

ORDINANCE #7-14

ESTABLISHING A PUBLIC BENCH SPONSORSHIP PROGRAM

WHEREAS, it is the desire of the Mayor and Council of the Borough of Keyport to increase the number of public benches in Keyport, particularly in its waterfront area; and

WHEREAS, the Mayor and Council further desire to provide an opportunity to the residents of Keyport to sponsor individual benches, including for the purpose of honoring family and friends; and

WHEREAS, the Keyport Bayfront Business Cooperative ("KBBC"), as the Borough's District Management Corporation for the Keyport Business Improvement District, has expressed its desire to administer the same type of program in the Business Improvement District of the Borough.

NOW, THEREFORE, BE IT ORDAINED by the Mayor and Council of the Borough of Keyport as follows:

1. The Keyport Public Bench Sponsorship Program ("the Program") is hereby established

2. The Program is to be developed by the Borough Administrator, subject to the review and approval of the governing body, in accordance with the following parameters:

a. The sponsorship opportunities shall be publicly noticed and shall be available to all Keyport residents on a fair and equal basis, be it first-come, first served or such other equitable method;

b. The sponsorship fee for each bench shall be no greater than the cost of the bench and not less than 20% of said cost.

c. Each sponsorship shall be acknowledged by a plaque of standard size and of a suitable material, which plaque shall be engraved with the name or names or the individual(s) to be honored, and affixed to the sponsored bench by the Borough.

d. Each sponsorship shall be for a period of ten (10) years. Upon the expiration of said period, the sponsor shall have the option to renew its sponsorship for a period of ten (10) additional years for a renewal fee that is not to exceed 20% of the cost of a new like bench. Such renewal fee shall include the cost of a replacement plaque. In the event that the sponsorship is not renewed, the Borough may offer a sponsorship opportunity for the existing bench for a fee that shall not be less than 50% of the cost of a new like bench.

e. Notwithstanding the provisions of subsection (d) above, in the event that a bench is lost or destroyed, the Borough shall be under no obligation to replace said bench and the sponsorship period for same shall terminate.

3. All sponsorship payments for benches in Waterfront Park, and other locations listed on the Borough's Recreational Open Space Inventory, shall be made payable to the Keyport Bayshore Recreational Trust Account.

4. The Borough Administrator is hereby directed and authorized to coordinate with and to assist the KBBC in implementing a like public bench sponsorship program for the Business Improvement District, which program shall be subject to the review and approval of the Mayor and Council of the Borough of Keyport.

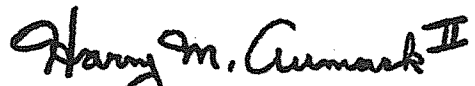
5. Each section, subsection, sentence, clause and phrase of this Ordinance is declared to be an independent section, subsection, sentence, clause and phrase, and the finding or holding of any such portion of this Ordinance to be unconstitutional, void, or ineffective for any cause, or reason, shall not affect any other portion of this Ordinance.

6. This Ordinance shall be in full force and effect from and after its adoption and any publication as may be required by law.

Introduced: May 20, 2014
Public Hearing: June 10, 2014
Adopted: June 10, 2014



Valerie T. Heilweil, RMC
Borough Clerk
Borough of Keyport



Harry M. Aumack, II, Mayor
Borough of Keyport