



# Borough of Keyport Neighborhood Preservation Plan

“Downtown Keyport” Neighborhood  
District

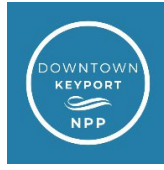
June of 2022

*Year 2 July 1, 2021 – December 31, 2022*

*Implementation Plan*

*Revision to Replace the March, 2021 Plan*





## **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)

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 2<sup>nd</sup> Revision to the Year 2 Implementation Plan (Replaces the March, 2021 Plan Revision)**

In September of 2020, the implementation and momentum of the Neighborhood Preservation Program (NPP) allowed for an expansion of the boundary map. Leading up to the successful and well received NPP Covid-19 Relief Fund grant program, this expansion not only gave a potential lifeline to 49 small businesses with rental and utility support grants, but offered the NPP Stakeholders an opportunity to make a tangible difference in parts of the community that have been previously excluded.

At the most recent NPP Stakeholder meeting on May 24, 2022, current Year 2 plans were reviewed and discussed. Special attention was given to the importance of addressing parking needs, pedestrian safety and streetscape improvements. Paired with planned capital projects, grant work and the potential of a funding partnership with the Keyport Bayshore Business Cooperative (KBBC), the team agreed that the proposed updates outlined within this document will further advance areas for improvement highlighted in our original stakeholder outreach and support subsequent initiatives by the Borough of Keyport.

To achieve our collective goals, the NPP team recommends reprioritizing some projects and reconfiguring several other projects as we learn to adapt to a vastly changed marketplace. 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. These proposed changes will have a greater impact in the Downtown district while allowing the Borough to maintain the flexibility to navigate supply chain issues and the national inflation crisis which deeply impacts product availability and costs.

To mitigate the challenges we are facing, the NPP team has identified meaningful placemaking activities that will help us reach our goal to successfully implement the Year 2 plan. These activities include the following to our Mini Park/Waterfront promenade:

- New color changing LED lights at our gazebo.
- Low maintenance landscaping and grass planting to redevelop a portion of barren land that is highly visible from the surrounding Downtown main roads.
- Addition of a ramp to improve accessibility to the existing stage.
- A proposed partnership with the KBBC will also help us to address much needed improvements to the stage area of our Mini Park by adding new ground surfacing to provide a safe and accessible space to be enjoyed by all visitors and residents of Keyport.

Further details regarding these projects can be found on the following pages.

## **Revised Year 2 Implementation Plan July 1, 2021 – December 31, 2022**

### **Year 2 Budget:**

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

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

Total: **\$150,000.00**

### **NPP Coordinator Salary/Supplies**

Mid-way through Year 2 the coordinator's originally budgeted salary in the amount of \$32,500.00 was revised to \$24,500.00 to reflect changes in scheduling. This revised budget item will allow for an additional \$8,000.00 to support new projects noted below (even with the grant period changing from 12 to 18 months).

### **Research Keyport Feature, Signage/Decorative Street and Stop Signs**

As we continue to pursue options for a defining "Keyport" anchor feature, several challenges have arisen. Global supply chain issues and inflation have prevented the Borough from receiving viable quotes. The NPP team was prepared to proceed with a local vendor in late 2021; however, after numerous attempts to obtain a revised written quote, all attempts to this point have failed. Our new potential vendor is eager to work with the Borough and will be providing renderings and quotes over the summer. With the current state of uncertainty around material availability and increased financial stress due to significant inflation, we believe pivoting to contingency projects will be the most prudent direction to follow at this time. By adding a more robust Mini Park-Waterfront placemaking activation plan, we are confident that we will meet the goals set forth by the NPP team and program administrators of the DCA. Project details are outlined within the Budget sheet on the last page of this document.

Keyport's Downtown NPP district boasts historic charm with emerging modern vibes. A simple way to enhance that charm is to replace our current standard silver construction-grade street and stop signs with decorative posts to match the existing street light/streetscape design. Addressing these signs were noted as a high priority within the NPP Stakeholder team meetings and have been discussed with residents during NPP zone walk-throughs. There is also a mix of different colored street signs varying between blue and green. This will also help to reinforce the streetscape development of our Downtown. Phase 2 of this project will be included in our Year 3 implementation plan with the potential to partner with the KBBC to expand the project beyond the NPP zone.

## **Public Parking & Pedestrian Improvement**

In addition to efforts to identify parking issues, including the potential for a shuttle bus system, the improvement of existing public parking facilities is being addressed in Year 2 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. Given the geographical overlap of these areas, combining public parking and pedestrian improvements projects into one major category will allow for significant tangible impact that can be paired with other funding sources.

Pedestrian safety is another key component to our plan to further our efforts to support a thriving Downtown. By coordinating with our Police Department 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. Several new and updated high visibility crosswalks will be installed within the NPP zone and could potentially roll into Year 3 plans to complete this project and possibly expand throughout the rest of the Borough.

During Years 1 and 2, the Borough's Parking Advisory Committee has continued to study and identify issues with the Borough's parking facilities, signage, regulations and branding needs. A major step in addressing public parking needs is to properly identify these locations with new signage, brighter ground markings, repairs to paved lots as well as address other recommendations from NPP Stakeholders and the Borough of Keyport. The intention is to provide a safe and welcoming parking experience for visitors and residents whom cannot always walk into the Downtown district.

The first project will repair the failing pavement within the Main Street municipal parking lot located in the center of the NPP zone. New lines will be painted to clearly identify parking spaces which have long disappeared from years of wear and tear. As the NPP team was building this plan, the KBBC supported repairs to the nearby Broad Street municipal parking lot. A possible partnership opportunity is available for the NPP to support efforts with sealing and line striping within this lot.

New decorative poles with branded parking identification banners will be added to each municipal location. These banners will also be added to all of the municipal parking lots within the Downtown utilizing our current decorative light posts which will alleviate the question of, "Is it ok to park here?". As with most forms of wayfinding signage, these additions provide both a tactical improvement as well as visual interest, contributing to the welcoming atmosphere of Downtown Keyport.

LED refurbishment of our lampposts was previously moved from the Year 2 plan due to the lack of product availability and vendor accessibility. Recently, an opportunity to test a new LED bulb and ballast upgrade presented itself. The team plans to seize this opportunity and proceed with a test of phase 1 of the LED lighting upgrade which runs the length of the Downtown district, Mini Park and Waterfront areas. If successful, the team will consider moving to a full-scale upgrade during this year. We can address energy use and sustainability all while giving pedestrians a safe path that provides improved visibility for drivers.

The NPP team will continue to work closely to coordinate with other Borough grant and capital improvement projects.

## **Mini Park – Waterfront Placemaking Activation Project Phase 1**

The NPP Stakeholders have vigorously reviewed “asset locations” such as our Mini Park and Waterfront promenade which are physically and visually connected. These areas run parallel to West Front Street within the Downtown and are also visible from boats in the harbor making them a high priority for placemaking improvements.

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.

Year 2 planning has shifted to include some or all of the following placemaking activation projects within these areas:

The NPP team plans to add LED color-change lights to the Waterfront gazebo to create a dramatic visual component to enhance celebrations, holiday engagement and other special events. During a preliminary testing of the lighting system, the colorful burst of light was visible from West Front Street, American Legion Drive and by boats within the harbor. Community members commented on what an incredible addition the lights would be to the already beloved location which serves as an unofficial anchor of our Downtown.

New low-maintenance landscaping and grass will be planted to address undeveloped side access points to the main Waterfront promenade walkway. This area may possibly include the “Keyport” feature or arch as a way of anchoring the space in the future if the currently proposed feature project is not viable for this year.

As a way to increase use of the Mini Park, a ramp has been built to allow for wheelchair-bound or mobility challenged performers to access the stage. It became apparent that the need to address ADA compliance wherever possible is becoming a much larger priority within the Borough.

Proposed partnership opportunities with the KBBC include addressing the Mini Park stage area by installing pavers or stamped concrete. The current condition of the blacktop is nearing the end of useful life. Repairs to the connected retaining wall will be addressed as well in addition to the access area leading to the 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.

The team will continue to explore the installation of water fountain/bottle filling stations and solar trash compactor receptacles to help decrease the amount of plastic bottle and waste that builds up within such an active area. Not only does this address the waste problem, but also directly contributes to added awareness of environmental preservation within the NPP zone.

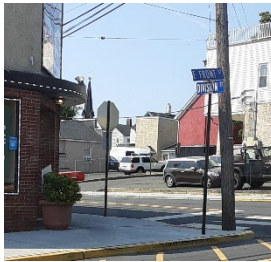
**Proposed Revised Budget Detail: Downtown Keyport NPP**

<b>Year 2: Revised Implementation June, 2022</b>				
<b>Name of Project</b>	<b>Requested NPP Funding</b>	<b>Municipal Match</b>	<b>Other Sources/In-Kind</b>	<b>Total Amount</b>
<b><u>ADM-Personnel</u></b>				
Salary/Wages Coordinator and Supplies July 1, 2021-December 31, 2023	\$15,000.00	\$9,500.00		\$24,500.00
<b><u>Signage</u></b>				
Decorative Street & Stop Signs	\$31,500.00			\$31,500.00
<b><u>Municipal Parking/Pedestrian Safe Improvements</u></b>				
Municipal Parking Paving	\$26,000.00	\$4,000.00		\$30,000.00
Parking Signage Pole Package (3)	\$5,100.00			\$5,100.00
Parking Banner Signs and Hardware	\$5,500.00			\$5,500.00
Sealing/stipe ??				
Crosswalks	<b>\$10,000.00</b>	\$5,000.00		\$15,000.00
LED Upgrade Lamp Posts Phase 1-Test	\$1,500.00			\$1,500.00
LED Upgrade Lamp Posts Phase 2	\$10,000.00	\$5,500.00		\$15,500.00
<b><u>Mini Park-Waterfront Placemaking and Activation Phase 1</u></b>				
LED Gazebo	\$3,025.00			\$3,025.00
Stage Ramp	\$8,100.00			\$8,100.00
Retaining Wall-Pending				
Paver/Concrete -Pending				
Landscaping: Shrubs and lawn expansion	\$8,275.00	\$1,000.00		\$9,275.00
<b><u>Maintenance</u></b>				
FP Landscape Refresh	\$1,000.00			\$1,000.00
<b>Year 2 Totals</b>	<b>\$125,000.00</b>	<b>\$25,000.00</b>		<b>\$150,000.00</b>



## **Planned Projects:**

Current Street/Stop Signs VS Decorative Street and Stop Signs

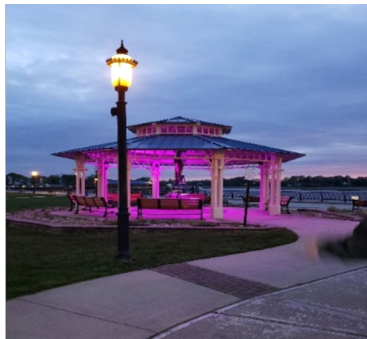


Repairs to the Mini Park Stage Area- possible partnership opportunities with the KBBC.

New ADA ramp to allow stage access to our performers and guests requiring wheelchair access.



LED Gazebo Color Changing Lights Test Run.



Repairs to our Municipal Parking Lots





## High Visibility Parking Signage

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

