



Borough of Keyport

Neighborhood Preservation Plan

“Downtown Keyport” Neighborhood District

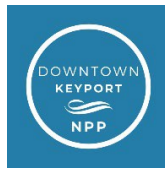
November of 2022

Year 3 January 1, 2023 – December 31, 2023

Implementation Plan

Revision to the Originally Approved Plan February, 2020





**Keyport Neighborhood Preservation Plan
"Downtown Keyport" District Stakeholders**

Lorraine DeVizia
(Proprietor, Gerber Salon)

Jay Patel
(Proprietor, Keyport News)

Rachael Fredericks
(Borough of Keyport Resident)

Aleksandr Zhdanov
(Proprietor, 3BR Distillery)

Carolyn O’Rowe
(Borough of Keyport Resident)

Rose Araneo
(Councilwoman, Borough of Keyport& Liaison Keyport Parking Committee)

Delia Sosa McDermott
(Councilwoman, Borough of Keyport & Liaison Keyport Bayfront Business Cooperative)

Nicole Henn
(Neighborhood Preservation Program Coordinator)

Jay Delaney
(Borough Administrator)

Borough of Keyport NPP District Map
Revised and Approved by DCA September, 2020



Summary: Proposed Revision to the Year 3 Implementation Plan

As we near the closure of Year 2 and initiate Year 3 planning, we recognize that our plan is slightly different from when we began in early 2020. These changes are direct adaptations to global hinderances, product availability and the assessment of overall value and need of these projects within our community. Having the opportunity to adjust and pivot based on the direct needs of the Borough, demonstrates commitment and support provided by the Department of Community Affairs Neighborhood Preservation Plan team to ensure that Keyport successfully implements and manages Year 3.

At our September 2022 NPP Stakeholder meeting, we reviewed upcoming Borough grant and partnership opportunities for smoother coordination of project implementation and management to maximize impact. We recommend supporting Year 3 activities through phased projects initiated in our Year 2 implementation plan. The team is also interested in pursuing an opportunity that will provide tangible improvements within two NPP district neighborhoods. We are confident that the suggested changes remain in alignment with our overall implementation plan goals and continue to support Borough initiatives for optimal leverage whenever possible.

The benefits of a Stakeholder committee comprised of residents, business owners and elected officials allows for a wealth of ideas based directly on conversations from our community members. This combination helps us to narrow in on specific wants and needs to better serve the community at large. Several suggested projects such as repairs to our Mini Park, including the addition of an accessible ramp for our stage and the landscaping refurbishment of our Waterfront both arose from this open dialog with residents and business owners. We delivered on these requests within Year 2 and will continue into Year 3. Our focus remains on identifying and continuing meaningful improvements and placemaking activities that support our collective goals and to ensure Keyport's diverse NPP district is represented.

Keyport is woven with historic charm that is infused with modern threads; when balancing these two vital profiles, we recognize that it is imperative that our implementation plan continues to reflect and represent the fibers of our community base. New businesses and residents are attracted to Keyport because we offer an array of outdoor recreational amenities, a picturesque waterfront and an emergent bustling Downtown which truly makes us the "Pearl of the Bayshore". NPP funding gives us the ability to deliver tangible results.

**Revised Year 3 Implementation Plan
January 1, 2023 – December 31, 2023**

Year 3 Budget:

NPP Funds: **\$125,000.00**

Borough of Keyport Municipal Match: **\$25,000.00**

Total: **\$150,000.00**

Anticipated In-Kind & Other Source Funding: **\$35,000.00**

NPP Coordinator Salary/Supplies

Phase 2 - Decorative Street, Stop & Wayfinding/Welcome Signage

As initiated in Year 2, we plan to continue to implement simple ways to enhance the Downtown streetscapes by replacing the remaining current standard construction-grade street and stop signs with decorative posts. Our new signs are scheduled to be installed in early November, 2022 which will allow us to close out Year 2 with a highly impactful project that serves as a visual, safety and practical improvement.

We anticipate that within the first six months of 2023, the street and stop signs within the NPP District will be completed; finally bringing consistency and uniformity that has been missing from the Downtown areas and the accompanying main streets. With the implementation of this project and the investigation and development of the façade improvement program, we believe there is now opportunity and momentum to initiate the creation of design standards within the Borough's Downtown. While this project is in the early planning stages, it has the support of the Stakeholder team and will follow standards referenced within the Master Plan created and adopted in 2017.

In conjunction with the upgrades made to the signage noted above, we will be addressing improvements to wayfinding signage in Year 3. Wayfinding signage has long been another area where consistent design elements were lacking. Previous directional signage is viewed as outdated and showing signs of significant deterioration. By utilizing the existing black wayfinding support poles, original signs can be removed and replaced with new signage to ensure that visitors receive clear directions to all the recreational amenities, dining and shopping that exists within the NPP Downtown district in a fiscally responsible manner. New "Welcome to Downtown Keyport" Signage will also be designed and installed.

We are eager to form a partnership with the Keyport Bayfront Business Cooperative (KBBC) to expand these projects beyond the NPP zone for a finalized look. Full implementation of this project remains a high priority for the NPP Stakeholder team, residents and business owners.

Phase 2 Mini Park – Waterfront Placemaking Activation Project

The Mini Park-Waterfront promenade is a combination of recreational and natural open space. Residents and visitors utilize these locations year-round, but use it more heavily during the spring through late fall months. Strolling by a summer concert, attending children's programming provided by the Borough's Recreation Committee and the ability to participate in Yoga by the Bay are just a few of the offerings that visitors can enjoy in addition to walking the promenade with their families and pets. Addressing the need to enhance these connected areas is of most importance while funding is available.

After the initiation of our Mini Park – Waterfront Placemaking Activation projects during Year 2, our main "asset locations" are receiving much deserved attention. Our gazebo is illuminated by way of LED color changing lights. Vibrant colors wash over the surrounding areas which have created a dramatic visual component to enhance celebrations, raise awareness for causes, holiday engagement and other special events. Our stage can now accommodate performers with disabilities and other mobility challenges. Light, low maintenance landscaping improvements have helped to redefine and beautify an area of frequent use, anchoring the location around the gazebo.

We intend to build on this momentum by implementing the following projects:

- Repairs to the ground surfacing of the Mini Park stage area. The current condition of the blacktop is nearing the end of useful life and by installing pavers or stamped concrete we can address safety and visual improvement needs at the same time. Repairs to the connected retaining wall will be addressed as well in addition to the access area leading to the stage ramp. Completing these repairs/improvements allows for a consistent and cohesive design plan and will most likely be broken out into phases over the next several years. Proposed partnership opportunities with the KBBC are likely necessary to complete these projects. Engineering review resulting in soft costs (maximum of 10% per DCA/NPP guidelines) may be included to ensure this project is implemented with full safety and compliance measures.
- The investigation of water fountain/bottle filling stations and the purchase of solar trash compactor receptacles to help decrease the amount of plastic bottle and waste that builds up within such an active area is planned for Year 3. We will be able to address waste problems and add awareness for environmental preservation within the NPP zone.

Phase 2 Public Parking & Pedestrian Improvements

During Year 2, improvements were made to various municipal parking lots in an effort to ease current concerns/congestion within the Downtown and plan for future growth. Our planned installation of decorative poles to match our new street and stop signs for public parking identification purposes was partially paused due to supply chain issues and delays. Our solution was to utilize the existing waterfront light poles by installing banners and hardware to properly identify public parking areas. New poles and additional banners with hardware will be ordered in early 2023 so we can successfully address the need to effectively identify our public parking locations for our many visitors as they arrive in our Downtown.

As our initial plans were in motion, the Broad Street improvement project, supported by the Community Development Block Grant (CDBG) program was also beginning. The timing of both projects allowed for coordination of funding and overall amplification of resources and impact. Our NPP team adjusted portions of our plan to support the painting of seventy (70) parallel parking lines and no parking zones along Broad Street which serves as a direct route into the main Downtown NPP zone and is the access point to our largest municipal parking lot. We will continue to monitor and explore opportunities in Year 3 to provide additional parallel parking line painting along supporting roadways so we can maximize parking availability.

Pedestrian safety remains a key component to our plan to further efforts to support a thriving Downtown. By coordinating with our Police Department, Monmouth County and with the on-set of the TAP grant awarded to the Borough of Keyport, the general consensus was to coordinate projects to implement a consistent high visibility crosswalk plan to improve pedestrian safety. This will further aid and encourage residents and visitors to walk into the Downtown district vs driving. The installation of high visibility crosswalks throughout the NPP zone will continue into Year 3 and pedestrian crossing signage may be included for select areas within the NPP zone as needed.

The NPP team is committed to working closely to ensure coordination of applicable Borough grant and capital improvement opportunities.

Kearney Street Pocket Park and Therese Avenue Park Access:

Nestled within two well established neighborhoods of the NPP Downtown district lies Kearney and Therese Avenue parks. Both locations present a unique opportunity to enhance placemaking activities.

Kearney Street is historically considered one of the oldest and first named streets in Keyport. Established as the Jack Conway Senior park in the early 1990's, the area housed play equipment for pre-school aged children and picnic tables: years of exposure to the elements deteriorated both. The space was cleared in 2020, but no defined replacement plan had been created. We are requesting a revision to our current implementation map to include this new area of interest by adding up to 5 parcels of land so that we can provide a revitalized and useful space for localized residents to enjoy. See last page for map revision request.

To ensure that we are respecting the original intention of the park and that the need for local amenities are met, multi-generational recreational equipment such as bench swings or rocking chairs will be chosen. A pergola could also be included in the overall design plan to provide shade for seating and possible outdoor game tables. New tables will also be added to encourage families to picnic. Additional needs to ground surfacing and other safety requirements will be reviewed along with minor landscaping and lighting.

Therese Avenue Park is set back on the outskirts of the NPP Downtown District. Earlier this year, it was discovered that a small parcel of land owned by the Borough that connects the Therese Avenue neighborhood park with West Front Street had been overtaken by trees and vegetation. The proposed plan is to clean up and reclaim the property to create a direct walking path that connects this neighborhood directly with the Downtown NPP zone via access to West Front Street. This will eliminate the need to travel on Broadway which is an extremely busy and congested county roadway.

Lighting to ensure safe travel along the path will be required. New fencing, ground surfacing and guide posts may also be added. A full review and study of this land will be needed to create an appropriate plan beyond the basic needs of reestablishing the area. This location is also the perfect site for a “Welcome to Downtown Keyport” sign. We anticipate a revision will be necessary when we have fully vetted the scope of this portion of the project. We will also be searching for grant funding opportunities to assist in the overall expense to take on such a large-scale project.

Budget Detail Downtown Keyport NPP Year 3 January 1, 2023 - December 31, 2023
Year 3: Revised Implementation October, 2022

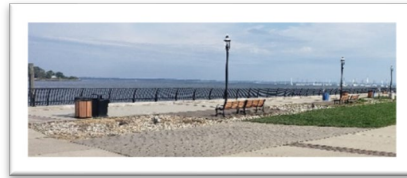
Name of Project	Requested NPP Funding	Municipal Match	Other Sources/In-Kind	Revision Total Amount	Notes
<u>ADM-Personnel</u>					
Salary/Wages Coordinator & Supplies January 1, 2023 - December 31, 2023	\$18,000.00	\$14,500.00		\$32,500.00	No Change Approved within the 2020 NPP Plan
Category Subtotal	\$18,000.00	\$14,500.00		\$32,500.00	
<u>Signage</u>					
Decorative Street & Stop Signs Poles -Phase 2 & Historic Entry Signs	\$40,000.00			\$40,000.00	Possible KBBC Partnership
Category Subtotal	\$40,000.00			\$40,000.00	
<u>Mini Park-Waterfront Placemaking and Activation Phase 2</u>					
Retaining Wall	\$5,000.00			\$5,000.00	Possible KBBC Partnership
Stamped Concrete/Pavers/Engineering Review Soft Cost	\$10,000.00		\$35,000.00	\$45,000.00	Possible KBBC Partnership
Maintenance - Landscaping	\$1,000.00			\$1,000.00	
Investigation - Solar Trash and Recycling Receptacles					Possible Clean Communities Partnership
Investigation - Water Station					
Category Subtotal	\$16,000.00		\$35,000.00	\$51,000.00	
<u>Municipal Parking/Pedestrian Safe Improvements Phase 2</u>					
Crosswalks	\$4,000.00			\$4,000.00	
Public Parking ID /Parking Line Painting	\$7,000.00	\$500.00		\$7,500.00	
Category Subtotal	\$11,000.00	\$500.00		\$11,500.00	
<u>Public Realm Open Space Activation</u>					
Kearney Street Pocket Park	\$20,000.00	\$5,000.00		\$25,000.00	New
Therese Ave. Park Access to W. Front	\$20,000.00	\$5,000.00		\$25,000.00	
Category Subtotal	\$40,000.00	\$10,000.00		\$50,000.00	
Year 3 Totals	\$125,000.00	\$25,000.00	\$35,000.00	\$185,000.00	

Year 2 Project Successes:

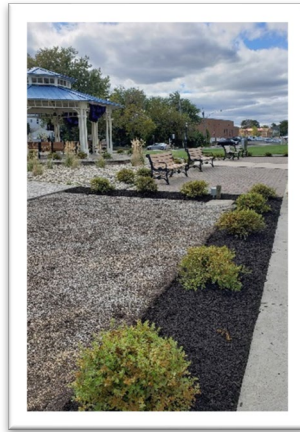
Waterfront Activation: LED Gazebo Color Changing Lights



Waterfront Activation: Landscaping Improvements:



Before

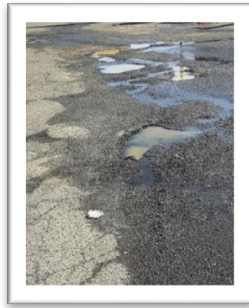


After

Stage Ramp – Mini Park



Repairs to our Municipal Parking Lots



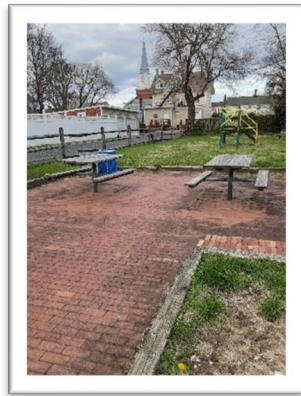
Before



After

Year 3 Implementation Projects:

Kearney Street Pocket Park



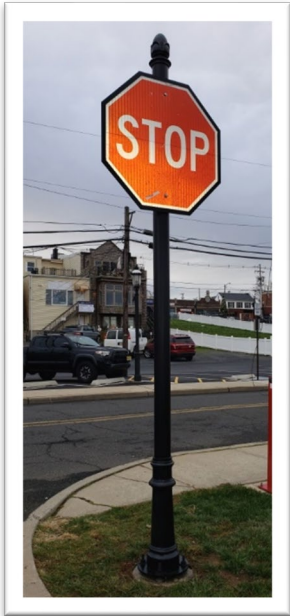
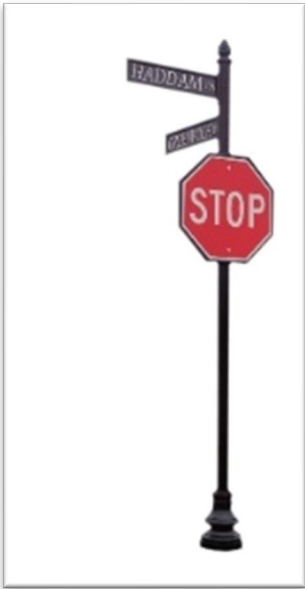
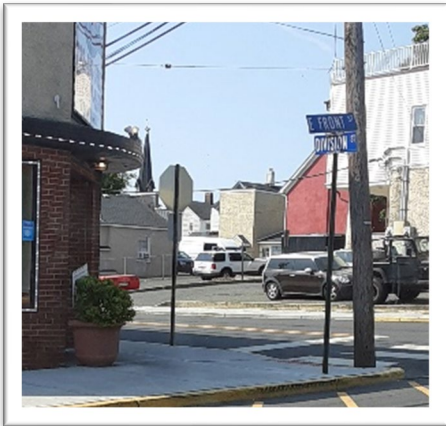
Before Clearing in 2020

Repairs to the Mini Park Stage Area- possible partnership opportunities with the KBBC.

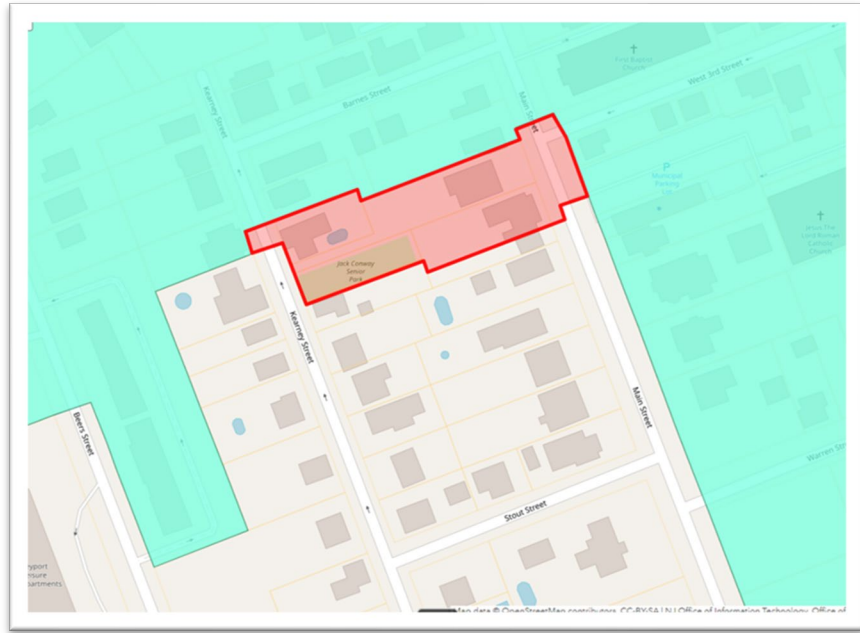


High Visibility Parking Signage and Decorative Street Signs: Continuation from Year 2

Proper parking lot identification signage to replace the older practicallyunseen versions.



Proposed Revision Keyport Parcel Map



New area to be included in the NPP district.
Kearney Street is historically noted as one of the first/oldest streets in Keyport.



Keyport's NPP team is requesting a minor map revision to include Kearney Street Park. Our intention is to provide localized neighborhood amenities by creating a functional outdoor recreational space with clearly defined use. The neighborhood residents have been requesting improvements since the retired equipment was removed. With this addition we will satisfy the need and provide a new space to be enjoyed by all.