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MASTER PLAN

REEXAMINATION

BOROUGH OF KEANSBURG

MONMOUTH COUNTY, NEW JERSEY

JANUARY 2003

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N.J.P.P. LICENSE NO. 3983

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MC PROJECT NO. KEA-012

Introduction

This Master Plan Reexamination Report has been prepared to comply with the mandate of the New Jersey Municipal Land Use Law, NJSA 40:55 D-1 et seq., which stipulates that each municipality in the State of New Jersey reexamine its Master Plan and development regulations at least every six years. Specifically, NJSA 40:55D-89 states:

“The governing body shall, at least every six years, provide for a general reexamination of its Master Plan and development regulations by the Planning Board which shall prepare and adopt by resolution a report on the findings of such reexamination, a copy of which report and resolution shall be sent to the county planning board and the municipal clerk of each adjoining municipality.”

A. Major Problems and Objectives Relating to Land Development in the Borough of Keansburg in 1988, the Year of the Master Plan.

The following objectives and recommendations were identified in the Land Use Plan Element at the time of the 1988 Master Plan:

1. Land Use Plan 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 weight scenic, cultural and recreational values.
- 12) Promote the recovery of recycling materials from municipal solid waste and encourage 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 general policy statements of the 1988 Master Plan are as follows:

Housing and Neighborhood Improvement: In order to maintain and improve residential areas, the Borough should encourage rehabilitation of the existing housing stock with new construction at appropriate densities, Code enforcement and to maintain properties should be aggressively pursued. Public action should be designed to improve the livability of residential areas. 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 action to broaden the community's economic base should include participation in government programs to attract development, creates employment opportunity, utilizes the community's resources and is compatible with the need to maintain facilities and services for the Borough's residents.

Bayfront Development: Guide waterfront development, 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. The borough should encourage appropriate use of waterfront locations and coordinate its efforts with the County's plan to improve waterfront access along the Raritan Bayshore.

Main Street/ Church Street Revitalization: The Borough should work toward improving the district's visual appearance by establishing standards to guide development that will enhance this commercial area. Municipal action to stimulate revitalization through streetscape improvements and incentives for private sector participation should be undertaken.

Planning and Administration: The recommendations of the master plan need to be a part of the day-to-day management of the municipal government. The progress of the Master Plan's objectives should be monitored and the plan itself should be reviewed periodically and revised to meet changing conditions.

2. Housing Plan Element and Fair Share Housing Plan:

At the time of the 1988 Master Plan, Keansburg was exempt from C.O.A.H rules for their obligation to provide for reallocated, present or prospective needs for low and moderate-income housing. The exemption was due to the fact that Keansburg is an urban aid municipality and C.O.A.H was trying to avoid re-concentration of low and moderate-income families in economically stressed locations. However the Borough was obligated to provide for its indigenous housing needs, thus incorporating a housing plan, which incorporates a rehabilitation program for low and moderate-income housing.

Housing Stock Characteristics:

3. Land Use Plan Recommendations

- A. 1) Allow for innovative redevelopment of commercial recreation areas that distributes 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 use.

- 1) Specify a maximum lot coverage or 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.
- 2) 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 2.0 to 3.0 would be more appropriate to the existing commercial strip development.
- 3) 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.
- 4) Develop suitable setback, height and area standards particularly within commercial districts where previous standards have been adequate.
- 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: Mixed-use development should contain two or more uses that are developed according to an established plan and integrates the uses physically and functionally. It is likely that a successful mixed use would have to contain a multi-family residential component. 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; two small areas north of the intersection of Main street and

Center Avenue and along Carr Avenue and Oak Street; and the State Highway 36. Conversion of dwellings located within this area should be permitted only when such conversion results in properties that meet the standards for commercial development.

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: Minimum Lot size 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.

Single Family Residential R-5: Further residential subdivision and infill should be based on a minimum required lot size of 5,000 square feet.

Multifamily Residential and Senior Citizen Housing: Locations which have been developed or approved for development as attached housing are shown as multifamily residential on the Land Use Plan,

Residential Development: 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, quadplexes, attached single family, and townhouses at 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. The Bayfront section of the Master Plan offers guidance on suitable recreation development and setback guidelines, which the Borough should require within the beach – dune area.

Flood Hazard Area: Any structures located within this overlay area must satisfy flood-proofing and construction requirements as well as underlying zoning district and land use requirements.

B. Bayfront Component: The Master 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 use.
- 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.

C. Main Street – Church Street Component The Master Plan addresses the following areas of public concern:

Streetscape Recommendations:

- 1) Replace pavement, curbs 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.
- 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 a 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 these 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 pole.

Parking Recommendations:

- 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 expand 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.

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

Economic Incentives: The Borough should encourage development, which contributes to the long-term stability and revitalization of the commercial district. It was recommended that using a Community Development Block Grant Funds to provide low interest loans for façade improvements; the use of property tax exemptions or abatements for improvement or expansion of commercial buildings; and the creation of an urban enterprise zone.

B. The extent to which such problems and objectives have been reduced or have increased subsequent to the date of the adoption of the Master Plan.

The objectives and recommendations contained in the 1988 Master Plan are identified below in *italics*, followed by an explanation of how these objectives are either still valid, or have changed.

1 Land Use Plan Objectives

- A. 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.*

The Borough has emphasized preserving and maintaining the beach-dune system. The upgrade to certain areas of the Storm Water system has further minimized the public risk for from fire, flood, panic and other natural and man-made disasters.

- 2) *Develop and maintain a satisfactory level of public facilities and services.*

The Borough has provided an increased level of public services and is dedicated to continuing the efforts to improve public facilities.

- 3) *Encourage the most appropriate use of land consistent with its suitability for development.*

The Borough still encourages appropriate land use for development and is actively pursuing public monies to provide more development in the downtown area.

- 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.*

The Borough Council and Planning Board have attempted to control development to an appropriate density without jeopardizing the well being of the community and the natural environment. This remains an objective of the Borough.

- 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.*

The Borough has maintained development in the municipality consistent with the State Redevelopment Plan and the well being of adjacent communities. This remains an objective of the Borough.

- 6) *Coordinate public development with land use policies to encourage the appropriate and efficient expenditure of public funds.*

The Borough has encouraged the development of certain parcels and has retained land for preservation in order to accomplish the goals of the Master Plan using the allocated public funds.

- 7) *Provide sufficient space in appropriate locations for residential, recreational, commercial and open space use.*

Providing sufficient space in appropriate locations for residential, recreational, commercial and open space use remains a goal of the Borough.

- 8) *Locate and design transportation routes to promote the free flow of traffic while discouraging congestion or blight.*

In the past several years the Borough along with the County of Monmouth has worked to realign a number of streets and intersections in order to improve safety and eliminate congestion.

- 9) *Promote a desirable visual environment.*

There has been one significant improvement to the overall visual environment of the Borough in the case of Carr Avenue. Other efforts to enhanced the commercial downtown areas as well as seeking state grant monies to improve a number of other public spaces are currently being pursued.

- 10) *Conserve historic sites and districts.*

The Borough has encouraged property owners and the local historic society to properly restore and preserve individual sites and will continue to promote such improvements within the public and private sectors.

- 11) *Protect wetlands and areas with scenic, cultural and recreational values.*

The Borough has been committed to guiding development away from areas with ecological, scenic, cultural and recreational values.

- 12) *Promote the recovery of recycling materials from municipal solid waste and encourage conservation of energy.*

The Borough has always and will continue to promote the recovery of recycling materials from municipal solid waste and encourage conservation of energy

- 13) *Encourage development that contributes to the revitalization of the community.*

The Borough has consistently encouraged positive development that contributes to the revitalization of the community. Recent efforts have been directed toward the various business districts. A greater focus on residential development should be taken for an overall revitalization of the community.

- 14) *Improve and maintain residential neighborhoods by encouraging rehabilitation of existing dwellings and residential construction at suitable densities.*

Although there has not been a significant amount of improvement to the existing residential neighborhoods, the Borough encourages repair and restoration to residential dwellings. Through the enforcement of the Zoning Ordinance the Borough has controlled residential construction at suitable densities.

- 15) *Maintain and attract beneficial commercial uses.*

The Borough remains committed to efforts to enhanced the commercial downtown areas. The use of state grant monies and low interest loans for improvements must constantly be explored for success in these areas.

- 16) *Improve and revitalize the Main Street/Church Street commercial district.*

The Borough remains committed to efforts to improve and revitalize the Main Street/Church Street commercial district, as well as improve the commercial area located along Carr Avenue.

- 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.*

Public development along the Bayshore waterfront has been implemented in recent years. Accesses to the beach area via the timber beach walks have been constructed along Beachway Drive. Residential development has been constructed in areas along Beachway Drive and the Borough further encourages other suitably scaled residential development 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.*

The Borough remains committed to continuing the planning process in order to 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.*

The Borough has been and will remain very active in exploring new sources of funding for the revitalization of the community. Smart Growth grant and other public aid has been utilized to finance the Carr Avenue streetscape project, a blight investigation and other planning studies. It is the Borough's intention to continue to guide development in an appropriate manner with the assistance of public resources.

Policies, Assumptions and Standards – The general policy statements are as follows:

Housing and Neighborhood Improvement: *In order to maintain and improve residential areas, the Borough should encourage rehabilitation of the existing housing stock with new construction at appropriate densities. Code enforcement and to maintain properties should be aggressively pursued. Public action should be designed to improve the livability of residential areas. The Borough should*

seek public funding and explore innovative mechanisms and incentives for housing and neighborhood improvement.

The rehabilitation of the existing housing stock and providing new construction at appropriate densities remains a valid policy, since little rehabilitation has occurred in recent years.

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

Bayfront Development: *Guide waterfront development, 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. The borough should encourage appropriate use of waterfront locations and coordinate its efforts with the County's plan to improve waterfront access along the Raritan Bayshore.*

Main Street/ Church Street Revitalization: *The Borough should work toward improving the district's visual appearance by establishing standards to guide development that will enhance this commercial area. Municipal action to stimulate revitalization through streetscape improvements and incentives for private sector participation should be undertaken.*

The Borough remains committed to the development and redevelopment of both public and private properties for the long-term economic health of the community. Efforts to broaden the community's economic base and attract development through grants and low interest loans will continue to be a priority. Although the

physical changes within the Borough have not been significant with regard to revitalization, the policies concerning the Bayfront Development Area and the Main Street/ Church Street redevelopment remain valid. Appropriate use of lands along and adjacent to the Raritan Bayshore and access to the waterfront is still encouraged. Policies to complement the boardwalk/overlook that was constructed through Green Acres funding should be further explored and implemented.

2. Housing Plan Element and Fair Share Housing Plan:

At the time of the 1988 Master Plan, Keansburg was exempt from C.O.A.H rules for their obligation to provide for reallocated, present or prospective needs for low and moderate-income housing. The exemption was due to the fact that Keansburg is an urban aid municipality and C.O.A.H was trying to avoid re-concentration of low and moderate-income families in economically stressed locations. However the Borough was obligated to provide for its indigenous housing needs, thus incorporating a housing plan, which incorporates a rehabilitation program for low and moderate-income housing.

The Borough has met its COAH obligation for low and moderate-income housing and has entered into a regional agreement with the Township of Holmdel to transfer housing credits for approximately 500 units in exchange for payment. The Borough is currently in negotiations with COAH to except an additional 200 units from the Township of Middletown under a similar agreement. The rehabilitation program should also receive priority attention.

3. Land Use Plan Recommendations

- A. 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 use.*

The redevelopment of commercial recreation areas that contributes to the community's economic base remains a topic of concern to the Borough. With the exception of the improvements to the amusement and water park area, there has been very little accomplished in the matter of redevelopment or mixed-use development, which would contribute to the community's economic base. It should remain the Borough's intention to explore the opportunities associated with mixed-use development and other commercial and recreational uses that could enhance the waterfront's potential.

- 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.*

Maximum lot coverage for residential and commercial zone districts have been specified and incorporated into the zoning standards.

- 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 2.0 to 3.0 would be more appropriate to the existing commercial strip development.*

Floor area ratio standards for commercial and industrial uses have been specified and incorporated into the zoning standards.

- 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.*

A minimum buildable area standard for residential lots have been specified and incorporated into the zoning standards.

- 5) *Develop suitable setback, height and area standards particularly within commercial districts where previous standards have been inadequate.*

Suitable setback, height and area standards for commercial district have been specified and incorporated into the zoning standards

- 6) *Develop standards for multi-family development to improve design and layout and require usable open space.*

The Borough should further explore standards for multi-family development in order 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.*

The established scale of the community has been maintained by the appropriate Building Height, Floor Area Ratio and Lot Coverage standards incorporated into the zoning ordinance.

Mixed Use – Commercial and Residential: *Mixed-use development should contain two or more uses that are developed according to an established plan and integrates the uses physically and functionally. It is likely that a successful mixed use would have to contain a multi-family residential component. Appropriate regulations to guide mixed-use development can be created through the conditional use mechanism of the Municipal Land Use Law.*

The development of appropriate regulations to guide mixed-use development remains valid as a Borough policy.

General Commercial and Highway Commercial: *There are four locations within the Borough where commercial activity should remain concentrated: The Main Street – Church Street Area; two small areas north of the intersection of Main street and Center Avenue and along Carr Avenue and Oak Street; State Highway 36. Conversion of dwellings located within this area should be permitted only when such conversion results in properties that meet the standards for commercial development.*

The conversion of dwellings located within this area should be permitted only when such conversion results in properties that meet the standards for commercial development remains valid as a Borough policy.

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

There are no changes to the Borough's Manufacturing area policy and it remains valid.

Single Family Residential R-7: *Minimum Lot size 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.*

Minimum Lot size of 7,500 square feet for the R-7 Single Family Residential District has been incorporated into the zoning standards.

Single Family Residential R-5: *Further residential subdivision and infill should be based on a minimum required lot size of 5,000 square feet.*

Minimum Lot size of 5,000 square feet for the R-5 Single Family Residential District has been incorporated into the zoning standards.

Multifamily Residential and Senior Citizen Housing: *Locations which have been developed or approved for development as attached housing are shown as multifamily residential on the Land Use Plan.*

There are no changes in policy with regard to Multifamily Residential and Senior Citizen Housing. It has been recognized that the Senior Citizen Housing provided in the Borough have been very active and generally considered a benefit to the community.

Residential Development: *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 single family and townhouses at a minimum requirement of 40 percent open area.*

Incentives to replace such development have not been implemented and should be further explored by the Borough in order to improve the quality of the housing stock. Alternative and innovative building types should be considered in future development. Both quadplexes and duplexes should be removed from the statement in this section.

Conservation – Recreation: *The beach and dune areas and wetlands within the Borough are designated for conservation and compatible recreation activity. The Bayfront section of the Master Plan offers guidance on suitable recreation development and setback guidelines, which the Borough should require within the beach – dune area.*

The borough in its attempt to preserve and designate lands for recreation activity intends to acquire beachfront properties for such uses depending. Further investigation should be pursued to offer design standards for development within the Borough's beach – dune area.

Flood Hazard Area: *Any structures located within this overlay area must satisfy flood-proofing and construction requirements as well as underlying zoning district and land use requirements.*

Efforts to regulate and restrict any structures located within the Flood Hazard Area have been exercised by the Borough through local building codes and FEMA requirements administered by the Borough's building inspector.

B. Bayfront Component

- 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 use.*
- 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.*

The Bayfront area is recognized as an asset for the revitalization of the Borough and the recommendations above remain valid. Development and redevelopment of both public and private properties for the long-term economic health of the community in the Bayfront area remain an important factor in the economic health of the community. Efforts to protect the beach and dunes, enhance public access and expose the waterfront's potential should be encouraged and coordinated with State and County plans.

C. Main Street – Church Street Component

Streetscape Recommendations:

- 1) *Replace pavement, curbs 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.*
- 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 a 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 these 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 pole.*

The above recommendations for the physical up grade of Main Street remain a valid objective of the Borough. A study of how to develop guidelines for the

design and installation of plantings, street furniture and other design details should be conducted. Such a study could delineate areas of concern and identify a standard in which a cohesive and consistent plan for implementation could be achieved. The relocation of utility poles should be considered but expense and constructability should be considered in setting priorities.

Parking Recommendations:

- 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 expand 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.*

The above recommendations for parking in the Main Street area remains valid with regard to the business district.

Facade Improvements: *The commercial district would benefit if building exteriors and signage were renovated and improved to create visual harmony. Design guidelines should be developed for storefronts to follow in terms of setbacks, height, width, roofline, materials, color and signage.*

Economic Incentives: The Borough should encourage development, which contributes to the long-term stability and revitalization of the commercial district. It was recommended that using a Community Development Block Grant Funds to provide low interest loans for façade improvements; the use of property tax exemptions or abatements for improvement or expansion of commercial buildings; and the creation of an urban enterprise zone.

It has been expressed throughout this re-examination report that it is important improve the physical appearance of the commercial district. It has also been a priority for the Borough to explore the possibilities of different grants and public funding. The use of property tax exemptions or abatements for improvement of the commercial district should be further explored. The Borough should remain committed to the development and redevelopment of both public and private properties for the long-term economic health of the community.

C. The Extent to Which There Have Been Significant Changes in the Assumptions, Policies and Objectives Forming the Basis for the Master Plan.

Since the Master Plan of 1988 there have been few changes with regard to the land development pattern in Keansburg. There have been no significant developments in either the residential or commercial districts and there have been no redevelopment areas established. The population counts from the 2000 census indicate that the population of Keansburg has decreased slightly from 11,069 in 1990 to 10,732 in 2000.

The New Jersey State Plan adopted in 2001 indicates Keansburg as an “identified” town center. Designated Centers and plans endorse by the State Planning Commission are eligible for priority assistance. The Borough, until it can be designated as a Center, is not eligible for priority assistance.

There has been a shift of development toward the beachfront, indicating the social and economic value associated with the waterfront properties. The Borough should place emphasis on controlling and guiding the development in this important and desirable area of the community.

D. Recommended Revisions to the Town Master Plan and Development Regulations

The Master Plan and Development Regulations should address the following recommendations:

- Consideration should be given to re-examining the land use plan to verify and compare existing land use patterns to the designated uses identified on the plan. Adjustments to the land use plan and zoning should be made if necessary in residential and commercial areas subsequent to that re-examination.
- Re-examination of the Housing Element.
- Consider the creation a Downtown Business Improvement zone.

E. Recommendations Concerning Incorporation of Redevelopment Plans

The Master Plan and Development Regulations should address the following recommendations:

- A study should be considered for the Main Street, Beachway and Carr Avenue Commercial Districts as well as the residential district near the beachfront between Carr Avenue and Laurel Avenue to determine if these areas can be classified as areas in need of redevelopment and/or rehabilitation.
- A study should be considered to explore the possibilities of designating other areas of the Borough as redevelopment areas with special attention on the waterfront.
- A petition should be submitted to the State Planning Commission for plan endorsement and Center designation;

County and State Plans

In March 2001 the New Jersey State Development and Redevelopment Plan was adopted, which amended the previous plan adopted in 1992. The State Plan is intended to serve as a guide document for public and private sector investment and development. It is also intended to guide when and where state funds should be expended to achieve the goals of the State Planning Act.

The State Plan Policy Map identifies different Planning Areas throughout the state. The Borough of Keansburg is located within the PA1 Metropolitan Planning Area. The Metropolitan Planning area is identified as one that provides for much of the state's future redevelopment. Objectives for metropolitan planning areas include the revitalization of cities and towns, promotion of growth in compact forms, stabilization of older suburbs, redesign of areas of sprawl, and protection of the character of existing stable communities.

The State Plan also identifies specific types of Centers: Urban Centers, Regional Centers, Towns, Villages and Hamlets. Centers, in the State Plan, are defined as compact forms of development that compared to sprawl development, consume less land, deplete fewer natural resources and are more efficient in the delivery of public services. Factors such as area, population, gross population density, number of housing units, gross housing density, employment and jobs to housing ratio determine how a Center is classified. Within Centers are the Core and the Neighborhoods. The Core is defined as the commercial, cultural and civic heart of the Center, while Neighborhoods are defined by walking distances and contain a balanced mix of uses and activities or contribute towards such a balance within the overall Center. The State Plan has identified Keansburg in the "Town" category.

The Keansburg Planning Board when preparing amendments to the Master Plan and Comprehensive Development Ordinance should take both the State Development and Redevelopment Plan and any relevant County plans into consideration.