

TOWNSHIP OF MIDDLETOWN

Community Development Program

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Organized December 14, 1667
"Pride in Middletown"



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TO: North Middletown Neighborhood Preservation Program (NPP)
Planning Committee members

FROM: Amy Sarrinikolaou, PP, AICP
NPP Coordinator

DATE: April 14, 2009

SUBJECT: North Middletown NPP Community Survey and Meeting Results

A Strategic Revitalization Session was held on March 30th at 6PM at the Ocean Avenue School All Purpose Room. Approximately 150 residents attended. Prior to the Session, our office conducted a mass mailing to the North Middletown neighborhood target area. The mass mailing included a notice advertising the Strategic Revitalization Session and a community survey to be filled out and returned back to our office. Community surveys were also available at the Session. 92 community surveys were collected and processed. The following presents the results from the community surveys, personal letters, and comments and feedback received from the Strategic Revitalization Session.

The general demographic of survey takers were residents of North Middletown, single family homeowners, and long time Residents – More than 20 years. The majority of these residents didn't know how much longer they would stay in the neighborhood. More females than males filled out the survey. Size of household was split between 2- 4- and 1-person households. The majority of survey takers were non-hispanic, white, and split in terms of age between 40-50, 50-60, and 60+. The majority of survey takers were college graduates with an income of more than \$80K.

Among the main findings are:

- Residents were split between “Neighborhood Character and Sense of Community” and “Ideal Beach” when asked what they like Most about North Middletown.
- Most residents thought that North Middletown has gotten Worse in the past two years.
- The majority of residents thought the following situations present a Serious Problem in North Middletown:
 - Traffic/Speeding - 51%
 - Property Maintenance - 49%

Save a Life, Save a Neighborhood, Save Taxes – Volunteer!

- Litter - 49%
- Juvenile Delinquency/Loitering - 45%
- Abandoned/Vacant/Boarded Up Properties - 41%
- Drugs or Drug Dealers - 39%
- Most residents were the Least Satisfied with the following services in the neighborhood:
 - Neighborhood Commercial Area (Port Monmouth Road and Ocean Avenue) – 49%
 - Street Cleaning – 45%
 - Sidewalk Maintenance/Repair – 35%
 - Code Enforcement – 22%
 - Trash/Litter Clean Up – 27%
- More than half of the residents agreed to prioritize the NPP funding to the following areas:
 - Appearance of Neighborhood Commercial Area (Port Monmouth Road and Ocean Avenue) – 59%
 - Renovation/Demolition of Vacant and Condemned Buildings – 58%
 - Attracting New Business to the Neighborhood Commercial Area – 57%
 - Property Maintenance/Repair – 52%
 - Façade Improvement Program for Homes and Businesses (fences, materials, paint, etc.) – 50%

The following are additional improvements that most residents agreed to dedicate NPP funding to:

- * Police Protection – 41%
- * Fire/Emergency Medical – 41%
- * Street Cleaning – 32%
- * Schools – 32%
- * Sidewalks: Construction/Maintenance/Repair – 31%
- * Litter/Graffiti Clean Up – 28%
- * Opportunities for Home Ownership – 27%
- * Traffic Control – 26%
- * Job Training – 23%
- * Aesthetic Façade Improvements Tonya Keller Bayshore Recreation Center – 20%

Most popular open-ended responses included road and sidewalk repair, programs for teens and 'tweens, and surveillance cameras at the Recreation Center, Roosevelt Park, beach parking lot and bathroom building.

- Sixty-four (64%) of residents were at least Willing, if not Very Willing to help the police improve the quality of life in North Middletown.
- The overwhelming majority (73%) Never participate in any TK Bayshore Recreation Center programs.

Business District

- The range of goods and services provided at the Business District are Unsatisfactory, and with that, the majority of residents Rarely, if Not Ever frequent the Business District for their needs.
- The most popular new businesses that the residents would like to see in the Business District included:
 - Supermarket
 - Five and Dime/Dollar Store
 - Coffee shop
 - Deli
- 58% of residents do not want apartments above commercial in the Business District.
- More sidewalks are wanted by 75% of the residents in the neighborhood and Business District.
- Parking is a problem in the Business District according to 51% of the residents.

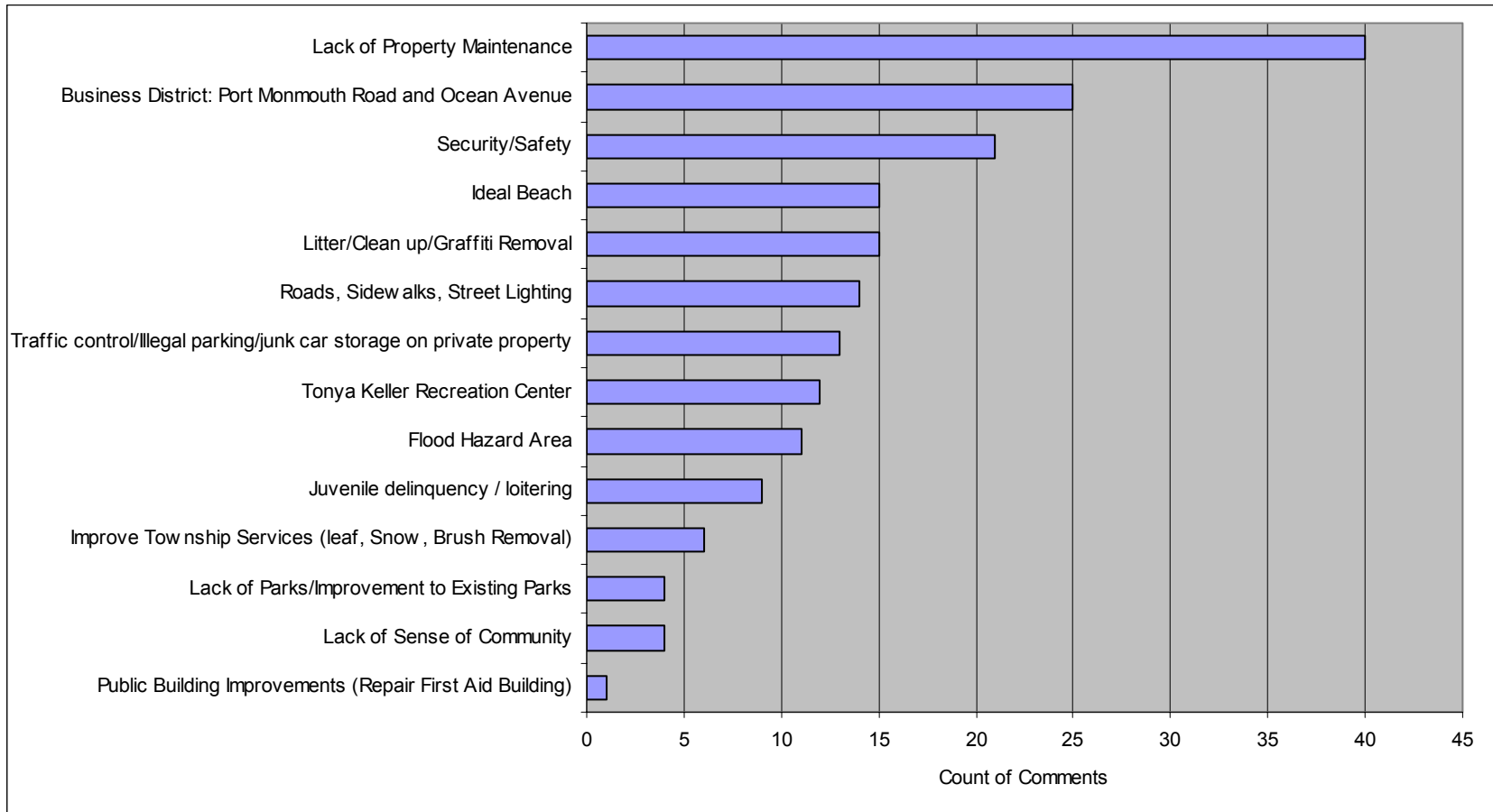
Community Participation

- More than half of residents volunteered for neighborhood events in the past, and 72% are at least Somewhat Likely to participate in a Resident Organization to improve the quality of life in North Middletown.
- There are Not Enough neighborhood events planned according to 64% of the residents.

Neighborhood Assets

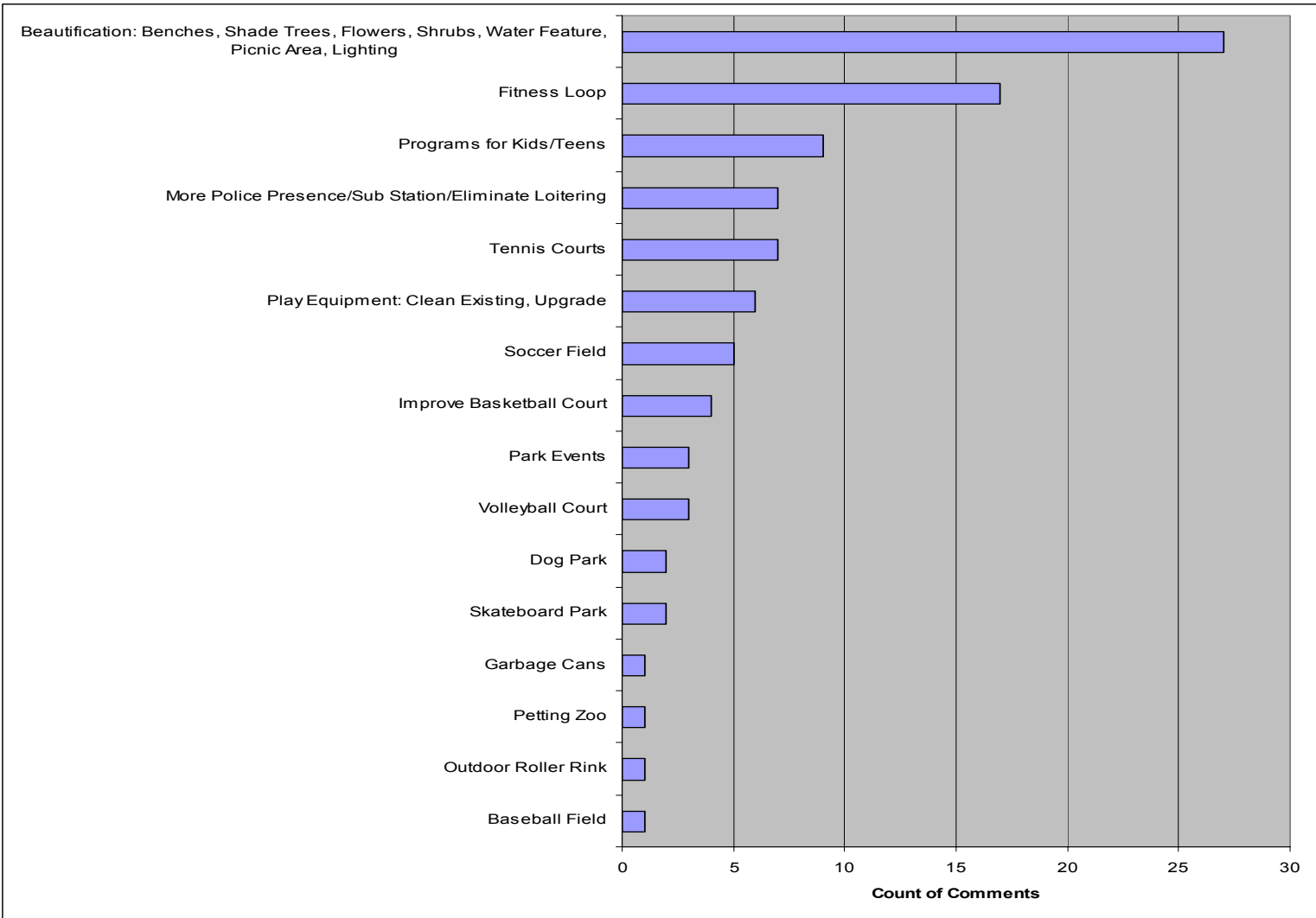
Access to waterfront
Access to public transportation
Location of Recreation Center
Township owned properties
Walkability: Grid neighborhood, Churches and Schools in walking distance
Parks
Diverse Neighborhood
Excellent School System
Pride of Homeownership
Floodgate
Affordable Housing
Beach house / concession stand
Outstanding EMT/Fire Response time
Henry Hudson Trail / Bicycle Path Access
All Phase Heating is a responsible business owner

TOP 3 CHALLENGES FACING NORTH MIDDLETOWN



NOTE: Lack of Property Maintenance: Abandoned buildings, rentals and absentee landlords, using yards for storage of junk
Business District: Clean up Port Monmouth Rd. and Ocean Ave., types of businesses, intersection PMR and Ocean needs 4-way stop or traffic light
Security/Safety: Lack of police presence, slow police response, drugs, gangs, violence, crime, theft and burglary
Ideal Beach: Improve access between Pew's Creek and Ideal Beach-lessen height of dunes, clean up, more lighting in parking lot, re-use concession stand, add walkway over dune, lack of security, limited swim area, roads leading to the beach filled with sand (William, Lohsen, Bayview, Weehawkin, Bray)
Litter/Clean Up/Graffiti Removal: Pet waste, improve street cleaning
Roads, Sidewalks, Lighting: Potholes, paving, repair sidewalks
Traffic Control: Speeding, junk cars stored on private property, commercial vehicles parked over night,
TK Bayshore Recreation Center: Lack of programs, lack of supervision, gangs, drug activity, juvenile delinquency, lack of police presence
Flood Hazard Area: Dune stabilization, flood insurance, repair dike/seawall, beach replenishment, flooding, repair floodgate
Lack of Parks/Improve Existing Parks: Lack of safety and security at Roosevelt Park and McMahon Park

TOP IMPROVEMENTS NEEDED AT THE RECREATION CENTER



Possible Solutions Recommended by the Residents by Category:

- Resident Organization
 - Work as a community to improve quality of life in North Middletown
 - North Middletown Signage for neighborhood identity
- Safety and Security
 - Establish a police sub-station at the Recreation Center
 - Increase police patrolling in the neighborhood
 - Neighborhood Watch Program
 - Signs:
 - * “Children should be Supervised by a Parent” at parks
 - * Drug Free School Zone near Ocean Avenue Elementary School
 - Web-Based Surveillance System around the Recreation Center, Roosevelt Park, beach parking lot and bathroom building
 - Establish a Curfew
 - More lighting (solar?)
- Ideal Beach: Access and Maintenance
 - Lower dune height between Pew’s Creek and Ideal Beach to improve pedestrian access
 - Rake sand more frequently
 - Control illegal dumping at beach
 - Beach replenishment
 - Re-Open Concession Stand
 - Provide for area where seniors and people can gather
 - Extend lifeguard hours
- Roosevelt Park
 - Surveillance Cameras
 - Natural Fencing on Ideal Avenue side
- Home Improvement/Property Maintenance
 - Provide personal property grants to residents for shrubs and fencing
 - Stricter code enforcement for rental units through CO inspections
 - Petty Cash Fund for paint, materials for residents
 - Start a volunteer group to help the elderly maintain their fences, landscaping, remove dead trees and limbs, etc.
 - Low interest loans for home improvement
- Litter, Pet Waste, Graffiti
 - Signage “Pick up after your dog,” and dog poop stations
 - Online reporting system for graffiti
 - Have a large garbage pick up
- Recreation Center
 - Renovate
 - Demolish – Should be satellite site for the arts center or library, or meeting place for families
 - Increase number of programs for teens and ‘tweens with accountability
 - More lighting (solar?)
 - Toddler Play Oval
 - Increase staff

- Gang awareness programs
- Traffic Control / Speeding
 - 4-way stop or traffic light at Port Monmouth Road and Ocean Avenue
 - 4-way stop at Bray and Thompson
 - Improve Ocean and Thompson intersection
 - Prohibit parking at the Port Monmouth/Ocean intersection
 - Lobby Monmouth County to repair Port Monmouth Road
 - More sidewalks
 - Signs:
 - * Stop
 - * Children at Play
 - * Speed Limit
 - Speed bumps
 - Police Radar
- Business District
 - Demolish Lunney's
 - Prohibit parking on sidewalks
- Roads
 - Street sweeping
 - Storm Drains