



Borough of Keyport

Neighborhood Preservation Plan

“Downtown Keyport” Neighborhood District

January, 2024

Revision Year 4 January 1, 2024 – December 31, 2024

Implementation Plan





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

Lorraine DeVizia
(Proprietor, Gerber Salon)

Jay Patel
(Proprietor, Keyport News)

Aleksandr Zhdanov
(Proprietor, 3BR Distillery)

Carolyn O'Rowe
(Borough of Keyport Resident)

Kathy Shaw
(Borough of Keyport Resident)

Kathleen McNamara
(Councilwoman, Borough of Keyport & Liaison)

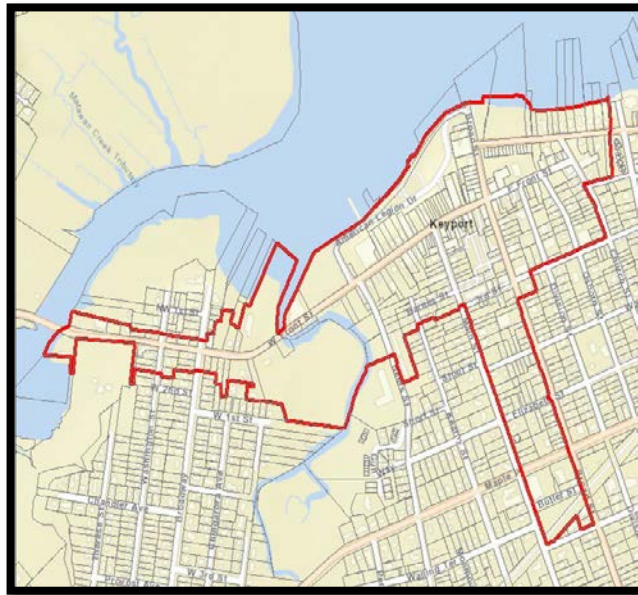
Melissa Vecchio
(Councilwoman, Borough of Keyport & Liaison)

Jack Straub & Nicole Henn
(Neighborhood Preservation Program Coordinators)

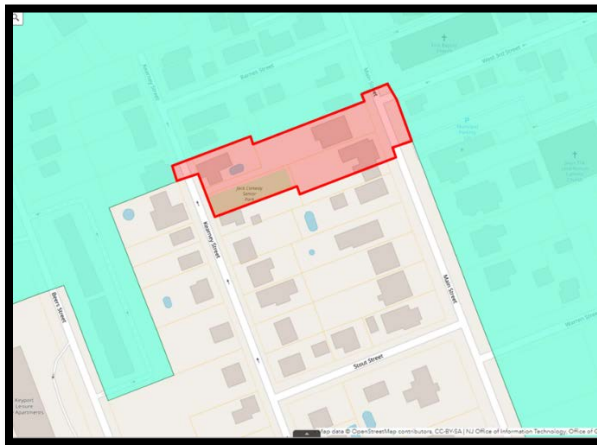
Rose Araneo
(Mayor, Borough of Keyport)

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 2023



Added to the NPP district to include Kearney Street- Jack Conway Senior Pocket Park

Summary: Proposed Revision to the Year 4 Implementation Plan

As Keyport moves towards the close of a successful Year 3 where several large-scale projects such as the Mini and Kearney Street – Jack Conway Senior Park improvements were implemented, we remain committed to building upon the momentum gained throughout the year. Portions of the Year 4 plan will be adjusted to include options that help further developed and expanded upon these vital projects. Fitting within the spirit of NPP, all planned activities will focus on civic, place, economic and social development to further enhance Keyport’s goals for a greater quality of life and experience for resident, business owners and visitors.

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

**Revised Year 4 Implementation Plan
January 1, 2024 – December 31, 2024**

Year 4 Budget:

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

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

Total: **\$150,000.00**

Anticipated In-Kind & Other Source Funding: **TBD**

NPP Coordinator Salary

Kearney Street - Jack Conway Senior Pocket Park:

Improvements made to the Kearney Street Jack Conway Senior Park during Year 3 were simple and intended to provide a passive recreational space for the immediate neighborhood residents to enjoy. In Year 4 we plan to expand on these improvements by installing a new fence and solar lighting to add to the charm and use of the space.

Landscaping improvements will also be included to address additional needs to enhance the location and help to contribute to overall visitor satisfaction.

Phase 2: Wayfinding, Decorative Street, Stop & OR Code 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, due to product availability and concerns regarding costs for replacement of damaged street signage, the Borough paused, reallocating the budget towards the large-scale Mini Park improvements.

Sign options from the Monmouth County Signage Department will be investigated for future coordination through Keyport's Department of Public Works. Following design standards and the revision of ordinances as needed will be key to implementation. Any and all valid partnership opportunities will be considered.

Wayfinding replacements have been initiated under the TAP grant outside of the NPP zone and though we had hoped to address within Year 3, the project was not ready to proceed. Styles are still being determined and with the December 31, 2023 deadline looming, it was prudent to postpone until Year 4. When ready, our intention is to follow the design standard utilized for this project and carry it throughout the NPP zone for consistency.

QR code small business wayfinding/directional signage upgrades will be researched and implemented in Year 4 as another potential fund-leveraging project with the KBBC. The opportunity to showcase local businesses and amenities that are offered is another key goal and a collaborative project that supports economic and social development.

Waterfront Placemaking Activation Phase 3 Beach Park & Mini Park –Finishing Touches

Mini Park: With the leveraged funds provided by the Keyport Bayfront Business Cooperative (KBBC) and the NPP-DCA, the Mini Park which often serves as our community center, received an overhaul that included an essential element that had been missing since its creation - safe and accessible plaza access. Even though the major design and improvement elements focused on the ground surfacing, retaining wall and safe access were completed within Year 3, the remaining pieces of the project will be implemented as a phased approach due to budget restrictions. Identified needs for remaining improvements included safety fencing to prevent access to the adjoining parking lot, seating and light native landscaping to add visual appeal.

Beach Park: As the Borough awaited the awarded NPP-ARP funding for Beach Park, basic improvements were made during Year 3 including the replacement of the non-ADA compliant shell walkway and access points. A major portion of the Year 4 budget will be allocated to remove the brick maze, replace playground equipment,

ground surfacing and the creation of an accessible passive recreational space. CBDG funding will be paired as supportive funding in the adjacent gazebo location to ensure that a cohesive design plan is created for coordination. Light landscaping will also be addressed at Beach Park during Year 4 to increase natural visual improvements. Our intention is work with native plants and trees wherever possible to incorporate natural flood and sand incursions along the waterfront.

Investigation and Possible Year 4 Projects/Additional Leveraged Funding

Earth Planter Streetscape is another possible partnership opportunity with the KBBC. Earth Planters are a self-watering system that has been implemented with great success within other NPP districts. It's hard to imagine a fully developed streetscape project without the inclusion of plants and seasonal flowers. We are excited at the possibility to add this simple beautification project to our Year 4 plan budget support pending.

Landscaping Maintenance: All areas within the NPP zone that have had landscaping projects such as Fireman's Park, Waterfront and Kearney Street will be toured and a comprehensive plan will be devised to ensure our investments are being cared for and protected. Routine mulching, addition of river rocks and plantings will be included as needed.

Water bottle filling stations are another priority to promote sustainability and as a way to protect our Bay from plastic bottle pollution and waste. The Borough will start with one unit to determine the viability and assess use before additional stations are purchased. Depending on cost and funding sources, additional units could be purchased later in Year 4 or Year 5.

Improvements to the Municipal Boat Ramp will round out our waterfront placemaking activation projects. Continuing to address the needs of our main asset locations, the Borough will investigate the necessary improvements required to ensure the municipal boat ramp is operating at top performance levels. Several areas of distress have been identified and through coordination with Keyport's Department of Public Works, all priority areas will be identified to finalize planned activities for improvements with the goal of having all improvements properly planned for at the beginning of Year 5.

Year 4 Budget Revision

| Budget Detail Downtown Keyport NPP Year 4 January 1, 2024 - December 31, 2024 | | | | |
|---|------------------------------|------------------------|------------------------------|------------------------------|
| Name of Project | Requested NPP Funding | Municipal Match | Other Sources/In-Kind | Revision Total Amount |
| <u>ADM-Personnel</u> | | | | |
| Salary/Wages Coordinator/Consulting Jan 1, 2024 - Dec 31, 2024 | \$20,000.00 | \$14,000.00 | | \$34,000.00 |
| Category Subtotal | \$20,000.00 | \$14,000.00 | | \$34,000.00 |
| <u>Program Other-Amenities</u> | | | | |
| Kearney Street - Jack Conway Park Phase 2- Landscaping Maintenance/Fence/Lighting | \$5,000.00 | | | \$5,000.00 |
| Wayfinding/QR Signage (<i>Possible Partnership KBBC</i>)/Street Signs | \$35,000.00 | \$5,000.00 | | \$40,000.00 |
| Earth Planter Streetscape/Landscaping <i>Investigation - Possible Partnership KBBC</i> | | \$1,000.00 | | \$1,000.00 |
| Water Bottle Filling Stations/Fountains <i>Investigation</i> | | | | |
| Upgrades to Municipal Boat Ramp <i>Investigation</i> | | | | |
| Category Subtotal | \$40,000.00 | \$6,000.00 | | \$46,000.00 |
| <u>Mini and Beach Park-Waterfront Placemaking and Activation Phase 2</u> | | | | |
| Mini-Park -Phase 2 Improvements/Maintenance | \$5,000.00 | \$5,000.00 | | \$10,000.00 |
| Beach Park Phase 2 Improvements/Maintenance | \$60,000.00 | | | \$60,000.00 |
| | | | | |
| Category Subtotal | \$65,000.00 | \$5,000.00 | | \$70,000.00 |
| Year 4 Totals | \$125,000.00 | \$25,000.00 | | \$150,000.00 |

* Future Revision May Be Required

ADD PHOTOS & BRIEF DESCRIPTIONS

Year 3 Successes

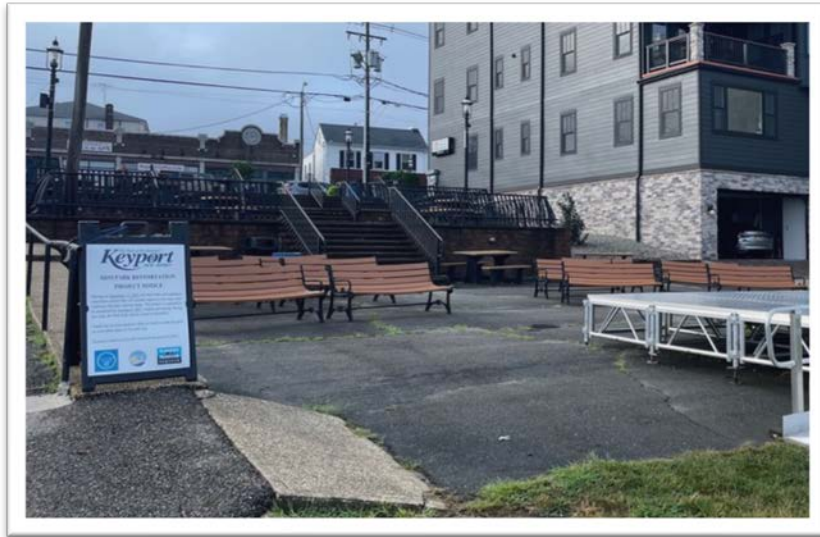
Repairs to the Mini Park Stage Area and Walkway - were made possible through the DCA and partnership funding provided by the KBBC.

Before



After





Beach Park Phase 1



Year 4 Planned Improvements

Beach Park Improvement/Partnership with NPP-ARP Grant

