

N.J. Coastal Zone Management Program

Prepared By



COASTAL ZONE  
INFORMATION CENTER



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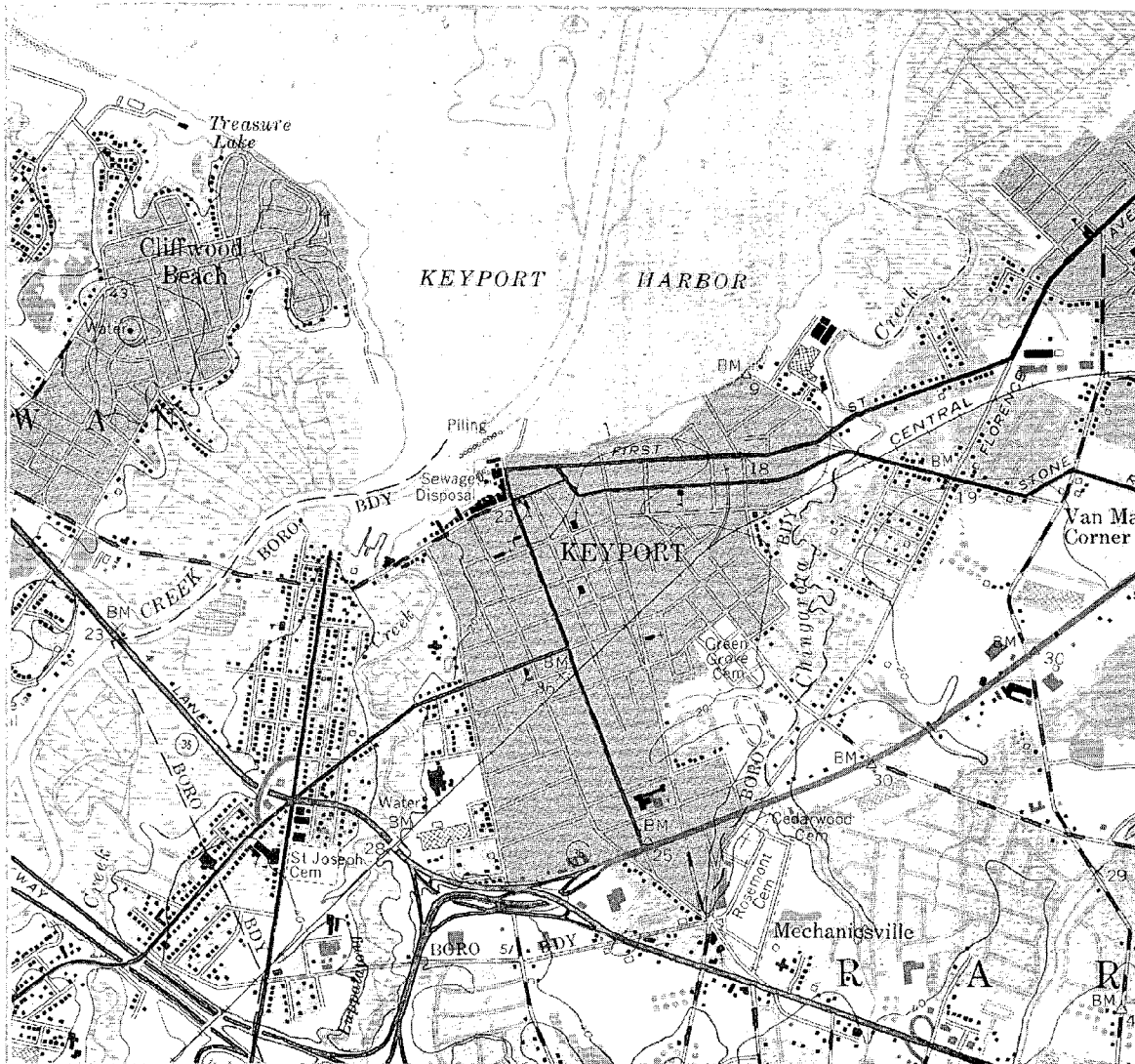
of Keyport, N.J.

Prepared under contract with the New Jersey Department of Protection, Division of Coastal Resources, Building and Development with the financial assistance of the Office of Commerce, National Oceanic and Atmospheric Administration, Office of Ocean and Coastal Resource Management, provisions of Section 306 of the Federal Coastal Management Act, P.L. 92-583, as amended.

# Keyport Harbor

A Plan to Improve the Downtown & Waterfront

## Work Product 3—Final Report



Sept. 1984

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## INTRODUCTION

This is the Final Report to the Borough of Keyport for its Waterfront and Downtown Improvement Study. This is the third report which has been produced as part of the planning process, the first report constituting a summary of the existing conditions, and the second report a draft of this document. Regular meetings were held between the planning consultants and a steering committee composed of representatives from the Borough.

Two meetings were held to provide the opportunity for additional input to the plan. A meeting was held in Trenton where representatives from the State Department of Environmental Protection, Division of Coastal Resources, Green Acres, Coastal Permits reviewed the draft and plan with the planning consultant and Borough Administrator. No significant problems were identified and the plan was found to be acceptable to the representatives at the meeting. A public meeting was held in the Borough Hall to present the results of the study to the general public. No significant errors or objections were identified at that meeting.

With the delivery of this report, the Borough is expected to respond by resolution to this plan by either committing to implement the plan or to state any reservations it has with the plan. The Waterfront Element described in Section Two of this report is expected to be adopted as part of the Borough Master Plan.

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This report is organized into four sections:

- Section 1 Review of Design Alternatives
- Section 2 The Waterfront Element
- Section 3 The Preliminary Downtown Element
- Section 4 Typical Treatment Suggestions and Cost Estimates

The objectives which underly the design of these plans focus on three issues: creation of improved waterfront access, increase of recreation/open space opportunity and improvement of the business conditions and opportunities in this area. These issues were implied in the listing of goals and objectives in Work Product 1 and are listed below:

- o Increase the level of amenity along the waterfront.
- o Identify development/redevelopment opportunities for public properties.
- o Identify specific improvements for recreation and open space.
- o Create a strategy and system to implement the plan recommendations.

Some of the items which play a part in achieving the goals above include:

- o Design pedestrian improvements to allow better access to the waterfront from Front Street.
- o Identify improvements to preserve and enhance the historic character of Keyport.

- 
- o Identify landscape treatment to enhance the area.
  - o Present a design for the waterfront walkway which creates a more attractive setting for pedestrians and bicyclists.
  - o Suggest specific improvements which can enable the business on Front Street to take advantage of the views and proximity to the waterfront.
  - o Suggest improvements to the streets for parking and circulation.

This report was prepared under contract with the New Jersey Department of Environmental Protection, Division of Coastal Resources, Bureau of Coastal Planning and Development with the financial assistance of the U.S. Department of Commerce, National Oceanic and Atmospheric Administration, Office of Ocean and Coastal Resource Management, under the provisions of Section 306 of the Federal Coastal Zone Management Act, P.L. 92-583, as amended.

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## **SECTION ONE**

### **Subsection A**

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## **REVIEW OF WATERFRONT DESIGN ALTERNATIVES**

This section of the report provides background for the final plan. It reviews the logic and process which led to the selection of the various elements and overall structure of the Final Plan.

The initial analysis and design investigation yielded three overall plans. Within those plans were three sub areas which were independent design issues. Those sub areas were discussed with the Steering Committee as independent variables and the three preferred solutions were incorporated into the final plan.

Following the presentation of the sub areas and overall plans (A, B or C) to the Steering Committee, there was a strong preference for the third alternative. The consultants refined that alternative and presented two variations (D and E). The following text and illustrations present the various aspects of the designs.

This section has three parts: The Waterfront Alternative Sub Area Plans, Overall Plans, and Downtown Improvements.



## SUB AREA PLANS

The waterfront area contains several distinct sub areas, which may be examined separately because they are virtually unique or self-contained. The remainder of the waterfront area, extending from the Luppataong Creek to the eastern limit of the First Street Park is heavily influenced by the traffic on and the alignment of American Legion Drive. The overall waterfront plan alternatives are based on the way traffic is accommodated.

The three sub-areas examined separately are:

- o Firemen's Park
- o Front Street Park
- o First Street Boat Launch Facility

These three areas have special features or requirements which are easily addressed independent of the overall plan. They may or may not be appropriate to the overall waterfront plan alternatives. Each has been used in one of the overall plan illustrations to demonstrate how they fit within the larger context.

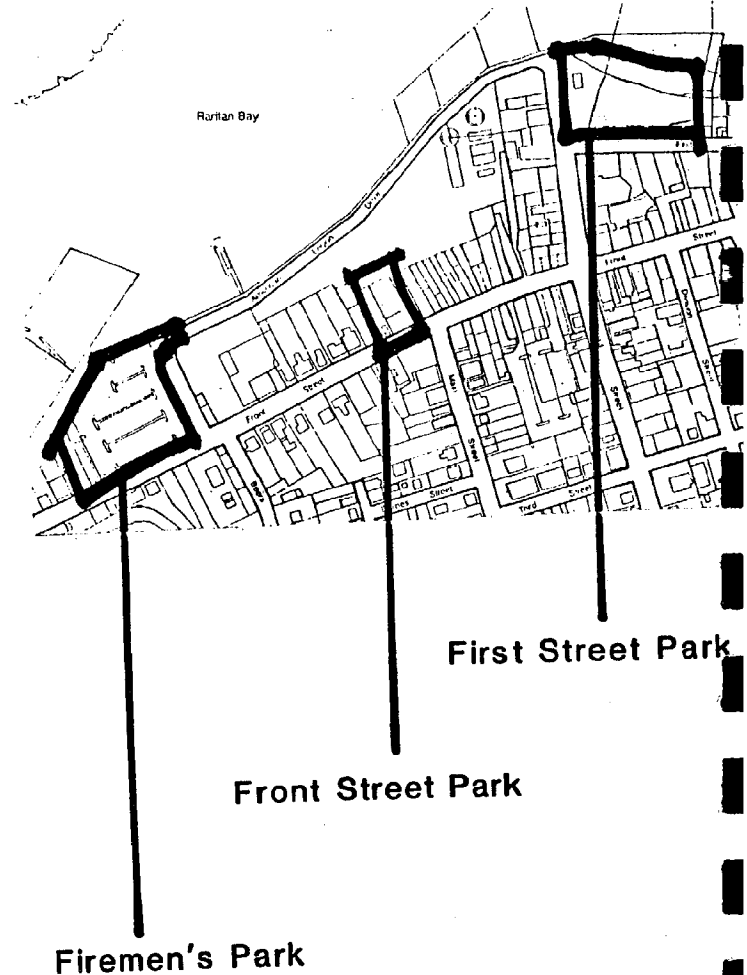


FIGURE 1 Sub-Area Key Map

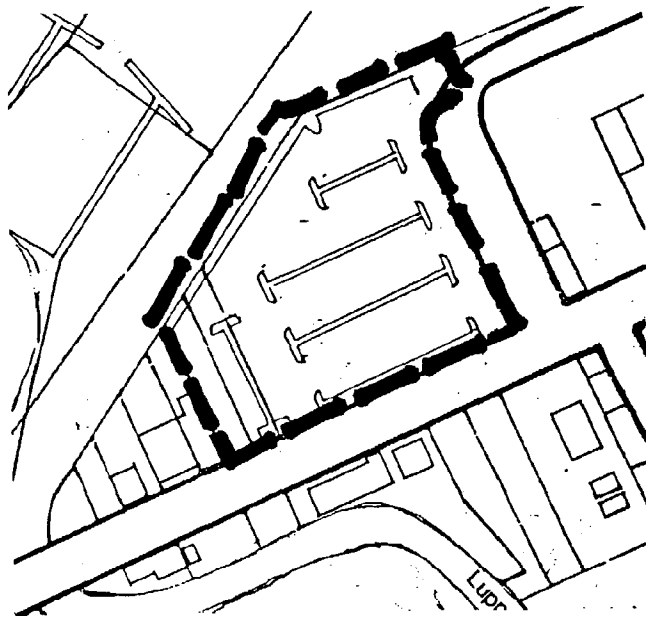


FIGURE 2 Fireman's Park Site

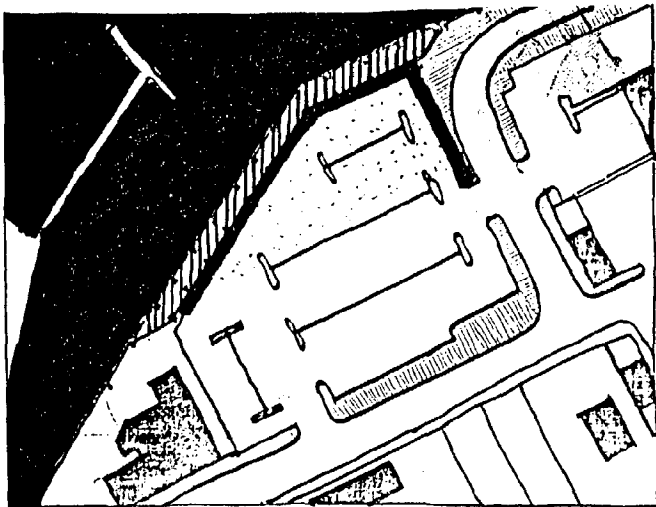


FIGURE 3 Fireman's Park - Option One

### Fireman's Park

This is the area bounded by American Legion Drive, Front Street, the Cottage Inn and the Bay. It is primarily a large parking lot with a small landscaped plot which honors the firemen of Keyport. This area has a problem with tidal flooding at its northern edge. Monthly high tides can inundate at least a third of the parking area, making the parking lot a hazard. The storm drains allow salt water to back-up and flood the parking lot. When high tides and storms coincide, waves can wash over the bulkhead making the flood worse. The three design options which have been examined for this sub area are:

- o Fill the parking lot, raise the bulkhead and repave to eliminate the flooding problem.
- o Replace the parking area which floods with a pedestrian plaza/park area.
- o Allow development above the problem area.

Each option is described below and is followed by a summary of pros and cons.

#### Option 1 - Raise the Parking Lot

This option seeks to maintain the present supply of parking as its primary objective. To accomplish this design, fill material will need to be brought into the area, a new bulkhead will need to be installed, drainage structures will need to be modified and the area will need to be repaved. To accomplish this solution, an engineering analysis is recommended to investigate the necessity for fully rebuilding the present bulkhead. An alternative to reconstructing the present bulk-

head would be construction of a new low bulkhead or retaining wall inland of the present bulkhead. The area between new and old bulkheads could be used as a pedestrian walk when not flooded.

Pros

- o no loss of parking
- o periodic tidal flooding is solved

Cons

- o parking does not enhance the waterfront edge
- o new bulkhead is costly
- o rebuilding the parking lot is costly

**Option 2 - Remove Parking, to Create a Park**

This option proposes to create a park in place of the parking. The small landscaped area on Front Street honoring firemen could be paved to provide some additional parking to replace the spaces lost and the park at the waterfront could become the firemen's memorial. Because of the frequent saltwater flooding, the park area would be difficult to landscape (although careful plant selection could permit some landscaping). Without a reconstructed bulkhead or filling, the park would continue to flood and the water could occasionally extend into the parking lot which remains.

Pros

- o no major reconstruction is necessary
- o provides a higher visibility location for the firemen memorial
- o locates open space on the waterfront
- o eliminates most of the parking lot flooding

Cons

- o reduces the amount of parking
- o creates a park with flooding problems
- o the park will probably not be a "green space"

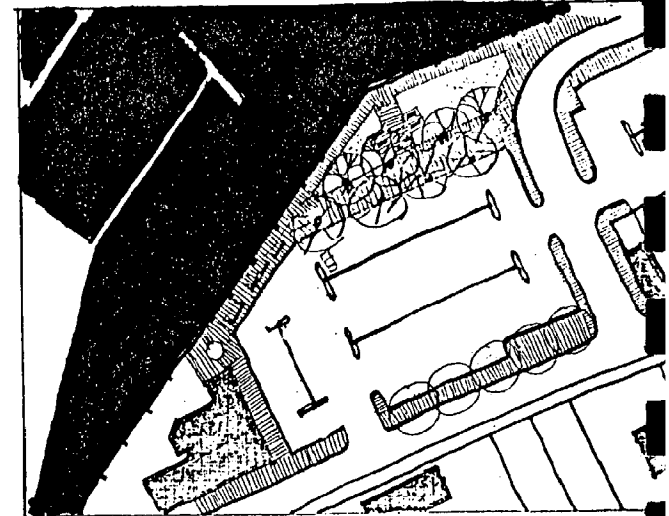


FIGURE 4 Fireman's Park - Option Two

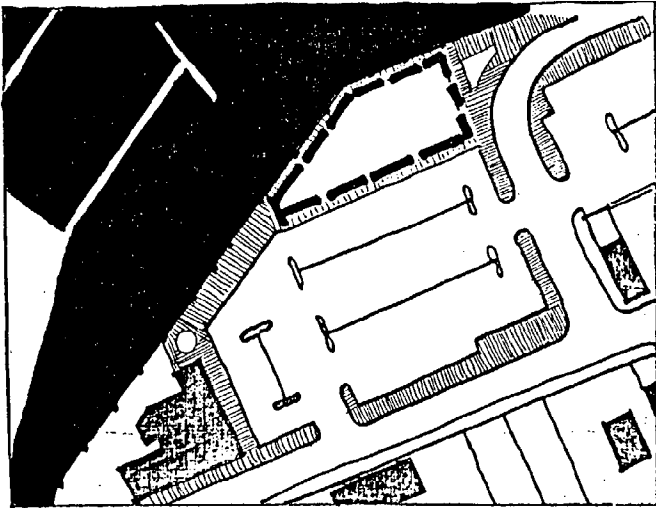


FIGURE 5 Fireman's Park - Option Three

### Option 3 - Allow Development of the Parcel

This option is perhaps the most ambitious approach. Rather than trying to solve the flooding problem, the parcel could be sold or leased to a developer as a waterfront building site. The building would necessarily need to be elevated out of the floodplain for the most part and at the same time justify the public parking lot investment by increasing usage of it. At the present time, the Cottage Inn is the prime beneficiary of the public parking. Development on this site would attract people to the waterfront, create activity there, and while taking advantage of the location, provide income to the Borough through sale or lease of the parcel.

#### Pros

- o reduces the area of floodable parking
- o increases activity on the waterfront
- o increases the use of public parking
- o allows Borough to sell or lease land for income
- o brings new business to town

#### Cons

- o reduces the quantity of parking
- o competes with Cottage Inn for parking

## Front Street Park

This sub area is the only location available to make a significant direct connection from the Front Street business district to the waterfront. The area is 63 feet wide with a small underutilized park adjacent to Front Street. The park has poor access and the overgrown plantings partially obscure the waterfront from Front Street. There is also a long ramp on the eastern edge of this park which provides pedestrian access between the waterfront and the Front Street sidewalk.

All the design options for Front Street Park maintain the pedestrian access between the waterfront and Front Street and all maintain a landscaped area on Front Street. The three options are:

- o Reconstruct the park as a landscaped connection between Front Street and the waterfront.
- o Develop the property as a commercial arcade to the waterfront.
- o Completely enclose the connection to the waterfront as a market building.

### **Option 1 - Reconstruct as a Park**

This option seeks to exploit the opportunity of a landscaped park in downtown. Part of the benefit of creating a new park would be the opportunity for businesses on either side of the park to have direct access to it. This option would maintain a strong visual connection to the waterfront from Front Street.



FIGURE 6 First Street Park Site

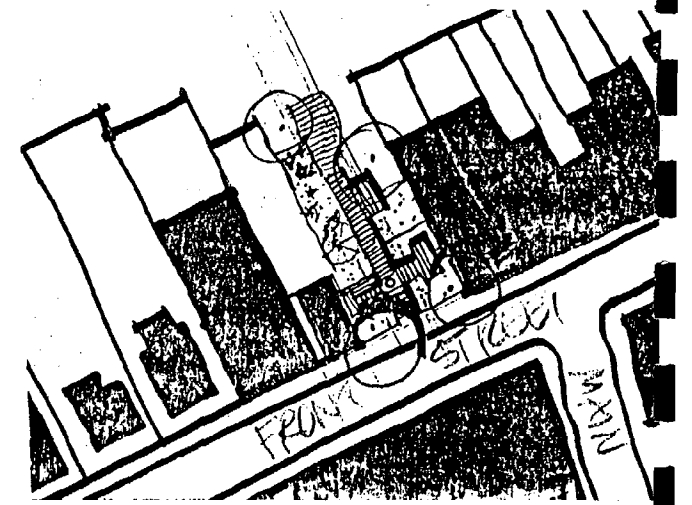


FIGURE 7 First Street Park Site - Option One

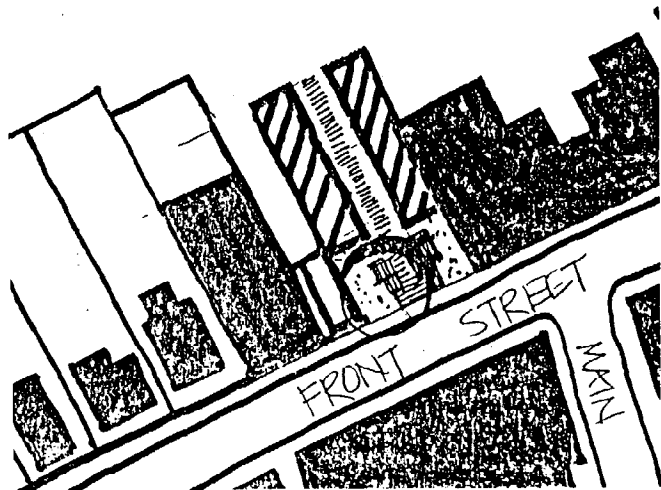


FIGURE 8 First Street Park Site - Option Two

### Pros

- o lowest cost
- o creates a "green space"
- o improves the visual connection and pedestrian experience
- o offers amenity to the neighboring buildings

### Cons

- o is not an activity generator
- o parks require maintenance

### Option 2 - Commercial Arcade

This option provides a pedestrian connection through a commercial arcade. The park is limited to a shallow landscaped area on Front Street and the remainder of the property is developed as a shopping walkway with stores at ground level, stepping down from Front Street to the waterfront. The parcel is 63 feet wide and could accommodate a 10 to 15 foot wide walkway with shops along either or both sides. The parcels could be sold or leased by the Borough to private businesses.

### Pros

- o provides a lively new shopping area
- o increases opportunity for small businesses
- o could generate revenue for Borough
- o brings shopping closer to waterfront
- o may be implemented in stages

### Cons

- o reduces park land
- o reduces visual connection to waterfront
- o increases competition with existing businesses

### Option 3 - Building a Marketplace

This solution assumes that a strong pedestrian connection will be maintained through the building between Front Street and the waterfront. Of

the three options, this would be the most difficult to accomplish. Either a developer would have to undertake the project or the Borough would. This option proposes that a new building be constructed on the parcel with a small park on Front Street. The new building would be suitable for flea markets, space leasing to concessions, antique vendors, or sales. A building of this sort could also house public restrooms and other support facilities for waterfront development.

Pros

- o could become a center of activity
- o could attract shoppers to downtown Keyport
- o would complement waterfront enhancement
- o would allow some control for public facilities incorporated in the building
- o could increase development opportunity on the waterfront side of Front Street lots

Cons

- o highly difficult to implement
- o costly
- o would obscure visual link to waterfront
- o could compete with existing businesses

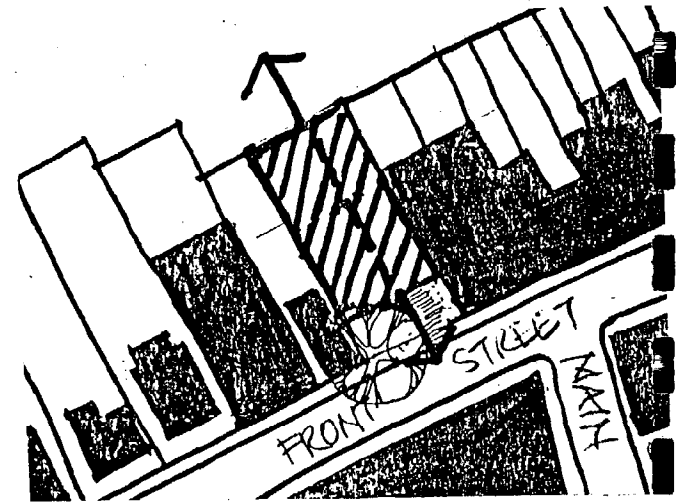


FIGURE 9 First Street Park Site -  
Option Three

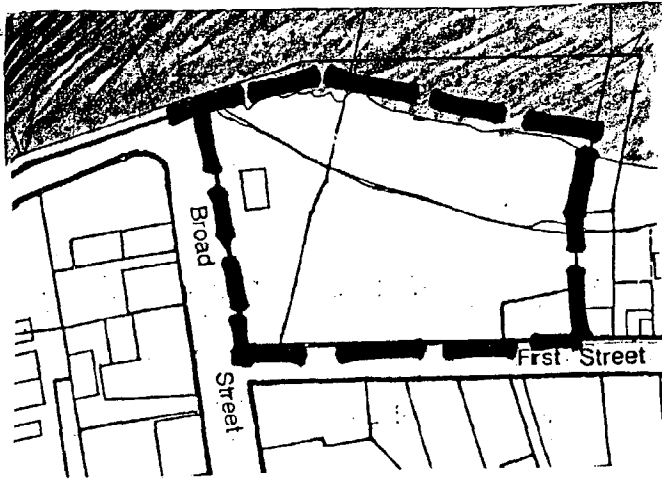


FIGURE 10 Front Street Park Site

### First Street Park

A plan exists to improve First Street Park. The plan calls for widening and improvement of the boat launch ramp. It identifies an area for parking, landscape and paving. The bait and tackle shop is undisturbed in the plan and the remainder of the First Street Park is left unchanged. All of the access to the boat launch area is at the foot of Broad Street.

We have proposed two additional plan options which make changes to the circulation and parking, but not the ramp itself. This creates a total of three designs for the boat launch area, park and bait/ tackle store. The three options are:

- o Present plan
- o First Street access
- o Loop access

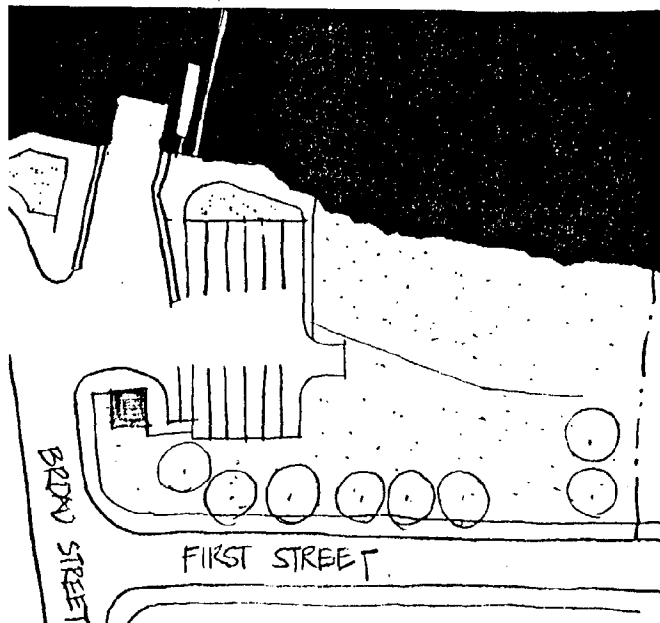


FIGURE 11 Front Street Park Site - Option One

### Option 1 - The Present Plan

As discussed above, the present plan requires all vehicles and boat trailers to enter and exit the boat launch area from the foot of Broad Street. No allowance for additional parking is included and the trailer maneuvering area lies between the parking area and the entry/exit. All the parking spaces require that drivers back-up and turn around in order to leave the parking space.



Pros

- o the plan is complete
- o it is very compact
- o bait and tackle store is left intact

Cons

- o Broad Street traffic could become congested
- o parking and maneuvering trailers is difficult
- o no queueing potential
- o no improvement to park area

**Option 2 - First Street Access**

This design proposes to bring traffic to the ramp from First Street. It relieves street congestion by allowing internal queuing and eliminates on-street trailer maneuvers to use the ramp. The design shows the park area consolidated to the east. An overflow area (dotted) is suggested to allow additional vehicles to be parked on-site if demand is high.

Pros

- o better circulation
- o less constrained parking area
- o easier maneuvering for parking
- o multiple access
- o park is on waterfront
- o off street queuing is possible

Cons

- o larger area
- o relocation of shop is costly
- o parking is close to residential area
- o park area is reduced

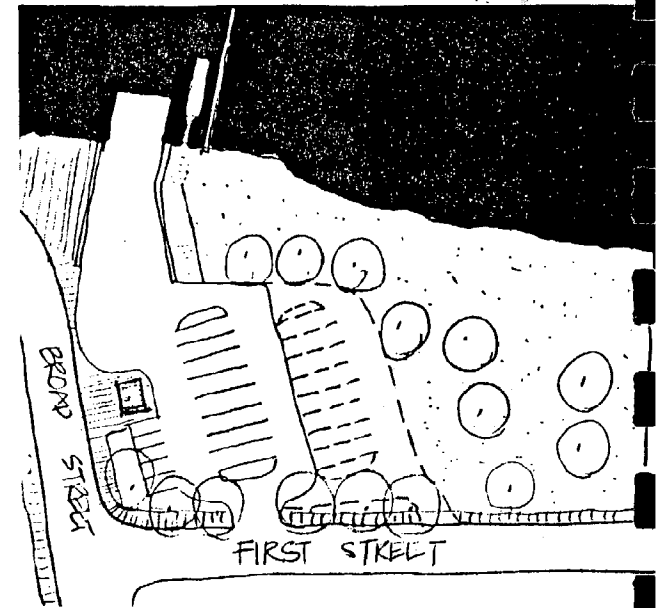


FIGURE 12 Front Street Park Site - Option Two

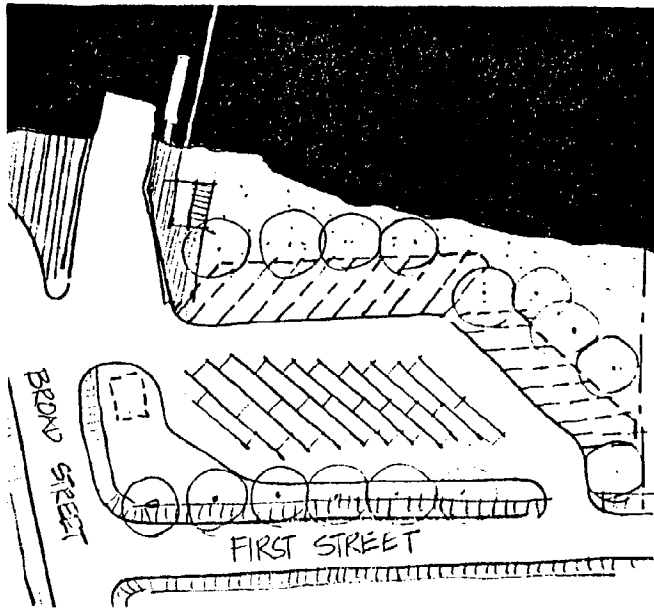


FIGURE 13 Front Street Park Site - Option Three

### Option 3 - Loop Access

This option combines features from each of the first two designs. Access to the ramp area is provided at both Broad and First Street. The design suggests a diagonal parking arrangement which allows trailers to pull through or back-out and circle around to the ramp. The drawing shows a relocation of the bait/tackle shop to a site adjacent to the ramp. While relocation of the shop is not necessary to this design, it suggests that this location would permit better control of the ramp, and more flexibility in locating parking.

#### Pros

- o better circulation
- o less constrained parking area
- o easier maneuvering for parking
- o multiple access
- o park is on waterfront
- o off street queuing is possible

#### Cons

- o larger area
- o relocation of shop is costly
- o parking is close to residential area
- o park area is reduced

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## WATERFRONT PLAN ALTERNATIVES

The waterfront plans which are proposed assume that the sewage treatment plant is removed and that the area is made available for public use. Each alternative attempts to create a major pedestrian connection to downtown through Front Street Park and a secondary connection to the waterfront area using the alley between 11 and 13 Front Street. Development on the waterfront side of Front Street lots is assumed to be permitted and is especially desirable under at least one waterfront alternative. Subdivision of those lots are also assumed to be possible when expansion of the existing business is unreasonable.

Each alternative provides parking for shoppers and for the recreation activities, a variety of open space proposals and an area to hold concerts. Public waterfront access for walking and fishing is important to all three proposed alternatives. The detailed development of these alternatives is not necessary to select the overall organization of a preferred solution.

## Waterfront Plan Alternative A

The first overall plan alternative assumes that American Legion Drive is not substantially changed. Three variations on this concept were investigated.

- o No change to the roadway.
- o On-street parking is eliminated to widen the pedestrian walkway.
- o One traffic lane is eliminated, the area reconstructed as a wider waterfront walkway.

The first variation which assumes no change to American Legion Drive leaves no opportunity to widen the existing waterfront walkway except to create a boardwalk on the bay side of the bulkhead. In order to create an adequate area for pedestrians, this variation suggests that a boardwalk be constructed outboard of the existing bulkhead. This solution would be expensive, require maintenance and be subject to storm damage. It would, however, provide the opportunity for an enhanced pedestrian promenade along the water, afford a place for boats to tie up and provide an expanded fishing area. The Borough could be required to purchase additional riparian rights in order to execute this solution in addition to other costs.

The second variation would eliminate the on-street parking spaces which now exist, thereby creating additional width for the waterfront walkway. Traffic in both directions would be maintained.

This variation permits a wider walkway along the water's edge for two thirds of its length. This variation allows for landscape materials to be introduced and also provides a better opportunity

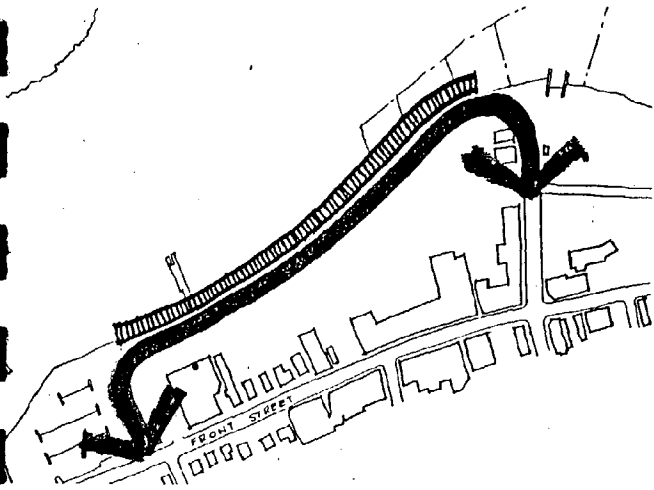


FIGURE 14 Alternative A - Variation 1

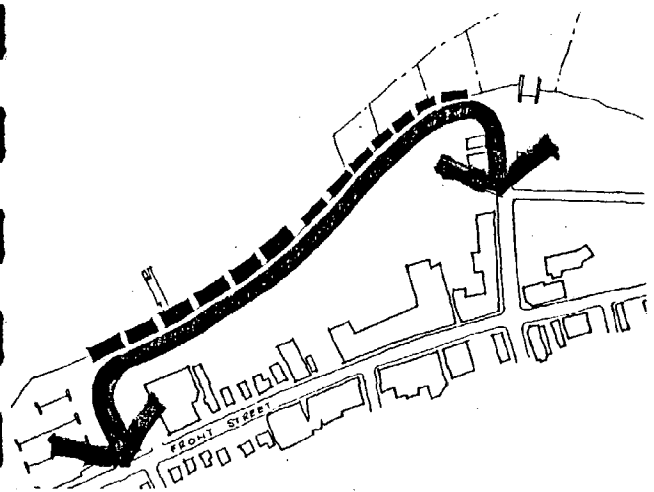


FIGURE 15 Alternative A - Variation 2

to introduce fixtures and furnishings. The remaining third of the walkway length is the portion of the walkway which is the narrowest. Little improvement of this problem is accomplished with this solution.

The third variation and the one which is recommended, proposes closing one lane of traffic, using that area to expand the width of the pedestrian walk. We investigated closing either the eastbound lane or the westbound lane. The selection of preserving the eastbound lane was based upon the assumption that most westbound through traffic probably originates from First Street and that if a westbound lane were maintained, most of that traffic would continue to pass through the waterfront area. Conversely, eastbound traffic is faced with the choice of traveling directly through downtown or, turning left to American Legion Drive to bypass the downtown. This effectively reduces the number of cars traveling through the waterfront by more than half. Additionally, the Garden State Parkway connections to Keyport are to the west. Boat trailer traffic can be expected to arrive from that direction when the boat ramp is constructed. The eastbound circulation was selected to avoid boats and trailers coming through downtown.

This variation also seems most successful in increasing the waterfront pedestrian walkway. The traffic is at least reduced by half and the critical sidewalk width on the eastern third of the waterfront is dramatically increased.

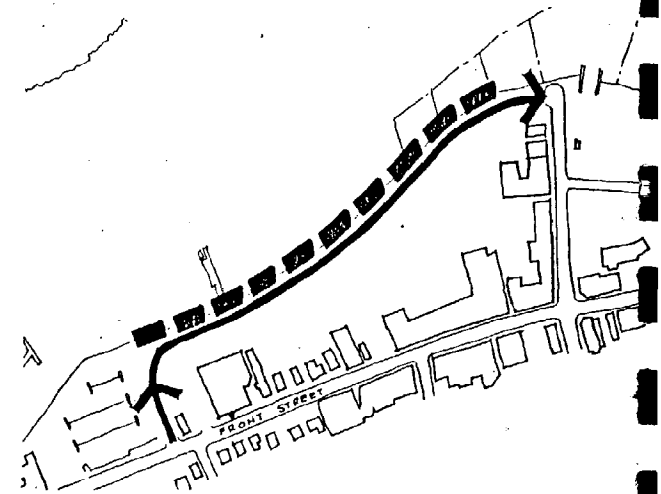


FIGURE 16 Alternative A - Variation 3

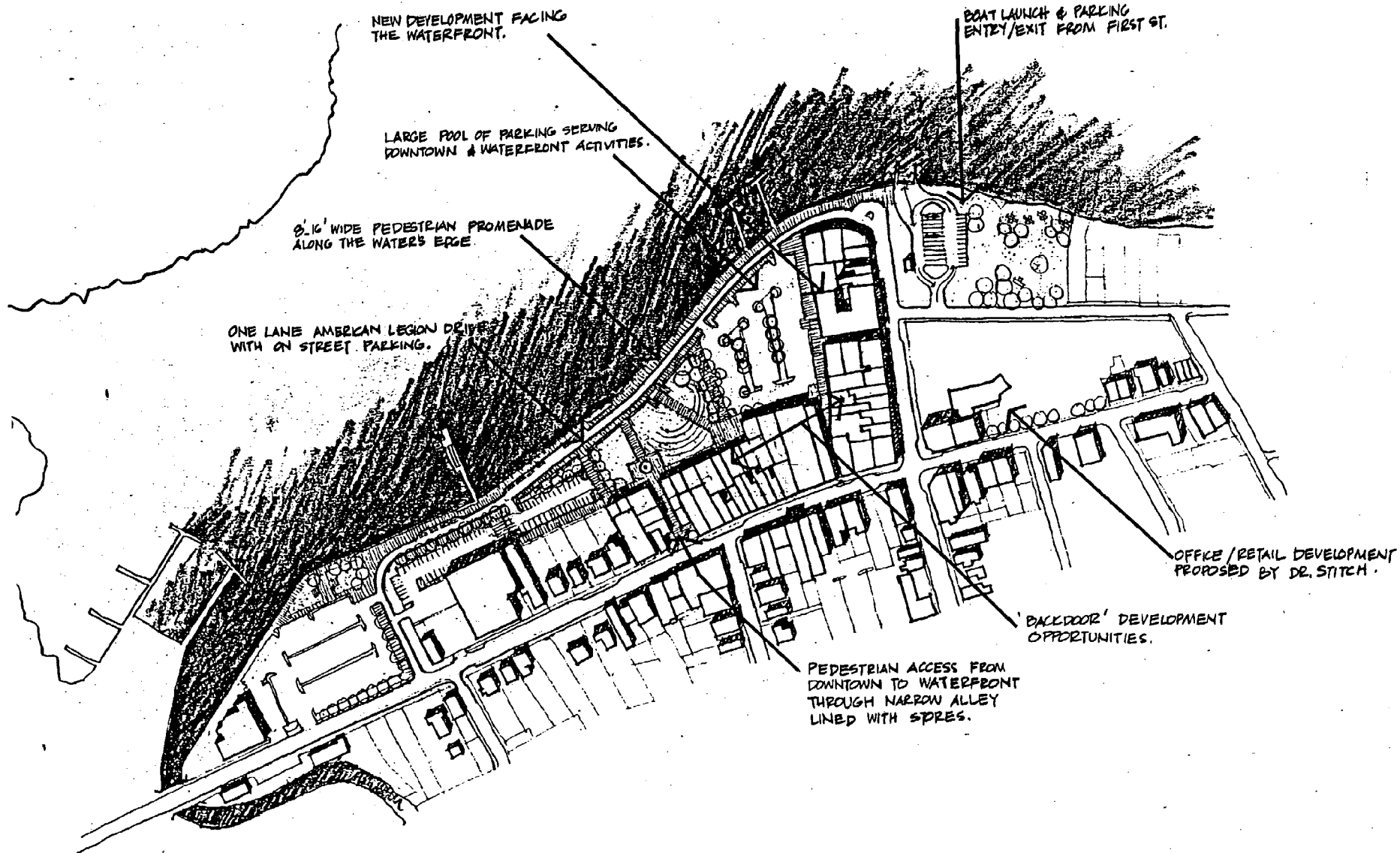


FIGURE 17

WATERFRONT ALTERNATIVE A  
ILLUSTRATIVE PLAN

## Waterfront Plan Alternative B

The underlying assumption of this alternative is that to remedy the narrow pedestrian walkway and discontinuous traffic circulation at American Legion Drive, a modification is necessary. The revised alignment is shown as a projection to the west of First Street. Two variations were considered in this alternative and both assumed that two way traffic would be maintained. The variations were only subtly different:

- o The first variation provides a straight connection roughly paralleling Front Street.
- o The second variation extends the First Street alignment to the waterfront creating a curved road.

The first variation with the new alignment of American Legion Drive roughly paralleling Front Street abandons more than half of the old street. This solution brings the new alignment closer to the north side of Front Street lots which could enhance the commercial potential of these properties. The land on the waterfront is a narrow triangular parcel which is totally dedicated to public open space and recreation. The triangular shape, however, is not desirable from an open space standpoint if an objective is to allow crowds to gather for a band concert. A more circular or semi-circular space would be more desirable.

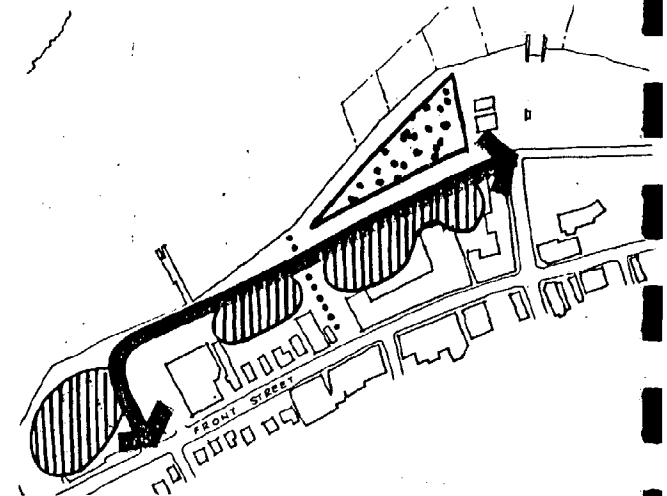


FIGURE 18 Alternative B - Variation 1

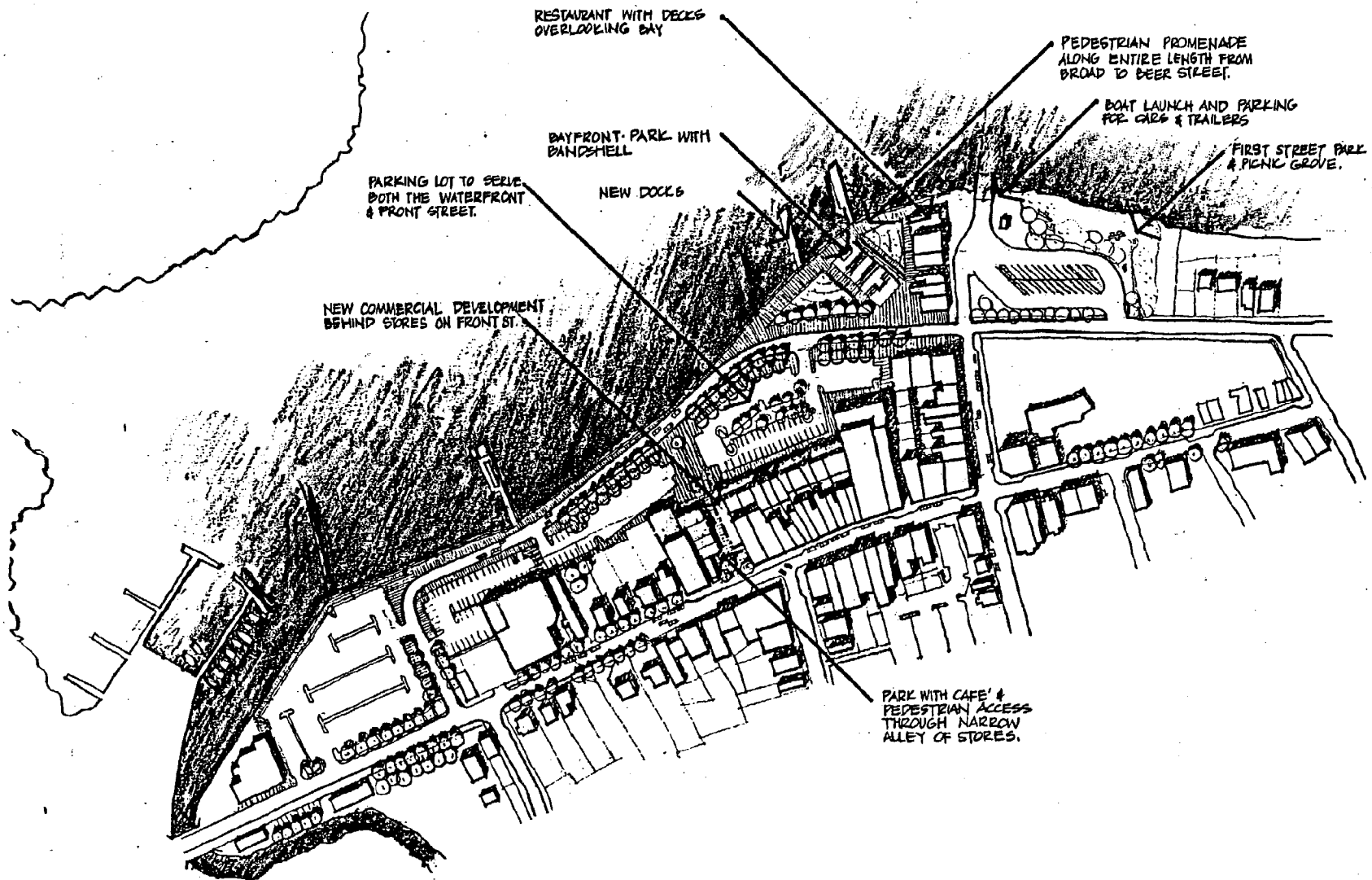


FIGURE 19

WATERFRONT ALTERNATIVE B  
ILLUSTRATIVE PLAN



The second variation and the recommended variation employs an alignment which, while connecting to First Street, preserves a longer section of American Legion Drive than the first variation. This design provides a larger inland parcel for parking at the northern end of the waterfront area. Access to the parking is equally well served by both pedestrian walkways from Front Street. The open space at the waterfront, while reduced from the previous variation, affords a comparable assembly area at the northern end of the bulkhead for band concerts.

Both of these variations allow for an improvement of the waterfront walkway along the eastern third of its length. This circulation plan eliminates conflict with boat trailer traffic at the foot of Broad Street.

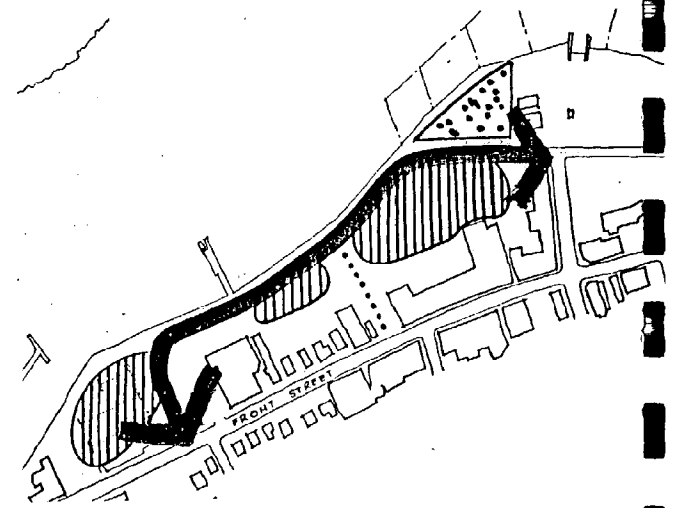


FIGURE 20 Alternative B - Variation 2

## Waterfront Plan Alternative C

This alternative examines the variations offered by eliminating American Legion Drive as a major through street. The first variation proposes two independent parking lots on the waterfront. The second variation proposes a linear parking lot, and variation three proposes a curvilinear drive with parking lots feeding into it.

The first variation proposes two large parking lots located behind Front Street near the waterfront. The eastern parking lot gains access from Broad Street at the waterfront and the western lot from the American Legion Drive connection to Front Street. This solution allows for a larger open space at the center of the waterfront. These dead-end parking lots do little, however, to increase the benefit to the central business area--especially the western lot. The traffic through Front Street is increased by the closing of through access along the waterfront.

Variation two improves the possibility of parking lot usage in support of the downtown and provides additional flexibility by creating a linear parking lot. The problem with this solution is that of congestion. Through traffic must use Front Street and the waterfront is separated from the downtown by a parking lot. This design fails to create an attractive connection between the two areas.

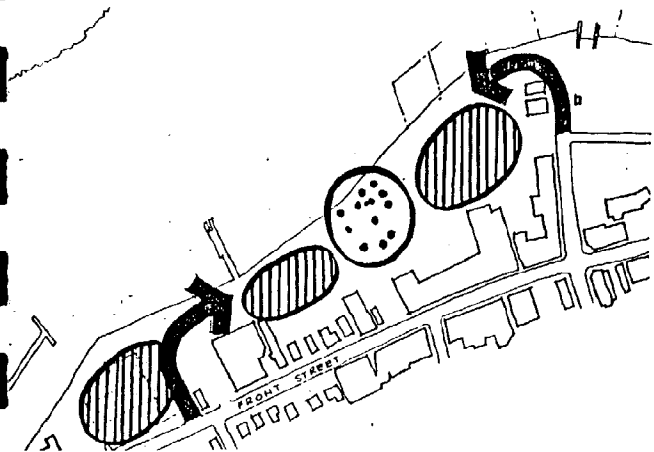


FIGURE 21 Alternative C - Variation 1

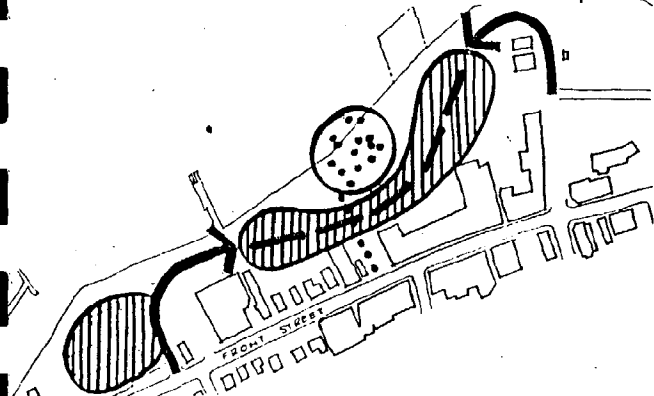


FIGURE 22 Alternative C - Variation 2

The third, and most successful variation employs a curved road along the waterfront side of the parking lots permitting leisurely through traffic and provides access to both parking lots. This solution would permit limited on-street parking to serve waterfront park users and would create a generous linear waterfront park. Missing, however, is the large central band concert open area.

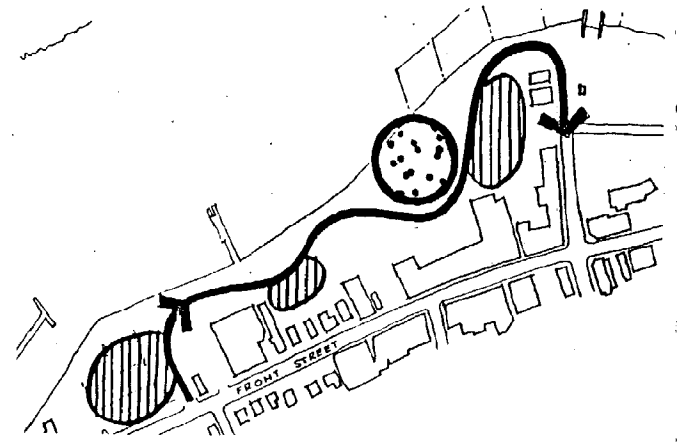


FIGURE 23 Alternative C - Variation 3

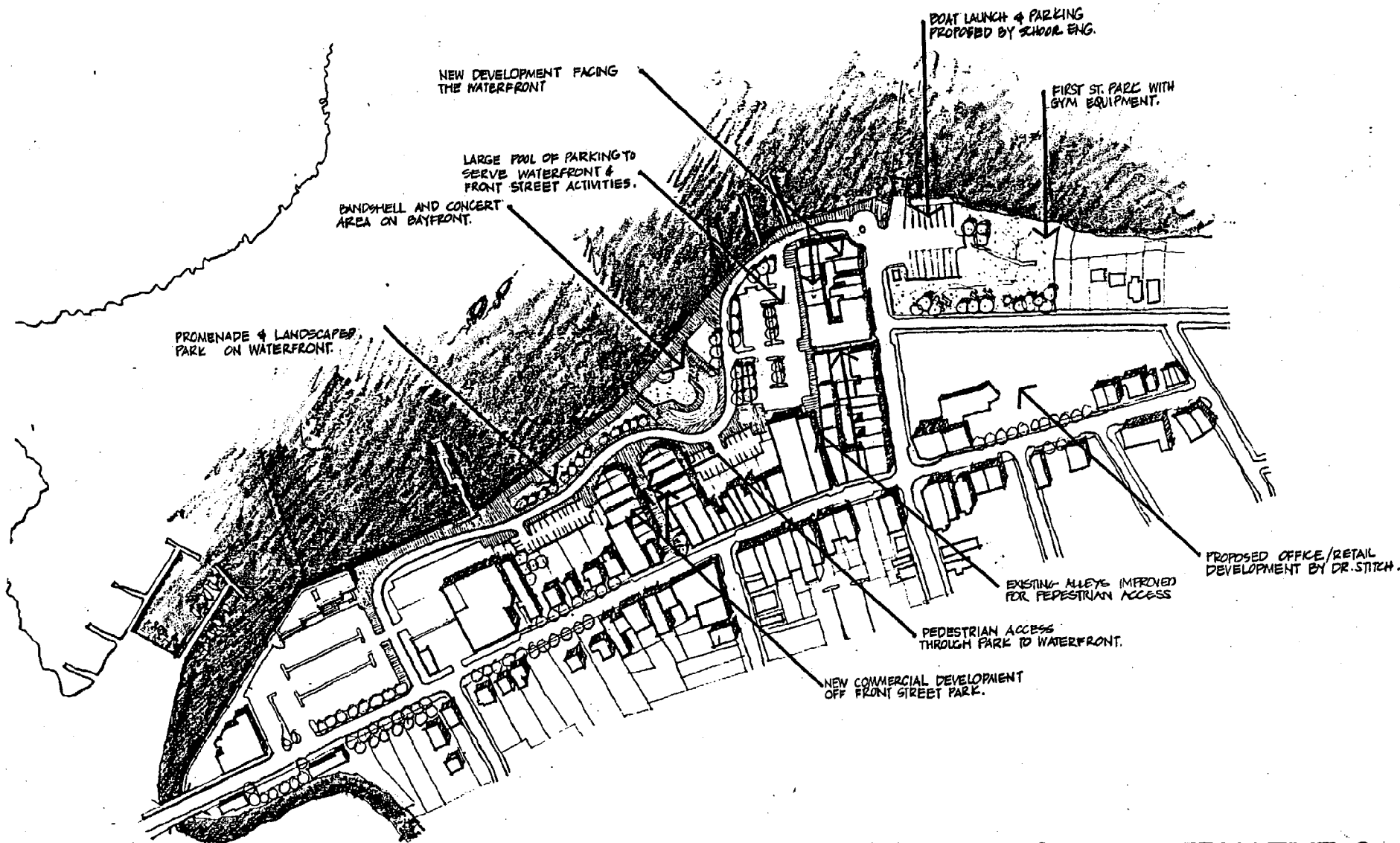


FIGURE 24

WATERFRONT ALTERNATIVE C  
ILLUSTRATIVE PLAN

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## Waterfront Plan Alternatives D and E

Each of the three preceding overall plan alternatives and each of the sub area alternatives were discussed at length with the Steering Committee. The concensus of the committee was clear: Plan C was most attractive. It created a new useable park on the waterfront, the new road was more in keeping with a desirable waterfront experience, but the direct connection to First Street shown in Alternative B was a desired change. The sub area variations which were selected were: a filled and reconstructed parking lot at Firemen's Park, a linear development parcel at Front Street Park and the diagonal parking arrangement at First Street Park.

Two new alternatives were designed based upon the committee's instructions and preferences. Alternative D placed the parking between the new American Legion Drive and the Front Street parcel. Alternative E put the parking on the waterfront side of American Legion Drive. The design concept of Alternative E was selected by the Borough as the more desirable variation. This alternative serves as the basic design for the Waterfront Element of the Borough Master Plan. The Downtown Improvements which follow constitute the basis for the preliminary downtown element of the Master Plan.

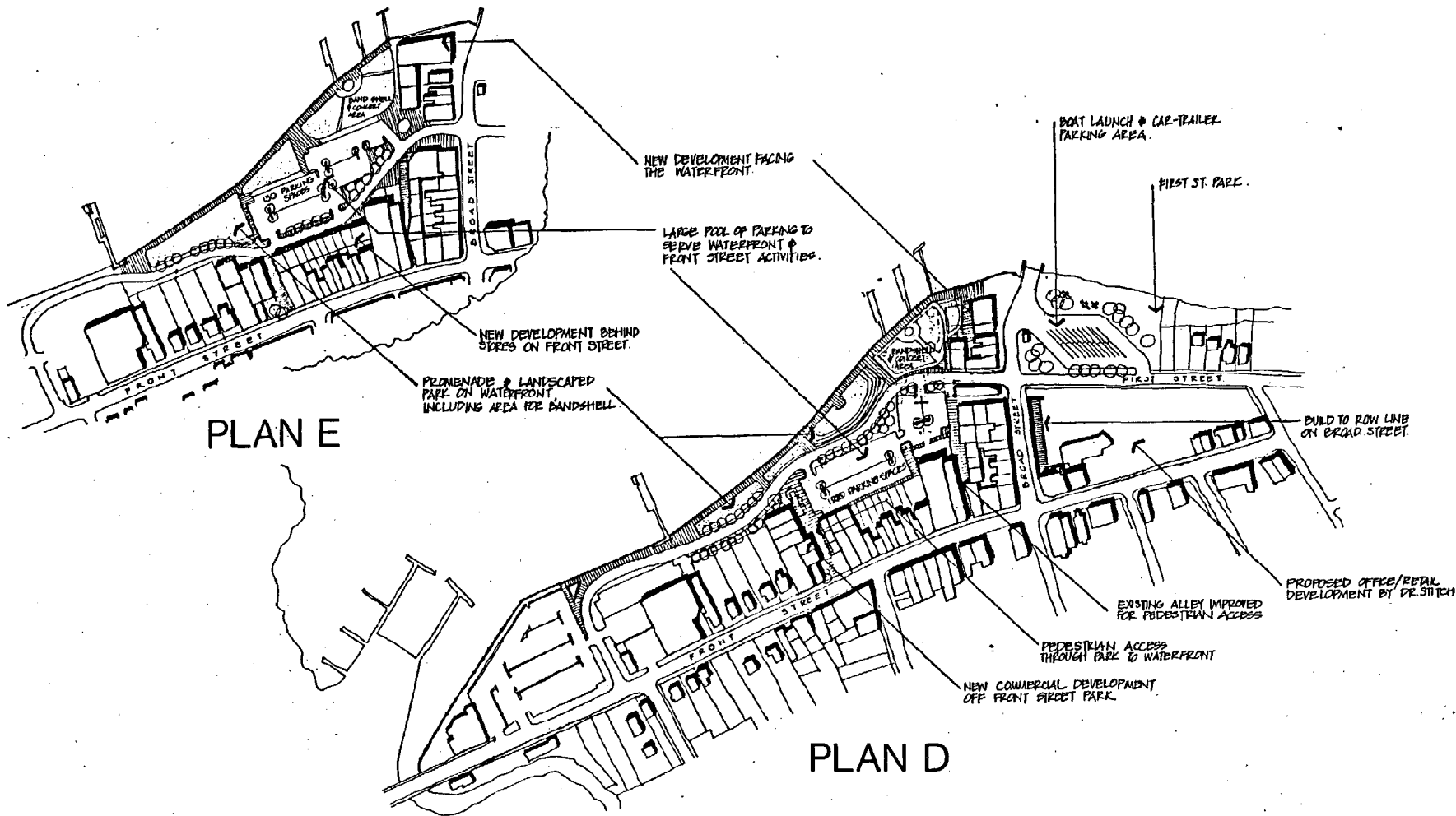


FIGURE 25

WATERFRONT ALTERNATIVES D & E  
ILLUSTRATIVE PLANS



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## Subsection B

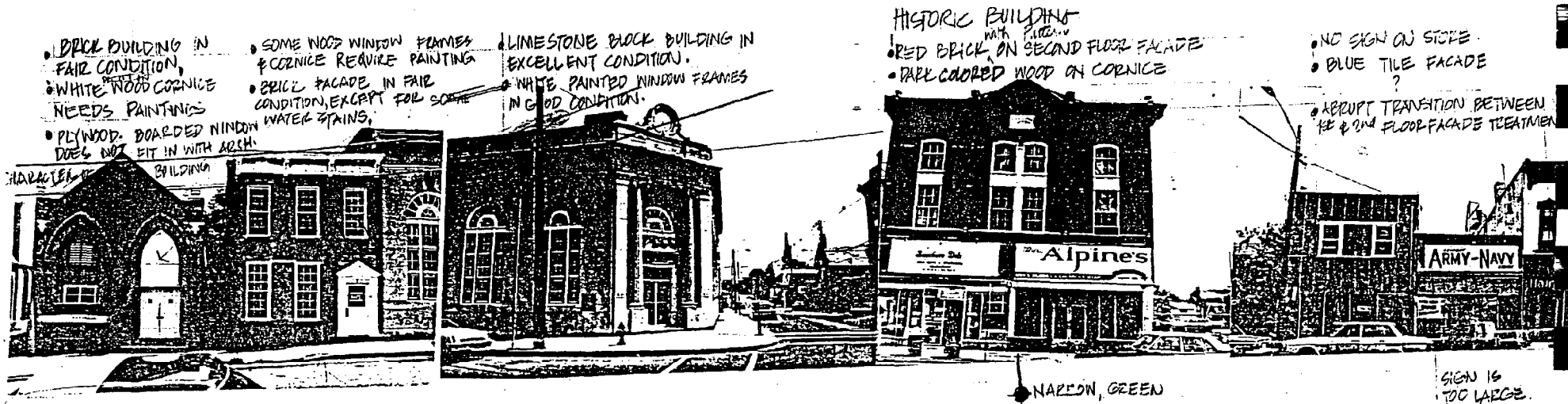
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## DOWNTOWN IMPROVEMENTS

The downtown has a high degree of independence from the waterfront alternatives. The recent waterfront improvements have yet to be exploited by downtown business interests. Hopefully, with additional improvements to the waterfront, the business district can profit by sympathetic and coordinated change.

The following illustrations evaluate the existing buildings in the central business district. Notations call attention to the lack of uniformity in sign discipline, awning use, architectural enhancement and maintenance. The buildings along Front Street are used to provide the illustration, but the remainder of commercial and even residential and institutional buildings in the study area could benefit from a similar critical evaluation.





• BRICK BUILDING IN FAIR CONDITION,  
• WHITE WOOD CORNICE NEEDS PAINTING  
• PLYWOOD BOARDED WINDOW DOES NOT FIT IN WITH ARCH.

• SOME WOOD WINDOW FRAMES & CORNICE REQUIRE PAINTING  
• BRICK FACADE IN FAIR CONDITION, EXCEPT FOR SOME WATER STAINS.

• LIMESTONE BLOCK BUILDING IN EXCELLENT CONDITION.  
• WHITE PAINTED WINDOW FRAMES IN GOOD CONDITION.

HISTORIC BUILDING  
• RED BRICK, ON SECOND FLOOR FACADE  
• DARK COLORED WOOD ON CORNICE

• NO SIGN ON STORE  
• BLUE TILE FACADE

• ABRUPT TRANSITION BETWEEN 1st & 2nd FLOOR FACADE TREATMENT

• NARROW, GREEN & WHITE STRIPED AWNING  
• LARGE, WHITE SIGNS DO NOT BLEND WITH CHARACTER OF BLDG.

• SIGN IS TOO LARGE.



• RED & GREY AWNING  
2 SIGNS - (CONFUSING)

• OBSOLETE SIGN  
NO SIGN FOR PRESENT BUSINESS

• GREY & WHITE STRIPES  
ON HALF THE BUILDING; AWNING EXTENDS OUT TOO FAR. NO SIGN ON PET SHOP

• ROLLED UP AWNING (OBSOLETE SIGN) - HANDSOME LIMESTONE BLOCK BLDG. IN GOOD CONDITION.

• GREEN & WHITE AWNING  
V. SMALL PROTRUSION (SIDING MISSING)

• RED & GREY AWNING SIGN TOO SMALL  
• GREEN & WHITE

• WHITE BK. IN GOOD CONDITION  
• DARK WOOD IN WINDOW FRAMES & CORNICE

• AWNING - WHITE CANVAS (OR METAL)  
NO SIGN ON WALL (ONLY EXTENDED SIGN)  
TRAVEL AGENCY HAS NO SIGNBOARD

• HANDSOME LIMESTONE BLOCK BLDG. WITH CLASSICAL ELEMENTS.

• WHITE VINYL SIDING  
• WHITE BRICK FACADE IN GOOD CONDITION  
WATER MARKS REQUIRE CLEANING

• GREEN (EVERGREEN COLOR) PAINT ON METAL/STUCCO/BRICK FACADE

• STONE FACADE  
SMOOTH BELOW  
ROUGH ON 2ND FLOOR

- WHITE PAINTED BRICK FACADE
- DARK COLORED WOOD CORNICE & WINDOW PEDIMENTS.
- WHITE PAINTED BRICK FACADE ON 2ND FL.
- NEEDS PAINTING ON PARAPET WALLS.
- RED BRICK ON GROUND FLOOR.
- RED BRICK BUILDING WITH WHITE STONE/WOOD WINDOW PEDIMENTS.
- CORNICE NEEDS FIXING.
- MUSTARD & WHITE STRIPED AWNING ROLLED UP.
- CREAM COLORED BRICK FACADE THAT NEEDS FIXING.



• SIGN TOO LARGE AND OVERPOWERING

- WHITE CLAPBOARD ON 2ND FL.
- RED BRICK ON GROUND FL.
- GREEN & WHITE STRIPED AWNING IN GOOD CONDITION.

- WHITE PAINTED BRICK FACADE ON 2ND FLOOR.
- RED & GREY STRIPED AWNING ON HALF THE BUILDING.

- MUSTARD & WHITE STRIPED AWNING IN GOOD CONDITION.

South Side of Front Street:  
Broad to Main

FIGURE 26

- AWNING - KHAKI & WHITE STRIPES IN GOOD CONDITION
- WHITE PAINTED BRICK FACADE IN GOOD CONDITION.

+ FACADE IN STATE OF DISREPAIR: PEEING PAINT; MISSING BRICKS

- AWNING - SOLID RED WITH 2 WHITE STRIPES
- SIGNAGE ABOVE THE AWNING IS UNREADABLE & TOO SMALL.
- CREAM COLORED BRICK FACADE

• AWNING - WHITE & GREEN STRIPES

• PROJECTING SIGN

- AWNING - WHITE WITH GREEN STRIPES

- AWNING - ROLLED-UP

- AWNING - FADED GREEN IN SHABBY CONDITION.



North Side of Front Street:  
Park to Broad

FIGURE 27

The accompanying plan illustrates the design structure which can strengthen the existing downtown identity. A distinctly different condition exists in the block between Main and Broad on Front Street. That area as the symbolic center of Keyport should be treated differently than other areas. The gateway areas to downtown should clearly identify the points of arrival/departure. The sequence of passage from fringe to center should be enhanced by a system of landscape and public improvements to the street and sidewalk area.

### DOWNTOWN IMPROVEMENTS

#### FRINGE & CORE AREAS

- ORGANIZE STREET FURNISHINGS
- SIGN ORDINANCE
- ELIMINATE OVERHEAD WIRING
- METER PARKING

#### CORE AREA

- SPECIAL PAVING & FURNISHINGS
- SPECIAL LIGHTING
- WATERFRONT ACCESS
- FACADE IMPROVEMENTS

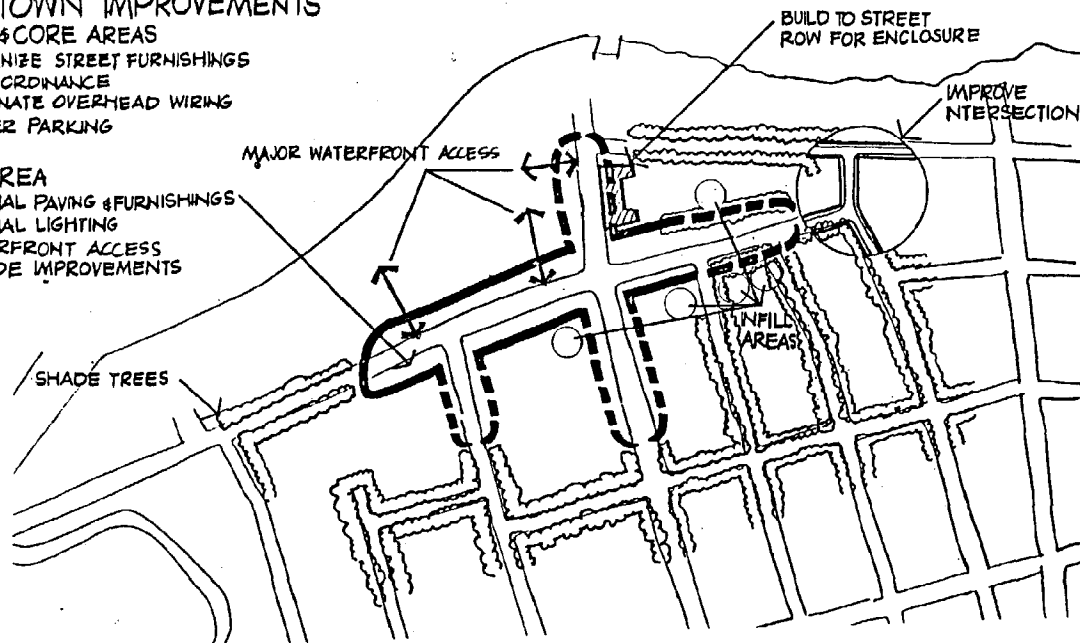


FIGURE 28 Schematic Downtown Treatment Plan

The following annotated photographs, while calling out specific improvements to various buildings, are used to illustrate possible methods of improving conditions in the downtown. The two basic approaches are: unify the buildings through common design elements--awnings and overhangs, or create a very articulated architectural condition where each building is improved with the objective of making it individually attractive within its architectural period or style.

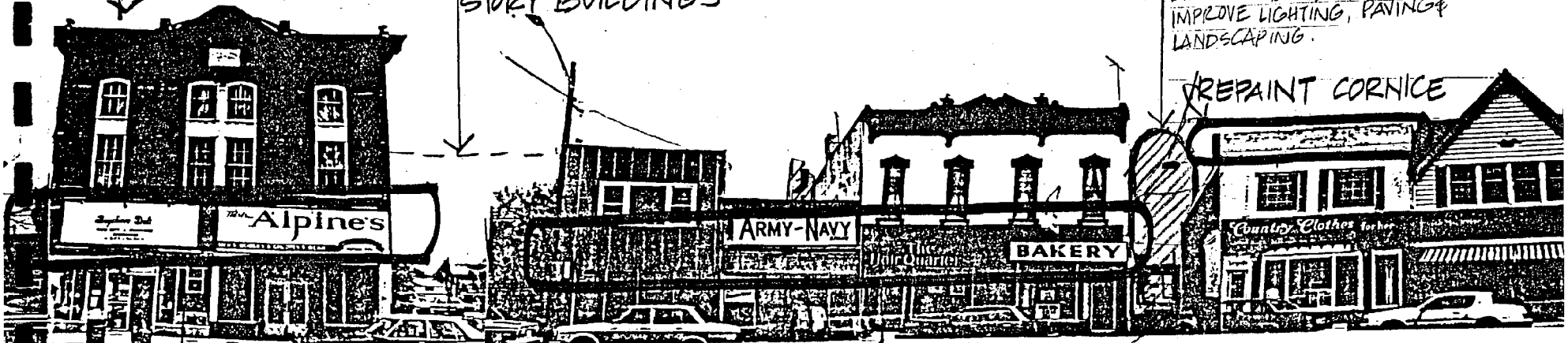
Both treatments described above would profit from public environment improvements. Some of the improvements are fully within the control of the borough while others require coordination with utilities and individual businesses. The following is a brief listing and discussion of various public environment improvement items, which may be incorporated into the downtown component of this plan.

- INSTALL AWNINGS TO UNIFY FACADE
- HIGHLIGHT DETAIL ON WOODWORK.
- IMPROVE SIGNAGE

INFILL WITH 2 OR 3 STORY BUILDINGS

ENHANCE PEDESTRIAN ACCESS TO PARKING LOT.  
IMPROVE LIGHTING, PAVING & LANDSCAPING.

REPAINT CORNICE



- INSTALL AWNINGS TO UNIFY FACADE
- REDUCE SIZE OF 'ARMY & NAVY STORE' SIGN

HISTORY BUILDING

HISTORY BLDG

FIGURE 29

Typical Recommended Facade Improvements

- o Overhead Wires - Electric, telephone and other miscellaneous wires use aerial installations because of the low cost for installation and maintenance. The visual impact is unpleasant. In the study area we recommend the elimination of aerial wire installation. This may need a concerted effort on the part of the Borough to accomplish, but the result would be a reduction of the visual chaos in downtown.
  
- o Lighting - The present lighting fixtures in downtown are standard "cobra head" street lights. These do an adequate job of lighting the area, but are a nondescript solution and, if they are attached to the power poles, may be subject to removal. New fixtures are proposed for downtown and the waterfront. The fixtures should emphasize the pedestrian environment, be lower and more frequent in location. New fixtures can be installed to enhance almost any architectural style. Public Works personnel will probably want to have a voice in fixture selection to insure maintainability and cost effectiveness.
  
- o Signs - Many municipalities have legislated sign ordinances. Keyport may profit from sign controls for the central business district. The ordinance could govern, among other things, the maximum area for signs, restrictions on projecting signs, maximum height of signs and design controls. Without regard to the neighboring buildings and businesses, improvements and signage of individual buildings can detract from the overall image of the downtown.

Based on the present disarray of signs in downtown, we recommend the drafting and adoption of a sign ordinance which, while allowing adequate freedom of expression, imposes an overall discipline on signage.



FIGURE 30 Recommended Area of Overhead Wire Removal

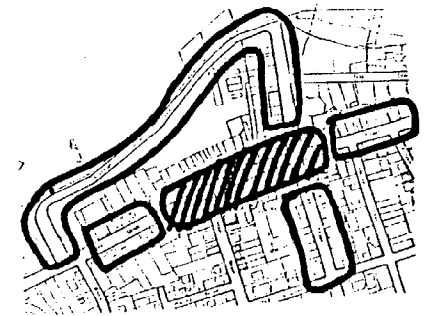


FIGURE 31 Recommended Area of Special Lighting Fixtures and Placement



FIGURE 32 Recommended District for Sign Controls

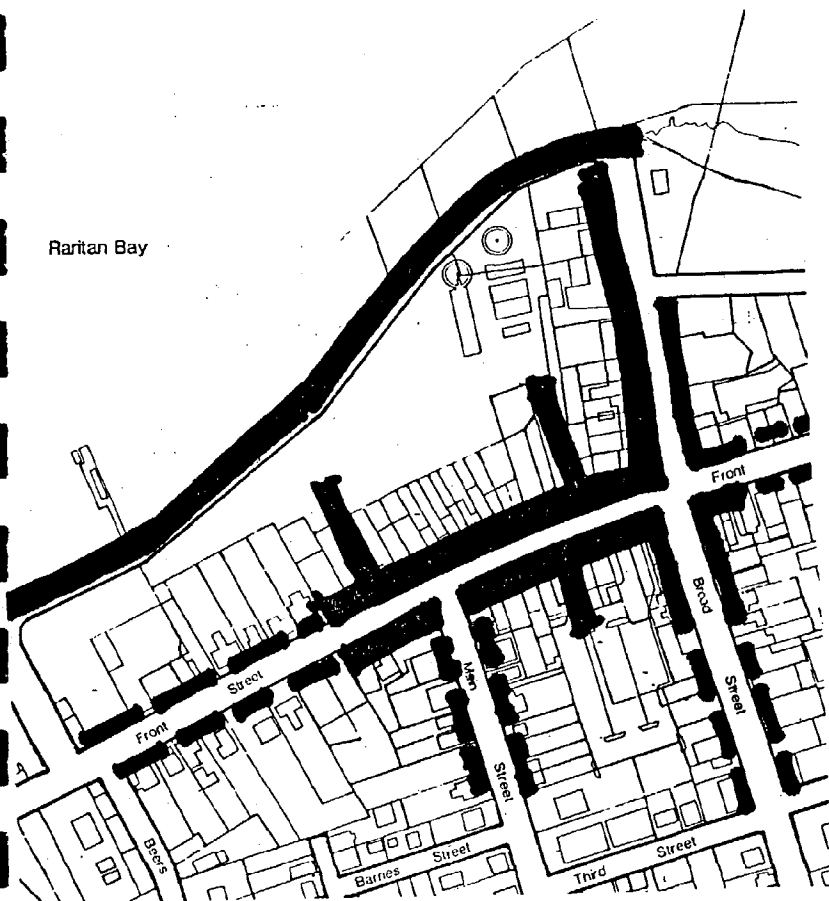


FIGURE 33 Recommended Areas of Special Sidewalk and Street Treatments, and Public Amenities

- o Sidewalks and Parking - The traditional relationship of store to street includes a hierarchy of access and movement. The center of the street allows through movement of vehicles, the sides of the street permit the loading and parking of vehicles, and the sidewalk is the exclusive domain of the pedestrian. Often the sidewalks are shaded and covered with awnings or porches to protect pedestrians and any merchandise in front of stores. Many towns have attempted to initiate shopping malls by closing streets in shopping districts to enhance the pedestrian experience. This entirely removes the through traffic of vehicles but can, at the same time, remove an element of vitality and activity as well the exposure of businesses in the area to passing motorists. Keyport has closed Front Street on occasion to create a mall between Main and Broad for special sales. This practice seems to be successful and no change is recommended in this regard. The Borough can improve the quality of material and furnishings in downtown to signal the Borough's dedication to enhancing the downtown area.

The downtown sidewalks need repair and lack any special character. Higher cost paving material has been used where the overall quality of an area is of concern. At one point, Keyport had boardwalk sidewalks. The boardwalk was a high maintenance item and was replaced with more durable materials, probably stone or brick. Over time, the sidewalks have been uniformly paved with concrete, a durable material of relatively low cost. If the Borough wishes to enhance the business district, it should consider repaving the sidewalks with brick, stone, unit pavers or even with a more articulated concrete treatment. This action could enhance the individual architectural strengths of the buildings and create a distinctly different but unifying atmosphere in the downtown.

The present parking policy allows free on-street parking through most of the downtown. A two hour limit is posted for these spaces. If unenforced, this parking policy can lead to long term parking on Front Street where the space is at a premium.

The off-street public parking lots are an excellent solution to increasing the parking inventory for downtown. It takes the burden and responsibility for providing off-street parking away from the individual merchants, preserves the street frontage for stores and creates a clear organization of parking for shoppers. This practice of providing public lots should be maintained.

- o Plant Materials - The downtown and the waterfront are essentially bare of public landscaping. There are barrels with flowers along Front Street and there are shrubs in Front Street Park in the business district and some trees in the First Street Park as noted in the inventory report. There are very few street trees in the study area. The introduction of landscape materials should be complementary to the buildings, uses and the conditions which will be encountered. The downtown shopping area may benefit from some additional landscape materials but the strength of the buildings and the unique demands for visibility by business may suggest that street trees should not be used. Residential areas, on the other hand, benefit from the shade and privacy that street trees provide.

#### Waterfront Connection Opportunities

There are three categories of connection between the downtown and the waterfront:

- o Street connections
- o Pedestrian/sidewalk connections

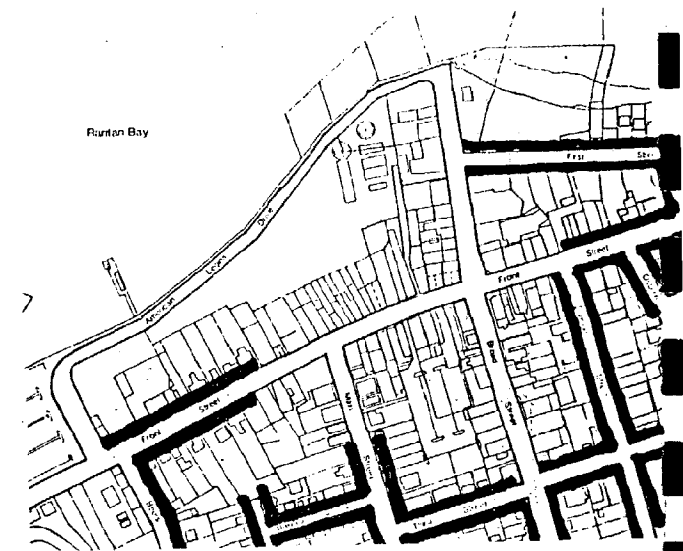


FIGURE 34 Recommended Areas of Shade Tree Planting



FIGURE 35 Vehicular Access Opportunities between Downtown and The Waterfront

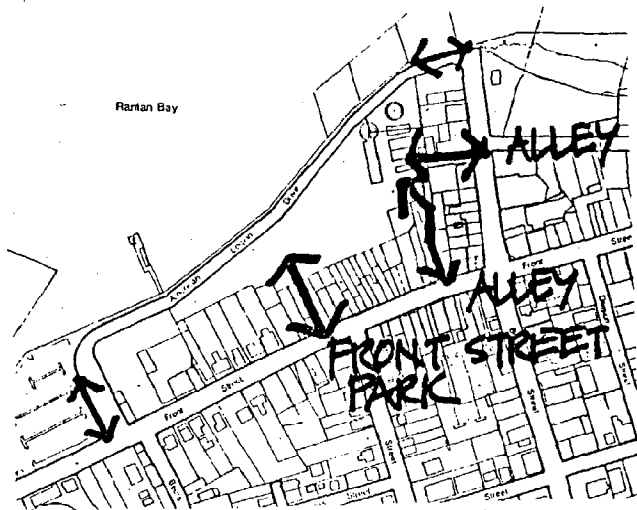


FIGURE 36 Pedestrian Access Opportunities

o Building internal connections and views

There are now two points of entry for vehicles from the downtown to the waterfront: at either end of American Legion Drive on Front Street, and at the end of Broad Street. Two additional opportunities for future connections exist at Front Street park and at the alley opposite First Street on Broad. The Front Street location would be very steep for a road and primarily for that reason is not considered further. The alley from Broad Street is very narrow and is offset from First Street. That access point is therefore not considered adequate for vehicular traffic.

Pedestrian connections include the Front Street Park and the alley on Broad Street noted above, as well as the alley on Front Street at the east end which runs behind the properties facing Broad. Each of these locations offers useful pedestrian access routes which are shown in the waterfront alternative illustrative plans and will be explored in the final plan. When the sewage treatment plant and Public Works garage are removed, the two alleys will become more important. All three of the access routes should be given special design attention to make them appear attractive and safe for shoppers to use.

Access to the waterfront through individual buildings on Front Street should be encouraged. The buildings may, however, require substantial modification to fully accommodate such a condition. There are few buildings or businesses which could be expected to easily take advantage of through access at this time. During the preparation of the selected alternative, we will identify specific buildings which offer the most opportunity for waterfront access and properties which may be locations for new construction on the waterfront



side. Our preliminary evaluation indicates that the buildings west of Bay Drive do not seem to be as promising for waterfront side improvements as the buildings to the east. Many of the buildings to the west are built in columns facing the waterfront.

New development may be the most promising method of exploiting the commercial potential of the waterfront. The incentive to open up windows to the water will be increased when the sewage treatment plant is demolished.

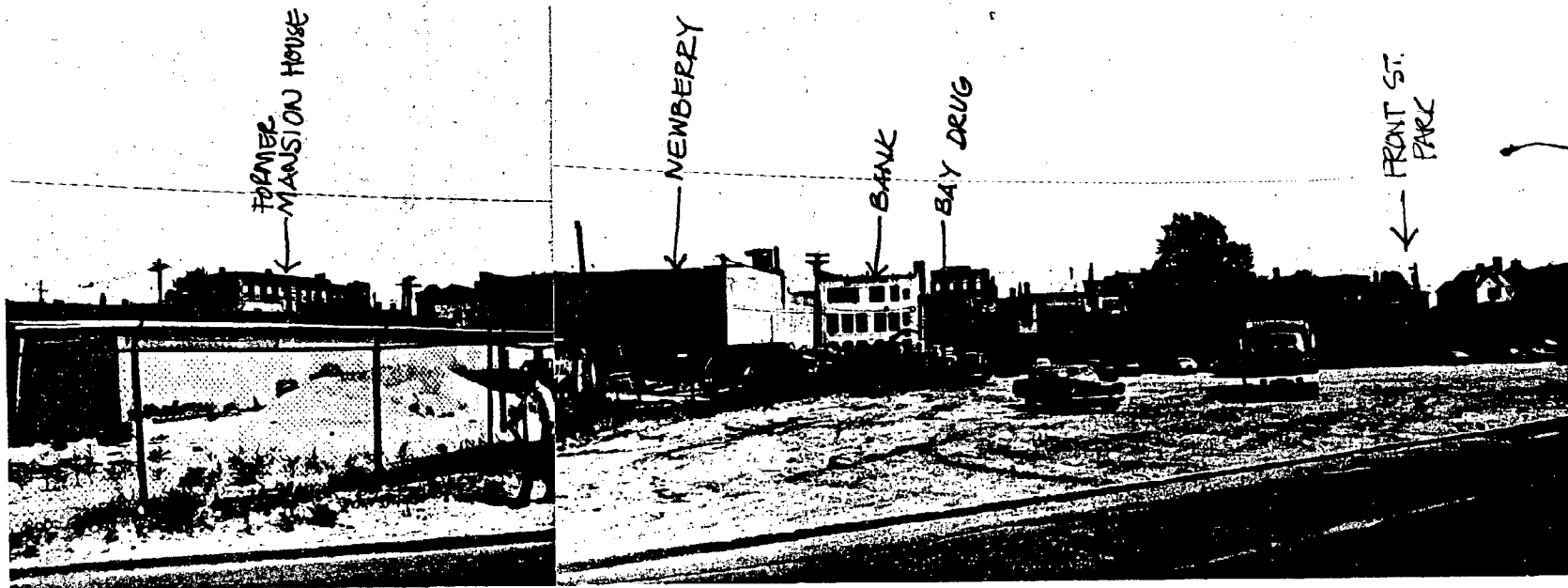


FIGURE 37 North Sides of Buildings Facing Front Street as Seen from The Waterfront

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## SECTION TWO

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## MASTER PLAN - WATERFRONT ELEMENT

The boundary of the waterfront area is shown in Figure 38. It includes all of the area bounded by the Luppatatong Creek, Front Street, the northern limit of property on Front Street, and First Street to the eastern edge of First Streek Park to Keyport Harbor. This area includes the entire bay frontage which lies adjacent to the downtown area. This is the single most prominent open space in Keyport and as planned will become an even more important asset to the citizens of the Borough.

The Master Plan projects many changes in the waterfront area. The foremost change is the realignment of American Legion Drive to create a parkland area adjacent to the waterfront bulkhead. It will also increase the development potential of vacant lots fronting on the waterfront area in the rear of properties on Front Street and Broad Street. In conjunction with the realignment are several component improvements in this area, they are:

- o Widening and improving the bulkhead promenade to become the "Harbor Promenade".
- o Reconstructing the portions of Fireman's Park parking lot to prevent periodic tidal flooding.
- o Creation of public parking areas which support both the waterfront and downtown.
- o Creation of "Harbor Park" with a bandstand assembly area.
- o Creation of a waterfront multi-purpose plaza at the foot of Broad Street.

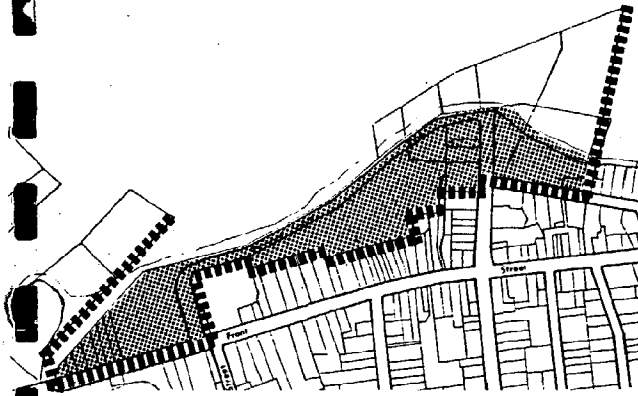


FIGURE 38 Waterfront Area Boundary

- 
- o A boat launch area and picnic area at the First Street Park.
  - o Pervasive landscape improvements and pedestrian walkways along the entire waterfront.

The objective of these improvements is twofold:

1. Create a useful, attractive open space where the residents of Keyport and their neighbors can enjoy a variety of recreational activities.
2. Enhance the downtown by attracting visitors to the area, improving the image of Keyport and creating increased commercial potential for the properties fronting on the waterfront area.

The purpose of constructing the waterfront plan, a plan which looks to the full utilization of the waterfront area, is to permit interior decisions and improvements which will strategically build on the present conditions to achieve the plan.

### Present Conditions

The present conditions in the waterfront area are shown in Figure 39. The area south of American Legion Drive between Broad Street and Fireman's Park is undeveloped. The old sewage treatment plant and public works facilities are an eyesore and are to be demolished when a new Public Works building is constructed. The remainder of the area is used for parking and to a limited extent, as a loading area for stores on Front Street. American Legion Drive roughly follows the alignment of the waterfront bulkhead leaving only a narrow strip of paving as a waterfront walkway. The public fishing pier located at the western end of the waterfront has a stairway and ramp to cross over the bulkhead. That construction creates an obstruction in the walkway as will other piers as they are constructed along the walkway.

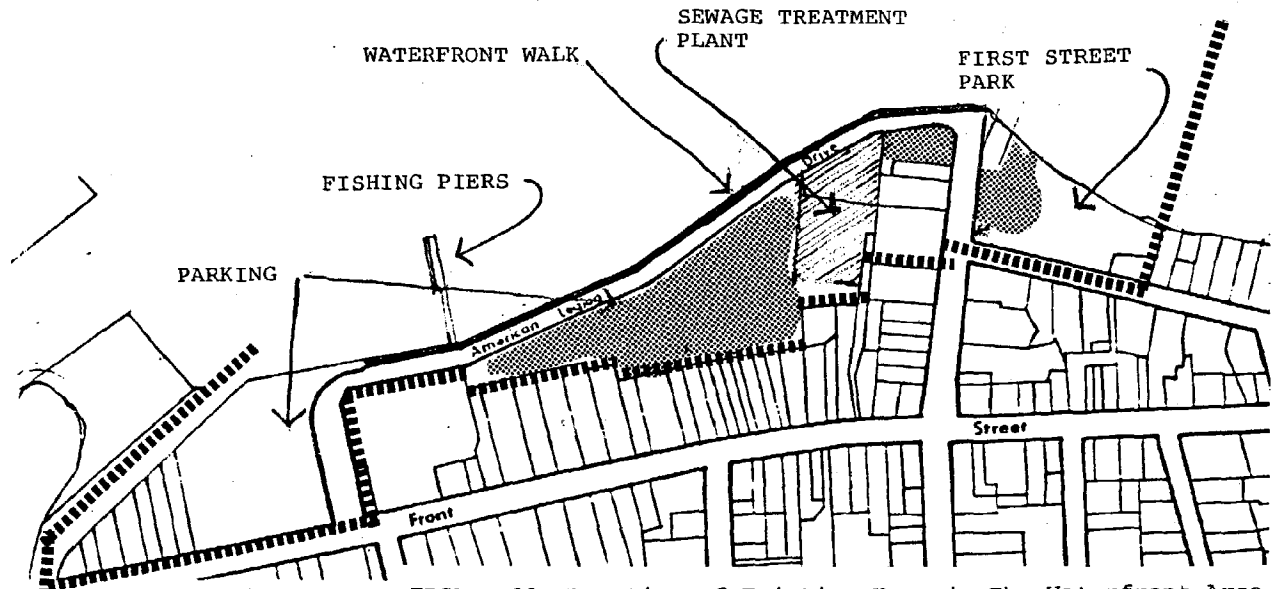


FIGURE 39 Location of Existing Uses in The Waterfront Area

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There is no commercial activity in the waterfront area with the exception of the Bait and Tackle shop at Broad Street and the Cottage Inn at the Luppataong Creek. The lack of commercial activity along the waterfront contributes to the sense of desolation.

The buildings on Broad Street north of the First Street intersection are not waterfront oriented commercial developments although there are some commercial uses in that area. The zoning of the waterfront area is GC (General Commercial) from Broad Street west and RC (Residential Zone C) to the east of Broad Street. The Borough has no parkland zoning designation.

#### Land Use Plan

Recommended land use changes focus on the need to better define the parkland and limit the extent of potential commercial development. Parking as a land use is planned to be introduced as a buffering element between the parkland and the traffic on American Legion Drive. At the same time, the parking area is given a highly visible location close to the present locations of pedestrian access between the downtown and the waterfront.

Some new commercial development in the waterfront area is planned to occur north of the new American Legion Drive intersection with Broad Street. The commercial frontage on Broad Street

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is planned to be extended to the north by the creation of a large parcel of Borough owned land on the waterfront to the west of the planned plaza at the foot of Broad Street. New expanded commercial development on private parcels is planned to occur facing the parkland behind the parcels on Broad Street. This element of the Master Plan recommends that Borough land behind the lots on Broad Street be sold or leased as the market develops.

The waterfront element has parkland as its major land use. This parkland includes three major features:

- 1) A waterfront walkway ("Harbor Promenade") which has several walkway connections to the downtown area, sitting areas and plaza at the foot of the Front Street Park walkway where a statue, fountain or other special feature may be placed at a future time.
- 2) A landscaped area for public recreation and assembly. A bandstand is suggested adjacent to the walkway to create a focus for the open park area and accommodate various public activities, including passive recreation and "flea markets" but especially the summer music program.
- 3) The boat ramp launch area at the eastern end of the waterfront which is already being implemented. The waterfront plan suggests a change from the present plan by expanding the provision for trailer parking, allowing easier circulation of trailer traffic and by creating a picnic area. The picnic area is suggested to include landscaping picnic benches and playground equipment and be located on the bay side of the park.

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The following public improvements are proposed for the waterfront area:

Streets

The Master Plan projects replacement of better than half of American Legion Drive in a new alignment. The street presently needs to be reconstructed due to the problems of settling and heaving along most of the waterfront area. In conjunction with that need for reconstruction is the need to increase the utilization of open space on the waterfront. These facts are taken into account in the Master Plan. The street is planned to be reconstructed in a new alignment which preserves approximately the western 500 feet of the present alignment. The remainder is planned to become a gently curving road which intersects First Street slightly south of the present intersection of Frist and Broad where a right angle intersection can be accomplished with Broad Street. This intersection incorporates as part of the right-of-way west of Broad Street, the existing utility easement and also minimizes the demolition of existing buildings required to create the intersection. The new alignment will require acquisition of a narrow tapered parcel from the block to the south of First Street at Broad. This acquisition should be expedited.

These changes will not alter the basic vehicular circulation pattern in the Borough. It will make through traffic on American Legion Drive easier, but hopefully at a slower speed. Parking is planned to occur on both sides of the new American Legion Drive at various locations as shown in the Master Plan Waterfront Element Illustrative Plan (Figure 40).

The other street change proposed by the waterfront element involves Broad Street north from

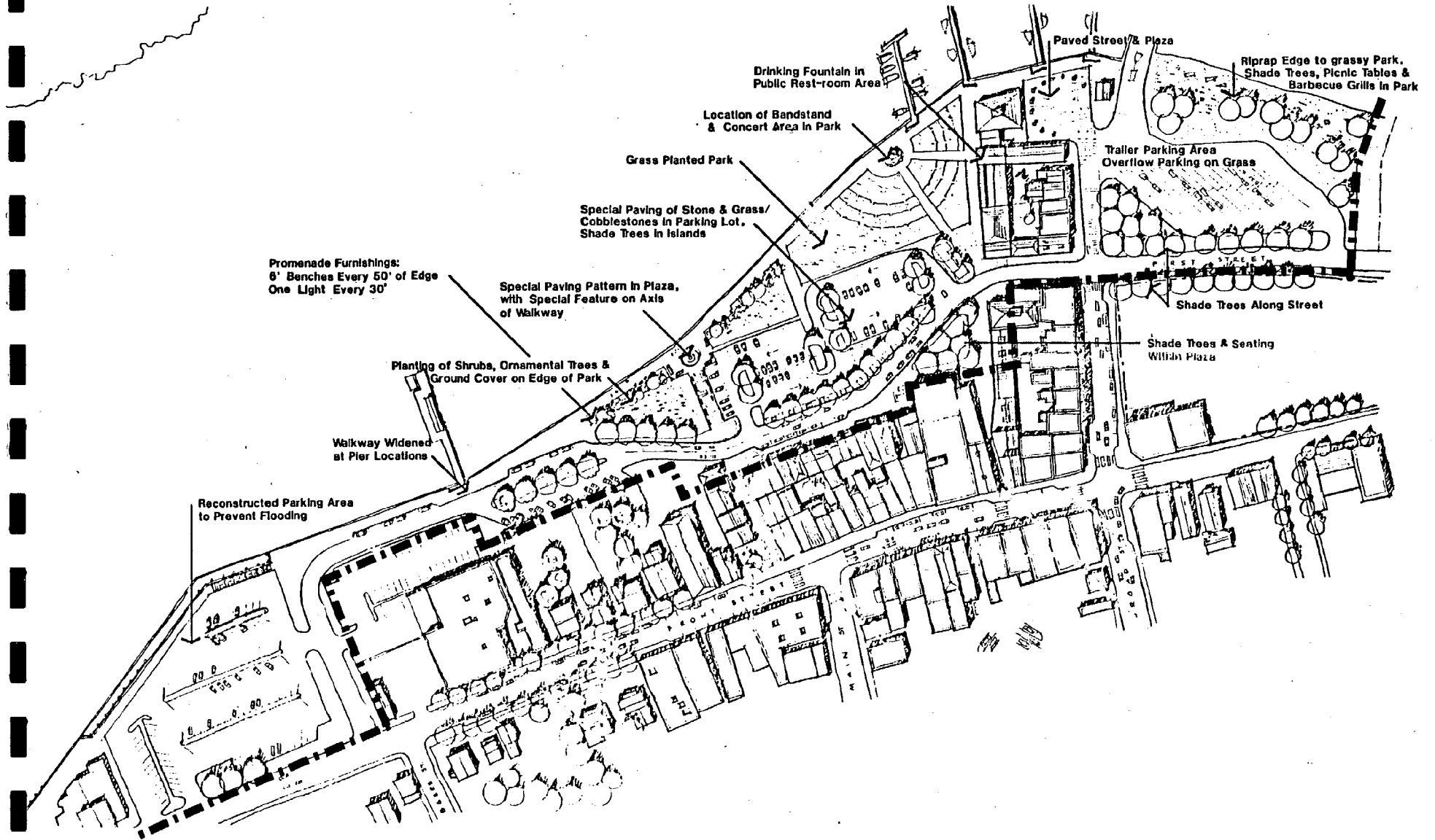


FIGURE 40

WATERFRONT AREA ILLUSTRATIVE PLAN



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First Street. This section of Broad Street, following the reconstruction of American Legion Drive, will become a cul-de-sac. The end of the street may be treated as a large pedestrian plaza with special paving materials while still allowing vehicular turnaround. No other street changes are planned for the waterfront area.

### Parking

The Waterfront Element proposes to reorganize the parking area to best serve both the downtown shoppers as well as waterfront park users. The planned realignment of American Legion Drive will displace the present parking area. The existing unpaved parking areas lie south of the present drive and are not landscaped or substantially paved. On-street parking on American Legion Drive is now limited to the northern side of the road from the sewage treatment plant to the post office. Parking also occurs in First Street Park adjacent to the foot of Broad Street. A small parking lot lies north of the Steamboat Museum. All the off-street parking will be relocated according to the Master Plan.

A large landscaped paved parking lot is planned in the central portion of the waterfront area. The parking will occur between the waterfront park and the new alignment of American Legion Drive. This parking lot is intended to provide parking for 100 to 150 cars. An additional, smaller parking lot is planned south of American Legion Drive near the fishing pier. That parking lot, to be heavily screened by landscape materials from the properties to the south, will accommodate 15 to 25 cars. It will be separated from American Legion Drive by a planted median strip. There will be several on-street parking areas along the length of American Legion Drive to augment the parking lot capacity.

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Parking at the boat launch area in First Street Park will accommodate approximately 30 cars and trailers in the paved area and an additional 20 to 30 in the grass areas adjacent to the paved surfaces to the north and east. This parking lot may also be used for automobile parking dependent on the need for trailer parking. During daylight hours in summer months, the parking lot would probably be primarily dedicated to boat trailers but in the evenings and in the winter, the lot could accommodate 80 to 100 cars.

The plaza planned at the foot of Broad Street may be used as a parking area if demand is excessive. At other times, the plaza should be dedicated to pedestrian uses. This issue will be better assessed at the time of full development of new commercial uses in the waterfront area.

#### Pedestrian Circulation

A continuous pedestrian walkway along the waterfront is planned for the waterfront area. The walkway is intended to provide a generous area for walking, bike riding, sitting, fishing and similar activities. The waterfront walkway will be directly accessible from the foot of Broad Street at the plaza at Fireman's Park and from downtown via two walkways to Front Street. The western end of the walkway will follow American Legion Drive to Front Street along Fireman's Park.

"Harbor Promenade", the waterfront walkway, is the primary pedestrian walk. Secondary walkways will intersect it at various points. Detailed design locating the extent and placement of walkways will be part of a park plan which needs to be undertaken following the detailed redesign and engineering of American Legion Drive. The illustrative plan shows a suggestion for the system of walkways.

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A feature element is suggested at the intersection of the secondary walkway from Front Street Park with the waterfront walkway. This area, as a centrally located point, may be reserved for an historic or culturally significant setpiece. That feature need not be included in the near future but an allowance for the detailed design for the park should accommodate such later additions.

The waterfront terminus of the walkway at Broad Street is planned to occur in a large public plaza. As noted in the preceding text, the plaza will permit automobiles to enter, stop to discharge and pick up passengers, and turn around. The plaza treatment is suggested to extend at least as far south as the entry to the boat ramp area and preferably as far as First Street. In the area of the plaza, sidewalks should be widened on Broad Street and curbing should be eliminated at the open plaza area. Bollards are suggested to prevent vehicles from entering the walkway.

Secondary walkways in the waterfront area are planned to provide new access to the rear of lots which now front on Broad Street and Front Street.

The sidewalk/plaza area south of American Legion Drive is expected to become a landscaped plaza with connections to the Front Street business district at Front Street Park and to the alley to the west of Broad Street leading to Front Street. This paved area will create an attractive area for new commercial development.

#### Public Facilities

The largest public facility planned for the waterfront area is the linear waterfront park. The second largest public facility will be the First Street Park boat ramp. As part of the park, a

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band stand or pavilion is suggested. Along the walkway, seating areas are planned to occur at frequent intervals to allow enjoyment of the water view and for general relaxation.

Ideally, public restrooms could be included in a building on the development parcel north of the Steamboat Museum. By incorporating the restrooms in such a building, the necessity to heat the building in cold months could be reduced and the overall cost would probably be reduced. Vandalism of a freestanding facility would probably be greater than if incorporated in another building with an active use. Public restrooms, if constructed separately, should be located at the western end of the waterfront park near the band pavilion if not as part of the pavilion structure.

The Waterfront Element Illustrative Plan shows the present bait and tackle shop relocated to the foot of Broad Street between the new ramp and the plaza. This location is suggested to create a better parking condition and to place the building at a control point for the ramp. Public restrooms could be located in this building as an alternate location.

An increase in demand for dock space is expected to occur as the boat ramp is completed and as the waterfront park is constructed. The construction of new docks is planned to occur in the area of Borough owned riparian grants at the foot of Broad Street. The present boat docks and piers east of the fishing pier should be removed and relocated when American Legion Drive is reconstructed.

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Public Improvement Program

The existing program of planned improvement in the waterfront area needs to be addressed in a logical sequence in order to be cost effective and to properly prioritize the changes. Figure 41 shows the approximate extent of the various improvement parcels listed below.

- A - American Legion Drive reconstruction
- B - Broad Street reconstruction
- C1, C2, C3, C4 and C5 - Pedestrian walkways
- D1, D2 and D3 - New development parcels
- P1, P3 and P4 - Park areas
- P2, P5 and P6 - Recreation and public facilities

The most important feature is the American Legion Drive reconstructed in a new alignment. To accomplish this, several actions must be taken.

1. Acquire Lot 53, Block 21.01.
2. Acquire the necessary portions of Lots 1, 28 and 27 in Block 80 for realignment of First Street.
3. Concurrent with acquisition of property the new road should be engineered.
4. Relocate Public Works activities.
5. Demolish Public Works buildings and sewage treatment plant.
6. Reconstruct the drive.

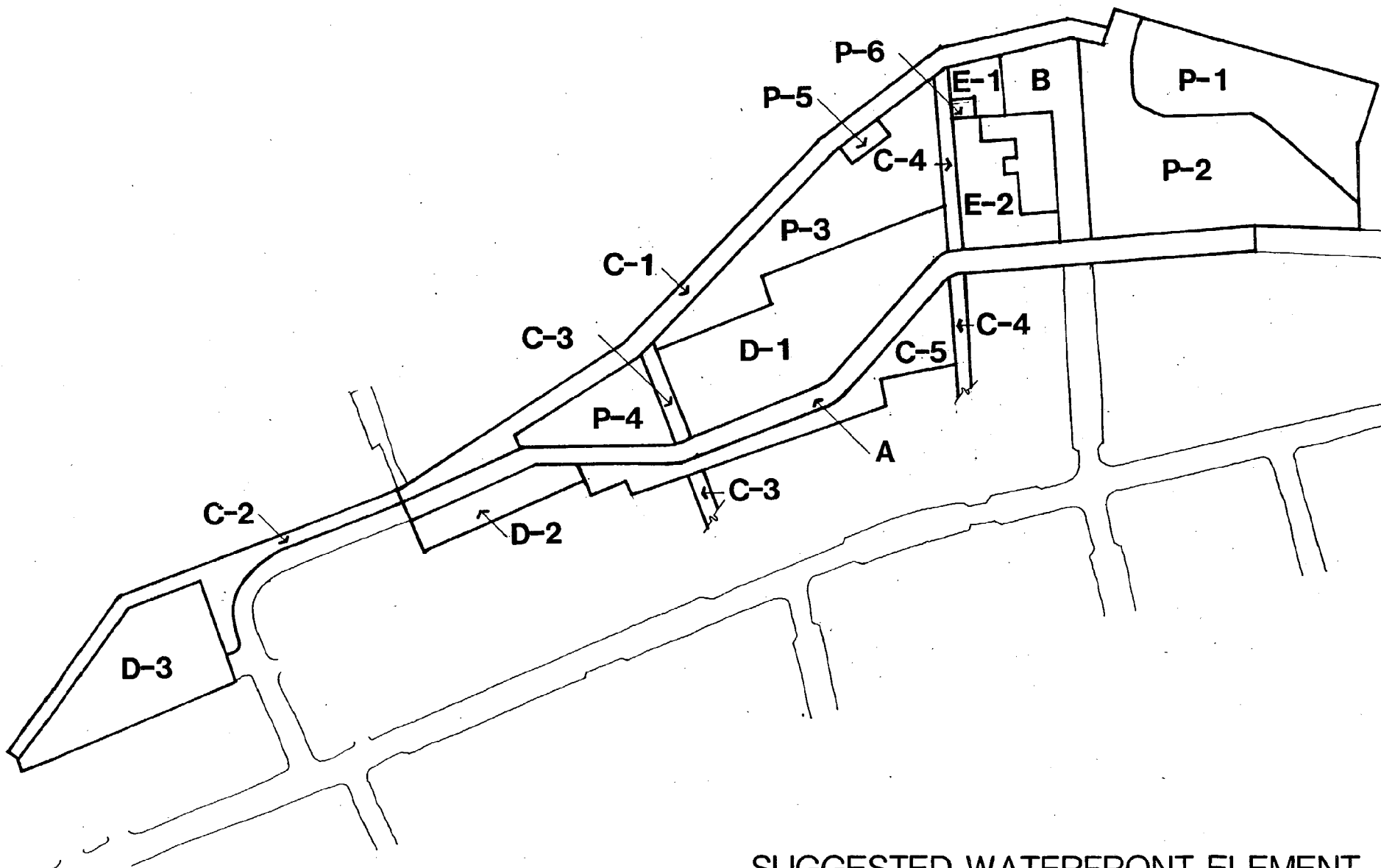


FIGURE 41

SUGGESTED WATERFRONT ELEMENT  
IMPROVEMENT PARCELS

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Following the reconstruction of American Legion Drive, the remainder of the plan may be implemented. The following improvements are the next most important stages:

D1 - The public parking lot of 100-150 cars on American Legion Drive shall be constructed to replace the parking displaced by the new street. Initial construction may employ gravel paving, to be upgraded later.

C1 - The Keyport Harbor Promenade should be constructed to include at a minimum new paving and seating areas. At a later time, lighting, water fountains and additional furnishings may be provided. At this time relocation of any boat piers to the area north of Broad Street should be accomplished.

B - Reconstruct the foot of Broad Street as a pedestrian plaza.

The above improvements will constitute the greatest expense in implementing the Waterfront Element Master Plan and should take the highest priority. Some economy may be achieved, however, by limiting the amount of improvements to the most fundamental elements. Later, the improvements may be expanded or upgraded.

As complementary improvements to the waterfront walkway, the following areas should be landscaped:

P3 - Harbor Park, a large relatively level open area to be used for concerts and other public assembly and parkland.

P4 - A smaller landscaped park with extensive plantings to create a special landscape feature area which complements the walkway and street views.

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C3 and C4 - These pedestrian connections to the Front Street downtown area should be constructed in a sequence which complements the downtown improvements.

As the use of the waterfront area increases, commercial development is anticipated to develop in Parcel E1, E2 and south of American Legion Drive. The following improvements are planned to be constructed as the demand arises:

C5 - A shopping plaza on American Legion Drive between the walkways at C3 and C4.

P6 - Public restrooms are planned to be introduced when the demand arises, preferably as part of a commercial development in Parcel E1.

D2 - Additional off-street parking spaces may be constructed as the D1 parking lot achieves a consistent high utilization.

Independent improvement parcels are listed below. These improvements are not directly tied to the sequence of improvements described above.

P2 - Construction of the First Street Municipal Boat Ramp is already imminent. Redesign of the parking area needs to be undertaken immediately. Relocation of the Bait and Tackle Shop may be analyzed as a separate longer term change. New landscaping of the perimeter would be appropriate along First Street.

P1 - The waterfront beach/picnic area may be improved after the boat launch and parking improvements are completed. Beach and swimming activities are desired by some residents at this location. Analysis needs to be made to consider the suitability of this park as a beach and to determine the improvements necessary to create a



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stable beach. The alternative to a beach oriented park as proposed in this report is to emphasize picnic activities which would create complementary activity to a predominantly passive waterfront recreation park.

P5 - A band shell, pavilion or gazebo is planned for the waterfront park. Reuse of the old sewage plant effluent tanks as a band shell has been proposed. A detailed park plan should investigate this possibility although the resulting cost of reuse may argue in favor of new construction which is fully tailored to meet the Borough's needs.

D3 - Firemen's Park parking lot reconstruction may be addressed as a separate issue. Perhaps as the sewage treatment facility is demolished the debris may be used here as fill to raise the parking lot. Part of this project will be the reconstruction or new construction of the bulkhead. The reconstruction of the bulkhead will involve C2 and will complete the Harbor Promenade.

Additional improvements should be made to the parks and walks as Borough resources permit.

#### New Development

Two development parcels are shown on the staging drawing (Figure 41). E1 is Borough owned land which is planned to be sold or leased to a developer. E2 is privately owned property which is expected to be developed as a market for commercial activity expands in the waterfront area.

The Mayor and Council of the Borough may entertain proposals from private parties to develop the Borough owned parcel at the foot of Broad Street through lease or sale of the land. The Master Plan has identified this parcel as the appropriate location for public restrooms for the

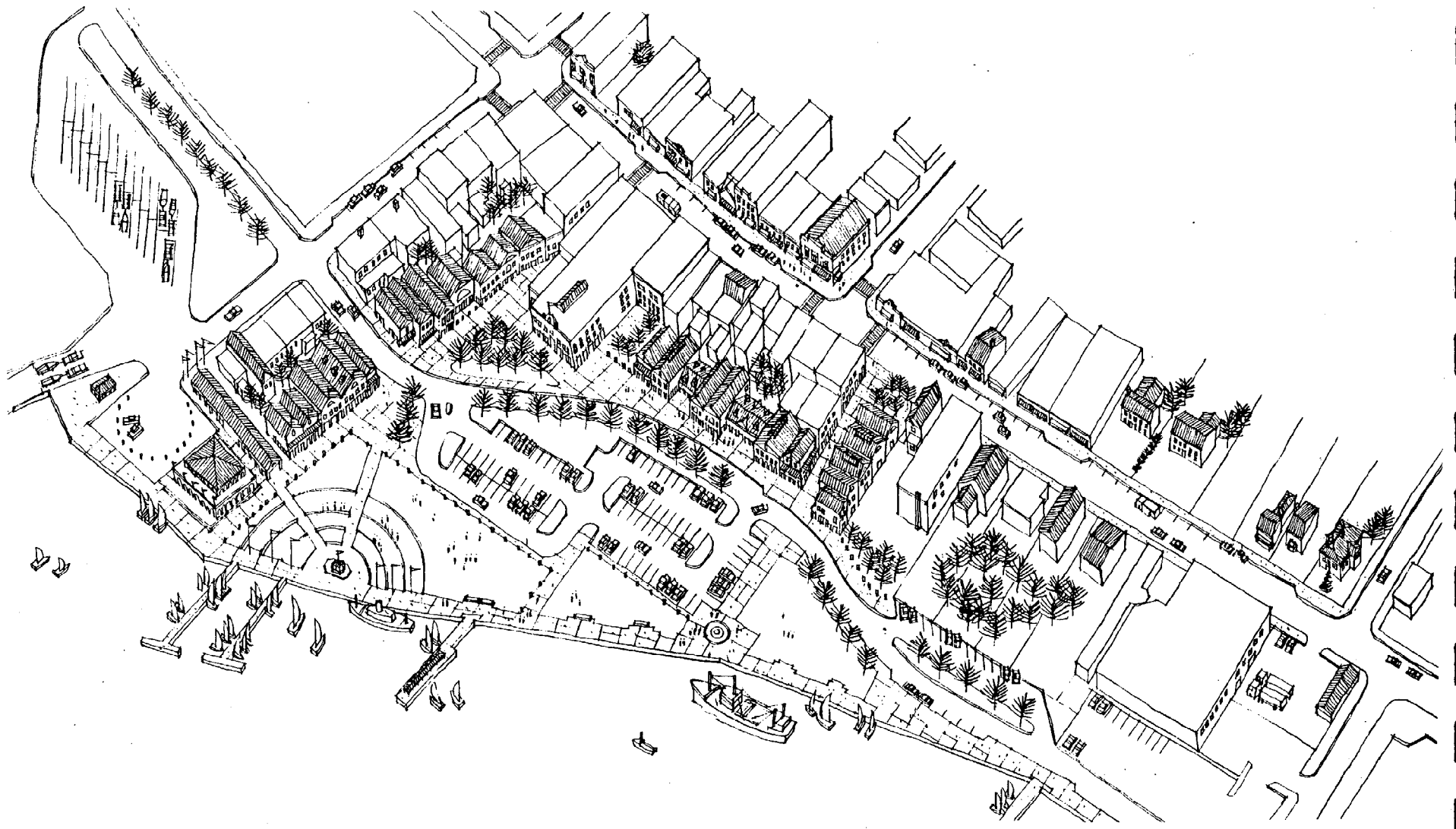
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waterfront park. As a condition for the right to lease, purchase or develop this parcel, the developer shall be required to provide and maintain such facilities. The facilities must be publicly accessible during designated hours as the Mayor and Council deem appropriate.

The private new development is planned to be exclusively commercial uses. No off-street parking is required nor desired for development in development area E1 and E2.

Detailed plans should soon be prepared for the following projects:

1. American Legion Drive relocation and reconstruction.
2. First Street Municipal Boat Launch Facility (revisions).
3. Keyport Harbor Promenade (from Fishing Pier to Broad Street).
4. American Legion Drive parking lot D1.
5. Harbor Park P3 landscape plan.



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## SECTION THREE

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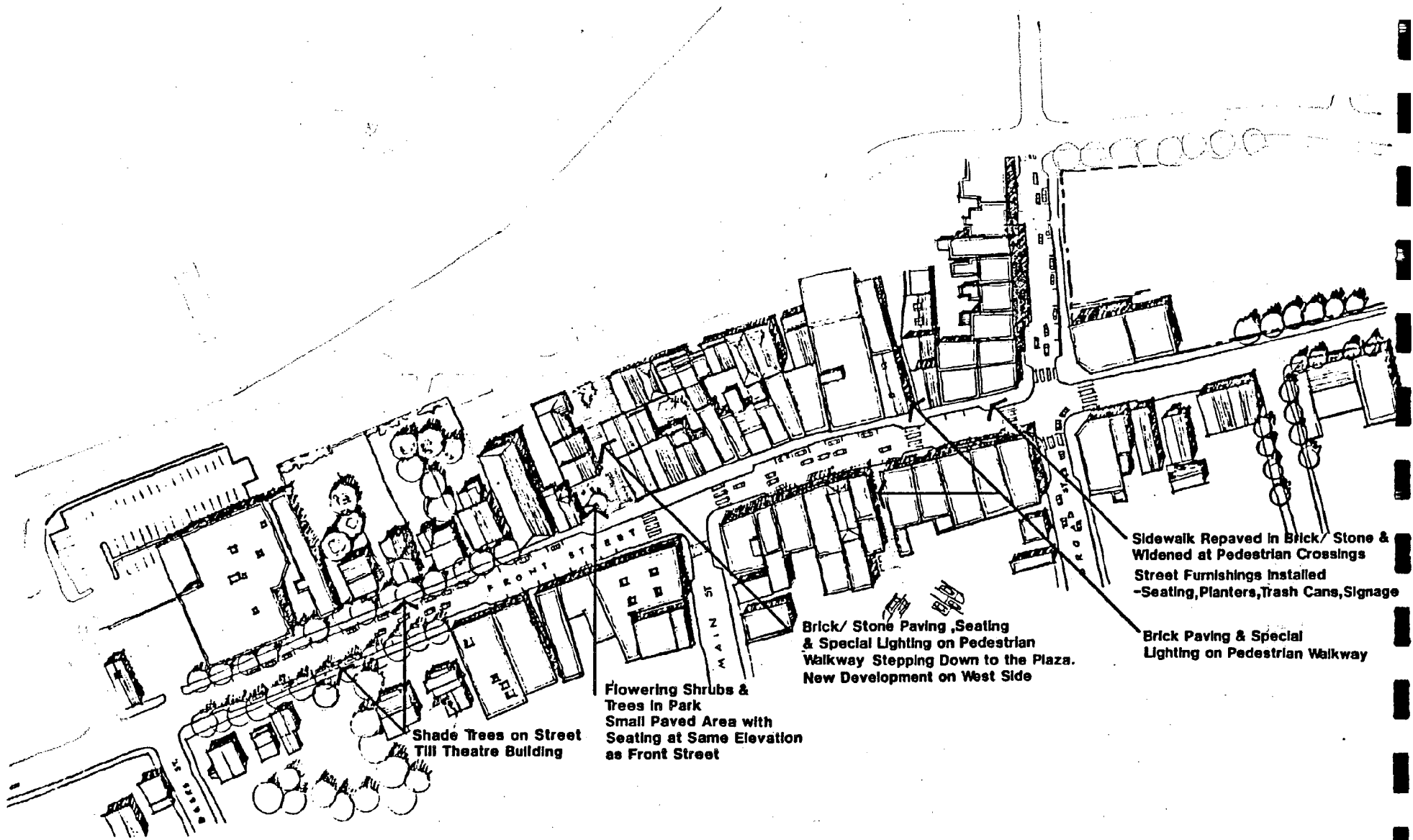
## PRELIMINARY MASTER PLAN DOWNTOWN ELEMENT

This section is a brief description of the Master Plan downtown element. The portions which are addressed in most detail are those improvements which relate to waterfront development and access.

The area designated by the Master Plan as the Keyport downtown includes all the property fronting on Front Street from American Legion Drive on the west to Church Street on the east, all the property on the south side of First Street from Broad to Church Street, and all the property fronting on and between Main and Broad Street from Third Street north to the waterfront area as shown in Figure 42. The core area is the one block of Front Street between Main and Broad. The intent of the downtown element of the Master Plan is to preserve the historic character of Keyport's commercial district and create a program of public improvements to encourage economic vitality in this area. The downtown and waterfront areas are intended to be improved in complementary ways to attract shoppers and visitors to these areas. New development in the downtown area is expected to maintain the present character of the district and to fulfill specific design requirements.

### Land Use

The present land uses in the area are varied. There are single family detached houses, multi family housing, stores, offices, restaurants, municipal facilities, parking lots and vacant property. No substantial changes are proposed by the master plan. Infill of vacant property is expected to be primarily by commercial uses.



Sidewalk Repaved in Brick/ Stone & Widened at Pedestrian Crossings  
Street Furnishings Installed  
-Seating, Planters, Trash Cans, Signage

Brick Paving & Special Lighting on Pedestrian Walkway

Brick/ Stone Paving, Seating & Special Lighting on Pedestrian Walkway Stepping Down to the Plaza. New Development on West Side

Flowering Shrubs & Trees in Park  
Small Paved Area with Seating at Same Elevation as Front Street

Shade Trees on Street Till Theatre Building

FIGURE 42 DOWNTOWN ELEMENT ILLUSTRATIVE PLAN

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Office development has been proposed for the block bounded by Broad, Front, Church and First Streets. Office development would be appropriate for that area and would create a desirable land use transition to the adjacent residential development.

The present zoning under special circumstances allows high rise residential development in the downtown area. High rise buildings would not be in character with the downtown area. The provision for high rise buildings should be revoked for the downtown area.

#### Streets

No major street changes are recommended for the downtown area. First Street is planned to intersect with Broad Street slightly to the south of its present intersection. As part of the waterfront element improvements, Figure 43 summarizes street changes including the waterfront area changes.

The present intersection of Church Street and First Street is not a right angle intersection. Traffic engineering preference is to design intersections which occur at right angles, allowing good sight distances and increasing traffic safety. The Church/First Street intersection is a minor improvement and the lot which would be affected by the reconstruction is now vacant.

The only other street improvements planned in the downtown area are relatively minor and are part of the sidewalk improvement program described later in this section.

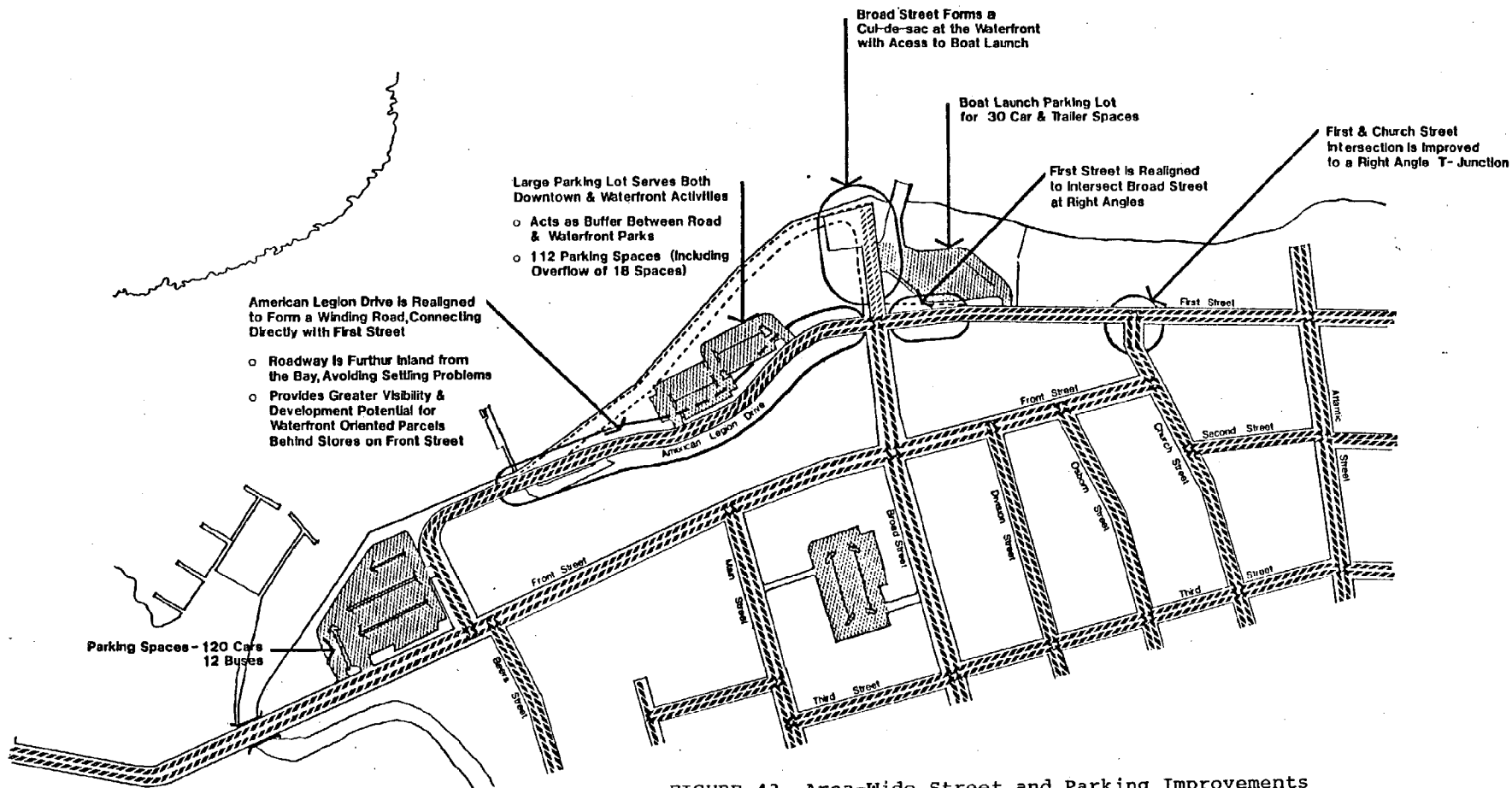


FIGURE 43 Area-Wide Street and Parking Improvements

## Parking

Parking in the downtown area now occurs primarily in off-street parking lots and secondarily in on-street parallel parking spaces. Few off-street parking spaces occur adjacent to street rights-of-way. As a result of these general conditions, there exists a strong commercial/shopp-

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ing character to the downtown. The Downtown Element should develop in greater detail the preliminary parking/sidewalk improvements which are shown in the Illustrative Plan.

To preserve the enclosure of the downtown streets created by buildings, all new privately developed off-street parking in the downtown shall be no closer than 60 feet from Broad or Front Streets. This requirement is additionally expected to encourage new development to occur along the street frontage to preserve the street enclosure.

As part of the final downtown element of the Master Plan, a set of parking design guidelines should be drafted. The guidelines should address pedestrian and vehicular access to off-street parking and landscape requirements for large off-street parking areas.

#### Downtown Element Components and Projects

The condition of streets, sidewalks, public furnishings and fixtures in the downtown area need improvement, planting and landscaping in the commercial district is less important than the paving and man-made environmental features. The downtown area, as an historic district and as recipient of special public investment, should be governed by an ordinance which addresses design controls. The design controls incorporated in the Downtown Element of the Master Plan, at a minimum, should address:

- o Historic building preservation,
- o Signs,
- o Off-street parking and access,



- o Curb cuts,
- o New development design requirements for siting, height and public access,
- o Public furnishings and lighting,
- o Landscape materials and applications,
- o Building facade design.

Specific downtown public improvement projects identified for later elaboration include the projects identified in Figure 44 which illustrates the preliminary location of public walkway and street/sidewalk improvements. The walkway projects include:

- D-1            Improvements to the walkway between the existing municipal parking lot and Front Street.
- D-2            Improvements to the walkway between Front Street Park and the waterfront area.
- D-3            Improvements to the alley from Front Street to the waterfront.

Street/sidewalk improvements are proposed at:

- A              Downtown core area sidewalk widening, elimination of overhead wiring, new lights and street furnishings.
- B1, B2 and B3   Similar improvements to those in area A but less intensive.

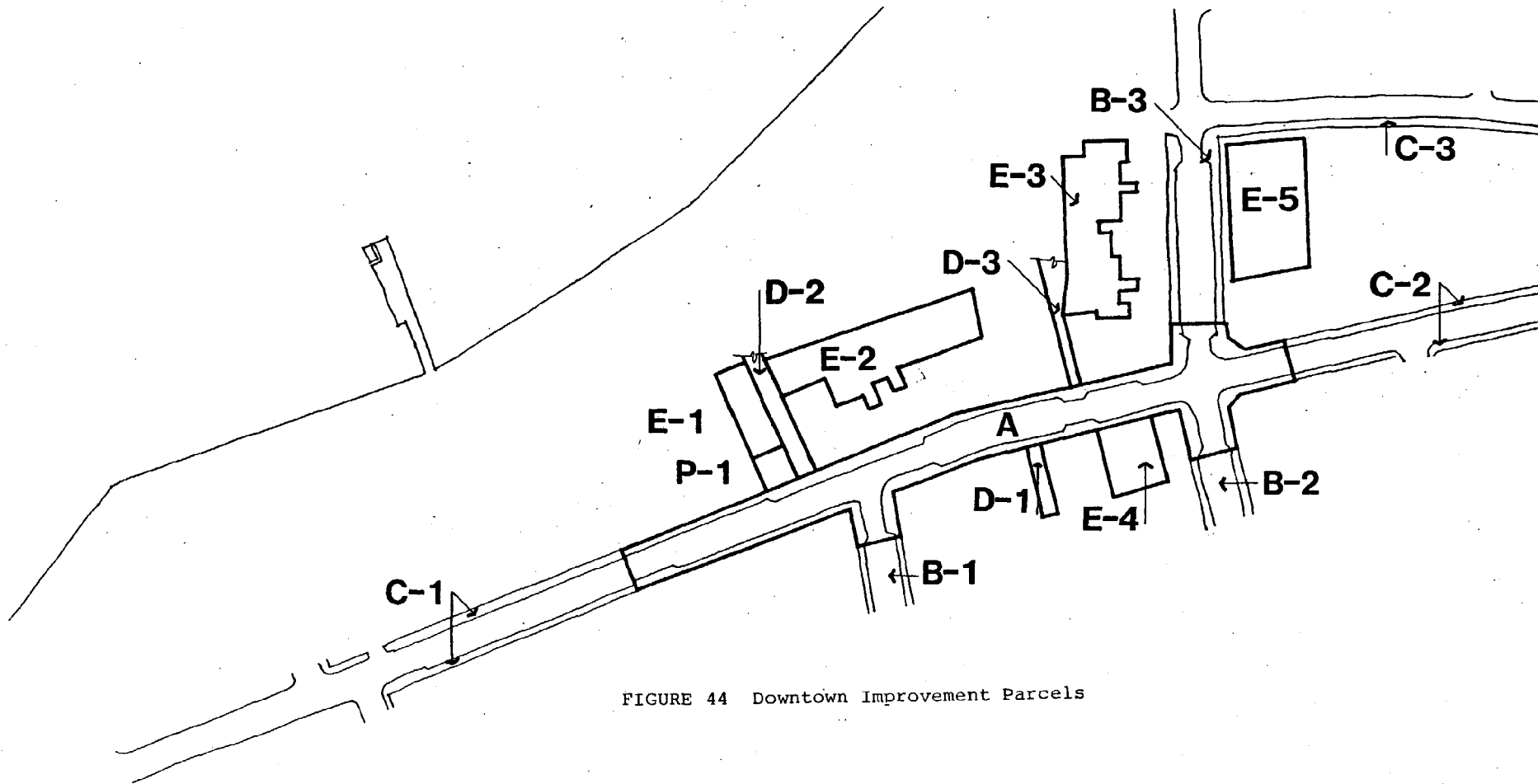


FIGURE 44 Downtown Improvement Parcels

C1, C2 and C3 Sidewalk and street furnishing improvements as well as shade tree planting are planned to occur outside the central commercial district.

P1 The park at Front Street needs complete reconstruction to provide good pedestrian access and to make it an attractive and functional park space.

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## New Development Opportunities

The planned realignment and reconstruction of American Legion Drive was purposely designed to create new development opportunity on the waterfront side of the lots on the north side of Front Street between the theater and Broad Street. The historic development of Keyport's commercial buildings focused on the Front and Broad Street frontage. The waterfront side of the buildings have been neglected and it is unlikely that the back side of the buildings would be easily reconstructed to take advantage of the bay view and improvements on the waterfront. The internal layout of the buildings and large difference in elevation reduces the cost effectiveness of converting most buildings. With few exceptions, there is, however, ample lot area in the rear of these buildings to construct new buildings.

The private new development opportunity is enhanced by new street frontage along American Legion Drive and with the planned walkway improvements between Front Street. The owners of lots on Front and Broad may be enticed to construct new shops or subdivide those lots which have ample vacant space. The new alignment of the drive provides excellent visibility for those areas and allow for fire, emergency and service access across the curb. Urban design controls would be appropriate for these sites as part of the downtown element of the Master Plan. The primary use of this new development should be commercial. Residential development is not encouraged.

### Front Street Park

The Front Street Park preliminary plan indicates three components: the park at Front Street, the Walkway to the waterfront and an area for new development. The area for new development is Borough owned land and is potentially the catalyst for new commercial development facing the

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Harbor Park. This land may be sold or leased as determined by the Mayor and Council. A strict control over the design of buildings in this area would be appropriate to its importance as a primary pedestrian connection between Front Street and the waterfront. These design controls should be included as part of the downtown element of the Master Plan. A detailed design needs to be made for the public walkway and park. The walkway needs to accommodate handicapped access as well as create a pleasing and useful public open space.

Further refinement of this preliminary plan will produce a useful Downtown Element of the Master Plan. Because the focus of this study was directed toward Front Street, the refinement may expand to the remainder of the downtown area and develop an expanded inventory of planned changes to strengthen and enrich the downtown as a symbolic and commercial center for the Borough.



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## SECTION FOUR

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## SUGGESTED TREATMENT COST ESTIMATES

This section of the Keyport Harbor Report illustrates the general treatments of the public areas which have been identified for improvement. Unit cost estimates are quoted from current construction industry publications. The costs are presented to begin to quantify the price of various projects. The figures are rough estimates and should be recognized as such. More accurate cost estimates would only be possible following the development of more detailed design.

The drawing in Figure 45 identifies the various general treatment locations. Pages which follow illustrate suggestions for material and design of the general treatment and identify a rough cost. The suggested treatment options are shown in an effort to expand the options which the reader may be aware of in order to better understand the richness of materials available. The general treatment categories are not exclusive. Some paving treatments, for example, may also be appropriate for parking or plaza areas. The end of this section is a cost estimate of various improvements identified in the study. Obviously, the materials and actual design could change the ultimate costs - decreasing as well as increasing them.

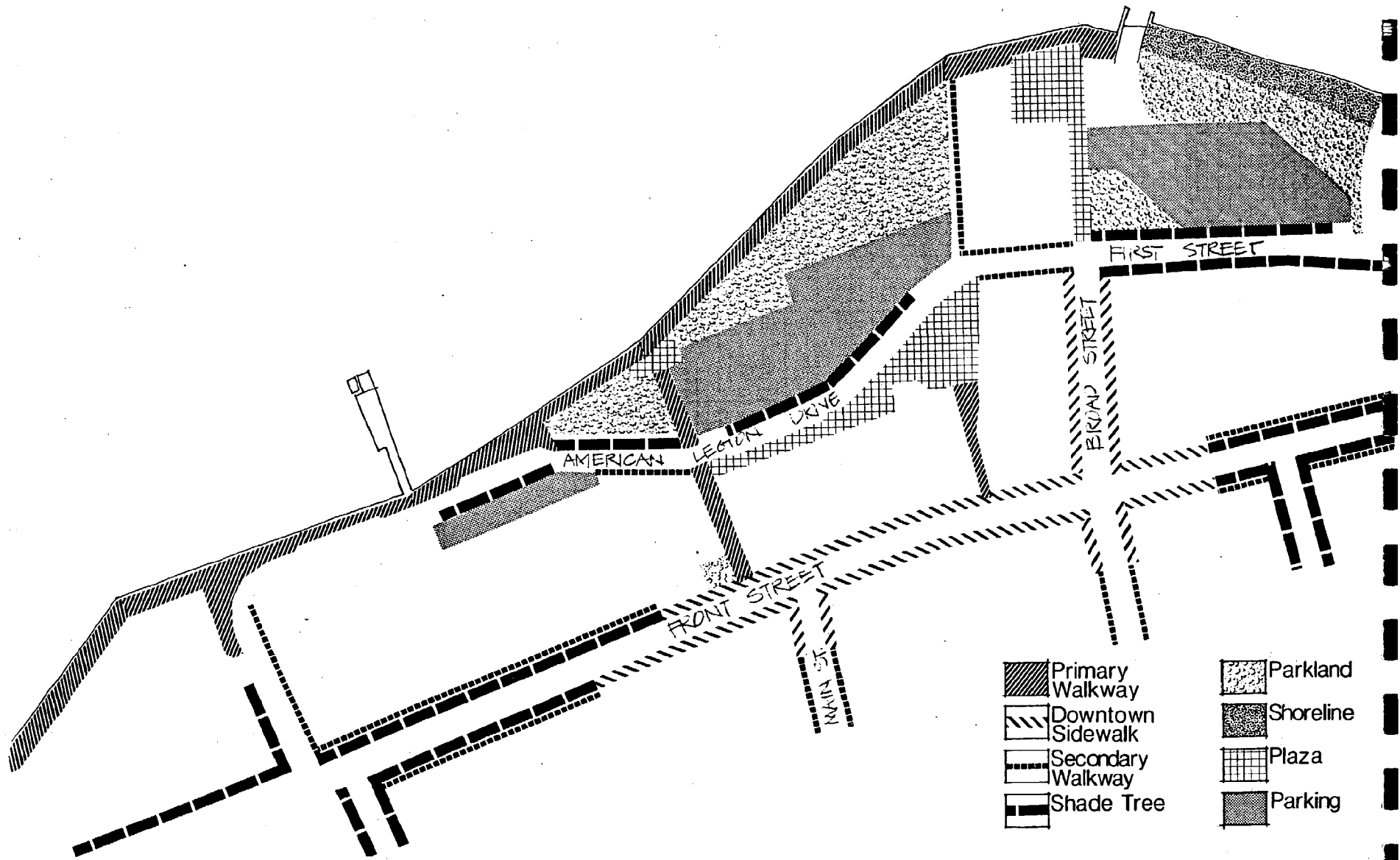
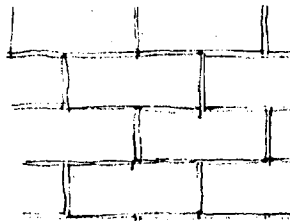


FIGURE 45

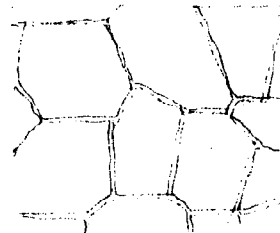
SUGGESTED AREA TREATMENT

 Primary Walkway

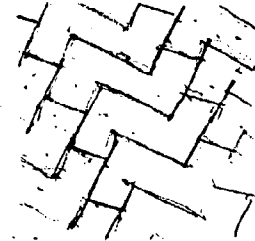
Cost: \$4.50 - \$8.50/SF



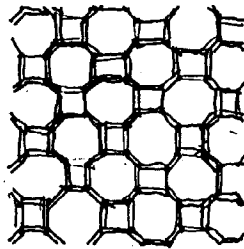
RECTANGULAR  
FLAGSTONE / SLATE / GRANITE



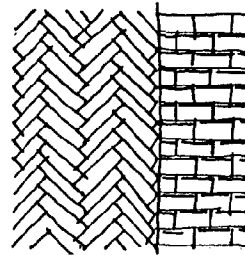
RANDOM PATTERN  
FLAGSTONE, SLATE



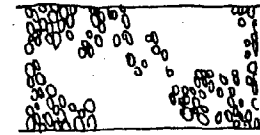
INTERLOCKING SPECIAL  
PAVERS



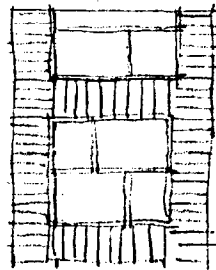
PATTERN PAVERS



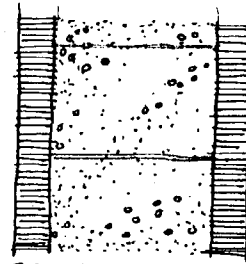
BRICK PAVING



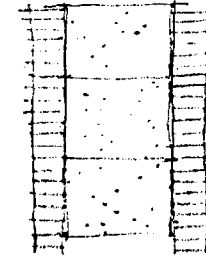
EXPOSED  
AGGREGATE CONCRETE



BRICK & STONE

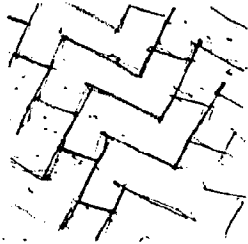


BRICK/STONE +  
EXPOSED AGGREGATE  
CONCRETE

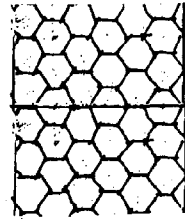


BRICK +  
CONCRETE

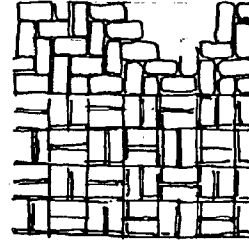




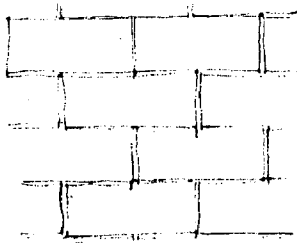
INTERLOCKING SPECIAL  
PAVERS



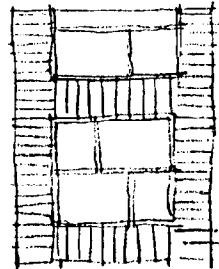
ASPHALT PAVERS



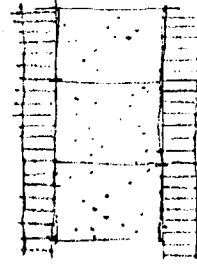
BRICK PAVING



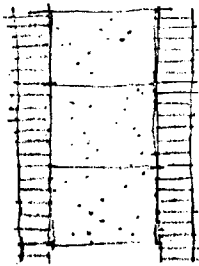
RECTANGULAR  
FLAGSTONE / PLATE



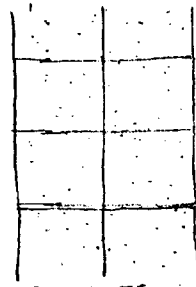
BRICK + STONE



BRICK +  
CONCRETE



BRICK +  
CONCRETE



CONCRETE



ASPHALT



Downtown  
Sidewalk

Cost: \$2.50 - \$7.50/SF

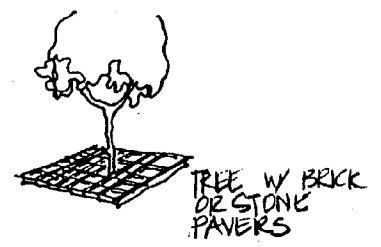


Secondary  
Walkway

Cost: \$1.50 - \$4.50/SF

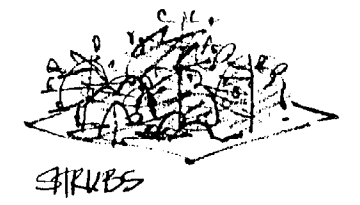
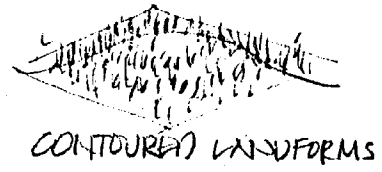
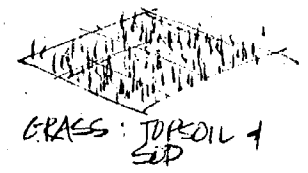
 Shade Tree

Cost: \$1.75 - \$2.50 ea



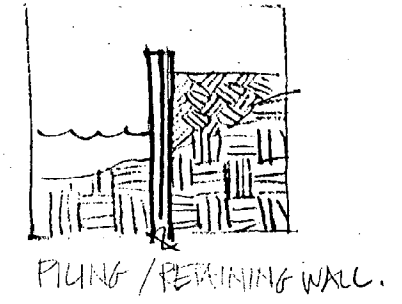
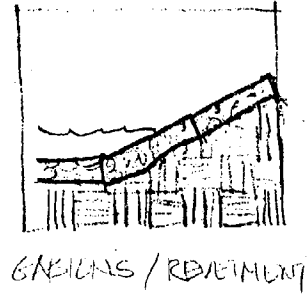
 Parkland

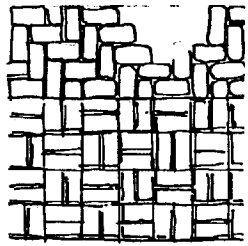
Cost: \$ .20 - \$5.00/SF



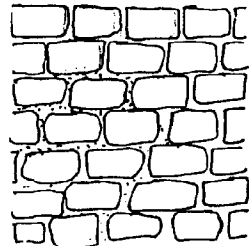
 Shoreline

Cost: \$30/SY +, \$200/LF +





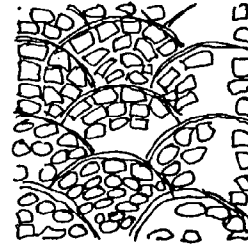
BRICK PAVING



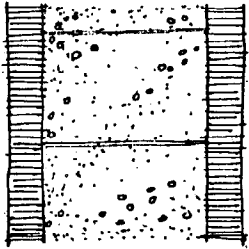
GRANITE PAVERS



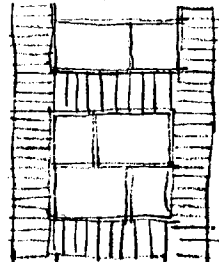
RANDOM PATTERN  
FLAGSTONE, SLATE



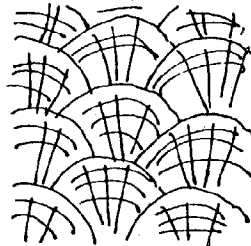
COBBLESTONE



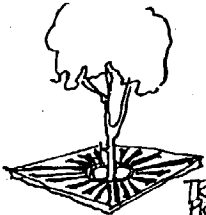
BRICK/STONE &  
EXPOSED AGGREGATE  
CONCRETE



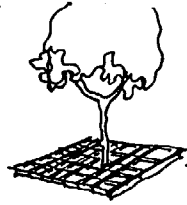
BRICK & STONE



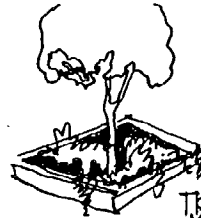
CONCRETE WITH  
STAMPED PATTERN



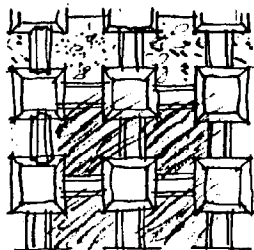
TREE IN  
PREFABRICATED  
GRATE



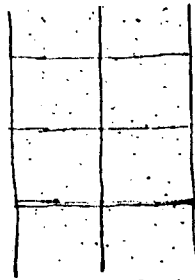
TREE W/ BRICK  
OR STONE  
PAVERS



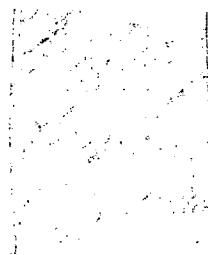
TREE W/ RAISED  
PLANTER



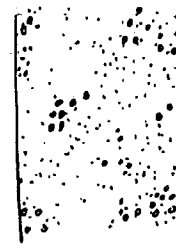
PERFORATED UNIT  
PAVERS W/ GRAVEL  
OR GRASS



CONCRETE



ASPHALT



GRAVEL/  
CRUSHED STONE



Plaza

Cost: \$5.00 - \$10.00/SF



Parking

Cost: \$ .60 - \$5.50/SF

### Summary of Cost Estimates

The following costs are estimates for the areas identified in Figure 46. The estimates do not include costs for demolition, excavation, fill or property acquisition unless specifically indicated. Costs have been rounded to the nearest \$1,000.

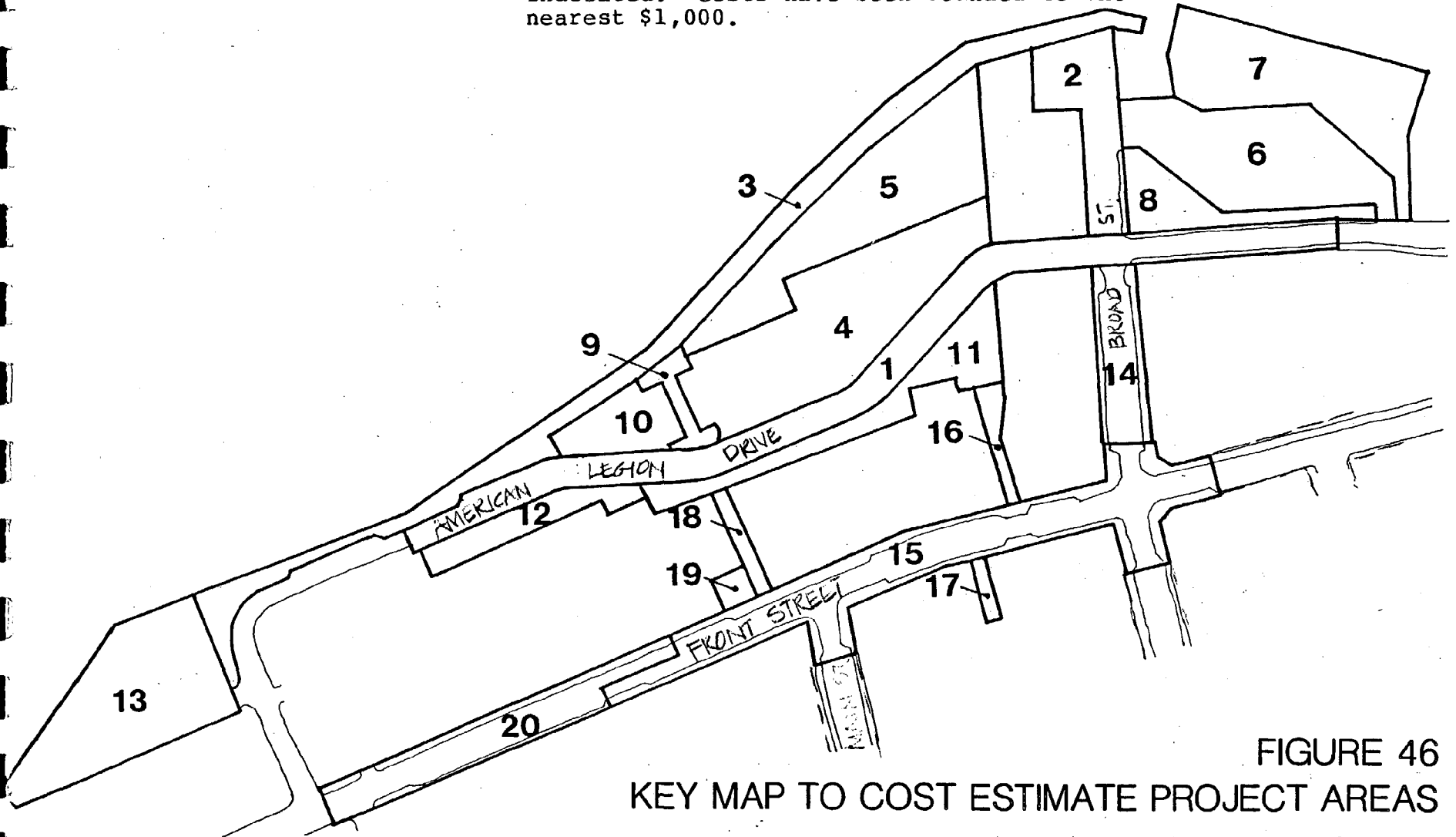


FIGURE 46  
KEY MAP TO COST ESTIMATE PROJECT AREAS

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Project Area 1 - American Legion Drive

Paving (@ \$4/SF)	\$141,000
Curbing (@ \$5.50/LF)	16,000
Sidewalks (@ \$2/SF)	27,000
Drainage	23,000
Lighting (15 @ \$1500 ea.)	22,000
	<u>\$229,000</u>

Project Area 2 - Broad Street

Paving (road and plaza) (@ \$4.50/SF)	72,000
Curbs (@ \$5.50/LF)	1,000
Bollards/furniture	10,000
Drainage	2,000
Lighting (12 @ \$1500 ea.)	18,000
	<u>\$103,000</u>

Project Area 3 - Harbor Promenade

Paving (@ \$6/SF)	98,000
Benches/furnishings	15,000
	<u>\$113,000</u>

Project Area 4 - Harbor Park Parking Lot

Paving (cars) (@ \$.70/SF)	40,000
Curbing (@ \$5.50/LF)	8,000
Landscaping	10,000
Paving (pedestrian) (@ \$2.50/SF)	10,000
Lighting	6,000
	<u>\$74,000</u>

Project Area 5 - Harbor Park Concert Area

Paving (@ \$2/SF)	14,000
Landscaping	9,000
Band platform/shelter (@ \$40/SF)	15,000
	<u>\$38,000</u>

Project Area 6 - Boat Launch Trailer Parking

Crushed stone paving (@ \$65/SF)	\$23,000
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Project Area 7 - First Street Park Improvements

Shore stabilization (riprap)	27,000
Landscaping	11,000
Picnic and recreation equipment	10,000
	<u>\$48,000</u>

Project Area 8 - First Street Parking Area Buffer

Landscaping	\$10,000
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Project Area 9 - Special Landscaped Plaza Area

Paving (@ \$6.50/SF)	\$30,000
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Project Area 10 - Special Walkway Plaza

Paving (@ \$5/SF)	3,000
Landscaping	5,000
Furnishings	5,000
	<u>\$13,000</u>

Project Area 11 - American Legion Drive Shopping Plaza

Paving (@ \$3.50/SF)	50,000
Landscaping	10,000
Furnishings	15,000
	<u>\$75,000</u>

Project Area 12 - Parking Area

Paving (@ \$.70/SF)	6,000
Curbing (@ \$5.50/LF)t	4,000
Landscaping	3,000
	<u>\$13,000</u>

Project Area 13 - Firemen's Park Parking Lot Repairs

Fill and grade (@ \$6/CY)	28,000
Paving (@ \$.70/SF)	27,000
Curbing (@ \$5.50/LF)	2,000
Bulkhead (@ \$120/LF)	45,000
	<u>\$102,000</u>

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Project Area 14 - Typical Business District Sidewalk  
Improvements

Paving (@ \$3/SF)	14,000
Curbs (@ \$5.50/LF)	3,000
Lighting (@ 1,500)	12,000
	<u>\$29,000</u>

Project Area 15 - Core Area Business District  
Sidewalk Area Improvements

Paving (@ \$4.25/SF)	68,000
Curbs (@ \$5.50/LF)	13,000
Lighting (43 @ \$1500)	64,000
Drainage	10,000
Street furnishings	22,000
	<u>\$177,000</u>

Project Area 16 - Eastern Pedestrian Access to  
Waterfront

Paving (@ \$6/SF)	19,000
Lighting (15 @ \$200)	3,000
	<u>\$22,000</u>

Project Area 17 - Improvements to Existing Downtown  
Parks for Pedestrian Alley

Paving (@ \$6/SF)	14,000
Lighting (10 @ \$200)	2,000
	<u>\$16,000</u>

Project Area 18 - Front Street Walkway

Paving (@ \$6/SF)	12,000
Landscaping	2,000
Lighting (6 @ \$1500)	9,000
	<u>\$23,000</u>

Project Area 20 - West Front Street

Paving (@ \$2/SF)	18,000
Trees (@ \$200)	6,000
	<u>\$24,000</u>

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