

1988

**MASTER
PLAN**

KEANSBURG

**BOROUGH OF KEANSBURG
MONMOUTH COUNTY, NJ**

1988 MASTER PLAN
BOROUGH OF KEANSBURG
Monmouth County, New Jersey

ADOPTED BY THE
KEANSBURG BOROUGH PLANNING BOARD
NOVEMBER 29, 1988

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The original of this document has been signed and sealed in
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TABLE OF CONTENTS

REGIONAL SETTING	1
HISTORICAL BACKGROUND	4
POPULATION	12
NATURAL RESOURCES	26
EXISTING LAND USE	38
STATEMENT OF PRINCIPLES, OBJECTIVES, ASSUMPTIONS, POLICIES AND STANDARDS	49
HOUSING PLAN ELEMENT AND FAIR SHARE HOUSING PLAN	53
COMMUNITY FACILITIES AND UTILITIES PLAN ELEMENT	69
HISTORIC PRESERVATION ELEMENT	78
ECONOMIC PLAN ELEMENT	83
RECREATION AND CONSERVATION PLAN ELEMENT	94
CIRCULATION PLAN ELEMENT	99
RECYCLING PLAN ELEMENT	104
LAND USE PLAN ELEMENT	106
LAND USE PLAN ELEMENT - BAYFRONT COMPONENT	111
LAND USE PLAN ELEMENT MAIN STREET - CHURCH STREET COMPONENT	114
STATEMENT OF PLAN RELATIONSHIPS	119
APPENDIX - SOURCES OF AID AND PROGRAMS FOR LOCAL DEVELOPMENT	121

LIST OF FIGURES

<u>FIGURE NO.</u>		<u>PAGE NO.</u>
1	Regional Location	2
2	Historic Sites - Monmouth County Inventory of Historic Places	11
3	Flood Hazard Areas	29
4	Wetlands	31A
5	Existing Land Use	39
6	Existing Zoning	46
7	Dwellings in Need of Rehabilitation	61
8	Community Facilities Plan	77
9	Landmark Sites	82
10	Recreation, Conservation, and Bayfront Plan	97
11	Circulation Plan	102
12	Bus Routes	103
13	Land Use Plan	110
14	Keansburg Streetscape	117
15	Main Street and Church Street Plan	118

LIST OF TABLES

<u>TABLE NO.</u>		<u>PAGE NO.</u>
1	Monmouth County Historical Sites Inventory - Borough of Keansburg	10
2	Nature of Population Changes: 1960-1986	15
3	Natural Population Changes: 1960-1986	16
4	Population Characteristics - 1980	18
5	1980 Occupational Distribution: Borough of Keansburg and Monmouth County	20
6	Private Sector Covered Employment Keansburg, Monmouth County and New Jersey	22
7	1987 Annual Unemployment Rate Keansburg Borough, Monmouth County and New Jersey	23
8	Population Estimates and Projections 1980-1983	25
9	Bird Species	32
10	Mammalian Wildlife Species	33
11	Endangered and Threatened Wildlife Species	34
12	CAFRA Special Area Policies	36
13	Existing Land Use - 1988	40
14	Existing Zoning - 1988	47
15	Schedule of Zone District Requirements	48

LIST OF TABLES (CONTINUED)

<u>TABLE NO.</u>		<u>PAGE NO.</u>
16	Low and Moderate Income Household Limits	54
17	Age of Housing Units	55
18	Building and Demolition Permits	58
19	Occupied Housing Units by Tenure	59
20	Conditions of Housing	62
21	Household Income Characteristics and Projections 1979 - 1993	64
22	Employment Projections	65
23	Landmark Sites	81
24	1987 Business Summary	84
25	Employment Growth 1976 - 1986	85
26	Commuting Patterns of the Residential Labor Force	87
27	Means of Transportation to Work	88
28	Private Sector Covered Employment by Job Category - Borough of Keansburg	90
29	Private Sector Covered Employment by Job Category - Monmouth County	91
30	1980 Economic Indicators	92
31	Recreation Facilities 1988	95

INTRODUCTION

The Keansburg Master Plan was adopted by the Keansburg Planning Board following a public hearing held on November 29, 1988. In accordance with the New Jersey Municipal Land Use Law, the Master Plan contains written and graphic proposals for the development of the Borough. The Plan elements address land use, housing, community facilities, utilities, historic preservation, circulation, recreation, conservation, and recycling. Technical analyses undertaken on the Borough's setting, history, population, natural resources, and existing land use have been included in the section entitled Basic Planning Studies.

BASIC PLANNING STUDIES

REGIONAL SETTING

The Borough of Keansburg is a developed community, approximately one square mile in area, located on the Raritan Bay in the northeastern portion of Monmouth County (Figure 1). It is south of New York City and is accessible to the highway network which serves the northern New Jersey - New York metropolitan complex.

Keansburg's location on the Bay has played a major role in the Borough's development. Originally, this area was the principal landing and port of Monmouth County. Its first inhabitants were mostly fishermen, clambers, and farmers. As the region grew, Keansburg's proximity to the urban areas of northern New Jersey and New York, the calm water, and the opportunities for boating and fishing made it an excellent and affordable vacation area. Steamboats provided round trip service between Keansburg and the New York City Battery and contributed to the Borough's emergence as a summer resort in the early part of this century. However, as the Jersey Coast developed, the popularity of the Bayshore as a seasonal resort waned. Keansburg, though, has become a year-round community and much of its seasonal housing stock has been converted to permanent use.

The regional road network servicing the Bayshore area has also influenced Keansburg's development. Travelers to the area are provided easy access by the Garden State Parkway which extends from New York State south through Monmouth County to Cape May. Exit 117 of the Parkway is approximately 5.25 miles west of the Keansburg border. The Parkway interchange is connected to Keansburg by New Jersey State Highway 36. North-south access to the Bayshore region is also provided by New Jersey State Highway 35 which intersects east of the Parkway with State Highway 36.

Within Monmouth County, Keansburg shares common boundaries with two developed suburban municipalities, Hazlet Township and Middletown Township. To the north Keansburg is bordered by Raritan Bay. To the south, Keansburg shares a common boundary with Hazlet Township formed by State Highway Route 36. The western boundary is defined by Waackaack Creek, which separates Keansburg from a portion of Hazlet Township known as West Keansburg. The Borough's eastern boundary with Middletown Township is an irregular line which extends westerly following lot lines and streets to Highway 36.

The Borough of Keansburg has developed as a residential suburban resort community, not only because of its attractive location on the Raritan Bay, but also because of its accessibility to the New York - New Jersey Metropolitan Region. Although this region has economically prospered during the 1980's, the Bayshore area itself has a history of economic distress. Nonetheless, the overall prosperity and growth of the region can create development opportunities for the Bayshore from which Keansburg, with its regional setting in a waterfront location, can benefit.

HISTORICAL BACKGROUND

The Keansburg area was first explored by Henry Hudson in 1609 when five (5) men set out in a small boat from Hudson's ship, "Half Moon". During this excursion, John Coleman, one of the crewman, was mortally wounded by Indians and buried on the shores of Keansburg. This place was called Coleman's Point in his memory. The actual location of Coleman's Point is open to historical dispute although it is reputed to be at the northern end of Carr Avenue.

The first explorers found the area inhabited by the Lenni-Lenape Indians who called it Waackaack or Land of Plenty. They lived off the abundance of fish and clams which they harvested from the Raritan Bay. There is a creek and avenue in Keansburg which still bear the name Waackaack.

Early historical accounts of the area mentioned a tavern which was located at Waackaack in 1699. There was pier built at Tanner's Landing which is now the northern terminus of Main Street. This was said to have been the principal landing and port of Monmouth County in the very early days. The ships which arrived here brought supplies to the colonists and transported wood, fertilizers and other items to various markets.

Early in the 19th Century, Keansburg was known as Granville. This name was kept until 1884 when the first Post Office was established through the efforts of Senator John Kean. In commemoration, the town was named Keansburg.

In 1877 a young pastor was assigned to the Granville Methodist Church. He was William W. Ramsey, the man who was to become known as the "Father of Keansburg". He was very influential in the town's early development and in 1917, when the Borough of Keansburg was incorporated and formed from Middletown and Hazlet (then called Raritan), he was elected its first mayor.

The initial boom in the development of Keansburg commenced with the organization of the New Point Comfort Beach Company in 1906, when a group of men organized by William A. Ghelhaus had the foresight to see the potential in Keansburg's proximity to New York City. The company filled in the low, swampy land from Campview Place to Highland with sand dredged from the Raritan Bay. The filled property was then subdivided and vacationers pitched tents for summer housing as was the custom in many of the early Jersey shore communities. Many other developers followed suit, improving the land adjacent to the waterfront. The original office building of the New Point Comfort Beach Company forms the foundation of the present office area of the Keansburg Amusement Company as noted on the Keansburg Historical Map.

The Borough continued to grow in this manner for a number of years. Carr Avenue was laid out as one of the first streets, its broad expanse lined with trees. Today, it is still one of the major access routes to the Keansburg waterfront.

The need for transportation to Keansburg was apparent to the early developers and in 1909 the Keansburg Steamboat Company was organized by William A. Ghelhaus. Round trip service from the New York City Battery to Keansburg was initiated in the following year with the purchase of the steamboat "Nantasket". It was necessary for the steamboat pier to extend two thousand feet (2,000') into the Raritan Bay due to the shallow off-shore waters. The pilings of this pier, which was rebuilt twice, are still visible off Point Comfort today. On summer evenings, the pier was the center of much activity as vacationing families gathered to greet those who were commuting to New York City for the summer. Trolleys came out along the steamship pier to disburse arriving travelers to various northshore resorts. The year-round population of five hundred (500) swelled to ten thousand (10,000) in the summer months as vacationers arrived to enjoy a respite from the heat and hustle of the City. Keansburg offered calm waters for swimming, boating and fishing. There was dancing at the pavilion located at the foot of the New Point Comfort Steamboat Pier and family picnics along the wooded shoreline. People came for the weekend and some for the entire summer.

But, times changed. Just as Borough ordinances no longer prohibit the "wearing in public ... of any suit known as a one-piece bathing suit", the arrival of the automobile changed the public's vacationing habits. Keansburg changed from a family summer vacation resort to a day trip area, and even though the Keansburg Steamboat Company was the longest operating steamboat company in Monmouth County, the pier in Keansburg was finally destroyed by a hurricane in 1961 and service was discontinued in 1966. This marked the end of an era for Keansburg.

Historic Structures

Keansburg has a variety of residential and commercial structures remaining from the Borough's early history and development. Two areas which serve as historic focal points in Keansburg are the Beachway Streetscape, located between Carr and Bay Avenues, and the Church Street Streetscape, which extends along either side of Church Street between Randolph Street and the former railroad right-of-way. The Beachway Streetscape contains many buildings that date back to the early 1900's which now serve the Keansburg boardwalk. Included in the Beachway Streetscape is an original 1880 carousel. The Church Street Streetscape serves as the town's commercial center. It was also built in the early Twentieth Century. These two major districts contain nearly half of the notable historic buildings in Keansburg Borough. The remaining buildings represent those of a typical shore community. The

Bungalow Style, or small house, originated in the Nineteenth Century, and became a dominant style used for summer homes. These residential structures are identified in the Monmouth County Historic Sites Inventory. This inventory was established in accordance with the National Historic Preservation Act of 1966, which identifies, recognizes, and preserves historic properties through a historic preservation fund. The County Inventory also assessed the eligibility of Keansburg's sites for inclusion on the National Register of Historic Places. The results are shown on Table 1. In reviewing the inventory, the Borough believes that the Wood and the Palmer Cemeteries, which date from the nineteenth century, should be recognized as local historic sites.

The location of Keansburg's historic structures are identified on the map from the Monmouth County Historic Sites Inventory (Figure 2).

1. The Beachway Streetscape - Highland and Carr Avenues. The Beachway Streetscape is comprised of the Keansburg boardwalk and adjacent buildings. The boardwalk itself is a paved walkway that runs parallel to the Beachway. A long run of carnival games is located between the walkway and the beach. A row of large buildings that house a variety of pin-ball, video, skee-ball, and other coin operated games is located between the walkway and Beachway. These buildings include New Point Comfort Auditorium (1-2), now called Fun City (1-3), and the most important structure on the boardwalk, an 1880 Charles Loof carousel (1-1). The remainder of the streetscape is made up of substantially altered Twentieth Century buildings including a movie theater, food concession stands, and parking lots. The Keansburg boardwalk continues to serve as a summer resort area.
- 1-1. The Keansburg Carousel - 75 Beachway. The Keansburg boardwalk carousel is one of 284 operating hand-carved carousels in the United States (1981 National Carousel Association Census). The majority of the figures on the carousel are the work of Charles Loof who worked in Brooklyn from 1875 to 1905. The carousel was originally located on Long Island when it was built around 1880. It was re-built by C.I. Mangels on Coney Island in 1913 and shipped by barge to Keansburg by Nicholas Droge. In spite of the 1950's fire which damaged the building and carousel framework the figures were relatively unharmed. A few of the figures are particularly rare, including the Loof dragon which is believed to be one of only four in the country. (1)
- (1) Subsequent to completion of the Monmouth County Historic Sites Inventory, significant figures from the carousel are reported to have been removed and sold.

- 1-2. New Point Comfort Auditorium - 75 Beachway. The auditorium is a large, two-story, 6 bay, brick building built between 1912 and 1917. Originally a dance hall and later a skating rink, it now serves as a bowling alley and arcade.
 - 1-3. Fun City - 75 Beachway. An original dance hall, built between 1923 and 1932, is now called Fun City. It is a one-story octagon building supported by steel trusses. It follows an open interior plan with a single row of windows under the eaves. (2)
 - 1-4. Camp Raritan Building - S. side Beachway, 3 W. of Highland Avenue. The Camp Raritan Building, built between 1912 and 1917, is a frame building consisting of two-stories with a 10 bay by 12 bay rectangular shape. It served as one of several summer camps in Keansburg during the Twentieth Century.
 2. Arbor Vitae House - 24 Beachway. This is one of the better examples of the Bungalow Style in Monmouth County. It is notable for its extensive roof, large porch areas and for the variety of materials used in the exterior wall covering. It appears to have few alterations since its construction between 1912 and 1917. It is built of hollow tile, which may come from one of the several tile manufacturing companies in the Bayshore area. The house is located along one of the earliest areas of beachfront development in Keansburg. The house was originally called "Arbor Vitae".
 3. Koehler's Villa (Atlantic Motel) - 29 Beachway. Built between 1912 and 1917, the Atlantic Motel (originally Koehler's Villa), is a 3.5 story frame boarding house.
 4. St. Ann's Roman Catholic Church - N.W. Corner of Carr and Francis Place. This building is one of the few examples of Spanish Colonial Revival Style in Monmouth County. Its 1916 date of construction makes it one of the earliest examples of the style in the country. The Church began as a summer mission to St. Mary's Church in New Monmouth, and became a permanent parish the following year. During the 1930's, it was the largest Jersey coast parish north of Atlantic City.
 5. A Colonial Style House - 5 Charles Avenue. An example of a Colonial Revival house. The house is a two-story Queen Anne frame residence built in the late Nineteenth or early Twentieth Century. Included in the house is a Gable roof and octagonal turret with clapboard and patterned shingle siding. The lot is well landscaped and is outlined by a low concrete wall with urns.
- (2) Subsequent to completion of the County Inventory, the dance hall was destroyed by fire and since been demolished.

6. A Bungalow House - 7 Charles Avenue - An early Twentieth Century frame bungalow.
7. The Church St. Streetscape - Myrtle, Carr and Randall Avenues. The Church Street Streetscape is the commercial center of Keansburg. It contains approximately 25 buildings which date from the early Twentieth Century. The notable commercial buildings include the second Keansburg National Bank (7-1), a one-story brick building with Richardsonian Romanesque elements (7-3), the former Keansburg Borough School, which is a Colonial Revival building and, by virtue of its size, is the most dominant building in the district. The Streetscape developed adjacent to the Keansburg depot of the New Jersey Central Railroad, which was completed through Keansburg in the 1880's. The town, and the Church Street Streetscape prospered as the major working class resort of the Jersey shore until the opening of the Garden State Parkway in the 1950's and the closing of the rail line in the 1960's. These actions redirected much of the tourist trade to the resorts further along the coast. The Church Street area continues as the local commercial center for the year-round residents of Keansburg.
 - 7-1. Keansburg National Bank (Second) - N.E. corner Church Street and Carr Avenue. The second Keansburg National Bank, built between 1923 and 1932, is a one-story Neo-Classical building with a cut stone facing. It is the second building on Church Street to serve as the Keansburg National Bank.
 - 7-2. Keansburg Public School (Public Library) - N.E. corner Church Street and Myrtle Avenue. The former Keansburg Public School, now the Municipal Building and the Public Library, is a 1912 Colonial Revival brick school building. The unique style and two-story size make it the dominant building in the Church Street Streetscape district.
 - 7-3. Keansburg National Bank (First) - S.W. Corner Church Street and Carr Avenue. The first Keansburg National Bank has elements of Richardsonian Romanesque with its two stories, large arched central window and flat roof. It was the original Keansburg National Bank building built between 1912 and 1917. However, it was converted to the Borough Hall when the second bank building was completed. It now serves as a commercial building.
 - 7-4. 59 Church Street - This building typifies most of the buildings in the district. It is an early Twentieth Century, two-story frame residence that was converted into a grocery in 1917, and continues as a commercial building. It is also typical of the area because of the several alterations over the past years.

8. Catalpha Cottage - 17 Collins Street. This building is representative of many of the early Twentieth Century boarding houses built along the shores of Monmouth County. It is among the earliest in Keansburg, and was known as Catalpha Cottage from at least 1912 to 1932. The vergeboard in the gable is a notable feature of the Vernacular Victorian Style house.
9. Bungalow Houses - 40 Highland Boulevard. The lot contains two identical bungalows built between 1912 and 1917.
10. A Bungalow House - 15 Linton Place. A seemingly typical Twentieth Century frame Bungalow Style house, yet constructed with rustic style log siding with notched ends.
11. The Seeley House - 50 Seeley Avenue. This is one of the earliest houses now standing in Keansburg. It utilizes the two-story, three bay form with simple Greek Revival elements which were common in Monmouth County in the mid-Nineteenth Century. The house dates from when Keansburg was known as Tanner's Landing, and was only a community of a few houses and farms. The house was owned by R. Seeley in 1873 and continued in the Seeley family until the present. A recent subdivision of the property includes a proposal to demolish the house.
12. Identical Bungalow Houses - 225 and 227 Seeley Avenue. The bungalows were built between 1912 and 1917. They have gable roofs and shingle siding with an enclosed front porch. The buildings are connected by a trellis and a rear wing.
13. 120 Shore Road. A good example of the use of Colonial Revival elements on what is essentially a Bungalow form. It is 1.5 stories with a large porch area and intersecting gables. The Colonial Revival Style, such as this, is rare in Keansburg's residential architecture.

TABLE 1
 MONMOUTH COUNTY HISTORIC SITES INVENTORY
 BOROUGH OF KEANSBURG

<u>INVENTORY #</u>	<u>ADDRESS</u>	<u>NATIONAL REGISTER ELIGIBILITY</u>
1321-1	Beachway Streetscape	No
1321-1-1	Carousel	Yes
	N. side Beachway, 1 East of Highland Ave.	
1321-1-2	New Point Comfort Auditorium	No
	N. side Beachway, 1 West of Highland Ave.	
1321-1-3	N. side Beachway, 2 West of Highland Ave.	No
1321-1-4	Camp Raritan Building	No
	S. side Beachway, 3 West of Highland Ave.	
1321-2	24 Beachway	No
1321-3	Koehler's Villa	No
	29 Beachway	
1321-4	St. Ann Roman Catholic Church	Yes
	NW Cr. Carr Ave. & Frances Place	
1321-5	5 Charles Avenue	No
1321-6	7 Charles Avenue	No
1321-7	Church Street Streetscape	No
1321-7-1	Keansburg National Bank	No
	NE cr. Church Street & Carr Ave.	
1321-7-2	Keansburg Public School	No
	NE cr. Church Street & Myrtle Ave.	
1321-7-3	Keansburg National Bank	No
	SW cr. Church Street & Carr Ave.	
1321-7-4	59 Church Street	No
1321-8	17 Collins Street	No
1321-9	40 Highland Avenue	No
1321-10	15 Linton Place	No
1321-11	50 Seeley Avenue	Possible
1321-12	225, 227 Seeley Avenue	No
1321-13	120 Shore Boulevard	No

SOURCE: Monmouth County Historic Sites Inventory Summary Report
 1980 - 1984

COMPILED BY: T & M Associates, 1988

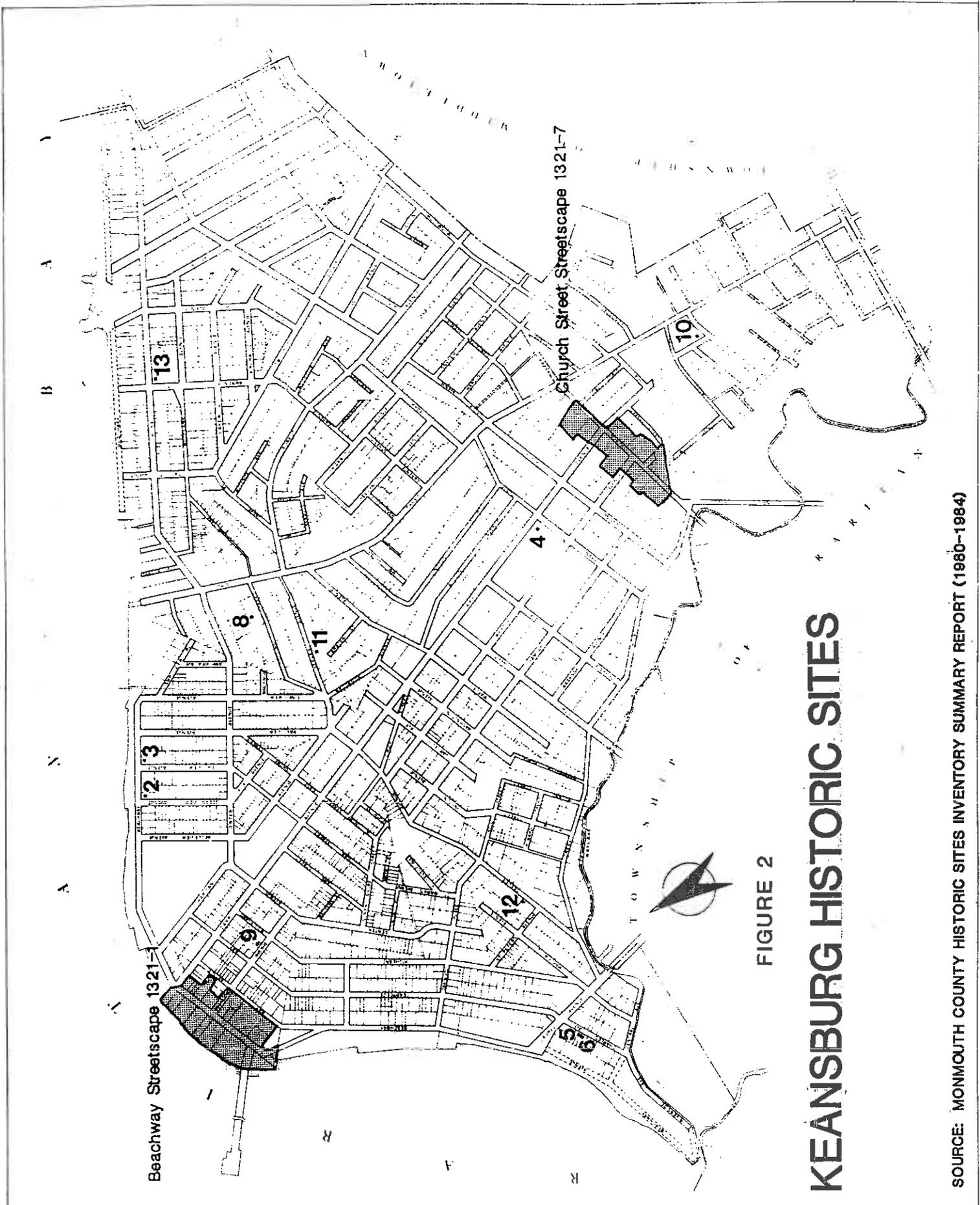


FIGURE 2

KEANSBURG HISTORIC SITES

POPULATION

Keansburg, as well as Monmouth County, has experienced a population growth rate during the past two decades which is more than double the growth rate for the State. Monmouth County was the fourth fastest growing county in New Jersey from 1980 to 1986. While this rapid growth is expected to continue in Monmouth County, Keansburg's population growth has moderated and stabilized. Nonetheless, the composition and characteristics of the Borough's population can be expected to change. These changes are an important consideration in long-term planning of future needs of the Borough in terms of residential, commercial, industrial, office, recreational, public facilities and other land uses.

The changing composition of the population resulting from the increasing birth rate, increasing elderly population and declining household size is important in terms of future planning of land uses and community facilities. Keansburg, with 11.8 percent of its population 65 and over, has experienced a slight increase in its aging population which is expected to slowly increase reaching 12.3 percent by 1992. Keansburg has also experienced an increasingly larger number of youths since 1979 which is reversing the declining birth rate that occurred between 1972 and 1979. Together, these trends create a need to plan for a changing population composition and for a periodic monitoring of changes in in-migration patterns and age characteristics.

Population is influenced by a variety of factors including national, state, and regional economic, and social trends as well as government policy. Changing birth rates, changing employment trends, consumer preferences, and numerous other factors can affect future development within the Borough of Keansburg. Keansburg officials, however, can guide future development and can manage growth within the Borough by establishing appropriate standards for population density as part of its land use planning efforts.

As updated census data for population and housing become available, the Planning Board should monitor new information to evaluate its planning program to determine if it is meeting the changing needs and desires of the present and future residents of the Borough.

Historical Population Growth 1920 to 1980

The first official census taken in Keansburg following its formation in 1917 was the U.S. Census of 1920, which recorded a total population of 1,321. By 1930 the population increased to 2,190. During the depression years 1930 to 1940, Keansburg's population increased at a significantly faster rate than Monmouth County and the State of New Jersey. In 1940 population reached 2,904, an increase of 32.6 percent in comparison to 9.5 percent for Monmouth County and 2.9 percent for New Jersey.

Rapid post-World War II development changed Keansburg from a family summer vacation resort to a suburban, residential community. Many seasonal homes were converted in this period to year-round use. Between the years 1940 and 1950 Keansburg experienced its most rapid population growth to 5,559 (91.4 percent). This pattern continued with population reaching 6,854 (23.3 percent) in 1960 and 9,720 (41.8 percent) in 1970.

During the past decade, 1970 to 1980 there was a significant change in population growth as it slowed to 9.2 percent reaching 10,613 in 1980.

Population Changes: 1982 TO 1987

The New Jersey Department of Labor and Industry provides annual estimates of population. In 1982, the State estimate of population for Keansburg was 10,498, 10,531 for 1984 and 10,484 for 1986. However, Monmouth County Planning Board estimates an increase from 1980 to 1987 to 10,755 in Keansburg. The Keansburg Planning Board believes that official estimates under count Keansburg's population. The actual population is felt to be higher with extended families and multiple households within single dwelling units.

Nature of Population Change

Population changes occur from births, deaths, and migration (the movement of residents into and out of the Borough). The migration patterns into the Borough were responsible for the increase in population in Keansburg during the 1950's and 1960's. This is depicted in Table 2 which shows the Nature of Population Change: 1960-1986, and Table 3, Natural Population Changes which shows the annual natural population changes from 1960 to 1986.

During the 1960's the in-migration of residents accounted for an increase of 2113 persons or 74 percent of the 2866 increase in population in the Borough. Natural increase, births minus deaths, accounted for 753 or 26 percent of the net increase.

In the 1970's there was a significant decrease in the rate of population change due to a major reduction in the net in-migration and a slight increase in the number of deaths. The number of deaths in the decade of 1960 to 1970 was 978. In the decade of 1970 to 1980 there were 1245 deaths, a 27.3 percent increase from the 1960's. The number of births was similar in both decades, 1731 in the 1960's and 1796 in the 1970's. The net result in the 1970's was a natural increase of 551. The total population change between 1970 (9720) and 1980 (10,613) coupled with the natural increase of 551 resulted in a net in-migration of only 342 persons (3.5 percent).

The minimal change of population in the 1970's compared to the major increases of the two earlier decades was due to several factors including a general slowing of population and economic growth in the State and the region.

TABLE 2
NATURE OF POPULATION CHANGE: 1960-1986
BOROUGH OF KEANSBURG

	1960-1969	1970-1979	1980-1986
BASE POPULATION (1)	6854 (1960)	9720 (1970)	10613 (1980)
NATURAL CHANGE (2)			
Total Births	1731	1796	1368
Total Deaths	- 978	- 1245	- 1018
Natural Change	753	551	350
NET MIGRATION			
Total Population Change	2866	893	-129
Natural Change	- 753	- 551	- 350
Net Migration	2113	342	-479
NET POPULATION CHANGE			
Base Population	6854	9720	10613
Natural Change	+ 753	+ 551	+ 350
Net Migration	+ 2113	+ 342	+ -479
Net Population	9720 (1970)	10613 (1980)	10484 (3) (1986)

SOURCE: (1) United States Census of Population: 1960, 1970 & 1980.
 (2) New Jersey Department of Health, Center for Health Statistics: 1960-1986 birth and death statistics.
 (3) New Jersey Department of Labor, Office of Demographic and Economic Analysis, "Population Estimates for New Jersey" issued September 1987.
 COMPILED BY: T&M Associates, 1987

TABLE 3
 NATURAL POPULATION CHANGES: 1960-1986
 BOROUGH OF KEANSBURG

YEAR	BIRTHS	DEATHS	NATURAL CHANGE
1960	184	91	93
1961	171	97	74
1962	169	114	55
1963	192	107	85
1964	160	98	62
1965	190	102	88
1966	183	94	89
1967	145	104	41
1968	156	33	123
1969	181	138	43
<hr/>			
TOTAL 1960-1969	1731	978	753
<hr/>			
1970	187	115	72
1971	197	106	91
1972	212	127	85
1973	166	137	29
1974	174	110	64
1975	189	115	74
1976	179	128	51
1977	157	145	12
1978	175	132	43
1979	160	130	30
<hr/>			
TOTAL 1970-1979	1796	1245	551
<hr/>			
1980	182	143	39
1981	172	144	28
1982	183	114	69
1983	203	183	20
1984	231	121	110
1985	181	135	46
1986	216	178	38
<hr/>			
TOTAL 1980-1986	1368	1018	350
<hr/>			
TOTAL 1960-1986	4895	3241	1654

SOURCE: New Jersey Department of Health, Center
 for Health Statistics: 1960-1986
 COMPILED BY: T&M Associates, 1987

Population Characteristics

Social characteristics are compiled during the decennial Federal Census. The data available from the 1980 Census provides the following information on the Borough of Keansburg.

Age Distribution - The age distribution of the Keansburg population in 1980 by cohorts (age groups) is shown in Table 4. The median age for the Borough in 1980 was 28.6 years. The median age was lower than both Monmouth County (32.3 years) and New Jersey (32.2 years).

Sex - The male to female ratio of 47.9 percent males and 52.1 percent females is comparable to the State figure of 48.0 percent males and 52 percent females. The number of males and females are almost equal until age 35, when females start to out-number men due to a longer life span.

Race - Keansburg has a predominantly white population. The 1980 Census recorded a total of 16 blacks which is 0.2 percent of the population. These figures contrast with the County percentage of 8.5 percent black. All other races totalled 139, 1.3 percent contrasting with the County figure of 2.2 percent.

Education - The percentage of persons aged 25 years and over who had completed high school was 20.8 percent and those who had completed four years of college was 2.1 percent. This compares with the County figures of 34.5 percent who completed four years of high school and 14.3 percent who completed four years of college.

TABLE 4
POPULATION CHARACTERISTICS - 1980
BOROUGH OF KEANSBURG

CHARACTERISTIC	KEANSBURG		MONMOUTH COUNTY		NEW JERSEY	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
AGE DISTRIBUTION						
0-5	1029.0	9.7	38090.0	7.6	556651.0	7.6
6-13	1436.0	13.5	65784.0	13.1	1020926.0	13.9
14-17	858.0	8.1	40047.0	8.0	413284.0	5.6
18-24	1372.0	12.9	54105.0	10.8	872209.0	11.8
25-34	1566.0	14.8	75222.0	14.9	1137893.0	15.5
35-44	1091.0	10.3	64341.0	12.8	879823.0	11.9
45-54	1016.0	9.6	56078.0	11.1	826558.0	11.2
55-64	992.0	9.3	49970.0	9.9	797708.0	10.8
65 & OVER	1253.0	11.8	59536.0	11.8	859771.0	11.7
TOTAL	10613.0	100.0	503173.0	100.0	7364823.0	100.0
MEDIAN AGE	28.6		32.3		32.2	
SEX						
FEMALE	5528.0	52.1	261316.0	51.9	3831811.0	52.0
MALE	5085.0	47.9	241857.0	48.1	3533012.0	48.0
RACE						
WHITE	10458.0	98.5	449259.0	89.3	6127467.0	83.2
BLACK	16.0	0.2	42985.0	8.5	925066.0	12.6
OTHER	139.0	1.3	10929.0	2.2	312290.0	4.2
EDUCATION ATTAINMENT (25 YEARS AND OVER)						
YEARS COMPLETED						
NONE		**	3090.0	1.2		**
1-8	1316.0	12.4	50916.0	20.5	791072.0	17.6
HIGH SCHOOL						
1-3	1709.0	16.1	45103.0	18.2	658145.0	14.6
HIGH SCHOOL						
4	2216.0	20.8	85813.0	34.5	1620388.0	36.0
COLLEGE						
1-3	414.0	3.9	28128.0	11.3	592854.0	13.2
COLLEGE						
4+	225.0	2.1	35471.0	14.3	839199.0	18.6

NOTE: ** Indicates the categories "none" and "1-8" are combined.
SOURCE: U.S. Bureau of Census - 1980
COMPILED BY: T&M Associates, 1987

Occupation - Table 5, presents the distribution of occupations for the Borough of Keansburg and Monmouth County in 1980. It indicates that the major occupation category in 1980 was production, craft, and repair which accounted for 19.1 percent of the total. This figure compares with the County percentage of 11.4 percent for the same category. Compared to the County, less of Keansburg's population was employed in professional, managerial and technical occupations. A higher proportion of the Borough work force was engaged in "blue-collar" categories, machine operators, and transportation and material moving, than in the County as a whole.

TABLE 5
 1980 OCCUPATIONAL DISTRIBUTION
 BOROUGH OF KEANSBURG & MONMOUTH COUNTY

OCCUPATION	KEANSBURG		MONMOUTH COUNTY	
	JOBS	PERCENT	JOBS	PERCENT
Managerial	213	5.7%	30801	14.3%
Professional	200	5.3%	34097	15.8%
Technical	82	2.2%	7209	3.4%
Administrative Support/Clerical	659	17.5%	37235	17.3%
Sales	352	9.3%	26252	12.2%
Private Household Services	12	0.3%	1353	0.6%
Protective Services	130	3.5%	3767	1.8%
Other Services	438	11.6%	19951	9.3%
Farm/Forest/Fish	11	0.3%	2257	1.0%
Production/Craft/Repair	720	19.1%	24449	11.4%
Machine Operators, Etc.	437	11.6%	12095	5.6%
Transportation/Material Moving Handlers/Laborers	337	8.9%	8714	4.0%
	175	4.6%	7007	3.3%
TOTAL	3766	100.0%	215187	100.0%

NOTE: "Jobs" refers to the number of municipal or county residents, respectively, employed in each occupation. The place of employment is not necessarily within the respective municipality or county.

SOURCE: 1980 Census of Population, STF IV

COMPILED BY: T&M Associates 1987

Employment - Table 6, "Private Sector Covered Employment Keansburg Borough, Monmouth County and New Jersey", indicates between 1976 and 1986 that jobs covered by unemployment insurance (covered jobs) in Keansburg has declined while Monmouth County and the State of New Jersey have significantly increased. In 1976, Keansburg had a total of 770 covered jobs, decreasing to a total of 754 by 1986, representing a 2.07 percent decrease. In comparison, Monmouth County covered jobs increased a total of 50.7 percent and the State of New Jersey increased a total of 30.0 percent for the same period.

As shown in Table 7, "1987 Annual Unemployment Rate Keansburg Borough, Monmouth County and New Jersey", Keansburg had a significantly higher unemployment rate (5.9 percent) than Monmouth County (3.2 percent) or the State of New Jersey (4.0 percent) in 1987.

TABLE 6
PRIVATE SECTOR COVERED EMPLOYMENT
KEANSBURG, MONMOUTH COUNTY & NEW JERSEY

YEAR	BOROUGH OF KEANSBURG	PERCENT CHANGE	MONMOUTH COUNTY	PERCENT CHANGE	NEW JERSEY	PERCENT CHANGE
1976	770		106950		2269709	
1977	698	-9.35%	110056	2.90%	2334731	2.86%
1978	810	16.05%	121710	10.59%	2468644	5.74%
1979	730	-9.88%	124155	2.01%	2529140	2.45%
1980	698	-4.38%	126165	1.62%	2530556	0.06%
1981	600	-14.04%	129416	2.58%	2589641	2.33%
1982	707	17.83%	131074	1.28%	2566143	-0.91%
1983	831	17.54%	137728	5.08%	2680826	4.47%
1984	792	-4.69%	150140	9.01%	2813014	4.93%
1985	787	-0.63%	155240	3.40%	2859833	2.02%
1986	754	-4.19%	161207	3.84%	2950984	2.83%

SOURCES: New Jersey Department of Labor, Division of Planning and Research, Office of Demographic & Economic Analysis; "New Jersey Covered Employment Trends" (1976-1986 Issues)

COMPILED BY: T&M Associates, 1988

TABLE 7
1987 ANNUAL UNEMPLOYMENT RATE
KEANSBURG BOROUGH, MONMOUTH COUNTY AND NEW JERSEY

KEANSBURG BOROUGH	MONMOUTH COUNTY	NEW JERSEY
5.9	3.2	4.0

SOURCE: New Jersey Department of Labor, Division of Planning
and Research, Office Of Demographic & Economic Analysis;
"New Jersey Unemployment Rates" (1987)
COMPILED BY: T&M Associates, 1988

Population Projections

Table 8, shows 1987 estimates and 1995 projections for Keansburg and Monmouth County. The Borough's 1987 estimates show a 1.32 percent increase from 1980 levels compared to a 12.93 percent increase for the County. Keansburg's population is expected to increase by 2.99 percent between 1987 and 1995. In comparison, Monmouth County is projected to increase by 16.39 percent.

TABLE 8

POPULATION ESTIMATES AND
PROJECTIONS 1980 - 1995

BOROUGH OF KEANSBURG AND MONMOUTH COUNTY

	1980 (CENSUS)	ESTIMATES 1987	PROJECTIONS		PERCENT CHANGE	
			1992	1995	1980-87	1987-95
KEANSBURG	10,613	10,753	10,984	11,074	1.32	2.99
MONMOUTH COUNTY	503,103	568,148	635,934	661,252	12.93	16.39

SOURCE: Monmouth County Planning Board 1987

COMPILED BY: T & M Associates

NATURAL RESOURCES

Keansburg benefits from the Raritan Bayshore's natural resources. These resources and physical features had a direct impact on earlier development of the Borough. State and Federal environmental regulatory legislation enacted over the last several years can be expected to strongly influence future Borough planning and development decisions. This section of the Master Plan summarizes the key natural resources in the Borough of Keansburg including physiography, soils, topography and surface waters, vegetation and wildlife.

Physiography

The State of New Jersey is divided into five physiographic provinces: Ridge and Valley, Highlands, Piedmont, Inner Coastal Plain, and Outer Coastal Plain. The Borough of Keansburg is located at the northernmost outcrop of the Inner Coastal Plain Province. The Inner Coastal Plain is characteristically hilly and well-drained. Due to the proximity of Keansburg to the Bay, the Borough topography does not conform to the typical physiography of this region.

Typically, the Inner Coastal Plain is dominated by unconsolidated sand, silt and clay sediments which were deposited during the Cretaceous Period of the Mesozoic Era and the Tertiary Period of the Cenozoic Era, approximately 70 million years ago.

Geology

The geologic formations dominating the Inner Coastal Plain consist of sand, silt and clay compositions which include varying amounts of gravel, marl, and glauconite. The Borough of Keansburg is situated almost entirely within an outcropping of the Woodbury Clay Formation. The southern and eastern extremes of the Borough fall within the transitional area between this clay formation and an outcropping of the Englishtown Formation. Both formations are Cretaceous in origin.

The Woodbury Clay Formation was deposited in relatively shallow sea water. The dark gray clay is approximately 50 feet in depth. As the water level continued to drop, the sediments became sandier. The Englishtown Formation consists of up to 140 feet of primarily quartz and sediments. The Englishtown Sand Formation is an important aquifer in New Jersey, supplying water to private and municipal wells.

Soils

The United States Department of Agriculture Soil Conservation Service has delineated agronomic soil series on a County-wide basis. The 1982 Draft Soil Survey of Monmouth County delineates three soil series within the Borough: Urban Land, Fripp Sand, and Tidal Marshes (sulfaquents and sulfihemists).

Urban Land in the Borough Keansburg includes those areas which are at least 80 percent covered by such impervious surfaces as roads, buildings, and parking lots. The Urban Land designation has also been given to former lowlands and wetlands which have been filled. Most of the Borough of Keansburg has been designated Urban Land due to the fact that the Borough was predominately developed in 1982 when the preliminary soil survey was completed.

The Fripp Series consists of deep, excessively drained, grayish-brown, fine sandy soils. These typically occur as ridges and dunes along the coast. In the Borough of Keansburg, the Fripp Soils are located west of Beachway and Shore Boulevard.

Tidal Marshes are comprised of mostly silt size mineral and organic matter overlying sand and gravelly sand. Tidal marsh soil deposition is significantly influenced by the twice daily flooding. Lands designated with this series in the Borough of Keansburg are directly adjacent to Waackaack Creek.

The New Jersey Department of Agriculture regulates the disturbance of soil exceeding 5000 square feet of surface area. There are 17 Soil Conservation Districts in New Jersey which administer the Soil Erosion and Sediment Control Act (NJSA 4:24-1 et seq.) through the review and certification of site plans. Plans regulated by the Erosion Act should be referred to the Freehold Soil Conservation District, located in Freehold, New Jersey.

Topography and Surface Waters

The Borough of Keansburg is relatively level. It slopes gently in a northerly direction towards Raritan Bay. Localized areas along the western boundary slope in a southwesterly direction toward Waackaack Creek. The intersection of N.J.S.H. Route 36 and Main Street is located on one of the highest elevations within the Borough: 16 feet above sea level. The areas along Beachway and Shore Boulevard are approximately 10 feet above sea level. Keansburg occupies the easternmost of two significant head-land peninsulas which jut into the southern half of Raritan Bay. The lowest elevations within the municipality are along the Bayshore. Waackaack Creek, which forms the western municipal boundary, is fringed by a wide floodplain.

The 100 and 500 year floodplains are delineated by the Federal Emergency Management Agency (FEMA), on the Flood Insurance Rate Map (FIRM). The 100 year floodprone area of Waackaack Creek extends inland encompassing lowlands adjacent to the Creek, east of Wood Avenue, Stella Drive, Central Street and Creek Road. The 100 year floodprone area also includes a large lowland area west of Creek Road, south of Highland Boulevard and encompassing Highland Avenue, Beachway, Camp View Avenue, Gordon Place and Maple Avenue. The 500 year floodprone area includes lands south of the 100 year floodplain including lands between Terrace Place, Myrtle Avenue, Carr Avenue, Manning Place, Lancaster Avenue, Crescent Street, Beacon Terrace, Orchard Street, Park Avenue, Shore Boulevard, Waterview Place and Maple Avenue. Figure 3, "Flood Hazard Areas" reproduces the FEMA Flood Insurance Rate Map delineation for the 100 Year Floodplain. The floodplain of Raritan Bay contains all lands north and east of the artificial dune or hurricane berm constructed by the Army Corps of Engineers.

Permits are required for alterations to stream channel or floodplains within the 100 year floodplain boundary under the Flood Hazard Control Act (NJSA 58:16A-50, et seq.). This program is administered by the Bureau of Floodplain Management of the New Jersey Department of Environmental Protection, Division of Water Resources. The United States Army Corps of Engineers, New York District regulates the dredging or filling of manageable waters and their floodplains under the Clean Water Act (33 U.S.C. 1344). Waterfront Development adjacent to tidal or navigable waterways is regulated under NJSA 12:5-3 by the New Jersey Department of Environmental Protection, Bureau of Coastal Enforcement.

The headwaters of Waackaack Creek include Mahoras Brook in Holmdel Township. The New Jersey Department of Environmental Protection monitors surface water quality for indications of organic and chemical pollution. Strict water quality standards are used to determine shellfish growing classifications for coastal waters of the State. The shellfishing classification is therefore a good indicator of water quality. Waackaack Creek and part of Raritan Bay are condemned for shellfishing. To the north and east of the tip of Point Comfort, the Raritan Bay is designated a Special Restricted Area. Shellfish harvesting is allowed in these areas only by special permit which can be obtained from the New Jersey Department of Environmental Protection.

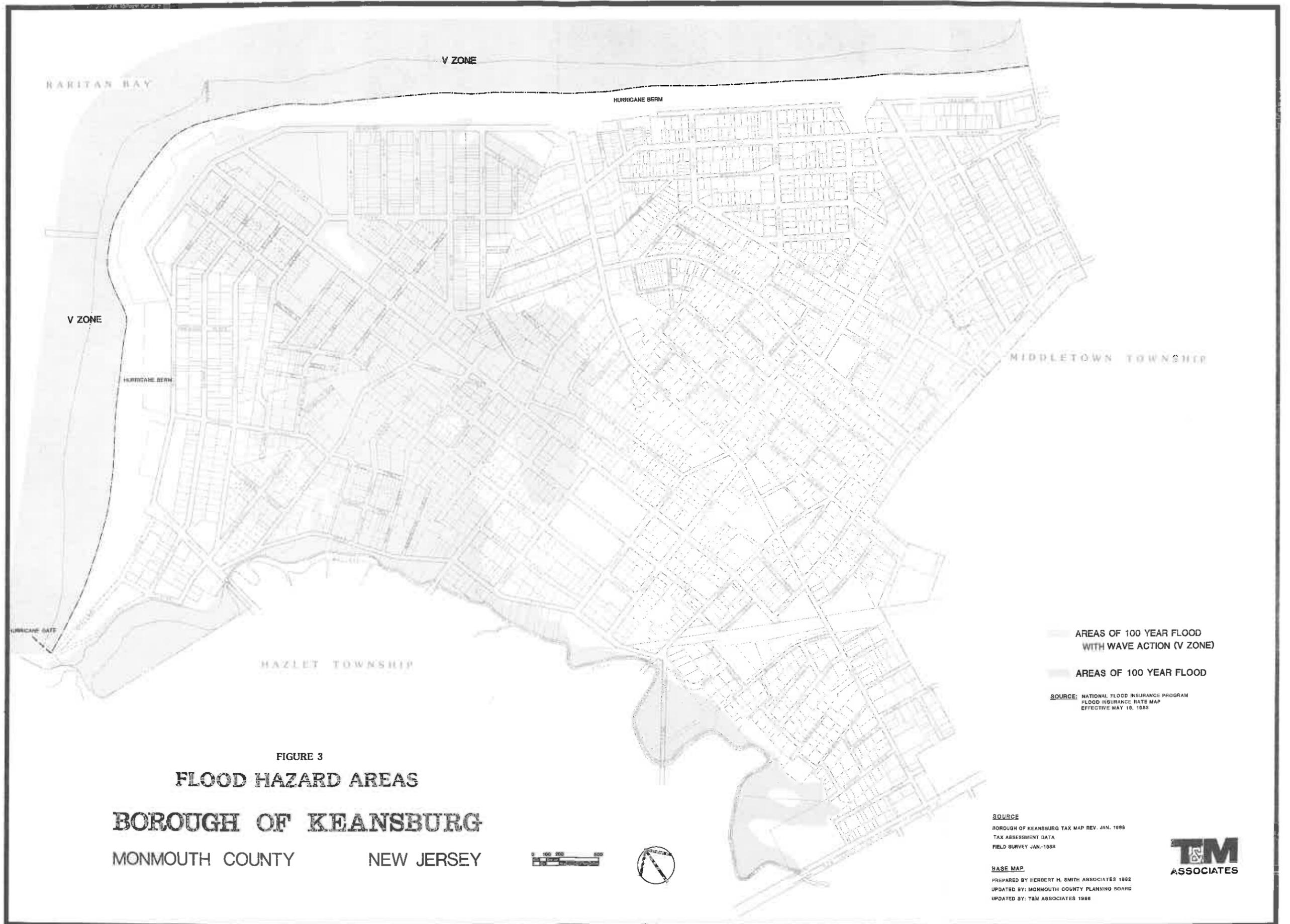
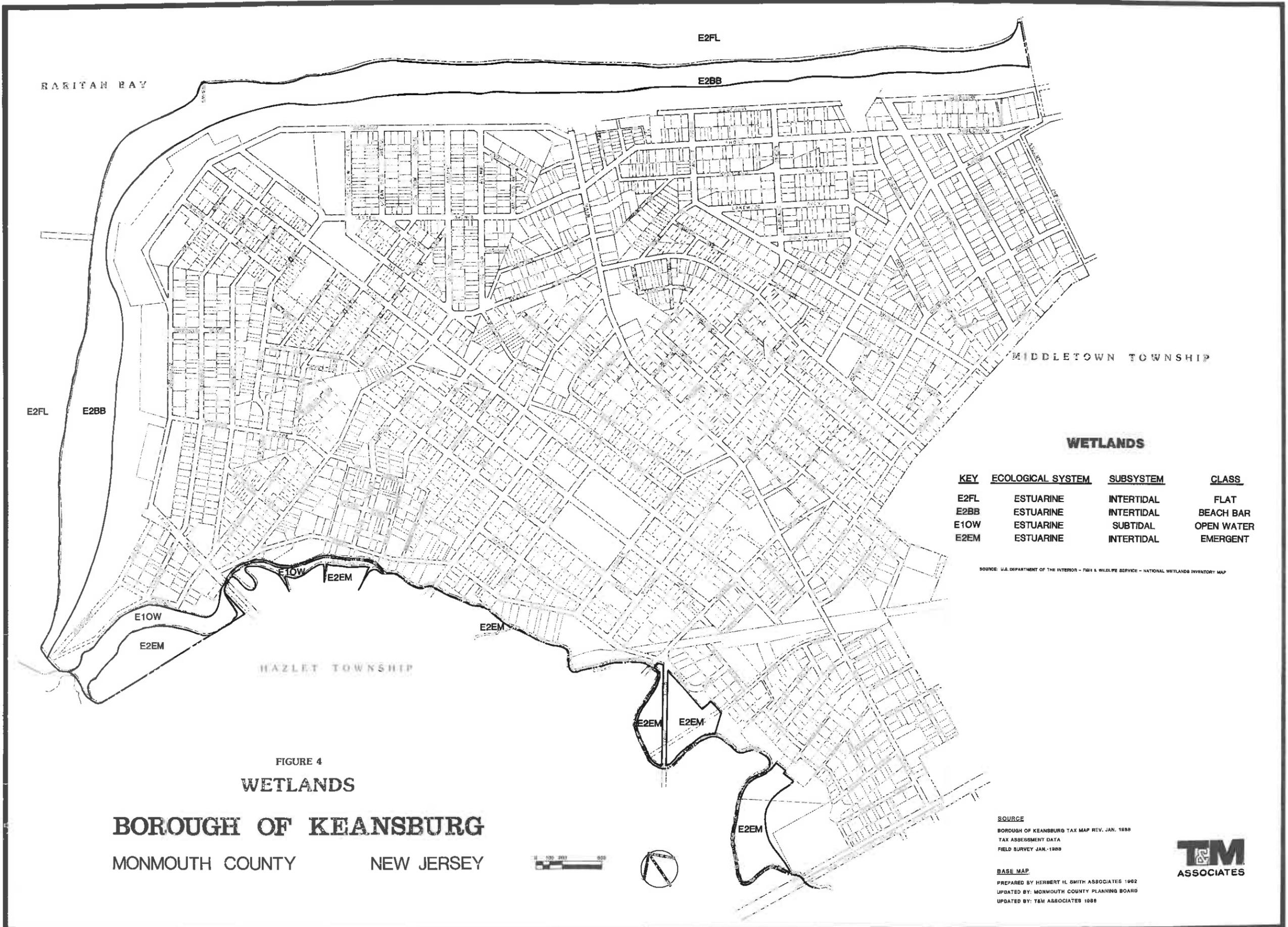


FIGURE 3
FLOOD HAZARD AREAS
BOROUGH OF KEANSBURG
 MONMOUTH COUNTY NEW JERSEY

AREAS OF 100 YEAR FLOOD WITH WAVE ACTION (V ZONE)
 AREAS OF 100 YEAR FLOOD
 SOURCE: NATIONAL FLOOD INSURANCE PROGRAM
 FLOOD INSURANCE RATE MAP
 EFFECTIVE MAY 18, 1988

SOURCE
 BOROUGH OF KEANSBURG TAX MAP REV. JAN. 1988
 TAX ASSESSMENT DATA
 FIELD SURVEY JAN. 1988
 BASE MAP
 PREPARED BY HERBERT H. SMITH ASSOCIATES 1982
 UPDATED BY: MONMOUTH COUNTY PLANNING BOARD
 UPDATED BY: T&M ASSOCIATES 1988





RARITAN BAY

E2FL

E2BB

MIDDLETOWN TOWNSHIP

E2FL

E2BB

WETLANDS

KEY	ECOLOGICAL SYSTEM	SUBSYSTEM	CLASS
E2FL	ESTUARINE	INTERTIDAL	FLAT
E2BB	ESTUARINE	INTERTIDAL	BEACH BAR
E1OW	ESTUARINE	SUBTIDAL	OPEN WATER
E2EM	ESTUARINE	INTERTIDAL	EMERGENT

SOURCE: U.S. DEPARTMENT OF THE INTERIOR - FISH & WILDLIFE SERVICE - NATIONAL WETLANDS INVENTORY MAP

HAZLET TOWNSHIP

FIGURE 4

WETLANDS

BOROUGH OF KEANSBURG

MONMOUTH COUNTY

NEW JERSEY



SOURCE
 BOROUGH OF KEANSBURG TAX MAP REV. JAN. 1988
 TAX ASSESSMENT DATA
 FIELD SURVEY JAN. 1989

BASE MAP
 PREPARED BY HERBERT H. SMITH ASSOCIATES 1962
 UPDATED BY: MONMOUTH COUNTY PLANNING BOARD
 UPDATED BY: T&M ASSOCIATES 1988



Groundwater quality is monitored by the New Jersey Department of Environmental Protection for mineral and chemical content. The Englishtown Aquifer, which outcrops in Keansburg, meets potable water quality standards but contains high quantities of iron and manganese. The presence of calcium and magnesium in the coastal areas of this aquifer makes the water hard. Keansburg is within an Aquifer Critical Area delineated by the N.J.D.E.P. Groundwater withdrawals in the area have exceeded the sustainable yield of the aquifer. DEP has required a reduction of withdrawals.

Water quality is managed through Monmouth County 208 Water Quality Management Program. Public agencies and private corporations which discharge effluent, industrial waste water, or wash water into surface waters are required to obtain permits in accordance with the Federal Water Pollution Control Act (PL 92-500). These permits are obtainable under the National Pollutant Discharge Elimination Process. Permits are also required under the New Jersey Water Pollution Control Act (NJSA 58:10A-1, et seq.) for discharge into surface or groundwater. This program is administered by the Department of Environmental Protection, Division of Water Resources, Water Quality Management Element.

Vegetation and Wetlands

Two vegetative associations can be found within the Borough of Keansburg: wetlands and urban associated vegetation. Urban vegetation includes ornamental species which may not be native species, or not particularly well-suited to area conditions. This association includes turf grass, annual and perennial flowers and bulbs, ornamental shrubs and street trees.

The United States Fish Wildlife Service has adopted a "Classification of Wetlands and Deep Water Habitats of the United States", which delineates and identifies tidal and freshwater wetlands. The system is hierarchical, and structured with a combination of ecological, biological, hydrological, and substrata characteristics. The National Wetlands Inventory (NWI) Maps have been prepared from aerial photography and are based on identification of vegetation and visible water systems. These maps were prepared as overlays to the U.S. Geological Survey Quadrangles.

Designated NWI wetlands within the Borough of Keansburg are Estuarine. Estuarine wetlands contain tidal brackish water systems and salt water systems which are somewhat diluted by freshwater runoff. Within Keansburg, these wetlands systems are Inter-tidal and include beach, flats, and emergent vegetation classes.

The discharge of dredge or fill material into wetlands or water systems is regulated by the United State Army Corps of Engineers, under Section 404 of the Clean Water Act (33 USC 1344). Jurisdiction over freshwater wetlands will be jointly shared by the New Jersey Department of Environmental Protection and the Army Corps, after July 1, 1988, and will be under control of New Jersey Department of Environmental Protection. This is in accordance with the New Jersey Freshwater Wetlands Protection Act (PL 1987, C. 156). Tidal wetlands are regulated by the Wetlands Act of 1970 (NJSA 13:9A-1) under the jurisdiction of the New Jersey Department of Environmental Protection, Division of Coastal Resources.

Wildlife

The variety of wildlife species which inhabit or visit an area is related to the diversity and quantity of food, water and cover available. The Borough of Keansburg is within the range of a wide variety of bird species. Those known or presumed to visit or nest in the Borough are listed in Table 9, "Bird Species: Borough of Keansburg".

Other wildlife which may find suitable habitat in Keansburg include bats, rodents, and small mammals. The diversity of these species is significantly affected by the variety in available habitat. Species are often limited to use of only one or two specific habitats for food and cover. In Keansburg, the available habitats include forest, wet forest, marsh, field/scrub, forest fringe, and urban land. Table 10, "Mammalian Wildlife Species: Borough of Keansburg", lists the species known or presumed to inhabit the Borough, their habitats, and special requirements.

The New Jersey Department of Environmental Protection maintains lists of Threatened and Endangered Wildlife Species. Table 11, "Endangered and Threatened Wildlife Species: Borough of Keansburg", lists the common and scientific name of the species whose ranges include Keansburg. The table also provides the species status and habitat requirements.

TABLE 9
 BIRD SPECIES
 BOROUGH OF KEANSBURG

SCIENTIFIC NAME	COMMON NAME
<i>Ammospiza caudacuta</i>	Sharp-tailed Sparrow
<i>Ammospiza maritima</i>	Seaside Sparrow
<i>Buteo jamaicensis</i>	Red-tailed Hawk
<i>Cardinalis cardinalis</i>	Cardinal
<i>Cathartes aura</i>	Turkey Vulture
<i>Catharus guttatus</i>	Hermit Thrush
<i>Catharus minimus</i>	Gray-cheeked Thrush
<i>Catharus ustulatus</i>	Swainson's Thrush
<i>Coryvus brachyrhynchos</i>	Common Crow
<i>Cyanocitta cristata</i>	Blue Jay
<i>Dumetella carolinensis</i>	Gray Catbird
<i>Larus argentatus</i>	Herring Gull
<i>Larus atricilla</i>	Laughing Gull
<i>Larus mirinus</i>	Great Black-backed Gull
<i>Melospiza melodia</i>	Song Sparrow
<i>Mimus ployglottos</i>	Mockingbird
<i>Molothrus ater</i>	Brown-headed Cowbird
<i>Passer domesticus</i>	House Sparrow
<i>Sterna hirundo</i>	Common Tern
<i>Sturnus vulgaris</i>	Starling
<i>Spizella passerina</i>	Chipping Sparrow
<i>Spizella pusilla</i>	Field Sparrow
<i>Turdus migratorius</i>	American Robin
<i>Zonotrichia albicollis</i>	White-throated Sparrow

PREPARED BY: T&M Associates, 1988

TABLE 10
MAMMALIAN WILDLIFE SPECIES
BOROUGH OF KEANSBURG

COMMON NAME	SCIENTIFIC NAME	-HABITAT-					SPECIAL HABITAT REQUIREMENTS
		FOREST	WET FOREST	MARSH	FIELD/ SCRUB	FOREST FRINGE	
BATS							
Red Bat	<i>Lasiurus borealis</i>	X			X	X	trees
Hoary Bat	<i>Lasiurus cinereus</i>	X					evergreens
Silver-haired Bat	<i>Lasionycteris noctivagans</i>	X				X	trees, cracks, buildings
RODENTS							
Black Rat	<i>Rattus rattus</i>				X	X	mainly buildings, docks
Norway Rat	<i>Rattus norvegicus</i>				X	X	buildings, fields
Marsh Rice Rat	<i>Oryzomys palustris</i>			X			
Muskrat	<i>Ondatra zibethicus</i>			X			water areas
House Mouse	<i>Mus musculus</i>				X	X	buildings, fields
Meadow Jumping Mouse	<i>Zapus hudsonius</i>			X	X		moist fields-dense woods
White Footed Mouse	<i>Peromyscus leucopus</i>	X			X		brushy areas
Wood Mouse	<i>Peromyscus sp.</i>	X				X	
Short-tailed Shrew	<i>Blarina brevicauda</i>	X			X		
Least Shrew	<i>Cryptotis parva</i>		X	X	X		grassy areas
Masked Shrew	<i>Sorex cinereus</i>			X			moist fields-dry woods
So. Red-backed Vole	<i>Clethrionomys gapperi</i>		X				
Meadow Vole	<i>Microtus pennsylvanicus</i>			X	X		also woodland glades
So. Bog Lemming	<i>Synaptomys cooperi</i>			X			meadows
SMALL MAMMALS							
Eastern Mole	<i>Scalopus aquaticus</i>			X	X		loose soil
Starnosed Mole	<i>Condylura cristata</i>		X	X			occasionally lawns
Opossum	<i>Didelphis virginiana</i>	X			X		
Striped Skunk	<i>Mephitis mephitis</i>	X			X	X	
Raccoon	<i>Procyon lotor</i>		X				streams
Long Tail Weasel	<i>Mustela frenata</i>	X	X		X	X	likes fields & streams
Eastern Cottontail	<i>Sylvilagus floridanus</i>	X			X	X	thickets & brush piles
New Eng. Cottontail	<i>S. transitionalis</i>	X			X	X	brushy areas
Groundhog	<i>Marmota monax</i>				X	X	fields
Eastern Chipmunk	<i>Tamias striatus</i>		X		X		wood piles
East. Gray Squirrel	<i>Sciurus carolinensis</i>	X				X	

SOURCE: Whitaker, John D. Jr., "THE AUDUBON SOCIETY FIELD GUIDE TO NORTH AMERICAN MAMMALS",
Alfred A. Knopf, New York, N.Y., 1961, 745 pp.
COMPILED BY: TMN Associates, 1988

TABLE 11
 ENDANGERED AND THREATENED
 WILDLIFE SPECIES
 BOROUGH OF KEANSBURG

COMMON NAME SCIENTIFIC NAME	HABITAT REQUIREMENTS	STATUS
Shortnosed Sturgeon <i>Acipenser brevirostrum</i>	brackish rivers and bays	E
Atlantic Sturgeon <i>Acipenser oxyrhynchus</i>	brackish rivers and bays	T
Atlantic Tomcod <i>Microgadus tomcod</i>	bays and esturies	T
Great Blue Heron <i>Ardea herodias</i>	saltwater marshes	T
Osprey <i>Pandion haliaetus</i>	tall trees or poles overlooking wetland marshes	E
Roseate Tern <i>Sterna dougallii</i>	wetland marshes	T
Short-billed Marsh Wren <i>Cistothorus plantensis</i>	brackish marshes and inland meadows	T

SOURCE: New Jersey Endangered and Threatened Species Program
 PREPARED BY: T&M Associates, 1988

Beach

The Raritan Bay Beach provides natural protection from coastal storms and severe wave action, while serving as a visual and recreational focal point. An artificial dune, created and stabilized by the planting of beach grass, and is the critical protective feature of the beach system.

Natural Resources and Planning in the Borough of Keansburg

Many of the natural resources which created the unique character of the Borough are now recognized to be of National and State importance. Development in these areas is regulated through a variety of Federal and State environmental legislation under the jurisdiction of the New Jersey Department of Agriculture, Freehold Soil Conservation District; the United States Army Corps of Engineers; and the New Jersey Department of Environmental Protection, Division of Water Resources, Bureau of Floodplain Management, and Bureau of Coastal Project Review. Municipal zoning and land development regulations must recognize the Borough's natural features and the Federal and State regulations.

In addition to the regulatory programs previously described, the Borough of Keansburg falls within the jurisdiction of the Coastal Area Facilities Review Act (NJSA 13:19-1, et seq.). CAFRA permits are administered by the Department of Environmental Protection, Division of Coastal Resources, Bureau of Coastal Projects Review. Location within the coastal zone necessitates application for a CAFRA permit for the construction of various industrial or commercial facilities, as well as residential developments of 25 or more units.

The Division of Coastal Resources requires an Environmental Impact Statement be submitted with all development applications. In addition to addressing potential negative impacts and mitigating measures, the report is required to address forty-two Special Area Policies. These policies are outlined in Table 12, "CAFRA Special Area Policies".

TABLE 12

CAFRA SPECIAL AREA POLICIES
NJAC 7:7E

SECTION NUMBER	SPECIAL AREA	POLICY SUMMARY
3.2	Shellfish Beds	Destruction of beds in prohibited.
3.4	Prime Fishing Areas	Water related recreational activities are permitted. Mining and waste disposal are prohibited.
3.5	Finfish Migratory	Physical water barriers are generally prohibited.
3.6	Submerged Vegetation	Vegetation destruction is prohibited.
3.7	Navigation Channels	Maintenance dredging is conditional. Development which negatively impacts channels are prohibited.
3.10	Marina Moorings	Non-water dependent development and uses which interfere or detract from recreational boating are prohibited. Maintenance dredging is prohibited.
3.12	Submerged Infrastructure Routes	Activities which would increase the potential for damage or interfere with maintenance are prohibited.
3.13	Shipwrecks and Artificial Reefs	Recreational and commercial fishing and scuba diving are permitted. Archeological research is conditional.
3.14	Wet Borrow Pits	Uses promoting wildlife are encouraged. Surface mining, recreation, dredge spoil disposal and fill are conditionally acceptable.
3.15	Intertidal and Subtidal Shallows	Development, filling and disturbance and disturbance are discouraged. Submerged infrastructure is conditional.
3.16	Filled Waters Edge	Direct water access: may develop water dependent uses. Existing (pre 6/77) conditional. All must comply with Public Access Resource Policy.

TABLE 12 (CONTINUED)

3.18	Natural Water's Edge-Floodplains	Development within 100' of navigable water is discouraged but conditionally acceptable. Recreation is conditional.
3.19	Alluvial Flood Margins	Wildlife refuge and some recreation is encouraged. Development is generally discouraged.
3.20	Beaches	Construction of new structures is prohibited. Dune creation and barrier free access are encouraged.
3.21	Dune	Construction of structures is prohibited except for limited access, sand fence, linear development.
3.22	Overwash Fans	Development is generally prohibited.
3.23	Erosion Hazard Areas	Linear development and shore protection activities are permitted. All other development is prohibited.
3.25	Wetlands	Development is generally prohibited. When development is permitted, it must meet several conditions. Destruction of wetlands must be mitigated.
3.26	Wetlands Buffer	Development is prohibited unless it does not have significant adverse impact.
3.34	Historic and Archeological Resources	Development that incorporates historic and archeological resors. is encouraged. However, anything that detracts or damages these elements is discouraged. New development in these areas is conditionally accepted.
3.35	Specimen Trees	Development is prohibited when light pattern, erosion drainage, quality of water or damage to tree is caused.
3.36	Endangered or Threatened Wildlife Vegetative Species Habitats	Development is discouraged unless minimal interference can be demonstrated or no salternative location for development can be found.

TABLE 12 (CONTINUED)

3.38	Public Open Space	New or expanded open space is encouraged at locations compatible with surrounding land uses. Development that adversely affects existing open space is discouraged, and conditionally accepted inside the space if it is a campground or road.
3.39	Special Hazard Areas	Development within these areas must include measures to protect public health and safety but is generally discouraged.
3.41	Special Urban Areas	Development to restore economic and social viability is encouraged but discouraged if it adversely affects the economic well being. Housing, hotels, motels and mixed uses consistent with Public Access Resource Policy are accepted only over large rivers.
3.45	Geodetic Coastal Reference Marks	Any disturbance of the marks is discouraged, however, if moved, or can not be protected, the N.J.G.C.S. shall be contacted.

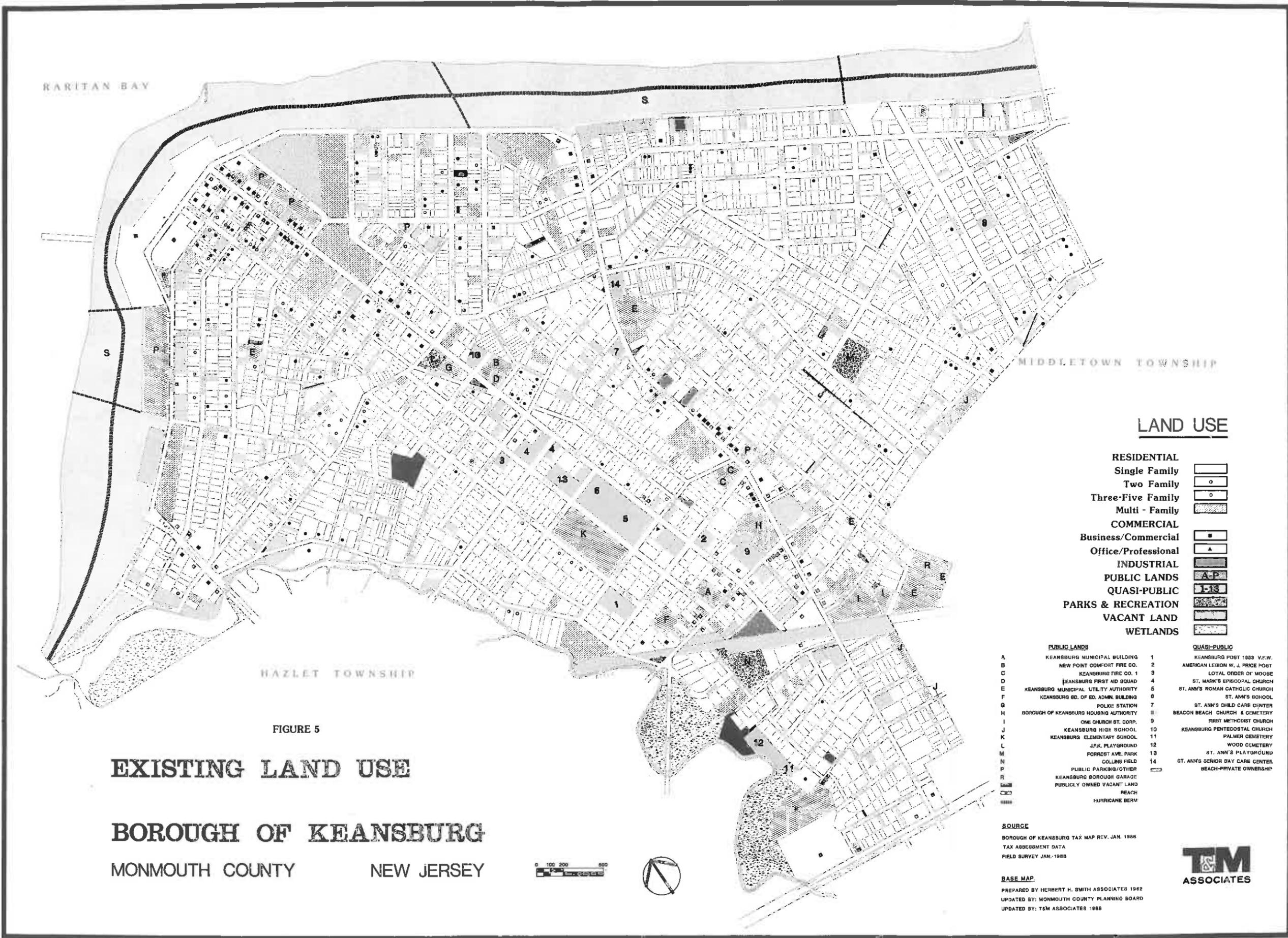
EXISTING LAND USE

Development Patterns

By the time Keansburg's first Master Plan was prepared in 1962, the Borough had been platted and developed as a seasonal community. The first land use survey noted that the overall pattern of land use in Keansburg reflected unplanned resort development. Although single family residences were the major land use, a variety of dwelling types had been built in every section of the Borough including single family, duplexes, rooming houses, apartments, and bungalows. The two major commercial areas were divided into a year-round business district along Main and Church Street and a seasonal commercial area oriented to the waterfront along the northerly end of Carr Avenue at Beachway. The 1962 report observed that both commercial areas were run down and in need of improvement. The report also noted that approximately 50 percent of the Borough housing stock could be classified as seasonal and obsolete.

While a second land use survey completed in 1970 showed little change in the overall land use pattern, Keansburg had evolved from a seasonal resort to a year-round community. Much of the seasonal housing stock had been converted to year-round use. As a result, the Borough population increased substantially. The 1970 survey noted the construction of garden apartments for year-round use in the vicinity of Raritan and Center Avenue, along Creek Road north of Church Street, at Hancock Street east of Main and on Beachway between Oakward Place and Laurel Avenue. As in 1963, there was little vacant developable land. The Borough was compelled to acquire an adjoining site in Middletown Township for construction of a new high school.

As part of the preparation of the 1988 Master Plan, a field survey of the present land use within Keansburg was completed in January 1988. Existing land use from the field survey was recorded on tax map sheets using generalized categories. This information has been mapped and is shown on Figure 5, "Existing Land Use". An analysis of the existing land use map reveals little change in the overall development pattern of the community since the previous land use survey. Each of the land use categories is presented and analyzed in the following sections.



RARITAN BAY

MIDDLETOWN TOWNSHIP

HAZLET TOWNSHIP

LAND USE

- RESIDENTIAL**
- Single Family
- Two Family
- Three-Five Family
- Multi - Family
- COMMERCIAL**
- Business/Commercial
- Office/Professional
- INDUSTRIAL**
- PUBLIC LANDS**
- QUASI-PUBLIC**
- PARKS & RECREATION**
- VACANT LAND**
- WETLANDS**

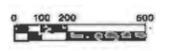
- | | | |
|--|----|----------------------------------|
| PUBLIC LANDS | | QUASI-PUBLIC |
| A KEANSBURG MUNICIPAL BUILDING | 1 | KEANSBURG POST 1953 V.F.W. |
| B NEW POINT COMFORT FIRE CO. | 2 | AMERICAN LEGION W. J. PRICE POST |
| C KEANSBURG FIRE CO. 1 | 3 | LOYAL ORDER OF MOOSE |
| D KEANSBURG FIRST AID SQUAD | 4 | ST. MARK'S EPISCOPAL CHURCH |
| E KEANSBURG MUNICIPAL UTILITY AUTHORITY | 5 | ST. ANN'S ROMAN CATHOLIC CHURCH |
| F KEANSBURG BD. OF ED. ADMIN. BUILDING | 8 | ST. ANN'S SCHOOL |
| G POLICE STATION | 7 | ST. ANN'S CHILD CARE CENTER |
| H BOROUGH OF KEANSBURG HOUSING AUTHORITY | 11 | BEACON BEACH CHURCH & CEMETERY |
| I ONE CHURCH ST. CORP. | 9 | FIRST METHODIST CHURCH |
| J KEANSBURG HIGH SCHOOL | 10 | KEANSBURG PENTECOSTAL CHURCH |
| K KEANSBURG ELEMENTARY SCHOOL | 11 | PALMER CEMETERY |
| L J.F.K. PLAYGROUND | 12 | WOOD CEMETERY |
| M FORREST AVE. PARK | 13 | ST. ANN'S PLAYGROUND |
| N COLLINS FIELD | 14 | ST. ANN'S SENIOR DAY CARE CENTER |
| P PUBLIC PARKING/OTHER | | BEACH-PRIVATE OWNERSHIP |
| Q KEANSBURG BOROUGH GARAGE | | |
| R PUBLICLY OWNED VACANT LAND | | |
| S BEACH | | |
| T HURRICANE BERM | | |

FIGURE 5

EXISTING LAND USE

BOROUGH OF KEANSBURG

MONMOUTH COUNTY NEW JERSEY



SOURCE
 BOROUGH OF KEANSBURG TAX MAP REV. JAN. 1986
 TAX ASSESSMENT DATA
 FIELD SURVEY JAN. 1985

BASE MAP
 PREPARED BY HERBERT H. SMITH ASSOCIATES 1982
 UPDATED BY: MONMOUTH COUNTY PLANNING BOARD
 UPDATED BY: T&M ASSOCIATES 1988



TABLE 13
 EXISTING LAND USE - 1988
 BOROUGH OF KEANSBURG

<u>CATEGORY</u>	<u>ACRES</u>	<u>PERCENT</u>
Residential		
Single Family	311.62	42.43
Two Family	21.25	2.89
Three - Five Family	3.74	.51
Multi-Family	<u>24.91</u>	<u>3.39</u>
SUBTOTAL	361.52	49.22
Commercial		
Business/Commercial	39.20	5.34
Office/Professional	.30	0.04
Mixed Use Commercial/Residential	<u>.47</u>	<u>0.06</u>
SUBTOTAL	39.97	5.44
Industrial	1.29	0.18
Public Lands	25.77	3.51
Quasi-Public	10.41	1.42
Parks and Recreation	3.50	0.48
Vacant Land		
Public Ownership	5.08	0.69
Private Ownership	<u>29.02</u>	<u>3.95</u>
SUBTOTAL	34.10	4.64
Wetlands	15.51	2.11
Beach		
Public Ownership	34.79	4.47
Private Ownership	<u>67.32</u>	<u>9.17</u>
SUBTOTAL	102.11	13.64
Streets and Roads	134.25	18.28
Streams	6.05	0.82
TOTAL	734.48	100.00

COMPILED BY: T & M Associates, 1988

Land Use Categories

Information on existing land use has been compiled into twelve major categories on the existing land use map. These categories are single family, two family, three to five family, multi-family residential, and commercial, industrial, public, quasi-public, park, vacant land, and wetlands. The acreage was calculated for each major category and is shown on Table 13. In analyzing the existing land use, comparisons have been made, where possible, to the 1970 land use survey. However, since the earlier survey used different categorizes for existing land use, it is not feasible to compare the data for all classifications of the 1988 survey to the prior land use survey.

Residential

Information on residential land use was gathered for single family, two family, three to five family, and multi-family dwellings. The multi-family category includes garden apartments, condominiums, and other attached housing forms containing more than 5 dwelling units.

Single family development within Keansburg has occurred largely on small lots resulting in a present net density for single family development of approximately 8 units per acre. Two family and multi-family development has occurred at net densities of 16 to 24 units per acre. The Borough's average net density is approximately 11 units per acre. The distribution and location of the different types of residential uses within Keansburg is described next.

Single Family and Two Family Residential

Single family dwellings remain the predominant land use within Keansburg. Over 42 percent of the Borough has been developed for single family use. The total acreage occupied by single family has declined slightly from the 1970 land use survey. This may be due to attrition through demolition or through conversion to other uses, although recent years have seen resubdivision and infill development with single family residences. Single family lot sizes range typically from 2,500 to 10,000 square feet. On any given residential block, there can be a considerable variation in the size of the developed lots.

Although single family is the dominant dwelling type on most residential blocks, two family dwellings are not uncommon. Two family development occupies approximately the same acreage as it did in the 1970 survey.

Three to Five Family Development

Residential buildings containing three to five dwelling units account for a relatively small proportion of residential use within Keansburg. While less common than two family dwellings, they appear on scattered residential blocks mixed with single family and two family dwellings. They are most common west of Carr Avenue and north of Seeley Avenue.

Multi-Family Development

Multi-family development includes older garden apartments, townhouses, and other attached housing of more than five dwellings. Such development occupies 25 acres in Keansburg. This does not include the senior citizen housing which was constructed by the Borough of Keansburg Housing Authority and One Church Street Corporation and has been calculated as public lands. More recent multi-family development has occurred along Shore Boulevard and Beachway as well as Main Street and Carr Avenue. Additional multi-family projects have been approved at the intersections of Main Street, Lancaster Avenue and east of the intersection of Main and Beachway. Thus, multi-family development accounts for an increasing proportion of residential land use within Keansburg.

Commercial

Commercial development accounts for approximately 40 acres or 5 percent of existing land use within Keansburg. Commercial land use was calculated in subcategories as business/commercial, office/professional, or mixed commercial/residential. The office and mixed use categories account for less than 1 percent of commercial acreage within the Borough. The business/commercial areas within Keansburg occur in two major locations. Church Street and north and south of the intersection of Church Street and Main Street contain retail and services uses that primarily serve Keansburg residents. These uses include banks, food service, taverns, candy stores, realty offices, hardware, pharmacy, and similar uses. There are several other clusters of commercial/retail activity within the Borough. These are in the vicinity of Maplewood Avenue, between Beachway and Center along Main Street, and the highway frontage of Route 36. The second major area of commercial activity within the Borough is focused on the commercial amusement area along Beachway and Carr Avenue west of Raritan Avenue. This commercial amusement area was the subject of a 1980 planning study which proposed revitalization of this area through the provision of year-round attractions and developing a resort theme concept. The plan has not been implemented and both the commercial/amusement area and the business district of Church and Main are in need of revitalization.

Industrial

Historically, industrial activity has not been a major component of land use within Keansburg. Industrial use within the Borough declined from 2.6 acres in 1970 to 1.29 acres in 1988. Industrial uses are found along Main Street between Randolph Place and Lawrence Street, and south of Church Street off of Carr Avenue along the former railroad right-of-way.

Public Land

This category includes property in public ownership exclusive of municipal park land and vacant land. It accounts for Board of Education property, municipal buildings and land, senior citizen housing, municipal utilities authority property, and public parking lots. Public lands, exclusive of beaches and park sites, totals 25.77 acres. Publicly owned beach within the Borough totals approximately 35 acres or 5 percent of the Borough land area. Included within the public lands are public parking lots which serve the beach and commercial/amusement areas of the municipality. Although much of the beach area is privately owned, it is encumbered by an easement acquired as part of the Raritan Bay and Sandy Hook Bay Beach and Hurricane Project undertaken by the U.S. Army Corps of Engineers. This project created an artificial dune which protects the Borough from storm damage and flooding from Raritan Bay. The dune is a critical protective feature of the beach area, and as with other beach dunes, its precise location shifts over time. There are approximately 5 acres of vacant land in public ownership which have been calculated in the vacant lands category. These occur primarily in small parcels scattered through the municipality. One parcel at the end of Garfield Avenue has been considered by the municipality as a potential park site. Other public lands are the closed landfill east of Waackaack Creek at the southern end of town, and public parking lots serving the beach and amusement areas.

Quasi-Public

Quasi-public lands include churches, cemeteries, fraternal organizations, and beach areas in private ownership. They occupy approximately 10 acres or less than 2 percent of the Borough land area, exclusive of beaches. The primary location of quasi-public uses are along Carr Street between Seeley Avenue and Church. Other quasi-public uses are found on residential blocks and on Main Street south of Seeley Avenue.

Parks and Recreation

Included within this category are municipal lands which have been developed for active or passive recreation. Such sites total less than 4 acres. Recreation facilities owned and maintained by the school district and private schools are not included in this total since their availability for public use is restricted. Although, as pointed out in the 1970 land use survey, the beach area provides recreation opportunities, there has been no public effort to develop active or passive facilities along the beachfront. The existing municipal recreation facilities are small in area, serve primarily the residential neighborhoods, and provide limited active recreation.

Vacant Land

This category includes undeveloped lands which are in private ownership exclusive of the beach area and wetlands. Lands in this category total 24 acres and account for less than 4 percent of the Borough's total land area. The acreage occurs in scattered parcels throughout the Township. Several of the larger pieces of vacant land, including sections of the former railroad right-of-way south of Church Street, as well as parcels along the Beach have been approved for development. There are a number of smaller undeveloped parcels ranging from 2,500 to 5,000 square feet in area on residential blocks within the Borough.

Wetland

Wetlands are environmentally critical areas which are regulated by State and Federal law. These lands, which serve critical functions for flood control and wildlife habitat, should remain in a natural state. The wetlands delineated by the land use survey are tidal marshes along Waackaack Creek. They total approximately 15.5 acres and account for a little more than 2 percent of the Borough land area. The stream area of Waackaack Creek itself is a little more than 6 acres which accounts for less than 1 percent of the Borough land area.

Streets and Roads

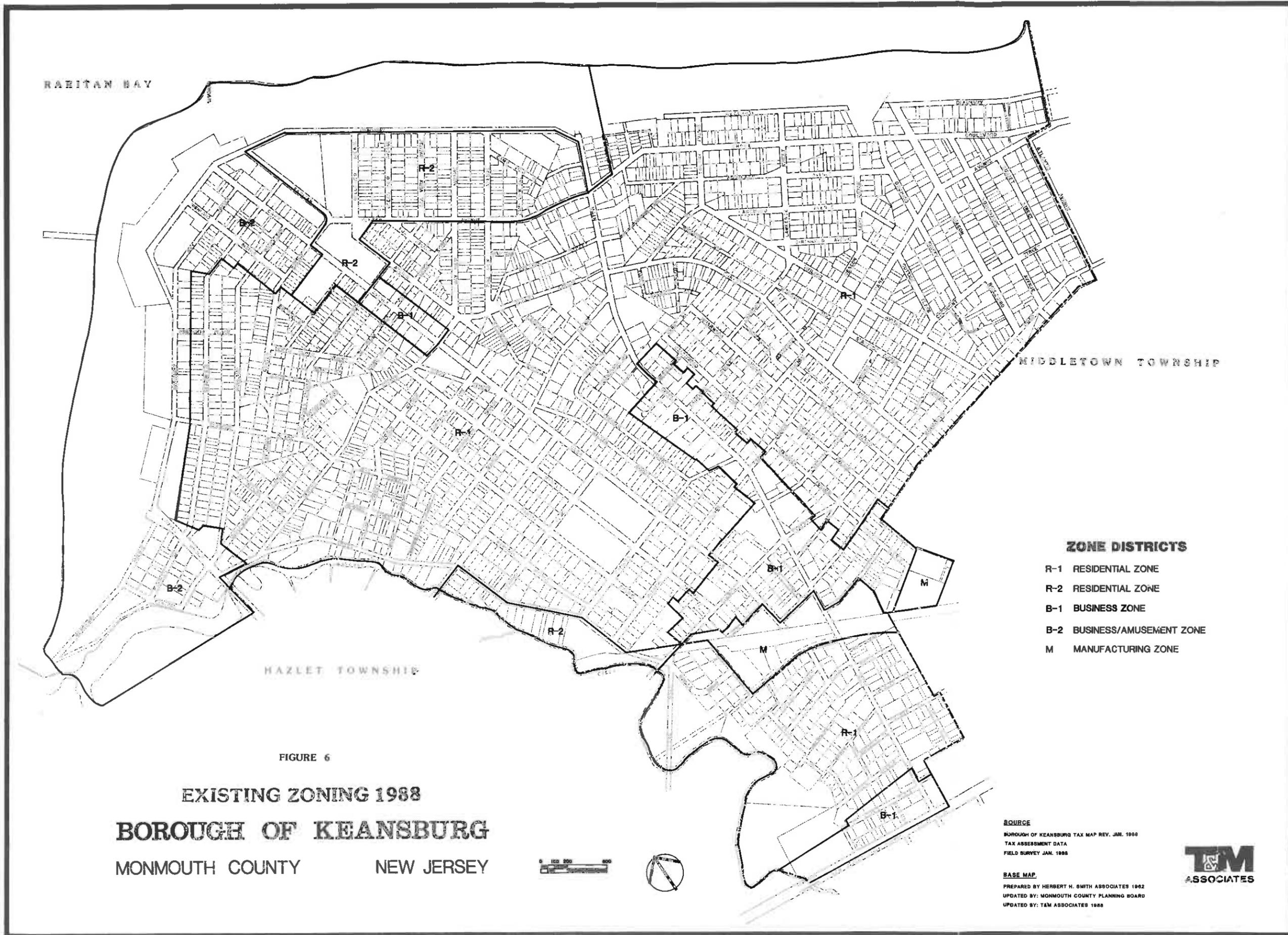
The Borough's street system accounts for approximately 134 acres or under 19 percent of the Borough land area.

Existing Zoning

Keansburg is presently divided into five zoning districts as shown on Figure 6. The R-1 Residential Zone, which permits single family dwellings, places of worship, and municipal facilities, constitutes 65 percent of the Borough land area. It requires 5,000 square foot minimum lot areas with 50 foot frontages. The R-2 Zone, which is less than 7 percent of the Borough land area, permits the same uses as the R-1 Zone. The zone also permits two family dwellings, garden apartments, mid-rise apartments, and fraternal organizations. The minimum lot area in the R-2 Zone is 10,000 square feet with 100 foot frontages. Garden apartments require a two acre minimum lot area and a minimum density of 16 dwellings units per acre. Mid-rise apartments require a minimum of two acres and an overall density of 35 dwelling units per acre.

The B-1 Business Zone, which is 6.7 percent of the Borough land area, permits places of worship, fraternal organizations, banks, office buildings, restaurants, retail stores, shopping centers, funeral homes, theaters and personal service uses. The zone was devised primarily as a general business area controlling the Church Street Business District and the frontage on State Highway Route 36. The B-2 Zone constitutes 141 acres, or 19 percent of the Borough land area. It covers primarily the bayfront portion of the Borough and permits the same uses as allowed in B-1 Zone as well as recreation facilities, motels, hotels and rooming houses. The zone is devised to control the recreation-amusement area which has been the basis of the Borough's resort industry. The Manufacturing Zone, which constitutes about 2 percent of the Borough land area and is located primarily along the former railroad right-of-way, permits general business offices as well as light manufacturing and fabrication, utility installations, and vehicle repair. While the Manufacturing Zone has a minimum lot area requirement of 10,000 square feet, neither the B-1 nor the B-2 specify minimums except to require 40,000 square foot lots for hotels and motels. The Ordinance schedule of area and bulk requirements is reproduced as Table 15.

The Zone District Map was amended in 1986 to rezone the area from Main to Raritan between Beachway and Center Avenues from B-2 to R-1.



RAHITAN BAY

MIDDLETOWN TOWNSHIP

HAZLET TOWNSHIP

ZONE DISTRICTS

- R-1 RESIDENTIAL ZONE
- R-2 RESIDENTIAL ZONE
- B-1 BUSINESS ZONE
- B-2 BUSINESS/AMUSEMENT ZONE
- M MANUFACTURING ZONE

FIGURE 6

EXISTING ZONING 1988
BOROUGH OF KEANSBURG
 MONMOUTH COUNTY NEW JERSEY



SOURCE
 BOROUGH OF KEANSBURG TAX MAP REV. JAN. 1988
 TAX ASSESSMENT DATA
 FIELD SURVEY JAN. 1988

BASE MAP
 PREPARED BY HERBERT H. SMITH ASSOCIATES 1982
 UPDATED BY: MONMOUTH COUNTY PLANNING BOARD
 UPDATED BY: TAM ASSOCIATES 1988



TABLE 14
 BOROUGH OF KEANSBURG
 EXISTING ZONING - 1988

<u>ZONE</u>	<u>AREA (ACRES)</u>	<u>PERCENTAGE OF TOTAL AREA</u>
R-1 Residential	479.96	65.4
R-2 Residential	48.25	6.6
B-1 Business	49.14	6.7
B-2 Business Amusement	141.19	19.2
Manufacturing	15.94	2.2
TOTAL	734.48	100.00 *

* Percentages do not total 100 because of rounding

COMPILED BY: T & M Associates

TABLE 15
ZONE SCHEDULE

**SCHEDULE OF AREA, YARD, HEIGHT
AND COVERAGE REQUIREMENTS
ZONING ORDINANCE OF THE
BOROUGH OF KEANSBURG**

Zone	Minimum Area	Minimum Frontage	Min Front	Yard Side	Depths Rear	Max Height	Maximum Allowable Lot Coverage
R-1	5,000 sq.ft.	50'	25'	7½'	25'	35'	25%
R-2	10,000 sq.ft.	100'	25'	10'	25'	35'	30%
Garden Apartments			Medium-Rise Apartments				
a.	Minimum lot area: 2 acres		a. Minimum lot area: 2 acres				
b.	Minimum lot frontage: 100ft.		b. Minimum lot frontage: 100 ft.				
c.	Minimum distance from Property Line: 50 ft.		c. Minimum distance from Property line: 50 feet				
d.	Minimum overall density: 16 du/acre		d. Minimum overall density: 35 du/acre				
e.	Minimum lot coverage, 15%		e. Minimum lot coverage: 25%				
f.	Maximum height: 35 ft.		f. Maximum height: 60 feet				
B-1		10'	0'	20'	35'		80%
B-2			0'	0'	20'	35'	80%
M	10,000 sq.ft.	75'	10'	10'	20'	40'	50%

MASTER PLAN ELEMENTS

STATEMENT OF PRINCIPLES, OBJECTIVES,
ASSUMPTIONS, POLICIES AND STANDARDS

Principles and Objectives

The municipal authority to plan and regulate land use is granted by the State Legislature and arises from the need to protect and advance the public welfare. What constitutes the public welfare and how it can properly be secured has been the subject of legislation, judicial decisions, and public debate. The Keansburg Planning Board has evaluated local problems and available resources to devise a plan that responds to community needs. By drawing upon current information, legislation, and sound planning techniques, the Keansburg Plan will help secure the general welfare of the Borough, the County, the region and the State.

The public purposes which the Keansburg Master Plan serves are expressed in the Plan's objectives. Since its development on the Raritan Bayshore at the turn of the century, Keansburg has changed from a seasonal resort into a year round residential community. In adapting to a different role, the Borough has had to cope with problems of economic distress, a deteriorated and aging building stock, limited recreation and open space, flood hazards, and an older infrastructure in need of repair and rehabilitation. The Borough has had limited resources to deal with these problems. Nonetheless, Keansburg is a cohesive community that enjoys a compact development pattern in a waterfront location with good access to one of the most prosperous regions in the United States. There is renewed public and private interest in the Raritan Bayshore as a location for recreation and residential development. The challenge for Keansburg is to identify and capitalize on opportunities for redevelopment and revitalization while working to maintain and improve the community's liveability. Accordingly, the Borough's Master Plan is based upon the following objectives:

1. Secure public safety from fire, flood, panic, and other natural and man-made disasters with particular emphasis on preserving and maintaining the integrity and protective features of the Borough beach-dune system.
2. Develop and maintain a satisfactory level of public facilities and services.
3. Encourage the most appropriate use of land consistent with its suitability for development.

4. Establish appropriate population densities and control the intensity of development to ensure neighborhood, community and regional well-being and to preserve the natural environment.
5. Ensure that the Borough's development does not conflict with development and general welfare of neighboring municipalities, the County and the State as whole.
6. Coordinate public development with land use policies to encourage the appropriate and efficient expenditure of public funds.
7. Provide sufficient space in appropriate locations for residential, recreational, commercial, and open space use.
8. Locate and design transportation routes to promote the free flow of traffic while discouraging congestion or blight.
9. Promote a desirable visual environment.
10. Conserve historic sites and districts.
11. Protect wetlands and areas with scenic, cultural and recreational values.
12. Promote the recovery of recycling materials from municipal solid waste and encourage the conservation of energy.
13. Encourage development that contributes to the revitalization of the community.
14. Improve and maintain residential neighborhoods by encouraging rehabilitation of existing dwellings and residential construction at suitable densities.
15. Maintain and attract beneficial commercial uses.
16. Improve and revitalize the Main Street/Church Street commercial district.
17. Guide waterfront development to maintain visual and pedestrian access to the Bayshore for the general public while encouraging development that is suitably scaled, compatible with public facilities and services, and appropriate to a waterfront location.

18. Maintain a continuous planning process which will coordinate capital expenditures with the Master Plan and provide for development reviews to assure that the policies and standards promoted by the Master Plan are adhered to.
19. Utilize available funding sources, at the Federal, State, and County level to revitalize the community.

Policies, Assumptions and Standards

The Keansburg Master Plan assumes that there will continue to be economic expansion within the region as well as public and private interest in the development and redevelopment of Bayshore communities. Relying upon these assumptions and the background studies which have been prepared as part of this Plan, the Borough's future development is based on five general policies. These policies respond to the physical deterioration and economic stress which the Borough has experienced. The policies focus on the need to identify and take advantage of revitalization opportunities and to assure that development provides long-term benefit to the community. The issues addressed by the policy statements are housing and neighborhood improvement, economic development, bayfront development, revitalization of the Main Street/Church Street commercial district, and municipal planning administration. The general policy statements are provided below:

Housing and Neighborhood Improvement - Keansburg is characterized by residential neighborhoods which were partially developed for seasonal use. A considerable portion of the housing supply within these neighborhoods is older or has been converted from seasonal to year round occupancy. There are dwellings in need of rehabilitation and improvement as well as dilapidated or obsolete buildings which should be removed and replaced with standard housing. In order to maintain and improve residential areas, the Borough should encourage rehabilitation of the existing stock of deficient but viable housing as well as the replacement of obsolete housing with new construction at appropriate densities. Code enforcement to maintain properties should be aggressively pursued. Moreover, since the value of a dwelling unit depends in large part on the attractiveness of its neighborhood, public action should be designed to improve the liveability of residential areas. Municipal programs to maintain safe and clean residential streets, provide neighborhood amenities, and control new development to assure neighborhood well-being should be encouraged. The Borough should seek public funding and explore innovative mechanisms and incentives for housing and neighborhood improvement.

Economic Development - Development and redevelopment that contributes to the long-term economic health of the community should be encouraged. Municipal actions to broaden the community's economic base should include participation in government programs to attract development that improves the liveability of the community, creates employment opportunities, utilizes the community's resources, and is compatible with the need to maintain adequate facilities and services for the Borough residents.

Bayfront Development - Keansburg's bayfront is an invaluable resource which must be managed to assure that the community benefits from the Borough's waterfront location. These benefits can best be secured by guiding waterfront development in accordance with an overall plan which protects the public need for shore protection and flood control, visual and pedestrian access to the waterfront, recreation and open space and economic development. Proposals to develop or redevelop in waterfront locations must be compatible with the public interest in managing the shoreline as an area of critical concern. The Borough should encourage appropriate use of waterfront locations and coordinate its efforts with Monmouth County which has proposed a plan for maintaining and improving waterfront access along the Raritan Bayshore.

Main Street/Church Street Revitalization - The Main Street/Church Street Business District provides a focal point for much of the community's daily activities and civic life. The municipality should reinforce this role by working to improve the district's visual appearance and by establishing standards to guide further development that will enhance this commercial area. Standards are needed to coordinate the area's overall development as to building intensity, parking and circulation, signs, impervious coverage, and pedestrian amenities. Municipal actions to stimulate revitalization through streetscape improvements and incentives for private sector participation should be undertaken.

Planning and Administration - Planning is a process which must be continuous in order to be effective. The recommendations of a Master Plan need to be part of the day to day management of the municipal government. The municipal Master Plan should be implemented through the enactment and enforcement of development regulations which control the design and location of development; through the implementation of capital improvements and detailed plans which are based upon the recommendations of the Master Plan; and through municipal programs and activities which are designed to carry out the proposals of the Plan. The progress of these activities in meeting the Plan's objectives should be monitored and the Plan itself should be reviewed periodically and revised to meet changing conditions.

HOUSING PLAN ELEMENT AND FAIR SHARE HOUSING PLAN

The Housing Plan Element and Fair Share Housing Plan for the Borough of Keansburg is based upon the requirements of the Fair Housing Act which became effective on July 2, 1985 and the Municipal Land Use Law. The Housing Element must be designed to achieve the goal of access to affordable housing to meet regional housing needs with particular attention to low and moderate income housing. The Council on Affordable Housing (COAH) is the state agency responsible for identifying housing regions and estimating low and moderate income housing needs.

Housing need has three major components: Indigenous need, reallocated present need, and prospective need. Indigenous need consists of deficient housing units occupied by low and moderate income households within a municipality. Reallocated present need is a portion of a housing region's total number of deficient housing units occupied by low or moderate income households that is redistributed to designated growth areas. Prospective need is a projection of low and moderate income housing needs based on development and growth which is likely to occur in a region or municipality.

Keansburg is an urban aid municipality located in the East Central Housing Region of New Jersey defined by COAH. This region is comprised of Monmouth and Ocean Counties. The income criteria used to identify low and moderate income households in Monmouth County is shown on Table 16. In order to avoid re-concentrations of low and moderate-income families in economically stressed locations, COAH's rules exempt Keansburg from the obligation to provide for reallocated present or prospective housing need. The Borough is obligated, however, to provide for its indigenous need. Consequently, this housing plan incorporates a housing rehabilitation program for the period 1988-1993 to provide for the rehabilitation of low and moderate income housing within the Borough.

Housing Stock Characteristics

Housing stock characteristics in Keansburg Borough include the total number of units, type of housing, age of housing, ownership and tenure, value, vacancy rate and condition of housing. According to the 1980 census, the Borough of Keansburg had a total of 3,723 year-round housing units and 175 seasonal housing units for a total of 3,898, of which 2,442 or 62.6 percent were detached, single-family units. There were 1,188 units of multi-family housing representing 30.3 percent of the housing stock. The balance of the housing consisted of 72 attached single-family units and 29 mobile homes or trailers.

TABLE 16
 NEW JERSEY COUNCIL ON AFFORDABLE HOUSING
 LOW AND MODERATE INCOME LIMITS BY HOUSEHOLD SIZE
 FOR
 MONMOUTH COUNTY - 1988

<u>INCOME</u>	<u>1 PERSON</u>	<u>2 PERSON</u>	<u>3 PERSON</u>	<u>4 PERSON</u>	<u>5 PERSON</u>	<u>6 PERSON</u>	<u>7 PERSON</u>	<u>8 PERSON</u>
MEDIAN	25,690	29,360	33,030	36,700	38,990	41,290	43,580	45,875
LOW	12,845	14,680	16,515	18,350	19,495	20,645	21,790	22,937
MODERATE	20,552	23,488	26,424	29,360	31,192	33,032	34,864	36,700

COMPILED BY: T & M ASSOCIATES, 1988

TABLE 17
AGE OF HOUSING UNITS: 1980 - 1987
BOROUGH OF KEANSBURG

DATES OF CONSTRUCTION (1)	STRUCTURES	PERCENT OF TOTAL/1980	PERCENT OF TOTAL/1987
1939 OR Earlier	1576	40.4	39.0
1940 to 1949	752	19.3	18.6
1950 to 1959	646	16.6	16.0
1960 to 1969	552	14.2	13.7
1970 to March 1980	197	5.1	4.9
1980 TOTAL YEAR ROUND HOUSING UNITS (2)	3723	95.5	92.1
1980 TOTAL SEASONAL UNITS (2)	175	4.5	4.3
	3898	100	96.5
1980 -1987	143		3.5
1987 TOTAL HOUSING UNITS	4041		100

NOTE: (1) Unless otherwise noted dates of construction
Ranges are January 1 to December 31.

(2) Includes only Those units built prior to
April 1, 1980.

SOURCE: 1) 1980 Census of Population, STF IX

2) New Jersey Department of Labor, Division of Planning and
Research, "Residential Building Permits Historical Summary
1980-1987"

COMPILED BY: T&M Associates, 1988

The Building Permit Reports compiled by the State indicate that between 1980 and 1987, 188 units were authorized by building permit and there were 35 demolitions for a net gain of 143 units (See Table 18). However, the Borough Construction Office has indicated that the State Building Permit figures for 1987 are an undercount which do not include single family dwellings. The actual count exceeds 100 permits authorized in 1987. An analysis of 1980 Census data and building permits between 1980 and 1987 indicates that of the 4,041 housing units within the Borough, 1,576 units (39.0 percent) were constructed prior to 1940; 752 units (18.6 percent) were constructed between 1940 and 1949; 646 units (16.0 percent) were constructed between 1950 and 1959; 552 units (13.7 percent) were constructed between 1960 and 1969; 197 units (4.9 percent) were constructed between 1970 and March, 1980, and 143 units (3.5 percent) were constructed between April, 1980 and December, 1987. (See Table 18).

In 1980, 69.3 percent of the occupied housing units in Monmouth County were owner occupied compared to 58.3 percent for the Borough of Keansburg. With respect to rental housing, 30.7 percent of the County units were renter occupied compared to 41.7 percent of Borough units. The 1980 median value of owner occupied housing in Monmouth County was \$65,500. compared to \$36,200. in the Borough of Keansburg, or 44.7 percent higher for the County as a whole. The 1980 median gross monthly rent was \$244. for Monmouth County and \$221. for the Borough of Keansburg, or 9.4 percent higher rental costs outside of Keansburg.

According to the 1980 Census, the percentages of owner occupied units which were moved into between 1970 and 1980 was 52.4 percent for Monmouth County and 45.8 percent for the Borough of Keansburg, reflecting higher new construction rates outside of Keansburg. In comparison, for the same period, the percentage of renter occupied housing moved into for Monmouth County and Keansburg was 85.4 percent and 92.0 percent respectively, indicating a higher turnover rate in the municipality than in the County. This data is presented in Table 19, Occupied Housing Units by Tenure by year household moved into unit, Keansburg Borough and Monmouth County.

The vacancy rate for rental units in 1980 was 6.2 percent for Monmouth County and 3.4 percent for the Borough of Keansburg, which indicates Keansburg had a significantly higher demand for rental housing compared to elsewhere in the County. In contrast, the vacancy rate for owner occupied housing was 1.6 percent for Monmouth County and significantly higher at 3.9 percent for the Borough of Keansburg. The vacancy rate in both the Borough and the County was above the 1.5 percent considered necessary for a normal housing market. Generally, a vacancy rate of 1 to 2 percent in housing sales and 4 to 5 percent in rental units is considered necessary to allow the market to function effectively and offer a reasonable choice to renters and buyers. Rates less than these tend to inflate the cost of housing due to increased demand.

Monmouth County and Keansburg vacancy rates indicate that while the County experienced a strong demand for owner occupied housing, that demand was weaker in Keansburg, as indicated by vacancy rates and housing prices. However, the Borough's rental stock experienced a strong demand making rents comparable to the County's. It is believed that housing demand has resulted in a decline in the local vacancy rate.

TABLE 18
 BUILDING AND DEMOLITION PERMITS 1970 - 1987
 BOROUGH OF KEANSBURG

YEAR	AUTHORIZED BUILDING PERMITS	AUTHORIZED DEMOLITIONS	NET CHANGE
1970	13	0	13
1971	119	0	119
1972	22	8	14
1973	10	9	1
1974	17	13	4
1975	8	0	8
1976	3	13	-10
1977	3	4	-1
1978	0	0	0
1979	3	1	2
1980	1	7	-6
1981	0	3	-3
1982	3	5	-2
1983	10	4	6
1984	7	1	6
1985	18	1	17
1986	70	24	46
1987	79	*	79
1970-1987	-----	-----	-----
TOTALS	399	93	293

* FIGURES UNAVAILABLE AT PUBLICATION

SOURCES: New Jersey Department of Labor, Division of Planning and Research, "Residential Building Permits Historical Summary 1970-1979" & "Residential Building Permits: Yearly Summaries 1980-1987".

COMPILED BY: T&M Associates. 1988

TABLE 19
 OCCUPIED HOUSING UNITS BY TENURE
 KEANSBURG BOROUGH, MONMOUTH COUNTY

	BOROUGH OF KEANSBURG		COUNTY OF MONMOUTH	
	NUMBER	PERCENT	NUMBER	PERCENT
1949 OR EARLIER	295	8.6	10761	6.3
1950 TO 1959	311	9.1	17272	10.2
1960 TO 1969	594	17.3	35519	20.9
1970 TO 1974	644	18.8	31063	18.3
1975 TO 1978	914	26.6	46285	27.2
1979 TO MARCH 1980	673	19.6	29230	17.2
TOTAL	3431	100.0	170130	100.0

SOURCE: U.S. Census of Population 1980
 COMPILED BY: T&M Associates, 1988

Housing which is affordable to low and moderate income households can be extrapolated from the 1980 Census data. Based upon the 1980 Census, 164 (11.5 percent) of the renter occupied units in Keansburg were affordable to low income household in the East Central Housing Region. These are households which earned approximately 50 percent or less of the median income level. In addition, 294 (20.5 percent) of the rental housing units in Keansburg were available to moderate income households in the East Central Housing Region. These are households earning between 50 percent and 80 percent of the median income in the region. Of the owner occupied units, 7 units (0.2 percent) were available to low income households and 26 units (0.8 percent) were available to moderate income households in the housing region.

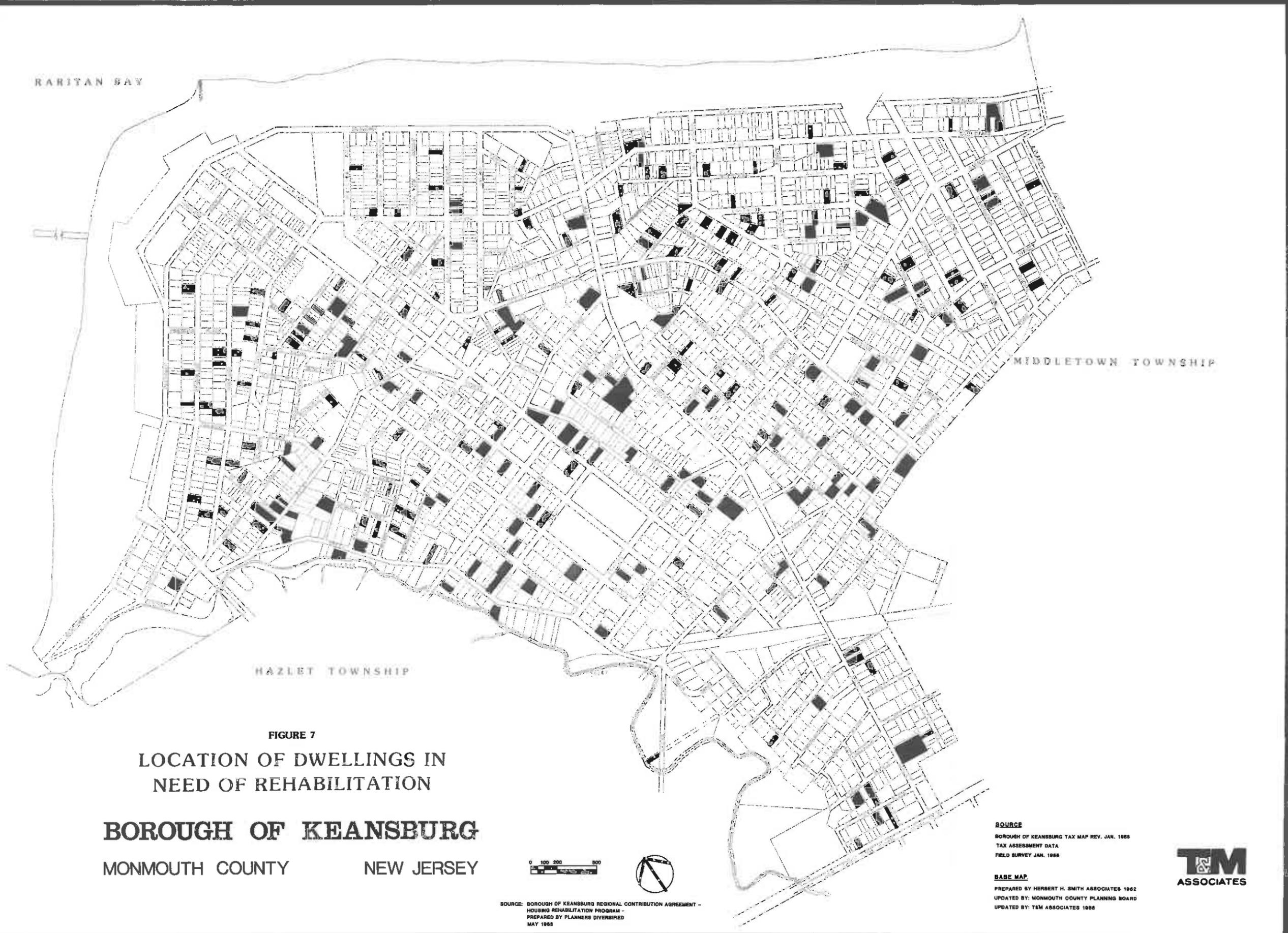
The housing stock in Keansburg has a substantial number of substandard units. Table 20, Condition of Housing, indicates that Keansburg Borough in 1980 had 873 units lacking central heating, 51 units without complete kitchen facilities, and 144 units without complete plumbing facilities. These housing characteristics are not unusual for structures originally developed as seasonal homes. Such homes characteristically did not have central heating or all plumbing and kitchen facilities.

The preliminary report of the Borough of Keansburg Regional Contribution Agreement, Housing Rehabilitation Program produced by Planners Diversified in May 1988, identified 325 substandard units. Figure 7 shows the location of these units.

Projection of Housing Stock - 1988 - 1993

In 1987, approximately 62 percent of the land area in the Borough of Keansburg was developed for residential use. As a residential community with few vacant parcels available for development, new housing construction during the period from 1988-1993 will be limited to development on scattered lots or to redevelopment.

A review of the construction and demolition permits indicates a significant increase in building activity in 1986. The Borough's Construction Office has indicated that multi-family projects totalling 73 units in six different locations have been approved by the Board of Adjustment. Permits have not yet been issued for these projects. Continuation of this trend will be constrained by the lack of developable parcels. Any sustained expansion of new building activity would have to rely upon assemblage and redevelopment of existing tracts of land. Remaining vacant lots may be developed singly or in conjunction with redevelopment of adjacent lots. Actual housing construction is dependent upon a variety of factors over which the Borough has little control including financing, marketing, and builder timing.



RARITAN BAY

MIDDLETOWN TOWNSHIP

HAZLET TOWNSHIP

FIGURE 7
 LOCATION OF DWELLINGS IN
 NEED OF REHABILITATION

BOROUGH OF KEANSBURG
 MONMOUTH COUNTY NEW JERSEY



SOURCE: BOROUGH OF KEANSBURG REGIONAL CONTRIBUTION AGREEMENT -
 HOUSING REHABILITATION PROGRAM -
 PREPARED BY PLANNERS DIVERSIFIED
 MAY 1988

SOURCE
 BOROUGH OF KEANSBURG TAX MAP REV. JAN. 1988
 TAX ASSESSMENT DATA
 FIELD SURVEY JAN. 1988

BASE MAP
 PREPARED BY HERBERT H. SMITH ASSOCIATES 1962
 UPDATED BY: MONMOUTH COUNTY PLANNING BOARD
 UPDATED BY: T&M ASSOCIATES 1988



TABLE 20
 CONDITION OF HOUSING
 BOROUGH OF KEANSBURG

TOTAL HOUSING UNITS	TOTAL OCCUPIED UNITS	VACANT UNITS	UNITS LACKING COMPLETE PLUMBING	UNITS LACKING COMPLETE KITCHENS	UNITS LACKING CENTRAL HEATING
3898	3431	292	144	51	873

SOURCE: 1980 U.S. Census (Profiles X & XII)

COMPILED BY: T&M Associates, 1988

Based upon the available land supply, approved construction and past building trends, and current zoning, it is projected that an average of 15 to 20 units per year could be constructed over the next 6 year period (1987-1993).

Demographic Characteristics

Demographic characteristics of the Keansburg population in 1980 were recorded in the 1980 Census of population.

Keansburg residents are predominantly white with 0.2 percent black, and 1.3 percent for all other non-white categories. This can be compared to the County figures of 85 percent and 2.2 percent and the State figures of 12.6 percent and 4.2 percent respectively. The median age of the Borough was 28.6 years with 11.7 percent of the Borough population being 65 years of age and over while 31.3 percent was under the age of 18. In contrast, the median age was lower than both Monmouth County (32.3 years) and New Jersey (32.2 years) while the population 65 years and older was almost identical. The age group 17 and younger was higher than the County (28.7 percent) and the State (27.1 percent). This data is presented in Table 4 of the Basic Planning Studies.

The Borough had a total of 3,431 households in 1980. The household size for the Borough, County and State ranged from a median of 2.47 persons per household for New Jersey to 2.71 for Keansburg. The County fell between, at 2.54 persons.

Income characteristics and projections for the Borough in 1980, as presented in Table 21, indicate that only slightly more than one-tenth (1/10) of the Keansburg's households in 1980 had incomes over \$35,000. per year and nearly one-half (1/2) earned between \$15,000. and \$35,000. per year. Over forty percent of the Borough households earned less than \$15,000. per year. In comparison, the income figures for the County and State had a higher proportion of households in the \$35,000. and higher category and a smaller proportion in the \$35,000. and lower categories.

The 1988 income estimates and 1993 projections show a significant increase in the number of households with incomes over \$35,000. per year and a significant decrease for the other income categories. State and County figures follow the same pattern, except the increases are only noted in the \$75,000. and higher category with decreases found in all other categories.

Population Estimates and Projections

Population estimates for Keansburg in 1988 indicate an increase from 10,613 in 1980 to 10,753 in 1987. Population is projected to increase by a total of 321 persons (1.0 percent) between 1980 and 1995.

TABLE 21

INCOME CHARACTERISTICS AND PROJECTIONS 1979 - 1993

BOROUGH OF KEANSBURG

HOUSEHOLD INCOME	1979		1988		% CHANGE	1993		% CHANGE
	NUMBER	PERCENT	NUMBER	PERCENT	79-88	NUMBER	PERCENT	88-93
LESS THAN \$ 7500	921	21.3	637	11.6	-30.8	529	8.5	-17.0
\$ 7500 - \$14999	829	18.8	555	11.8	-33.1	506	9.2	-8.8
\$15000 - \$19999	481	17.8	368	7.5	-23.5	285	5.5	-22.6
\$20000 - \$24999	438	15.6	331	8.3	-24.4	308	5.9	-6.9
\$25000 - \$29999	274	8.9	292	7.5	6.6	281	6.1	-3.8
\$30000 - \$34000	231	5.4	314	7.5	35.9	249	6.1	-20.7
\$35000 - \$39999	102	4.8	227	8.3	122.5	253	5.6	11.5
\$40000 - \$49000	126	5.5	315	14.5	150.0	397	12.0	26.0
\$50000 - \$74999	29	1.6	536	17.1	1748.3	550	23.7	2.6
\$75000 AND OVER	0	0.3	134	6.0	134.0	491	17.7	266.4

SOURCE: National Planning Data Corp.

COMPILED BY: T&M Associates, 1988

TABLE 22
 EMPLOYMENT PROJECTIONS THROUGH THE YEAR 2000
 BOROUGH OF KEANSBURG

YEAR	TRENDS	
	1977-86	1982-86
1985	787	787
1986	794	792
1987	801	797
1988	808	802
1989	815	807
1990	822	812
1991	829	817
1992	836	822
1993	843	827
1994	850	832
1995	857	837
1996	864	842
1997	871	847
1998	878	852
1999	885	857
2000	892	862

TREND YEARS	PROJ. MEAN YEARLY INC.
1977-86	7
1982-86	5

SOURCE: New Jersey Department of Labor, Division of Planning
 and Research, Office of Demographic & Economic Analysis;
 "New Jersey Covered Employment Trends" (1976-1986)
 COMPILED BY: T&M Associates, 1988

Existing and Probable Future Employment Characteristics

Characteristics of the Keansburg Borough labor force are presented in Table 5. In 1980, the Census recorded that 5.3 percent of the 3,766 employed residents located within Keansburg were classified as professional; 5.7 percent as managerial; 17.5 percent as administrative support/clerical; 19.1 percent as production/craft/repair; 9.3 as sales; the remaining as technical, private household service, protective service, fishing, machine operators, transportation and material moving, handlers and laborers.

Table 6 of the Basic Planning Studies, Private Sector Covered Employment, Keansburg, Monmouth County and New Jersey from 1976 to 1986 shows that the Borough lost a total of 16 (2.1 percent) covered jobs compared with increases of 50.7 percent and 30.4 percent for the County and State respectively during the same period. The overall decrease was not evenly distributed during the 10 year period. Major increases occurred in 1978, 1982 and 1983, but these were offset by losses in all other years. "Covered Employment" refers to employed persons who are covered by New Jersey Unemployment Compensation as reported to the New Jersey Department of Labor.

Employment projections through the year 2000, as shown in Table 22, anticipate that the Borough will reverse its present trend and will experience a total gain between 1985 and the year 2000.

Determination of Present and Prospective Fair Share for Low and Moderate Income Housing

Estimates of Keansburg's fair share of the present and prospective need for low and moderate income housing for the period 1987 - 1993 are provided by the Council on Affordable Housing. These estimates are contained in the Council's report entitled Municipal Present, Prospective, and Pre-Credited Need dated May 21, 1986. The Borough's need calculated by the Council is as follows:

A)	Indigenous Need	+	Reallocated Need	=	Present Need					
	165	+	0	=	165					
B)	Present Need	+	Prospective Need	=	Total Need					
	165	+	0	=	165					
C)	Total Need	+	Demo- lititions	-	(Filtering)	Residen- tial Con- version)	(Spon- taneous Rehab.)	Pre- Credited Need	=	
	165	+	7	-	(-107	+ - 18	+ -2) =	45	

Because of its urban aid status, Keansburg's obligation to provide low and moderate income housing is limited to the needs of existing lower income households presently within the Borough who occupy deteriorated dwellings. The Council calculates this indigenous need to be 45 dwelling units. However, a survey undertaken in 1988 by Planner's Diversified identifies a greater indigenous need than indicated by COAH. The survey revealed 325 lower income units in need of rehabilitation.

It should be noted that the Borough contains two existing mid-rise housing developments for lower income seniors. Granville Towers, completed in 1968, contains 80 units. McGrath Towers, completed 1980-1981, contains 110 units. In addition, since April 1, 1980, the Monmouth County Community Development Program has completed 50 housing rehabilitations within Keansburg for lower income households.

Providing for Low and Moderate Income Housing - 1988 - 1993

The Borough's lower income housing need will be met through the development and implementation of a housing rehabilitation program which will provide funds to Borough families who own their homes, or to owners of rental housing units occupied by lower income households.

It is the Borough's goal to provide for an opportunity to rehabilitate deteriorated housing stock throughout the community by establishing a locally administered housing rehabilitation program to be funded through Keansburg's participation in Regional Contribution Agreements (RCA). This measure, will rehabilitate up to 52 units per year, for a total of 313 units (maximum) for the period 1987-1993. The cost of the rehabilitation is estimated at \$15,100. per unit. Consequently, the 313 units the Borough will rehabilitate will cost \$4,726,300. To obtain funds, Keansburg has entered into a RCA with the Township of Holmdel, pursuant to the Fair Housing Act and the regulations issued by the New Jersey Council on Affordable Housing. In accordance with this agreement, Keansburg has agreed to accept 313 lower income housing units of Holmdel Township's obligation. The Borough, through a contract with a private firm to administer the program, will rehabilitate 313 housing units. Holmdel will provide financing in the amount of \$4,726,300.00 for the 313 transferred units.

The rehabilitation program will provide home improvement funds to Borough families who own and occupy their one-family homes, and/or owners of rental housing units occupied by households which meet the criteria as established by the Borough rehabilitation program and State regulations. The program will offer a deferred payment loan with a 7 to 10 year lien on the property to Borough residents.

Rehabilitated units may only be sold or rented to another low or moderate income household during the lien period. If the unit is sold as a market unit, or rented to other than a low and moderate income family during the lien period, the entire sum, or part of the entire sum (principal and interest) is due back to the Borough upon sale of the property.

Recommendations

The housing rehabilitation program will improve existing dwellings occupied by low and moderate income households. Additional actions should be taken to broaden the effort to maintain and improve the Borough's housing stock, particularly where the buildings cannot be satisfactorily rehabilitated to meet current standards for liveability. Housing not suitable for rehabilitation because of deterioration or obsolete design should be replaced by new infill housing, compatible with the neighborhood. Aggressive enforcement of property maintenance codes to compel landlords to repair or demolish unsafe or substandard dwellings and clean up vacant properties should be pursued. Present municipal property maintenance code enforcement programs with respect to staffing needs, penalties, code provisions, and target locations should be reviewed to determine if enforcement measures can be expanded.

Innovative techniques and supplemental funding sources to improve housing and residential neighborhoods should be considered. The Appendix to the Master Plan lists funding sources that can be used for municipal housing and neighborhood improvement activities. They include the Neighborhood Preservation Program, the Neighborhood Preservation Balanced Housing Program, the Community Development Block Grant Program, and the Safe and the Clean Streets Program. Mechanisms such as the creation of a non-profit housing development corporation should be investigated as a means of expediting new construction, rehabilitation, or desirable conversions. Regional Contribution Agreements could be used to fund new construction as well as rehabilitation.

Consideration should also be given to providing incentives for the rehabilitation or improvement of residential properties. New Jersey allows for property tax abatements and exemptions for residential improvements to induce investment in residential neighborhoods.

Programs to improve housing are most effective when they are coordinated with efforts to improve the overall quality of a residential area. Thus, housing improvements should be in conjunction with municipal plans to improve or maintain streets, sidewalks, curbs, recreation facilities, lighting, drainage, and public services in targeted areas.

COMMUNITY FACILITIES AND UTILITIES PLAN ELEMENT

The Community Facilities and Utilities Plan Element of the Master Plan considers the government services and related facilities necessary to meet the safety, health, educational, cultural and general welfare needs of present and future Borough residents. Included in this analysis are schools, library, police, fire, rescue squad, municipal administration and public utilities.

Educational Facilities

The public school system in Keansburg is administered by the Keansburg Board of Education. It covers Kindergarten through Grade 12, and include special education classes. While long-range school facility planning is carried out by the Board of Education, this report will help in the coordination of public planning activities.

Keansburg has three public schools, two elementary schools and one high school located as shown in Figure 8 "Community Facilities Plan". In addition there is one non-public school, St. Ann's Parochial School.

The Port Monmouth Road School serves Kindergarten through 4th Grade as well as special education classes. It was constructed on a 12 acre site in 1973. The Frances Place School houses Grades 4 through 8. Located on a 4 acres site, it was originally constructed in 1922. Additions were made in 1929 and 1949.

Analysis of public school enrollments between 1982 and 1986 indicate that the Keansburg School District has experienced a total (K-12) decline of 108 students from 1,719 in 1982 to 1,611 in 1986, or 6.3 percent. In comparison, the total elementary school enrollment, including special education classes, only declined by 37 students from 1,166 in 1982 to 1,129 in 1986 or a total decrease of 3.2 percent. High school enrollment declined by a total of 71 students from 553 in 1982 to 482 in 1986 or a total of 12.9 percent. In contrast, enrollment of Kindergarten through 4th Grade increased by 43 students from 526 in 1982 to 652 in 1986.

As indicated by the Keansburg Board of Education's School Facilities/Organization Plan dated September, 1987, between 1982 and 1986, Kindergarten through 4th Grade enrollments increased by 43 pupils or 7.0 percent. In contrast, Grades 5 - 8 have decreased by 78 pupils or 14.8 percent. Since the 1986 5 - 8 Grade populations is the major source of high school enrollments in 1991, high school enrollment should be lower in the immediate future even though elementary school enrollment is increasing.

The school age population within a municipality is affected by local birth rates, in-out migration of families with school age children and the rate at which new residential housing units are constructed within a municipality. As a developed community with few parcels available for development, and absent major residential redevelopment, new housing construction is expected to be limited. This in turn will result in little impact upon school enrollments. However, births have gradually increased since 1960. Between 1960 and 1969, births ranged from a low of 145 in 1967 to a high of 192 in 1963, an averaged 173 per year. During the next decade, births ranged from a low of 157 to a high of 212 and averaged 180 per year. In the most recent decade, between 1980 and 1986, births ranged from a low of 172 in 1981 to a high of 231 in 1984, an average of 195 per year. If the recent trends should continue, (1980 - 1986) the decades births could reach a total of 1,950 by the year 1990.

Nationally, increases in births have been predicted for the early 1980's in response to maturing women born during the "Baby Boom" in the late 1950's and early 1960's. It should be noted that national or regional trends do not always reflect trends occurring at the local level. Smaller populations can be affected by many variables, such as housing and vacant land availability, jobs, age, and other important factors.

It should be noted that as the older population moves out of a community more housing becomes available and if purchase prices and rents are lower than surrounding communities, younger families who are more likely to affect school enrollment will be attracted to the area. Specifically, the in-migration of younger families and the resulting correlation between births and women of child bearing age could result in a larger household size and an increase in school enrollments.

The Keansburg School Facilities/Organizational Plan presents possible future scenarios for school enrollments. These projections are based on the cohort survival method of analysis showing two historical trends. The first projection is based on five year data from 1982 to 1986 and the second projection is based on two year data from 1985 to 1986. The five year trend projects less of an increase in school enrollments than the two year trend. For the average 1993 - 1996 totals, the five year trend predicts an average of 1,437 pupils while the two year trend predicts an average of 1,668 pupils or 231 more pupils than the five year trend. Both projections show a total increase in school enrollments over the next nine years with decreasing enrollments occurring in Grades 9 through 12.

Based on this information, school enrollments are likely to increase between now and 1996. Therefore, consideration must be given to the needs of the school district including its capacity to handle the immediate projected increase. If enrollments increase as projected by the Keansburg long-range K-12 School Facilities/Organization Plan, high school enrollment will decline while elementary school enrollment will increase. While these projections address the near future, in the long-term the aging of the population could result in a decrease in household size and a decline in school enrollments at both the primary and secondary grade levels. Thus, short-term increases should be used with caution as guides for long-term facility planning.

The Keansburg's Board of Education has decided to lease/purchase a new school for Grades 5 through 8. Under this agreement, the school district will contract with a public agency or private party to construct the building and then lease it with an option to buy. A shortage of suitable construction sites within the Borough resulted in a decision to utilize a 14 acre site in Middletown Township which adjoins the Keansburg High School. Renovations are also proposed to the Port Monmouth and Frances Place Schools. This expansion program will alleviate the present and projected increases in the elementary grades.

Governmental Facilities

The Keansburg municipal administration is housed in the Borough Hall, located at the corner of Myrtle Avenue and Church Street. The building was originally constructed in 1912 as a colonial revival style school building. The Borough Hall includes offices for the Mayor, administrator, personnel, inspection and code enforcement, tax, court and public meeting facilities. Presently, the Borough Hall is considered to be inadequate and in need of renovation. The Borough has contemplated either renovating and expanding the present facility or moving to a new location but has been unable to do either because of budgetary constraints.

Police

The Keansburg Police Department is now located at 179 Carr Avenue, in what used to be the John F. Kennedy Community Building, constructed in 1964. In 1988, the Police Force consisted of 25 full-time Police Officers and no special officers. Special officers are no longer considered practical because of new and stricter State regulations. This compares to the force of 13 full-time Police Officers and 7 special officers recorded in the 1971 Community Facilities Report. Based on general accepted standards of 2.0 officers per 1,000 population, Keansburg should have about 21 officers. However, the number of households in the Borough has continued to grow, with the population basically remaining stable in recent years.

To properly evaluate the size of the force, it is also necessary to consider the general characteristics of the region the municipality is located in. During the summer months traffic, security, and other police activities increases with the opening of the Keansburg Amusement Park and the influx of daily tourists. It would appear, therefore, that the present force is reasonably staffed at 25 Police Officers.

Other personnel associated with the Police Department consists of 4 dispatchers, 2 clerks and 5 crossing guards.

The Department has 7 patrol cars and 5 unmarked cars. It also maintains 3 trucks, 2 with four-wheel drive and one "ID Van" used for criminal investigation, which also carries an emergency generator to power the Police Station in the event of a power failure.

The Department provides 24 hour patrol service with an estimated patrol mileage of between 100,000 miles and 110,000 miles. In addition to the normal Police services, the Department maintains an emergency response team and a scuba team which operates on a mutual aid system with other municipalities.

Fire Companies

The Borough of Keansburg is serviced by two volunteer fire companies, New Point Comfort Fire Company No. 1 located at the intersection of Carr Avenue and Garfield Avenue and the Keansburg Fire Company No. 1 located at the intersection of Manning Place and Main Street.

A brief description of each station's equipment and manpower is listed below:

NEW POINT FIRE COMPANY (Carr Avenue) - This station houses one 1975 Hahn Pumper Truck rated at 1,000 gallons per minute and one 1985 Hahn Pumper Truck rated at 1,250 gallons per minute. Membership includes 14 active members and approximately 40 active exempt members.

KEANSBURG FIRE COMPANY NO. 1 (Manning Place) - This station houses one 1971 Mack CS600 Pumper (the oldest truck in the fleet) rated 1,000 gallons per minute and one 1972 Mack Aerial Scope Truck, which has no water capacity. Membership is slightly higher with 21 active members and approximately 40 active exempt members.

Active members are required to respond to 60 percent of all fire calls annually, while active exempt members are required only to respond to 40 percent of the fire calls annually.

Calls are dispatched from the Police Department via a Home Paging System. Both companies respond to every call and approximately 30 members from each company can be expected to respond under average conditions. Daytime personnel response can be problematic since many volunteers are working day jobs. There is a need for each company to maintain adequate membership in order to be effective.

The Departments as part of the Bayshore Fire Chiefs Association and the Monmouth County Fire Chiefs Association are part of a mutual aid network which includes all contiguous municipalities.

With the overlapping service provided by the two stations and the fact that all parts of the municipality are within three-quarters of a mile road distance to one of the two stations, it is considered that the present facilities are adequate to provide fire service.

Present plans for upgrading the Department include the possible replacement of a 1971 Mack CS600 Pumper Truck by 1990. The old pumper truck would then be used as a back up truck in case of repairs or other problems to any of the other vehicles. Consideration is also being given to the acquisition of a "grass truck", which is a smaller pumper truck used for grass and garbage fires. The acquisition of a grass truck in addition to reducing wear and tear on the larger trucks would be able to go places (such as the beach) where the larger trucks are denied access.

Rescue Squad

The Rescue Squad building is located at the intersection of Carr Avenue and Washington Street. It is a volunteer organization comprising about 15 active members certified by the State as emergency medical technicians. There is a need to maintain adequate membership to provide effective coverage. Daytime response can be problematic given that many volunteers must work day jobs.

The Squad owns and operates 3 vehicles and 1 boat. It provides service 24 hours a day, 7 days a week, responding with at least 2 and sometimes 3 crew members. Duty crews are dispatched directly from the Police Department or via a Plectron Dispatching System. In 1987, the Squad averaged 1,450 calls with most of the calls being generated within Keansburg. The Squad will, however, provide mutual aid and responds to calls outside the community if aid is requested. It should be noted that in the past, as indicated in the Community Facilities Report of 1971, calls increased during the summer months generating 30 percent of the yearly total. Today, however, no noticeable increase is evident, probably in response to the conversion of seasonal homes into year-round homes and the resulting change in the character of the community.

The Rescue Squad building generally is in good condition, and has recently replaced a roof at a cost of \$40,000. The location is felt to be excellent, which permits an average response time of 3 to 4 minutes. Equipment is adequate and consideration is being given to the purchase of a new rig to replace the Ellis rig presently used as a back-up.

Library

The Keansburg Public Library is located in the Borough Hall. Operated on a seasonal schedule, the Library is opened Wednesday and Friday, 10:00 A.M. to 4:00 P.M. during the summer, and Monday, Tuesday, and Friday, 10:00 A.M. to 4:00 P.M. during the rest of year. The Library is staffed by 1 full-time Librarian. In 1988, the Library owned 13,000 volumes, with an average circulation of 3,900 per year. In addition, the Library purchased about 1,500 new volumes each year and maintains 2 periodicals, Newsweek and Time. As a member of the Monmouth County Library System, it receives approximately 561 volumes annually. Program offerings include a story hour designed for pre-school children from October to May; children crafts; and a summer reading program for elementary school age children sponsored by the County.

The Borough is considering relocation of the Library. Although a specific site has not been selected, preference should be given to locations near Borough Hall or near the St. Ann School or Frances Place School.

Utilities

The Borough of Keansburg is serviced by the Keansburg Municipal Utilities Authority (KMUA) which owns and operates both the water and sewer facilities within the Borough. Ownership of the water and sewer facilities was transferred from the Borough to the KMUA in 1977, although the Borough has retained responsibility for the storm drainage system. The KMUA headquarters is located on Main Street just south of Forest Avenue. Because of saltwater intrusion, the KMUA presently receives its water from only 3 of the 4 wells, 3 of which are located on the water treatment site adjacent to Frazee Avenue and one at the intersection Port Monmouth Road and Harding Avenue.

Since 1977, the KMUA has undertaken various water system rehabilitation projects. Between 1979 and 1982, 33 percent of the obsolete 2 inch mains were removed and replaced with 6 inch mains. In addition, the system has been upgraded with 2, 830 GMP Filters and a rehabilitated detention tank. Water storage capacity has been increased by the installation of a 2.0 million gallon storage tank, replacing the old storage tank which only had a total capacity of .135 million gallons.

In accordance with the Water Supply Management Act of 1981, the New Jersey Department of Environmental Protection has mandated a 40 percent reduction in water withdrawal from the Old Bridge Aquifer, the source from which the Keansburg Municipal Utilities Authority wells obtain their water. This means that Keansburg must reduce its water usage from the annual 490 million gallons it reached in 1983 to 294 million gallons as determined by the State.

The Borough is providing for its water usage and conforming with the New Jersey Department of Environmental Protection mandate by initiating conservation methods through a water meter program scheduled to be completed in the summer of 1988. In addition, the KMUA will obtain water from the Manasquan River Reservoir and the Swimming River Reservoir via a connection with the Monmouth Consolidated Water Company.

As a customer of the Bayshore Regional Sewerage Authority (BRSA) the KMUA operates no waste water treatment facilities of its own. All waste water collected by the KMUA gravity system is pumped from the pumping station located on Main Street to treatment facilities owned and operated by the BRSA. The treated effluent is then transferred to the Monmouth County Bayshore Outfall Authority (MCBOA) for disposal in the Atlantic Ocean. The KMUA is then assessed an estimated user charge by both the BRSA and MCBOA.

Between 1983 and 1986, the KMUA rehabilitated the sewer system throughout the Borough by replacing 110,000 linear feet of the existing 120,000 feet of sanitary sewers. This involved the replacement of the existing terra-cotta pipe with polyvinyl chloride (PVC) pipe.

Also replaced were approximately 3,150 house connections and 462 manholes. In addition, a new detention tank, a sludge holding tank and a truck mounted sewer cleaning truck was included in the project. Improvement to the filter backwash system has enabled the Authority to reclaim backwash water being wasted to the BRSA.

The rehabilitation project has benefited the Borough. By eliminating infiltration of ground water and run-off into the system, and reclaiming backwash water, transportation and treatment costs have been reduced.

Storm Drainage and Flood Control

Because of its lower elevations, flat topography and the tidal action of the Raritan and Sandy Hook Bays, Keansburg has had a history of storm flooding. In order to deal with the problem, several projects have been undertaken. These were the construction of the hurricane gate and storm control facilities at the mouth of Waackaack Creek, the construction of the hurricane berm and artificial dunes along Raritan Bay, and the construction of drainage improvements within the Borough to alleviate localized flooding problems.

The hurricane gate and berm project was undertaken by the U.S. Army Corps of Engineers to deal with severe coastal storms that affect Keansburg, North Middletown, and Hazlet. With advance warning, the hurricane gate is closed and pumping facilities are operated to control the tidal storm surge into Waackaack Creek. The gate works in concert with the berm and dunes to protect Keansburg as well as adjoining communities from the flooding of severe coastal storms. Consequently, maintenance of the hurricane gate facilities and protection of the berm and dunes is critical to the health, safety, and welfare of Keansburg residents.

The maintenance and operation of the hurricane gate is the responsibility of the Hazlet-Keansburg-Middletown Joint Flood Control Commission. Although, the facilities are operational, their funding, administration, and maintenance has been problematic. Resolution of these problems is needed to assure that, in the long-term, the facilities are maintained and managed. The New Jersey Department of Environmental Protection's Division of Coastal Engineering has recommended that the State takeover responsibility for the facility as a means of remedying these problems.

Keansburg's pattern of localized floodings from low intensity storms has been partly alleviated through a program of drainage improvements that were undertaken following a major drainage study prepared by T & M Associates in 1981. The improvements, which did not fully implement the study's recommendations because of cost constraints, expanded the storm drainage collection system using the existing outfall lines to the Bay and to Waackaack Creek. While this remedied problems from lower intensity storms, significant storms continue to result in localized flooding. Improvements to the outfalls would be needed to alleviate this condition. Potential funding sources for drainage improvements that would mitigate neighborhood flooding problems include the Community Development Block Grant Program and the Monmouth County Improvement Authority. The Neighborhood Preservation Program and the Safe and Clean Streets Program might also be used in connection with neighborhood improvement programs that included drainage improvements.

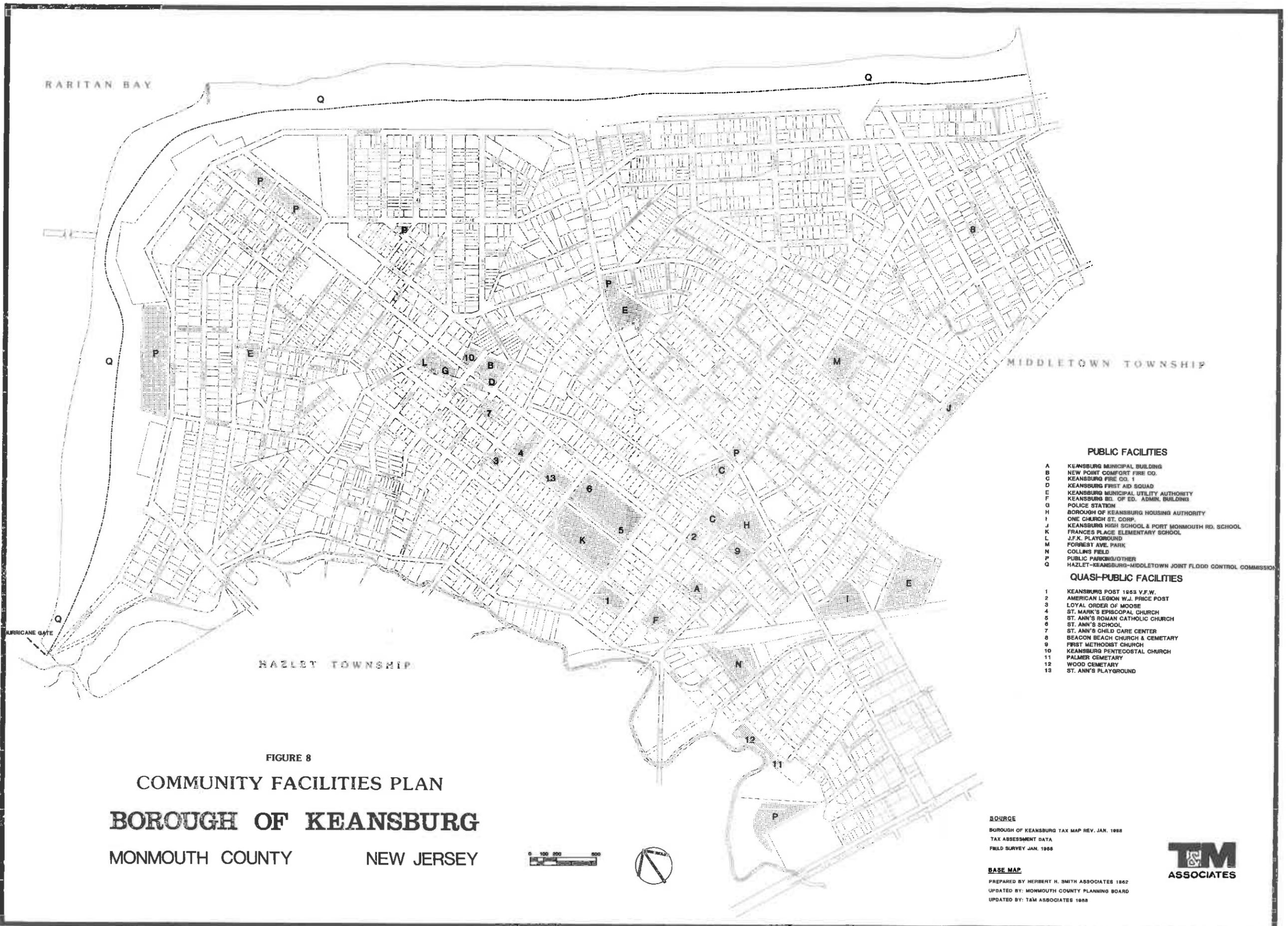


FIGURE 8
COMMUNITY FACILITIES PLAN
BOROUGH OF KEANSBURG
 MONMOUTH COUNTY NEW JERSEY

- PUBLIC FACILITIES**
- A KEANSBURG MUNICIPAL BUILDING
 - B NEW POINT COMFORT FIRE CO.
 - C KEANSBURG FIRE CO. 1
 - D KEANSBURG FIRST AID SQUAD
 - E KEANSBURG MUNICIPAL UTILITY AUTHORITY
 - F KEANSBURG BLDG. OF ED. ADMIN. BUILDING
 - G POLICE STATION
 - H BOROUGH OF KEANSBURG HOUSING AUTHORITY
 - I ONE CHURCH ST. CORP.
 - J KEANSBURG HIGH SCHOOL & PORT MONMOUTH RD. SCHOOL
 - K FRANCES PLAGE ELEMENTARY SCHOOL
 - L J.F.K. PLAYGROUND
 - M FORREST AVE. PARK
 - N COLLINS FIELD
 - P PUBLIC PARKING/OTHER
 - Q HAZLET-KEANSBURG-MIDDLETOWN JOINT FLOOD CONTROL COMMISSION
- QUASI-PUBLIC FACILITIES**
- 1 KEANSBURG POST 1853 V.F.W.
 - 2 AMERICAN LEGION W.J. PRICE POST
 - 3 LOYAL ORDER OF MOOSE
 - 4 ST. MARK'S EPISCOPAL CHURCH
 - 5 ST. ANN'S ROMAN CATHOLIC CHURCH
 - 6 ST. ANN'S SCHOOL
 - 7 ST. ANN'S CHILD CARE CENTER
 - 8 BEACON BEACH CHURCH & CEMETARY
 - 9 FIRST METHODIST CHURCH
 - 10 KEANSBURG PENTECOSTAL CHURCH
 - 11 PALMER CEMETARY
 - 12 WOOD CEMETARY
 - 13 ST. ANN'S PLAYGROUND

SOURCE
 BOROUGH OF KEANSBURG TAX MAP REV. JAN. 1988
 TAX ASSESSMENT DATA
 FIELD SURVEY JAN. 1988

BASE MAP
 PREPARED BY HERBERT H. SMITH ASSOCIATES 1962
 UPDATED BY: MONMOUTH COUNTY PLANNING BOARD
 UPDATED BY: T&M ASSOCIATES 1988



HISTORIC PRESERVATION ELEMENT

Background, Location, and Significance of Keansburg's Historic Structures

Keansburg's resort development in the later nineteenth and early twentieth centuries created buildings and structures which are today community landmarks. Most of these are associated with local history and resort development or represent a particular type, period, or method of construction from the nineteenth and twentieth centuries. Certain individual buildings or structures are particularly distinguished and hold potential for inclusion on the National Register of Historic Places. These are the boardwalk carousel made by Charles Loof; St. Ann's Roman Catholic Church; and the Seeley House, one of the oldest remaining residential buildings in Keansburg. The Borough includes two notable streetscapes - one at Beachway between Carr and Bay Avenues, and one at Church Street between Randolph and the former railroad right-of-way. The Beachway area is significant for its boardwalk and its role in the Borough resort development. Church Street is significant for its early twentieth commercial buildings and its role as the Borough business district. The locations of the Borough's landmark sites are shown on Figure 9. Table 23 lists the sites which have been individually identified as landmarks by this element. The Historic Structures section in the Basic Planning Studies describes the significance and present utilization of these landmarks in more detail. These sites have been recorded in the Monmouth County Historic Sites Inventory 1980 - 1984. The complete survey forms, photographs, and maps of Keansburg upon which the County inventory is based are maintained on file in the office of New Jersey Heritage in Trenton and by the Monmouth County Historical Association in Freehold.

The landmark sites and locations listed in this element of the Master Plan are based on immediately available research. Further information on sites of landmark value in Keansburg may result in additional designations. To guide the identification and designation process, the next section provides standards to be followed in making landmark designations.

Landmark Designation Standards

The following standards are to be used for evaluating the significance of properties and their eligibility for landmark status in Keansburg:

- (1) The landmark is associated with events that have made a significant contribution to the broad patterns of local, state or national history; or

- (2) The landmark is associated with the lives of persons significant in our past; or
- (3) The landmark embodies the distinctive characteristics of a type, period, or method of construction, or that it represents the work of a master, or that it possesses high artistic values, or that it represents a significant and distinguishable entity whose components may lack individual distinction; or
- (4) The landmark has yielded, or may be likely to yield, information important in prehistory or history; or
- (5) The landmark exhibits a combination of scenic historic, architectural, or archaeological or cultural features which make a unique contribution to the townscape of the Borough.

Utilization and Preservation Alternatives

Most of Keansburg's landmark sites are currently used as dwellings, churches, or commercial establishments. Some are in need of maintenance and rehabilitation or have undergone renovations which are ill-suited to their architectural character. In order to encourage appropriate utilization and preservation of landmarks, the Borough may consider the following measures or programs:

Community Education Program - The Borough may sponsor a program which educates community residents and makes them aware of the location and significance of landmark features. Such a program might include recognition through the award of landmark certificates to owners of landmark properties, information distributed through the Borough or special publications newsletter, and sponsoring programs and events.

Rehabilitation and Renovation - Municipally sponsored programs which provide funds for the rehabilitation of dwellings or commercial buildings that are designated landmarks should follow landmark preservation guidelines. Such guidelines have been developed by the U.S. Department of the Interior and published as the Secretary of Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings.

Development Review - The impact of public or private projects on landmark sites should be a factor in evaluating the design and layout of development proposals. Appropriate language may be included within the Borough's development regulations to require that an applicant's environmental impact statement detail how the project has considered alternatives that respect landmark sites.

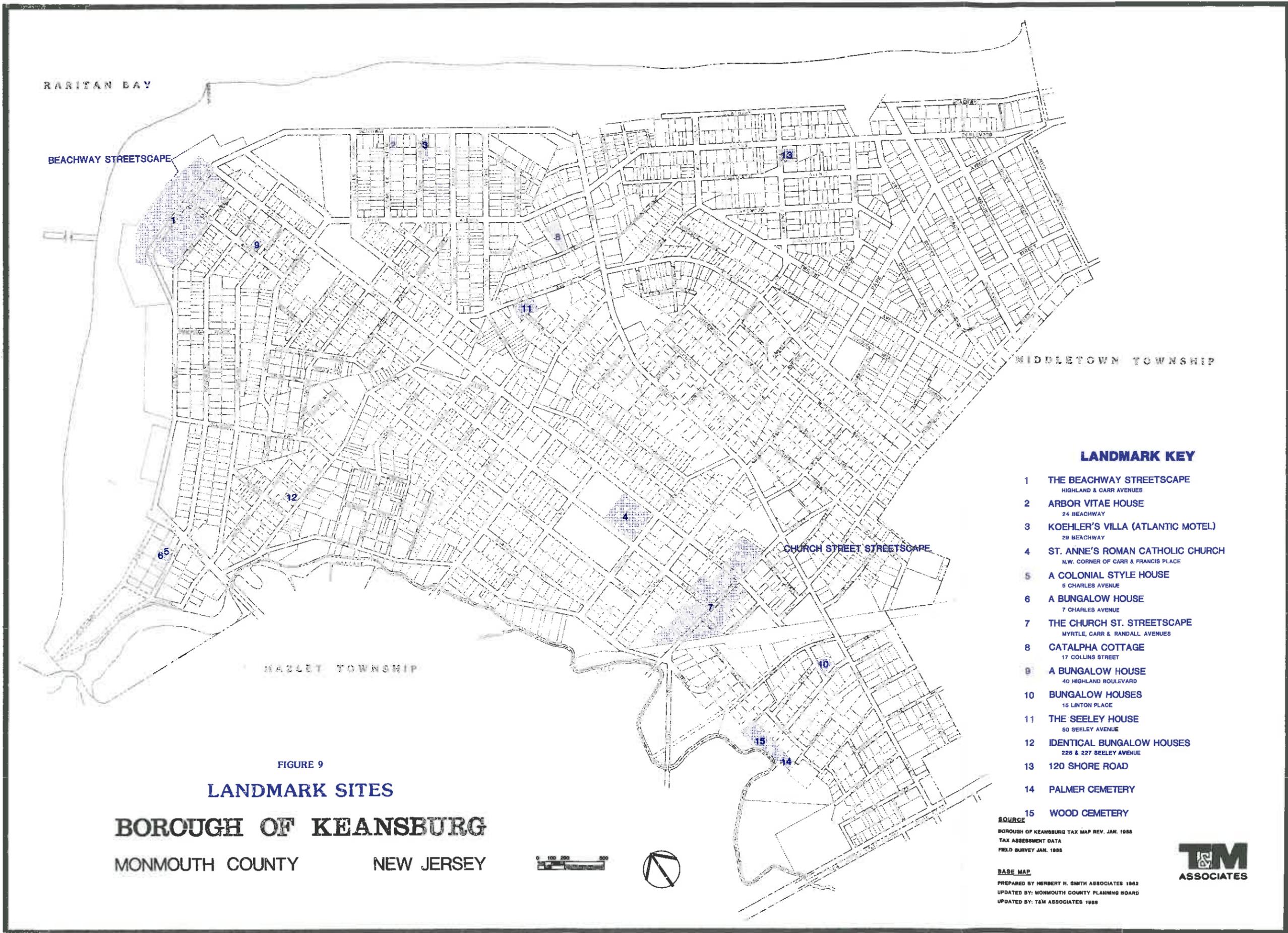
Zoning Designation - The zoning ordinance may designate landmarks, and historic sites and delineate landmark districts. It can provide landmark design criteria and guidelines to be used to regulate the development or alteration of landmark properties.

Historic Preservation Commission - The Borough Council may create a Historic Preservation Commission. Such a Commission would have responsibility under the Municipal Land Use Law (N.J.S.A. 40:55D-107) to compile a survey of historic sites, give advice on the Preservation Plan Element of the Master Plan and on applications for development, and also carry out educational programs. If the zoning ordinance of the Borough also designates and regulates landmark sites and districts, then the Commission would have powers to grant or deny permits for the development or alteration of the designated sites.

TABLE 23

LANDMARK SITES
BOROUGH OF KEANSBURG

<u>SITE NO.</u>		<u>LOCATION</u>
1	Beachway Streetscape	
1-1	Charles Loof Carousel	75 Beachway
1-2	New Point Comfort Auditorium	75 Beachway
1-3	Dance Hall (Fun City)	75 Beachway
1-4	Camp Raritan Building & West Highland Avenue	S. Side of Beachway
2	Arbor Vitae House	24 Beachway
3	Koehler's Villa (Atlantic Motel)	29 Beachway
4	St. Ann Roman Catholic Church	Carr Avenue & Frances Place
5	Colonial Revival House	5 Charles Avenue
6	Bungalow House	7 Charles Avenue
7	Church Street	Streetscape
7-1	Keansburg National Bank	Church Street & Carr Avenue
7-2	Keansburg Municipal Building	Church Street & Myrtle Avenue
7-3	Commercial Building (Formerly Keansburg National Bank)	Church Street & Carr Avenue
7-4	Commercial Building	59 Church Street
8	Catalpha Cottage	17 Collins Street
9	Bungalow Houses	40 Highland Boulevard
10	Bungalow House	15 Linton Place
11	The Seeley House	50 Seeley Avenue
12	Bungalow Houses	225 & 227 Seeley Avenue
13	Colonial Revival Bungalow	120 Shore Road
14	Palmer Cemetery	Frederick Place
15	Wood Cemetery	Thorn Street



RARITAN BAY

BEACHWAY STREETScape

MIDDLETOWN TOWNSHIP

HAZLET TOWNSHIP

CHURCH STREET STREETScape

LANDMARK KEY

- 1 THE BEACHWAY STREETScape
HIGHLAND & CARR AVENUES
- 2 ARBOR VITAE HOUSE
24 BEACHWAY
- 3 KOEHLER'S VILLA (ATLANTIC MOTEL)
28 BEACHWAY
- 4 ST. ANNE'S ROMAN CATHOLIC CHURCH
N.W. CORNER OF CARR & FRANCIS PLACE
- 5 A COLONIAL STYLE HOUSE
5 CHARLES AVENUE
- 6 A BUNGALOW HOUSE
7 CHARLES AVENUE
- 7 THE CHURCH ST. STREETScape
MYRTLE, CARR & RANDALL AVENUES
- 8 CATALPHA COTTAGE
17 COLLINS STREET
- 9 A BUNGALOW HOUSE
40 HIGHLAND BOULEVARD
- 10 BUNGALOW HOUSES
15 LINTON PLACE
- 11 THE SEELEY HOUSE
50 SEELEY AVENUE
- 12 IDENTICAL BUNGALOW HOUSES
225 & 227 SEELEY AVENUE
- 13 120 SHORE ROAD
- 14 PALMER CEMETERY
- 15 WOOD CEMETERY

FIGURE 9
LANDMARK SITES
BOROUGH OF KEANSBURG
 MONMOUTH COUNTY NEW JERSEY



SOURCE
 BOROUGH OF KEANSBURG TAX MAP REV. JAN. 1988
 TAX ASSESSMENT DATA
 FIELD SURVEY JAN. 1988

BASE MAP
 PREPARED BY HERBERT H. SMITH ASSOCIATES 1982
 UPDATED BY: MONMOUTH COUNTY PLANNING BOARD
 UPDATED BY: T&M ASSOCIATES 1988



ECONOMIC PLAN ELEMENT

Although Keansburg was founded as a shore resort community in 1917, tourism's role in Keansburg's economy has diminished. However, commercial activity within the Borough has continued to be dominated by resort and service businesses. A resort economy is characterized by retail and service activities. Statistical data from the U.S. Bureau of Census and from the New Jersey Department of Labor and Industry reflect the resort orientation of Keansburg's commercial base as well as retail and service uses which support the year round population.

In 1987, the Borough had a total of 133 line items of property assessed as "business/commercial property" which includes retail and service uses. Only three parcels were assessed as "professional/office" and four parcels were assessed as "industrial properties" and no properties as "agricultural property".

The New Jersey Department of Labor identified 96 major employers covered by New Jersey Unemployment Insurance in the Borough of Keansburg in 1987. Businesses were categorized in accordance with United State Office of Management and Budget Standard Industrial Classification (S.I.C.). Table 24, "1987 Business Summary: Borough of Keansburg" categorizes Keansburg businesses by related major S.I.C. Group Codes and a percentage of the total business each group represents. Retail establishments represent 43.8 percent of all covered business in the Borough of Keansburg in 1987. These establishments include a large number of eating and drinking places comprising over half of the total retail stores. Services, such as recreational and personal service, accounted for 30.2 percent of the businesses in the Borough. Recreational service included amusements and arcades and represented 12.5 percent of all business uses.

Employment

As State employment rates climbed to a record high in 1986, and unemployment dropped to the lowest rates since 1970, Monmouth County experienced a rapid rate of employment growth increasing 50.1 percent between 1976 and 1986. Keansburg, however, experienced a 2.1 percent decrease in employment over the same period. Comparison of the population growth and covered employment growth is represented in Table 25, "Employment Growth: 1976 - 1986". This table also reveals that the ratio of population to covered employment increased in the Borough from 12.9 percent in 1976 to 13.9 percent in 1986, where both the County and State ratios (3.36 and 2.58 respectively) declined between 1976 and 1986.

TABLE 24
1987 BUSINESS SUMMARY
BOROUGH OF KEANSBURG

MAJOR SIC GROUP CODES (1)	GENERAL BUSINESS CATEGORY (2)	NUMBER	PERCENT OF TOTAL
17	SPECIAL TRADE CONSTRUCTION	5	5.2
23	MANUFACTURING	4	4.2
41,42	TRANSPORTATION (3)	8	8.3
48	COMMUNICATIONS	1	1.0
51	WHOLESALE TRADE	1	1.0
	RETAIL TRADE -	42	43.8
52	BUILDING MATERIALS ETC.	(3)	
53	GENERAL MERCHANDISE STORES	(1)	
54	FOOD STORES	(3)	
55	AUTO DEALERS/GASOLINE STATIONS	(3)	
58	EATING & DRINKING PLACES	(27)	
59	MISCELLANEOUS RETAIL	(5)	
60,61,64	FINANCIAL, INSURANCE	5	5.2
65	REAL ESTATE	1	1.0
	SERVICES -	29	30.20
70	HOTELS & OTHER LODGING PLACES	(1)	
72	PERSONAL SERVICE	(4)	
75	AUTOMOTIVE	(2)	
76	MISCELLANEOUS REPAIR	(1)	
79	AMUSMENT & RECREATIONAL	(12)	
80	MEDICAL	(4)	
81	LEGAL	(2)	
83	SOCIAL SERVICE	(2)	
89	MISCELLANEOUS SERVICE	(1)	
	TOTAL COVERED BUSINESSES	96	100.0

NOTES: (1) Includes only those standard industrial classification codes represented in Keansburg.

(2) Refers to businesses subject to Unemployment Insurance, not including self-employed individuals, minor employers, government agencies, and covered firms which have not been categorized due to insufficient information.

(3) excluding travel agencies which are listed under Miscellaneous service.

SOURCES: "New Jersey Employer Directory, Vol. 7", New Jersey Department of Labor, Division of Planning and Research, July 1988.

"Standard Industrial Classification Manual" Executive Office of the President - Office of Management and Budget, 1987.

COMPILED BY: T&M Associates, 1988

TABLE 25
EMPLOYMENT GROWTH
1976 - 1986

	KEANSBURG		MONMOUTH COUNTY		NEW JERSEY	
	NUMBER	PERCENT CHANGE	NUMBER	PERCENT CHANGE	NUMBER	PERCENT CHANGE
COVERED EMPLOYMENT						
1976	770		106950		2269709	
1986	754	-2.1	161207	50.7	2950984	30.0
POPULATION						
1976	9977		490473		7339000	
1986	10484	5.1	542446	10.6	7620000	3.8
POPULATION/COVERED EMPLOYMENT RATIO						
1976	12.96		4.59		3.23	
1986	13.90		3.36		2.58	

SOURCES: New Jersey Department of Labor, Division of Planning and Research, Office of Demographic & Economic Analysis; "New Jersey Covered Employment Trends", 1976 & 1986 Issues, and "Official State Estimates", July 1, 1976 & July 1, 1986.
COMPILED BY: T&M Associates, 1988

Private sector covered employment for the period 1976 through 1986 is presented in the basic planning studies on Table 6, "Private Sector Covered Employment: Keansburg, Monmouth County and New Jersey". The ten year trends reveal general economic growth for the State and County. Data for the Borough, however, are more difficult to interpret because of inconsistent growth. An explanation for yearly variation in growth could be the relatively small number of covered employees. Because of the small base number, the opening or closing of one significant business enterprise could cause the annual change to fluctuate greatly.

Table 22 in the Housing Element, "Employment Projections through the Year 2000, Borough of Keansburg" illustrates possible future scenarios. These projections are based on the linear regression analysis of two historical trends. The first projection is based on ten year data from 1977 to 1986 and the second trend is based on data for the five year period from 1982 - 1986. The five year trend projects a smaller annual increase in private sector covered employment than the ten year trend. For the year 1990, the ten year trend projects a total of 822 jobs in Keansburg while the five year trend projects 812 jobs. Similarly, for the Year 2000, the ten year trend projects 892 jobs or 30 more jobs than the five year trend which projects 860 jobs.

Place of Work and Commutation Patterns

Table 26, "Commuting Patterns Residential Labor Force, Borough of Keansburg and Monmouth County", indicates that 56.5 percent of Keansburg residents are employed within Monmouth County, while 30.6 percent are employed within the State but outside Monmouth County and 12.9 percent are employed out of the State. This compares with the County figures of 67.9, 22.9, and 9.2 percent respectively. The higher percentage of Keansburg residents working out of the State is related to Keansburg's accessibility to New York City.

In 1980, 82.3 percent of Keansburg workers travelled by private vehicle to work, 11.0 percent travelled by public transportation, 4.5 percent walked and 1.2 percent worked at home. These figures contrast with the County figures of 85.0 percent, 8.6 percent, 3.8 percent and 1.4 percent respectively. The higher percentage of workers using public transportation illustrates utilization of the Middlesex and the Academy Bus Service, particularly to New York City. This data is presented on Table 27, "Means of Transportation to Work, Residential Labor Force, Borough of Keansburg and Monmouth County".

TABLE 26
 COMMUTING PATTERNS OF THE RESIDENTIAL LABOR FORCE
 BOROUGH OF KEANSBURG & MONMOUTH COUNTY

PLACE OF WORK	KEANSBURG		MONMOUTH COUNTY	
	NUMBER	PERCENT	NUMBER	PERCENT
IN MONMOUTH COUNTY	1900	56.5	133287	67.9
IN N.J., OUTSIDE MONMOUTH COUNTY	1028	30.6	45049	22.9
OUTSIDE NEW JERSEY	433	12.9	17981	9.2
TOTAL	3361	100.0	196317	100.0

SOURCE: U.S. Census of Population & Housing 1980
 COMPILED BY: T&M Associates, 1988

TABLE 27
 MEANS OF TRANSPORTATION TO WORK, RESIDENTIAL LABOR FORCE
 BOROUGH OF KEANSBURG & MONMOUTH COUNTY

MEANS OF TRANSPORTATION	KEANSBURG		MONMOUTH COUNTY	
	NUMBER	PERCENT	NUMBER	PERCENT
CAR, TRUCK OR VAN	3013	82.3	181207	85.0
PUBLIC TRANSPORTATION	402	11.0	18399	8.6
OTHER MEANS	38	1.0	2339	1.1
WALK TO WORK	163	4.5	8138	3.8
WORK AT HOME	45	1.2	3051	1.4
TOTAL	3661	3000.0	213134	100.0

SOURCE: U.S. Census of Population & Housing 1980
 COMPILED BY: T&M Associates, 1988

Employment Shifts 1970 - 1987

Table 28, presents the private sector covered employment by job category in 1970 and 1987. It shows that the dominant economic base has shifted from retail/wholesale to the service industry. Retail/wholesale declined from 35.4 percent in 1970 to 31.3 percent in 1987. In contrast, services have increased by 13.9 percent reaching a total of 39.4 percent in 1987. Finance, insurance and real estate remain stable at 3.7 percent, while manufacturing decreased slightly from 13.8 percent to 11.3 percent.

In comparison, Table 29, "Private Sector Covered Employment Growth by Job Category 1970 - 1987, Monmouth County", indicates that Monmouth County has experienced an increase of 101.1 percent and 175.3 percent respectively in retail/wholesale and services job categories. Unlike the Borough, finance, insurance and real estate jobs have increased in the County by 269.3 percent.

A relatively large percentage (45.5 percent) of the Keansburg population was not in the work force in 1980. This was greater than both the County (38.3 percent) and the State (37.2 percent). Table 30, "1980 Economic Indicators: Keansburg, Monmouth County and New Jersey" presents a summary of selected economic and demographic information. The Keansburg household and family income levels were significantly lower than Monmouth County or the State of New Jersey. The larger household and family sizes translate into a lower per capita income and therefore, result in less disposable income. The Borough's percentage of working mothers was higher than the County of the State. Monthly rents were lower in Monmouth County but considerably higher in the State. In comparison, home values were significantly lower than for both the County and the State.

The Keansburg's economic indicators reflect the younger population of the Borough. The 1980 median age for the Borough of Keansburg was 28.6 years. In contrast, the Census reported the County and State median ages at 32.3 years and 32.1 years respectively. The out-migration of older residents and lower housing values has attracted younger and larger families accounting for the younger median age and the large percentage of persons not in the work force. The percentage of population not in the work force also reflects the 1980 Keansburg unemployment rate of 6.6 percent which can be compared to 4.0 percent for the County and 4.2 percent for the State.

TABLE 28
PRIVATE SECTOR COVERED EMPLOYMENT BY JOB CATEGORY 1970 & 1987
BOROUGH OF KEANSBURG

INDUSTRIAL SECTOR	1970		1987	
	NUMBER	PERCENT	NUMBER	PERCENT
MANUFACTURING	100	13.8	94	11.3
RETAIL & WHOLESALE	257	35.4	260	31.3
SERVICE	185	25.5	327	39.4
FINANCE, INSURANCE & REAL ESTATE	26	3.6	31	3.7
CONSTRUCTION	38	5.2	38	4.6
TRANSPORTATION	106	14.6	N/D	---
COMMUNICATIONS	N/D	---	N/D	---
AGRICULTURE	0	0.0	0	0.0
TOTAL	725 (1)		830 (1)	

N/D - Non-Disclosable

NOTE: (1) Totals include items not shown in order to prevent disclosure of employer's identity.

SOURCE: New Jersey Department of Labor, Division of Planning and Research, Office of Demographic & Economic Analysis;
"New Jersey Covered Employment Trends" (1970 & 1987)

COMPILED BY: T&M Associates, 1988

TABLE 29
PRIVATE SECTOR COVERED EMPLOYMENT GROWTH BY JOB CATEGORY 1970-1987
MONMOUTH COUNTY

INDUSTRIAL SECTOR	1970	1987	CHANGE 1970-1987	
			NUMBER	PERCENT
MANUFACTURING	20472	22355	1883	9.2
RETAIL & WHOLESALE	27719	55754	28035	101.1
SERVICES	19669	54139	34470	175.3
FINANCE, INSURANCE & REAL ESTATE	3219	11888	8669	269.3
CONSTRUCTION	6562	12355	5793	88.3
TRANSPORTATION	2269	4394	2125	93.7
COMMUNICATION & UTILITIES	3492	7587	4095	117.3
AGRICULTURE	911	3134	2223	244.0
TOTAL	84313	171606	87293	103.5

SOURCE: New Jersey Department of Labor, Division of Planning
and Research, Office of Demographic & Economic Analysis;
"New Jersey Covered Employment Trends" (1970 & 1987)
COMPILED BY: T&M Associates, 1988

TABLE 30
1980 ECONOMIC INDICATORS
KEANSBURG, MONMOUTH COUNTY & NEW JERSEY

PARAMETER	KEANSBURG	MONMOUTH COUNTY	NEW JERSEY
INCOME (1)			
Average Family Income (2)	\$18,821	\$28,314	\$26,479
Average Household Income (3)	\$16,683	\$24,940	\$23,275
Median Household Income	\$14,665	\$21,061	\$19,961
Per Capita Income	\$5,443	\$8,539	\$8,206
HOUSING			
Median Home Value	\$32,200	\$65,500	\$61,364
Average Home Value	\$38,206	\$72,882	\$67,907
Median Monthly Rent	\$274	\$283	\$230
Average Monthly Rent	\$267	\$291	\$235
EMPLOYMENT STATUS			
Armed Forces	0.0%	0.9%	0.5%
Civil Employed	48.9%	56.8%	58.2%
Unemployed	6.6%	4.0%	4.2%
Not in Labor Force	44.5%	38.3%	37.2%
GENERAL POPULATION DATA			
Average Family Size	4.0	3.9	3.4
Average Household Size	3.0	2.9	2.8
Median Age (years)	28.6	32.3	32.1
Percent Working Mothers (4)	66.6%	65.4%	52.8%

NOTES: (1) "Income" refers to total money received in calendar year 1979.
 (2) "Family" refers to related individuals living together.
 (3) "Household" refers to occupants of a housing unit including families, persons living alone and nonrelated persons living together. Nonrelatives include the following categories: roomer/boarder, partner/roommate & paid employee.
 (4) "Working Mothers" refers to employed women who have children at home under 17 years old.

SOURCE: 1980 U.S. Census
 COMPILED BY: T&M Associates

Future Economic Development

Economically, Keansburg, whose development originally was oriented to resort-recreation businesses and seasonal residences, has evolved into a residential suburb of the New York - New Jersey metropolitan area. Seasonal recreation and service attractions continue to be important components of the local economic base. However, the Borough's labor force relies on firms outside of the Borough for employment. Employment projections based on past trends indicate future job creation within the Borough will be at a low rate, while regional job opportunities will expand rapidly. Businesses within the Borough which are not oriented to amusement-recreation are small in scale and serve primarily the local population.

Keansburg has a high level of economic distress based on the New Jersey Office of Management and Budget's community distress index. The Borough's economic base could benefit from improvements that would enhance the Borough's waterfront, its business district, and the community's residential character. In addition, the Borough should investigate the benefits of utilizing property tax abatements or exemptions as an incentive to induce the construction, expansion, or rehabilitation of commercial and industrial use. The applicability and benefit of other measures to induce economic development, such as the creation of an urban enterprise zone and related programs available through the State's Urban Development Corporation, should be explored.

RECREATION AND CONSERVATION PLAN ELEMENT

The Recreation and Conservation Element shows the existing and proposed system of areas and public sites for recreation in Keansburg and also provides for the preservation, conservation, and utilization of natural resources.

Existing Recreation Facilities and Programs

Currently, the municipal recreational facilities within the Borough of Keansburg include the John F. Kennedy Park, Forrest Avenue Park and Collins Field. These parks are maintained by the Road Department. Activities found on these parks include baseball/softball, basketball, playground equipment and volleyball. While there are basketball courts available to residents, the actual complete outfit (backboard, rim, net) for each location is minimal. This is due to vandalism which has made maintenance difficult. Other recreational facilities within Keansburg include the Keansburg High School, Keansburg Elementary School, Frances Place School and St. Ann School. Activities found in these areas include football, baseball/softball, basketball and tennis. Overall within the community, the municipal recreational facilities are in fair to poor condition and need to be upgraded. Table 31 indicates the existing facilities for each municipal park and school.

Presently, the Borough sponsors only limited municipal recreation programs. Previously, the John F. Kennedy Community Building was the focus for many programs such as classes and community trips and bazaars which included all age groups. However, the building has been converted into the Police Station and a tot lot is the only remaining recreation feature of the site. Today, the municipal recreation programs are Little League at Collins Field and providing life guards from June to Labor Day on the municipal beach.

TABLE 31

RECREATION FACILITIES

BOROUGH OF KEANSBURG - 1988

<u>NAME OF FACILITY</u>	<u>LOCATION</u>	<u>SIZE OF PARCEL (ACRES)</u>	<u>FOOTBALL</u>	<u>BASEBALL/SOFTBALL</u>	<u>SOCCER</u>	<u>BASKETBALL</u>	<u>PLAYGROUND/TOT LOT</u>	<u>TENNIS</u>	<u>VOLLEYBALL</u>	<u>BICYCLE TRAILS</u>	<u>PICNICING</u>	<u>BEACH/FISHING</u>	<u>ON SITE PARKING</u>	<u>OFF STREET PARKING</u>
J.F.K. PARK	CARR AVE.	.5				1							X	X
FORREST AVE. PARK	FORREST AVE.	1.3			2	1		4					X	X
COLLINS FIELD	WOOD AVE.	1.7	2										X	X
<u>TOTAL</u>		3.5												
KEANSBURG HIGH SCHOOL	PORT MONMOUTH RD.	1	2					6					X	
KEANSBURG ELEM. SCHOOL	PORT MONMOUTH RD.					1							X	
ST. ANN'S SCHOOL	FRANCES PLACE & TERRACE PLACE					3								
FRANCES PLACE SCHOOL	FRANCES PLACE					1		3						
<u>TOTAL # OF REC. FACILITIES</u>			1	4	0	6	3	9	4	0	0			0

○-INDICATES FACILITY IS IN POOR CONDITION AND NEEDS UPGRADING

SEE BAY WATERFRONT PLAN

Recommendations for Recreation Improvements

The Outdoor Recreation Plan of New Jersey (NJDEP - 1984) recommends that 3 percent of the developed and developable area of a municipality be set aside for open space and recreation. Keansburg, to meet this guideline, would require 18.5 acres. The current municipal recreation areas total 3.5 acres.

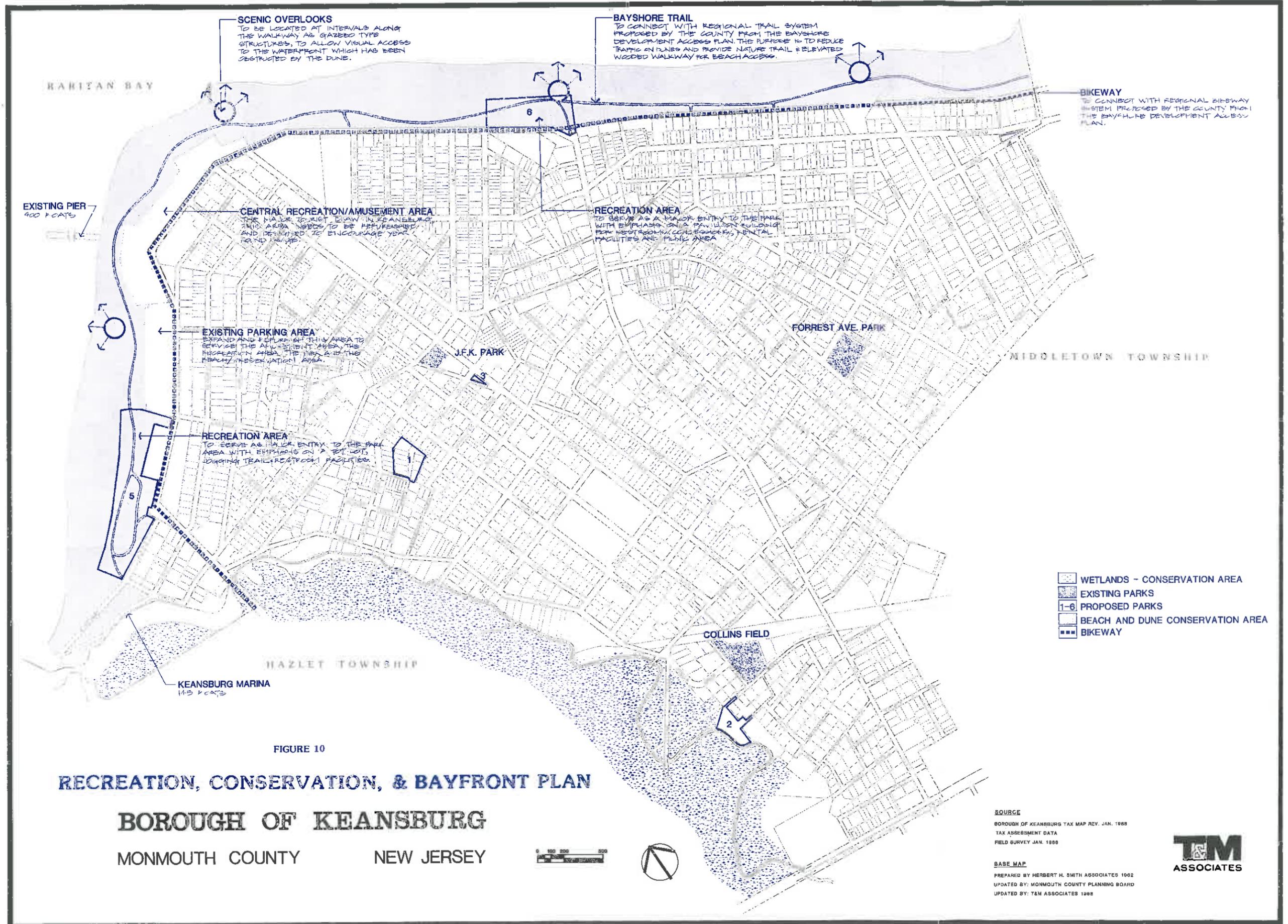
The Borough's supply of developable land is small and largely consists of scattered parcels. The Borough does own four parcels which could be dedicated to recreation. These sites are shown on Figure 10. Site 1 at Hill Street which includes Lots 11-19, Block 75 & 78 and is 1+ acre could be developed into a passive neighborhood park. A variety of activities could be provided on this site such as a heavy timber tot lot, sitting areas, and jogging path with exercise stations. To avoid conflict with surrounding residences, active recreation should be low intensity at this site and appropriate landscaping and buffering should be provided.

Site 2 (Lot 11, Block 29) which is located near Waackaack Creek, and Wood Street is 1+ acre. This parcel should be investigated for possible wetlands before any development project is designed. The unique characteristic of this site is the two access points to this parcel. If extensive wetlands are not present on this site, then future activities might include Little League field or court sports. Site 3 (Lot 1, Block 83) located on Carr Avenue and Site 4 (Lot 1, Block 43) located on Shore Boulevard and Park Avenue could be developed as passive seating areas and bus stops since the Belford - Bayshore Shuttle and Academy Line to New York passes through Site 3 while the M-17 Bus Line passes through Site 4.

Site 3 is presently dedicated as a war memorial. A new seating area and landscaping would enhance the memorial and encourage more residents to experience it.

The size and location of Site 4 makes it appropriate as a bus stop and passive seating area. It could also serve as a link to the Beach. New site amenities such as benches, new sidewalks, and landscaping are desirable here.

Sites 5 and 6 are recommended for development as recreation areas that will serve as major entry points to the beach. They are located on the beach side of the major access roads (Laurel Avenue and Main Street) which intersect with Beachway Avenue. Facilities would include tot lots, jogging trail, pavilions, concessions, rental facilities, and parking improvements. A more detailed discussion of proposals for waterfront development and recreation in Keansburg is given in the Bayfront Component of the Land Use Plan Element. The component proposes treating the beach as a linear park in coordination with Monmouth County's Bayshore Waterfront Access Plan.



SCENIC OVERLOOKS
 TO BE LOCATED AT INTERVALS ALONG THE WALKWAY AS GAZED TYPE STRUCTURES, TO ALLOW VISUAL ACCESS TO THE WATERFRONT WHICH HAS BEEN OBSTRUCTED BY THE DUNE.

BAYSHORE TRAIL
 TO CONNECT WITH REGIONAL TRAIL SYSTEM PROPOSED BY THE COUNTY FROM THE BAYSHORE DEVELOPMENT ACCESS PLAN. THE PURPOSE IS TO REDUCE TRAFFIC ON RUES AND PROVIDE NATURE TRAIL & ELEVATED WOODED WALKWAY FOR BEACH ACCESS.

BIKEWAY
 TO CONNECT WITH REGIONAL BIKEWAY SYSTEM PROPOSED BY THE COUNTY FROM THE BAYSHORE DEVELOPMENT ACCESS PLAN.

EXISTING PIER
 400 P.CATS

CENTRAL RECREATION/AMUSEMENT AREA
 THIS MAJOR RECREATION AREA NEEDS TO BE REFINISHED AND DESIGNED TO ENCOURAGE YOUTH AND ADULTS.

RECREATION AREA
 TO SERVE AS A MAJOR ENTRY TO THE PARK AREA WITH EMPHASIS ON A PAVILION BUILDING FOR RESTROOMS, CONCESSIONS, RENTAL FACILITIES AND PLUNGING AREA.

EXISTING PARKING AREA
 EXPAND AND RELOCATE THIS AREA TO SERVE THE AMUSEMENT AREA, THE RECREATION AREA, THE PIER & THE BEACH/RESERVATION AREA.

RECREATION AREA
 TO SERVE AS A MAJOR ENTRY TO THE PARK AREA WITH EMPHASIS ON A RESTROOM, TRAILER, RESTROOM FACILITIES.

KEANSBURG MARINA
 145 P.CATS

FIGURE 10

RECREATION, CONSERVATION, & BAYFRONT PLAN

BOROUGH OF KEANSBURG

MONMOUTH COUNTY NEW JERSEY



- WETLANDS - CONSERVATION AREA
- EXISTING PARKS
- 1-6 PROPOSED PARKS
- BEACH AND DUNE CONSERVATION AREA
- BIKEWAY

SOURCE
 BOROUGH OF KEANSBURG TAX MAP REV. JAN. 1988
 TAX ASSESSMENT DATA
 FIELD SURVEY JAN. 1988

BASE MAP
 PREPARED BY HERBERT H. SMITH ASSOCIATES 1982
 UPDATED BY: MONMOUTH COUNTY PLANNING BOARD
 UPDATED BY: T&M ASSOCIATES 1988



In addition to development of these four sites, the Borough should expand recreation opportunities by upgrading and improving facilities at existing park sites and by coordinating with the school district to make school recreation facilities available to the general public, and by improving the beachfront area. A more detailed discussion of the recreation potential of the beach area is included in the Bayfront Plan component of the Land Use Element. Other recommendations for existing play areas are offered below:

- | | |
|--------------------|--|
| JFK PARK | Upgrade or add new play structures, shuffleboard, new benches. Promote use for seniors and children. |
| FOREST AVENUE PARK | Relocate and upgrade tot lot structures to the center of the park. Presently, they are located on the edges of the park near roads. Relocating the structures would promote safety. This could be accomplished by removing one of the volleyball courts and redefining skating areas and access walks while promoting handicap accessibility. Add new site amenities such as benches and lighting. |
| COLLINS FIELD | Add extra parking near former railway right-of-way. See Main Street/Church Street component of the Land Use Element. |
| FRANCES PLACE | Upgrade tennis courts and basketball courts. Upgrade pavement since it is cracked with weeds growing in it. Reduce the amount of pavement, add grass and trees. |

Conservation Areas

The beach and dune areas along the Raritan Bay and the tidal wetlands along Waackaack Creek are natural resources which should be conserved. Proposals for appropriate utilization of beach and dune areas are given in the section of the Bayfront Component of the Land Use Plan. Appropriate recreation activities can be encouraged in these conservation areas consistent with the constraints and permit requirements outlined in the Natural Resources section of the Basic Planning Studies.

CIRCULATION PLAN ELEMENT

The Circulation Plan Element shows the location and types of existing roadways within the Borough, describes the availability of existing proposed transportation services, and identifies proposed improvements.

Existing Roadways and Functional Classification

Keansburg's street system is well established and its primary needs are for the maintenance and improvement of existing roads. As a result of the replacement of sewer lines most of the Borough's streets have recent overlays. Utilizing Community Development Block Grant Funds and State aid, Shore Boulevard, Beachway from Main Street to Bay Avenue, and Main Street from Church to Beachway have been or will be improved. The Borough has submitted an application for State aid to provide curbs, sidewalks, and a new pavement overlay for Forest Avenue from Main Street to Lawrence Street.

The functional classification system of highways provides for three types of roadways within Keansburg. The entire Borough is located within the "Urban" region of the State for highway planning purposes and the three roadway types include principal arterials, collector, and local streets. Borough streets are classified as follows (see Figure 11):

1. Principal Arterial Highways

In urban areas, principal arterial highways serve as major feeder roads to and from freeway systems and carry major movements of traffic between the principal traffic generators in the region.

Principal arterial highways usually have four (4) or more traffic lanes and provide direct access to abutting properties, a secondary function which interferes with the flow of traffic. They are usually intersected at grade and utilize timed traffic signals, jughandle intersections, center barriers and lane markings to facilitate traffic flow.

Highway 36 in Keansburg is classified as a principal arterial.

2. Collector Streets

Urban collector streets channel local traffic into the arterial road system. The desirable minimum right-of-way width for collector streets is 60-70 feet.

Collector streets in Keansburg are shown on Figure 11 and include Laurel Avenue; Beachway Avenue from Laurel Avenue to Carr Avenue; Carr Avenue from Beachway to Church Street; Church Street from Carr Avenue to Main Street; Main Street from Church Street to Highway 36; and Port Monmouth Road.

3. Local Streets

Local streets primarily provide access to abutting properties. The desirable minimum right-of-way for a local street is 50 feet. All other streets in the Borough are classified as local streets.

Public Transportation

Public transportation is provided to the Borough of Keansburg by area bus companies which include the Middlesex Bus Company, the Academy Lines, and the Monmouth County Office of Transportation's shuttle bus service. The Academy Lines provides service to Manhattan; and Middlesex Lines provides service to Perth Amboy. Ferry service to Manhattan from Keansburg was attempted but discontinued. Ferry service continues to be available from Keyport.

Pedestrian Circulation

Given the Borough's urban character and density, sidewalks for convenient pedestrian circulation and barrier-free access should be provided in all areas of the Borough. Development regulations and capital improvements should accommodate pedestrian circulation through sidewalk repairs, replacement, and infill. The concept of a Bayshore Trail, as outlined in the Recreation, Conservation, and Bayfront Component of this Plan should be implemented as part of the pedestrian circulation system. Street end points to the beach should be maintained for public access.

Bikeways

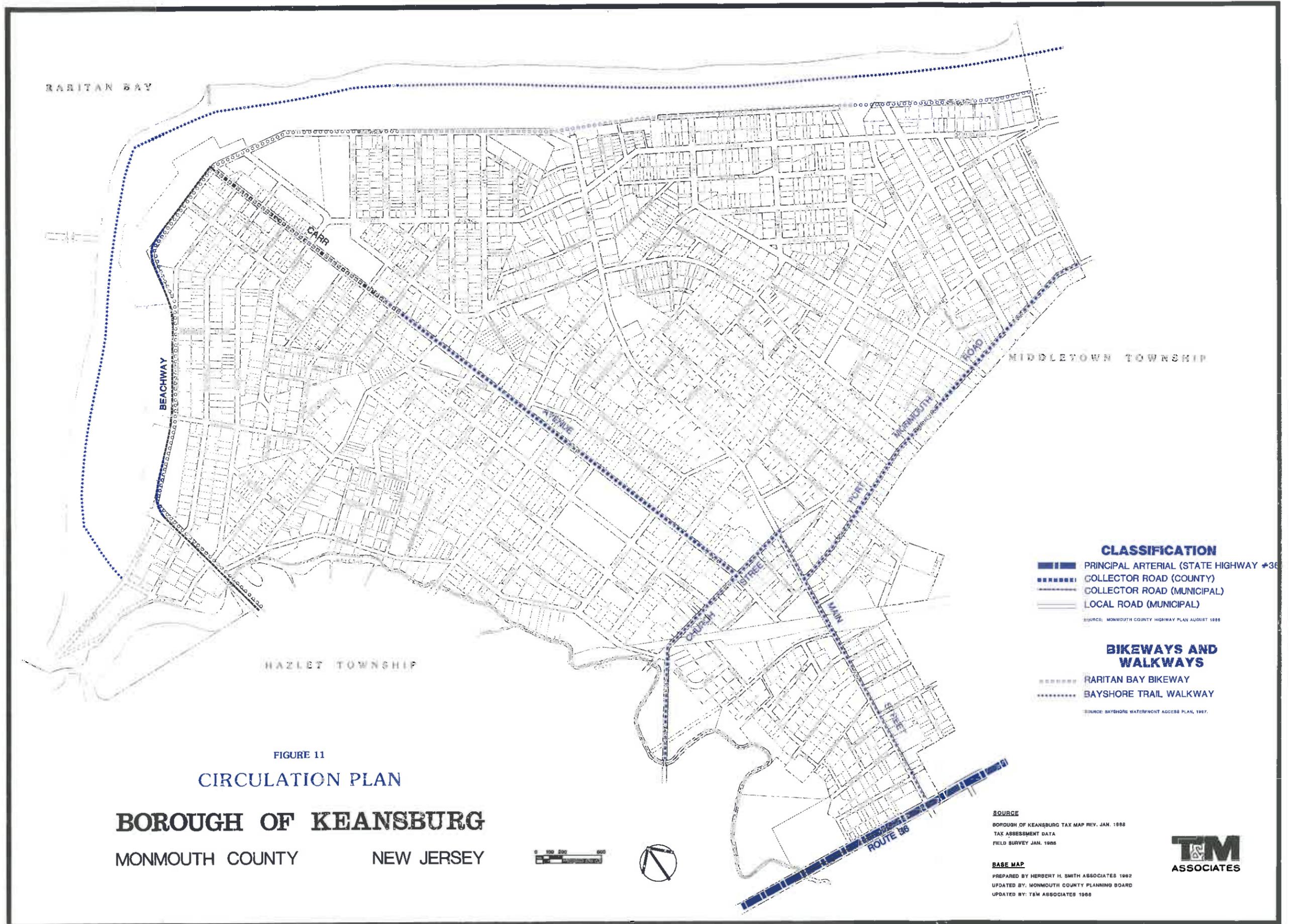
A bike trail should be developed as recommended in the Bayfront Component of the Master Plan's Land Use Element. A bikeway route has been described in the element consistent with that outlined in Monmouth County Bayshore Waterfront Access Plan. However, a continuous alignment along Beachway, to include existing paper streets, should be explored as a more desirable alternative because of its proximity to the beach.

Bayfront Circulation

Revitalization of the commercial recreation area of Keansburg's waterfront should include improvements for circulation and prevent traffic back-up along Laurel Avenue and Beachway. This could be accomplished by making Bay Avenue a thru street to permit the creation of a one-way street couplet at Bay Avenue and the section of Beachway Avenue which parallels Bay. This would also permit the closing of Beachway Avenue to vehicular traffic during the summer months at the amusement area to create a pedestrian area that would enhance the pedestrian atmosphere of the waterfront area and, coupled with a linear beachfront park, provide safe pedestrian access to all of the proposed development. Schematics for the closing of Beachway to traffic were developed in the Keansburg Waterfront Revitalization Plan in 1980.

Seeley Avenue

The Planning Board recommends further study of Seeley Avenue to identify measures that would improve safety. The roadway alignment and its intersections with Creek Road, Ramsay Avenue, Myrtle Avenue, and Circuit Street are hazardous. The measures which should be investigated should include on-street parking restrictions and one-way routes.



RARITAN BAY

MIDDLETOWN TOWNSHIP

HAZLET TOWNSHIP

CLASSIFICATION

- PRINCIPAL ARTERIAL (STATE HIGHWAY #36)
- COLLECTOR ROAD (COUNTY)
- COLLECTOR ROAD (MUNICIPAL)
- LOCAL ROAD (MUNICIPAL)

SOURCE: MONMOUTH COUNTY HIGHWAY PLAN AUGUST 1986

BIKEWAYS AND WALKWAYS

- RARITAN BAY BIKEWAY
- BAYSHORE TRAIL WALKWAY

SOURCE: BAYSHORE WATERFRONT ACCESS PLAN, 1987.

FIGURE 11
CIRCULATION PLAN

BOROUGH OF KEANSBURG

MONMOUTH COUNTY NEW JERSEY



SOURCE
BOROUGH OF KEANSBURG TAX MAP REV. JAN. 1986
TAX ASSESSMENT DATA
FIELD SURVEY JAN. 1986

BASE MAP
PREPARED BY HERBERT H. SMITH ASSOCIATES 1982
UPDATED BY: MONMOUTH COUNTY PLANNING BOARD
UPDATED BY: T&M ASSOCIATES 1988



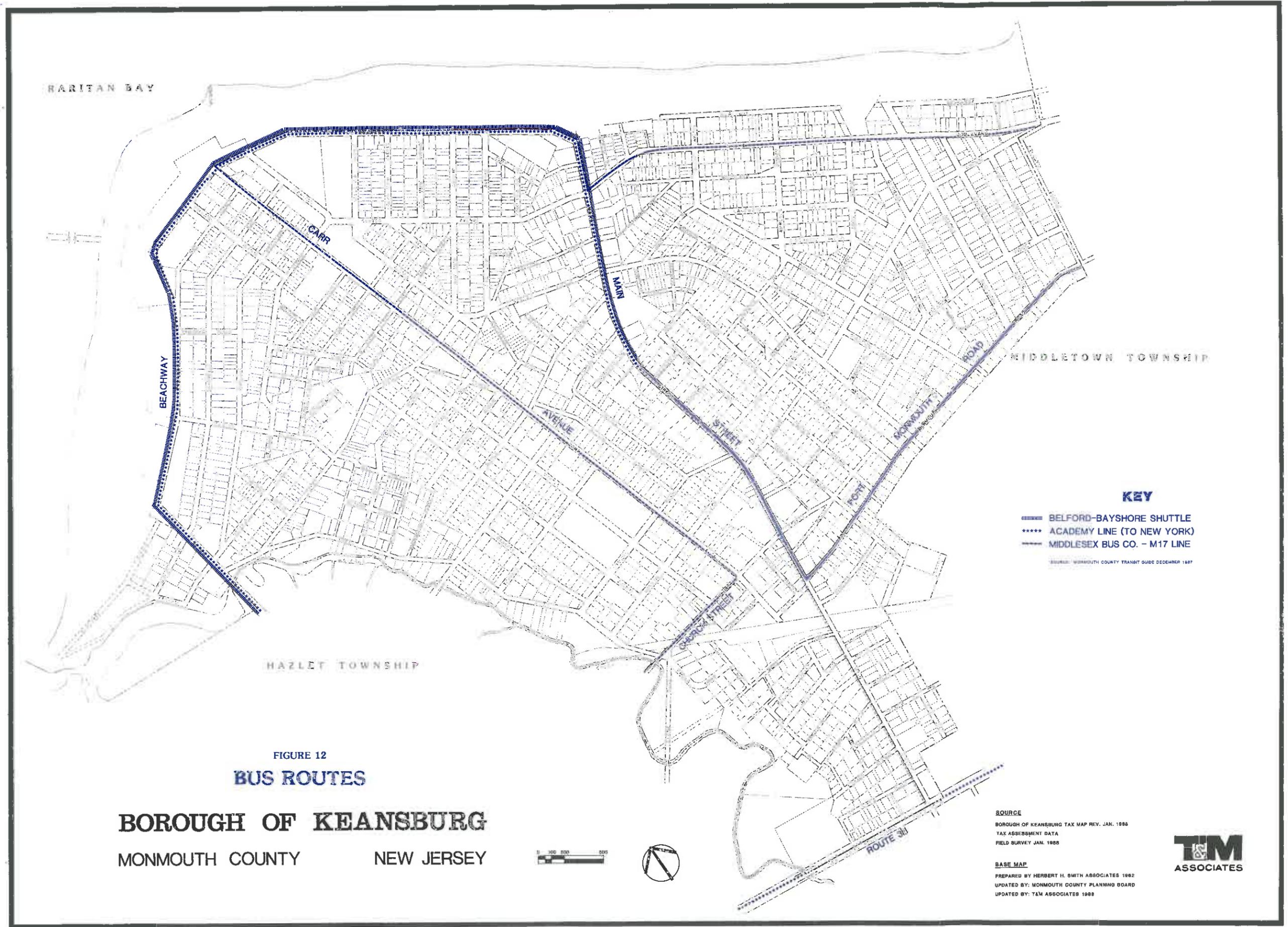


FIGURE 12
BUS ROUTES

BOROUGH OF KEANSBURG
 MONMOUTH COUNTY NEW JERSEY



- KEY**
- BELFORD-BAYSHORE SHUTTLE
 - ACADEMY LINE (TO NEW YORK)
 - MIDDLESEX BUS CO. - M17 LINE
- SOURCE: MONMOUTH COUNTY TRANSIT GUIDE DECEMBER 1987

SOURCE
 BOROUGH OF KEANSBURG TAX MAP REV. JAN. 1985
 TAX ASSESSMENT DATA
 FIELD SURVEY JAN. 1985

BASE MAP
 PREPARED BY HERBERT H. SMITH ASSOCIATES 1982
 UPDATED BY: MONMOUTH COUNTY PLANNING BOARD
 UPDATED BY: TAM ASSOCIATES 1988



RECYCLING PLAN ELEMENT

The New Jersey Statewide Mandatory Source Separation and Recycling Act, adopted in 1987, requires that a municipal plan include a recycling element which incorporates State recycling goals for solid waste. Moreover, it requires that municipal development regulations controlling site plan and subdivision approval include provisions which ensure conformity with a municipal recycling ordinance.

The Keansburg Recycling Program

Keansburg requires that all residential properties recycle newspapers, glass, aluminum, tin and bi-metal cans, corrugated cardboard and leaves. The Borough collects recyclables at curb side from residential properties twice a month. The Borough also maintains a drop off for recyclables at the Department of Public Works at the end of Frazee Avenue.

Non-residential properties are also required to recycle certain materials. These are glass, aluminum, tin and bi-metal cans, newspapers, hi-grade office paper, corrugated cardboard, and computer paper. Non-residential uses must make their own arrangements to have recyclables collected. They must also submit quarterly tonnage reports to the Borough. The Public Works yard will accept drop-offs of non-residential recyclables.

Keansburg's recycling program has been certified by the Monmouth County Recycling Coordinator.

Recommendations for Recycling Provisions within Subdivisions and Site Plan Requirements

In order to ensure that future development is designed to accommodate the recycling of solid waste, the site plan and subdivision regulations of the Borough should require the following:

1. Each application for residential development must include provisions for the collection, disposition, and recycling of recyclable materials. Each single family unit or unit within a two-family dwelling should provide at least twelve square feet of floor area conveniently arranged and located as a holding area for a four week accumulation of materials. Such an area may be within a laundry room, basement or garage. Each multi-family unit or accessory dwelling unit must provide at least three square feet of area conveniently arranged and located to hold a one week accumulation of recyclable materials. Each multi-family complex must also provide bins in a convenient location or locations in a common area as drop-offs for storing recyclables until collection occurs. The holding area shall provide for truck access and loading and shall be suitably screened from view and setback from property lines.

2. Each application for a non-residential use which utilizes 1,000 square feet or more of land must include provisions for the collection, disposition and recycling of recyclable materials. Each application shall quantify the amount of recyclable material it will generate as part of its weekly operation including newspapers, white high-grade paper, glass, and aluminum. The application shall provide a storage area sized to contain a one week accumulation of recyclable material. The storage area shall be designed for truck access for pick up of materials and be suitably screened from view if located outside a building.

LAND USE PLAN ELEMENT

The Land Use Plan Element identifies locations in Keansburg for residential, commercial, industrial, public and conservation use (Figure 13) and guides the extent and intensity of their development. The land use recommendations are based upon the other Master Plan Elements, the Basic Planning Studies, and the Statement of Principles, Objectives, Assumptions, Policies, and Standards. They provide guidance for conserving the Borough's beaches and dunes, revitalizing commercial areas, and guiding further residential construction within Keansburg's neighborhoods. Two areas of the Borough were looked at in detail and are the subject of special recommendations. These are the Bayfront Area and the Church Street - Main Street Commercial District.

Statement of Standards for Population Density and Development Intensity

Keansburg is fully developed except for isolated parcels. Utilities and services are designed to meet the needs of the current population and future population growth will be modest unless there is a major redevelopment of existing parcels. The standards for density and development intensity should be drawn to be compatible with current development levels.

The Land Use Plan, as shown on Figure 13, largely reflects the existing development pattern. There are however several recommendations which should be implemented to achieve the Master Plan objectives. These recommendations are to:

- 1) Allow for innovative redevelopment of commercial recreation areas that contributes to the community's economic base and to the waterfront's potential for recreation. Such redevelopment may encompass mixed use development which combines residential, retail, restaurant, entertainment and marina uses.
- 2) Specify a maximum lot coverage for residential and commercial zone districts. This standard would set a reasonable limit on the amount of area of each lot which could be covered by principal and accessory buildings, parking areas, driveways, and large accessory features such as swimming pools.
- 3) Define floor area ratio standards for commercial and industrial uses. Ratios in the range of .5 to 1.0 can be considered for Keansburg's older commercial areas with the upper range being limited to mixed use development. Along Highway 36, a lower ratio in the range of .20 to .30 would be more appropriate to the existing commercial strip development.

- 4) Require that each new residential lot provide a minimum buildable area unencumbered by wetlands, slopes, easements, streams, or other features which limit the use of the lot.
- 5) Develop suitable setback, height and area standards particularly within commercial districts where previous standards have been inadequate.
- 6) Develop standards for multi-family development to improve design and layout and require usable open space.
- 7) Maintain the established scale of the community as a place of predominantly low rise residential and nonresidential buildings.

Mixed Use - Commercial and Residential

The Borough's mixed use commercial residential area is oriented to the bayfront. It extends along Beachway from Raritan Avenue to Waackaack Creek. The Plan maintains this as an area offering amusements, attractions, and supporting uses near a waterfront location. However, revitalization is needed. The Bayfront Plan proposes beach and access improvements to reinforce the attractiveness of these locations. Land use should encourage major redevelopment which provides for a mix of uses designed according to an overall plan that enhances public access to the waterfront, protects beaches and dunes, and contributes substantially to Keansburg's economic well-being.

Mixed use development should contain two or more uses, such as residential, restaurant, retail, office, hotel, marina, entertainment or recreation, that are developed according to an established plan which integrates the uses physically and functionally. Building design can range from a vertical mix of uses in a single building to a coordinated set of buildings connected by pedestrian walkways.

It is likely that an economically successful mixed use would have to contain a multi-family residential component. The standards for mixed use development should specify the minimum required nonresidential component that would qualify as an acceptable mixed use project. In order to be compatible with the existing scale of buildings in Keansburg, mixed use projects should not exceed 2 1/2 to 3 1/2 stories in height. The permissible residential density should not exceed 16 units per acre. Strict attention should be paid to building and site design details. Signage, color, building materials, landscaping, parking, and pedestrian circulation should assure a coordinated appearance and a functioning relationship to adjoining sites and circulation routes. Appropriate regulations to guide mixed use development can be created through the conditional use mechanism of the Municipal Land Use Law.

General Commercial and Highway Commercial

There are four locations within the Borough where commercial activity should remain concentrated. The Main Street-Church Street area serves as the community's main business district and is the subject of special recommendations for revitalization (see the Main Street-Church Street component of the Master Plan).

There are two smaller locations primarily serving neighborhood needs. These are north of the intersection of Main Street and Center Avenue and along Carr Avenue and Oak Street. A fourth node of commercial activity is oriented to State Highway 36.

The commercial areas also contain single family residential uses. These residential uses can continue to be permitted within these zones. However, conversion of dwellings to a commercial use should be permitted only when such conversions result in properties that meet the standards for commercial development, particularly off-street parking.

Manufacturing

An area for light manufacturing and assembly uses is planned along the former railroad right-of-way. Present or proposed uses include storage, a foundry, and public works facilities.

Single Family Residential R-7

These single family neighborhoods are largely developed on variable lot sizes and frontages that range up to 10,000 square feet. Minimum lot sizes of 7,500 square feet should be established to control further residential subdivision and infill within these areas. Existing residential development should be accommodated through the inclusion of an appropriate "Grandfather" clause within the development regulations. The R-7 neighborhoods are found between Highway 36 and the former railroad right-of-way; along the Borough's western border with Middletown Township, and west of Main Street.

Single Family Residential R-5

These are largely developed single family residential areas in which further residential subdivision and infill should be based on a minimum required lot size of 5,000 square feet.

Multi-Family Residential and Senior Citizen Housing

Locations which have been developed or approved for development as attached housing are shown as multi-family residential on the Land Use Plan. These sites contain a substantial number of units which have been developed adjacent to commercial areas. In addition, two existing mid-rise senior citizen projects, constructed within the Main Street-Church Street area, are shown.

Residential Redevelopment

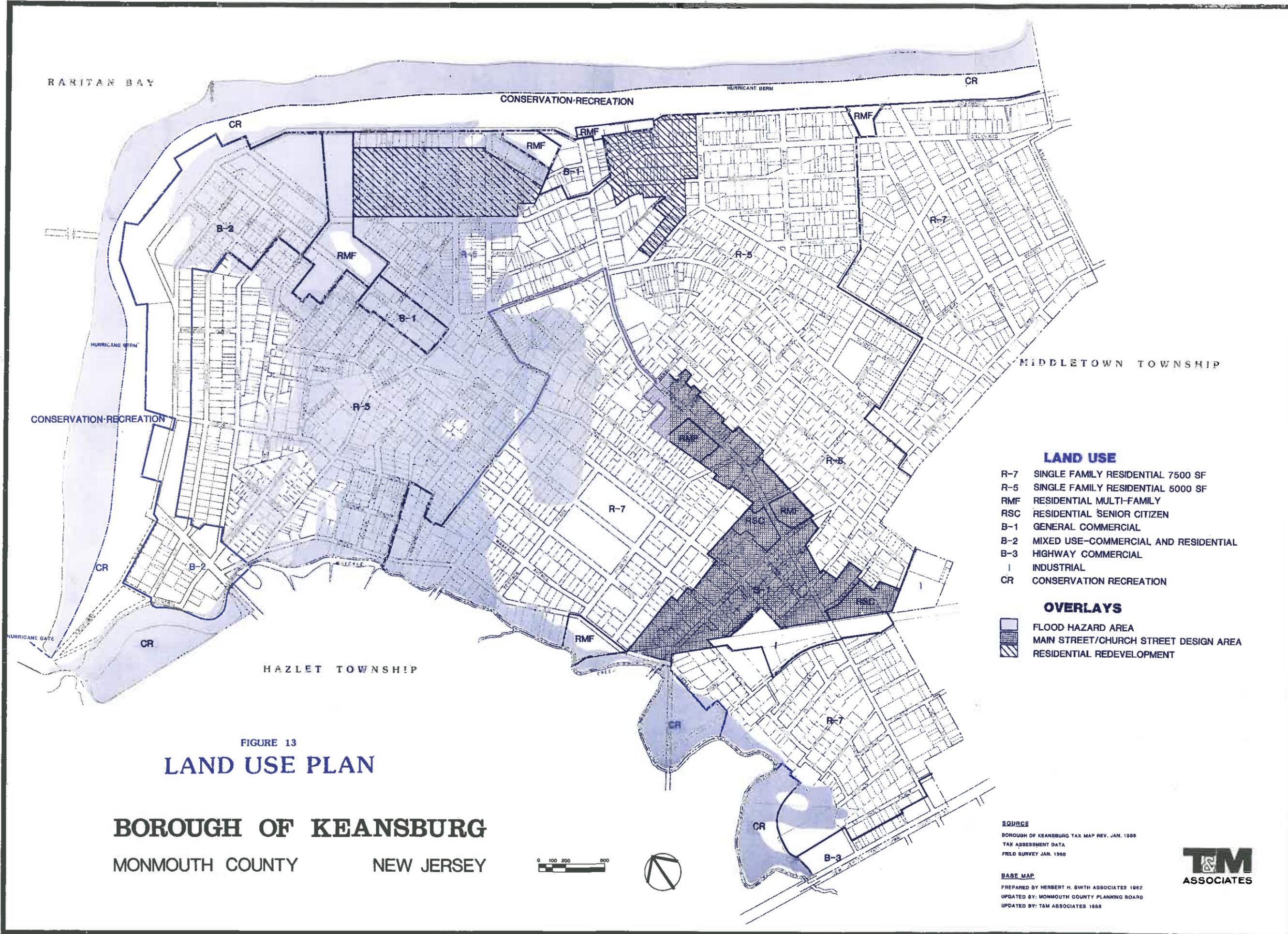
As an incentive to replace pockets of substandard housing not suited for rehabilitation, other dwelling types at increased densities should be permitted in target locations. Building types could include duplexes, quadraplexes, attached single-family, and townhouses at a maximum density based on a required 2,000 square feet of lot area per dwelling unit and a minimum requirement of 40 percent open area.

Conservation - Recreation

The beach and dune areas and wetlands within the Borough are designated for conservation and compatible recreation activity. Uses within these areas will be limited to those which do not alter, impede, or harm the essential functions and characteristics of these environmentally sensitive features. Permits from the New Jersey Department of Environmental Protection are required prior to fill, disturbance, or construction and as a precondition of any local action for certain types of development within these areas. The Bayfront Plan section offers guidance on suitable recreation development and building setback guidelines which the Borough should require within the beach - dune area.

Flood Hazard Area

The 100 year flood hazard area, which may overlap with wetlands, requires special construction techniques in accordance with the National Flood Insurance Program. Any structures or buildings located within this overlay area must satisfy flood-proofing and construction requirements as well as the underlying zoning district and land use requirements.



RARITAN BAY

CONSERVATION-RECREATION

CR

MIDDLETOWN TOWNSHIP

HAZLET TOWNSHIP

LAND USE

- R-7 SINGLE FAMILY RESIDENTIAL 7500 SF
- R-5 SINGLE FAMILY RESIDENTIAL 5000 SF
- RMF RESIDENTIAL MULTI-FAMILY
- RSC RESIDENTIAL SENIOR CITIZEN
- B-1 GENERAL COMMERCIAL
- B-2 MIXED USE-COMMERCIAL AND RESIDENTIAL
- B-3 HIGHWAY COMMERCIAL
- I INDUSTRIAL
- CR CONSERVATION RECREATION

OVERLAYS

-  FLOOD HAZARD AREA
-  MAIN STREET/CHURCH STREET DESIGN AREA
-  RESIDENTIAL REDEVELOPMENT

FIGURE 13
LAND USE PLAN

BOROUGH OF KEANSBURG
MONMOUTH COUNTY NEW JERSEY



SOURCE
BOROUGH OF KEANSBURG TAX MAP REV. JAN. 1988
TAX ASSESSMENT DATA
FIELD SURVEY JAN. 1988

BASE MAP
PREPARED BY HERBERT H. SMITH ASSOCIATES 1962
UPDATED BY: MONMOUTH COUNTY PLANNING BOARD
UPDATED BY: TAM ASSOCIATES 1988



LAND USE PLAN ELEMENT

BAYFRONT COMPONENT

Keansburg's waterfront and beach area on the Raritan Bay provides flood protection, open space, recreation opportunities, and an economic foundation for the community. Future development must respect the public interest in maintaining and enhancing this area as a community resource. Accordingly, this portion of the Master Plan has been drawn to guide development and redevelopment along the waterfront and to coordinate local plans with Monmouth County's Bayshore Waterfront Access Plan. The Borough Plan addresses the following areas of public concern:

1. The need for beach and dune protection.
2. The need to maintain and enhance public access to the waterfront.
3. The need to develop and maintain the waterfront's potential for recreation and open space uses.
4. The need to maintain and enhance the contribution made by the waterfront to Keansburg's economy.
5. The need to coordinate with State and County plans for coastal zone management and waterfront development.

This land use component looks at the long-term development of the bayfront and makes proposals for the future management of this critical resource area.

Beach and Dune Protection

Keansburg's beach and dune system is the product of a major public investment undertaken by the U.S. Army Corps of Engineers to protect Bayshore communities from coastal storms. The Borough requires a sound dune protection plan and implementing ordinances in order to maintain this system.

Dunes provide natural flood protection, absorbing a storm's initial shock. They also store sand used to rebuild beaches after storms and provide aesthetic interest and wildlife habitat. The beach/dune system is dynamic, migrating landwards and upwards. Development adjacent to the dunes interferes in this natural progression by reducing the area available for dune growth. Suitable building setbacks are needed to protect the dunes. Development also increases pedestrian and vehicular traffic, which, if uncontrolled, can very quickly damage the existing vegetation which holds the dune together, stabilizing it against erosion.

Ideally, elevated wooden walkways should be constructed above the dunes to provide optimum protection. Alternative protective walkways may be utilized where elevated walkways become cost prohibitive.

Where dune restoration becomes necessary, a combination of snow fencing and vegetative stabilization is desirable. This should be done in accordance with the State standards for dune stabilization set forth by the soil conservation district.

The Assessment of Dune and Shore Protection Ordinances in New Jersey prepared in December 1984 by the Department of Environmental Protection, Division of Coastal Resources can be used as a guideline in the preparation of a more detailed dune protection ordinance for Keansburg.

Public Access

Visual, pedestrian, and bicycle access by the public to the waterfront should be maintained and enhanced by both private and public development. The Monmouth County Planning Board has proposed a bikeway and pedestrian trail along the Raritan Bayfront as part of its access plan for the waterfront. The bikeway enters Keansburg along the right-of-way of the former Seashore Branch of the Central Railroad of New Jersey, continues along Laurel Avenue to Beachway and runs along Beachway, turning down Twilight Avenue and continuing down Shore Boulevard.

Where possible, the bikeway should be separated from pedestrian and vehicular traffic. However, it is likely that a bikeway will have to share the roadway with other vehicles. The bikeway route should be identified by a signage system consistent with the County's Bayshore Waterfront Access Plan.

The County has also proposed a regional waterfront walkway (the Bayshore Trail) which would enter Keansburg along Laurel Avenue, proceed down Maplewood, and onto the beach. Existing access points to the waterfront should be marked at existing streets, parks and street ends. All new development and redevelopment projects should be required to maintain existing access-ways for use by the general public. Street-end access points are a common type of waterfront access and should be retained in public ownership. Access from them should be formalized by the construction of low wooden fences or guardrails which allow pedestrian and handicapped access through a central point. Plantings and seating can be provided to enhance the appearance and use of the street-ends. The first priority for these improvement projects should be given to major street-ends.

Because of the dunes along the beachfront, visual access to the water from public streets has been impeded. The dune system and a protective easement also limit the amount of development feasible in this area. Nonetheless, the dune area offers excellent views of the New York Skyline.

Gazebos, constructed on pilings setback from the dunes or as approved by the U.S. Army Corps of Engineers, should be placed along the bayfront as scenic overlooks.

Recreation and Open Space Enhancement

In addition to access and dune protection, the bayfront should be further enhanced both as open space and as a recreation area. Landscaping compatible with the dune system environment would add considerable visual interest to the area as well as stabilizing the dune system and providing food and shelter for wildlife. Fishing, boating and swimming opportunities should be encouraged.

The waterfront should be treated as a linear park with recreation areas at major access points to the beach. These locations should be developed with rest rooms, concession, rental facilities, and picnic tables as was done at Ideal Beach in East Keansburg. Development of a jogging trail with exercise stations and tot lots would provide for additional recreation opportunities.

A program of regular cleaning and maintenance of the beach is also needed.

Economic Development

The existing amusement area is the main attraction along the waterfront and through expansion and renovation could become a central recreation area. This would include the addition of facilities for year round activities, such as a roller/ice skating rink, a skateboard course, and a community center. The County's Waterfront Access Plan has proposed 400 new boat moorings for the pier area and an expanded parking area. Renovation of the central recreation amusement area would require private sector participation and investment.

Coordination

Monmouth County in its Bayshore Waterfront Access Plan has proposed the acquisition and development by the Monmouth County Park System of privately owned dunes and adjacent vacant land as the Keansburg Beach Regional Park and Preservation Area. The Borough of Keansburg, while owning substantial portions of the beachfront, has limited resources to undertake improvements. The municipality should communicate directly with the County Park System for improvements and the availability of funding.

LAND USE PLAN ELEMENT

MAIN STREET - CHURCH STREET COMPONENT

The Main Street - Church Street commercial area is the focus for much of the Borough's retail, service and civic activity. This role should be promoted and reinforced through municipal land use controls, through capital expenditures to improve the streetscape and business district environment, and through public programs which provide an incentive for private investment. General ideas for improvement are shown on Figure 15.

Existing Conditions

The Main Street/Church Street commercial area extends along Main Street from approximately Port Monmouth Road to Lawrence Street and along Church Street from the former railroad right-of-way to Main Street. Existing land use is diverse, with a range of uses which includes commercial, housing, government facilities, and several vacant lots and buildings.

Currently, the condition of existing roads, curbs, and sidewalks is poor to fair. Barrier-free access has not been provided on the majority of sidewalks. Building conditions range from good to poor. The buildings are constructed of a mix of materials. Building facades and signs along with telephone poles, lights and overhead wires create visual clutter and a poor appearance.

Nonetheless, the Church Street streetscape and individual buildings have been recognized for their historic importance and architectural character (see the Historic Preservation Element).

Streetscape Recommendations:

In order to improve this area's visual image and achieve a cohesive appearance, the following streetscape improvements are recommended:

1. Replace pavement, curb and sidewalk. Provide barrier-free access to sidewalks. Use a consistent design of paving material such as brick, concrete pavers, etc. on sidewalks to unify the business district.
2. Install plant material. Shade trees planted in cast iron tree grates with tree guards along road and flowering shrubs and annuals/perennials in concrete planters randomly located along sidewalk.
3. Street furniture. Replace existing concrete/wooden benches, add trash receptacles, kiosks (for community announcements), etc.

4. Create small "pocket parks" in vacant areas between buildings (see Figure 14).
5. Develop or update a Borough logo and incorporate it into design elements to give the Borough a better sense of identity.
6. Borough Hall. Create Plaza type area at entry. Provide shade trees and benches, kiosk for announcements, incorporate logo onto flag/banner and make it a focal point.
7. Relocation of existing utility poles or burial of lines. Both these alternatives would involve an expense to each business, with burial being significantly more expensive. Relocation of the poles is feasible if enough clearance from buildings is provided, as well as access for utility vehicles. Another possibility is to place cables together into one larger cable on the poles.

Parking Recommendations

Parking improvements within the business district are desirable both to improve ease of circulation and appearance. Restrictions against on-street parking are frequently ignored while off-street lots are under-utilized or unimproved. The following should be done to improve parking arrangements:

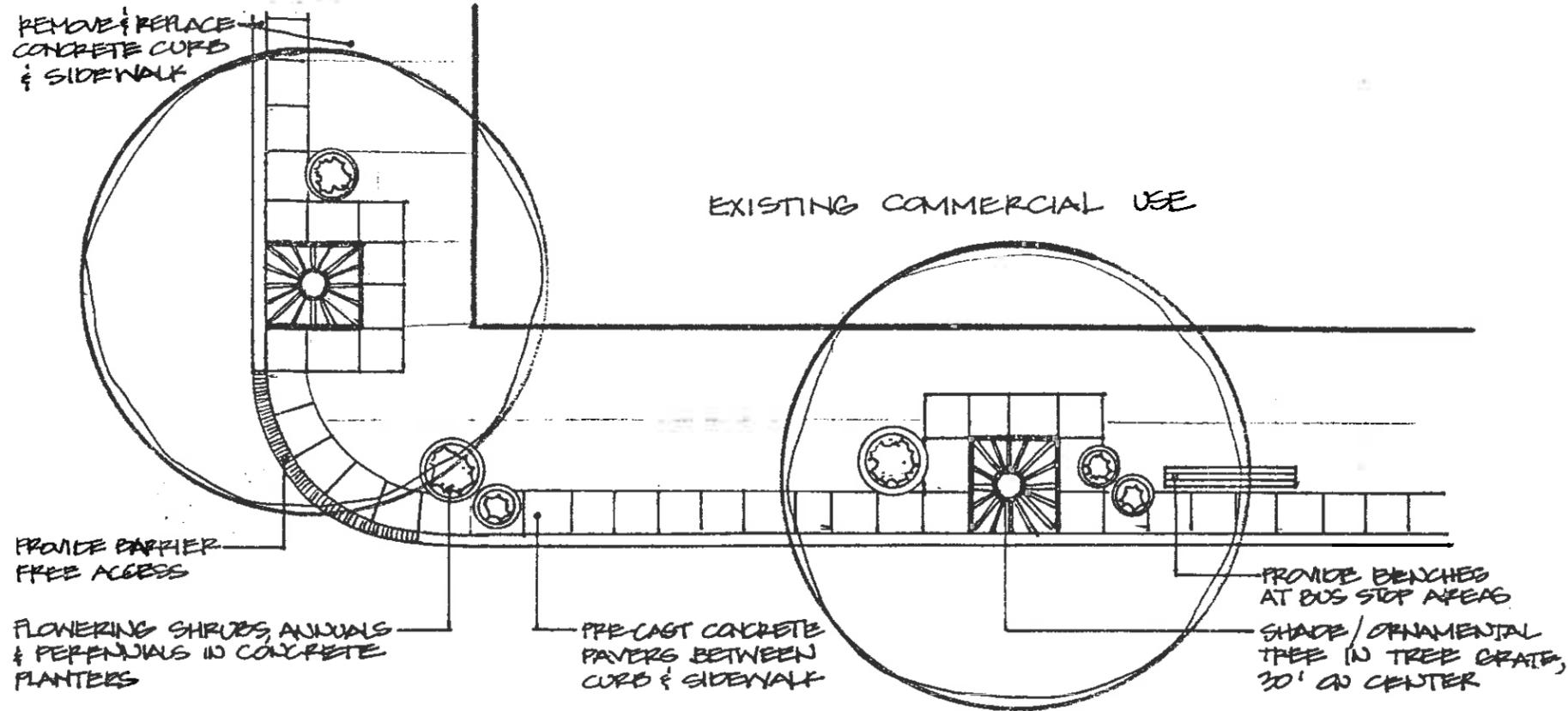
1. Remove on-street parking and expand sidewalk areas for pedestrian traffic in appropriate locations. Provide better identification of existing lots and create new lots on vacant property to meet parking needs. Require new construction and expanded uses to supply and improve adequate off-street parking and loading areas. Require cross connection and cross easements among properties to allow for ease of pedestrian and vehicular traffic.
2. Improve the public parking area adjacent to Collins Field.

Facade Improvements

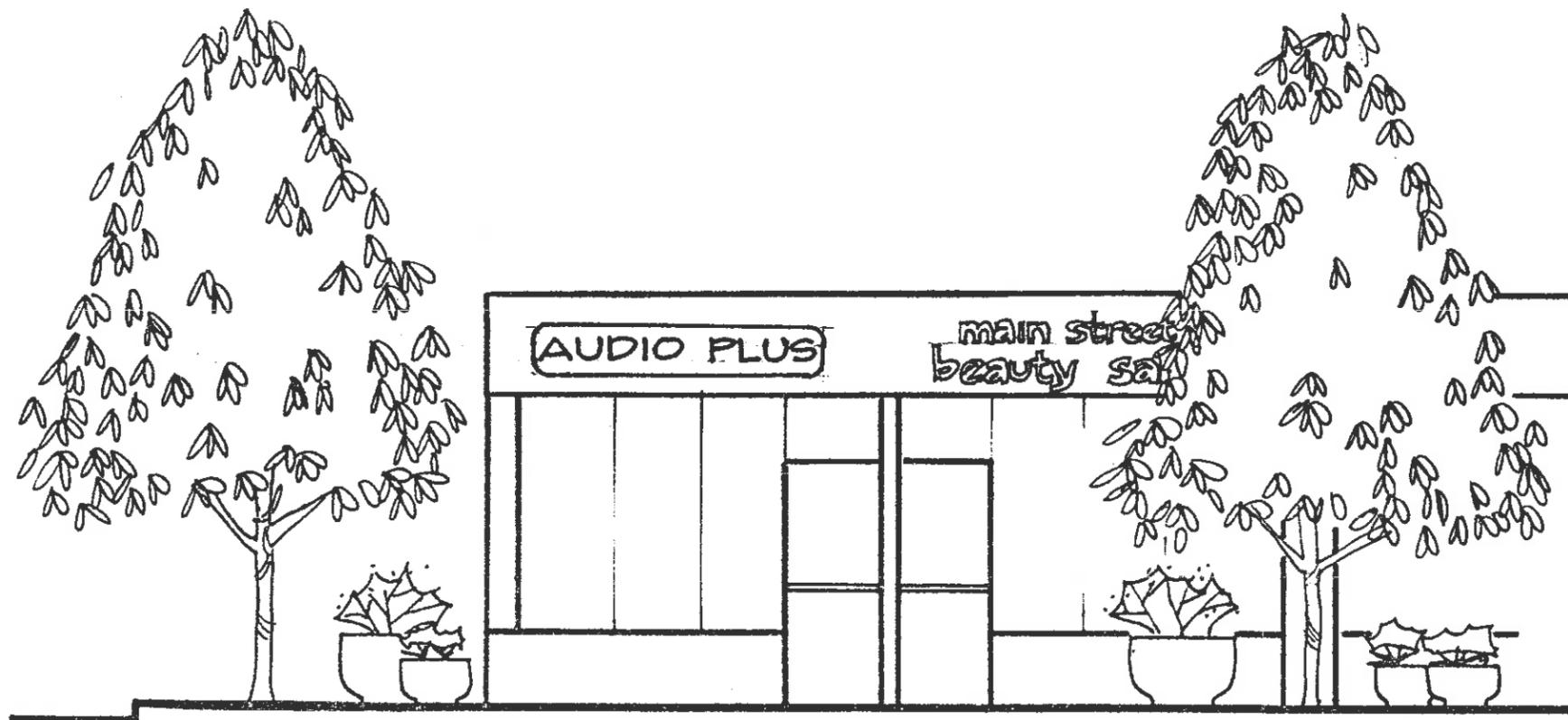
The commercial district would benefit if building exteriors and signage were renovated and improved to create visual harmony (Figure 14). Design guidelines should be developed for storefronts to follow in terms of setbacks, height, width, roof line, materials, colors, and signage.

Economic Incentives

The Borough should encourage development which contributes to the long-term stability and revitalization of the commercial district. There are a number of tools which might be applied as incentives for private investment and improvement in these areas. These could include using Community Development Block Grant Funds to provide low interest loans for facade improvements; the use of property tax exemptions or abatements for improvement or expansion of commercial buildings; and the creation of an urban enterprise zone.

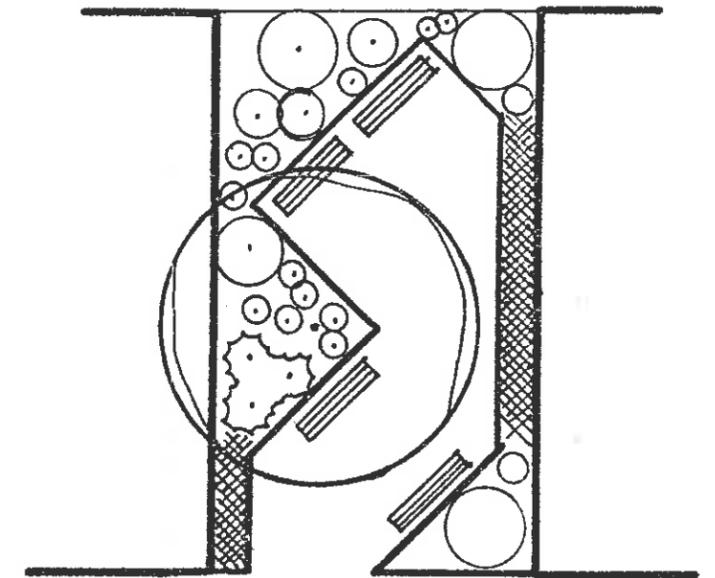


TYPICAL STREET TREATMENT



RECOMMENDED STREET TREES:

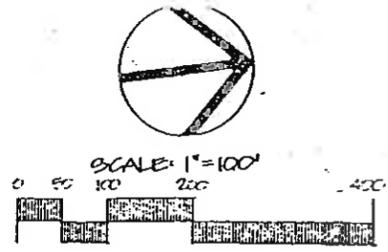
- ACER CAMPESTRE - HEDGE MAPLE
- ACER GINNALA - AMUR MAPLE
- KOELREUTERIA PANICULATA - GOLDEN RAIN TREE
- MALUS BACCATA - SIBERIAN CRAB
- PYRUS CALLERYANA 'REDSPIRE', 'CAPITAL' 'WHITEHOUSE' - REDSPIRE, CAPITAL, WHITEHOUSE PEARS



TYPICAL ALLEY TREATMENT

FIGURE 14

KEANSBURG
STREETScape



REFURBISH EXISTING PARKING AREA AND LANDSCAPING TO PROVIDE SHADE AND BUFFER FROM IRON FOUNDRY UNDER CONSTRUCTION

TYPICAL STREET TREATMENT TREES ALONG CHURCH STREET TO BE PROVIDED BY MONMOUTH COUNTY SHADE TREE COMMISSION

TYPICAL STREET TREATMENT REPLACE EXISTING CURB AND SIDEWALK AND PROVIDE BARRIER-FREE ACCESS THROUGHOUT. INSTALL SMALL SHADE OR ORNAMENTAL TREES IN CAST IRON TREE GRATES WITH TREE GUARDS. ADDITIONAL PLANT MATERIAL TO BE INSTALLED IN CONCRETE PLANTERS AND PLACED RANDOMLY ALONG THE SIDEWALK. A CONCRETE PAVER OR BRICK STRIP BETWEEN THE CURB AND SIDEWALK WILL CLEARLY DIFFERENTIATE AND EMPHASIZE THE PEDESTRIAN ROUTE. BENCHES AND TRASH RECEPTACLES TO BE INSTALLED INTERMITTENTLY.

MUNICIPAL BUILDING REDESIGN PLAZA/ENTRANCE AREA. INCORPORATE BROUGH LOGO TO PROVIDE A BETTER SENSE OF IDENTITY. A HIGH POSTING COMMUNITY EVENTS AND ANNOUNCEMENTS AND MORE SHADE TREES AND BENCHES WOULD ENCOURAGE PEOPLE TO UTILIZE THIS SPACE.

INFILL CONSTRUCTION NEW BUILDING CONSTRUCTION SHOULD BE DESIGNED TO BE COMPATIBLE WITH EXISTING STRUCTURES IN TERMS OF SETBACKS, HEIGHT, WIDTH, ROOF LINE AND MATERIALS : COLORS

TYPICAL ALLEY TREATMENT PROVIDE HARD-SURFACED SITTING AREA WITH SMALL SHADE TREES AND OTHER LANDSCAPING FOR PEDESTRIANS AND BUSINESS OWNERS

INDICATES TYPICAL EXISTING PARKING AREAS PROVIDE SIGNAGE TO MAKE THESE AREAS MORE IDENTIFIABLE AND VISIBLE. IF ON-STREET PARKING CAN BE ELIMINATED, THE SIDEWALK AREA CAN BE EXPANDED, GIVING MORE ROOM TO THE PEDESTRIAN. PERQUIRE CROSS EASEMENT WHERE FEASIBLE TO INTERCONNECT PARKING LOTS FOR EASE OF CIRCULATION AND TO ENCOURAGE SHARED PARKING

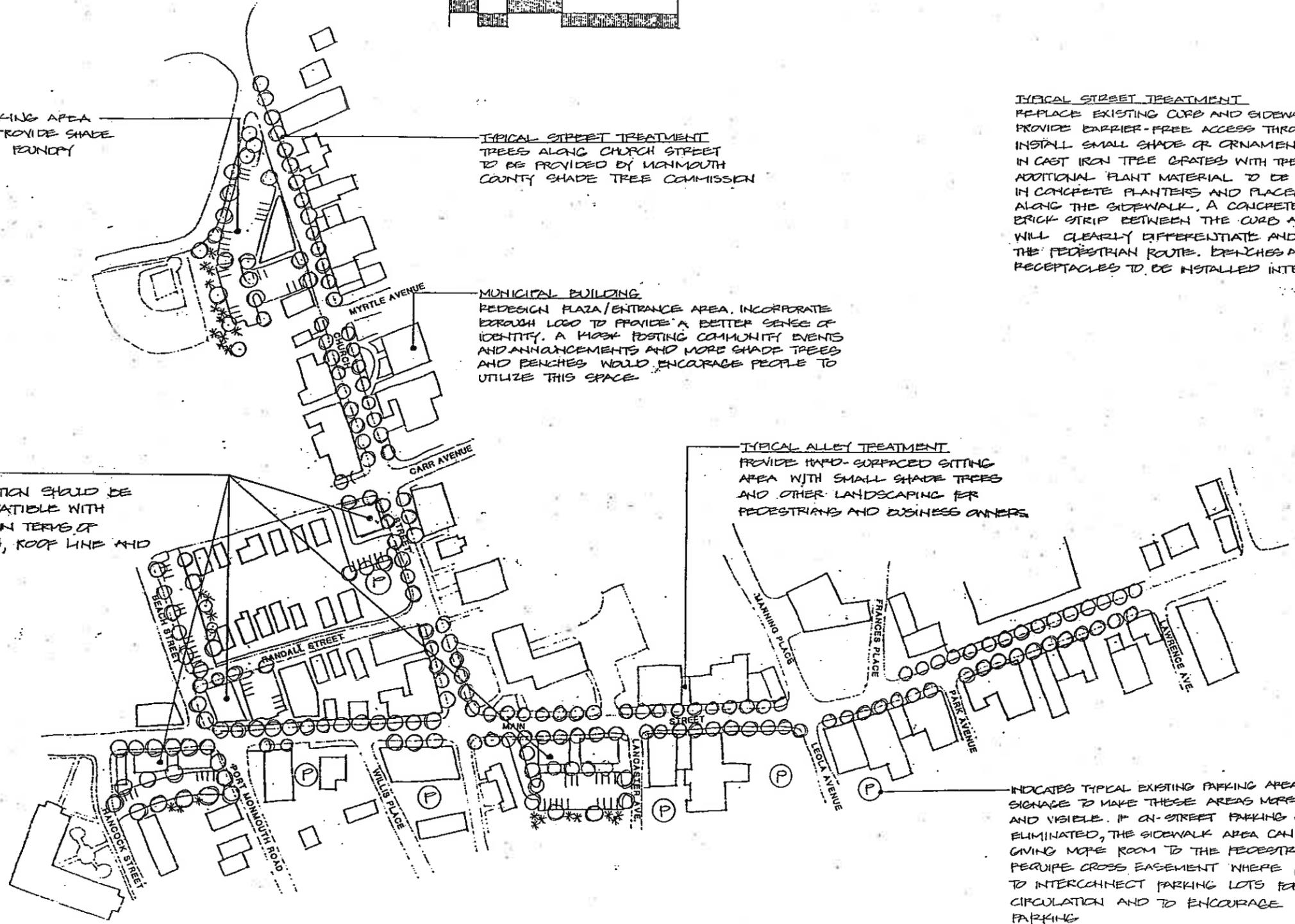


FIGURE 15
MAIN STREET/CHURCH STREET PLAN

STATEMENT OF PLAN RELATIONSHIPS

Municipal master plans must include a policy statement which indicates the relationship of the municipal plan to the plans of contiguous municipalities, the Monmouth County plan, the County Solid Waste Management Plan, and the State Development and Redevelopment Plan.

The policy of the Borough of Keansburg is to ensure that the Borough's development does not conflict with the development and welfare of neighboring municipalities, the County, and the State as a whole. An analysis of the Borough Plan shows that it is compatible with the plans of adjoining municipalities.

Contiguous Municipalities

Keansburg adjoins Middletown Township, Hazlet Township and Union Beach. The areas of Middletown and Keansburg which abut one another have been largely developed and planned for small lot residential use.

Keansburg's boundary with Hazlet is formed by Waackaack Creek and State Highway 36. The highway frontage has been planned and largely developed for commercial use in both communities. The wetlands adjoining the Creek in both communities is designated for conservation and is regulated by New Jersey law. The Borough adjoins Union Beach for a short distance along Waackaack Creek at its outlet to the Bay.

Monmouth County Growth Management Guide

The Monmouth County Growth Management Guide was adopted in 1982. It categorizes Keansburg as a growth area for suburban settlement and shows the bayfront as a proposed protection area because of its environmental sensitivity. In 1987, the County guide was amended to include the Bayshore Waterfront Access Plan.

The Keansburg Master Plan is supportive of the County Plan goals for the Bayshore waterfront and has considered its recommendations in the preparation of the municipal Conservation, Circulation and Land Use Elements.

Monmouth County District Solid Waste Management Plan

The Monmouth County Reclamation Center in Tinton Falls serves as the landfill for solid waste generated by Monmouth County municipalities. It is also the site of the County recycling transfer station. The County Solid Waste Management Plan was amended in 1987 to mandate certified municipal recycling programs as a condition for municipal solid waste dumping privileges at the Monmouth County Landfill. The Borough recycling plan has been certified by the County and its recycling program has been operating since 1987. The Recycling Plan Element of the Master Plan has been derived from and is consistent with the Borough's certified recycling program.

State Development and Redevelopment Plan

The State Planning Commission has released a draft of the Preliminary State Development and Redevelopment Plan. The draft cautions that no strategy, policy or standard of the draft should be implemented until the Plan is adopted. Since Keansburg is within the land area under the jurisdiction of the Coastal Area Facilities Review Act, the draft policy of the State Plan is to rely upon the policies, regulations and implementation mechanisms that have been developed by the New Jersey Department of Environmental Protection to regulate coastal areas.

The coastal policies applicable to Keansburg have been outlined in the Basic Planning Studies section of the Borough Master Plan. Where appropriate, these policies have been considered in the preparation of the Borough Master Plan.

APPENDIX

APPENDIX

SOURCES OF AID AND PROGRAMS FOR LOCAL DEVELOPMENT

This Appendix describes funding sources and programs available to Keansburg that can be used to help implement the Master Plan recommendations. Programs include grants, low interest loans, and authorization for property tax abatements and exemptions.

Coastal Grants

Local Coastal Planning Grants of up to \$20,000 are awarded to counties and municipalities each year by the New Jersey Department of Environmental Protection, Division of Coastal Resources. These grants are awarded for planning and site design only, using funds from New Jersey's share of the Federal Coastal Zone Management Program. Under the Public Access Implementation Program, grants of up to \$50,000 are provided for local public access and walkways. Approximately \$250,000 of the \$2 million allocated to New Jersey in 1987 were provided through these two grant programs.

Green Acres Program

The New Jersey Green Acres Program is administered by the Department of Environmental Protection's Green Acres Office and funded through the Green Acres Trust. This program accounts for much of the funding available for County and municipal open space preservation. Monies from the fund can be utilized for the acquisition of land and the development of recreational facilities. Local projects typically receive 100 percent loans at 2 percent interest for a 20 year period; however, projects in Urban Aid communities such as Keansburg are eligible for funding packages comprised of 25 percent grants and 75 percent loans. This same grant/loan mix is also available for Environmental Incentive projects, which involve properties containing unique or special environmental conditions, (such as wetlands, dunes, and waterfront access areas). Detailed land use and open space inventories must be included with applications for Green Acres funding. The inventory maps prepared for this Plan can be used in the preparation of these inventories.

Shore Protection Program

Although shore protection funds do not pay for public access projects per se, often-times a combination of linear access with structural and nonstructural shore protection features is both possible and desirable. In fact, the New Jersey Rules on Coastal Resources and Development specifically encourage the provision of public access in shore protection projects. Shore protection projects are funded through a 75 percent State grant. The remaining 25 percent is funded by the municipality.

Duck Stamp Program

Revenues generated by the sale of waterfowl stamps by the New Jersey Department of Environmental Protection (NJDEP), Division of Fish, Game and Wildlife can be used for the acquisition of wetlands and waterfowl habitats along New Jersey's waters. The fund is administered by the Waterfowl Committee which is made up of various NJDEP agency representatives, citizens and sport groups. The Committee makes recommendations to Green Acres concerning the purchase of land.

Federal Bureau of Outdoor Recreation

The Federal Bureau of Outdoor Recreation provides a limited amount of funds to New Jersey. These funds are administered by Green Acres and can be appropriated for State projects or used to provide grants for special County or municipal recreation projects.

Federal Wallop-Breaux Fund

New Jersey receives an annual allocation from the Federal Wallop-Breaux Fund, which can be used for expanding access opportunities, fish restoration and aquatic resources education programs. This fund receives revenues from taxes on fishing tackle, motorboat fuel and other marine-related goods. These funds are distributed to the States according to the number of anglers and the total land and water areas. Part of the funds are directed to sport fish restoration projects, access facilities and land acquisition. New Jersey's share of the program is administered by the Marine and Freshwater Fisheries Office within the Division of Fish, Game and Wildlife of the Department of Environmental Protection.

Community Development Block Grant Program

Block grant funds are Federal aid distributed through the Monmouth County Community Development Office to eligible municipalities which include Keansburg. A variety of activities are eligible to improve the living environment, housing, and expand economic opportunities, business districts and residential neighborhoods. Funds, for example, may be used for facade improvements to commercial buildings. A Small Cities Block Grant Program, administered by the New Jersey Department of Community Affairs, is also available on a competitive basis upon direct application to the State. It provides grants up to a maximum of \$350,000. To participate in the State program, a municipality would have to withdraw from the County program.

Neighborhood Preservation Program

This program, administered by the New Jersey Department of Community Affairs, provides grants for the restoration of threatened but viable neighborhoods. Improvements to the sidewalks and storefronts in Keyport's Business District and adjoining residential areas were recently undertaken with the help of a Neighborhood Preservation Grant.

Neighborhood Preservation Balanced Housing Program

This program, also administered by the Department of Community Affairs, provides loans and grants to create affordable housing for low and moderate income people in viable neighborhoods. Funds can be used for new construction, conversion, or rehabilitation. Municipalities are the only eligible applicants for this program although a municipality may designate another public, private, or nonprofit entity as part of its application.

Safe and Clean Neighborhood Program

This program for urban aid municipalities provides funds to expand public safety by increasing the total number of police officers and firefighters in urban neighborhoods and also to upgrade neighborhoods by making visible improvements to enhance appearance and living conditions. The program requires a 50 percent local match for State funds. Application to the Department of Community Affairs is required.

Regional Contribution Agreements

These agreements, executed between a sending and a receiving municipality in accordance with the regulations of the New Jersey Council on Affordable Housing, provide for the rehabilitation or construction of low and moderate income housing in the receiving municipality. The sending municipality provides funds to the recipients housing program which is used to credit the sending municipality's housing obligations under the Fair Housing Act.

Tax Abatements and Exemptions for Rehabilitation

State enabling law allows municipalities to grant property tax relief in locations in need of rehabilitation as an incentive to homes and business to improve their properties without a resulting increase in property taxes. A summary of tax abatement and exemption statutes is shown on the attached chart.

Monmouth County Improvement Authority

The Monmouth County Improvement Authority provides low interest loans for equipment purchases, construction projects, renovations, interim financing, and other capital needs. Any capital expenditure that can be financed under the Local Bond Law and can be amortized in thirty years or less is eligible for financing.

PROVISIONS OF THE FIVE-YEAR TAX ABATEMENT AND EXEMPTION STATUTES

Five-year Abatement and Exemption Statute	Type of Project or Improvement	Entity Designating Area in Need of Rehabilitation	Criteria for Designating of Area in Need of Rehabilitation	Qualifying Municipality	Application Approval Process		Tax Exemption Provisions	Tax Abatement Provisions
					Exemption	Abatement		
Home Improvements P.L. 1975, c. 114 (C. 54-4-3.12 to 3.79)	Homeowner improvements (including additions and enlargements) to one- or two-unit residential dwellings.	County planning Board—(on own or by municipal request) municipality may appeal in accordance with NJAC 5:22-1.2. (DCA prepares notice to residential property owners in areas in need of rehabilitation.)	<ol style="list-style-type: none"> 1) Area previously blighted or near blighted area; or 2) Housing and Health Code violations in 25% of dwelling units; or 3) At least 25% of dwelling units are 40+ years old; or 4) At least 25% of dwelling units are in buildings in tax arrearage.^(a) 	Any municipality with an area in need of rehabilitation as designated by the DCA.	Written application to the tax assessor on form prescribed by Division of Taxation. Must be filed within 30 days of completion of improvement.	Same as exemption	1st \$4,000 \$10,000 or \$15,000 of increased value due to improvement (amount set by ordinance) on each unit exempted from taxation.	Tax abatement provided on original assessed value of residential property for up to 30% of assessed value of improvement. Percentage may be phased down over five years.
Commercial and Industrial Improvements and Projects P.L. 1977, c.12 (C. 54-4-3.95 to -3.112)	Improvement, construction and enlargement (less than 30% increase in volume) of commercial and industrial structures.	Department of Community Affairs upon application of municipality. (Division of Local Government Services must notify all qualified municipalities.)	<ol style="list-style-type: none"> 1) Physical deterioration of building maintenance; 2) Age of building and other structures; 3) Arrearage in real property taxes; 4) If area is blighted as per <i>Blighted Area Act</i> (can be entire municipality).^(a) 	<ol style="list-style-type: none"> 1) Urban aid municipalities; or 2) Depressed rural center; or 3) Municipality certified to receive urban aid by DCA, except for population, AFDC children, deteriorated structures, or any of these three criteria. 	Written application approved by tax assessor or governing body as defined in the local ordinance. Must be filed within 60 days of project completion.	Written application approved by governing body. Agreement with Division of Local Government Services	Full assessed value of improvement exempted.	Payment in-lieu of taxes may be: 1) 2% of project cost; or 2) 15% of annual gross revenues; or 3) In-lieu of tax payment phased-in as follows: Year 1-0 Tax taxed Year 2-Up to 20% taxed Year 3-Up to 40% taxed Year 4-Up to 60% taxed Year 5-Up to 80% taxed
Multiple Dwellings P.L. 1979, c.233 (C. 54-4-3.121 to 3.129)	Improvement to existing multiple dwellings or conversion of other types of structures to multiple dwellings.	Municipal governing body as per criteria set forth by DCA. (DCA promulgates rules)	<ol style="list-style-type: none"> 1) Area has been blighted; or 2) Housing and health code violations in 25% of dwelling units in area; or 3) At least 25% of dwelling units are 40+ years old; or 4) At least 25% of properties in tax arrearage.^(a) 	Any municipality	Written application to the tax assessor on forms prescribed by Division of Taxation. Application must be filed within 30 days of project completion.	Same as exemption	Up to the full value of the improvement or conversion alteration	Tax abatement provided on original value of property for no more than 30% of the cost of improvement or exemption Year 1-Up to 30% of cost Year 2-Up to 25% of cost Year 3-Up to 20% of cost Year 4-Up to 15% of cost Year 5-Up to 10% of cost

^(a)Criteria adopted by DCA (NJAC 5:22-1.3); ^(b)NJSA 54-4-3.96; ^(c)Criteria adopted by DCA (NJAC 5:22-2.2)

SOURCE: COUNTY & MUNICIPAL GOVERNMENT STUDY COMMISSION

