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# ANSBURG WATERFRONT REVITALIZATION PLAN

THE KEANSBURG WATERFRONT  
REVITALIZATION PLAN

for

THE BOROUGH OF KEANSBURG  
Monmouth County, New Jersey

This report was funded by a Local Coastal Grant from the New Jersey Department of Environmental Protection, Division of Coastal Resources, Bureau of Coastal Planning and Development. The grant was made possible by New Jersey's participation in the Federal Coastal Management Program administered by the National Oceanic Atmospheric Administration (NOAA), Office of Coastal Zone Management under the provisions of Section 306 of the Federal Coastal Zone Management Act (P.L. 92-583, as amended).

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## INTRODUCTION

The Keansburg Waterfront Revitalization Plan was funded by a Local Coastal Grant from the New Jersey Department of Environmental Protection, Division of Coastal Resources, Bureau of Coastal Planning and Development. The grant was made possible by New Jersey's participation in the Federal Coastal Management Program administered by the National Oceanic Atmospheric Administration (NOAA), Office of Coastal Zone Management under the provisions of Section 306 of the Federal Coastal Zone Management Act (P.L. 92-583, as amended).

This Plan provides long-term goals for the revitalization of the Keansburg Waterfront. It is based upon an analysis of the physical and environmental characteristics of the project area and considerable input from the public and from private business interests within the community. Placed within a framework of the cultural and historic development of Keansburg, these factors have formed the basis for the Keansburg Waterfront Revitalization Plan.

The Design Concept Master Plan for the Keansburg Waterfront Project Area provides the Borough with a concept for the rejuvenation of its most vital asset, the waterfront. The Concept Plan has been developed to reflect the diversity and vitality of the Keansburg Waterfront in a manner consistent with the Coastal Resource and Development Policies established by the New Jersey Department of Environmental Protection, Division of Coastal Resources.

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HISTORICAL & CULTURAL SURVEY  
OF THE BOROUGH OF KEANSBURG

The Borough of Keansburg is located on the Raritan Bay approximately six (6) miles southwest of Sandy Hook. This area was first explored by Henry Hudson in 1609 when five (5) men set out in a small boat from Hudson's ship, the "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 mention a tavern which was located at Waackaack in 1699. There was a 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 supplies 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 and 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 towns early development and in 1917 when the Borough of Keansburg was incorporated, he was elected its first mayor. Ramsey recognized the potential of Keansburg to attract people to its shores. He realized its proximity to surrounding urban areas made it an affordable vacation area.

Since 1881, when Ramsey had the first postcards of Keansburg made "to bring to the attention of the people the beauties of our magnificent shorefront", through the present, as the Borough

is engaged in planning the revitalization of its waterfront area, Keansburg has always looked to its waterfront as the impetus for its growth and development.

The initial boom in the development of the Keansburg Waterfront 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 the proximity of Keansburg to New York City. The company filled in the low, swampy land from Campview Place to Highland Avenue 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. Roundtrip 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 week-end and some for the entire summer.

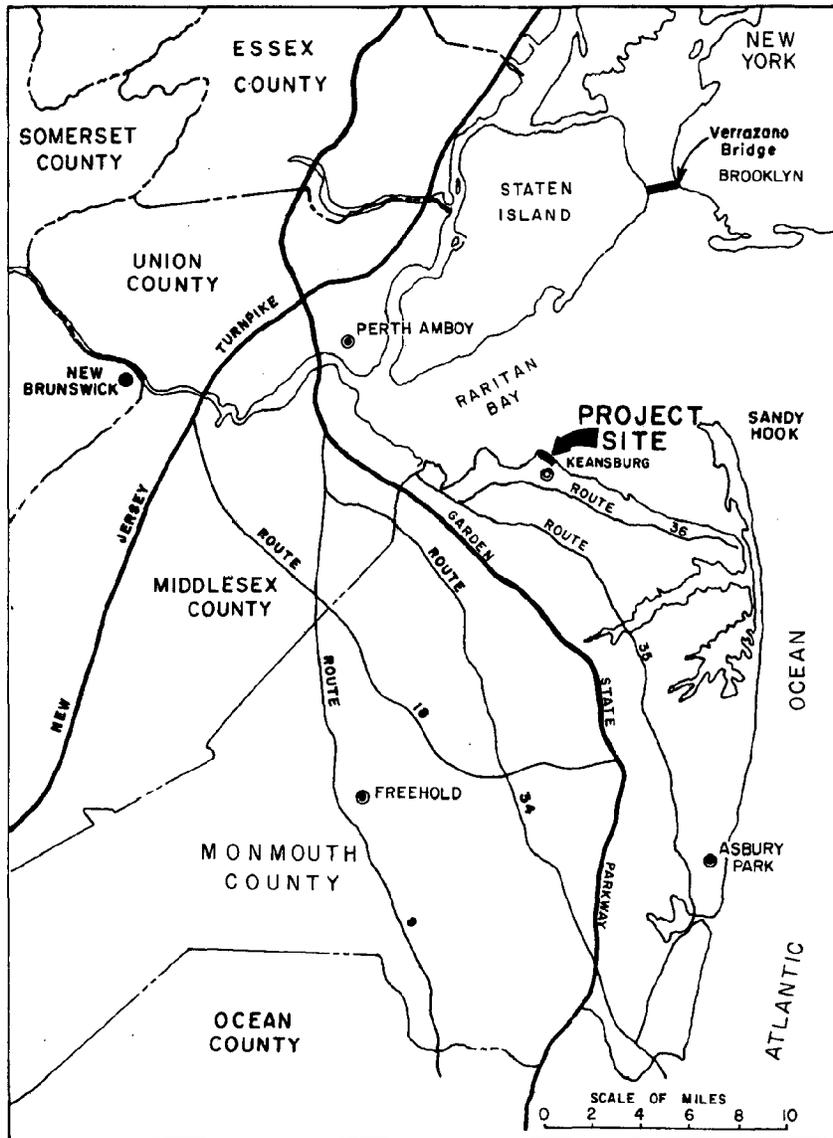
But, times changed. Just as Borough ordinances no longer prohibit the "wearing in public...of any suit known as a one-piece bathing suit", the arrival of the automobile changed the public's vacationing habits. Keansburg changed from a family summer vacation resort to a day trip area, and even though 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.

In the late 1940's and early 1950's, many families converted their summer homes to year-round residences. At present, the population has grown to 11,000 residents. There is a very strong feeling of community in Keansburg and many families proudly trace their history back to Keansburg's early beginnings. The weekends still find the beachfront streets crowded with vacationers who have come for a day of fun at the amusement area where they can ride on one of the oldest merry-go-rounds in the state, visit the arcades or just enjoy Keansburg's colorful atmosphere.

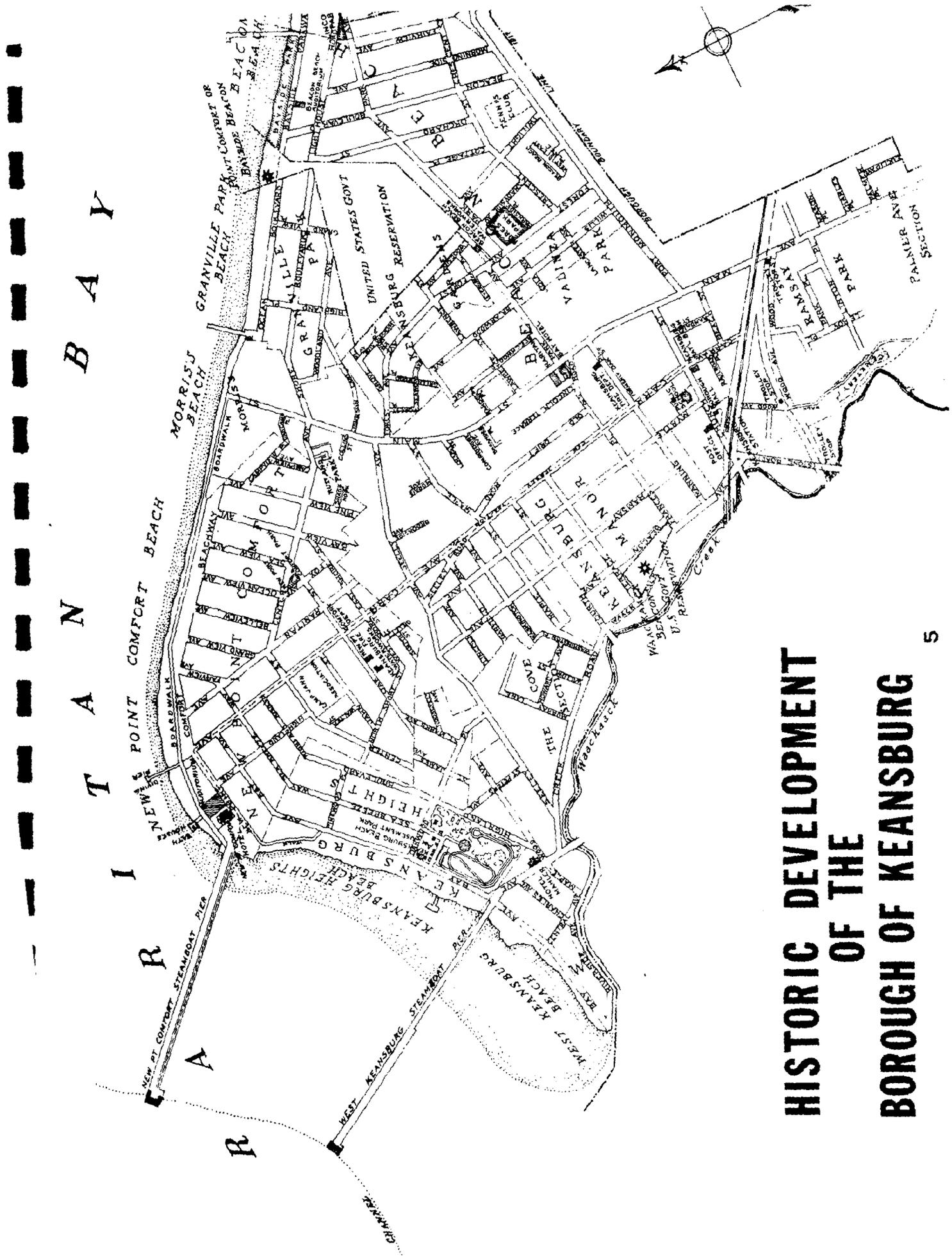
Keansburg still possesses many of the attributes which first attracted summer visitors. A souvenir book published in 1908 about the Keansburg shore states, "The water view at Keansburg and vicinity is magnificent. Every ship entering or leaving New York Harbor passes within plain sight; therefore, few places in the world have such an endless procession of vessels of every kind over the mighty deep as here". The view from Keansburg has not changed, if anything the subsequent development of New York City, its harbor and its bridges, have made the view even more impressive than it was in 1908.

The Keansburg Waterfront Revitalization Plan will reflect the cultural and historical character of the Keansburg Waterfront. Its proximity to urban areas and easy access make it a viable recreation area while the construction of the dunes along the waterfront for erosion control have made it necessary to provide both physical and visual access to the beach, Keansburg still possesses numerous physical and visual attributes which can form a basis to regenerate the Keansburg Waterfront.

We would like to thank William Johnson and Henry Ghelhaus for the historical information they shared with us for this report. Other sources of information were FROM INDIAN TRAIL TO ELECTRIC RAIL by Thomas Leonard, 1923 and STEAMBOAT TO THE SHORE by George H. Moss, 1966.



# SITE LOCATION MAP



K E A N ' S B A Y

P O I N T C O M F O R T B E A C H

M O R R I S B E A C H

K E A N ' S B U R G B E A C H

# HISTORIC DEVELOPMENT OF THE BOROUGH OF KEANSBURG

## EXISTING LAND USE

The existing land use development patterns in the Keansburg Waterfront Revitalization Project area provide the framework upon which future development will be based. The type, density and distribution of land uses which have developed in the past, have helped to produce the community character which now exists. Historically, this area has always contained a mix of residential and seasonal resort type commercial development.

The growth of the waterfront area has developed over approximately the last seventy-five (75) years when early developers filled in the low lying areas and subdivided the property for vacation homes. The land immediately adjacent to the water developed as a mix of hotels, restaurants and amusements. This pattern of development has produced some incompatibility where residential property abuts the amusement area.

There are approximately thirty-two (32) acres of vacant land existing in the project area along Beachway Avenue and adjoining the Waackaack Creek of which approximately 5.5 acres are Borough owned.

Commercial/amusement development is centered along Carr Avenue and Beachway Avenue between Pinewood and Raritan Avenue. There is also some scattered along Laurel Avenue and Main Street as they approach Beachway Avenue.

The Existing Land Use Map provides a graphic pattern of existing developed and undeveloped land within the project area. It also delineates potential development areas and existing land use conflicts while providing a basis for planning the revitalization of the area. Thus, it becomes a valuable tool for the development and improvement of the waterfront area.

The information shown on the Existing Land Use Map was compiled during a field survey conducted in April, 1980, by T & M Associates. This data was grouped into seven (7) major categories for presentation purposes. All important uses and land areas were specifically identified. An Existing Land Use Map was prepared at a scale of 1" = 200'.

The Existing Land Use Map delineates the extent of use coverage, not the entire lot or parcel of ownership. This was done in order to show the relationship of developed land to undeveloped land. Graphically, this is more accurate than designating an entire lot-of-record for a use which may only occupy a small portion of the lot. In residential areas most lots are fully developed and each lot represents a single dwelling unit.

#### Land Use Classification

The classification of land by use and function is important in analyzing land development patterns and relationships. The classification of land uses for graphic presentation and analysis was accomplished in accordance with the following definitions of uses and land area functions:

<u>Land Use Classification</u>	<u>Description</u>
Residential- Single Family, Two Family, 3-4 Family, Apart- ments	All residential land uses are classified by type of enclosed dwelling units. A dwelling unit represents a household with the customary facilities necessary to accommodate one family. Two, 3-4 and multi-family units are identified according to the number of dwelling units within one structure.
Commercial/ Amusement	A building or parcel of land where goods, products, or services are sold. Commercial uses include retail activities such as grocery stores, meat stores, service stations, restaurants, taverns and similar establishments which serve day to day community needs. Amusement includes arcades, rides, games and associated seasonal activities.
Streets	The rights-of-way for all existing developed public streets. Dedicated, but undeveloped ("paper") streets have been included as vacant land and are shown on the Existing Land Use Map with dashed lines.
Vacant Land	All land areas not developed are classified as vacant including open lands, marsh land, New Jersey delineated wetlands, and other vacant land, public and/or private.

## SPECIAL AREAS & WATER'S EDGE AREAS

The map of Special Areas & Water's Edge Areas contains the delineation of all Special Areas and Water's Edge Areas as defined by the Coastal Resource & Development Policies. According to the Proposed New Jersey Coastal Management Program, May, 1980, there are now thirty-nine (39) Special Areas which have been defined in the Proposed New Jersey Coastal Management Program and these are listed in the Appendix. The following Special Areas apply in the Borough of Keansburg.

### Submerged Infrastructure Routes (Policy No. 7:7E-3.12):

A submerged infrastructure route is the corridor in which a pipe or cable runs on or below a submerged land surface.

Filled Water's Edge (Policy No. 7:7E-3.17): Filled Water's Edge areas are existing filled areas lying between Wetlands or Water Areas, and either: (1) The upland limit of fill, or (2) the first public road or railroad landward of the adjacent Water Area, whichever is closer to the water. Some existing or former dredge spoil and excavation fill areas are Filled Water's Edge Area.

Beach and Dune Systems (Policy No. 7:7E-3.21): Beach and Dune Systems include five (5) components: Beaches, Dunes, High Risk Beach Erosion Areas, Sand Accretion Areas, and Overwash Areas (See Figure 16). The components which apply to the Borough of Keansburg are defined as below:

Beaches are gently sloping areas of unconsolidated material, typically sand, that extend landward from the water to the area where a definite change takes place either in material or physiographic form, or to the line of vegetation. The upland limit of beaches is typically defined by the vegetation line or the first cultural feature, such as a road, seawall, or boardwalk. Beaches are divided into the "wet beach", the area at and below the mean high water line, and the "dry beach", the area above the mean high water line. The wet beach area is impressed with the Public Trust Doctrine.

A Dune is a ridge or mound of loose wind-blown material, usually sand, sometimes vegetated, roughly parallel and upland from a beach. Its inland limit is the landward extent of the deposited material.

Dunes include the following subcategories:

- (i) Foredunes or primary dunes. These are the front dunes immediately behind the backshore of the beach.
- (ii) Primary backdunes and secondary and tertiary dunes. These are backslope of the foredune and extend from the dune ridges immediately landward of the foredune to the inland toe of the most inland slope.
- (iii) Migrating dunes. These are dunes which have changed location through time. Coastal dunes generally migrate inland.
- (iv) Artificial dunes. These are accumulation of sediment in dune form which have been built by any non-natural process such as bulldozing or sand fencing.
- (v) Stabilized dunes. These are dunes maintained in a fixed location by artificial means.
- (vi) Dune fields. These include but are not limited to any combination of the dune types defined in this section.

High Risk Beach Erosion Areas are ocean shorelines that are eroding and/or have a history of erosion, causing them to be highly susceptible to (for) further erosion and damage from storms. High Risk Beach Erosion Areas may be identified by any one of the following characteristics:

- (1) Lack of beaches
- (2) Lack of beaches at high tide
- (3) Narrow beaches
- (4) High beach mobility

- (5) Foreshore extended under a boardwalk
- (6) Low dunes or no dunes
- (7) Escarped foredune
- (8) Gaps in dune fields
- (9) Steep beach slopes
- (10) Cliffed bluffs adjacent to beach
- (11) Insufficient dune or bluff vegetation
- (12) Exposed, damaged or breached jetties, groins or seawalls
- (13) High long-term erosion rates
- (14) Pronounced downdrift effects of groins (jetties)

High Risk Beach Erosion Areas extend inland to the limit (first cultural feature, established dune field, or) of the area likely to be eroded in less than fifty (50) years or to the first cultural feature, whichever is less (the shortest distance, and include overwash areas where sand is carried over and through dunes during storm surges). The illustrative High Risk Beach Erosion Areas identified by the the DEP in 1977 may become Overwash Areas, Guts, Ocean or some other land or water type after a storm.

Coastal Wetlands (Policy No. 7:7E-3.23): Wetlands are areas where the substrate is inundated or saturated by surface or groundwater water at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions which are subject to the Wetlands Act, or the Coastal Area Facility Review Act (CAFRA) or the Waterfront Development Law.

Natural Water's Edge - Floodplains (Policy No. 7:7E-3.19): Natural Water's Edge - Floodplains are the Flood Hazard Areas around rivers, creeks and streams as delineated by DEP under the Flood Hazard Area Control Act (N.J.S.A. 58:16A-50), or by the Federal Emergency Management Agency (FEMA); or the

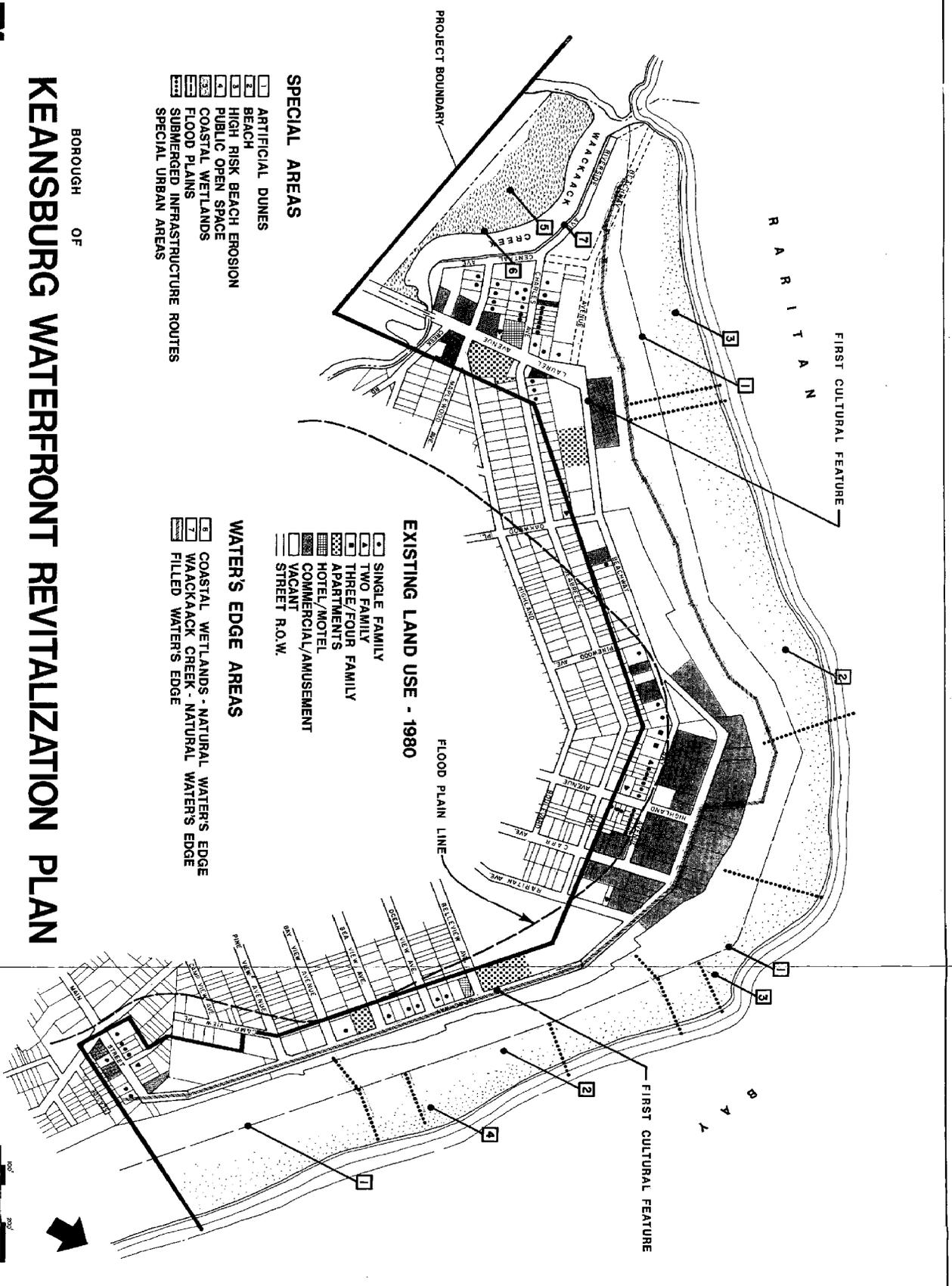
Flood Hazard Area around other coastal water bodies as defined by FEMA. Floodplains include the areas subject to both tidal and fluvial flooding. Where Flood Hazard Areas have been delineated by both DEP and FEMA, the DEP delineations shall be used. Where Flood Hazard Areas have been delineated by neither DEP nor FEMA, the 10 foot (10') contour line shall be used as the inland boundary of the Floodplain. The seaward boundary shall be the mean high water line.

Public Open Space (Policy No. 7:7E-3.35): Public Open Space constitutes land areas owned and maintained by state, federal, county and municipal agencies or non-profit private groups (such as conservation organizations and homeowner's associations) and dedicated to conservation of natural resources, public recreation, or wildlife protection or management. Public Open Space also includes State Forests, State Parks, and State Fish and Wildlife Management Areas and designated Natural Areas (N.J.S.A. 13:1B-15.12a et seq.) within DEP-owned and managed lands.

Special Urban Areas (Policy No. 7:7E-3.38): Special Urban Areas are those areas defined in urban aid legislation (N.J.S.A. 52:27D-178) which designate municipalities qualified to receive State aid to enable them to maintain and upgrade municipal services and offset local property taxes. This Special Area includes Keansburg.

# KEANSBURG WATERFRONT REVITALIZATION PLAN

BOROUGH OF



## SPECIAL AREAS

- 1 ARTIFICIAL DUNES
- 2 BEACH
- 3 HIGH RISK BEACH EROSION
- 4 PUBLIC OPEN SPACE
- 5 COASTAL WETLANDS
- 6 FLOOD PLAINS
- 7 SUBMERGED INFRASTRUCTURE ROUTES
- 8 SPECIAL URBAN AREAS

## EXISTING LAND USE - 1980

- 1 SINGLE FAMILY
- 2 TWO FAMILY
- 3 THREE/FOUR FAMILY
- 4 APARTMENTS
- 5 HOTEL/MOTEL
- 6 COMMERCIAL/AMUSEMENT
- 7 VACANT
- 8 STREET R.O.W.

## WATER'S EDGE AREAS

- 1 COASTAL WETLANDS - NATURAL WATER'S EDGE
- 2 WAGONACK CREEK - NATURAL WATER'S EDGE
- 3 FILLED WATER'S EDGE



## THE KEANSBURG WATERFRONT REVITALIZATION

### DESIGN CONCEPT MASTER PLAN

The Design Concept Master Plan for the Revitalization of the Keansburg Waterfront has been based upon the physical and environmental characteristics of the project area as well as the needs of the Keansburg community. These were determined through an analysis of the existing land use and development patterns; the existing environmental factors, including the Special Areas and Water's Edge Areas as defined by the New Jersey Coastal Management Program (1980); and the aesthetic qualities of the Keansburg project area. This, coupled with an analysis of the historical and cultural resources of the project area, and the considerable input received from the private and business segments of the community, has formed the foundation for the development of the Design Concept Master Plan.

The Borough of Keansburg is located on the Raritan Bay approximately seven (7) miles west of Sandy Hook. The Keansburg Waterfront project area extends along the Raritan Bay from the Waackaack Creek and Laurel Avenue on the western boundary to Main Street on the eastern boundary. This area encompasses approximately one and one-half (1.5) miles of wide beachfront property which commands a panoramic view of the New York City skyline. Visual access to the waterfront is hampered by the hurricane protection berm which was constructed by the Army Corps of Engineers. This sensitive dune system also limits the amount and density of development feasible along the waterfront. Many of the properties in the project area are presently vacant (approximately 32 acres) or in a state of disrepair. The exception to this is the centrally located amusement area which attracts many visitors during the summer months.

The 1980 Monmouth County Tourism Survey, which was conducted by the Department of Economic Development, states that "visitors return to Keansburg because of its convenient proximity, quiet beaches and because it's a nice place." Keansburg's location in a densely populated area and its proximity to the Garden State Parkway, Route 35 and Route 36 make it easily accessible and enhance its potential for revitalization. Its designation as a Special Urban Area is reflected in the Master Plan through attention given to the diversity of the urban environment and mixed uses found within the waterfront area.

The Design Concept Master Plan recommends development of three (3) interrelated activity areas: 1) Marina; 2) Recreation district; and 3) Waterfront park. All would be linked together by the development of a linear beachfront park with pedestrian/bike trails, providing unhampered access to the mile and a half shoreline in the project area.

The marina facilities would be located in the northwestern section of the project area on the Waackaack Creek. The proposed marina would consist of dry storage facilities, associated support facilities, parking for automobiles and boat trailers, and a boat launching ramp with boat hoist. The proposed parking lot could be surfaced with "Grasscrete" or similar paving system to permit water recharge and prevent direct runoff and point discharge into Waackaack Creek and provide parking for approximately one hundred thirty (130) cars. The marina would have the capacity to store two hundred (200) boats.

The realization of this project will be facilitated by the dredging operation, scheduled for 1980-81 by the Army Corps of Engineers, which will provide a navigational channel 2,400 feet out into the Raritan Bay and up the Waackaack Creek to Laurel Avenue. The marina's location on Waackaack Creek would provide one of the few protected harbors on the Jersey shore since tidal flow can be controlled by the existing flood gates. The scarcity of boat docking and launching facilities should make this a prime attraction to the Keansburg waterfront.

Plans have been submitted by Bayshore Marina, Inc. for a marina facility which are included in the Appendix. These plans would require development permits from the New Jersey Department of Environmental Protection Division of Coastal Resources for construction along the Waackaack Creek and within an area designated as "Wetlands" in accordance with the New Jersey Wetlands Act.

Adjacent to the marina facilities on Beachway Avenue, a restaurant/motel complex has been proposed. This would provide overnight accommodations for visitors to the area and complement the adjoining marina. The structure could be raised on pilings to provide visual access to the waterfront and parking beneath the units. Exterior parking areas would be of "Grasscrete" or a similar paving system which would provide water recharge and eliminate runoff.

In order to augment the proposed development and influx of tourists it would bring, a mixed use commercial/residential complex has been proposed on the southern side of Beachway Avenue across from the motel complex. This would enable the

establishment of businesses complementary to the marina and motel facilities on the first level, while providing housing investment opportunities on the second level, taking advantage of the waterfront view. It would also provide a buffer zone for the single family residential section to the south of the proposed commercial development.

The Plan proposes considerable revitalization and expansion of the central recreation area through the provision of year-round attractions and enhancement of the sense of fun and vitality associated with an amusement area. The proposed Plan would expand upon the concept of an amusement district to include cultural and year-round recreational activities and enhance pedestrian access and linkage to the business district on Carr Avenue, developing a central recreation area which would:

1. Provide a theme concept for the recreation area based on Keansburg's heritage as a steamboat port incorporating a 'Steamboat Museum' and appropriate storefront motifs to visually and aesthetically link the amusement area;
2. Expand the capabilities of the movie theater to present live entertainment;
3. Enclose the game areas for year-round enjoyment;
4. Provide facilities such as a community center, library, ice skating rink, etc., which would generate people for year-round utilization of the recreational activities creating a central recreation area for the community and visitors to Keansburg.

The third area to be developed is at the eastern end of the project area. This will consist of park and recreational facilities complementing the existing bathing beach in Keansburg. It will provide:

1. Picnic area with grills;
2. Heavy timber play equipment and recreational facilities for children;
3. Senior citizen recreation area;

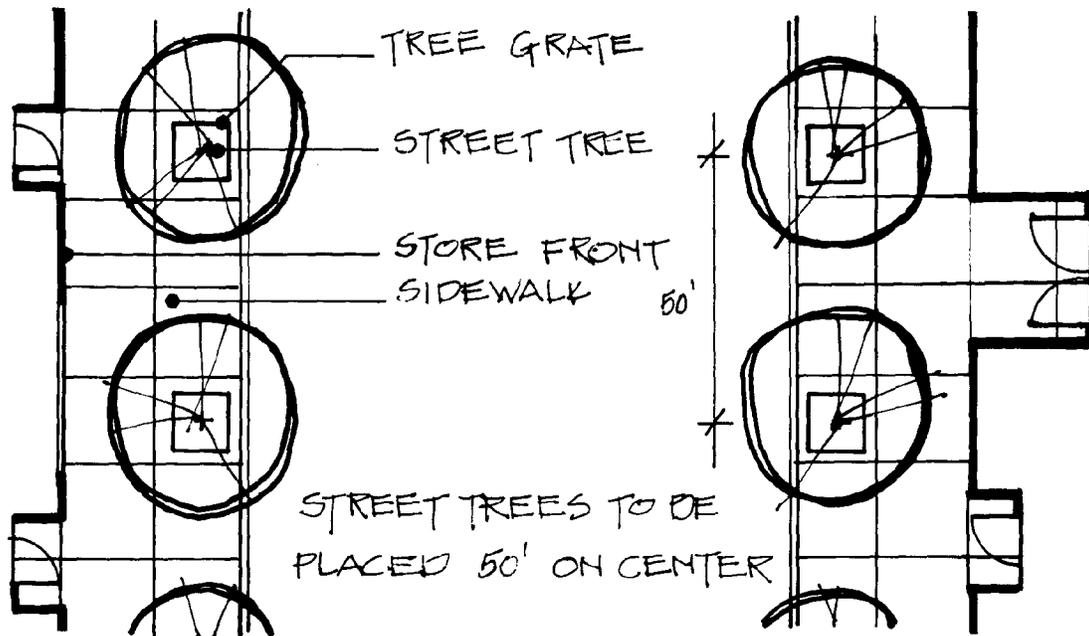
4. Path system including benches, lighting, drinking fountains and extensive landscaping with adaptive plant material;
5. Park shelter with restroom facilities, showers, and concession stand;
6. Parking facilities for one hundred sixty (160) cars.

The three (3) development areas would be linked by a linear beachfront park providing a pedestrian/bike path which will enhance pedestrian access to the waterfront and reduce the need for automobile access. There would be direct linkage to the existing pedestrian system in Keansburg. The park could contain gazebos on pilings set back from the crest of the dune to provide visual access to the waterfront while physical access through the sensitive dune system will be controlled through the use of extensive landscaping with adaptive plant material.

The section of the project area east of Raritan Avenue and southwest of Beachway has been designated for townhouse development. This would provide medium density housing with waterfront views acting as a transition zone between the proposed waterfront development and the single family residential zone to the south.

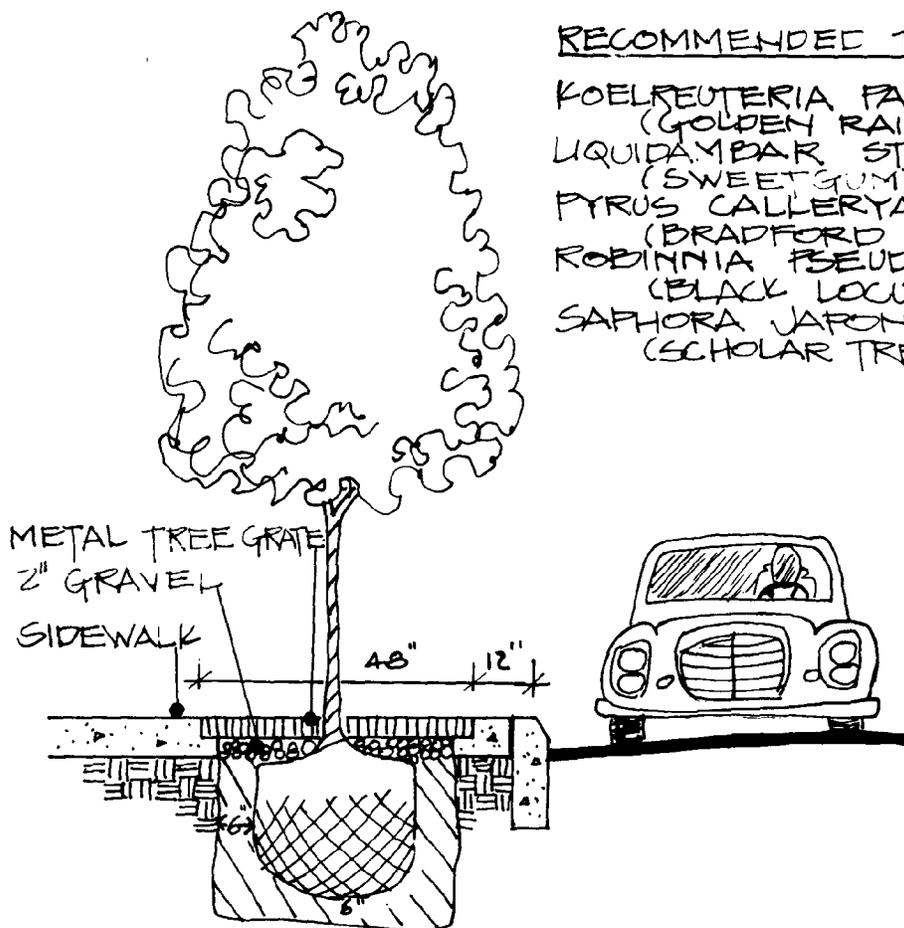
#### Landscaping Component

The landscaping component of the Waterfront Plan could have a dramatic and immediate impact on the Keansburg environment. The much needed hurricane protection berm installed by the Army Corps of Engineers, at present, blocks the waterfront area with a drab landscape. Through the addition of adaptive back-dune vegetation along the linear park system, the appearance of the waterfront would be greatly enhanced. Plan material would provide seasonal interest and attract bird species which inhabit shorefront areas. It would help to stabilize the dune system while creating a pleasant pedestrian atmosphere and ameliorating pollution through the filtering and absorption qualities of the vegetation. The following is a list of plants recommended for backdune planting:



RECOMMENDED TREE SPECIES:

- KOELREUTERIA PANICULATA  
(GOLDEN RAIN TREE)
- LIQUIDAMBAR STYRACIFLUA  
(SWEETGUM)
- PYRUS CALLERYANA 'BRADFORD'  
(BRADFORD PEAR)
- ROBINNIA PSEUDOACCACIA  
(BLACK LOCUST)
- SAPHORA JAPONICA  
(SCHOLAR TREE)



**TYPICAL STREET TREE PLANTING DETAIL**

## SHRUBS

<u>Common Name</u>	<u>Scientific Name</u>
Bayberry, Common	Myrica Pensylvanica
Blueberry, High-Bush	Vaccinium Corymbosum
Chokeberry, Red	Aronia Arbutifolia
Hudsonia, Heath-Like	Hudsonia Ericoides
Inkberry (Low Gallberry Holly)	Ilex Glabra
Shore Juniper	Juniperus Conferta
Oak, Scrub	Quercus Ilicifolia
Plum, Beach	Prunus Maritima
Shad-Bush, Canadian	Amelanchier Canadensis
Sumac, Staghorn	Rhus Typhina
Sweet Pepperbush	Clethra Alnifolia
Winterberry Holly	Ilex Verticillata

## TREES

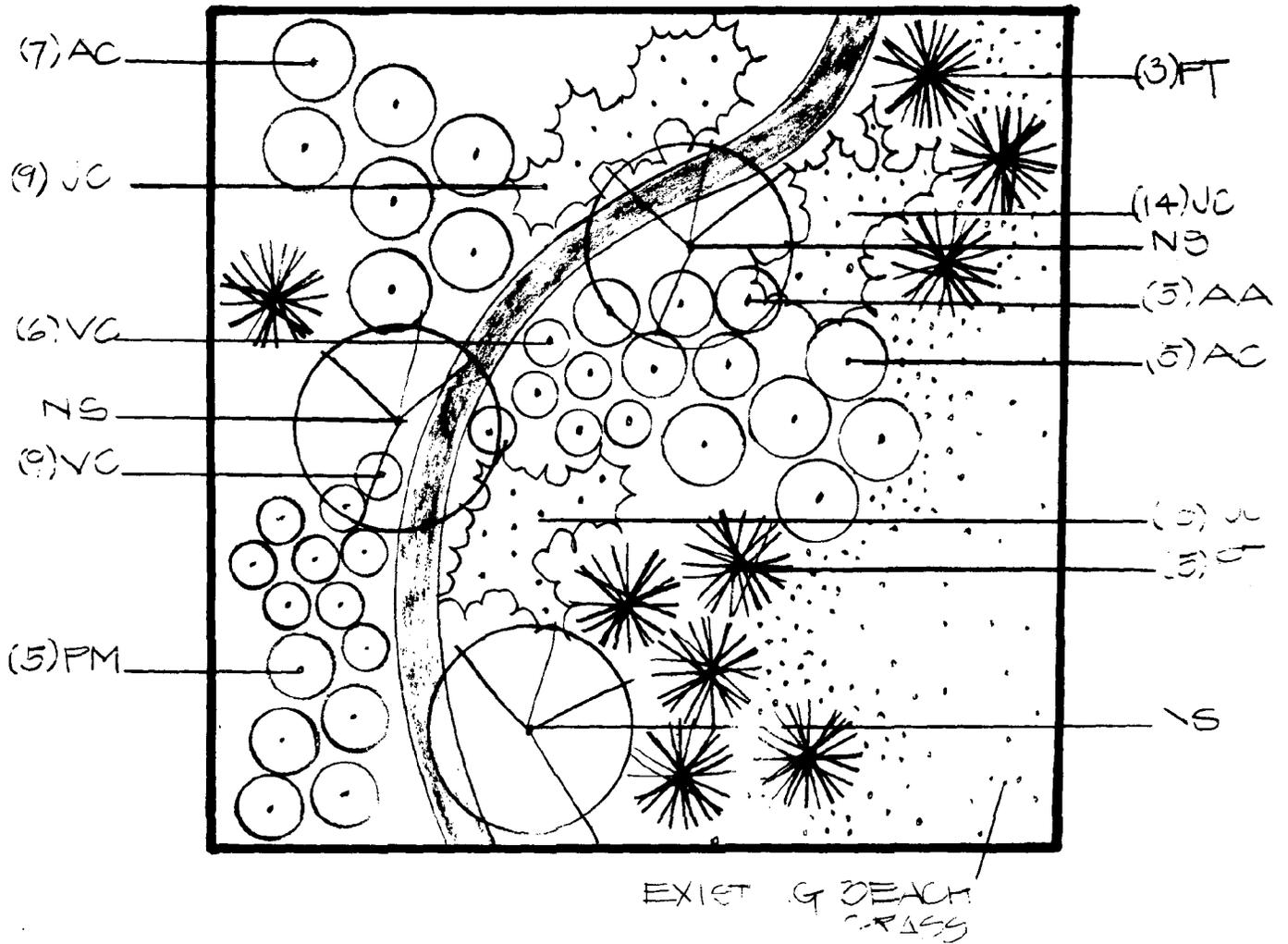
Cedar, Red	Juniperus Virginiana
Cherry, Wild Black	Prunus Serotina
Gum, Black or Sour	Nyssa Sylvatica
Magnolia, Swamp or Sweet Bay	Magnolia Virginiana
Maple, Swamp	Acer Rubrum
Oak, Chestnut	Quercus Prinus
Oak, Scarlet	Quercus Coccinea
Oak, White	Quercus Alba
Pine, Japanese	Pinus Thunbergi
Pine, Scrub or Virginia	Pinus Virginiana
Sassafras	Sassafras Albidum

This report contains planting plans for a typical section along the pedestrian/bike trail and street tree planting. The street trees have been recommended based on their performance in urban environments and resistance to salt spray damage from the bay.

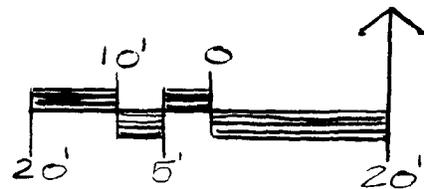
Plantings in parking areas should incorporate low hedges to buffer surrounding development and provide screening for head-light glare. Generous use of shade trees provide relief from summer heat and aesthetic enhancement.

### Pedestrian and Traffic Plan

At present, circulation problems occur only during the rather short summer season of July and August when traffic backs up along Laurel Avenue and Beachway Avenue. Implementation of



KEY	BOTANICAL NAME
AA	ARONIA ARBUSTIFOLIA
AC	AMPELANCHIER CANADIENSIS
JC	JUNIPERUS CONFERTA
NS	NYSSA SYRIATICA
PM	PRUNUS MANTINA
FT	FINUS THUNDERBOL
VC	VACINIUM CORYMBOSUM



## TYPICAL SECTION OF PLANTING PLAN FOR PEDESTRIAN TRAIL

the Design Concept Master Plan would, of course, compound these problems. In order to facilitate traffic circulation, this element of the plan proposes:

1. 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 mall. Though some objections were raised to this proposal at the public meeting, the pedestrian mall concept could be implemented on a trial basis to test its feasibility. It would enhance the pedestrian atmosphere of the waterfront area and coupled with the linear beachfront park, provide safe pedestrian access to all of the proposed development discouraging automobile use.

Included in the Appendix are two (2) schematics for the closing of Beachway Avenue to traffic. They consist of:

- a) The ULTIMATE Scheme which would extend Bay Avenue from Carr to Beachway, prohibit parking on both sides of Bay from Beachway to Carr. Bay may require widening for two-way traffic if volume is heavy during interim. A possible alternate to widening would be to create a one-way pair with Bay and Seabreeze.
  - b) The INTERIM Scheme would prohibit parking on both sides of Bay from Beachway to Carr, prohibit parking on both sides of Carr from Bay to Seabreeze, improve radius at Carr and Beachway, improve radii at Bay and Carr, and add three-phase traffic signal (or manual control) at Bay and Carr. Bay may require widening (to 25') if volume is heavy.
2. The removal of parking along Beachway Avenue to a new municipal parking lot at Raritan Avenue and Beachway Avenue which would provide parking for one hundred seventy (170) cars and avoid the traffic congestion caused by automobiles backing out onto Beachway Avenue.

3. The creation of a municipal parking lot on the Keansburg Landfill off Route 36, which would provide tram service to the waterfront area. This would help to alleviate traffic congestion and pollution in the Borough.

Implementation of this segment of the plan is dependent upon full development of the waterfront area and it should be noted that further study will be required to investigate the feasibility of the site, number of patrons it will serve and costs involved.

The Keansburg Waterfront Revitalization Plan addresses the needs of the Keansburg community for development which will:

1. Stimulate the economic growth of the area;
2. Enhance the recreational potential of the waterfront area for residents and for tourists who visit Keansburg;
3. Provide physical and aesthetic cohesion for the waterfront area.

The implementation of the Keansburg Waterfront Revitalization Plan will encourage use of the beachfront for recreation, facilitate public access to the beachfront and stimulate business expansion and new investment creating a valuable asset for the Keansburg community and tourists who visit the waterfront district while maintaining a balance within the sensitive shorefront environment consistent with Coastal Resource and Development Policies.



CONSISTENCY OF THE DESIGN MASTER PLAN  
WITH COASTAL RESOURCE & DEVELOPMENT POLICIES

The Design Master Plan for the Revitalization of the Keansburg Waterfront is consistent with the Coastal Resource & Development policies which have been formulated "to guide public decisions about significant proposed development and management of resources of New Jersey's coastal zone". These policies cover Location, Special Areas, General Water Areas, General Land Areas, General Location, Use and Resources. Special consideration has been given to the following policies in the development of the Keansburg Waterfront Design Master Plan:

Filled Water's Edge (Policy No. 7:7E-3.17): The development planned in the Filled Water's Edge is in conjunction with water related activities and has been designed to enhance the recreational capabilities of the waterfront benefiting the whole community. There is no development planned which would preempt use of the waterfront for water dependent or water related uses.

It has been proposed that the parking lots servicing the marina area and restaurant/motel complex be surfaced with "Grasscrete" or similar paving system which will permit groundwater recharge and eliminate point runoff problems.

Beach & Dune Systems (Policy No. 7:7E-3.21): Public access to the Keansburg beach has been encouraged through the provision of a linear beachfront park, while sensitive dune areas have been protected with the planting of adaptive backdune vegetation types and the provision of controlled access through the dunes to the beachfront. There is no development planned in High Risk Beach Erosion Areas.

(Coastal) Wetlands (Policy No. 7:7E-3.23): There is no development proposed in designated Wetlands along the Waackaack Creek in the Design Concept Master Plan. Preliminary plans have been received from private business interests for a marina facility along Waackaack Creek which would expand a former marina facility but would require dredging several acres of designated wetlands west of the creek. These plans are included in the Appendix for refer-

ence. Construction permits within designated wetlands would not be issued unless the proposed development meets the following four (4) conditions of the State's Coastal Policy on Wetlands:

- "(1) Requires water access or is water oriented as a central purpose of the basic function of the activity.
- (2) Has no prudent or feasible alternative on a non-wetland site.
- (3) Will result in minimum feasible alteration or impairment of natural tidal circulation.
- (4) Will result in minimum feasible alteration or impairment of natural contour or the natural vegetation of the wetlands."

(At the time of the plan preparation, no application had been submitted to the N.J.D.E.P. Division of Coastal Resources for a Wetlands Development Permit.)

Special Urban Area (Policy No. 7:7E-3.38): The Keansburg Waterfront Revitalization Plan encompasses approximately 1.5 miles of beachfront property which commands a panoramic view of the New York City skyline. It analyzes the needs of Keansburg for coordinated development designated to enhance the recreational potential of the waterfront area for residents and for tourists who visit Keansburg; stimulate the economic growth of the waterfront amusement area; and provide physical and aesthetic cohesion for the waterfront area. The Design Concept Plan proposes the development of three (3) interrelated activity areas which will be linked by a linear beachfront park providing public access to the beach along the entire mile and a half project area with directed linkage provided to the Carr Avenue business district. The Plan also calls for the establishment of a mixed residential/commercial area in order to provide upgraded housing and services complementary to the proposed marina and auxiliary support facilities.

Public Access to the Shorefront (Policy No. 7:7E-8.13): The Keansburg Waterfront Revitalization Plan encourages public access to the shorefront through the provision of a linear beachfront park linking the waterfront area, the provision of recreational facilities and the enhancement of the aesthetic quality of the shorefront area.

Neighborhoods & Special Communities (Policy No. 7:7E-8.18):  
The implementation of the Keansburg Waterfront Revitalization Plan would greatly enhance the physical and aesthetic qualities of Keansburg. The revitalization of the waterfront, through the provision of recreational, physical and aesthetic amenities, would generate a positive image for the community, create an incentive for business investment and provide an invaluable recreational resource for generations to come.

RECOMMENDATIONS FOR IMPLEMENTATION

OF THE

DESIGN CONCEPT MASTER PLAN

Implementation is probably the most important aspect of the Keansburg Waterfront Revitalization Plan. Application has already been made to the New Jersey Department of Transportation for grant monies to implement key aspects of the transportation and circulation components of the Design Master Plan. These are 1979 Transportation Bond Issue Funds which have been appropriated by the Legislature for Urban Revitalization and Special Demonstration projects. Copies of the Grants Applications are included in the Appendix. Funds will be available under this program thorough September, 1982 and it is recommended that these be pursued.

The awarding of these grant monies would enable the implementation of a segment of the linear pedestrian linkage system along the Keansburg Waterfront, refurbishment of the municipal parking lot on Beachway Avenue and the creation of a new parking facility on Beachway Avenue; and the widening and reconstruction of Laurel Avenue from the Borough line to the intersection of Beachway Avenue and Bay Avenue. These projects would complement the drainage study which is presently being conducted by the Urban Renewal Program and the HUD Community Development Program thereby maximizing public investment.

The provision of a sound infrastructure and enhancement of the physical amenities of the Waterfront Project Area are a first step in attracting new investment and business refurbishment and expansion in Keansburg. In order to achieve this goal, potential funding sources are being pursued with the Army Corps of Engineers under the Flood Control Act for up to fifty percent (50%) funding under the 710 Program for installation of recreation facilities in conjunction with the hurricane protection berm installed by the Army Corps of Engineers. This would provide funds for installation of segments of the linear park system along the beachfront and application will be made to Green Acres for installation of the park and recreation facility to be located on Borough owned property at Beachway Avenue and Main Street. It has been recommended that this waterfront park be placed on the Borough Program Participation Form to be submitted to Green Acres and given first priority for installation.

Other development incentives to be investigated include Urban Development Action Grants which would provide incentive for private investors through the creation of tax abatement programs, provision of low interest development loans and enabling the Borough to set up a land banking program to acquire vacant and underutilized properties for future development.

UDAG funds can be used for commercial, industrial, or residential projects. Eligible activities include: 1) The acquisition, rehabilitation, and construction of commercial, industrial, and residential buildings; 2) the construction of parking facilities, public utilities, street improvements, water and sewer facilities, foundations and platforms for air rights, and pedestrian malls and walkways; 3) demolition and clearance; and 4) relocation.

Funding is also being explored through the Monmouth County Economic Development Commission for Community Development Funds which are available for the refurbishing of storefront facades in urban revitalization areas.

Included in the Appendix are: 1) Identification of those environmental permits which may be required for development; and 2) a list of planning and review agencies which may become involved in waterfront development in the project area.

The Borough of Keansburg has explored several available grants as possible means for funding the Keansburg Waterfront Revitalization Plan for both public and private development.

#### Zoning Recommendations

The Keansburg Waterfront Revitalization Project Area is currently zoned Business-Amusement (B-2). It is recommended that the Business-Amusement Zone be amended to a Creative Development Zone. The intent of establishing a new zoning district in the Borough is to provide flexibility in dealing with the problems, difficulties and physical constraints of the mixed use development existing in the present B-2 Zone. In terms of land use, it would be a very permissive district where creative design and development of individual sites would be required in order to complement and adequately address existing constraints in the area, and preserve the integrity and views of the shorefront.

Permitted uses would be the same as those permitted in the B-2 Zone plus addition of compatible uses to include mixed commercial/residential structures and townhouses in order to reflect the diversity of the waterfront district. The flexibility permitted by this zoning change would help attract new investment in the waterfront area.

# BOROUGH OF KEANSBURG

## PLANNING BOARD

### MONMOUTH COUNTY NEW JERSEY



The preparation of this document was financed in part by an appropriation of the State Aid Account for the Continuing Planning Assistance Program.

PREPARED BY: John E. Gorman Associates/Honover, New Jersey

# ZONING MAP

## ZONES

R-1 RESIDENTIAL

R-2 RESIDENTIAL

B-1 BUSINESS

B-2 BUSINESS-AMUSEMENT

M MANUFACTURING

### 404 B-2 BUSINESS-AMUSEMENT ZONE

- 404.1 Permitted Uses
- (1) All uses permitted in the B-1 Zone as specified in Section 403.1 of this ordinance.
  - (2) Recreation facilities, including all kinds of amusements, games, displays and rides subject to general safety standards for their operation.
  - (3) Other recreation facilities related to an amusement center.
  - (4) Motels, hotels, boarding and rooming houses.
- 404.2 Permitted Accessory Uses
- (1) Signs in accordance with the following regulations.
    - (a) As specified for the B-1 Zone, Section 403.2 (1) of this ordinance except that flashing or animated signs shall be permitted in conjunction with permitted recreational facilities as specified in 404.1 (2) and (3) above.
    - (b) Off-street parking.
    - (c) Private garage space for the storage of commercial vehicles used in conjunction with a permitted business.
    - (d) A minimum of 5 spaces per 1,000 square feet of gross floor area plus one (1) space per each employee.
    - (e) For motels, hotels and boarding and/or rooming houses, one (1) space for each rooming or dwelling unit.
    - (f) For motels, hotels and similar marine facilities, one (1) space for every two slips.
  - (2) Other customary accessory uses and structures which are clearly incidental to the principal use and structure.
- 404.3 Signs, Yards, Height and Coverage Requirements
- (1) As specified in the Schedule, Article IV, of this Ordinance.
  - (2) Signs shall be placed on the following minimum standards:
    - (a) Billboards: 100 feet, front yard.
    - (b) Signs: 20 feet, side yard.
    - (c) Billboards: 20 feet, front yard.
    - (d) Billboards: 20 feet, side yard.
    - (e) Billboards: 20 feet, front yard.

APPENDICES

SPECIAL AREAS

<u>Policy</u>	<u>Application in Borough of Keansburg</u>
Shellfish Beds (Policy No. 7:7E-3.2)	Does Not Apply
Surf Clam Areas (Policy No. 7:7E-3.3)	Does Not Apply
Prime Fishing Areas (Policy No. 7:7E-3.4)	Does Not Apply
Fin Fish Migratory Pathways (Policy No. 7:7E-3.5)	Does Not Apply
Submerged Vegetation (Policy No. 7:7E-3.6)	Does Not Apply
Navigation Channels (Policy No. 7:7E-3.7)	Does Not Apply
Canals (Policy No. 7:7E-3.8)	Does Not Apply
Inlets (Policy No. 7:7E-3.9)	Does Not Apply
Marina Moorings (Policy No. 7:7E-3.10)	Does Not Apply
Ports (Policy No. 7:7E-3.11)	Does Not Apply
Submerged Infrastructure Routes (Policy No. 7:7E-3.12)	Applies
Shipwrecks & Artificial Reefs (Policy No. 7:7E-3.13)	Does Not Apply
Estuarine Or Marine Sanctuary (Policy No. 7:7E-3.14)	Does Not Apply
Wet Borrow Pits (Policy No. 7:7E-3.15)	Does Not Apply

SPECIAL AREAS

<u>Policy</u>	<u>Application in Borough of Keansburg</u>
Intertidal Flats (Policy No. 7:7E-3.16)	Does Not Apply
Filled Water's Edge (Policy No. 7:7E-3.17)	Applies
Existing Lagoon Edge (Policy No. 7:7E-3.18)	Does Not Apply
Natural Water's Edge-Floodplains (Policy No. 7:7E-3.19)	Applies
Alluvial Flood Margins (Policy No. 7:7E-3.20)	Does Not Apply
Beach & Dune Systems (Policy No. 7:7E-3.21)	Applies
Central Barrier Island Corridor (Policy No. 7:7E-3.22)	Does Not Apply
Wetlands (Policy No. 7:7E-3.23)	Applies
Cranberry Bogs (Policy No. 7:7E-3.24)	Does Not Apply
Wet Borrow Pit Margins (Policy No. 7:7E-3.25)	Does Not Apply
Coastal Bluffs (Policy No. 7:7E-3.26)	Does Not Apply
Intermittent Stream Corridors (Policy No. 7:7E-3.27)	Does Not Apply
Farmland Conservation Areas (Policy No. 7:7E-3.28)	Does Not Apply
Steep Slopes (Policy No. 7:7E-3.29)	Does Not Apply

SPECIAL AREAS

<u>Policy</u>	<u>Application in Borough of Keansburg</u>
Dry Borrow Pits (Policy No. 7:7E-3.30)	Does Not Apply
Historic & Archaeological Resources (Policy No. 7:7E-3.31)	Does Not Apply
Specimen Trees (Policy No. 7:7E-3.32)	Does Not Apply
Endangered or Threatened Wildlife or Vegetation Species Habitats (Policy No. 7:7E-3.33)	Does Not Apply
Critical Wildlife Habitats (Policy No. 7:7E-3.34)	Does Not Apply
Public Open Space (Policy No. 7:7E-3.35)	Applies
Special Hazard Areas (Policy No. 7:7E-3.36)	Does Not Apply
Excluded Federal Lands (Policy No. 7:7E-3.37)	Does Not Apply
Special Urban Areas (Policy No. 7:7E-3.38)	Applies
Pinelands National Reserve and Pinelands Protection Area (Policy No. 7:7E-3.39)	Does Not Apply
Hackensack Meadowlands District (Policy No. 7:7E-3.40)	Does Not Apply
Wild & Scenic River Corridors (Policy No. 7:7E-3.41)	Does Not Apply

# Borough of Keansburg, N. J.



MICHAEL F. BARRETT, P.E., L.S.  
Borough Engineer  
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(201) 747-4112

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PHONE (201) 787-0215

43 CHURCH STREET

KEANSBURG, N. J. 07734

IN REPLY PLEASE REFER TO

August 29, 1980

KNBG-0004.0001

Mr. Seth Parton  
District Engineer  
New Jersey Department of Transportation  
303 West Main Street  
Freehold, New Jersey 07728

Reference: Borough of Keansburg Submission - Urban Revitalization and  
Special Demonstration Projects

Dear Mr. Parton:

Reference is made to correspondence addressed to the Borough of Keansburg dated August 8, 1980 from Mr. D. W. Gwynn, Chief Engineer, Transportation Operations and Local Aid, in reference to the above noted subject.

Attached please find the Borough of Keansburg submission regarding Urban Revitalization and Special Demonstration Projects. Cost estimates are included as attachments as well as the Keansburg Urban Waterfront Revitalization plan.

You will note that priorities are referenced within our submission and if the Special Demonstration Project is approved our Urban Revitalization priorities would be: priority one, refurbishing of the municipal parking lot on Beachway Avenue and creation of a new parking facility on Beachway Avenue; priority two, would be the widening and reconstruction of Laurel Avenue from the Borough line to the intersection of Beachway Avenue and Bay Avenue. If the Special Demonstration Project is not accepted for funding, the Urban Revitalization priorities would be: priority one, widening and reconstruction of Laurel Avenue from the Borough line to the intersection of Beachway and Bay Avenue; and priority two, refurbishing of the municipal parking lot on Beachway Avenue and creation of a new parking facility on Beachway Avenue.

Please consider our submission as two projects for Urban Revitalization and one project for Special Demonstration as qualified above.

Very truly yours,

Lawrence M. Riccio  
Borough Manager  
Borough of Keansburg

LMR:MFB:jr

cc: Borough Engineer

PROPOSAL FOR URBAN REVITALIZATION

AND

SPECIAL DEMONSTRATION PROJECTS

The following projects which are being submitted for funding consideration are major components of the Keansburg Urban Waterfront Revitalization Plan. This plan, which has been funded by a Local Coastal Grant from the New Jersey Department of Environmental protection, Division of Coastal Resources, Bureau of Coastal Planning and Development, has been made possible by New Jersey's participation in the Federal Coastal Management Program administered by the National Oceanic Atmospheric Administration (NOAA), Office of Coastal Zone Management under the provisions of Section 306 of the Federal Coastal Zone Management Act. The Keansburg Urban Waterfront Revitalization Plan is a comprehensive Master Plan, addressing the economic, environmental and aesthetic aspects of the urban waterfront district, Keansburg's most vital resource. Completion date of the plan has been targeted as September 30, 1980.

Key elements of the plan include:

1. Removal of on-street parking in the beachfront area;
2. Realignment and improvement of sections of Beachway Avenue; and
3. Pedestrian linkage through a linear park system of the beachfront area.

The implementation of these elements will alleviate traffic congestion and air pollution in the Keansburg business district and provide an aesthetically pleasing pedestrian atmosphere in the business/amusement area. These actions, along with other design elements of the Master Plan, have as their goal the stimulation of the central business/amusement district, the attraction of private business investment and the enhancement of the aesthetic and environmental qualities of this urban area.

Submitted herewith are copies of the two (2) alternate design concepts upon which we have color coded the elements presently proposed for funding. Our priorities for the allotment of funds

hinge on the acceptance of the following proposed special demonstration Project:

The Creation of a Segment of the Linear Park System Along the Keansburg Waterfront - This park system includes the addition of native backdune plant material, pedestrian/bike trail and scenic overlook which will provide visual access to the beach and waterfront development. The realization of this project will provide Keansburg with the central link of a linear park system designed to facilitate pedestrian and bike access to the Keansburg business/amusement district and will tie together the proposed waterfront development. This will result in the alleviation of air pollution through the filtering and absorption qualities of the installation of extensive landscaping. The enhancement of the pedestrian environment and circulation elements of the beachfront area will also demonstrate the potential of the Keansburg waterfront to new investment and act as an incentive to the expansion of existing businesses.

Under the Urban Revitalization Program, acceptance of this Demonstration Project would give priority to the funding of:

Refurbishing of the Municipal Parking Lot on Beachway Avenue and Creation of a New Parking Facility on Beachway Avenue - The municipal parking lot which is located on Beachway Avenue between Oakwood Avenue and the intersection of Beachway and Bay Avenue, is at present, in severe need of refurbishing in order to provide safe vehicular circulation, a modern parking facility for the business/amusement district in Keansburg and pedestrian access to the proposed linear park system along the Keansburg waterfront. The implementation of this project will constitute the first step in improving the physical and aesthetic amenities along the Keansburg waterfront. This should help to provide the impetus for local businesses to revitalize their properties and attract new investment to the waterfront district.

The installation of this project will necessitate the loss of approximately eighty (80) parking spaces. These will be absorbed by the creation of a new parking facility on Beachway Avenue between Raritan Avenue and Bellevue Avenue. This parking lot is proposed for installation on an urban renewal site on Beachway Avenue. The implementation of this project which would constitute Step 2

in the urban renewal process, will obviate the need for on-street parking from Beachway Avenue between Raritan Avenue and Pineview Avenue on the beachfront side of the avenue. As a result, free vehicular traffic movement along Beachway Avenue (which is the main access road to the Keansburg waterfront) will be enhanced and congestion caused by automobiles backing out into traffic will be avoided. The traffic congestion problem is most severe during the summer months, at the height of the Keansburg amusement district season. The alleviation of this traffic problem would also provide an incentive for new businesses to locate in this area and for established businesses to expand and refurbish existing facilities.

The combination of the Special Demonstration Project and the proposed Urban Revitalization Projects would provide Keansburg with the framework to maximize development potential in this urban area by providing visible evidence of the Borough of Keansburg commitment to the realization of the Keansburg Urban Waterfront Revitalization Plan.

If the special demonstration project is not accepted for funding, the priorities of Keansburg would rest with the following Urban Revitalization Project:

Widening and Reconstruction of Laurel Avenue from the Borough Line to the Intersection of Beachway Avenue and Bay Avenue - Laurel Avenue and Beachway Avenue form the major access route to Keansburg's beachfront. The proposed project will facilitate the flow of vehicular traffic along the Keansburg waterfront. The Laurel Avenue improvements will also alleviate the congestion and unwanted automobile exhaust emissions which occur on summer weekends from visitors who come to take advantage of the recreational facilities at the Keansburg waterfront. The implementation of this project will help to spur development and investment along the waterfront by providing an example for the business/amusement district of Keansburg's commitment to the revitalization of this urban area.

The provision of a sound infrastructure and the creation of a functional and aesthetically pleasing pedestrian environment will provide the framework to:

1. Continue the urban renewal program, the HUD program and provide maximum potential for UDAC and Green Acres funding as relates to the waterfront plan;
2. Stimulate urban central business district and/or neighborhood revitalization;

3. Provide incentives to attract new or expanded private investment;
4. Maximize the development potential of public investment especially those of a state and local nature;
5. Provide positive tax revenue benefits;
6. Minimize adverse impact on housing stock; and
7. Significantly improve air quality in congested urban centers.

Attachments relating to cost and the urban revitalization plan are attached for reference.

CONSTRUCTION COST ESTIMATES -  
SPECIAL DEMONSTRATION AND  
URBAN REVITALIZATION PROJECTS

SPECIAL DEMONSTRATION PROJECT - Creation of a segment of the linear park system. The construction cost for this project is estimated at \$235,000; the State's share would be \$211,500.

URBAN REVITALIZATION PROJECT - Refurbishing of the municipal parking lot on Beachway Avenue and creation of a new parking facility on Beachway Avenue. The construction cost for this project is estimated at \$280,000; the State's share would be \$252,000.

URBAN REVITALIZATION PROJECT - Widening and reconstruction of Laurel Avenue from the Borough line to the intersection of Beachway Avenue and Bay Avenue. The construction cost for this project is estimated at \$220,000; the State's would be \$198,000.

# Borough of Keansburg, N. J.



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43 CHURCH STREET

KEANSBURG, N. J. 07734

IN REPLY PLEASE REFER

KNBG-GN.8001

September 23, 1980

Edward G. Baker, Chief  
Bureau of Local Aid  
1037 Parkway Avenue  
Trenton, New Jersey 08625

Re: Borough of Keansburg Submission - Urban  
Revitalization and Special Demonstration Projects

Dear Mr. Baker:

In reference to the letter of September 8th, 1980, from D. W. Gwynn, Chief Engineer, Transportation Operations & Local Aid, requesting narrative statements in support of our request for participation in the Urban Revitalization portion of the 1979 Transportation Bond Issue and the proposed project's compliance with the six (6) objectives listed in the Regulations, we submit the following:

Special Demonstration Project - The Creation of a Segment of the Linear Pedestrian Linkage System Along the Keansburg Waterfront:

1. The realization of this project will demonstrate the potential of the Keansburg Waterfront to provide a pleasant pedestrian environment linking the business and amusement districts. It will facilitate pedestrian and bike access to these areas from the neighboring residential sections while providing the impetus for neighborhood revitalization.
2. The provision of pedestrian and bike linkage along the waterfront should provide the incentive for new businesses to locate in this area while the aesthetic enhancement of the project area should encourage the expansion of existing businesses.

KNBC-GN.3001

Le: Edward G. Baker, Chief  
Re: Borough of Keansburg Submission  
Urban Revitalization and Special  
Demonstration Projects

September 23, 1980  
Sheet 2

3. This project would complement the present drainage study which is being conducted, the Urban Renewal Program and the HUD Community Development Program thereby maximizing the development potential of public investment. Public investment will provide the impetus for UDAG funds to spur private development.
4. The attraction of new businesses and the refurbishing of existing businesses should provide positive tax revenue benefits.
5. This project should have a positive impact on housing stock through enhancement of pedestrian access and upgrading of the physical amenities the waterfront area will provide.
6. Air pollution should be alleviated in the project area through the filtering and absorption qualities of the extensive vegetation to be installed and diminished automobile traffic.

Under the Urban Revitalization Program, acceptance of this Demonstration Project would give priority to the funding of:

Refurbishing of the Municipal Parking Lot on Beachway Avenue  
and Creation of a New Parking Facility on Beachway Avenue:

1. The provision of two (2) modern parking facilities, centrally located, should enhance the potential of attracting people to the Keansburg business/ amusement area.
2. The Keansburg commitment to upgrading its physical facilities and providing convenient parking should provide the incentive to attract new investment and expansion of existing businesses.

Le: Edward G. Baker, Chief  
Re: Borough of Keansburg Submission  
Urban Revitalization and Special  
Demonstration Projects

September 23, 1980  
Sheet 3

3. This project would complement the present drainage study, the Urban Renewal Program and the HUD Community Development Program thereby maximizing the development potential of public investment. Public investment will provide the impetus for UDAG funds to spur private development.
4. The attraction of new and expanded private investment should provide positive tax revenue benefits to the Borough.
5. The upgrading of physical facilities and provision of new parking should minimize adverse impact on housing stock.
6. The traffic congestion and accompanying auto emissions should be reduced through the provision of off-street parking and improved traffic circulation.

If the Special Demonstration Project is not accepted for funding, the priorities of Keansburg would rest with the following Urban Revitalization Project:

Widening and Reconstruction of Laurel Avenue from the Borough Line to the Intersection of Beachway Avenue and Fay Avenue:

1. The improvement of traffic circulation and alleviation of congestion which the realization of this project can provide will help to stimulate the central business/amusement district by permitting improved access to the Keansburg Waterfront.
2. The facilitation of access to the business/amusement district should provide incentive to attract new and expanded private investment.
3. This project would complement the present drainage study, the Urban Renewal Program and the HUD Community Development Program thereby maximizing the development potential of public investment. Public investment will provide the impetus for UDAG funds to spur private development

KNBC-GN.2001

Le: Edward G. Baker, Chief  
Re: Borough of Keansburg Submission  
Urban Revitalization and Special  
Demonstration Projects

September 23, 1980  
Sheet 4

4. Positive tax revenue benefits would be derived from the attraction potential this project would have for new and expanded business investment.
5. Improved traffic circulation would have a positive impact on housing stock in Keansburg.
6. Alleviation of traffic congestion and unwanted automobile exhaust emissions would improve air quality in the Keansburg Waterfront district.

The above mentioned Special Demonstration Project and two (2) Urban Revitalization Projects form major components of the Keansburg Urban Waterfront Revitalization Plan. This plan has been funded by a Local Coastal Grant from the New Jersey Department of Environmental Protection, Division of Coastal Resources, Bureau of Coastal Planning and Development as part of the federally funded Coastal Zone Management Program.

The realization of these projects would provide an example of the Borough of Keansburg potential for revitalization. It would constitute a first step in the regeneration of the waterfront district and build upon the Urban Renewal Program. The utilization of Green Acre funding for the development of the park segment and HUD Urban Development Action Grant funds to spur private development, will complement these projects and maximize the development potential of public investment.

Attached is a copy of the original Keansburg submission dated August 29, 1980. If you have any questions, or if we can provide any additional information on this project, do not hesitate to contact me.

Very truly yours,

LAWRENCE M. RICCI  
BOROUGH MANAGER

LMR:jak

cc: Mr. Seth Barton

# Borough of Keansburg, N.J.



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43 CHURCH STREET

KEANSBURG, N. J. 07734

IN REPLY PLEASE REFER TO

January 12, 1981

KNBG-0004.0001C

Mr. Robert Lees, Project Engineer  
N.J. Department of Transportation  
District No. 2  
666 Park Avenue  
East Orange, New Jersey 07017

Re: Borough of Keansburg - Urban Revitalization and Special  
Demonstration Projects - Construction Cost Breakdown

Dear Mr. Lees:

In accordance with your request enclosed please find cost  
estimates for the following three projects:

1. Special Demonstration Project - Linear Park System
2. Urban Revitalization Project - Municipal Parking Lot
3. Urban Revitalization - Widening of Laurel Avenue

If you should have any questions regarding the above,  
please do not hesitate to contact me.

Very truly yours,

MICHAEL F. BARRETT, P.E., L.S.  
KEANSBURG BOROUGH ENGINEER

BY:

RICHARD DI FOLCO, P.E.  
SUPERVISING PROJECT ENGINEER

MFB:rdf:lc

Enclosures

cc: Ed Baker  
Seth Barton  
Lawrence Riccio

I. Linear Park System Along Keansburg Waterfront

<u>No.</u>	<u>Description</u>	<u>Estimated Quantity</u>	<u>Amount</u>
1.	CCA Wood Gazebo (20' dia.)	1 Unit	\$ 50,000.00
2.	Pedestrian Bikepath (6' wide)	1,250 LF	15,000.00
3.	Picnic Tables	10 Units	7,000.00
4.	Park Benches	25 Units	12,500.00
5.	Landscaping	Lump Sum	142,000.00
6.	Miscellaneous		8,500.00
			<u>\$235,000.00</u>

II. Refurbishing of the Municipal Parking Lot on Beachway Avenue  
and Creation of a New Parking Facility On Beachway Avenue

<u>No.</u>	<u>Description</u>	<u>Estimated Quantity</u>	<u>Amount</u>
1.	Clearing Site	Lump Sum	\$ 10,000.00
2.	Roadway Excavation	1,000 CY	8,000.00
3.	Bit. Stab. Base (4" Thk.)	14,400 SY	115,200.00
4.	FABC Overlay (2" Thk.)	14,400 SY	57,600.00
5.	Concrete Curb	2,500 LF	22,500.00
6.	Parking Meters (new/relocated)	Lump Sum	25,000.00
7.	Landscaping	Lump Sum	20,000.00
8.	Concrete Sidewalk	4,000 SF	10,000.00
9.	Borrow Excavation	1,000 CY	10,000.00
10.	Miscellaneous		1,700.00
			<u>\$280,000.00</u>

III. Widening and Reconstruction of Laurel Avenue From Borough Line  
To The Intersection of Beachway Avenue and Bay Avenue

<u>No.</u>	<u>Description</u>	<u>Estimated Quantity</u>	<u>Amount</u>
1.	Clearing Site	Lump Sum	\$ 10,000.00
2.	Concrete Curb(Remove & Replace)	4,800 LF	43,200.00
3.	Bit. Stab. Base (6" Thk.)	2,600 SY	31,200.00
4.	FABC Overlay (2" Thk.)	9,600 SY	38,400.00
5.	Roadway Excavation	500 CY	4,000.00
6.	18" R.C. Pipe	1,500 LF	31,500.00
7.	Type "B" Inlets	18 Units	18,000.00
8.	Concrete Sidewalks	10,000 SF	25,000.00
9.	Landscaping	Lump Sum	10,000.00
10.	Miscellaneous	Lump Sum	8,700.00
			<u>\$220,000.00</u>

PERMITS & REVIEWS REQUIRED FOR DEVELOPMENT  
IN THE KEANSBURG WATERFRONT PROJECT AREA

Waterfront Development Permit from the Department of Environmental Protection, will be required under the Waterfront Development Law (N.J.S.A. 12:5-3), for the following types of development in the waterfront area with specified exceptions:

- a. Docks, wharves, piers, bulkheads, bridges, pipelines, cables, moorings and other submerged structures (all these already require DEP approval);
- b. The construction, reconstruction, structural alteration, relocation or enlargement of any building or other structure, or of any excavation or landfill, and any change in the use of any building or other structure, or land or extension of use of land.

CAFRA Permit will be required for the location, design and construction of public facilities, including housing and motel developments of twenty-five (25) or more dwelling units, sewer lines and roadways longer than 1,200 linear feet, and new parking facilities of three hundred (300) or more spaces.

Wetlands Permit from the DEP will be required under the Wetlands Act of 1970 (N.J.S.A. 13:9A-1 et seq.) to regulate any activities within designated coastal wetlands.

Tidelands Application must be made to the DEP, Division of Coastal Resources, for any grant, lease or license of State-owned tidelands.

Stream Encroachment & Flood Hazards Permit will be required for any structure or alteration within the 100 year floodplain.

U. S. Coast Guard will require a permit for any development which will affect navigable waters.

Monmouth County and/or Borough of Keansburg Street Opening Permit(s) for any development fronting upon and affecting County or municipal roadways.

Site plan review may be required by the following agencies:

Borough of Keansburg Planning Board or Board of Adjustment, Monmouth County Planning Board, New Jersey Department of Environmental Protection, Division of Coastal Resources.

Freehold Soil Conservation District for Soil Erosion and Sedimentation Control Permit and site plan review of proposed sediment control practices for all construction, excluding individually developed single family homes, resulting in a soil disturbance of 5,000 or more square feet of land surface area.

If Federal funding is involved, A-95 Planning Review will be required by:

Tri-State Regional Planning Commission  
New Jersey Department of Community Affairs  
Monmouth County Planning Board  
Keansburg Planning Board and Borough Council  
Other federal, state, regional, county or municipal agencies deemed appropriate.

U. S. Army Corps of Engineers Permit will be required to locate a structure, excavate, or discharge dredged or fill materials and for construction of piers and some of the marina facilities.

AGENCIES WHICH MAY BECOME INVOLVED IN  
WATERFRONT DEVELOPMENT IN THE PROJECT AREA

Tri-State Regional Planning Commission  
1 World Trade Center, 82nd Floor  
New York, New York 10048

New Jersey Department of Community Affairs  
Division of State & Regional Planning  
329 State Street  
Trenton, New Jersey 08625

New Jersey Department of Transportation  
U. S. Highway No. 9  
Freehold, New Jersey 07728

New Jersey Department of Environmental Protection  
Division of Coastal Resources, P. O. Box 1889  
Trenton, New Jersey 08625

New Jersey Department of Agriculture,  
Freehold Soil Conservation District  
16 Court Street  
Freehold, New Jersey 07728

Monmouth County Planning Board  
1 Lafayette Place  
Freehold, New Jersey 07728

Monmouth County Environmental Council  
1 Lafayette Place  
Freehold, New Jersey 07728

New Jersey Department of Labor & Industry  
John Fitch Plaza  
Trenton, New Jersey 08625

Economic Development Authority  
John Fitch Plaza  
Trenton, New Jersey 08625

The Green Acres Program (N.J.D.E.P.)  
P. O. Box 1319  
Trenton, New Jersey 08623

U. S. Department of Housing & Urban Development  
Gateway No. 1  
Raymond Plaza  
Newark, New Jersey 07102

Borough of Keansburg, Mayor and Council  
43 Church Street  
Keansburg, New Jersey 07734

Borough of Keansburg  
Planning Board and/or Board of Adjustment  
43 Church Street  
Keansburg, New Jersey 07734

Department of the Army  
New York District, Corps of Engineers  
26 Federal Plaza  
New York, New York 10007



WAR JANUARY

[Increase Curb Radius]

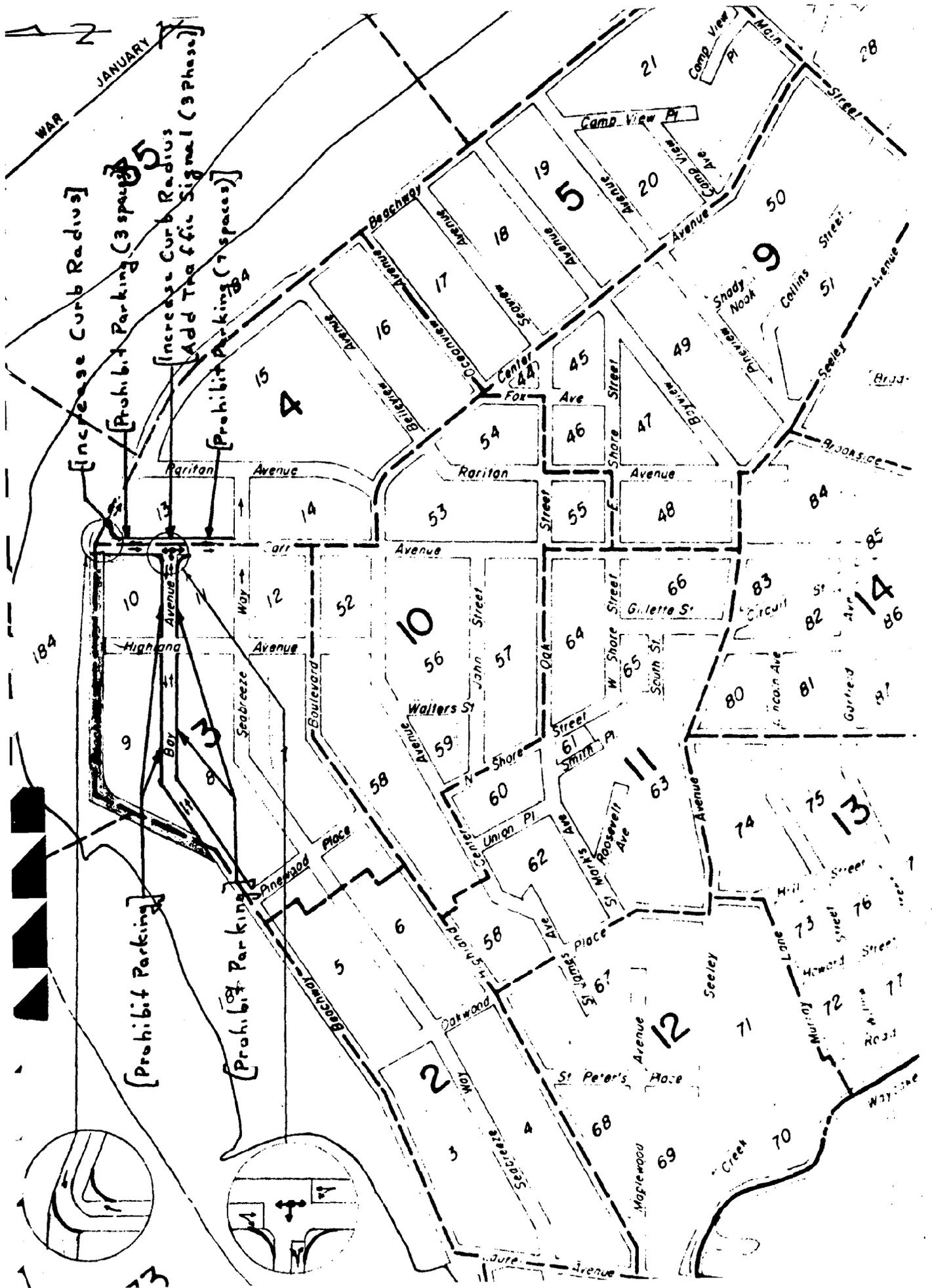
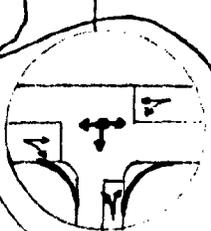
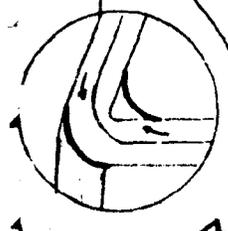
[Prohibit Parking (3 spaces)]

[Increase Curb Radius  
Add Traffic Signal (3 Phase)]

[Prohibit Parking (7 spaces)]

[Prohibit Parking]

[Prohibit Parking]





State of New Jersey

DEPARTMENT OF ENVIRONMENTAL PROTECTION  
TRENTON

PLEASE ADDRESS REPLY TO:

~~XXXXXXXXXX~~

~~XXXXXXXXXX~~

BUREAU OF COASTAL ENGINEERING  
1433 HOOPER AVENUE  
TOMS RIVER, NEW JERSEY 08753

TEL. (201) 341-3986

DIVISION OF ~~NATURAL SERVICES~~  
COASTAL RESOURCES

January 23, 1981

MS. ROMA CAMPANILE  
T & M ASSOCIATES  
26 MAIN STREET  
TOMS RIVER, NJ 08753

RE: SMP - KEANSBURG BOROUGH

Dear Ms. Campanile:

Reference is made to our meeting of January 22, 1981 regarding the Keansburg Waterfront Revitalization Plan.

This is to advise you that the Bureau of Coastal Engineering does not object to the proposed pedestrian/bike trail for the Keansburg Waterfront Revitalization Plan, provided that this bike trail is placed in the vicinity of the inshore toe of the existing dune and is in accordance with the typical cross sections that you provided this office.

My original objection to the bike path was based on the information that the path was to be placed on the top of the existing dune. However, because of this explanation you gave to me yesterday and the detailed cross sections, which you provided, a more clear and acceptable picture was presented. Therefore, the Bureau of Coastal Engineering will retract its' former objection.

Please be assured of our interest and concern and we would appreciate being kept informed of future developments.

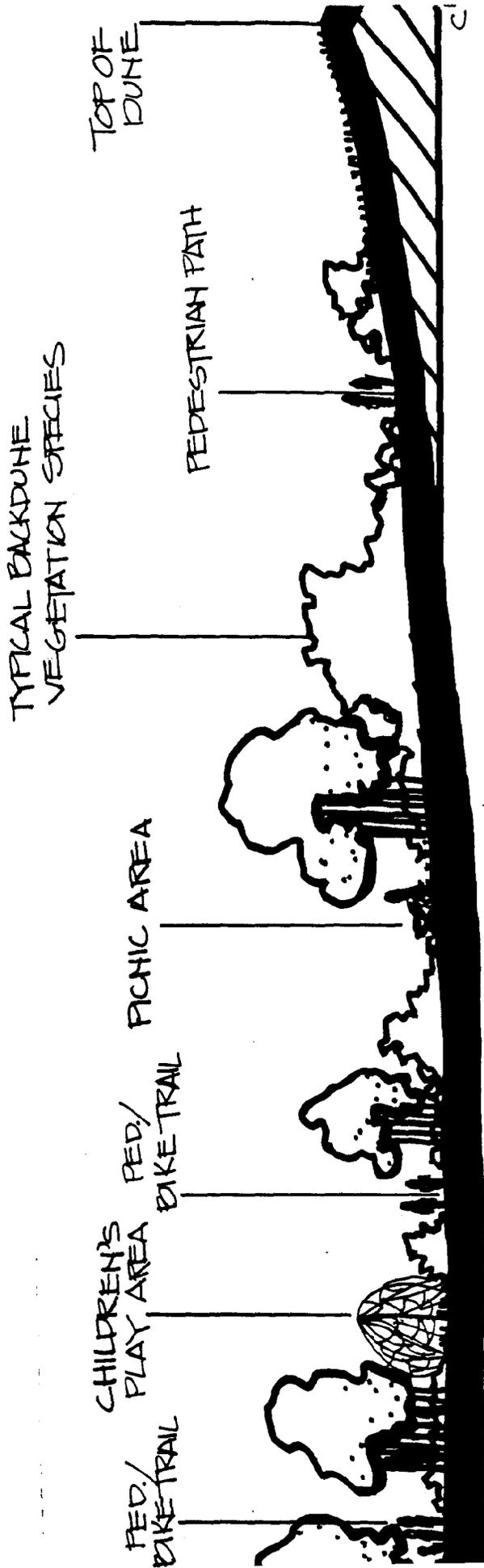
Very truly yours,  
BUREAU OF COASTAL ENGINEERING

Bernard J. Moore  
Chief

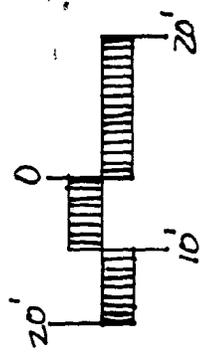
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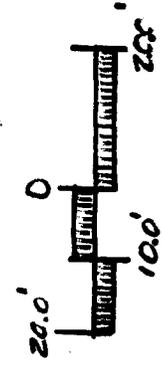
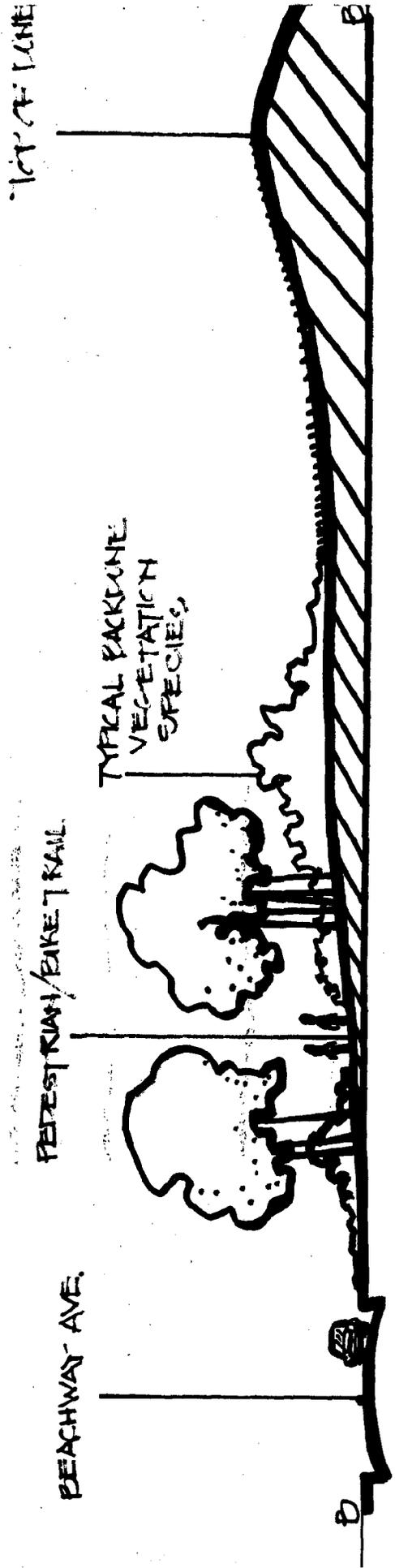
BJM/mz  
cc: Lawrence Riccio, Borough Manager  
John Weingart  
Coastal Planning & Development

*Handwritten notes:*  
MURPHY  
JAN 23 1981

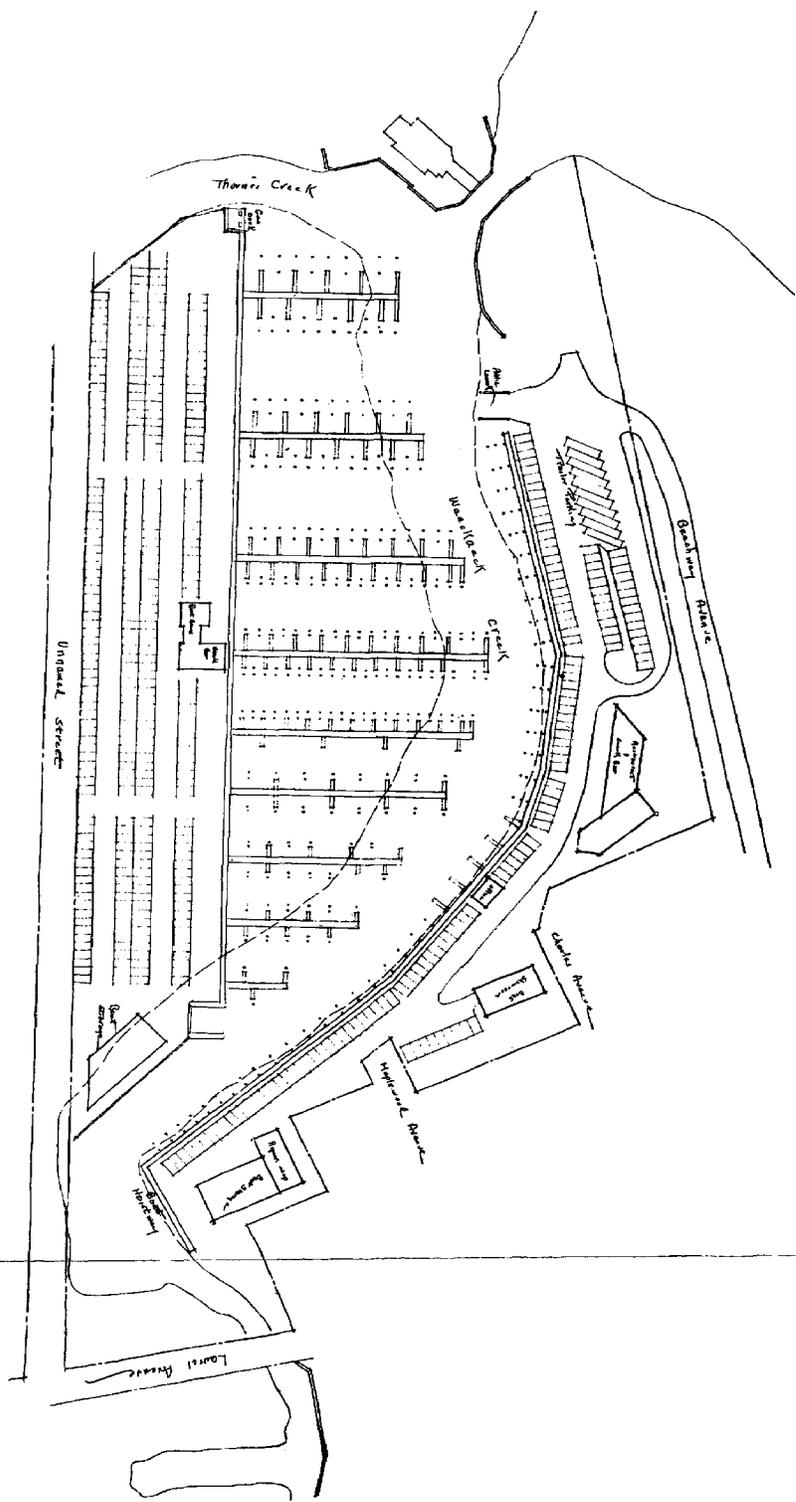


TYPICAL CROSS SECTION  
 OF WATERFRONT PARK





TYPICAL CROSS SECTION OF  
PEDESTRIAN/BIKE TRAIL



Bayshore Marina, Inc.

Phase 1 & Phase 2  
 311 Boat Slips  
 80 Dry Slips  
 445 Parking Spaces  
 10 Traction Spaces  
 Public Launch

Scale: 1" = 40'

**MARIO V. CAMMARANO RE, P.A.**  
 ARCHITECTS ENGINEERS PLANNERS

555 FRANKLIN TURNPIKE  
 RIDGEWOOD, N.J.

JOB NO.	92-154
DATE	10/1/82
SCALE	1" = 40'
DESIGNED BY	M.V.C.
DRAWN BY	M.V.C.

PL. 0-0000 P.A.
PL. 0-0000 P.E.
PL. 0-0000 P.E.
PL. 0-0000 P.E.
LOCAL 4750 P.E.



Proposed Bayshore Marina Facility  
 Keen burg New Jersey



PROJECT STAFF

Michael Barrett, Borough Engineer

Thomas A. Thomas, P.P., Vice President - Planning

Roma Campanile - Landscape Architect

Alex Pendjurin, Engineering Technician

Virginia Stanley, Secretary

Colleen Bottazzi, Secretary

Reprographics and Printing - TAMA Services

Robert Baumgartner, Manager

