



# DIVISION STREET NEIGHBORHOOD PLAN

Borough of Keyport, Monmouth County, New Jersey

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**DIVISION STREET  
NEIGHBORHOOD PLAN**



## INTRODUCTION

After Superstorm Sandy swept through New Jersey and caused a record amount of damage, the Borough of Keyport immediately began the recovery process. The recovery process prompted numerous rebuilding, engineering, and planning efforts. The first major planning action for the Borough was the preparation and adoption of the Strategic Recovery Planning Report. This key document catalogued the damage to the Borough and laid a planning path of recommendations to improve the Borough's resiliency against future storms. Among the SRPR's recommendations, was a recommendation to create a Division Street Neighborhood for which a Neighborhood Plan could be prepared. The Division Street Neighborhood Plan would address the major stormwater, flooding, and repetitive loss issues the Division Street Neighborhood experienced before and after Superstorm Sandy. The Plan herein is the completion of the SRPR's recommendation to address all Division Street Neighborhood issues with respect to major storm events and resiliency. The Division Street Basin Neighborhood Plan is being funded through the New Jersey Department of Community Affairs Post-Sandy Planning Assistance Grant (PSPAG) Program. This Neighborhood planning effort is being completed in conjunction with other PSPAG projects such as an Updated Master Plan, Coastal Vulnerability Assessment, Hazard Mitigation Plan, Capital Improvement Plan, and other Neighborhood Plans. Additionally, this Plan builds upon past planning efforts of the Borough such as the SRPR, Master Plan Reexamination, Keyport's Getting to Resiliency Report, and ongoing hazard mitigation projects in the Borough.

The purpose of this Plan is to analyze current conditions of the Division Street Basin Neighborhood with particular emphasis on existing vulnerabilities to flooding, sea level rise, and storm surge. This Plan's analysis of the Division Street Basin Neighborhood includes current land uses, zoning, past flood events or issues, existing stormwater systems, repetitive loss properties, circulation of vehicles and pedestrians, and a vulnerability assessment. The analysis also includes neighborhood resident and business survey participation. All analyses ultimately lead to key recommendations that can enhance resiliency, flood hazard mitigation, and overall economic development for the Division Street Basin Neighborhood.

### Neighborhood Boundary & Description

The Division Street Basin Neighborhood was first created and delineated through the Borough's SRPR. The SRPR recommended, "to address the repetitive flooding at Division Street", and ,"Develop specific strategic plans for neighborhoods most severely impacted by Sandy, including the portion of Beers Street basin, Division Street basin, First Street waterfront and Walnut-Oak Street basin." The SRPR delineated the boundaries of the Division Street Neighborhood as follows,

*"The Neighborhood is bounded on the north by East Front Street, to the south by Third Street, to the west by Broad Street and to the east by Church Street."*

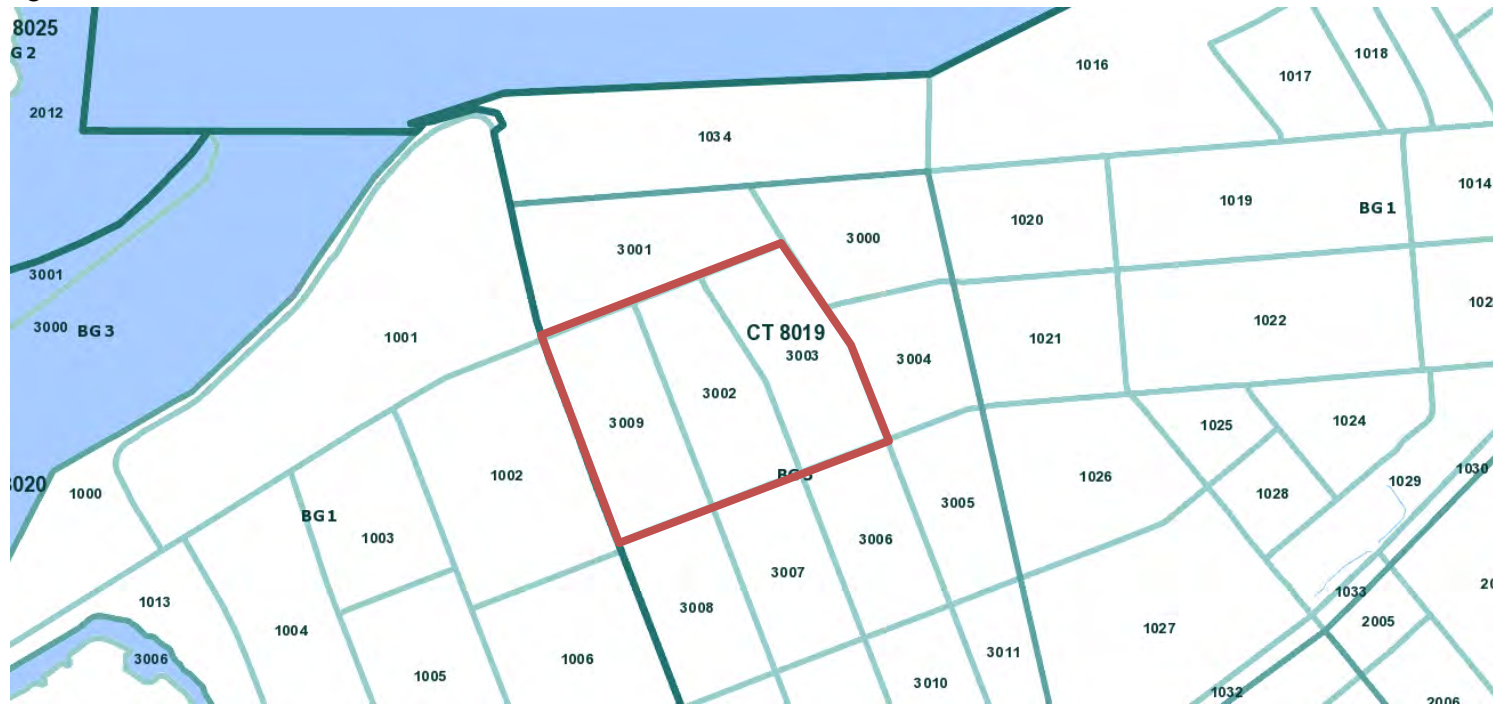
The map on the following page delineates the Division Street Neighborhood.



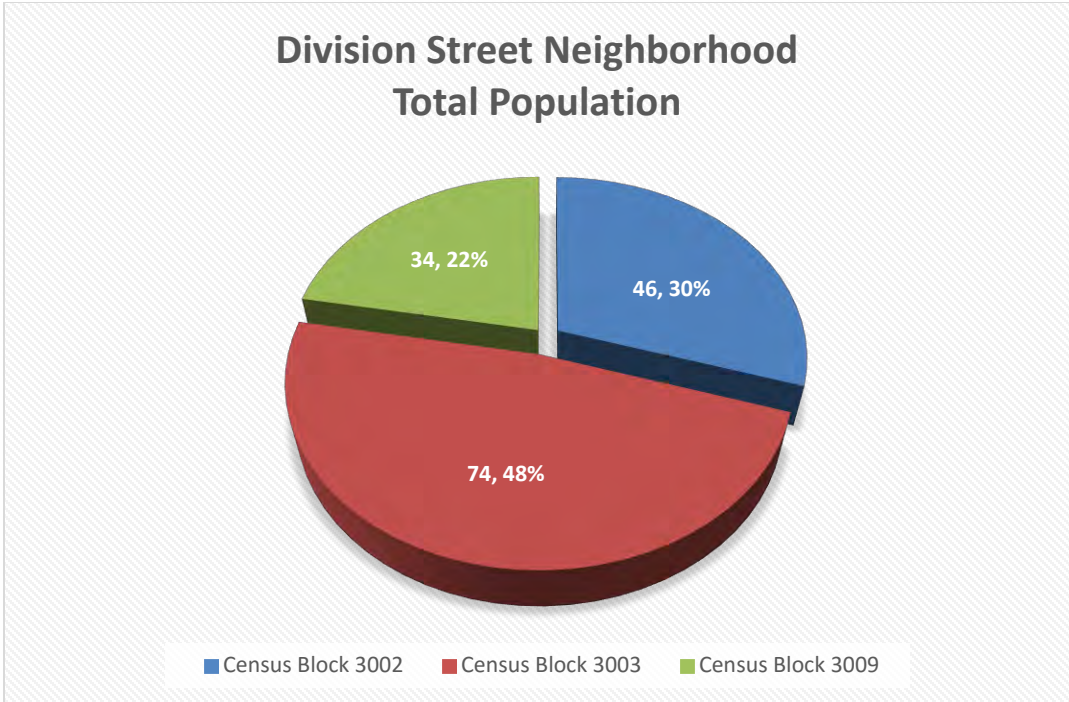
The 9.4 acre Division Street study area is located at the eastern edge of Keyport’s Downtown Commercial district that defines this Bayshore community’s character. It is situated two blocks south from the Raritan Bay and the Borough’s Beach Park. The Neighborhood is formed in a grid street like pattern. East Front Street and 3<sup>rd</sup> Street run east to west as the northern boundaries and Broad Street, Division Street, Osborn Street, and Church Street run north to south with Broad Street and Church Street acting as the Neighborhood’s western and eastern boundaries respectively. The Neighborhood was formally a pond, due to its low elevation, sometime in the early 20<sup>th</sup> Century. In the recent past, the pond was drained through a stormwater system that funnels water to the Raritan Bay. With the removal of the pond, the Neighborhood has transformed into the eastern section of the Downtown Commercial district and acts as the natural and physical land use/zoning division line between Keyport’s eastern residential neighborhoods near the Raritan Bay and the existing Downtown Commercial area.

## Demographics

The Division Street study area or Neighborhood is 9.64 acres in area with 53 tax lots. These tax lots consist of approximately 26 residential lots, 21 commercial lots home to approximately 15 businesses, 3 churches, 2 vacant lots, and one Borough owned parking lot. Division Street Neighborhood is located in Census Tract 8019. Keyport Borough is split into two Census Tracts and Tract 8019 is comprised of the eastern portion of the Borough. Within Census Tract 8019, the Census Bureau defines the Division Street Neighborhood as Census Blocks 3002, 3003, and 3009 within Block Group 3. The map below delineates Census Blocks 3002, 3003, & 3009 within the Neighborhood.



According to 2010 Census Block data, Division Street Neighborhood has a total population of 154 residents in approximately 60 housing units. The estimated number of housing units in each block is nineteen (19) for Block 3002, twenty five (25) for Block 3003, and sixteen (16) for Block 3009. Occupied housing units for the entire Neighborhood is 56. Below is a chart which outlines the population according to the 2010 Census for Division Street Neighborhood by Census Block.

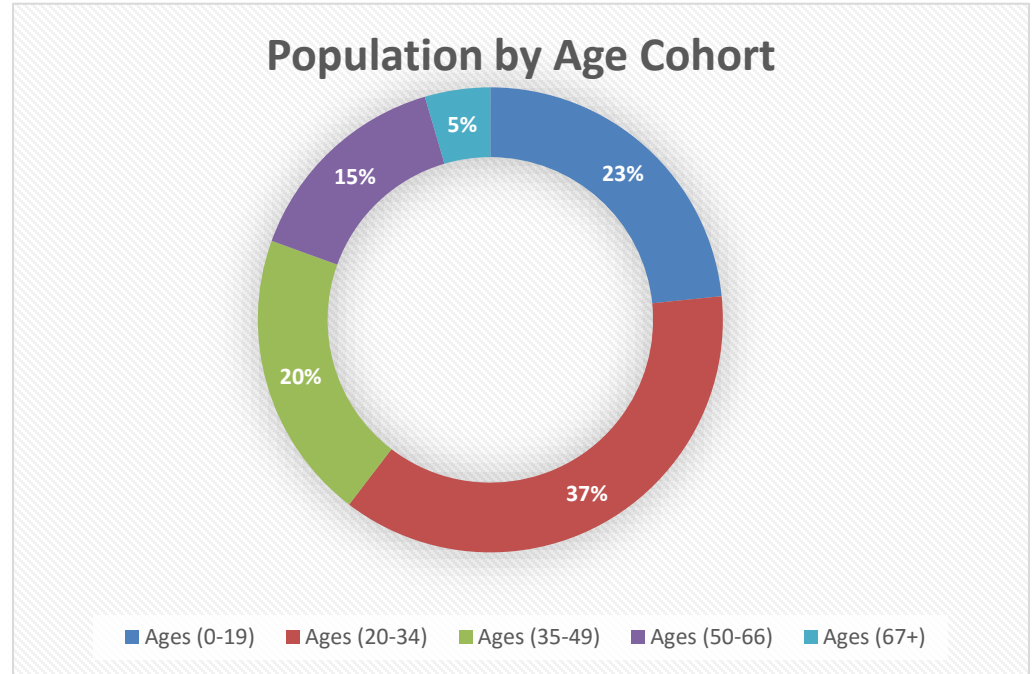


The Neighborhood has 26 residential tax lots. However, the number of occupied housing units is much higher due to apartments above several retail establishments in the General Commercial district and single family homes being used as rentals or duplexes. It is estimated that of the 60 total housing units documented by the 2010 Census, approximately 56 are occupied households. The Average Household Size of the entire Neighborhood is 2.7 persons per occupied household. Below is a table illustrating the Average Household Size by Census Block for the Division Street Neighborhood for both renter and owner-occupied units.

| <b>Average Household Size by Tenure (Occupied Units)</b> |             |             |             |
|--|-------------|-------------|-------------|
| Average Household Size                                   | Block 3002  | Block 3003  | Block 3009  |
| Owner Occupied   | 1.75        | 2.25        | 3.00        |
| Renter Occupied  | 2.79        | 3.62        | 2.58        |
| <b>Total</b>   | <b>2.56</b> | <b>2.96</b> | <b>2.62</b> |



The Division Street Neighborhood’s age structure gives a look into the type of services each age cohort will likely demand including the intensity of demand based on the overall age breakdown. To the right is an age-cohort of the Division Street Neighborhood population. Analyzing the age cohort chart shows that the Division Street Neighborhood is relatively young with about 60% of its population between the ages of 1-34 and 80% between 1 and 49. The median age of the entire neighborhood is 32.3. This is younger than the median age of Keyport Borough which is 40.5 and the New Jersey median age of 39. Only 20% of the Neighborhood’s population is 50 and above. This suggests there are more school-aged children and parents that work than those in retirement or requiring advanced care later in life. This suggests day care facilities, access to schools, and supportive services such as food stores and other service establishments will be in higher demand than retirement and medical services. The 2010 Census also provides the following housing characteristics for the Division Street Neighborhood.



| <b>Division Street Housing Characteristics</b>       |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|
|  | <b>Census Block 3002</b> | <b>Census Block 3003</b> | <b>Census Block 3009</b> |
| <b>Owner with Mortgage</b>                           | 5                        | 21                       | 3                        |
| <b>Owner with No Mortgage<br/>(Free &amp; Clear)</b> | 2                        | 6                        | 0                        |
| <b>Renters</b>                                       | 39                       | 47                       | 31                       |
| <b>Total</b>   | <b>46</b>                | <b>74</b>                | <b>34</b>                |

As evident from the table above, the Neighborhood has many more renters than owners. However, it appears there may be double counting from the Census. For example Block 3002 has seven owners which correlates with the seven residential lots, but it also has 39 renters. There are two businesses that may have apartments above them but not nearly enough space to account for all 39 renters. This clearly indicates that single family owners may rent their properties or upper levels and the Census counts both the owner and the renters. Another key demographic is renter-occupied household sizes are typically higher than owner occupied units which would explain the larger number of renters and also possibly indicate overcrowding. Additionally, the Census has a margin of error for all of its data and it is likely that the number of renters may be inflated for all Census Blocks in the Neighborhood.



Regardless, it appears that there are more renters than owners in the Neighborhood. If the statistics are taken at face value, 76% of the Neighborhood rents while only 24% of Neighborhood residents own their home either through a mortgage or free and clear. The high level of renters indicates the socio-economic status of Division Street is lower than if there were more homeowners. The map to the left depicts key demographic data by Census Block for the Division Street Neighborhood.



# EXISTING CONDITIONS

## Land Use

The Neighborhood is almost exclusively comprised of an existing retail core in Keyport’s Downtown Commercial district and an existing residential neighborhood with several religious institutions. These land uses consistently follow the existing zoning boundaries of General Business and Residential. It should be noted that all land uses in the Neighborhood are within CAFRA. The layout of the Neighborhood follows a block pattern similar in the traditional north to south block pattern except Osborn Street and Church Street have slight diagonal street patterns. The Neighborhood is walkable with all streets having sidewalks which provides access to all land uses and properties. Several sidewalks are in disrepair, especially along Division Street, but nevertheless allow pedestrian circulation throughout the Neighborhood. All streets include on-street parking but none appear to have striping to indicate on-street parking spaces. The map below illustrates current land uses in Division Street Neighborhood.



During a site visit of the Neighborhood, the existing land uses were analyzed. Existing single family homes on Osborn and Church Streets follow a distinctive development pattern in that the setbacks and appearances of each home are consistent and more or less uniform as one would expect in an older, established Neighborhood. Several of the single family homes appeared to be split to accommodate multiple units or families. Overall the existing single family homes are in good shape and create a pleasurable residential feel and experience.

The Retail and Commercial section of the Neighborhood is also well established. Examples of existing retail establishments and businesses are automotive repair services, service or food related retail, a day care home, and a small amount of office space. Several of these businesses appear to be mixed uses in that the above the ground floor retail are apartments for rent. The map below indicates which properties appear to be mixed use with residential units above their business. These apartments contribute to the Census data that indicates a significant number of renters in the Neighborhood. Upon visual inspection of the Neighborhood, there appeared to be a vacancy/property for sale. This was the Enoteca restaurant on the corner of Division Street and East Front Street adjacent to Garibaldi's Restaurant. The remainder of business establishments appear to be operating normally.



In addition to the existing homes and businesses, there are three churches in the Neighborhood including St. Mary's Episcopal Church which occupies two structures fronting on East Front Street, the Kingdom Hall of Jehovah's Witnesses on the corner of 3<sup>rd</sup> Street and Division Street, and finally Calvary United Methodist Church on the corner of 3<sup>rd</sup> Street and Osborn Street. There is no open space or recreation within the Neighborhood. The only public property is the Borough Parking Lot.

## Zoning

The Division Street Neighborhood is located within two zoning districts. The General Commercial Zoning District (GC) and the Residential District B (RB) zoning district. The division of the two zoning districts within the Neighborhood are exactly where the land uses on the ground separate, which creates a natural land use separation between the existing single family homes and the commercial uses. The district line starts on Church Street across to Osborn Street behind the local food market and north of the adjacent existing single-family house. The district line then crosses Osborn Street and continues west between the Garibaldi parking lot and the adjacent single family home. Then the line turns south dividing the commercial uses on the left fronting Division Street and the single family homes on the right fronting Osborn Street. This effectively cuts out a polygon in the southeastern portion of the Neighborhood for the existing residential neighborhood. The map below delineates the zoning districts within the Division Street Neighborhood.



The purpose of the General Commercial zoning district (GC) is to promote, improve, and excel commercial uses in the Downtown Commercial district. The GC district permits many different retail and commercial uses and has few bulk standards as outlined in the tables below.

| <b>GENERAL COMMERCIAL ZONING DISTRICT (GC)</b>                                    |  |
|---|--|
| <b>Permitted Principal Uses</b>   |  |
| Barber shops and beauty parlors   | Apparel Shops  |
| Book and stationery stores  | Banks and other financial institutions   |
| Drug Stores   | Bars and cocktail lounges without live entertainment                                       |
| Dry Goods and Variety Stores  | Boat yards, boat building facilities, service and sales, marinas, and docks                |
| Dry cleaning and clothes pressing establishments                                  | Church or other place of worship, parish house, Sunday school                              |
| Eating and drinking establishments without live entertainment                     | Club, exclusive of swimming pool club  |
| Florists  | Furniture stores   |
| Food Stores   | Theaters and bowling alleys  |
| Hardware stores   | Major department stores, specialty shops, personal and business service establishments     |
| Laundromats   | Newspaper publishing plant   |
| Business and Professional Offices   | Paint and wallpaper stores   |
| Photographic equipment and supplies   | Professional business and technical schools/studios for photography, art, music, and dance |
| Radio and Television Repair   | Public utility building or structure   |
| Shoe repair shops   | Sporting and athletic goods  |
| Tailors and Dressmaker Shops  | Undertakers and funeral parlors  |
| Telephone Exchanges   |  |
| <b>Permitted Accessory Uses</b>   |  |
| Parking Garages, Off-street Parking and Loading Areas                             |  |
| Accessory Uses and Structures customarily incidental to a Permitted Principal Use |  |
| Accessory Storage within a Wholly Enclosed Permanent Building                     |  |

| <b>GC DISTRICT BULK STANDARDS</b>                                    |      |
|--|------|
| Minimum Lot Area (Square Feet)                                       | N/A  |
| Lot Width (Feet)   | N/A  |
| Minimum Front Yard Setback (Feet)                                    | N/A  |
| Minimum One Side Yard (Feet)   | N/A  |
| Minimum Both Side Yards (Feet)                                       | N/A  |
| Minimum Rear Yard Setback (Feet)                                     | N/A  |
| Minimum Accessory Building Side Yard Setback (Feet)                  | N/A  |
| Minimum Accessory Building Rear Yard Setback (Feet)                  | N/A  |
| Maximum Percent Lot Coverage (All Buildings)                         | 85   |
| Maximum Height (Feet/Stories)  | 35/3 |
| Maximum Percent Coverage Principal Building                          | 85   |
| Maximum Percent Coverage Accessory Building                          | 15   |
| Maximum Percent Lot Coverage (All Buildings and Impervious Surfaces) | 90   |

The purpose of the Residential District B (RB) zoning district is to provide residential housing in the Borough of Keyport. The RB district permits the same principal and accessory uses as the RA district presented in the table below. The districts bulk standards for one and two family uses are also outlined below.

| <b>Permitted Principal Uses</b>  |
|--|
| Single-Family Detached Dwelling  |
| Church, Sunday School, or other places of worship  |
| Eleemosynary and philanthropic institutions  |
| Public school, park, playground, fire house, library, or municipal building                                |
| <b>Permitted Accessory Uses</b>  |
| Uses customary and incidental to a principal use   |
| Home gardening except the raising of livestock, poultry, or similar objectionable activities               |
| Private garages and private parking areas  |
| <b>Conditional Uses</b>  |
| Private school or college  |
| Licensed nursing homes and nursery schools   |
| Home occupation and professional home office   |
| Community buildings, country clubs, clubs, social halls, lodges, fraternal organizations, and similar uses |
| Public or private medical or surgical hospital   |
| Two-family dwelling unit   |

| <b>RB District Bulk Standards</b>                                |                   |                   |
|--|-------------------|-------------------|
| <b>Standard</b>  | <b>One-Family</b> | <b>Two-Family</b> |
| Minimum Lot Area (Square Feet)                                   | 7,500             | 7,500             |
| Lot Width (Feet)   | 75                | 75                |
| Minimum Front Yard Setback (Feet)                                | 20                | 20                |
| Minimum One Side Yard (Feet)                                     | 6                 | 6                 |
| Minimum Both Side Yards (Feet)                                   | 16                | 16                |
| Minimum Rear Yard Setback (Feet)                                 | 15                | 20                |
| Minimum Accessory Building Side Yard Setback (Feet)              | 3                 | 3                 |
| Minimum Accessory Building Rear Yard Setback (Feet)              | 15                | 15                |
| Maximum Percent Lot Coverage (All Buildings)                     | 40                | 40                |
| Maximum Height (Feet/Stories)                                    | 30/2.5            | 30/2.5            |
| Maximum Percent Coverage Principal Building                      | 30                | 30                |
| Maximum Percent Coverage Accessory Building                      | 10                | 10                |
| Maximum Percent Lot Coverage (All Buildings/Impervious Surfaces) | 60                | 60                |

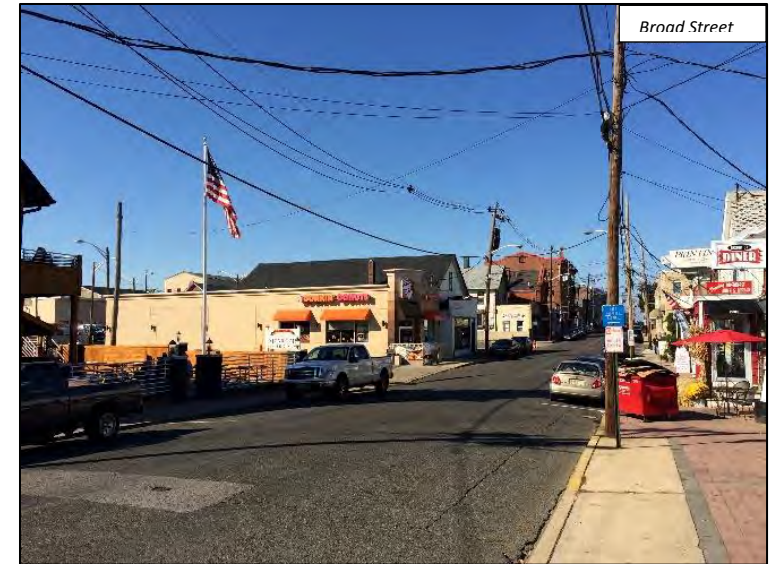
The fact that current zoning district lines match current land uses on the ground, there does not seem to be any reason from a land use and planning stand point to rezone any properties within the Neighborhood. Increased design standards for existing structures are recommended to encourage pleasant façade appearances and to continue the existing human-scale pedestrian experience in the Residential and Commercial zones of the Neighborhood.



## Circulation

Six streets connect and define the Division Street Neighborhood. These streets are known as Broad Street, 3<sup>rd</sup> Street, East Front Street, Division Street, Osborn Street, and Church Street. As noted previously, these six streets form a grid street like pattern and provide access to the Neighborhood for motorists, bicyclists, and pedestrians. Osborn and Church Streets provide access to the existing residential neighborhood while Division Street, Broad Street, East Front Street provide access to retail and commercial uses. 3<sup>rd</sup> Street acts as the southern boundary of the Neighborhood connecting Broad, Division, Osborn, and Church Streets. Division Street is the center of the Neighborhood and has existing drainage uses that have caused damage to the asphalt, curbing, and sidewalks. It appears roads in the Neighborhood do not experience congestion except for Broad Street which has some traffic during peak travel periods.

A site visit was conducted to review the existing conditions of Neighborhood streets in November 2016. Broad Street is the most travelled street as it provides direct access to Keyport's Downtown Commercial district, the Promenade, and Waterfront. Broad Street travels from north to south from the Waterfront and Downtown all the way to Routes 35 and 36. Broad Street is in fair condition with on-street parking on both sides of the street, walkable sidewalks, and some drainage issues. These issues stem from minimal curbing along the sidewalks which contribute to flooding and ponding. Broad Street may benefit from sidewalk and curbing improvements to provide better pedestrian amenities and proper drainage. Additionally, streetscape improvements such as benches, trash cans, and decorative street lighting may improve this well-traveled street towards the Waterfront.



Division Street is one of the most damaged roads in the Division Street Neighborhood mainly due to major drainage issues. The roadway contains several potholes and numerous amounts of deep clustered cracks throughout the length of the street. There are auto repair shops located on the eastern side of the street that contain many heavy vehicles and frequent traffic coming in and out of the businesses. This along with stormwater ponding contribute to the deterioration of the roadway due to the amount of weight that Division Street encounters on a daily basis. Division Street offers on-street parking that makes two-way traffic difficult, and has several large curb cuts for access which limits on-street parking and also efficient drainage. Division Street is in need of major drainage, street, and sidewalk repairs.



*Division Street*



*Osborn Street*



Osborn Street is in great condition with a recently paved right of way and sidewalks that are in good shape. There is also on-street parking on either side of the roadway. No drainage improvements appear necessary, but the street and existing residential houses may benefit from streetscape improvements.

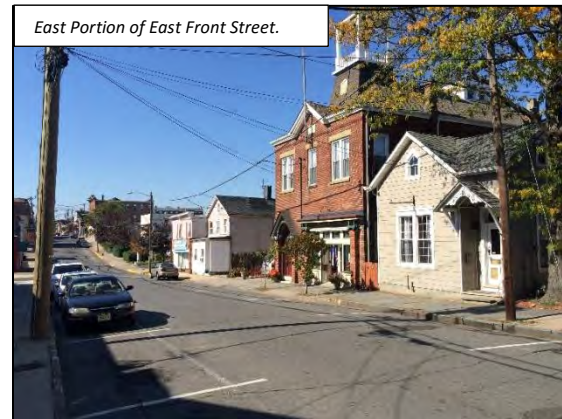


Church Street sits at the eastern edge of the Division Street Neighborhood and is considered to be in decent condition. The street does not appear to be recently paved and a few cracks and potholes exist while curbing remains intact and in fair condition. The sidewalks along Church Street are in the worst condition, especially after the curve in the road. The sidewalks in this section of the street are made of stone and in some areas are non-existent. On-street parking is allowed on either side of the road, but there are very few other public amenities. It is recommended that the sidewalks be repaired and potentially upgraded with improved streetscape amenities.

3<sup>rd</sup> Street is one of the two longest streets that interconnects the Division Street Neighborhood. 3<sup>rd</sup> Street is in very good condition with the pavement having a good quality as well as the sidewalks and curbing. Most of the street contains on-street parking on the northern side of the roadway except for a small portion located to the northeastern portion of the street where only church parking is allowed. No street, sidewalk, or drainage improvements are necessary at this time as 3<sup>rd</sup> Street appears to be in good condition. Added ornamental lighting or other streetscape amenities may improve the Neighborhood.



East Front Street is situated to the north and interconnects the Division Street Neighborhood. East Front Street ranges from good to fair condition starting with the street being in the best condition at the intersection with Osborn with new curbing and sidewalks mixed in with the existing sidewalk. Most of East Front Street remains in good condition except for the center portion situated between Osborn Street and Division Street. There is an increased amount of cracking along the street and sidewalks in this area and up throughout the rest of the street up until Broad Street. Additionally, drainage issues have taken their toll on the quality of curbing, pavement, and sidewalks. East Front Street provides on-street parking on both sides of the roadway as well as public amenities such as trash and recycling receptacles, street trees, and flowers. East Front Street is in need of pavement upgrades while the sidewalks are mostly in decent condition. However, all drainage issues are recommended to be improved before any repaving or other streetscape upgrades to avoid continued flood damage to new improvements.



Overall pedestrian connectivity is in decent shape in that sidewalks are provided on all streets and give residents access to all areas of the Neighborhood including local businesses. Recommended improvements and upgrades are improved stormwater drainage, pavement upgrades where noted, improved sidewalks to match recently upgraded sidewalks, more streetscape amenities and street trees where not present, painted crosswalks, and similar pedestrian amenity upgrades. Currently, there are no dedicated bicycle lanes within the Neighborhood. However, with all the on-street parking, the streets are not wide enough for both on-street parking and dedicated bike paths. It is recommended to install signs indicating bicyclists and motorists to share the road when any roadway improvements are made to the Neighborhood. Additional recommendations regarding drainage and green streets are included in the recommendations section.

## Public Transit

The only public transit option for the Division Street Neighborhood is the NJ Transit Bus Route 817 which runs between Perth Amboy and Campbell's Junction in Middletown and provides access to the South Amboy Rail Station on the North Jersey Coast Rail Line. The bus route runs to the northwest corner of the Neighborhood and then turns north onto Broad and then a quick right onto 1<sup>st</sup> Street where it continues on to Union Beach. Neighborhood residents can easily walk to the bus stop on Broad Street between West Front Street and 1<sup>st</sup> Street and also the bus stop at the corner of 1<sup>st</sup> Street and Atlantic. This provides the Neighborhood with limited public transit options, especially if residents wish to access locations outside the bus route or the North Jersey Coast Rail Line. Additionally, both bus stops are not marked at all. No signs, bus shelters, or any kind of indication the bus stop is located or present. Although the bus stop is outside the Division Street Neighborhood, it is recommended to work with NJ Transit to improve signage and wayfinding to the bus stops.



## SURVEY RESULTS

On June 30<sup>th</sup>, 2016 Keyport Borough held a Community Resiliency Meeting at the Borough's Consolidated Firehouse to receive public input on all of Keyport's Neighborhood Plans under the Post Sandy Planning Grant including Division Street's Neighborhood Plan. The public provided us with ideas and suggestions to prepare the Division Street Neighborhood Plan with particular emphasis on future resiliency for the Division Street Neighborhood.

Two surveys were prepared for the Community Resiliency Meeting. Both were provided to all attendees at the meeting. One survey was created through SurveyMonkey and the other was created specifically for the Community Resiliency Meeting, however, both surveys are very similar in format and questions posed. This was done to allow neighborhood residents to complete the survey online if they were unable to attend the meeting on June 30<sup>th</sup>. The survey provided specifically for the meeting is entitled "Public Open House Response Sheet". This survey was modeled after the SurveyMonkey survey. The purpose of this additional survey was an attempt to extrapolate more information and to initiate a dialogue among participants at the meeting. Both surveys were posted to the Borough website for any residents to fill out subsequent to the Community Resiliency Meeting. Additionally, comments can be added by online survey participants if they wish to add more information. The Public Open House Response Sheet could be completed and returned for analyzation and SurveyMonkey responses were automatically recorded and tabulated using the online program. It should be noted that the same survey was used for both the First Street and Division Street Neighborhood Plans. The first question of each survey asks the participant to designate which Neighborhood their answers will pertain towards.

After the initial June 30<sup>th</sup> meeting and after three months of both surveys being posted to the Borough website, all results were collected, tabulated, and analyzed. Only three meeting attendees completed both surveys, and there were no future participants for either the online SurveyMonkey or the Public Open House Response Sheet posted on the Borough website.

The following is a description of the "Public Open House Response Sheet" questions and the results received from the three respondents. The first question (after the participant indicated which Neighborhood) asked the respondent to comment on the existing conditions of the Neighborhood, discuss areas or issues that need improvement, and any other significant conditions of the Neighborhood. The answers received from respondents mainly focused on existing conditions that the respondent felt caused issues. Some common responses included issues with road paving, clean-up, and being too narrow. Another common response was the need for more property maintenance and upkeep on Division Street itself. Other comments regarding existing conditions included the following:

- Unsightly and dangerous yards;
- Street sweeper schedule unpredictable;
- Removal of Dawn's junk yard;
- Business misuse of municipal lot;
- Parking on sidewalks never ticketed; and
- The basin of Division Street becomes a lake when it rains.

The second question was about future land uses. Respondents were able to fill in four or more land uses that they felt are needed or missing from the Division Street Neighborhood. The following responses were collected:

- Public parking on municipal lot;

- Beautification of 1<sup>st</sup> and 3<sup>rd</sup> Streets;
- Recreational uses; and
- Historical uses such as a museum/seaport.

The third question asked each respondent to describe any challenges the Division Street Neighborhood faces for vulnerability to flooding, development, or other challenges. The most obvious issue of flooding in the Division Street Basin was brought up by two participants. The following challenges were outlined by survey participants:

- Flood waters are slow to recede;
- The former stream that is now piped and buried backs up into basements;
- Too many absentee landlords leads to neglect;
- Non-enforcement of ordinances and property maintenance; and
- Flooding and trash accumulation on Division Street.

The fourth question regarded amenities and character. Each respondent was able to discuss the character of the Neighborhood, how they would like it to change if desired, and anything they would like to see to improve the character or Neighborhood amenities. The following responses were provided by participants:

- The neighborhood needs street trees;
- Some homes do not fit the character of the neighborhood (near 3<sup>rd</sup> street);
- Most of Division Street is pleasant, friendly, and quiet. The business area along Division Street needs to be cleaned up; and
- The neighborhood could use parks, a museum, and a trolley.

The fifth question asked the respondent to describe their vision of the Division Street Neighborhood over the next ten years. All three respondents answered cleaner and two responded that they envision wider paved streets to accommodate parking and two lanes of traffic. The sixth question was regarding green infrastructure. Each respondent was able to offer any input or suggestions on how to make the Division Street Neighborhood more green and sustainable. All three respondents suggested more open space, parks, and recreation. Also a restriction on impervious coverage was suggested. The seventh and final question allowed each respondent to add any additional comments they had regarding the Division Street Neighborhood. One comment was provided to “go after landlords”.

## **SURVEYMONKEY**

The following outlines the questions from the survey provided by the SurveyMonkey online application and the resulting answers.

### **1. What do you like about your Neighborhood?**

All three respondents answered quiet. Other answers included friendly, old homes, close to town center, proximity to Henry Hudson Trail, and people.

## **2. What do you dislike about your Neighborhood?**

All respondents brought up the same issues from the first survey. These included issues with parking, traffic, street conditions, and trash. All answers are included below:

- Dawn’s Auto using municipal lot forcing more on-street parking;
- Division Street has many potholes and is a “disaster”;
- Parking on sidewalk from auto uses;
- Too many rentals;
- Neighbors don’t care for properties;
- Sidewalks need improvement on Broad Street;
- New homes don’t fit the character; and
- Too much trash in the streets.

## **3. How would you improve your Neighborhood?**

All three respondents answered this question and provided the following answers.

- Pave Division Street;
- Clean up municipal lot for public use;
- Implement a street sweeping schedule;
- Enforce maintenance of properties;
- Implement beautification similar to Maple Place;
- Enforce noise ordinance; and
- Implement permit parking.

## **4. What type of land uses would you like to see in the Neighborhood?**

The three respondents provided the following answers.

- Parks;
- Museum;
- Additional single family homes (no rentals);
- Quiet businesses; and
- No tall land uses.

## **5. What type of residential development is appropriate for your Neighborhood?**

This question provided multiple choices for each respondent. Each participant was allowed to fill in as many choices as desired. The choices included single family homes, duplexes, luxury mid-rise apartments, apartments above ground floor non-residential, luxury mid-rise condos, townhomes, or no residential development. Two respondents both answered single family homes and the other respondent said no residential development.



**6. What type of commercial services is appropriate for your Neighborhood?**

This question was done in the same way as Question 5 with multiple choices. The choices included specialty retail, sit down restaurant, take-out restaurant, bar/tavern, banks, health/fitness clubs, personal service retail, medical offices, convenience stores, and child care centers. One participant elected no additional commercial zoning. Below are the results from this question.

- Sit down restaurants (chosen by all three participants);
- Medical offices (chosen by two participants);
- Child care center (chosen by two participants);
- Retail; and
- Convenience Store.

**7. What type of recreation facilities would you like added to your Neighborhood?**

This question was posed as a fill in response as opposed to providing multiple-choices. All three participants responded with the following answers.

- Park;
- Dog park;
- Skate park;
- Tennis courts; and
- Parks with PT type health stuff (fitness trail).

**8. How can your Neighborhood improve its resiliency to future flooding and/or storm surge?**

All four respondents answered with the following:

- Drainage;
- Remove development from low areas;
- Create “living shorelines” along waterfront;
- Buy out most at-risk buildings/properties; and
- Replace storm drain pipe extension at top of Division Street.

**9. Other comments regarding your Neighborhood?**

This was the final question and only one response was given. “Dawn’s Auto brings a lot of traffic, people who speed, and are kids in our neighborhood.”

The number of participants for both surveys are far too low to draw any conclusions of note regarding the Division Street Neighborhood in terms of overall public opinion within the Neighborhood and the Borough as a whole. However, the results of the survey do provide a glimpse into the perception of several neighborhood residents and highlight areas that could use improvement. In conclusion, taking into consideration some of the public comments may in fact benefit the Neighborhood from a land use and sustainability perspective. Examples include improving drainage, buying at-risk properties, and more open space would all improve the Neighborhood’s resiliency and reduce the risk of flood exposure during a major storm event.



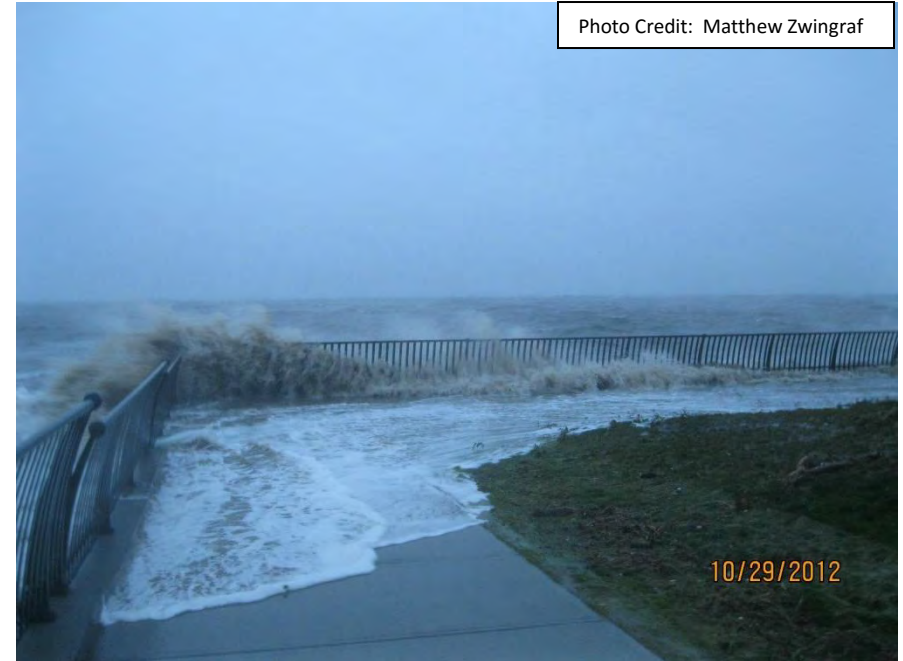
Photo from Keyport Facebook Page

## VULNERABILITY ASSESSMENT

The basin like topography of the Division Street Neighborhood has time and again been the victim of flooding during extreme precipitation events such as Hurricanes and Superstorm Sandy. This section will focus on documenting the various vulnerabilities the Neighborhood faces in order to identify ways to reduce said vulnerabilities. Thorough understanding of the obstacles the Neighborhood faces is crucial to creating and implementing key resilient measures to reduce the vulnerabilities to flood and other types of damage. This vulnerability assessment will rely upon GIS tools provided by different entities in order to illustrate the vulnerabilities of the Division Street Neighborhood. This shall include the Coastal Flood Exposure Mapper provided by the National Oceanic and Atmospheric Administration (NOAA), the New Jersey Flood Mapper provided by Rutgers University, and the Nature Conservancy's Coastal Resilience Mapping Portal.

### Past Flooding Events and Resiliency Efforts

Keyport has been the victim of many extreme precipitation events like Nor'easters and Hurricanes over its existence. The most recent obviously being Superstorm Sandy which is still fresh in the mind of many Keyport citizens. The Division Street Neighborhood has experienced flooding issues during normal rain events, but significant damage has usually resulted from major storm events. The Neighborhood flooded during several Nor'easters in the 1990's, Hurricane Irene, and Superstorm Sandy. However, even with continued flooding, damage, and rebuilds no resiliency efforts have been implemented for the Division Street Neighborhood and its built environment continues to be at significant risk to flooding and storm damage. The most vulnerable streets to flooding and drainage issues are Division Street, East Front Street, and Broad Street.



### Current FEMA Flood Zone Risk

The Division Street Neighborhood has long been within both the high-risk (1% annual chance, or 100 year floodplain) and moderate-risk (0.2% annual chance or 500 year floodplain) flood zones designated by FEMA. According to FEMA, these flood zones may experience frequent flooding from extreme precipitation events, but the Borough's experience confirms Division Street experiences frequent flooding even during normal precipitation events. Therefore, it is highly likely that the Division Street Neighborhood will flood during an extreme precipitation event such as a Nor'easter or Hurricane. According to FEMA, there are no repetitive loss properties within the Neighborhood boundaries. The map below delineates FEMA's flood hazard zones with respect to the Division Street Neighborhood.



## Sea Level Rise

Sea Level Rise is becoming more and more of a concern among experts, climatologists, and New Jersey municipalities along the coast. Currently, it is estimated that Sea Level Rise will reach 1.3 feet by 2050 and it is predicted to rise as high as 3 feet by 2100. Though slow and gradual, Sea Level Rise is a real threat to the Borough. Looking at a zoomed in version of the Sea Level Rise map, it can be seen that Sea Level Rise does not directly affect the Division Street Neighborhood nor does it appear to have any direct consequences. For reference the map below shows Sea Level Rise up to three feet. However, assuming NOAA's models and predictions are correct, the "coastline" will move closer, or rise, towards the Neighborhood over the coming decades. Therefore, storm surge will be more intense than if there was no Sea Level Rise. It's important to understand that increases in Sea Level Rise simultaneously increases the land area affected by flooding and storm surge by a significant amount. Over time, the special flood hazard areas identified in the current FEMA maps on the previous page may cover more area within the Neighborhood which would put more Division Street Neighborhood properties at risk to flood damage during an extreme precipitation event.



## Storm Surge

Storm Surge is the largest threat to the Neighborhood as many properties are vulnerable to surge damage. The latest evidence of this vulnerability was brought to the surface by Superstorm Sandy. As depicted in the map below, produced from the New Jersey Floodmapper composed by Rutgers University, the extent of Sandy's surge affected a significant portion of the Division Street Neighborhood. Analyzing the map, one can see that the properties most affected by Superstorm Sandy are those physically on Division Street or East Front Street where the main drainage issues exist. This matches the properties officially affected by Superstorm Sandy found in the table below. Superstorm Sandy was near the equivalent of Storm Surge from a Category 1 Hurricane so the image below represents both Sandy's Surge and where Storm Surge from a Category 1 Hurricane is estimated to affect the Division Street Neighborhood.

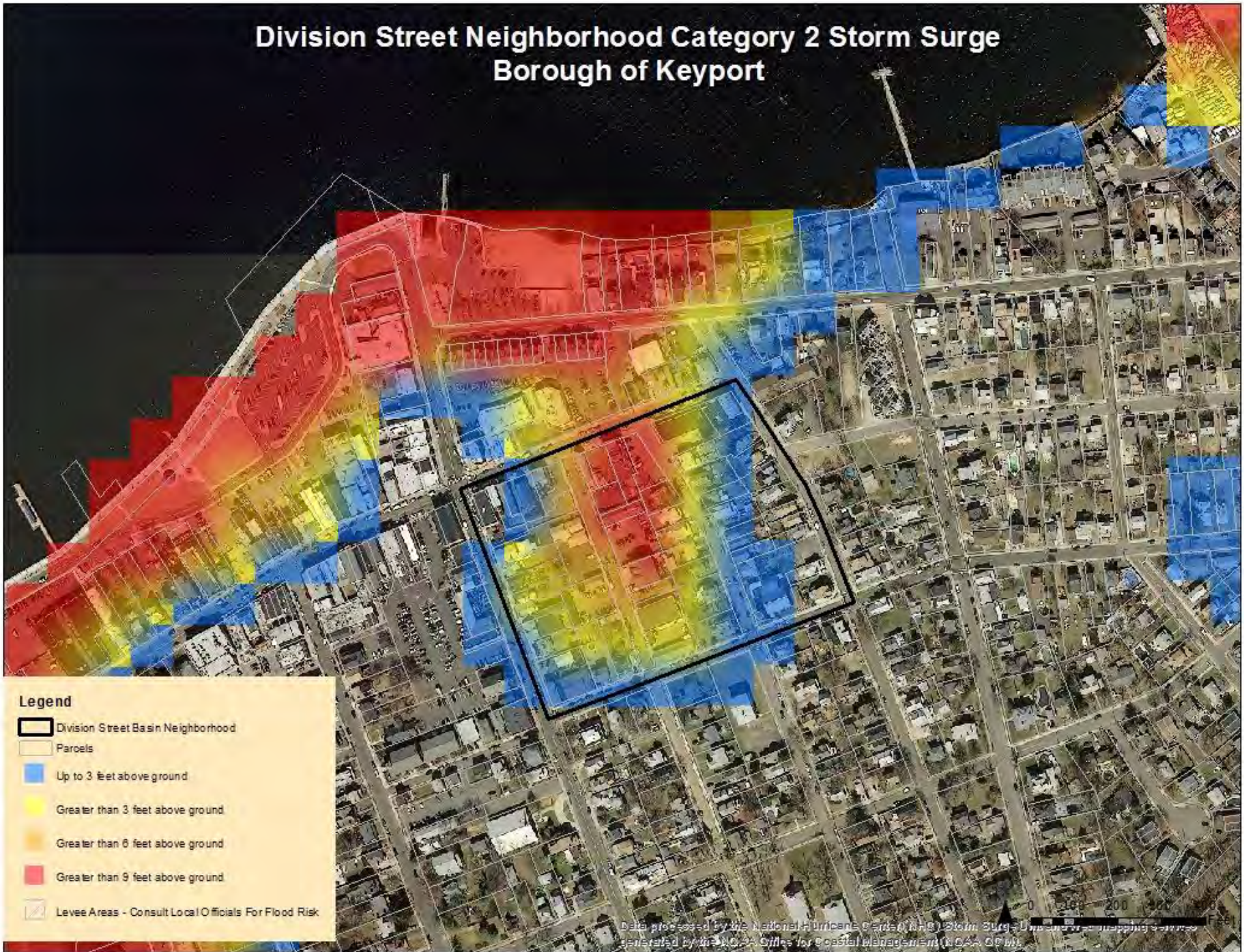


| <b>Residences and Businesses Damaged by Superstorm Sandy*</b> |                          |                         |                                    |
|---|--------------------------|-------------------------|------------------------------------|
| <b>Location</b>   | <b>Business/Resident</b> | <b>Owner</b>            | <b>Damage</b>                      |
| 26 Osborn Street  | Brinkley, Diane          | Brinkley, Diane         | Water                              |
| 30 Division Street  | Max's Auto Detailing     | Sophia Cohen Realty     | 6 Feet of Water                    |
| 53 Division Street  | Jehovah's Witness        | Jehovah's Witness       | 3 Feet of Water – Electrical Panel |
| 34 East Front Street  | Garibaldi's Restaurant   | Leong, Fat & Min Quen   | 6 Feet of Water – Electrical Panel |
| 19 Division Street  | TNT Rebuilders           | 19 Division Street, LLC | 4 Feet of Water                    |
| 7 Division Street   | Dawn's Auto Body         | 7 Division Street, LLC  | 6 Feet of Water                    |

\*Information gathered from Borough's Strategic Recovery Planning Report.

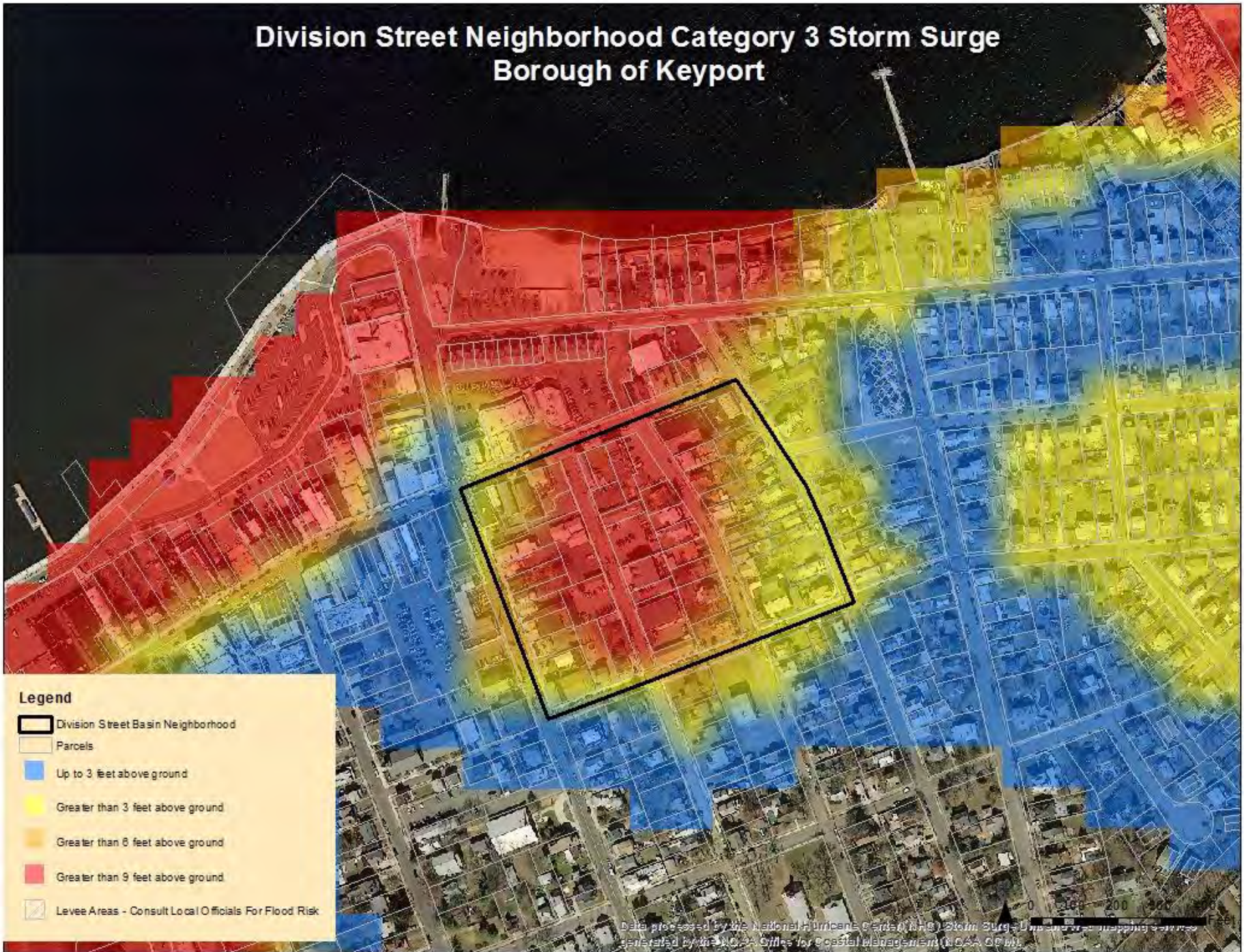
The two maps on the following pages below depict Category 2 and Category 3 Hurricane Storm Surge scenarios for the Division Street Neighborhood. As shown in the respective maps, additional properties are vulnerable to Storm Surge under these stronger storm scenarios. A Category 2 Hurricane is predicted to affect Division Street with higher storm surge levels than Sandy, and also inundate surrounding businesses and residences on Broad Street, Osborn Street, 3<sup>rd</sup> Street, and Church Street with up to 3 feet of Storm Surge. A Category 3 Storm Surge predicts the entire Neighborhood to be affected with lower elevation properties experiencing 9 feet of Storm Surge and higher elevation properties with Storm Surge between 3 to 6 feet. It should be noted that a Category 4 Hurricane map is not shown as the entire Neighborhood is predicted to experience Storm Surge of 9 feet or greater in that scenario. All of these maps were produced using data from the Office for Coastal Management within the National Oceanic and Atmospheric Administration (NOAA).

# Division Street Neighborhood Category 2 Storm Surge Borough of Keyport





# Division Street Neighborhood Category 3 Storm Surge Borough of Keyport



## Vulnerability of Built Environment

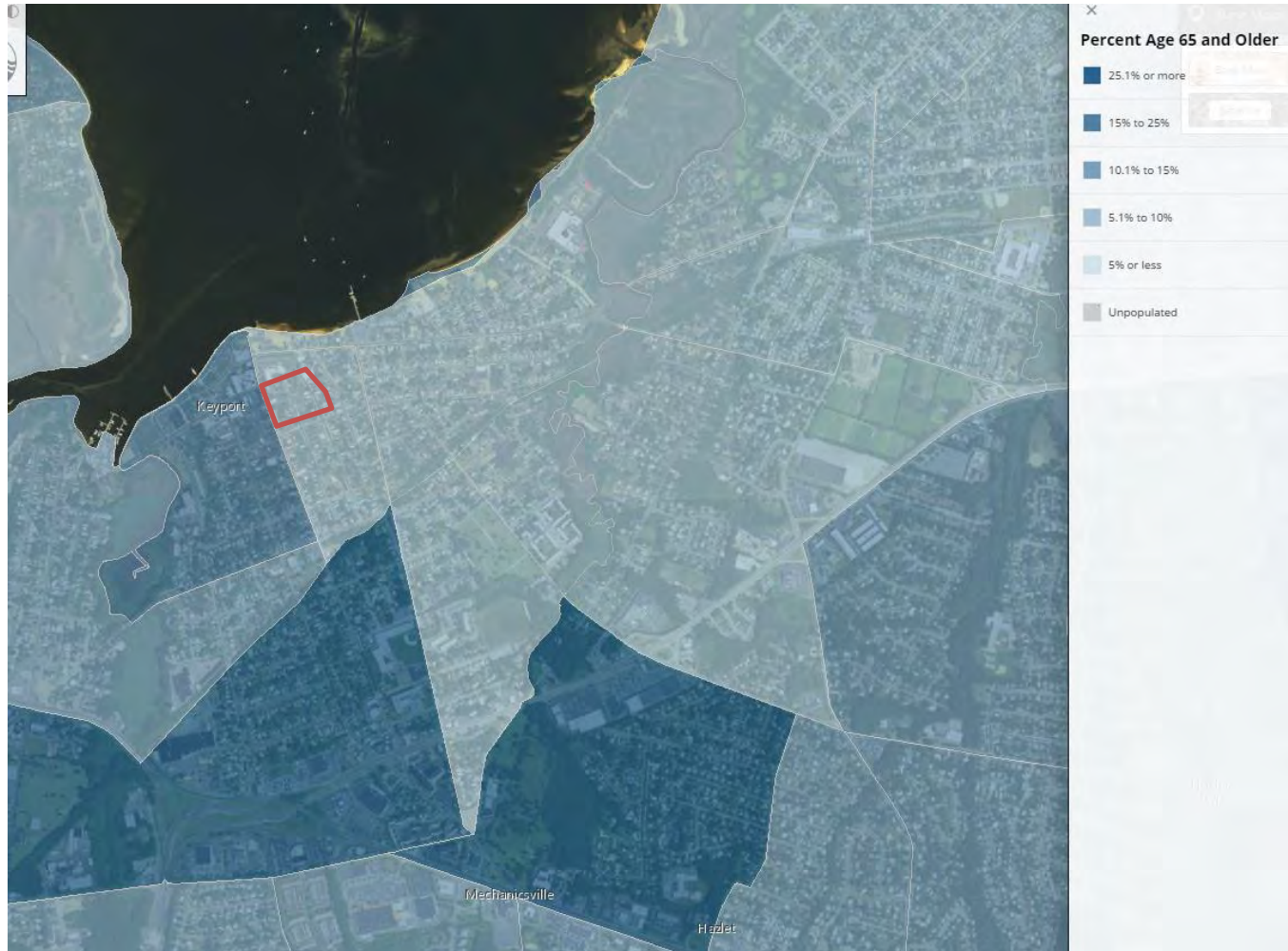
Analyzation of the Sea Level Rise and Storm Surge maps confirms that Division Street Neighborhood's single largest vulnerability is Storm Surge. This is also the finding of the Borough's Coastal Vulnerability Assessment which found the Division Street basin to have a very high risk to Storm Surge for any strength hurricane but particularly devastating effects for a Category 3 Hurricane. NOAA's estimations of Hurricane Surge extents affects every property in the Neighborhood depending on storm strength. This can be seen in the Storm Surge maps which clearly show a correlation between the strength of a storm and the number of properties affected. For example, a Category 3 Hurricane Storm Surge will affect almost all properties in the Neighborhood, where a Category 2 Hurricane would not affect every property in the Neighborhood. Additionally, the stronger the storm, the increase in how inundated each property is estimated to experience from the height of the surge. Due to the Neighborhood's topography, those properties in the "basin" such as the properties surrounding the intersection of East Front Street and Division Street, will experience higher levels of Storm Surge up to 9 feet or higher. Properties with a higher elevation above the "basin" will experience slightly less water levels. In summation, the entire built environment of the Neighborhood is vulnerable to intense storm flooding and surge with the level of vulnerability having a direct correlation with location and topography. Properties in the lowest part of the Neighborhood have the highest vulnerability, and properties in the highest parts of the Neighborhood have the lowest vulnerability, relatively speaking.

Existing properties with high vulnerability to Storm Surge are clearly identified as those that have seen damage from previous storms or received damage from Superstorm Sandy. The table on Page 31 highlights damaged properties from Superstorm Sandy. All damages to these properties have been repaired, however, all are still vulnerable as none have been elevated or have improvements to mitigate flood damage. No resiliency efforts have been conducted for the Neighborhood. Properties that experienced Superstorm Sandy damage should consider raising their properties or relocate to avoid further repetitive damage from storms or floods. If a property in the future is not rebuilt due to storm surge damage, the Borough is recommended to consider acquiring the property.

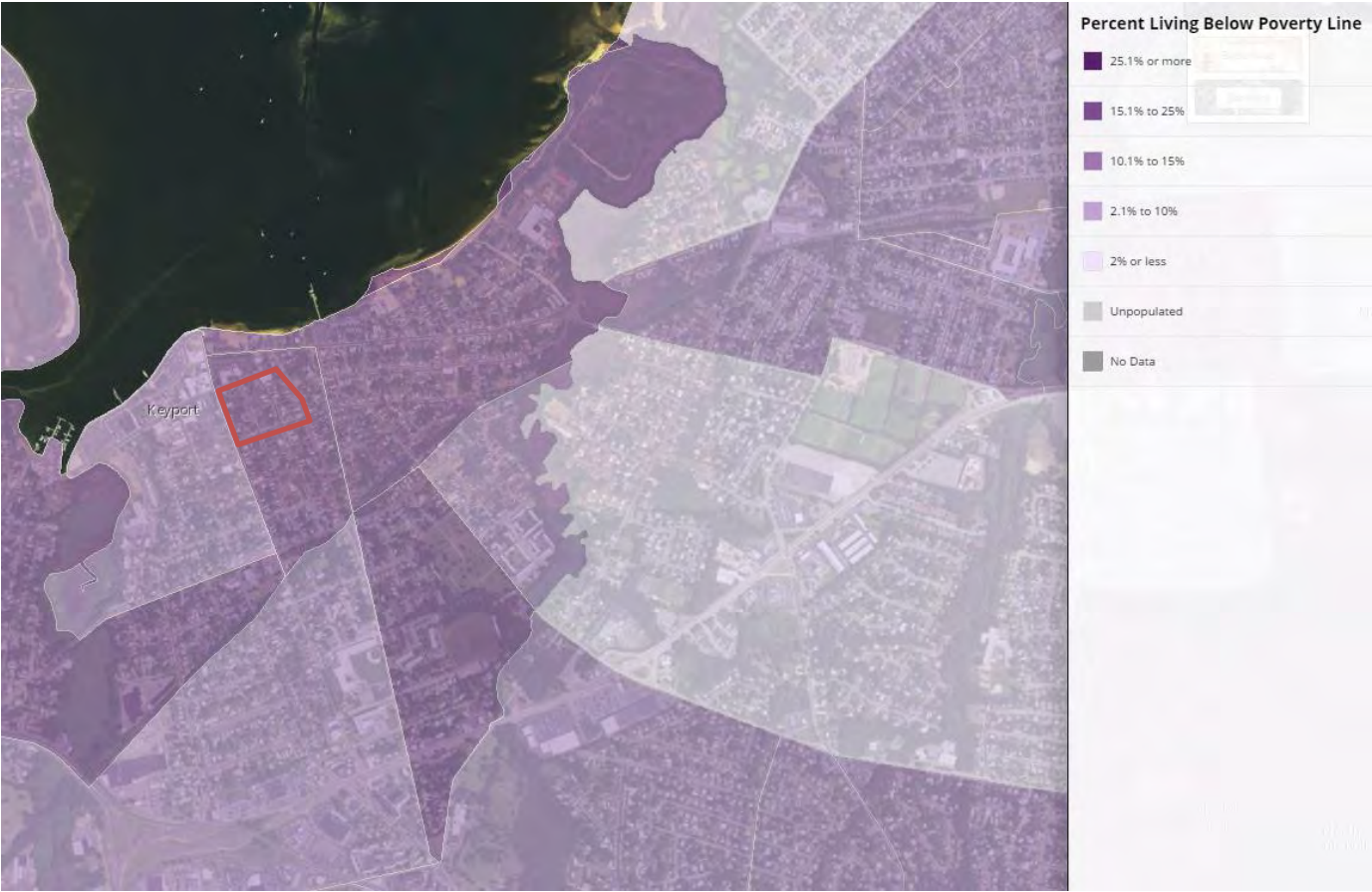
Streets and sidewalks are also a part of the built environment within the Neighborhood. Damage to street and sidewalks in the Division Street Neighborhood can be attributed to several factors including flooding from normal and extreme precipitation events. Damage to street and sidewalks is especially prevalent at the intersection of East Front Street and Division Street or the "basin" of the Neighborhood. These street and sidewalks will always be vulnerable to flood and surge damage because of their location. Currently, stormwater is handled through two inlets and a drain located halfway down Division Street. These stormwater inlets and drain are connected to a system of pipes that leads water to the Beach Park outfall pipe. It is recommended to redesign Division Street with better stormwater mechanisms, such as rain gardens or other green stormwater improvements, to handle large volumes of water. Additionally, porous pavement should be considered in parking lots and streets to lessen continued damage from both normal storms and extreme precipitation events. Finally, the Beach Park outfall pipe is recommended to be improved to assist with the overall stormwater system. There are no critical facilities within the Division Street Neighborhood. However, the existing drainage to the Neighborhood is inadequate. The entire built environment including its businesses and population are vulnerable to Storm Surge as noted earlier. Critical facilities such as municipal services or key infrastructure should not be constructed within the Division Street Neighborhood to avoid any negative consequences.

## Social Vulnerability

Population density within the Division Street Neighborhood is higher in comparison with other Neighborhoods and sections of Keyport. Even though the total estimated population of 154 people may seem low, the density is high because that many people coexist within a small space or land area. The mixed uses and rental units available and occupied in the Neighborhood attribute to this higher density. With a higher population density, the overall social vulnerability is still high as evacuation from dangerous storms or hurricanes may be difficult for 154 citizens simultaneously with the rest of the Borough. According to the image below, the Division Street Neighborhood has a 5% or less percentage of residents Age 65 or older. Any residents with special needs or mobility issues in the Neighborhood should be identified so that Borough staff and professionals can ensure their evacuation in a timely fashion in the event of an emergency.

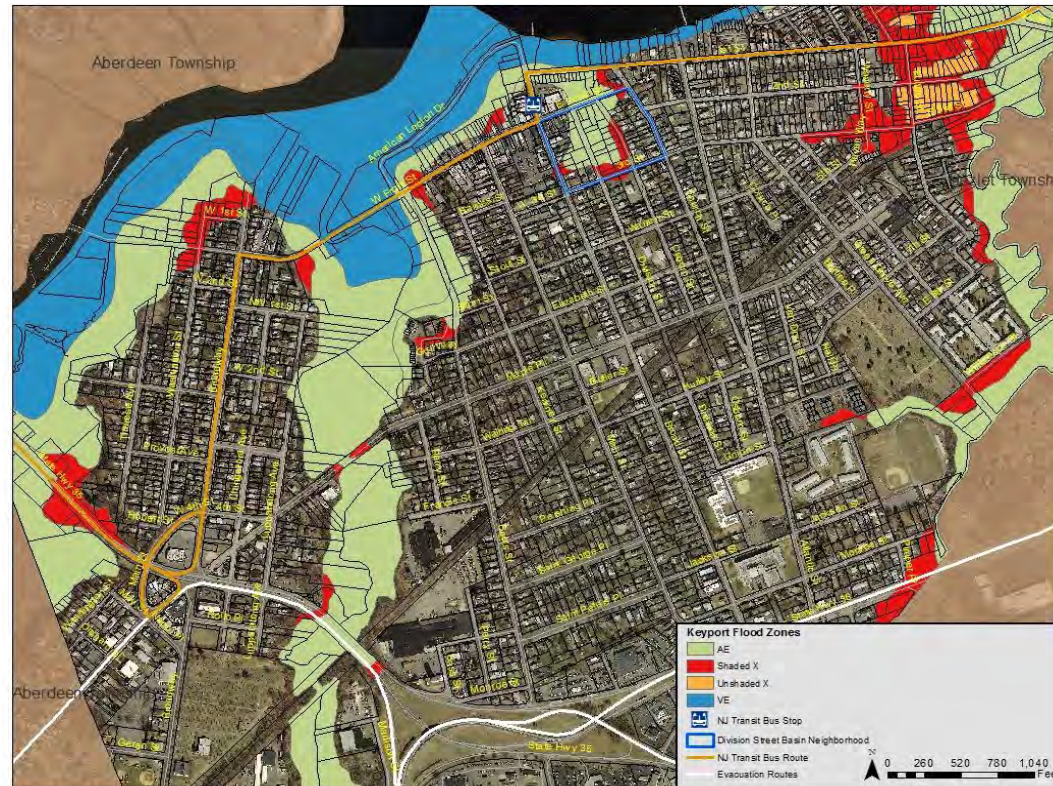


Low income residents are in the Neighborhood as depicted in the map below. The Neighborhood falls into the category of about 10 to 15% of residents that are considered near or below the poverty line. These residents may not have access to vehicles and may rely on public transit or other means to evacuate. Borough emergency services are recommended to ensure all apartment units and homes in the Neighborhood are effectively evacuated in the event of an emergency.



## Vulnerability of Transportation

Neither evacuation routes nor public transit are vulnerable, at least within the confines of the Division Street Neighborhood boundary. Access to the evacuation routes and public transit may be impeded during flooding which makes it imperative that all citizens of the Neighborhood evacuate prior to any disaster induced flooding. Division Street, Broad Street, 3<sup>rd</sup> Street, and East Front Street all have experienced flooding in the past during major storm events. All of these roads lead to or provide a path to the Borough's evacuation routes and public transit access. In this respect, the Neighborhood's access to transportation facilities and evacuation routes are vulnerable to major storm events and flooding. The map below displays how Keyport's current flood zones impact the Neighborhood's roads and transportation infrastructure access. It is recommended to reduce transportation vulnerability flooding to the maximum extent possible through increased stormwater management and efficient disaster response.



## Vulnerability of Natural Environment

No environmental or natural areas are located within the Division Street Neighborhood such as wetlands, marshes, or freshwater/saline water bodies. All properties and land uses have impervious surfaces with limited private back yards and open spaces. The only public area is the Borough owned parking lot which is entirely paved and impervious. It is recommended to increase the presence of a natural environment to reduce impervious surface and improve stormwater management. Ideally, any introduced natural environment into the Neighborhood would decrease overall vulnerability and not increase it.



## RECOMMENDATIONS AND RESILIENT MEASURES

The Neighborhood's current conditions, threats, and vulnerabilities are outlined and provides insight into possible areas of improvement. This section will focus on recommendations and possible resilient measures for the Division Street Neighborhood with the ultimate goal of reducing flood damage and improving resiliency. First and foremost, it is recommended to implement or continue recommendations in the Strategic Recovery Planning Report that pertain to the Division Street Neighborhood.

### SRPR Recommendations

#### Division Street Stormwater Management Improvements

- Replacing the damaged outfall pipe in Beach Park and installation of backflow preventer to prevent water entering into homes on Osborn Street;
- Elevate First Street Firehouse parking lot to Base Flood Elevation. This recommendation would require work outside of the Neighborhood delineation, but implementing this recommendation would improve resiliency for the Neighborhood;
- Expand capacity of stormwater system along Division Street;

#### Elevate occupied structures in Special Flood Hazard Areas; and

#### Develop Design Standards for any integrating elevated structures into the existing Neighborhood character.

It is recommended to implement the recommendations from the Getting to Resiliency Report outlined below.

### Future Storm and Disaster Preparedness

The Borough since Day 1 of Post-Sandy New Jersey has been working hard and admirably to recover, improve, and rebuild the Borough. Resiliency efforts such as the Post Sandy Planning Assistance Grant and the Getting to Resiliency Program offered by JCNERR through Rutgers University have continued the Borough's efforts with more of a focus on strengthening the Borough's resiliency to storms and reducing the risk of flood damage. A key resiliency effort, as outlined in the Borough's Getting to Resiliency Report, is future storm and disaster preparedness. Being prepared for a disaster with a detailed plan in place where all participants know their jobs and goals can significantly decrease the physical, emotional, and social damage a major disaster can evoke upon the Borough. Communication with residents, Borough staff, and emergency services can be the key in stemming the extent of damage to the Borough. Below are key preparedness recommendations from the Getting to Resiliency Report and other related recommendations that can be applied to the Division Street Neighborhood:

#### **Pre-Flood Plan**

Develop a pre-flood plan that disseminates key information to residents such as evacuation routes, safety procedures, and recovery operations. This should include the location of the Borough's emergency shelters, emergency operations center, and supply areas;

#### **Special Needs Database**

Create a special needs database for the Division Street Neighborhood and other areas of the Borough. This database should include elderly citizens with mobility issues that may need special assistance during an evacuation, citizens that do not have access to a car or public transit during a disaster, and anyone else in the Neighborhood that requires special needs during an evacuation;

**Emergency Operations Plan**

Create an emergency operations plan that describes the hierarchy during emergencies and highlights the jobs of first responders. The Division Street Neighborhood should be included in the Plan with respect to any necessary preparations to the Neighborhood prior to a storm;

**Evacuation Plan**

Create an evacuation plan that incorporates the special needs database and all citizens within the Neighborhood and overall Borough. The Plan should include how to efficiently evacuate, alternate routes if primary routes are flooded, and safe locations for evacuees; and

**Relocation of Critical Equipment**

In anticipation of a major disaster, crucial Borough equipment and vehicles that are in flood zones should be moved to higher ground to ensure they can be used in disaster evacuation, response, and overall operations.

Implementing these recommendations will help the Borough of Keyport and the Neighborhood better prepared to tackle the challenges of any disaster and reduce the extent of damage to the Borough. In addition to the recommendations from other reports, this Plan proposes the following recommendations to improve resiliency for the Division Street Neighborhood.

## Green Streets

It is recommended to incorporate Green Streets or other alternative mitigation strategies in conjunction with the recommended stormwater improvements to Division Street. Incorporating Green Streets would supplement the upgraded stormwater system and reduce the strain during a major storm to allow water to more naturally percolate into the ground. Green Streets have several options that may be implemented to increase the capacity and efficiency of the system. Green Streets utilize green stormwater infrastructure methods to capture stormwater runoff. These methods can be used on existing street conditions. The City of Philadelphia developed a Green Streets Design Manual which is an excellent resource for design standards, green stormwater infrastructure options, and creative approaches to reducing impervious coverage on streets and Right-of-Ways. The following are some design concepts of green stormwater infrastructure methods from the Green Streets Design Manual that can potentially be implemented onto Division Street and East Front Street to mitigate flood damage and increase resiliency of the Neighborhood. The design manual and more Green Streets information can be accessed here, [http://www.phillywatersheds.org/what\\_were\\_doing/gsdm](http://www.phillywatersheds.org/what_were_doing/gsdm)



Figure 2.1: Three-Dimensional View of a Stormwater Planter



Figure 2.3: Three-Dimensional View of a Stormwater Tree



Source: City of Philadelphia Green Streets Design Manual, dated 2014

## Reduce Impervious Surfaces

It is recommended to reduce impervious surfaces throughout the Neighborhood and increase open space to the maximum extent possible. Removing impervious surfaces through either pervious surface enhancements or natural open space will increase the amount of stormwater and flood waters that can be naturally percolated into the soil. Reducing overall impervious surface in the Neighborhood will also lower the strain put on existing or improved stormwater systems. Potential means of reducing impervious surface in the Neighborhood are Green Streets outlined above, more street trees or planters throughout the Neighborhood, installing green roofs on existing structures, and to change the Borough owned parking lot on Division Street into permeable pavement or permanent open space. Creating the Borough parking lot into Open Space would have the additional advantage of installing further stormwater management improvements.

## Raise Structures and Purchase At-Risk Properties

Reduced impervious surfaces and improved stormwater systems will certainly improve resiliency and mitigate flood hazards but as the Vulnerability Assessment shows, many properties within the Neighborhood basin will still experience flood damage from a major hurricane's Storm Surge. In order to combat this and increase resiliency, it is recommended to raise structures and buy at risk properties to be turned into open space. This would be the most effective way to avoid property damage to Neighborhood businesses, homes, and institutions.

## Streetscape Improvements

It is recommended to upgrade and improve streets and sidewalks where needed and to add streetscape improvements within the Neighborhood. These improvements may include new sidewalks, curbing, benches, street trees, bike parking, and lighting. Specific areas that could use curbing, sidewalk, and asphalt improvements include East Front Street, Division Street, sidewalks on Church Street, and specific areas of Broad Street. Streetscape improvements could be implemented on 3<sup>rd</sup> Street, East Front Street, and Division Street in conjunction with any recommend/planned Green Street improvements. For example, stormwater trees would also act as street trees and could be supplemented with other streetscape improvements such as lighting similar to those found on 1<sup>st</sup> Street, benches, and bike parking. Streetscape improvements on East Front Street may provide the added benefit of improving the overall character of the Downtown Commercial district and provide a more pleasant pedestrian experience for retail and business customers.

## Sustainability Practices and Leadership in Energy and Environmental Design (LEED) Concepts in Zoning Ordinance

It is recommended to consider updating the Borough zoning ordinance with sustainability practices and LEED concepts. LEED is a green building certification program to increase sustainability and lower a building's carbon footprint. In order to achieve LEED certification for a Neighborhood or one structure would require a very large retrofit or redevelopment. As Division Street Neighborhood is very established at this point, major redevelopment or retrofitting of existing structures may prove difficult. However, if it does occur, the Borough should encourage developers to seek LEED certifications. A more practical avenue may be to update the Borough ordinance to include sustainability practices that LEED strives to incorporate such as reduction in water use, reduction in energy use, reduction in stormwater runoff such as green roofs, and using alternative forms of energy such as solar panels. If the Borough updates their zoning code to allow or encourage these practices, it opens the door for more sustainable building and possibly the introduction of LEED certified buildings.