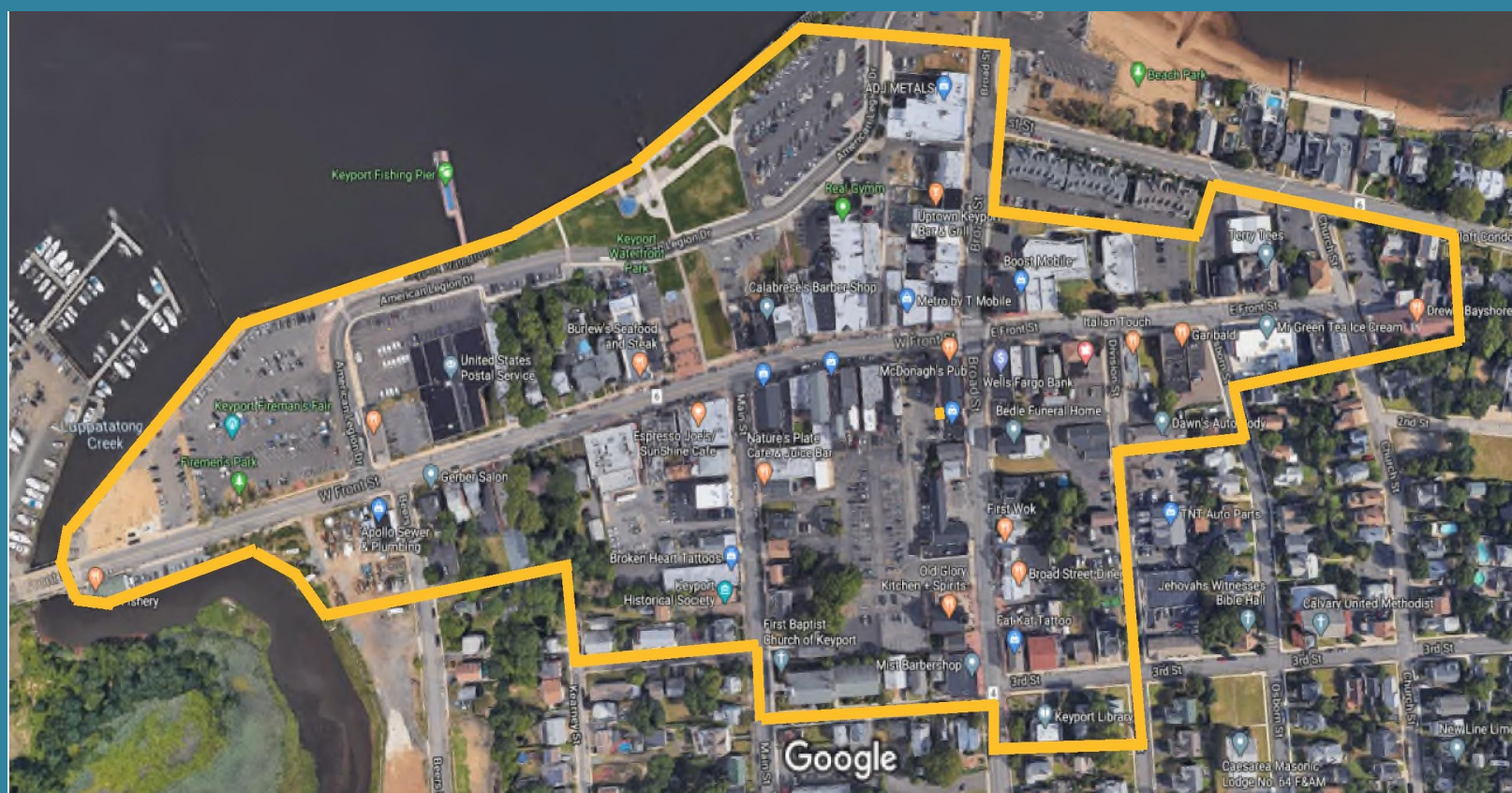
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# Keyport Neighborhood Preservation Plan

## *Downtown Keyport District Neighborhood Boundaries Map*







# Keyport Neighborhood Preservation Plan

## *Introduction*

The Borough of Keyport, in partnership with its community based Neighborhood Stakeholder Team, have created a viable and comprehensive five-year "Downtown Keyport" Neighborhood Preservation Program Plan. The following plan is a blueprint to create long term neighborhood preservation while keeping the distinct aspects of the neighborhood in line with the traditions and spirit of the Borough and the community.

Founded in 1870 and known as the Pearl of the Bayshore, Keyport. Ngy "Jgtug{ has a rich history as a fishing and boating location. Today, Keyport boasts a beautiful waterfront park and is quickly establishing itself as a dining hot spot with many of its many eateries routinely making best of lists. Keyport also has a rich volunteer mentality, residents routinely volunteer their time to help put on the many events the borough offers or work with the many civic groups such as the Historical Society and the Arts Society of Keyport. The Keyport Garden Club holds an award winning garden walk through the towns many beautiful gardens each year.

In keeping with this rich volunteer history, in 2017 many residents volunteered hours of their time to create the updated Master Plan. Though out this document you will see references to this detailed plan put together to help guide the borough through the next ten years. Specifically, the Master Plan calls for well thought out neighborhood preservation with an emphasis on sustainability and to create a vibrant downtown.

The "Downtown Keyport" neighborhood is located in the northern section of the Borough and is bordered to its north by the Raritan Bay. This shoreline offers spendid vistas drawing residents and visitors to the neighborhood to enjoy the natural beauty of the bay while dining, relaxing and shopping. The "Downtown Keyport" neighborhood still faces challenges including: (1) ongoing recovery efforts that still persist from Superstorm Sandy in 2012; (2) increased commercial and recreational activity in a geographically smaller area; and (3) changing commercial demands for local businesses mirroring changing national trends in retail.



This plan is meant to address some of these challenges and to improve the aesthetics and infrastructure of the "Downtown Keyport" District. The proposed improvements will take the already existing appeal of the beautiful bayshore setting and create a downtown area that is both visually appealing and an active commercial center for the Borough. People coming to enjoy the waterfront scenery will also be drawn to the art, commerce and enjoyment offered by the adjacent areas.

This plan seeks to maintain a balance between the need to modernize the appearance and facilities of this neighborhood while still upholding the treasured history that serves as a strong source of pride for the community and which provide the area its character. Current businesses within the "Downtown Keyport" District will reap the benefits of these improvements including a steadier flow of customers and patrons in the hopes that this plan will create or improve features to draw year round visitors and patron instead of the peaks and valleys experienced by most shore towns.

Underlying the goals of this plan is the need to improve existing infrastructure and facilities while emphasizing the spirit of community that already exists within the Borough. These improvements with further accent and highlight the things that make Keyport special and make Keyport a community, including the its continued commitment to holding public events and activities within the "Downtown Keyport" Neighborhood and spotlighting the natural beauty of and the economic activity in the neighborhood.



# Keyport Neighborhood Preservation Plan

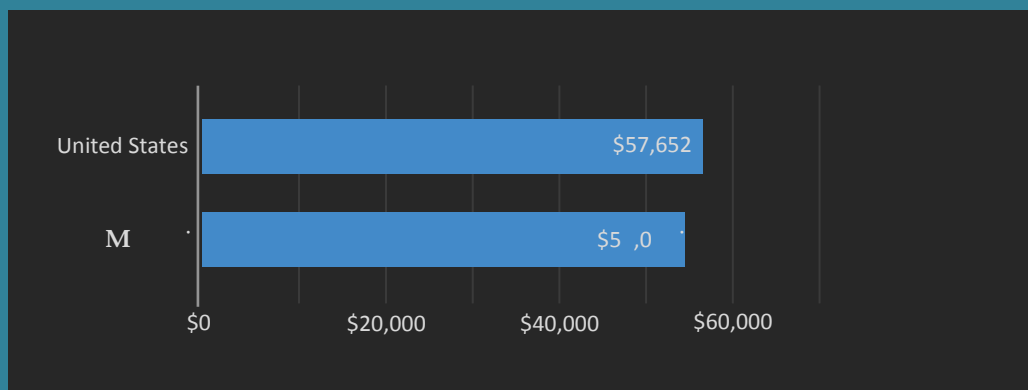
## *Neighborhood Profile*

The "Downtown Keyport" Neighborhood is the center of activity within the Borough of Keyport. The Bayshore Area within the Neighborhood is the top attraction and draw for visitors and tourists and supports a number of small businesses which cater to these visitors providing recreational activities, food, and retail. Front Street is the concentrated location of the small businesses within the Borough and includes a wide array of family businesses that gives the neighborhood a wonderful small town feel. The neighborhood also includes the Borough's municipal government buildings and the historic Borough Public Library.

## Demographics

According to latest census data available, as of 2018 the population of Keyport was 7,053 with a total of 3,026 households. In comparing this data from the 2010 census, the Borough has seen a slight decrease of 2.3% in its population. 19.2% of the Borough population is under the age of 18 years old and 17.1% of the Borough population is over the age of 65 years old.

A total of 565 businesses are located and within the Borough of Keyport as of 2012. From 2014 through 2018, the median income of residents residing in the Borough is \$56,000 just





under the national average.

76.4% of residents are caucasian, 17.8% are hispanic or latino, 6.5% are african-american, and 4.1 are asian.

According to data provided by the Keyport Bayfront Business Cooperative the "Downtown Keyport" Neighborhood includes approximately 75 commercial businesses. The vast majority of the businesses are service based and dining. About 19 of those businesses are restaurants or dining related businesses and about 8 of those businesses are salon or beauty care businesses. As reflected in the public survey data, there are an concentrated number of antique shops in the neighborhood with approximately 5 antique shops lining Front Street, the main corridor of the "Downtown Keyport" Neighborhood which make up about half of all of the retail businesses in the neighborhood.

## Building Uses

The "Downtown Keyport" Neighbor is mix of commercial, multi-family residential, single family residential, and public municipal owned property as well as mixed use buildings with commercial businesses on the first floor and residential or office space on the second or third floor. This diverse mix of building uses is epitomized on West Front Street, the main road that runs through the neighborhood. West Front Street is lined with small storefront businesses, single family residential homes as well as multifamily apartment buildings all lined up in different sections of the street. To the north of West Front Street is American Legion Drive which runs along the Keyport Waterfront and is lined with multifamily apartment buildings and businesses.

The southern area of the "Downtown Keyport" Neighborhood includes additional commercial and municipal owned buildings with the residential single family homes increasing in numbers as the map moves south. This southern section of the neighborhood also included the Borough Public Library.

PEOPLE	
<b>Population</b>	
Population estimates, July 1, 2019, (V2019)	NA
Population estimates, July 1, 2018, (V2018)	7,053
Population estimates base, April 1, 2010, (V2019)	NA
Population estimates base, April 1, 2010, (V2018)	7,220
Population, percent change - April 1, 2010 (estimates base) to July 1, 2019, (V2019)	NA
Population, percent change - April 1, 2010 (estimates base) to July 1, 2018, (V2018)	-2.3%
Population, Census, April 1, 2010	7,240
<b>Age and Sex</b>	
Persons under 5 years, percent	▲ 6.0%
Persons under 18 years, percent	▲ 19.2%
Persons 65 years and over, percent	▲ 17.1%
Female persons, percent	▲ 50.0%
<b>Housing</b>	
Housing units, July 1, 2018, (V2018)	X
Owner-occupied housing unit rate, 2014-2018	49.8%
Median value of owner-occupied housing units, 2014-2018	\$258,600
Median selected monthly owner costs -with a mortgage, 2014-2018	\$2,054
Median selected monthly owner costs -without a mortgage, 2014-2018	\$935
Median gross rent, 2014-2018	\$1,081
Building permits, 2018	X
<b>Families &amp; Living Arrangements</b>	
Households, 2014-2018	3,026
Persons per household, 2014-2018	2.32
Living in same house 1 year ago, percent of persons age 1 year+, 2014-2018	89.4%
Language other than English spoken at home, percent of persons age 5 years+, 2014-2018	21.9%
<b>Computer and Internet Use</b>	
Households with a computer, percent, 2014-2018	83.6%
Households with a broadband Internet subscription, percent, 2014-2018	72.8%
<b>Education</b>	
High school graduate or higher, percent of persons age 25 years+, 2014-2018	87.2%
Bachelor's degree or higher, percent of persons age 25 years+, 2014-2018	21.3%







## Neighborhood Assets

The “Downtown Keyport” neighborhood has many existing assets that ideally lend themselves to a large scale economic investment and community development. First is the



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The Waterfront Promenade is a great place to fish, stroll, or just enjoy the stunning view of the New York skyline to the east and rich marshlands to the west. Boasting marinas, a yacht club, a charter fishing boat and a municipal boat ramp, the waterfront is still the center of activity in the Borough. The four-acre Waterfront Park includes an open-air pavilion, children's play area and a natural Rain Garden.

West Front Mini Park, overlooking the waterfront promenade, is home to summer concerts, and the Waterfront Park hosts evening movies throughout the summer. A weekly farmer's market and the annual Fireman's Fair are also held in the waterfront Firman's Park. A wide range of events for visitors and residents alike features a St. Patrick's Day Parade in March, a town-wide yard sale in June, and the Keyport Garden Club's Garden Walk in the beginning of June, showing off





ornamental, productive and sustainable public and private gardens.

To the south of the waterfront areas is the commercial center of the "Downtown Keyport" Neighborhood. This commercial area of the neighborhood contains a number of diverse businesses, many of which have been part of the neighborhood for multiple generations. The key attribute of this commercial area is that the



businesses in this area concentrated on West Front Street and are comprised primarily of small family owned businesses. Unlike many other commercial centers, the "Downtown Keyport" Neighborhood is not flooded with large corporate owned retail businesses and franchises. Instead, the owners and operators of these businesses take pride and care of their establishments and have ingrained themselves into the fabric of the community. This commercial area further reflects the friendly small town feel that residents value. This area is also the setting for many Borough events that have been a part of the Community for many many years, including the car show where the streets become lined with beautiful and classic cars."







The "Downtown Keyport" Neighborhood is also a place to spotlight the artistic works of the growing arts community within the Borough of Keyport. Over the years, the Borough has built itself up to draw artists of all kinds, to live, work and explore their creativity. In supporting a range of diverse arts, the Borough can grow into an enclave for arts of all kinds steered by the efforts by the Arts Society of Keyport. The "Downtown Keyport" Neighborhood provides the perfect outdoor gallery where the combination of the area's natural beauty with visible artistic displays will certainly draw visitors. With more and more tourists looking for that perfect backdrop for their pictures and selfies, art can become a reason in and of itself to come and explore the "Downtown Keyport" Neighborhood. Art is a destination for adults and is educational and fun for children to experience. The "Downtown Keyport" Neighborhood is the ideal area to further showcase the artistic voice and the Borough and its residents are excited and committed to further support this growing community.



## About KBBC

The Keyport Bayfront Business Cooperative is the managing entity of the Keyport Business Improvement District, created by ordinance of the Borough of Keyport.

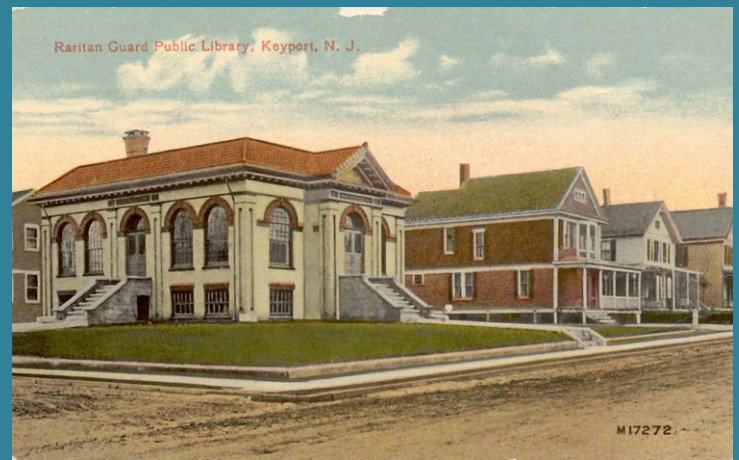
The "Downtown Keyport" neighborhood is part of the Keyport Business Improvement District, known as the Keyport Bayfront Business Cooperative (the "KBBC"). The KBBC was established by ordinance in 2011, and is governed by a Board of Directors comprised of commercial property owners and business operators, representatives of Borough government, and a resident member. The KBBC represents and promotes the interests of local businesses throughout the Borough by hosting, promoting, and supporting events designed to draw both visitors and residents to areas such as the "Downtown Keyport" neighborhood.

In addition, the KBBC produces marketing materials highlighting attractions within the community to encourage



and support tourism in the Borough of Keyport. The KBBC also advocates for local businesses by supporting municipal policies designed to encourage programs and improvements which will bolster the local economy, including the “Downtown Keyport” Neighborhood. The KBBC has cooperated with and participated in the preparation of this plan. Furthermore, the KBBC will be an intended partner in all efforts and projects reflected in this plan.

The "Downtown Keyport" Neighborhood is also the home of much of the Borough's rich history. The historic Keyport Public Library has been in the community for generations and serves as a monument of Keyport's past. The Neighborhood also includes the Keyport Historical Society Museum and the Keyport Fire Museum and Education Center operated by volunteers through the Keyport Historical Society. This volunteer organization is devoted to the preservation and education of the Borough's history for a new generation.



The overall community's strong support for the preservation of the Borough's history is evidenced by the overwhelming support of efforts to repair and maintain the Keyport Public Library. However, this support was epitomized by the manner in which the community rallied to recover lost artifacts following Superstorm Sandy in 2012. Even though the storm caused massive damage to Keyport's Steamboat Museum which had been home to many treasured items for 40 years, the community came together to recover as many artifacts as possible and vowed to rebuild the museum.







# Keyport Neighborhood Preservation Plan

## *“Downtown Keyport” Neighborhood District Year 1 Implementation Plan (2020)*

### *1. Tqcf 'Enquwtg'cpf 'Vtchhke'Eqpvrtqlko r t q x g o g p w u (\$34,800) "*

#### *""Economic/Place Value*

Vj g'\$F qy pvy p'Mg{r qt v\$'P gki j dqtj qqf }u'mqecvqp'pgz v'q'vj g'Tctkcp'Dc{ 'etgcvgu' eqpf kkpup'hqt'tqcf 'hqqf kpi . 'r ctvewrtn{ 'v'vj g'Dc{ uj qtg'ctgc'qh'vj g'pgki j dqtj qqf 0"Vj ku' hqqf kpi 'qhvgp'tgs wktgu'vj g'Dqtqwi j 'v'q'emug'tqcf u'cpf 'f kxgtv'tchhke'htqo 'vj gug'ctgcu0"" Rtugpwn{ . 'vj g'Dqtqwi j 'f qgu'pqv'j cxg'r gto cpgpv'dcttktu'v'q'emug'tqcf u'cu'pggf gf 'cpf "" kpuvcf 'tgrku'uqrgn{ 'wr qp'vgo r qtct { "o gcuwtgu'uwej 'cu'eqpgu0"Vj gug'o gcuwtgu'ctg"" kpuwhhkegpv'cu'f tkxgtu'qhvgp'f tkxg'vj tqwi j 'qt'ctqwpf 'vj gug'vgo r qtct { "o gcuwtgu'cpf "" r gto cpgpv'tqcf 'enquwtg'i cvgu'ctg'pggf gf 0"Vj g'r wtej cug'qh'r gto cpgpv'tqcf 'dcttkt'f cvgu' y j lej 'ecp'dg'qr gpgf 'f wtkpi 'pqto cn'tchhke'cpf 'emugf 'f wtkpi 'vko gu'qh'hqqf kpi 'cpf kt'hqt"" ur gekn'gxgpw'lp'vj g'Dc{ uj qtg'ctgc'y qwf 'ko r t q x g'vj g'tchhke'uchgv{ 'cpf 'ko r t q x g'vj g"" cguy g'ku'qh'vj g'tqcf y c{ u'lp'vj g'Dc{ uj qtg'ctgc0 The equipment would be customized in a matter to fit in with the aesthetics of the area and a potential means of providing additional signage."

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### *40Rwdike'Dgpej gu'cpf 'Ugcwpi '\*&37.222+'Geppqo le IRreg'Xcwg"*

Cp'kpken'o gcuwtg'v'q'cf f tguu'vj g'r ctnkpi 'eqpegtpu'lp'vj g'\$F qy pvy p'Mg{r qt v\$"" P gki j dqtj qqf 'ku'v'q'etgcvg'o qtg'r gf gwtkcp'htkpf n{ 'ctgcu'v'q'gpeqwtci g'tgukf gpw'cpf "" xkukqtu'v'q'y cmiltvj gt'vj cp'f tkxg0'Etgcvkpi 'r rnegu'hqt'r gf gwtkcpu'v'q'uk'f wtkpi 'y cmu"" vj tqwi j 'vj g'pgki j dqtj qqf 'etgcvgu'tgukpi 'lr qwi'hqt'y cmgtu.e{ erkmu'cpf 'lqi i gtu."dw'cnq"" cmqy u'tgukf gpw'cpf 'xkukqtu'v'q'uko r n{ 'tgrcz'cpf 'gplq{ 'vj g'dgcw{ 'qhhtgf 'd{ 'vj g"" pgki j dqtj qqf 0"Ewtgpn{ 'vj gtg'ku'c'rcenlr wdike'dgpej gu'cpf 'ugcvkpi 'v'q'o gg'v'vj ku'pggf 'lp"" vj g'\$F qy pvy p'Mg{r qt v\$'P gki j dqtj qqf 'as reflected in the survey data where over 60% of respondents replied that adding more public seating was a "priority" or a "major priority."

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### *50Downtown'O wtcrs'Project'\*&20.022+'Geppqo le IRreg/Social'Xcwg*

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respondents identified public art as a "priority" or a "major priority." At the same time, the underlying goals to improve the aesthetics and the infrastructure of the neighborhood creates a need for artistic investment in the area. This project would target a property or properties within the neighborhood to provide maximum visibility to showcase these works. The project would target locations that are currently vacant or underutilized. The project would target properties that are currently vacant or underutilized. The project would target properties that are currently vacant or underutilized.

### ***60 Repairs to the Front Exterior of the Borough Public Library (Catalyst Project) \*\$50.022 + Geppgo k IRreg/Civic Xcwg***

The enhancement and revitalization of storefronts, facades, and historic buildings was overwhelmingly cited as a needed improvement in the "Downtown Keyport" Neighborhood with over 89% of respondents stating that such enhancements and revitalizations was a "priority" or a "major priority." The Keyport Public Library is one of the historic buildings treasured by the community. There have been ongoing efforts by the Keyport Library Construction Advisory Committee committee to explore repairs for the library. Based on the estimated provided by the Library Construction Advisory Committee estimate of \$50,000 could be utilized to reconstruct the library's front steps, walls, railings, facade, and threshold which would further enhance this historic building within the "Downtown Keyport" Neighborhood.

### ***70 Investigation into Parking Regulations \*\$2 + Rreg Xcwg***

The overwhelming concern and priority reflected in the survey data was the need to improve parking in the "Downtown Keyport" Neighborhood. Over 59% of respondents to the public survey "agreed" or "somewhat agreed" that they could not find a convenient place to park in the area. Over 70% of respondents considered additional and easier parking as a "priority" and a "major priority." This is in alignment with a larger goal of the Keyport Borough Council to create a parking committee comprised of business owners, elected officials, and residents to explore parking issues and solutions within the entire Borough. With regards to this plan, this project will examine the Borough's Ordinances to determine if there are any possible changes to improve parking in the "Downtown Keyport" Neighborhood, such as stricter time limitations during weekends and evenings when the area is the busiest.



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 "" c'p'f "r rcpv'v'k'g'lp'v'j g'pgki j dqtj qqf 0 Over 71% of the responses to the public survey  
 identified the addition of flowers, plants and trees as a "priority" or "major priority."""  
 Dgcw'k'w'v't'ggu'c'p'f "uj twdu'r tqxkf g'c"eqo hqt'v'ki "gp'x'k'qpo gp'v'c'p'f "cm'qy u't'gukf gp'w'c'p'f "  
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 y k'n'ug'ge'v'v'j g'v'v'g'q'h't'ggu'c'p'f "uj twdu'h'q't' r rcp'v'ki 0""

## 7. Signage Inventory and Audit

A key component in bolstering the sense of community in the "Downtown Keyport" Neighborhood is the enhance wayfinding and branding. Thus, the Neighborhood Preservation Stakeholder team intends to commence a signage inventory and audit for the neighborhood identifying areas where signage could improve navigating residents and visitors to the "Downtown Keyport" Neighborhood. In addition, the team would explore the potential for the design and installation of a archway serving as a welcome to residents and visitors to the neighborhood. The team will also explore a design of signage to fit within the overall aesthetic of the area.

### 8. Shuttle Bus Program Grant Investigation (\$0) Economic/Place Value

As previously stated, parking is an overwhelming issue for residents and visitors to the "Downtown Keyport" Neighborhood. The creation and establishment of a shuttle bus system particularly during the summer season when the neighborhood attracts the most activity could ameliorate the parking issues that seem to serve as a substantial hurdle for many residents and visitors. Recognizing that the purchase of a shuttle bus may not necessarily fit within the scope of the Neighborhood Preservation Program grant component, the Neighborhood Preservation Stakeholder team can begin exploration as to other funding sources for the purchase of a shuttle bus and otherwise explore the viability of a shuttle bus program within the Borough."



## ***9. LED Lights Grant Investigation (\$0) Economic/Place Value***

The Downtown Keyport Neighborhood Preservation Stakeholder team believe that preservation is inextricably linked with sustainability. LED Lights offer both an economic and aesthetic enhancement to the neighborhood. In addition to providing better and brighter lighting to the area, LED lights also offer a long-term economic benefit as the use of less energy for these lights also reduces the overall costs of lighting in the neighborhood. In addition, to exploring other funding sources towards modernizing the lighting within the neighborhood, the stakeholder team will also explore the scale and scope of this LED Lights project determining whether sufficient funds are available to retrofit existing lighting to LED lights and whether there is sufficient funding to expand to the installation of new lighting within the neighborhood.

"





## “Downtown Keyport” Neighborhood District Year 1 Budget

Budget Detail				
Year 1: 01/01/2020 to 12/31/2020				
Budget Category	Requested NPP Funds	Municipal Match	Other Sources/In-Kind	Total Amount
<b>ADM - Personnel</b>				
Salaries/Wages				
NPP PROGRAM COORDINATOR	\$25,000.00	\$7,100.00		\$32,100.00
<b>Minor Category Sub-Total</b>	<b>\$25,000.00</b>	<b>\$7,100.00</b>		<b>\$32,100.00</b>
<b>Major Category Sub-Total</b>	<b>\$25,000.00</b>	<b>\$7,100.00</b>		<b>\$32,100.00</b>
<b>ADM - Purchased Services</b>				
Professional				
<b>PUBLIC IMPROVEMENT PROJECTS</b>	<b>\$67,300.00</b>			<b>\$67,300.00</b>
Library Murals Project	\$14,800.00			\$14,800.00
Downtown Murals Project	\$5,000.00			\$5,000.00
Downtown Murals Project	\$20,000.00			\$20,000.00
Downtown Murals Project	\$17,500.00			\$17,500.00
<b>Minor Category Sub-Total</b>	<b>\$67,300.00</b>			<b>\$67,300.00</b>
<b>ADFCJ9A9BHGHC'H-9'9MDCFH'DI 6 @7'@6F5FY</b>	<b>\$32,700.00</b>	<b>\$7,100.00</b>		<b>\$39,800.00</b>
Repairs to the Front Exterior of the Library	\$32,700.00	\$7,100.00		\$39,800.00
<b>Minor Category Sub-Total</b>	<b>\$32,700.00</b>	<b>\$7,100.00</b>		<b>\$39,800.00</b>
<b>Major Category Sub-Total</b>	<b>\$100,000.00</b>	<b>\$14,200.00</b>		<b>\$114,200.00</b>
<b>Other</b>	<b>\$0.00</b>	<b>\$0.00</b>		<b>\$0.00</b>
<b>MISCELLANEOUS ADMINISTRATIVE ACTIVITIES</b>				
Investigate Borough Parking Ordinances	\$0.00			\$0.00
Signage Inventory and Audit	\$0.00			\$0.00
Shuttle Bus Program - Grant Investigation	\$0.00			\$0.00
LED Lights Grant Investigation	\$0.00			\$0.00
<b>Minor Category Sub-Total</b>	<b>\$0.00</b>	<b>\$0.00</b>		<b>\$0.00</b>
<b>Major Category Sub-Total</b>	<b>\$0.00</b>	<b>\$0.00</b>		<b>\$0.00</b>
<b>Total</b>	<b>\$125,000.00</b>	<b>\$25,000.00</b>		<b>\$150,000.00</b>



# **Keyport Neighborhood Preservation Plan**

## ***“Downtown Keyport” Neighborhood District Year 1 Project Timeline***

### ***1. Road Closure and Traffic Control Improvements (\$14,800)***

*April 2020* – Solicitation of Quotes for Barriers and/or Gates

*May 2020* – Finalize Purchase of Barriers and/or Gates

*June 2020* – Installation of Barriers and/or Gates

### ***2. Public Benches and Seating (\$15,000)***

*April 2020* – Identify Locations for New Public Benches and Seating Areas

*April 2020* – Solicitation of Quotes for Benches and Tables

*May 2020* – Finalize Purchase of Benches and Tables

*June 2020* – Installation of Benches and Tables

### ***3. Downtown Murals Project (\$20,000)***

*March 2020* – Identify Potential Location(s) for Mural Art

*April 2020* – Interview Artists and Solicit Design Proposals

*May 2020* – Begin negotiations with property owners as to the installation of mural art on their property

*June 2020* – Award Contract with Artist and Begin Prep and Priming

*August 2020* – Unveiling of Completed Mural

### ***4. Repairs to the Front Exterior of the Borough Public Library (\$50,000)***

*March 2020* – Meet with the Library Construction Advisory Committee to Determine Whether a Design Change is Appropriate for the Library's Front Exterior and Define the Scope of the Proposed Repairs

*April 2020* – Prepare Bid Specifications for the Proposed Repairs consistent with the Scope Determined with the Library Construction Advisory Committee



*April 2020* – Advertise Bid Specifications for the Repairs to the Front Exterior of the Keyport Public Library

*May 2020* – Award Contract to Lowest Responsible Bidder for the Report to the Front Exterior of the Keyport Public Library

*June 2020* – Commencement of Repairs

*September 2020* – Completion of Repairs

## ***5. Trees and Shubbery (\$17,500)***

*April 2020* – Identify Locations for New Trees and Shrubbery

*April 2020* – Solicitation of Quotes for New Trees and Shrubbery

*May 2020* – Finalize Purchase of New Trees and Shrubbery

*June 2020* – Installation of New Trees and Shrubbery

## ***6. Investigation into Parking Regulations (\$0)***

*March 2020* – Compile Excerpts from the Borough Ordinances Which Govern Parking within the "Downtown Keyport" Neighborhood

*March 2020* – Meet with Representatives from the Keyport Police Department to Explore Possible Amendments to the Ordinances to Improve Parking Conditions within the Neighborhood

*April 2020* – Prepare a formal Memorandum Recommending Changes to Borough Ordinances

*April 2020* – Hold Public Town Hall Meeting to Discuss and Potentially Revise the Recommended Changes to the Borough Ordinances

*May 2020* – Finalize the Proposed Changes to the Borough Ordinances and Submit to the forthcoming Parking Committee Commission

## ***7. Signage Inventory and Audit (\$0)***

*March 2020* - Prepare a List of Existing Signage Directing Visitors to the "Downtown Keyport" Neighborhood.

*April 2020* - Establish a Signage Design Team to Begin Exploring Potential Designs for Signage and Welcome Archway for the "Downtown Keyport" Neighborhood.

*April 2020* - Identify locations within and outside the "Downtown Keyport" Neighborhood as Possible Locations for the Installation of Signage



## **8. Shuttle Bus Program Grant Investigation (\$0)**

*April 2020* - Meet with the Borough's Grant Writers to discuss the desire to explore possible grant opportunities to fund the purchase of a shuttle bus.

*May 2020 through December 2020* - Investigate and apply for grant funding for the potential purchase of a shuttle bus.

## **90LED Lights Grant Investigation'&2+**

*Cr tkl'4242'/'O gg'ly kj 'vj g'Dqtqwi j u'I tcpv'Y tkgtu'vq'f kueuu'vj g'f gultg'vq'''*  
gzt rmtg'r quukdrg'i tcpv'qr r qtwpkkgu'as an additional funding source to the amounts budgeted for vj g'installation of LED Lighting as proposed in Year 2 of the Neighborhood Preservation Program plan."

*O c{ '4242'vj tqwi j 'Fgego dgt '4242'/'Kpxgu'ki cvg'cpf "cr r n{ 'hqt'i tcpv'hwf lpi 'hqt'''*  
vj g'installation of LED Lighting as proposed in Year 2 of the Neighborhood Preservation Program plan0'





# Keyport Neighborhood Preservation Plan

## *“Downtown Keyport” District Year 2 Implementation Plan (2021)*

### ***1. LED Lighting Installation - Phase I (\$37,300) Economic/Place Value***

Utilizing information and possible access to additional grant funding identified in Year 1 of the Neighborhood Preservation Program, the procurement and first phase of the installation of an LED Lights would begin in Year 2. The availability of additional grant funding will dictate the amount and scope of the first phase of this project with the priority placed on areas with existing high traffic commercial areas in the "Downtown Keyport" Neighborhood followed by the Bayshore area.

### ***20Design and Install Gateway Arch and Signage'\*&40.222+'\****

#### ***Gegpgo le IRceg'Xcwg"***

Utilizing the information regarding the existing status of signage in the "Downtown Keyport " Neighborhood, the procurement and installation of signage, including a proposed welcome "archway" would occur in Year 2 of the Neighborhood Preservation Program. Taking the designs selected in Year 1, the specifications for the purchase and installation of signage would be advertised and a contract awarded during the winter months. The goal would be to have the actual work and installation occur in the spring with sufficient time to complete this project by the summer season of Year 2.

### ***30Public Arts Project'\*&7.222+'\*Gegpgo le ISocial/Civic'Xcwg"***

Further highlighting the efforts to enhance the aesthetics of the "Downtown Keyport" Neighborhood and spotlight the creative and artistic community in the Borough, these budgeted funds will be designated for an additional public arts project specifically targeted as a community event utilizing volunteers from the community or engaging with the community to select the project.

"



#### ***4. Design of a Storefront Improvement Reimbursement Pilot Program (\$0) Economic Value/Place Value***

As previously referenced in the proposed improvements to the Keyport Public Library, over 89% of respondents to the public survey identified a need for improvements to storefronts, facades, and historic buildings as a "priority" or a "major priority." In an effort to improve the storefronts in the "Downtown Keyport" Neighborhood, the design of a pilot Storefront Improvement Reimbursement Program will begin in Year 2 of the Neighborhood Preservation Program with the goals of launching the limited pilot program in Year 3 and expanding the program in Year 4. During this stage, a committee made up of a mixture of resident, business owners and public officials will determine the criteria and requirements for applicants to apply for reimbursements for expenses related to the improvements to storefronts within the "Downtown Keyport" Neighborhood, including a cap for the grants to be awarded and the number of potential awards. This committee would also identify potential property owner(s) to participate in the pilot program following an interview process targeting owner(s) most likely to utilize the funds in a meaningful way.

#### ***5. Public Wifi Study and Grant Investigation (\$0) Economic Value/Place Value***

Access to technology and information through the internet is no longer a luxury in modern society and is instead a fundamental necessity for residents and business owners. A growing number of cities throughout the Country have invested in the installation of public wifi systems in their busiest commercial areas. Nearby communities such as Asbury Park have taken such endeavors. In Year 2 of the Neighborhood Preservation Program, the potential to implement a public wifi system in the "Downtown Keyport" Neighborhood will be explored. This investigation will include consultation and coordination with the Borough's grant writers to determine if any additional funding is available either through private or public grants or partnerships to install and maintain a public wifi system. The goal would be to begin installation of the necessary infrastructure of a public wifi system in Year 3 of the program.



## ***6. Study to Determine the Feasibility of a Community Center (\$0)***

### ***Social/Civic Value***

One of the biggest needs in the Borough of Keyport is a Community Center within the Borough. A consensus among the Neighborhood Preservation Program stakeholder team was that a community center would provide an incredible value to the community as a place to provide year round events and services to residents of the Borough. Despite the grand scope of costs and organization to proceed with either: (i) purchasing and converting an existing structure or (ii) constructing a new proposed structure for a Community Center, this project is simply design to study whether a Community Center is possibility within the "Downtown Keyport" Neighborhood. This study would identify potential locations and possible funding sources, either through grants or partnerships with private entities.

"



## *“Downtown Keyport” Neighborhood District Year 2 Budget*

Budget Detail				
Year 2: 01/01/2023 to 12/31/2023				
Budget Category	Requested NPP Funds	Municipal Match	Other Sources/In-Kind	Total Amount
<b>ADM - Personnel</b>				
Salaries/Wages				
NPP PROGRAM COORDINATOR	\$20,000.00	\$2,000.00		\$22,000.00
<b>Minor Category Sub-Total</b>	<b>\$20,000.00</b>	<b>\$2,000.00</b>		<b>\$22,000.00</b>
<b>Major Category Sub-Total</b>	<b>\$20,000.00</b>	<b>\$2,000.00</b>		<b>\$22,000.00</b>
<b>ADM - Purchased Services</b>				
Professional				
<b>SUSTAINABILITY AND EFFICIENCY</b>	<b>\$30,000.00</b>	<b>\$7,300.00</b>		<b>\$37,300.00</b>
LED Lighting Installation - Phase I	\$30,000.00	\$7,300.00		\$37,300.00
<b>Minor Category Sub-Total</b>	<b>\$30,000.00</b>	<b>\$7,300.00</b>		<b>\$37,300.00</b>
<b>PUBLIC IMPROVEMENT PROJECTS</b>	<b>\$30,000.00</b>			<b>\$60,000.00</b>
Design and Install Gateway Arch and Signage	\$40,000.00			\$40,000.00
Public Arts Project	\$10,000.00			\$10,000.00
<b>Minor Category Sub-Total</b>	<b>\$50,000.00</b>			<b>\$50,000.00</b>
<b>Major Category Sub-Total</b>	<b>\$80,000.00</b>	<b>\$7,300.00</b>		<b>\$87,300.00</b>
<b>Other</b>	<b>\$0.00</b>	<b>\$0.00</b>		<b>\$0.00</b>
<b>MISCELLANEOUS ADMINISTRATIVE ACTIVITIES</b>				
Design Storefront Improvement Reimbursement Pilot Program	\$0.00			\$0.00
Public Wi-Fi Study and Grant Investigation	\$0.00			\$0.00
Study the Feasible of a Community Center	\$0.00			\$0.00
<b>Minor Category Sub-Total</b>	<b>\$0.00</b>	<b>\$0.00</b>		<b>\$0.00</b>
<b>Major Category Sub-Total</b>	<b>\$0.00</b>	<b>\$0.00</b>		<b>\$0.00</b>
<b>Total</b>	<b>\$100,000.00</b>	<b>\$20,000.00</b>		<b>\$120,000.00</b>



# **Keyport Neighborhood Preservation Plan**

## ***“Downtown Keyport” District Year 3 Implementation Plan (2022)***

### ***1. Improvements to Public Parking Areas (\$25,000)***

#### ***Economic/Place Value***

In addition to efforts to address the ongoing parking issues, including the potential for a shuttle bus system, the improvement of existing public parking facilities will be addressed in Year 3 of the Neighborhood Preservation Program. The Borough owns several public parking lots in the "Downtown Keyport" Neighborhood, most notably near the bayshore area. There are needed improvements to these facilities to both enhance the aesthetics of these facilities as well as to prevent conditions which could hinder the ability to rely on these facilities to provide parking. Such a hindrance would exaggerate an already problematic parking issue in the neighborhood.

### ***2. LED Lighting Installation - Phase II (\$37,300) Economic Value***

Continuing with the installation of LED Lighting in Year 2 of the Neighborhood Preservation Plan, in Year 3 additional funds would be budgeted for the expansion of the installations addressing the next highest priority areas which could not be addressed in Year 2.

### ***3. Downtown Public Wifi Installation (\$20,000) Economic Value***

Utilizing the information garnered during Year 2 of the Neighborhood Preservation Program and potential additional funding through other sources, the procurement and installation of a public wifi system in the "Downtown Keyport" Neighborhood would occur in Year 3 of the program. Based on the recommendations prepared in Year 2, the Borough would solicit proposals for construction and/or installation of the telecommunications infrastructure and hardware needed to implement public wifi in the neighborhood.





#### ***4. Storefront Improvement Reimbursement Pilot Program (\$5,000)*** ***Economic/Place Value***

Year 3 of the Neighborhood Preservation Plan would see the implementation of the the Storefront Improvement Reimbursement Pilot Program. Utilizing the criteria and requirements determined in Year 2, the program would focus on one or two selected properties within the "Downtown District" Neighborhood and issue grants to reimburse business owners following improvements made to the storefronts in the area. Meanwhile, the constituted committee of residents and business owners would also plan on the expansion of the program in Year 4, including the opening of the application process and continued public information campaign efforts for the program.

#### ***5. Waterfront and Municipal Slip Improvement Investigation (\$0)*** ***Economic/Place Value***

A little over 69% of the respondents to the public survey responded that improvements to the waterfront area was a "priority" or a "major priority." These responses are consistent with the fact that the bayshore area is the primary attraction to the Borough and is a vital part of the "Downtown Keyport" Neighborhood. Thus, the Neighborhood Preservation Program plan seeks to maintain and improve the public access to the waterways. Specifically, the Borough owns a slip on the waterway providing public access to the bay as well as providing an ideal setting besides the bay. Therefore, no investment in the "Downtown Keyport" Neighborhood can ignore the needs to insure that the condition of the slip is both consistent with the beautiful scenic backdrop, all necessary safety standards and potential expansions or improvements. In Year 3 of the plan, the scope of improvements to the municipal slip will be investigated, including improvements to the immediate adjacent public areas in order to protect this valuable asset to the community. The goal would be to implement the proposed improvements in Year 4.

#### ***8. Coordinate with Complete Streets Program to Identify Potential "Sidewalk and Pedestrian Improvements"(\$0) Economic Value***

A little over 70% of respondents to the public survey responded that improvements to sidewalks was a "priority" or a "major priority." In addition, improvements to sidewalks and other pedestrian right of ways encourages walking, bicycling, and other forms of



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## 7. *Shuttle Bus System Research and Design (\$0) Economic Value*

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 qdv'kp'hwpf'kp' 'hqt'vj g'r wtej cug'qh'c'uj wwg'dwu'0'Vq'vj g'gzv'p'v'vj c'v'c'uj wwg'dwu'u{ ugo 'ku'c'"  
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 the neighborhood with about half of all respondents specficially responding with "major  
 priority." In addition, 79% of respondents "agreed" or "somewhat agreed" with the  
 statement that there were "too few shops that interest met." In an attempt to address this  
 lack of diversity within the businesses in the neighborhood, Year 3 of the Neighborhood  
 Preservation Plan will see the design and implementation of a Small Business Incentive  
 Program. This Small Business Incentive Program will begin with public meetings where  
 members of the public can identify the types of businesses lacking in the Borough.



During this stage of the program, a committee made up of a mixture of resident, business owners and public officials will compile a list of the category of businesses eligible for grant funding from the program. Specifically, the program would have a \$40,000 grant fund, budgeted in Year 5 of the Neighborhood Preservation Program when the funds would be anticipated for release. How this fund could be allocated (either as a single grant or multiple grants) would be determined by the committee. The committee would also design criteria and eligibility requirements for the grant program. The application process would begin with commercial property owners and potential commercial property owners applying for the grant(s) to utilize for construction or improvements towards implementing the qualifying business. The committee would select an applicant(s) for tentative award of the grant subject to approval from the Planning Board of all plans and drawings for improvements to the commercial property. Following tentative award of the grant, regular updates and reporting would be required through Year 4 of the Neighborhood Preservation Program to insure that necessary benchmarks are met. All grant funds awarded through this program would be released in Year 5 of the Neighborhood Preservation Program.



## *“Downtown Keyport” Neighborhood District Year 3 Budget*

Budget Detail				
Year 3: 01/01/2023 to 12/31/2023				
Budget Category	Requested NPP Funds	Municipal Match	Other Sources/In-Kind	Total Amount
<b>ADM - Personnel</b>				
Salaries/Wages				
NPP PROGRAM COORDINATOR	\$20,000.00	\$2,000.00		\$22,000.00
<b>Minor Category Sub-Total</b>	<b>\$20,000.00</b>	<b>\$2,000.00</b>		<b>\$22,000.00</b>
<b>Major Category Sub-Total</b>	<b>\$20,000.00</b>	<b>\$2,000.00</b>		<b>\$22,000.00</b>
<b>ADM - Purchased Services</b>				
Professional				
DI 6 @ 75% = ADFCJ9A9BH'DFC>97 HG	\$75,000.00	\$7,500.00		\$82,500.00
Improvements to Public Parking Areas	\$25,000.00			\$25,000.00
LED Lighting Installation - Phase II	\$30,000.00	\$7,500.00		\$37,500.00
Downtown Public Wifi Installation	\$20,000.00			\$20,000.00
<b>Minor Category Sub-Total</b>	<b>\$75,000.00</b>	<b>\$7,500.00</b>		<b>\$82,500.00</b>
GHCF9: FCBH=ADFCJ9A9BH'F9-A6I FG9A9BH'DFC; F5 A - PILOT	\$5,500.00			\$5,500.00
<b>Major Category Sub-Total</b>	<b>\$5,500.00</b>	<b>\$0.00</b>		<b>\$5,500.00</b>
<b>Other</b>				
MISCELLANEOUS ADMINISTRATIVE ACTIVITIES				
Waterfront and Municipal Slip Improvements Investigation	\$0.00	\$0.00		\$0.00
Coordinate w/ Complete Streets Program - Identify Sidewalk Improvements	\$0.00			\$0.00
Shuttle Bus System Research and Design	\$0.00			\$0.00
Design and Implement Small Business Incentive Program	\$0.00			\$0.00
<b>Minor Category Sub-Total</b>	<b>\$0.00</b>	<b>\$0.00</b>		<b>\$0.00</b>
<b>Major Category Sub-Total</b>	<b>\$0.00</b>	<b>\$0.00</b>		<b>\$0.00</b>
<b>Total</b>	<b>\$100,000.00</b>	<b>\$20,000.00</b>		<b>\$120,000.00</b>



# **Keyport Neighborhood Preservation Plan**

## ***“Downtown Keyport” District Year 4 Implementation Plan (2023)***

### ***1. Improvements to Municipal Boat Slip (\$32,300) Economic/Place Value***

Following the investigation and recommendations into potential improvements to the Municipal Boat Slip in the bayshore area of the "Downtown Keyport" Neighborhood in Year 3 of the Neighborhood Preservation Program, in Year 4, the implementation of the recommended improvements to the slip and/or the immediate area would occur, including all solicitation of quotes and selection of contractors.

### ***2. Shuttle Bus Infrastructure (\$20,000) Economic/Place Value***

Utilizing the designs from Year 3 of the Neighborhood Preservation Program, in Year 4, the implementation and construction of all needed infrastructure for the Shuttle Bus Program would begin, including the solicitation of quotes and selection of contractors to install all signage and other infrastructure needed to create stops for the program. To the extent that the necessary funding has been obtain, the shuttle program can also begin after the installation is completed.

### ***3. Sidewalk and Pedestrian Area Improvements (\$15,000) Economic Value***

Year 4 of the Neighborhood Preservation Program would also include the implementation of recommended improvements and repairs to the identified sidewalks and pedestrian right of ways. To the extent that funds are available, the creation of bicycle lanes on identified streets would also occur as part of this project.



#### ***4. Expansion of the Storefront Improvement Reimbursement Program (\$20,000) Economic/Place Value***

Year 4 of the Neighborhood Preservation Plan would also include the expansion of the Storefront Improvements Reimbursement Pilot Program into a larger scale. With additional funds dedicated to this program, this expanded program will be afforded to eligible business owners within the "Downtown Keyport" neighborhood through an application and approval process as determined during the pilot program. In addition, any issues or problems that arose during the pilot program could be addressed or corrected during this expansion.

#### ***5. Investigate Expansion and Funding for Public Wi-Fi (\$0) Economic Value***

In Year 4 of the Neighborhood Preservation Program, the Public Wifi instituted and installed in Year 2 will be examined as to whether the project's functionality and access has resulted in a manner anticipated. Based on this review, including feedback from the public, a determination will be made as to whether an expansion or repairs to the project are appropriate in Year 5 of the program. This investigation will also include a further search for funding options to continue the project on an ongoing basis.

#### ***6. Continuation of the Small Business Incentive Program (\$0) Economic/Social Value***

Year 4 of the Neighborhood Preservation Program would include the continued monitoring of the progress of the business(es) awarded grant(s) in Year 3. This monitoring will include review of reports and updates from the awarded grantee to insure that all required benchmarks are being met and that the business will remain on schedule as a condition of the release of the grant funds.





## *“Downtown Keyport” Neighborhood District Year 4 Budget*

Budget Detail				
Year 4: 01/01/2024 - 12/31/2024				
Budget Category	Requested NPP Funds	Municipal Match	Other Sources/In-Kind	Total Amount
<b>ADM - Personnel</b>				
Salaries/Wages				
NPP PROGRAM COORDINATOR	\$20,000.00	\$2,000.00		\$22,000.00
<b>Minor Category Sub-Total</b>	<b>\$20,000.00</b>	<b>\$2,000.00</b>		<b>\$22,000.00</b>
<b>Major Category Sub-Total</b>	<b>\$20,000.00</b>	<b>\$2,000.00</b>		<b>\$22,000.00</b>
<b>ADM - Purchased Services</b>				
Professional				
DI 6 @ 7' = ADFCJ9A9BH'DFC>97 HG	\$60,000.00	7,000.00		\$67,000.00
Improvements to Municipal Boat Slip	\$25,000.00	7,000.00		\$32,000.00
Shuttle Bus Infrastructure	\$20,000.00			\$20,000.00
Sidewalk and Pedestrian Area Improvements	\$15,000.00			\$15,000.00
<b>Minor Category Sub-Total</b>	<b>\$60,000.00</b>	<b>7,000.00</b>		<b>\$67,000.00</b>
<b>GHCF9: FCBH=ADFCJ9A9BH'F9-A6I FG9A9BH'DFC; F5 A</b>	<b>\$20,000.00</b>			<b>\$20,000.00</b>
<b>Major Category Sub-Total</b>	<b>\$80,000.00</b>	<b>7,000.00</b>		<b>\$87,000.00</b>
<b>Other</b>				
MISCELLANEOUS ADMINISTRATIVE ACTIVITES				
Investigate Expansion and Funding for Public WiFi	\$0.00			\$0.00
Continue Small Business Incentive Program	\$0.00			\$0.00
<b>Minor Category Sub-Total</b>	<b>\$0.00</b>	<b>\$0.00</b>		<b>\$0.00</b>
<b>Major Category Sub-Total</b>	<b>\$0.00</b>	<b>\$0.00</b>		<b>\$0.00</b>
<b>Total</b>	<b>\$100,000.00</b>	<b>\$20,000.00</b>		<b>\$120,000.00</b>



# **Keyport Neighborhood Preservation Plan**

## ***“Downtown Keyport” District Year 5 Implementation Plan (2024)***

### ***1. Downtown Public Wifi Installation - Expansion (\$17,300)***

#### ***Economic/Place Value***

The "Downtown Keyport" Neighborhood Stakeholder team will examine the public wifi in the "Downtown Keyport" Neighborhood installed under Year 3 of this plan and will invest in upgrades or make appropriate repairs as needed. In the event that no such upgrades or improvements are needed, that these dedicated funds will be utilized to the expansion of the wifi system.

### ***2. Trees and Shrubbery (\$10,000) Economic/Place Value***

The "Downtown Keyport" Neighborhood Stakeholder team will examine the condition of the plants, trees and shrubbery installed during Year 3 of this plan and will invest in upgrades or make appropriate repairs as needed. In the event that no such upgrades or improvements are needed, that these dedicated funds will be for the purchase of installation of trees and shrubbery in new locations identified or designated as locations where such trees and shrubbery are needed.

### ***3. Continuation of the Storefront Improvement Reimbursement Program (\$20,000) Economic Value/Place Value***

The Storefront Improvement Reimbursement Program will continue and reimburse participating businesses for expenses incurred in the preceding year.

### ***4. Continuation of the Small Business Incentive Program (\$40,000) Economic Value/Place/Social Value***

The Small Business Incentive Program will continue and release the approved grants awarded in year 3 of the program.



## “Downtown Keyport” Neighborhood District Year 5 Budget

Budget Detail				
Year 5: 2025-2026 NPP Program Implementation				
Budget Category	Requested NPP Funds	Municipal Match	Other Sources/In-Kind	Total Amount
<b>ADM - Personnel</b>				
Salaries/Wages				
NPP PROGRAM COORDINATOR	\$20,000.00	\$2,000.00		\$22,000.00
<b>Minor Category Sub-Total</b>	<b>\$20,000.00</b>	<b>\$2,000.00</b>		<b>\$22,000.00</b>
<b>Major Category Sub-Total</b>	<b>\$20,000.00</b>	<b>\$2,000.00</b>		<b>\$22,000.00</b>
<b>ADM - Purchased Services</b>				
Professional				
DI 6 @ 7 = ADFCJ9A9BH'DFC>97 HG	\$20,000.00	\$7,300.00		\$27,300.00
Downtown Public Wifi Installation - Expansion	\$0,000.00	\$7,000.00		\$7,000.00
Trees and Shrubbery	\$0,000.00			\$0,000.00
<b>Minor Category Sub-Total</b>	<b>\$20,000.00</b>	<b>\$7,300.00</b>		<b>\$27,300.00</b>
<b>GHCF9: FCBH=ADFCJ9A9BH'F9-A6I FG9A9BH'DFC; F5 A</b>	<b>\$20,000.00</b>			<b>\$20,000.00</b>
<b>GMALL BUSINESS INCENTIVE PROGRAM</b>	<b>\$40,000.00</b>			<b>\$40,000.00</b>
<b>Major Category Sub-Total</b>	<b>\$60,000.00</b>	<b>\$7,300.00</b>		<b>\$67,300.00</b>
Other	\$0.00	\$0.00		\$0.00
MISCELLANEOUS ADMINISTRATIVE ACTIVITES				
<b>Minor Category Sub-Total</b>	<b>\$0.00</b>	<b>\$0.00</b>		<b>\$0.00</b>
<b>Major Category Sub-Total</b>	<b>\$0.00</b>	<b>\$0.00</b>		<b>\$0.00</b>
<b>Total</b>	<b>\$100,000.00</b>	<b>\$20,000.00</b>		<b>\$120,000.00</b>

# Keyport Neighborhood Preservation Plan

## **NPP Core Values applied in “Downtown Keyport” Neighborhood Preservation Plan**

### **Goal 1: Economic Value**

#### **Objective 1.1 – Improve and Maintain Historic Buildings (2020)**

Repair to the front exterior of the Borough Public Library

#### **Objective 1.2 – Improve Public Infrastructure (2020-2024)**

Purchase and install Road Closure and Traffic Control Improvements in the Bayshore Area

Upgrades and Installation of LED Lighting

Design, Purchase and Install Signage for the "Downtown Keyport" Neighborhood Including a Welcome Archway

Install Public Wifi in the "Downtown Keyport" Neighborhood

Improvements to Public Parking Areas

Improvements and Upgrades to the Waterfront Municipal Slip.

#### **Objective 1.3 – Improve Pedestrian Travel (2020-2024)**

Purchase and install Public Benches and Seating

Purchase and install Trees and Shrubbery

Improve and Upgrade Sidewalks and Pedestrian Right of Ways

#### **Objective 1.4 – Alleviate Lack of Parking in the "Downtown Keyport" Neighborhood (2020-2023)**

Explore, Design and Implement a Shuttle Bus Program.

Improvements to Public Parking Areas

#### **Objective 1.5 – Public Arts Programs (2020-2021)**

Downtown Murals Project.

Public Arts Project with focus on involving community volunteers.

#### **Objective 1.6 – Improvements to and Diversify Local Businesses in the "Downtown Keyport" Neighborhood(2020-2024)**

Design and Implement a Storefront Improvement Reimbursement Pilot Program

Design and Implement a Small Business Incentive Program.

# Keyport Neighborhood Preservation Plan

## NPP Core Values applied in “Downtown Keyport” Neighborhood Preservation Plan

### Goal 2: Place Value

#### Objective 2.1 – Improve and Maintain Historic Buildings (2020)

Repair to the front exterior of the Borough Public Library

#### Objective 2.2 – Improve Public Infrastructure (2020-2024)

Purchase and install Road Closure and Traffic Control Improvements in the Bayshore Area

Design, Purchase and Install Signage for the "Downtown Keyport" Neighborhood Including a Welcome Archway

Improvements to Public Parking Areas

Improvements and Upgrades to the Waterfront Municipal Slip.

#### Objective 2.3 – Improve Pedestrian Travel (2020-2024)

Purchase and install Public Benches and Seating

Purchase and install Trees and Shrubbery

Improve and Upgrade Sidewalks and Pedestrian Right of Ways

#### Objective 2.4 – Alleviate Lack of Parking in the "Downtown Keyport" Neighborhood (2020-2023)

Install Necessary Infrastructure of a Shuttle Bus Program.

Improvements to Public Parking Areas.

#### Objective 2.5 – Public Arts Programs (2020-2021)

Downtown Murals Project.

Public Arts Project with focus on involving community volunteers.

#### Objective 2.6 – Improvements to and Diversify Local Businesses in the "Downtown Keyport" Neighborhood(2020-2024)

Design and Implement a Storefront Improvement Reimbursement Pilot Program

Design and Implement a Small Business Incentive Program.



# Keyport Neighborhood Preservation Plan

## **NPP Core Values applied in “Downtown Keyport” Neighborhood Preservation Plan**

### **Goal 3: Social Value**

#### **Objective 3.1 – Highlight the Art Community within the Borough of Keyport (2020-2021)**

Downtown Murals Project.

Public Arts Project with focus on involving community Volunteers.

#### **Objective 3.2 – Diversify the Commercial Aspect of the "Downtown Keyport" Neighborhood (2021-2024)**

Design and Implement a Small Business Incentive Program.

### **Goal 4: Civic Value**

#### **Objective 4.1 – Explore Possible Community Center in the "Downtown Keyport" Neighborhood (2020-2024)**

Establish a committee to explore the viability of a Community Center, including the potential location in the "Downtown Keyport" Neighborhood.

#### **Objective 4.2 – Improve and Maintain Historic Buildings (2020)**

Repairs to the Front Exterior of the Borough Public Library.



# **Keyport Neighborhood Preservation Plan**

## ***Downtown Keyport Stakeholder Planning Team***

To insure that the Downtown Keyport Stakeholder Planning Team would reflect the values and interest of the community at large. The Keyport Borough Council designed the team to serve as a direct voice from the community and provide a direct source of community engagement. Thus, the Borough Council established the team to require: (i) two business owners; (ii) two residents; (iii) a member of the Keyport Bayfront Business Cooperative; and (iv) two members of the Borough Council. After the potential members of the team were identified, the seven members of the team were formally invited to participate in the preparation of this Neighborhood Preservation Plan.

The survey results and data were distributed to the members of the team, as well as a sample plan prepared by another municipality participating in the Neighborhood Preservation Program. The members of the team were asked to review the survey data and the sample plan and begin to think about the type of projects that they would like to see implemented in the "Downtown Keyport" Neighborhood.

A Saturday morning meeting was held with the members of the stakeholder planning team where all of the members presented their ideas and priorities as to projects for the "Downtown Keyport" Neighborhood. Many of the ideas were positive responses to initiatives which were included in the sample plan, but others were ideas that reflected particular needs for the Borough and the neighborhood. For example, the flooding of the Bayshore Area and the need to close off roads in that area, presented a unique challenge that was specific to the Borough and the need for the purchase and installation of street closing equipment and traffic control equipment was discussed as a high priority.

The Planning Team was a critical component of the preparation of this plan and was a consistent source of feedback during the drafting stages. Drafts were revised based on comments and suggestions from the members. The members debated priorities of the projects based on the amounts budgeted and the years in which the projects were included in the plan.

When the first completed draft of the budget and plan was completed, the members of the team obtained additional community feedback circulating the early draft of the plan and engaging in survey of their neighbors and other members of the community.



# Keyport Neighborhood Preservation Plan

## *Community Feedback Questionnaire/Focus Group*

In order to obtain an additional level of community feedback, an early draft of this Neighborhood Preservation Plan was distributed to a select set of residents and business owners from the Borough. With the draft of the plan, each selected individual was asked to respond to six (6) questions related to their opinion of the proposed plan. The six (6) questions were:

1. In reviewing the draft Neighborhood Preservation Program plan do you believe that the proposed projects are viable and can be achieved as described??
2. In examining the projects described in the Neighborhood Preservation Program plan what projects do you feel will benefit the Downtown Keyport Neighborhood?
3. In examining the projects described in the Neighborhood Preservation Program plan what projects do you feel will NOT benefit the Downtown Keyport Neighborhood?
4. Are there any issues related to the Downtown Keyport Neighborhood that this plan does not address and should address? If so what are they?
5. What projects or improvements in the Downtown Keyport Neighborhood would you like to see which are not addressed in the Neighborhood Preservation Program plan?
6. If you could change something in this Neighborhood Preservation Program plan what would it be?

The following are a selection of some of the responses from the questionnaires regarding the proposed Neighborhood Preservation Plan:

None of the responses expressed skepticism about the viability of these projects or questioned the ability to complete these projects. The only doubts were regarding the priorities and the proposed time frames.

One resident emphasized that adding public seating was "of utmost importance" and that the lack of public seating "creates a sense of community discord." The resident also stated that the proposed repairs to the Keyport Public Library "holds high importance" as well as the overall improvements to the facades in the Neighborhood as a means of maintaining and protecting the rich history of the community. This positive response to the proposed repairs to the Keyport Public Library was not unanimous as another respondent identified these repairs as not having a benefit to the neighborhood and instead believed that the sidewalk repairs were the most important project.

Another resident echoed the importance of maintaining the community's history. In response to the proposed programs, this resident suggested that the installation of benches and tables would also



# **Keyport Neighborhood Preservation Plan**

## ***Community Feedback Questionnaire/Focus Group***

require additional trash receptacles to insure that the areas are kept in a clean and presentable condition.

One of the responses came from a member of the Keyport Historic Society. This individual suggested the addition of a "historic walking tour" as part of the Neighborhood Preservation Program plan. This suggestion not only presents a potential basis for a later revision to the plan, but also further highlights the great pride that the community has in the history of the Borough.

Another response expressed the respondent's support for the additional public benches and seating, the revitalization of historic buildings, murals to enhance the aesthetic value of the area, the addition of signs to improve visibility, and overall efforts to address the parking issues within the "Downtown Keyport" Neighborhood. The respondent expressed some skepticism regarding the costs allocated for the projects in the draft plan and instead expressed a desire for larger scale projects, including the demolition of the building on Broad Street and the construction of a parking garage on the property.

Another respondent questioned the priority of the initiatives in the plan stating that murals and public art should be moved to the later years of the plan with projects meant to attract higher end businesses to the area. He emphasized the need diversify the type of businesses in the "Downtown Keyport" Neighborhood expressing concerns regarding the number of "junk shops" and "tattoo parlors" and the need for more restaurants and eateries.

Another respondent stated that the funding for the repairs to the Keyport Library and the murals project should be in concert with other funding sources. This respondent also identified other projects to add to the plan, including repairs to the base around the clock in Waterfront Park and the West Front Street Mini-Park needed improvements and upgrades. He also reiterated the need to repair many of the sidewalks in the area and replace pavers and decorative grating around trees.

One respondent identified the need to prioritize "combing [the] beaches and keeping them clean." The respondent also wanted to see more events and activities and marketing and town communications.

A respondent reacted positive some of the initiatives, but noted that there would need to be efforts to protect the improvements from theft and vandalism.



# Keyport Neighborhood Preservation Plan

## *Borough of Keyport Master Plan*

In identifying some of the goals to be achieved in this Neighborhood Preservation Plan, the Borough of Keyport Master Plan was an incredible resource that presented some of the identified needs of the "Downtown Keyport" Neighborhood and the goals that residents, officials and businesses placed for the future of the Neighborhood.

On March 23, 2017, the Borough of Keyport Unified Planning Board adopted a Master Plan outlining the goals and vision for the Borough of Keyport from a planning and zoning perspective. Throughout the Master Plan, are specific references to the Keyport Downtown, including specific goals and objectives for the development of the Downtown Keyport neighborhood. As explained in the Master Plan, "Goals address the large purposes of the Master Plan" while "Objectives address more specific approaches on how to achieve goals of the Master Plan." For the Downtown Keyport neighborhood, the Master Plan establishes the following "Goals" including:

### **8. Support Downtown development and redevelopment by permitting mixed-use that is functional, attractive, and compatible with the scale of the surrounding area.**

Policy Statement: Development and redevelopment should generate new residents to expand the potential customer base for the downtown businesses and support the broadening of available commercial services. The purpose is to integrate this mixed-use development into the current development pattern, more specifically at the general size and scale that exists. The Borough should also encourage new residents to support new community based shopping opportunities and enhance economic viability.

### **9. Encourage new development and redevelopment to consider the aesthetic character of the community, especially in the Downtown and Waterfront areas, to enhance the aesthetic appearance of the Borough.**

Policy Statement: Aesthetic concerns are not limited to the Downtown and Waterfront areas. Any development and redevelopment throughout the Borough needs to account for the surrounding neighborhood characteristics. Furthermore, aesthetic improvements should contribute to and enhance the entire neighborhood.





# Keyport Neighborhood Preservation Plan

## *Borough of Keyport Master Plan*

The Downtown Keyport neighborhood is also referenced as part of a variety of "Objectives" falling under various categories of objectives, including:"

### **Housing Objectives'''**

3. Encourage mixed use development to permit housing in the downtown in close walking distance from businesses.

### **Circulation Objectives**

7. Recommend the addition of bike lanes on all streets that are wide enough to accommodate them, with a priority given to streets identified as feeder streets to and from the Henry Hudson Trail and the downtown/waterfront area.

### **Economic Objectives**

1. Develop and maintain strong relationships between the Borough government and Keyport's business owners, in order to expand economic development opportunities throughout the commercial districts in the Borough, especially within the downtown and waterfront commercial areas.

The Master Plan also identifies particular issues related to the Downtown Keyport neighborhood, noting in particular that:

### **Vehicular Issues**

6. Parking availability is increasingly limited in the downtown commercial district.



# Keyport Neighborhood Preservation Plan

## *Borough of Keyport Master Plan*

Vj g"Master Plan's "Economic Plan Element" highlights the Downtown Keyport neighborhood as a critical component of the element stating:""

The Borough also intends to capture the charm and character of its downtown through creative placemaking. A vibrant arts, culture and entertainment community has been slowly establishing itself here in the Borough over the past few years in an organic fashion. The Borough intends to leverage these assets and the natural charm of Keyport to attract new entrepreneurs and smart, creative employers, who will not only live and work in Keyport, but continue to contribute to its growth. According to the Center for Creative Placemaking, communities that engage in creative placemaking seek to:

- Leverage the creative possibilities in a place
- Capitalize on distinctiveness
- Empower artists and visionaries to help reach community potential.
- Create opportunities for people of all income levels and backgrounds to come together and to thrive
- Contribute to a mix of uses and pedestrian activity
- Attract businesses
- Improve social welfare
- Foster economic progress and entrepreneurship in the public interest
- Connect at the intersection of art and technology

"

"



# Keyport Neighborhood Preservation Plan

## *Borough of Keyport Master Plan*

Vj g'O cuvg t'Rr p)u"\$G eqp qo le'Rr p"Grgo gpv"\$j k j rki j w'vj g'F qy pxy p"Mg{r qtv'pgki j dqtj qqf "cu" c"etk k ecn'eqo r qp gpv'qh"vj g"grgo gpv'ucv kpi <(cont.)"

### **Waterfront and Downtown Commercial Area**

The General Commercial District, located in Keyport's downtown and waterfront, would continue to serve as the commercial heart of Keyport. Its location to waterfront amenities, including views of not just Raritan Bay but of New York City as well, makes the promotion of this district for tourism, arts and culinary industries optimal.

The Borough's existing heritage and charm has been compared to historic fishing villages in Maine, and Keyport intends to promote that charm. The Land Use Plan has already identified those properties adjacent to the Waterfront Park as ideal for a General Waterfront District. Façade improvements to the rear of these properties would allow the businesses to serve patrons on two fronts; those patrons in the downtown, general commercial areas along West Front Street and those visiting the waterfront. Additional infrastructure and uses that promote commercial opportunities directly on the waterfront is encouraged, such as: motorized and non-motorized watercraft rentals, guided tours of the Bayshore region and additional docks that allow visitors to arrive by boat, patron the downtown and depart by boat.

The Borough's Recreation Commission should also actively develop working relationships with the marinas and businesses of the General Marine Commercial District, so as to utilize and share the economic opportunities of each district. As the Recreation Commission already organizes and hosts successful events along the waterfront, the Commission should also continue to develop relationships with other businesses of Keyport to introduce all businesses to the waterfront through temporary, short term vendors, such as pop-up stores or food trucks.

A key aspect to develop a strong tourism industry is the ability to have visitors stay overnight. Currently, the downtown and waterfront have few opportunities for visitors to stay overnight. This means patrons must leave Keyport, rather than stay the night and re-patron its businesses the next day. As explained above, the charm and character of the downtown makes it ideal for Bed & Breakfasts and Boutique Hotels.

"



# **Keyport Neighborhood Preservation Plan**

## ***Community Engagement Survey Results***

During the month of December 2019, the "Downtown Keyport" Neighborhood Preservation Program disseminated a Borough-wide community engagement survey to gauge the feelings about the present and future of the "Downtown Keyport" Neighborhood District by residents, business owners, and property owners.

By the survey's closing date, a total of 252 community stakeholders had responded to the community engagement survey. Of the respondents:

- **86.4% identified as being Caucasian/White.**
- **62.42% of respondents were female; 34.4% were male and the remainder preferred not to say.**
- **Of the respondents, 86% were Borough residents; 4.8% were not Borough residents, but own property in Keyport.**
- **Approximately 40.8% of respondents have long-term roots in Keyport, having been residents, business owners or property owners in the Borough for 20 years or more.**
- **Most respondents were between the ages of 21-65, representing approximately 87.6% of surveys gathered – only 1 of respondents was under the age of 21.**



# Keyport Neighborhood Preservation Plan

## *Community Engagement Survey Results*

Respondents were presented with seven unique images of neighborhood districts from Cities around the nation, such as Brooklyn, NY; Memphis, TN; and Lambertville, NJ. The examples depicted varying states of downtown districts; each with unique business offerings, architecture, signage, streetscapes and lighting. Respondents were asked to pick one image that best captures the “feel” they would like the “Downtown Keyport” District to have in the future. Example 1 was the most widely preferred image: chosen by approximately 37.6% of respondents.



**Example 1**



**Example 2**



**Example 3**



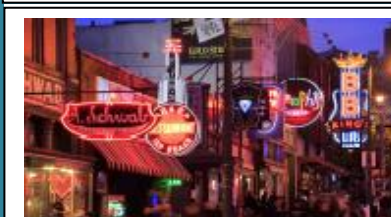
**Example 4**



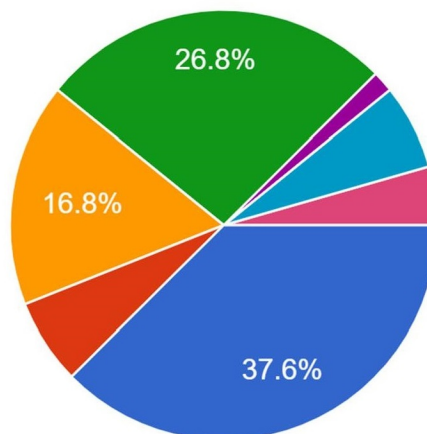
**Example 5**



**Example 6**



**Example 7**



- Example 1
- Example 2
- Example 3
- Example 4
- Example 5
- Example 6
- Example 7





# Keyport Neighborhood Preservation Plan

## *Community Engagement Survey Results*

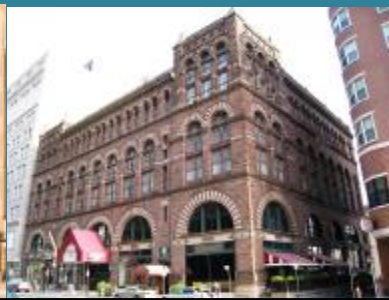
Respondents were also presented with seven unique images of buildings, all of which were multi-unit residential with mixed business uses on the ground floor level. The examples depicted unique architecture, differing building materials and both modern and historic design elements. Respondents were asked to pick one image that they prefer when thinking of buildings the “Downtown Keyport” District should have in the future. Example 5 and Example 7 were the most widely preferred building type with both examples receiving 28.4% of the respondents preferring those images of building design.



Example 1



Example 2



Example 3



Example 4



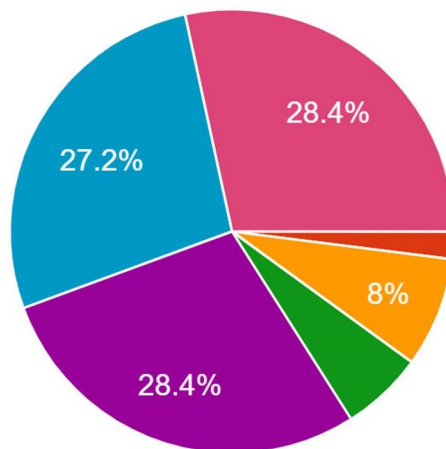
Example 5



Example 6



Example 7



- Example 1
- Example 2
- Example 3
- Example 4
- Example 5
- Example 6
- Example 7



# Keyport Neighborhood Preservation Plan

## *Community Engagement Survey Results*

Respondents were asked a series of questions designed to elicit opinions about the present and potential future of the “Downtown Keyport” Neighborhood District.

Of the main reasons respondents said they do not visit the district, the largest percentage cited:

- **Lack of interest in the current shops (36 % agreed, 43.3% somewhat agreed)**
- **Lack of parking (31.3% agreed with this sentiment, 27.8% somewhat agreed)**

A majority of respondents either "disagreed" or "somewhat disagreed" with the remaining reasons presented in the survey

Next, respondents were polled on which initiatives they would like happen the most in the future within the “Downtown Keyport” Neighborhood District. Of the most desired actions to improve the district, respondents were in support of:

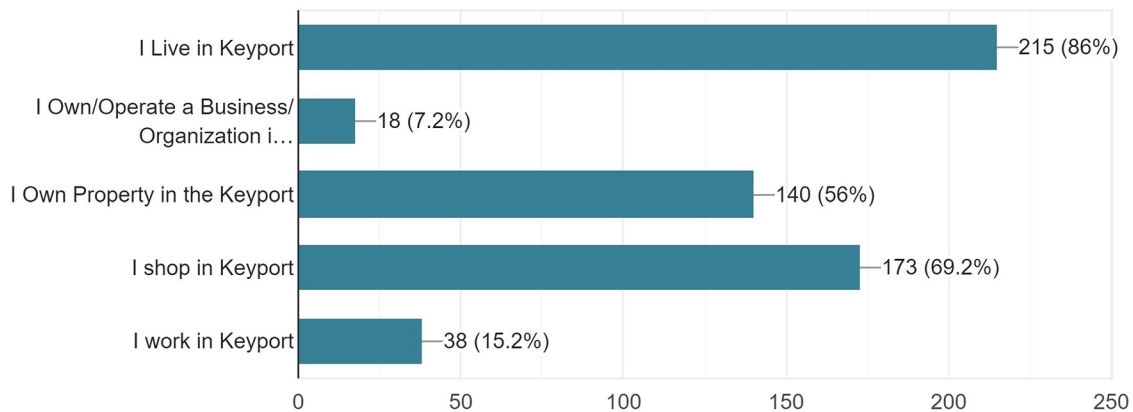
- **Adding to the business mix of the Downtown district (49.2% see this as a major priority, 38.7% see this as a priority and only 3.4% said not to pursue)**
- **Enhancing and revitalizing storefronts, facades, and historic buildings (46% see this as a major priority, 38.9% see it as a priority)**
- **An overwhelming 91.6% said keeping the neighborhood clean is a major priority or a priority with only two respondents (0.8%) responding not to pursue.**

The least popular initiative was the addition of more housing in general (48.5% of respondents stated that this was not a priority with 37.2% of respondents expressly stating to not pursue this initiative.

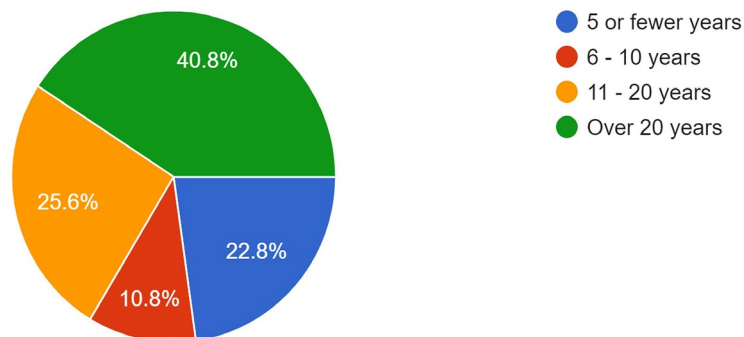


## Community Engagement Survey Results

What kind of stakeholder are you in Keyport?



How many years have you lived in, owned property in, operated a business, shopped or worked in Keyport?

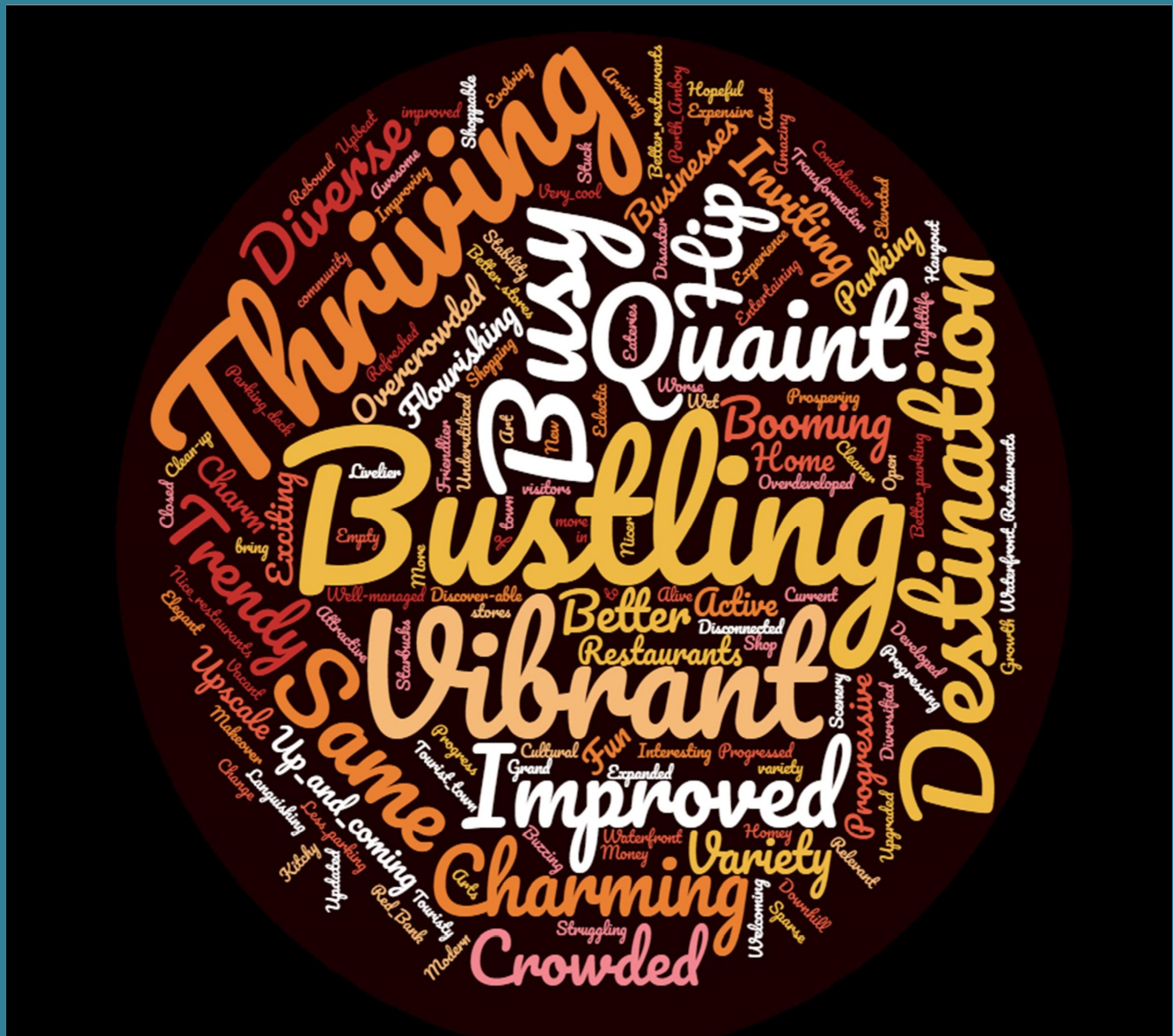








*And how they envision  
the future...*



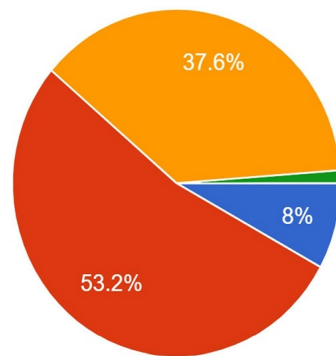




# Community Engagement Survey Results

How much do you like Downtown (as a whole) right now?

250 responses



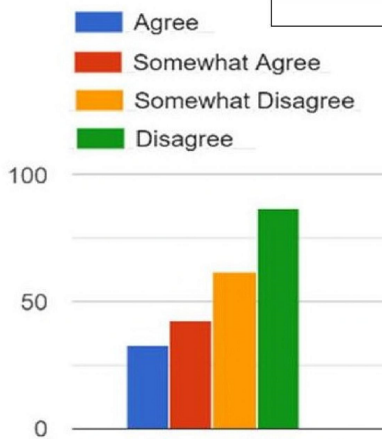
- A lot. It's amazing! Don't change a thing!
- I'm satisfied. It's pretty good, but could still be improved.
- A little. It's OK. It could use some work.
- Not at all.



## Community Engagement Survey Results

The Present Day: Which one of the following are the Main reasons you do not visit Downtown more often?  
How true do you find each statement?

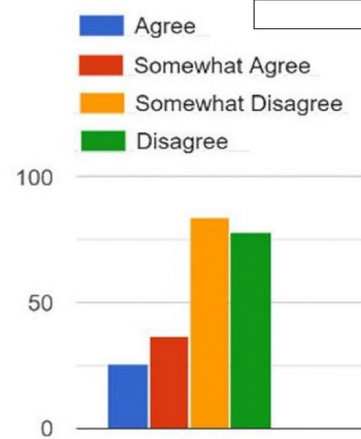
Agree	33
Somewhat Agree	43
Somewhat Disagree	62
Disagree	87
<b>Total:</b>	<b>225</b>



Too few eating or drinking places

The Present Day: Which one of the following are the Main reasons you do not visit Downtown more often?  
How true do you find each statement?

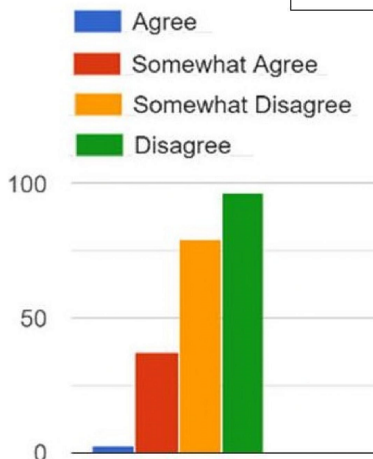
Agree	26
Somewhat Agree	37
Somewhat Disagree	84
Disagree	78
<b>Total:</b>	<b>225</b>



Physical condition of streets, sidewalks or trees downtown

The Present Day: Which one of the following are the Main reasons you do not visit Downtown more often?  
How true do you find each statement?

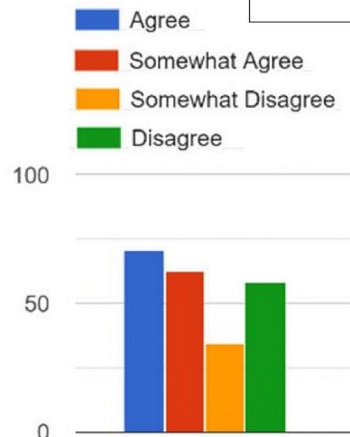
Agree	3
Somewhat Agree	38
Somewhat Disagree	80
Disagree	97
<b>Total:</b>	<b>218</b>



The district is not clean

The Present Day: Which one of the following are the Main reasons you do not visit Downtown more often?  
How true do you find each statement?

Agree	71
Somewhat Agree	63
Somewhat Disagree	35
Disagree	58
<b>Total:</b>	<b>227</b>



I cannot find a convenient place to park

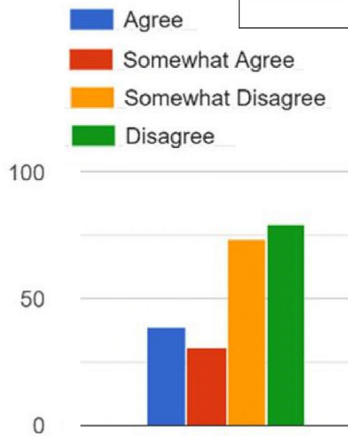


# Community Engagement Survey Results

The Present Day: Which one of the following are the Main reasons you do not visit Downtown more often?

How true do you find each statement?

Agree	39
Somewhat Agree	31
Somewhat Disagree	74
Disagree	80
<b>Total:</b>	<b>224</b>

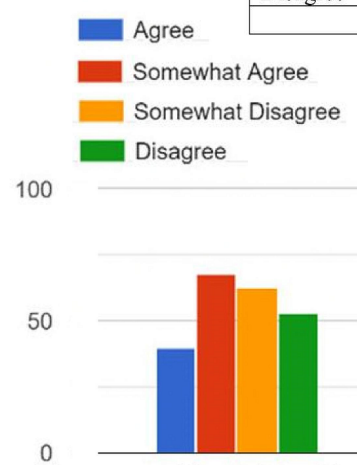


Traffic congestion

The Present Day: Which one of the following are the Main reasons you do not visit Downtown more often?

How true do you find each statement?

Agree	40
Somewhat Agree	68
Somewhat Disagree	63
Disagree	53
<b>Total:</b>	<b>224</b>

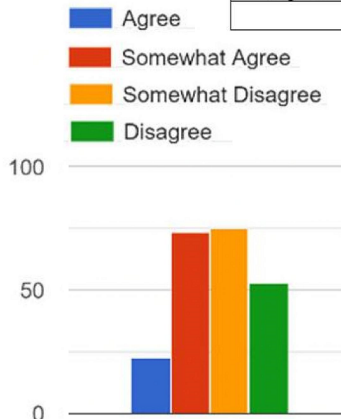


Store hours are uncertain or inconvenient

The Present Day: Which one of the following are the Main reasons you do not visit Downtown more often?

How true do you find each statement?

Agree	23
Somewhat Agree	74
Somewhat Disagree	75
Disagree	53
<b>Total:</b>	<b>225</b>

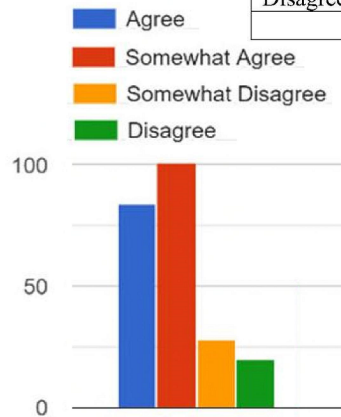


Physical condition of the storefronts – buildings are unattractive

The Present Day: Which one of the following are the Main reasons you do not visit Downtown more often?

How true do you find each statement?

Agree	84
Somewhat Agree	101
Somewhat Disagree	28
Disagree	20
<b>Total:</b>	<b>233</b>



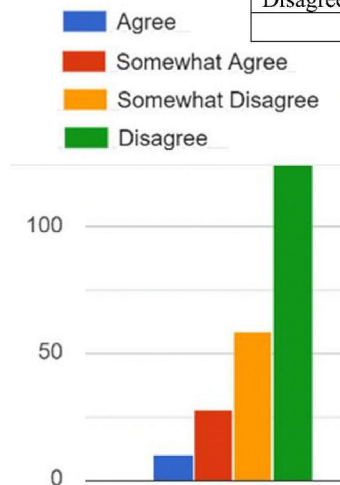
Too few stores or shops that interest me



# Community Engagement Survey Results

The Present Day: Which one of the following are the Main reasons you do not visit Downtown more often?  
How true do you find each statement?

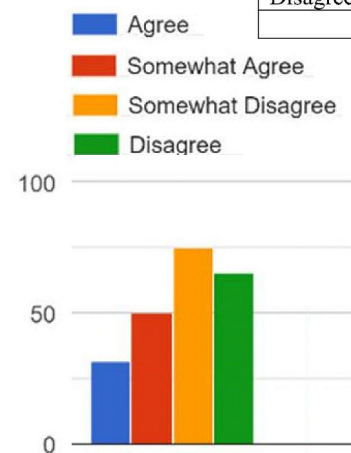
Agree	10
Somewhat Agree	28
Somewhat Disagree	59
Disagree	125
<b>Total:</b>	<b>222</b>



Personal safety or perception of safety

The Present Day: Which one of the following are the Main reasons you do not visit Downtown more often?  
How true do you find each statement?

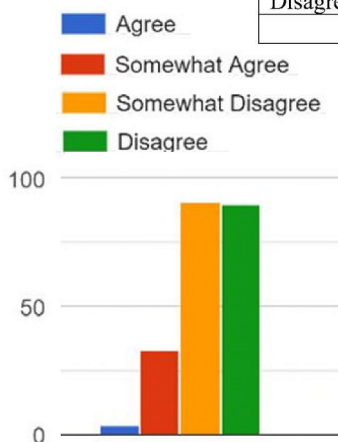
Agree	32
Somewhat Agree	50
Somewhat Disagree	75
Disagree	66
<b>Total:</b>	<b>223</b>



Not enough events and/or activities

The Present Day: Which one of the following are the Main reasons you do not visit Downtown more often?  
How true do you find each statement?

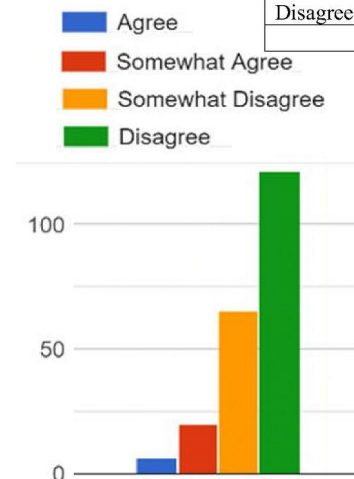
Agree	4
Somewhat Agree	33
Somewhat Disagree	91
Disagree	90
<b>Total:</b>	<b>218</b>



Stores are too expensive

The Present Day: Which one of the following are the Main reasons you do not visit Downtown more often?  
How true do you find each statement?

Agree	7
Somewhat Agree	20
Somewhat Disagree	66
Disagree	122
<b>Total:</b>	<b>215</b>



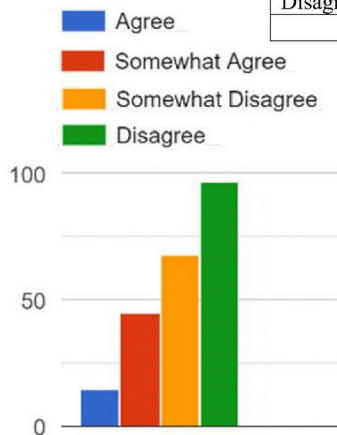
Lack of housing opportunities



# Community Engagement Survey Results

The Present Day: Which one of the following are the Main reasons you do not visit Downtown more often?  
How true do you find each statement?

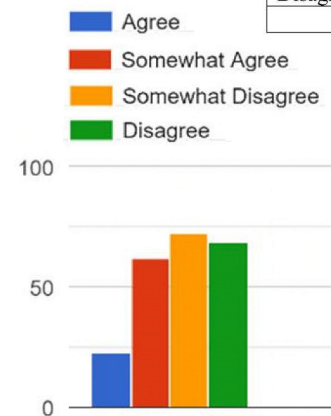
Agree	15
Somewhat Agree	45
Somewhat Disagree	68
Disagree	97
<b>Total:</b>	<b>225</b>



Physical condition and appearance of public parks and spaces

The Present Day: Which one of the following are the Main reasons you do not visit Downtown more often?  
How true do you find each statement?

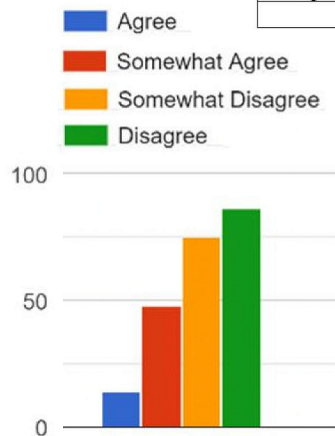
Agree	23
Somewhat Agree	62
Somewhat Disagree	72
Disagree	69
<b>Total:</b>	<b>226</b>



Physical condition and appearance of housing

The Present Day: Which one of the following are the Main reasons you do not visit Downtown more often?  
How true do you find each statement?

Agree	17
Somewhat Agree	48
Somewhat Disagree	75
Disagree	86
<b>Total:</b>	<b>226</b>



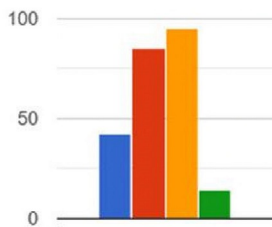
Cannot see into stores/businesses



# Community Engagement Survey Results

The Future: Which of the following do you want to see happen the most in Downtown?

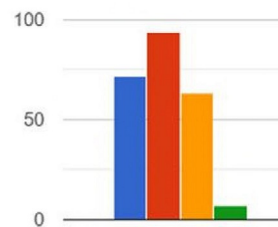
Major Priority	42
Priority	85
Not a Priority	95
Don't Do!	14
<b>Total:</b>	<b>236</b>



Make the area safer

The Future: Which of the following do you want to see happen the most in Downtown?

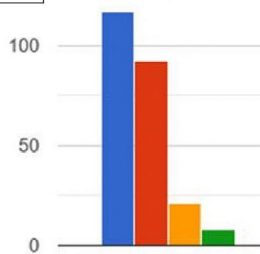
Major Priority	72
Priority	94
Not a Priority	63
Don't Do!	7
<b>Total:</b>	<b>236</b>



Make the area more pedestrian and bike friendly

The Future: Which of the following do you want to see happen the most in Downtown?

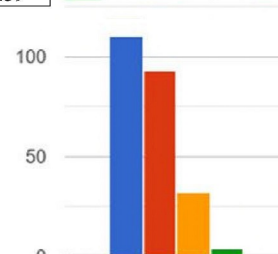
Major Priority	117
Priority	92
Not a Priority	21
Don't Do!	8
<b>Total:</b>	<b>238</b>



Add to the business mix

The Future: Which of the following do you want to see happen the most in Downtown?

Major Priority	110
Priority	93
Not a Priority	32
Don't Do!	4
<b>Total:</b>	<b>239</b>



Enhance and revitalize storefronts, facades, and historic buildings

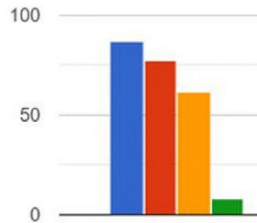




# Community Engagement Survey Results

The Future: Which of the following do you want to see happen the most in Downtown?

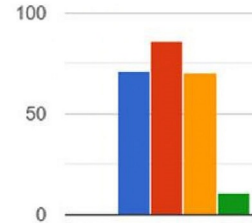
Major Priority	87
Priority	77
Not a Priority	62
Don't Do!	8
<b>Total:</b>	<b>234</b>



Create more and/or easier to use parking

The Future: Which of the following do you want to see happen the most in Downtown?

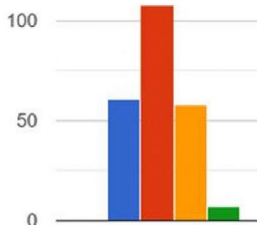
Major Priority	71
Priority	86
Not a Priority	70
Don't Do!	11
<b>Total:</b>	<b>238</b>



Have more outdoor dining in front of businesses

The Future: Which of the following do you want to see happen the most in Downtown?

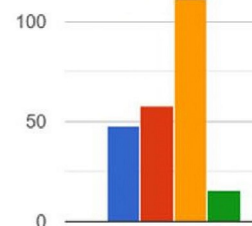
Major Priority	71
Priority	98
Not a Priority	58
Don't Do!	7
<b>Total:</b>	<b>234</b>



Hold more events there

The Future: Which of the following do you want to see happen the most in Downtown?

Major Priority	48
Priority	58
Not a Priority	112
Don't Do!	16
<b>Total:</b>	<b>234</b>



Free Downtown Wi-Fi



# Community Engagement Survey Results

The Future: Which of the following do you want to see happen the most in Downtown?

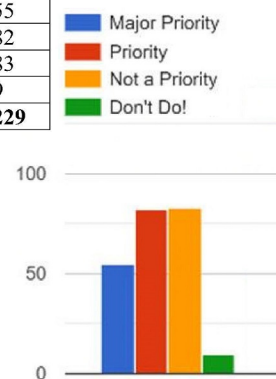
Major Priority	19
Priority	43
Not a Priority	122
Don't Do!	49
<b>Total:</b>	<b>233</b>



Add more residential options above storefronts

The Future: Which of the following do you want to see happen the most in Downtown?

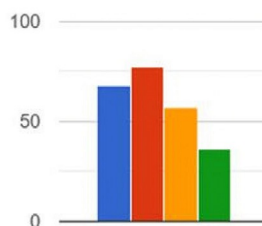
Major Priority	55
Priority	82
Not a Priority	83
Don't Do!	9
<b>Total:</b>	<b>229</b>



Add public art

The Future: Which of the following do you want to see happen the most in Downtown?

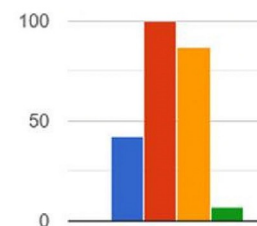
Major Priority	68
Priority	77
Not a Priority	57
Don't Do!	36
<b>Total:</b>	<b>238</b>



Fill in empty and underutilized lots with new buildings

The Future: Which of the following do you want to see happen the most in Downtown?

Major Priority	42
Priority	100
Not a Priority	87
Don't Do!	7
<b>Total:</b>	<b>236</b>



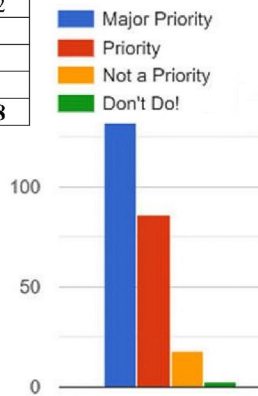
Add more public seating



# Community Engagement Survey Results

The Future: Which of the following do you want to see happen the most in Downtown?

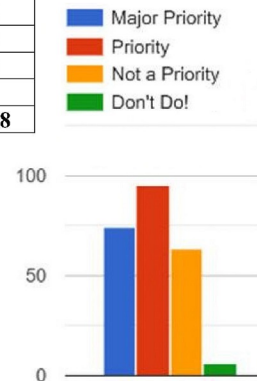
Major Priority	132
Priority	86
Not a Priority	18
Don't Do!	2
<b>Total:</b>	<b>238</b>



Keep it clean

The Future: Which of the following do you want to see happen the most in Downtown?

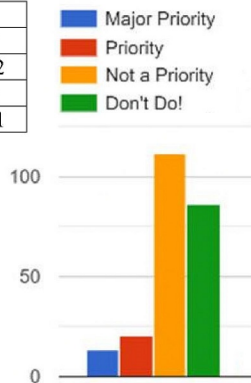
Major Priority	74
Priority	95
Not a Priority	63
Don't Do!	6
<b>Total:</b>	<b>238</b>



Add more green: flowers, plants, and trees

The Future: Which of the following do you want to see happen the most in Downtown?

Major Priority	13
Priority	20
Not a Priority	112
Don't Do!	86
<b>Total:</b>	<b>231</b>



Add more housing in general

The Future: Which of the following do you want to see happen the most in Downtown?

Major Priority	59
Priority	83
Not a Priority	80
Don't Do!	12
<b>Total:</b>	<b>234</b>



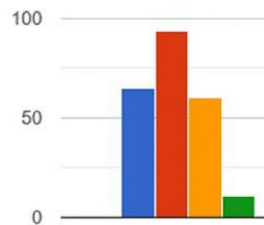
Improve existing housing



# Community Engagement Survey Results

The Future: Which of the following do you want to see happen the most in Downtown?

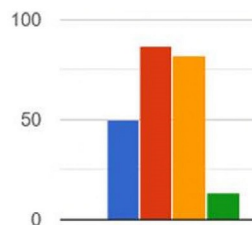
Major Priority	65
Priority	94
Not a Priority	60
Don't Do!	11
<b>Total:</b>	<b>230</b>



Improve the waterfront area

The Future: Which of the following do you want to see happen the most in Downtown?

Major Priority	50
Priority	87
Not a Priority	82
Don't Do!	13
<b>Total:</b>	<b>232</b>



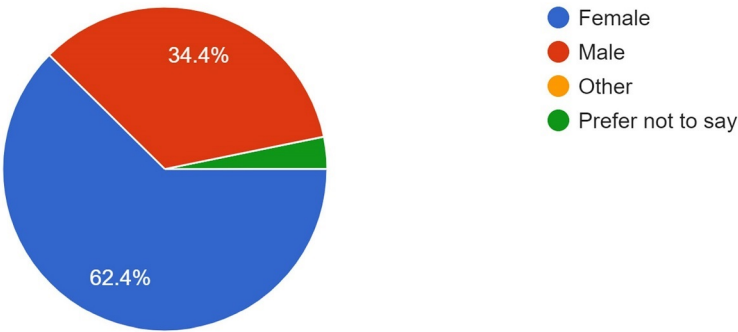
Improve access to the river/bay



# Community Engagement Survey Results

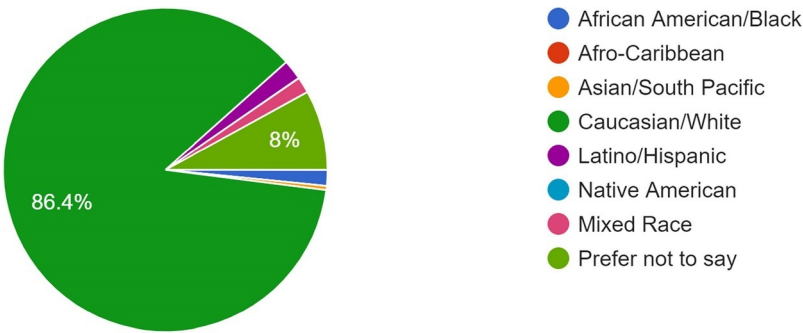
## Gender

250 responses



## Race/Cultural Identity

250 responses



## Age

250 responses

