

# **Borough of Keyport Neighborhood Preservation Plan**

**“Downtown Keyport” Neighborhood District**

September, 2023

*Revision Year 3 January 1, 2023 – December 31, 2023*

*Implementation 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)

Carolyn O'Rowe  
(Borough of Keyport Resident)

Kathleen McNamara  
(Councilwoman, Borough of Keyport & Liaison)

Melissa Vecchio  
(Councilwoman, Borough of Keyport & Liaison)

Nicole Henn  
(Neighborhood Preservation Program Coordinator)

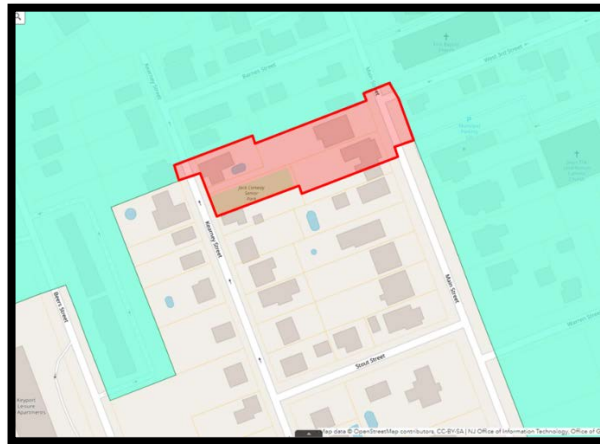
Rose Araneo  
(Mayor, Borough of Keyport)

Kimberly Humphry  
(Borough Administrator)

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



Approved Revision of Keyport Parcel Map as of Year 3



Newly added area of the NPP district to include Kearney Street- Jack Conway Senior Pocket Park

**Summary: Proposed Revision to the Year 3 Implementation Plan**

Necessary plan revisions for Year 3 have been reviewed and approved by the NPP Stakeholders and Keyport Borough Council to include proper implementation. Portions of our budget for our current projects have been adjusted and funds reallocated to reflect new projects where leveraged funds are available and significant tangible improvements can be implemented.

The NPP team will continue to work closely to ensure coordination of all applicable Borough grant and capital improvement opportunities.

**September, 2023 - 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**

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

Total: **\$185,000.00**

**(Possible increase pending T-Mobile Hometown Grant)**

**NPP Coordinator Salary:**

Adjusted to reflect changes to the NPP Coordinator's schedule and to allow for additional funding to be allocated to the Mini Park and other highly valuable improvements.

**Program Development Neighborhood Amenities Category**

**Phase 2: Mini Park and Beach Park – Waterfront Placemaking Activation Project**

As we continue to heavily focus on asset locations along the Downtown Waterfront and the state of their condition, paired with newly awarded NPP-ARP grant and the confirmed KBBC partnership funding, we have unanimously agreed to reconfigure the budget to accommodate the following improvements:

Our Mini Park remains the Borough's priority on the overall necessary improvement list. Through an expanded project scope and budget, we can fully revitalize our main asset location which also serves as our community center. As previously sited, the current condition of the blacktop within the stage area is deteriorating and not ADA compliant. By prioritizing this project we can address safety and visual improvement needs.

Full refurbishment of the stage area including tinted concrete with decorative border, retaining wall along the walkway and full walkway restoration will be completed simultaneously. Railings will also be added in areas as identified as necessary to ensure public safety. Attention will also be given to the side of the park where the neighboring business' parking lot meets the stage area. A new curb will be installed as a safety measure to accommodate a four-foot fence in the future. Light landscaping and ornamental shade trees will also be considered in the overall design plan.

Leveraged funds provided by the KBBC were donated in August in the amount of \$35,000.00. This partnership funding was essential to complete the major improvements to the Mini Park ground surfacing and with their support and proposed increased NPP funding, we can create a more impactful project that addresses ADA compliance and major visual improvements. Engineering review resulting in soft costs (maximum of 10% of project costs per DCA/NPP guidelines) have been included to ensure this project is implemented with safety compliance.

These vital repairs and improvements allow for a cohesive design plan and will most likely be broken out into phases over the next several years pending funding. Proposed partnership opportunities with the KBBC are likely necessary for future improvement projects.

Beach Park improvements were previously identified as urgent and were to include; new recreational/playground equipment, inclusion equipment, rubber ground surfacing, tables, benches, safety fencing and ground surfacing to replace the current Brick Labyrinth Maze that has reached the end of its life cycle. We will utilize minimal funds to initiate a phased approach beginning with the replacement of the shell walkway leading to the park from the WWI Memorial to meet ADA accessibility needs. The creation of the new passive recreational space to replace the Brick Maze Labyrinth area will be planned for Year 4 to coordinate with the NPP-ARP and the CBDG project for more impactful implementation.

Light landscaping maintenance along the waterfront will remain unchanged within Year 3. Minor expansion of native plants and the addition of river rocks to replace mulch may be added into the landscaping plan over the coming months, but no major needs have been identified to support additional funding requests at this time.

The investigation of water fountain/bottle filling stations and the purchase of solar trash compactor receptacles to help decrease the number of plastic bottles and waste that builds up within such an active area is planned to continue with possible implementation in Year 4. This project will help to address waste problems and add awareness for environmental preservation within the NPP zone.

### **Public Realm Open Space Activation Category**

#### **Kearney Street - Jack Conway Senior Pocket Park**

Budgeting will be slightly increased to include the installation of park signage. Year 4 will include a new fence and the possible addition of solar lights within the park pending funding.

#### **Phase 2: Decorative Street, Stop, Wayfinding & Signage**

In Year 3 we had planned to continue to implement our Downtown streetscapes with the replacement of the remaining standard construction-grade street and stop signs; however, this will be held until Year 4 to coordinate a more robust project focusing mainly on wayfinding with an option to expand the decorative signs in the remaining NPP zone. The Borough is beginning a TAP grant program that will set the design standard for wayfinding signage outside the NPP zone. Due to timing issues, this project will not be ready for NPP support until 2024.

QR code directional signage upgrades will be researched and potentially addressed later this year or in Year 4 as another fund-leveraging project with the KBBC. Sign options from the Monmouth County Signage Department will also be investigated for future coordination through Keyport's Department of Public Works.

#### **Pedestrian Safety Improvements Phase 2: LED Phase 2 Lighting Retrofit**

Pedestrian safety improvements remain a key component to our Year 3 plan and will continue into Year 4 with coordination and planning of projects with Monmouth County and the TAP grant implementation.

We had hoped to complete the LED lamp post lighting upgrade portion of the plan towards the end of last year, but based on product availability and several budgeting questions, the team opted to pause in late November of 2022. Our concerns have been addressed and we are ready to proceed with the final phase for this project. When completed, the entire Downtown lamp post lighting will be LED, an environmentally friendly improvement that also cuts energy costs significantly over time.

Municipal parking improvements will be explored when the Keyport Parking Committee report is finalized and ordinances are reviewed. This will allow for further coordination with Monmouth County for full support. Additional needs will be included in the Year 4 budget plan when the Borough is prepared to move forward on approved recommendations.

## Budget Revision

**Budget Detail Downtown Keyport NPP Year 3 January 1, 2023 - December 31, 2023**

**Year 3: Revised Implementation September, 2023 Preliminary Approvals from DCA Received 8/14/23**

Name of Project	Requested NPP Funding	Municipal Match	Other Sources/In-Kind	Revision Total Amount
<b><u>ADM-Personnel</u></b>				
Salary/Wages Coordinator Jan 1, 2023 - Dec 31, 2023	\$21,500.00	\$7,000.00		\$28,500.00
<b>Category Subtotal</b>	<b>\$21,500.00</b>	<b>\$7,000.00</b>		<b>\$28,500.00</b>
<b><u>Signage</u></b>				
Decorative Street & Stop Signs Poles Phase 2 & Wayfinding/Historic Entry Signs				
<i>HELD FOR YEAR 4</i>				
<b>Category Subtotal</b>	<b>\$0.00</b>	<b>\$0.00</b>		
<b><u>Mini and Beach Park-Waterfront Placemaking and Activation Phase 2</u></b>				
Mini-Park Ground Surfacing, Retaining Wall Repairs and ADA Walkway Ramp	\$66,000.00	\$11,737.25	\$35,000.00	\$112,737.25
Beach Park Improvements - Phase 1 Walkway	\$10,500.00			\$10,500.00
Maintenance - Landscaping	\$1,000.00			\$1,000.00
<b>Category Subtotal</b>	<b>\$77,500.00</b>	<b>\$11,737.25</b>	<b>\$35,000.00</b>	<b>\$124,237.25</b>
<b><u>Municipal Parking/Pedestrian Safe Improvements Phase 2</u></b>				
LED Lighting Upgrades- Final Phase	\$6,000.00	\$0.00		\$6,000.00
<b>Category Subtotal</b>	<b>\$6,000.00</b>	<b>\$0.00</b>		<b>\$6,000.00</b>
<b><u>Public Realm Open Space Activation</u></b>				
Kearney Street Pocket Park	\$20,000.00	\$6,262.75		\$26,262.75
<b>Category Subtotal</b>	<b>\$20,000.00</b>	<b>\$6,262.75</b>		<b>\$26,262.75</b>
<b>Year 3 Totals</b>	<b>\$125,000.00</b>	<b>\$25,000.00</b>	<b>\$35,000.00</b>	<b>\$185,000.00</b>

### Year 3 Implementation Projects:

Repairs and Restoration of the Mini Park Partnership/Leveraged Funds with the KBBC.



### Kearney Street Pocket Park



Before



After

LED Upgrades/Sustainability/Public and Pedestrian Safety - Final Phase in the NPP Zone



### Beach Park Improvement

Shell walkway replaced with ADA Compliant Concrete- Pending Additional Improvements

