

# **NORTH MIDDLETOWN**

## Neighborhood Preservation Program

### *Work Plan 2008 – 2010*



August 2009

1 Kings Highway  
Middletown Township, New Jersey

Adopted by the Middletown Township Committee August 17, 2009  
Approved by the NJDCA September 15, 2009

## **North Middletown Planning Committee (NMPC)**

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## PROGRAM INTRODUCTION

### Executive Summary

In 2007, the New Jersey Department of Community Affairs (DCA) awarded Middletown Township a Neighborhood Preservation grant of up to \$100,000 per year over a five-year period for neighborhood preservation activities in North Middletown, and certain matching funds would be provided by the Township. An additional \$25,000 was awarded for neighborhood planning activities. The North Middletown neighborhood last participated in the State's Neighborhood Preservation Program (NPP) in 1990.

The NPP provides a multi-year financial and technical commitment by the State and municipality to meet articulated goals of neighborhood residents and local officials. Neighborhoods deemed "threatened but viable" like North Middletown, are provided with financial and technical assistance for housing rehabilitation, code enforcement, public improvements and services, self-help activities, and support for neighborhood organizations.

Due to the national economic recession, the State of New Jersey reduced its financial commitment to a total of \$150,000, with approximately \$16,000 in Township matching funds. As directed by the State, the grant must be expended by June 2010.

This Work Plan presents an overview of the North Middletown target neighborhood in terms of geographic boundaries, history, and demographic, housing, and employment conditions; provides a summary of the public participation and planning process that took place with the neighborhood residents and local officials; and presents a Budget for the grant funding with identified objectives and activities.

This Work Plan is intended to be submitted to the Middletown Township Committee for their review and approval, and then to the State for final approval. Once the State approves this Work Plan, grant funds may be expended. The development of this Work Plan was guided by the members of the North Middletown Planning Committee (NMPC).

### Mission Statement

The NPP planning process began in July 2008 and involved walking tours, community meetings, survey mailings, and several meetings with the NMPC. As a result of that planning process, the residents and stakeholders formulated specific goals to help direct the NPP Funding. The Goals below form the Mission Statement of the North Middletown NPP.

- Goal:** Create a Safe, Crime-Free Neighborhood Environment
- Goal:** Build a Sense of Community
- Goal:** Upgrade Condition of Properties
- Goal:** Improve the Quality and Appearance of the Neighborhood Business District

### Vision Statement

The following presents a Vision Statement for North Middletown for the year 2015. It describes how the neighborhood has changed since the completion of the NPP. The Vision Statement helps the residents focus on how to work towards a desirable future.

*North Middletown, Year 2015*

*Although the North Middletown Neighborhood Preservation Program (NPP) came to an end in 2010, the efforts to improve the quality of life in the neighborhood have been ongoing. The NPP grant funded several activities that worked to improve the safety of the neighborhood, the perception of the residents, the condition of homes, and the quality and safety of the business district.*

*Since the video surveillance system was installed at strategic locations within the neighborhood, loitering and suspicious activity diminished. The North Middletown Neighborhood Watch Program, another activity that was initiated by the NPP, is going strong with 100 resident members, and 50 block captains. The relationship among the residents and Township Police Department has improved considerably. The Police Department routinely patrols the neighborhood. North Middletown parents feel comfortable letting their children play in the neighborhood.*

*The condition of residential properties in the neighborhood improved. More than ever, homeowners and landlords take pride in their property. The NPP grant funded rehabilitation projects for households in the neighborhood, and provided several matching grants to homeowners for paint, fencing, shrubs, and other minor home improvements. Additionally, since North Middletown was designated as a rehabilitation area, five-year tax abatements are available to residents who want to rehabilitate and reinvest in their properties.*

*The business district is successful with new sidewalks, new traffic patterns, more restrictive on-street parking regulations, new businesses and mixed use buildings. The residents can safely walk or bike to the business district without worrying about speeding and careless drivers. The North Middletown Business District Redevelopment Plan was adopted, and governs the development of the business district.*

*The Tonya Keller Bayshore Community Center has become a staple for neighborhood gatherings, events, and programs. Funding from the NPP and CDBG programs was used to renovate the exterior and interior of the building, repair the sidewalks, and install a new sign to advertise and promote events and programs. The quality and quantity of programs offered to children, tweens, teens, adults and seniors increased substantially. The Community Organic Garden is cultivated by about 50 volunteers, and is used to teach children how to garden, and promotes sustainability and good nutritional habits.*

*Most notably, the perception of the residents of North Middletown improved drastically during and since the completion of the NPP in 2010. The Ideal Beach Community Association (IBCA) started as fledgling group of concerned citizens, and has grown to over 200 members. IBCA became an incorporated non-profit organization in 2009. IBCA holds four fundraising events per year, and several community events throughout the year that are very popular throughout the entire Township.*

## NEIGHBORHOOD INTRODUCTION

### Boundaries

The North Middletown target neighborhood, for which the grant was written for, is located in the northwestern corner of Middletown Township, north of State Highway 36, along the Raritan Bay. The neighborhood is bounded by Bayside Parkway to the north, Cedar Avenue to the south, William Avenue to the east, and Atlantic Avenue to the west (See Municipal and Boundary maps on the following pages).

[Insert municipal map]

[Insert boundary map]



## History

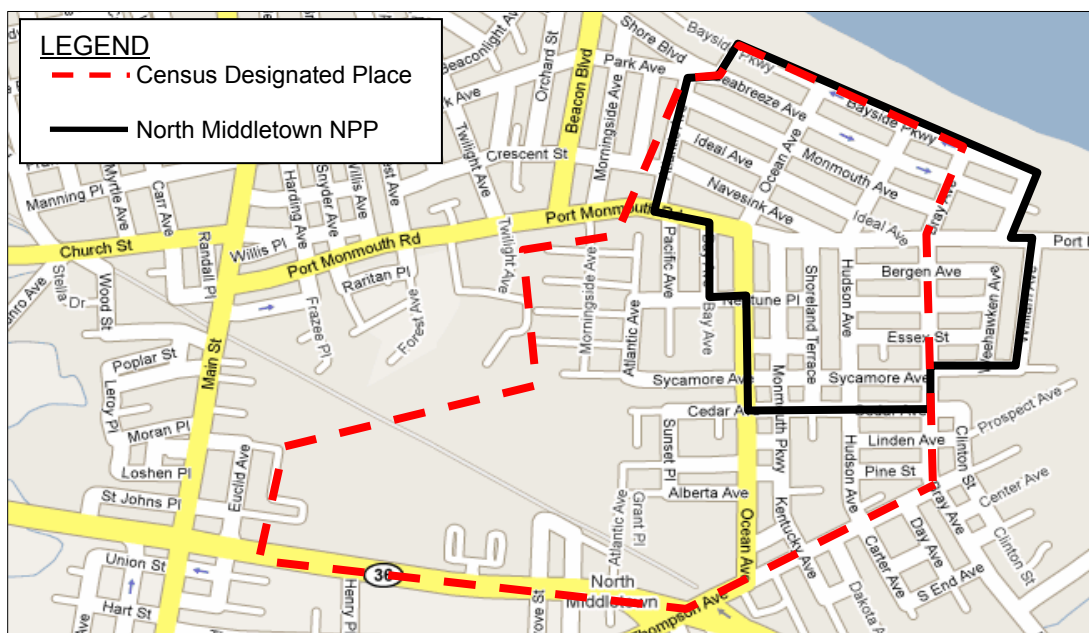
Historically developed as a summer resort along the Raritan Bay, the North Middletown neighborhood may be characterized as a small Village that is compact, primarily residential in character, with a grid street pattern, and small core of businesses. North Middletown contains the highest single-family development densities in the Township with lot sizes ranging from 2,500 to 5,000 on average. Public amenities in the target neighborhood include a public beach, recreation center, park land, first aid squad, and firehouse. The neighborhood is entirely sewered.

There is a substantive threat to the neighborhood’s naturally occurring affordable housing stock resulting from the “tear down” phenomenon. Much of the area’s housing stock is well over 60 years old and in need of rehabilitation to ensure continued sustainability. The fabric of the community is slowly being eroded since households are unable to afford to “age in place.” The declining vitality of the neighborhood’s commercial center has compromised resident’s access to goods and services, and has increased dependency on automobiles. Moreover, the area’s public facilities are aging, outmoded, and in need of resources to more closely match neighborhood needs.

## Housing and Socio-Economic Conditions

The following data was compiled utilizing the 2000 US Census data for the North Middletown Census Designated Place (CDP). While the 2000 US Census data is accurate, substantial revision to this Section will be necessary once the 2010 US Census data is released. The North Middletown CDP covers a slightly larger area than the North Middletown NPP target neighborhood, and is bounded by Bayside Parkway to the north, Bray Avenue to the east, Thompson Avenue and Route 36 to the south, and Euclid Avenue and to the west. Although the North Middletown CDP does not exactly match the boundaries of the North Middletown NPP target neighborhood, it provides the best snapshot of housing and socio-economic data for the area.

**Comparative Boundaries**



*Housing*

Housing Type

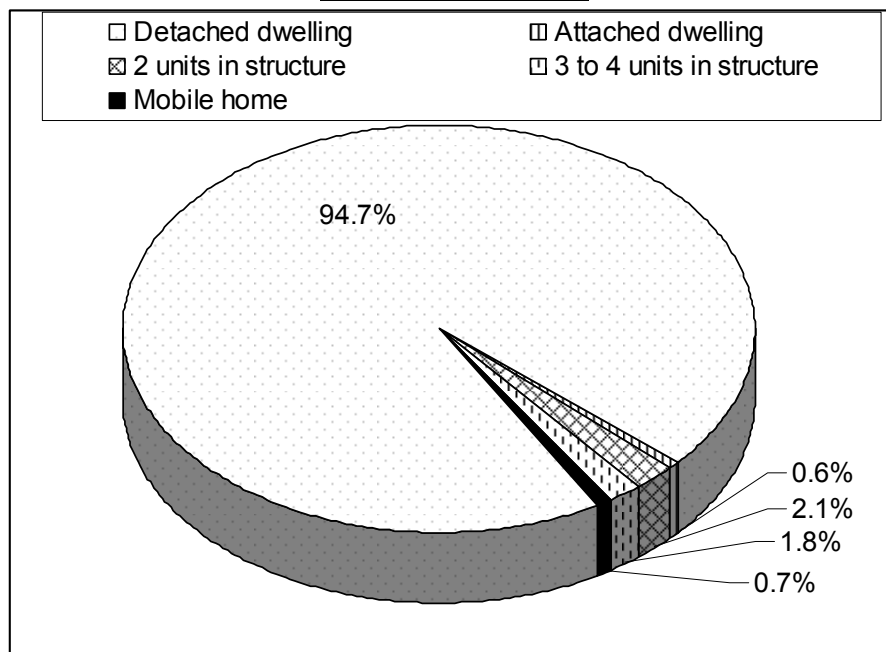
The North Middletown neighborhood is comprised primarily of owner-occupied, single-family, detached dwellings. The table and pie chart below indicate that over three-quarters of the occupied housing stock are owner-occupied, and the overwhelming majority of housing units or 95% are single-family detached dwellings. The next largest housing type in the neighborhood is two-family dwellings (2%).

HOUSING TENURE, 2000

	<b>Number</b>	<b>Percent</b>
Occupied Housing Units	1,027	100
Owner-occupied	788	77
Renter-occupied	239	23

Source: Census 2000 Summary File 3 (SF3)

HOUSING TYPE, 2000



Source: Census 2000 Summary File 3 (SF3)

Home Values and Rents

The tables below list the home values and gross rents for owner- and renter-occupied units in the North Middletown CDP. The majority of owner-occupied housing units were valued between \$100,000 and \$174,999 in 2000. The median home value was \$129,000. The gross rent for the majority of renter-occupied units was between \$900 and \$1,499 in 2000. The median gross rent was \$963.

VALUE FOR OWNER-OCCUPIED UNITS, 2000

<b>Owner Occupied Housing Units</b>	<b>Number</b>	<b>Percent</b>
\$30,000 to \$34,999	8	1.0
\$60,000 to \$69,999	15	1.9
\$70,000 to \$79,999	30	3.8
\$80,000 to \$89,999	49	6.2
\$90,000 to \$99,999	47	6.0
\$100,000 to \$124,999	210	26.6
\$125,000 to \$149,999	245	31.1
\$150,000 to \$174,999	80	10.2
\$175,000 to \$199,999	37	4.7
\$200,000 to \$249,999	55	7.0
\$250,000 to \$299,999	4	0.5
\$300,000 to \$399,999	8	1.0
Total	788	100.0

Source: Census 2000 Summary File 3 (SF3)

GROSS RENTS FOR SPECIFIED RENTER-OCCUPIED UNITS, 2000

<b>Gross Rent</b>	<b>Number</b>	<b>Percent</b>
\$350 to \$399	8	3.3
\$500 to \$549	4	1.7
\$650 to \$699	12	5.0
\$700 to \$749	18	7.5
\$750 to \$799	38	15.9
\$800 to \$899	12	5.0
\$900 to \$999	38	15.9
\$1,000 to \$1,249	47	19.7
\$1,250 to \$1,499	39	16.3
\$2,000 or more	16	6.7
No cash rent	7	2.9
	239	100.0

Source: Census 2000 Summary File 3 (SF3)

Housing Condition

The condition of housing in North Middletown may be characterized as good, but aging. Data on type of house heating fuel, complete kitchen and plumbing facilities, and age of housing are common indicators to measure housing condition. The majority of occupied housing units use gas for heating fuel, and every housing unit in the North Middletown CDP has complete kitchen and plumbing facilities. The median age of housing in the neighborhood is 1953.

Race

The North Middletown neighborhood is primarily White, representing 95% of the North Middletown CDP population. Of the total population in the North Middletown CDP, 5% are Hispanic or Latino.

RACE CHARACTERISTICS, 2000

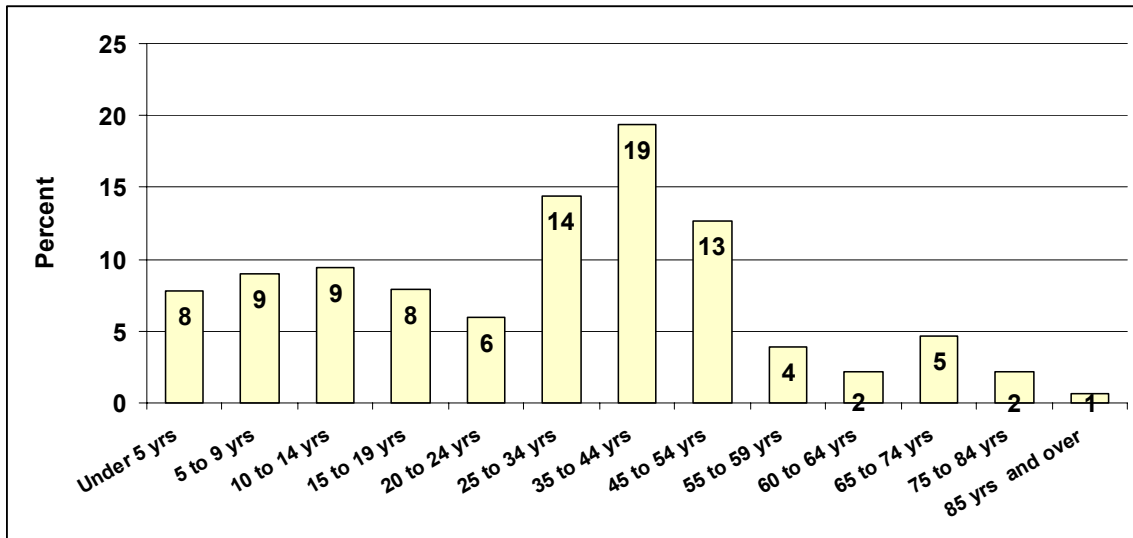
Race	Number	Percent
White	3,000	95
Black or African American	46	1
Asian	45	1
Native Hawaiian and Other Pacific Islander	1	0.03
Some other race	48	2
Two or more races	25	1
TOTAL	3,165	100.0

Source: Census 2000 Summary File 1 (SF1) 100-Percent Data

Age

As indicated in the chart below, the top three age groups within the North Middletown CDP are between the ages of 25 and 54, with the largest group aged between 35 and 44 years. The population of young children, “tween-agers” teen-agers, and young adults represent a large majority, with 17% under 5 to 9 years, and 17% between 10 and 19 years. The senior population is less represented compared to these age groups. The median age of the neighborhood is 32.4 years.

AGE CHARACTERISTICS, 2000



Source: Census 2000 Summary File 1 (SF1) 100-Percent Data

*Income*

There are 1,068 households in the North Middletown CDP. As shown in the table below, the majority of households earn between \$50,000 and \$124,999, with the largest percentage making between \$75,000 and \$99,999. The Median Household Income is \$54,954.

HOUSEHOLD INCOME, 1999

<b>Household Income (\$)</b>	<b>Number</b>	<b>Percent</b>
Less than \$10;000	67	6.3
\$10;000 to \$14;999	23	2.2
\$15;000 to \$19;999	57	5.3
\$20;000 to \$24;999	36	3.4
\$25;000 to \$29;999	56	5.2
\$30;000 to \$34;999	47	4.4
\$35;000 to \$39;999	48	4.5
\$40;000 to \$44;999	38	3.6
\$45;000 to \$49;999	69	6.5
\$50;000 to \$59;999	134	12.5
\$60;000 to \$74;999	143	13.4
\$75;000 to \$99;999	203	19.0
\$100;000 to \$124;999	86	8.1
\$125;000 to \$149;999	25	2.3
\$150;000 to \$199;999	33	3.1
\$200;000 or more	3	0.3
<b>Total</b>	1,068	100.0

Source: Census 2000 Summary File 3 (SF3)

*Employment Trends*

As indicated in the next three tables, approximately three-quarters of the population in the North Middletown CDP are in the civilian, non-army workforce, with only 4% unemployed. The majority of the employed, civilian workforce is private wage and salary workers, 13% are government workers, and 2% are self-employed. The majority of workers over 16 years of age drive alone to work. Ten percent or more carpooled or used public transportation.

EMPLOYMENT STATUS, 2000

	<b>Number</b>	<b>Percent</b>
Total Population - 16 yrs. and over	2,325	100.0
In labor force	1,720	74.0
Civilian labor force	1,720	74.0
Employed	1,629	70.1
Unemployed	91	3.9
Non-Civilian (Armed Forces)	0	0
Not in labor force	605	26.0

Source: Census 2000 Summary File 3 (SF3)

CLASS OF WORKERS, 2000

<b>Class of Worker</b>	<b>Number</b>	<b>Percent</b>
Private wage and salary workers	1,378	84.6
Government workers	219	13.4
Self-employed workers in own not incorporated business	32	2.0
Total Employed Civilian Population; 16 yrs. and over	1,629	100.0

Source: Census 2000 Summary File 3 (SF3)

COMMUTING TO WORK, 2000

	<b>Number</b>	<b>Percent</b>
Car, truck, or van -- drove alone	1,215	76.6
Car, truck, or van -- carpoled	188	11.8
Public transportation (including taxicab)	152	9.6
Walked	19	1.2
Other means	7	0.4
Worked at home	6	0.4
Total Population; Workers 16 yrs. and over	1,587	100.0
<i>Mean travel time to work (minutes)</i>	33.9	(x)

Source: Census 2000 Summary File 3 (SF3)

Looking at the next two tables, when describing the kind of work that North Middletown residents do on the job, the top three occupations were Sales and Office; Management and Professional; and Production, Transportation, and Material Moving occupations.

The top three industries that the North Middletown residents were employed in were Retail Trade; Transportation and Warehousing, and Utilities; and Educational, Health and Social Services.

OCCUPATION OF EMPLOYED CIVILIAN WORKFORCE (RANKED), 2000

<b>Occupation</b>	<b>Number</b>	<b>Percent</b>
Sales and office occupations	637	39.1
Management, professional, and related occupations	381	23.4
Production, transportation, and material moving occupations	242	14.9
Service occupations	193	11.8
Construction, extraction, and maintenance occupations	176	10.8
Total Employed Civilian Population; 16 yrs. and over	1,629	100.0

Source: Census 2000 Summary File 3 (SF3)

INDUSTRY OF EMPLOYED CIVILIAN WORKFORCE (RANKED), 2000

<b>Industry</b>	<b>Number</b>	<b>Percent</b>
Retail trade	301	18.5
Transportation and warehousing, and utilities	219	13.4
Educational, health and social services	216	13.3
Professional, scientific, management, administrative, and waste management services	177	10.9
Finance, insurance, real estate, and rental and leasing	133	8.2
Manufacturing	120	7.4
Public administration	115	7.1
Arts, entertainment, recreation, accommodation and food services	92	5.6
Information	81	5.0
Other services (except public administration)	70	4.3
Construction	58	3.6
Wholesale trade	47	2.9
Total Employed Civilian Population; 16 yrs. and over	1,629	100.0

Source: Census 2000 Summary File 3 (SF3)

### Neighborhood Needs

This section contains a summary of the perceived needs of the residents as collected in the Community Survey that was distributed to the target neighborhood, and as determined through the Strategic Revitalization Session (“Session”) held at the Ocean Avenue School on March 30, 2009. For more detailed results see Memo dated April 14, 2009 in the Appendix.

Approximately 150 residents attended the Session. Prior to the Session, the Middletown Township Planning and Community Development Department conducted a mass mailing to the North Middletown neighborhood target area including approximately 600 households. The mass mailing included a notice advertising the Session and a Community Survey to be filled out and returned back to the Township. Community Surveys were also available at the Session. 100 surveys were collected and processed. The following presents the results from the surveys, personal letters, and comments and feedback received from the Session. The materials from the mass mailing may be found in the Appendix.

#### *Main Findings*

The majority of residents who completed the Community Survey thought the following situations present a Serious Problem in North Middletown:

- Traffic/Speeding - 51%
- Property Maintenance - 49%
- Litter - 49%
- Juvenile Delinquency/Loitering - 45%
- Abandoned/Vacant/Boarded Up Properties - 41%
- Drugs or Drug Dealers - 39%

Most residents who completed the survey 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 who completed the survey 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%

Additional improvements that most residents agreed to dedicate NPP funding to were:

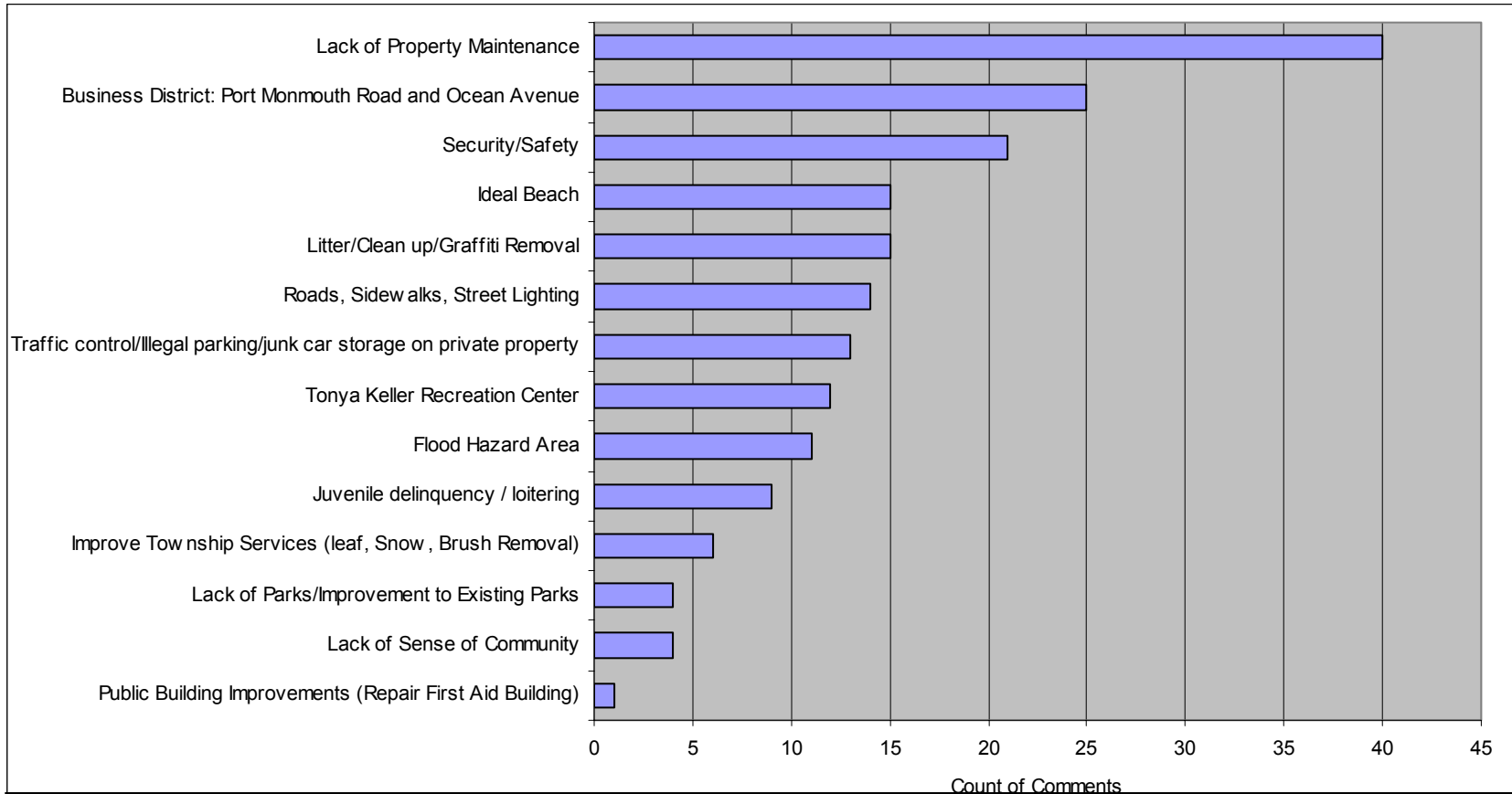
- Police Protection – 41%
- Fire/Emergency Medical – 41%
- Street Cleaning – 32%
- Schools – 32%
- Sidewalks: Construction/Maintenance/Repair – 31%
- Litter/Graffiti Clean Up – 28%
- Opportunities for Home Ownership – 27%
- Traffic Control – 26%
- Job Training – 23%
- Aesthetic Façade Improvements Tonya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

The following charts present the Top Challenges Facing North Middletown, and Top Improvements Needed at the Bayshore Recreation Center, as determined by the residents and stakeholders.

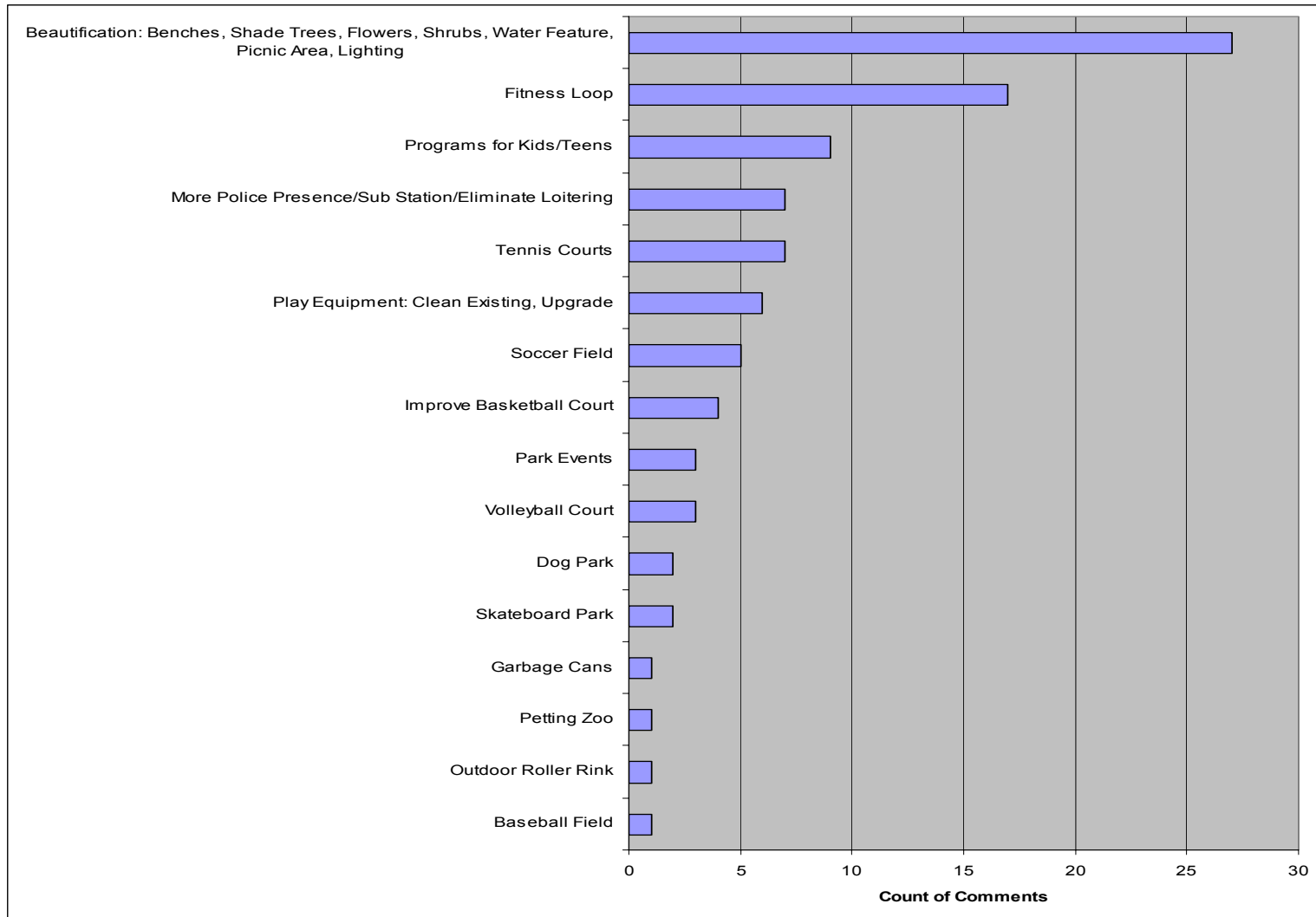


## TOP 3 CHALLENGES FACING NORTH MIDDLETOWN



**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



*Summary of Solutions*

As recommended by the residents in the surveys and during our brainstorm activity at the Session, the following lists solutions to the resident needs in the neighborhood. The solutions are grouped by category.

- Safety and Security
  - Establish a police sub-station at the Tonya Keller Bayshore Recreation Center.
  - Install Video Surveillance System at specific locations in the neighborhood to deter loitering and suspicious activity.
  - Form a Neighborhood Watch Program in cooperation with the Township Police Department.
  - Increase police patrolling in the neighborhood.
  - Establish a Curfew in cooperation with the Township.
  - Place Drug Free School Zone signs in proximity to Ocean Avenue Elementary schools.
  - Increase street lighting in proximity to high-activity areas such as the recreation center, beach, and business district.
  
- Perception and Neighborhood Identity
  - Form a Resident Organization.
  - Install Public Signage at major gateways of the neighborhood to welcome visitors and provide direction to the neighborhood amenities (beach, recreation center).
  - Conduct an inventory of existing public signage in the neighborhood for location, visibility and condition.
  
- Home Improvement/Property Maintenance
  - Establish a rehabilitation program for residences.
  - Provide matching grants to neighborhood residents for shrubs, fencing, paint, and other materials for minor home improvements.
  - Provide low interest loans for home improvement.
  - Start a volunteer group via the Resident Organization to help the elderly maintain their fences, landscaping, remove dead trees and limbs, run errands etc.
  - Adopt stricter code enforcement regulations for rental units through Certificate of Occupancy inspections.
  - Designate North Middletown as a rehabilitation area to take advantage of 5-year tax abatements for property owners who want to rehabilitate and reinvest in their properties.

- **Public Facilities**
  - Increase recreation center staff, and establish more programs and activities for teens and 'tweens at the recreation center.
  - Increase police presence at the recreation center.
  - Improve/Renovate the exterior and interior of the recreation center.
  - Beautify the recreation center property with benches, shade trees, flowers, shrubs, picnic tables, etc.
  - Add a fitness loop around the recreation center field.
  
- **Ideal Beach**
  - Improve pedestrian access to the beach and provide a place for seniors to sit at the beach entrance/exit.
  - Add a walkway or boardwalk over the existing dunes
  - Clean up litter and pet waste; control illegal dumping
  - Improve lighting in beach parking lot
  - Renovate concession stand building for use
  
- **Business District**
  - Adopt Redevelopment Plan for the business district
  - Demolish boarded up businesses and promote redevelopment.
  - Adopt restrictions for on-street parking, and prohibit parking on sidewalks.
  - Install a traffic light at Port Monmouth Road and Ocean Avenue.
  - Install 4-way stop at Bray and Thompson Avenues.
  - Lobby Monmouth County to repair Port Monmouth Road.
  - Increase police presence with radar.
  - Improve control of speeding with speed bumps.
  - Repair sidewalks.
  - Increase lighting.

### Available Resources

The financial resources other than NPP funding that will be directed towards the target neighborhood include Community Development Block Grant funds.

### **ACTION PLAN, OBJECTIVES AND ACTIVITIES**

The following presents the Action Plan for the North Middletown NPP based on the Mission Statement Goals that the residents and stakeholders identified during the planning process. Each goal has an objective, basis, and identifies specific activities with approximate monetary amounts that will further the Goal.

**GOAL**      Safety and Security

**OBJECTIVE**    *Create a Safe, Crime-Free Neighborhood Environment*

**BASIS**    Lack of police presence, juvenile delinquency, loitering, violence, crime, theft, drug and gang activity, speeding, were all rated as Top Challenges in the neighborhood. Sidewalks Maintenance and Repair within the business district was rated highly to ensure safe pedestrian access. Most residents were Willing to help the Police improve the quality of life in North Middletown.

**ACTIVITIES**

**(\$30,000) – Video Surveillance System** – NPP is allocating \$30,000 to install a video surveillance system at undisclosed locations in the North Middletown target neighborhood to serve as a community policing tool. Coordination with the Township Police will be necessary for monitoring and enforcement.

**(\$8,000) Pole-Mounted Radar Speed Monitor (2)** – NPP is allocating \$8,000 to purchase two portable speed monitors to serve as a traffic calming device. The monitors will be used on various roads in the neighborhood where excessive speeding is a problem including, but not limited to Bayside Parkway, Bray Avenue, and Port Monmouth. Coordination with the Township Police Department will be necessary for enforcement.

**(\$1,000) Neighborhood Watch** – NPP is allocating \$1,000 to help residents form a Neighborhood Watch. The Township Police would provide guidance as to how to get the program started.

**(\$10,000) Ideal Beach Parking Lot Lighting** – NPP is allocating \$10,000 to improve the lighting at the Ideal Beach parking lot.

**(\$69,643) Infrastructure and energy efficiency improvements at Tonya Keller Bayshore Community Center** – Middletown Township allocated \$69,643 of the CDBG-Recovery Grant to facilitate infrastructure and energy efficiency improvements at the community center. NPP funds are not required for this activity.

**(\$25,000) Removal of Architectural Barriers at the Tonya Keller Bayshore Community Center** – Middletown Township allocated \$25,000 of the CDBG 2009 Grant to complete accessibility improvements at the community center. NPP funds are not required for this activity.

**(n/a) 4-way Stop sign** – Install a 4-way Stop sign at the intersection of Port Monmouth Road and Ocean Avenue. NPP funds are not required for this activity.

**(n/a) Curfews** – Curfews may be established by the Township for the neighborhood. NPP funds are not required for this activity.

**GOAL**      Perception and Signage

**OBJECTIVE**    *Build a Sense of Community and Create Neighborhood Pride*

**BASIS**    “Neighborhood Character” and “Sense of Community” were identified as what residents liked Most about North Middletown, and with that, residents thought that the neighborhood has gotten worse in the past two years. Residents agreed that neighborhood perception was negative, and that it is important to work as a community to improve the quality of life in North Middletown.

**ACTIVITIES**

**(\$2,500) Resident Organization** – NPP is allocating up to \$2,500 to assist residents with the start-up costs to create an incorporated Resident Organization.

**(\$2,500) Neighborhood Events** – NPP is allocating \$2,500 for neighborhood events and activities, refreshments at monthly meetings, paid speakers, fundraising events, clean-up days at the beach, neighborhood-wide garbage pick-up day, etc.

**(\$6,000) Tonya Keller Bayshore Community Center - Shade Trees** - NPP is allocating \$6,000 for planting of shade trees around the playground, swings, and picnic tables at the community center fields.

**(\$10,000) Tonya Keller Bayshore Community Center Sign** - NPP is allocating \$10,000 for installation of an electronic sign at the community center to advertise programs and activities. The sign will increase awareness of the center’s activities.

**(\$12,000) Improvements to Existing Amenities at Ideal Beach** - NPP is allocating \$12,000 to improve existing amenities at Ideal Beach.

**(\$10,000) Tonya Keller Bayshore Community Center Lighting** – Middletown Township allocated \$10,000 of the 2010 CDBG Grant to improve exterior lighting at the community center. NPP funds are not required for this activity.

**(n/a) Neighborhood Welcoming Signage** – The Resident Organization would like to coordinate with the Township Governing Body in the design and implementation of a Township-wide signage package. NPP funds are not required for this activity.

**(n/a) Existing Sign Inventory** – The Township Planning and Community Development Department, and volunteer residents will take inventory of existing signage in the neighborhood and make recommendations for improved visibility and effectiveness. NPP funds are not required for this activity.

**(n/a) Tonya Keller Bayshore Community Center** – The Township Governing Body should consider renaming the Tonya Keller Bayshore Recreation Center to a Community Center to more accurately recognize its role in North Middletown. This could be done by a Resolution. NPP funds are not required for this activity.

**(n/a) Community Garden** – The NPP Resident Organization intends to coordinate a fundraising event for a community garden at the community center. A community garden would provide learning opportunities for children, sustainability, and locally grown fruits and vegetables for the residents. NPP funds are not required for this activity.

**GOAL**      Housing Rehabilitation and Property Maintenance

**OBJECTIVE**    *Upgrade Condition of Residential Properties*

**BASIS**      The majority of residents thought “Property Maintenance” presents a Serious Problem in the neighborhood. “Abandoned/Vacant/Boarded Up Properties” were also deemed as a Serious Problem by 41% of the survey takers. More than half of the residents agreed to dedicate NPP funding for “Property Maintenance and Repair.”

**ACTIVITIES**

**(\$131,400) Rehabilitation Program** - NPP is allocating \$24,500 and Middletown Township allocated \$106,900 of the CDBG 2010 and 2011 Grant to provide direct grants of up to \$25,000 each to improve the condition of low- and moderate-income households. Under the program, the direct grants would be used to improve major systems with at least one code violation corrected.

**(\$25,000) Materials Grants** – NPP is allocating \$25,000 to provide for matching grants of up to \$1,000 each for paint, materials, fencing, shrubs, etc. to residents of any income for minor improvements to the exterior of the home. These matching grants are meant to be used to enhance the appearance of the neighborhood.

**(n/a) Improve Code Enforcement** – The Township should consider revising its code enforcement regulations to control maintenance of abandoned and/or boarded up properties. NPP funds are not required for this activity.

**(n/a) North Middletown Rehabilitation Area Designation** – The Township should consider investigating whether the North Middletown neighborhood would qualify as a rehabilitation area. Unlike a Redevelopment Area, eminent domain may not be used in a rehabilitation area. As a rehabilitation area, five-year tax abatements may be given to residents who want to reinvest and rehabilitate their properties. NPP funds are not required for this activity.

**GOAL** Neighborhood Business District

**OBJECTIVE** *Improve condition of neighborhood business district*

**BASIS** The business district was highly rated as an area in need of improvement by the majority of residents; however residents were very reluctant in utilizing NPP funds directly for the business district. Residents would prefer to leave the improvement of the business district to the private sector.

**ACTIVITIES**

**(n/a) Redevelopment Investigation and Plan** – The investigation report and plan will be prepared by the Township Planning Department. NPP funds are not required for this activity.

**Administration**

NPP is allocating \$18,500 for administration (includes salary and miscellaneous costs). Administration costs under the CDBG Grants are determined as per the Department of Housing and Urban Development (HUD) regulations.

The coordinator for the North Middletown NPP is Amy Sarrinikolaou, Assistant Director of Community Development, Middletown Township. The coordinator's office is located in the Johnson Gill Annex at I Kings Highway, Middletown, NJ 07748. Hours of operation are 8AM to 4PM, Monday through Friday. The telephone number is (732) 615-2289, fax number (732) 615-2103, email address is [asarrinik@middletownnj.org](mailto:asarrinik@middletownnj.org). The NPP Coordinator responsibilities include:

- Manage the daily operation of the NPP.
- Prepare reports for submission to DCA, State of New Jersey.
- Review program progress on a monthly basis with DCA.
- Meet with residents, stakeholders, officials, etc. on an ongoing basis.
- Establish a Planning Committee in coordination with the Township
- Organize meetings with the residents and planning committee
- Develop a Work Plan
- Encourage development of a self-sustaining resident organization

Jason Greenspan, Director of Planning and Community Development, oversees the development of the NPP.



NORTH MIDDLETOWN NPP WORK PLAN

**PROGRAM SUMMARY & BUDGET**

The table below provides a snap shot of the activities that the NPP intends to accomplish, the name of the partner responsible for accomplishing each, how much it will cost, and funding source. Administration costs are also included.

CATEGORY	ACTIVITY	RESPONSIBLE PARTNER	TOTAL BUDGET	SHARE (\$)					
				NPP (\$150,000)	CDBG 2009	CDBG 2010	CDBG 2011	CDBG-Recovery (\$77,381)	Township NPP Match (\$16,900)
Safety/Security	Video Surveillance System	Middletown Township	30,000	30,000	-	-	-	-	-
Safety/Security	Pole-Mounted Radar Speed Monitor (2)	Middletown Township	8,000	8,000	-	-	-	-	-
Safety/Security	Neighborhood Watch Program	Resident Organization; Middletown Township	1,000	1,000	-	-	-	-	-
Safety/Security	Ideal Beach parking lot lighting	Middletown Township	10,000	10,000	-	-	-	-	-
Safety/Security	Facilitate infrastructure and energy efficiency improvements - Tonya Keller	Middletown Township	69,643	-	-	-	-	69,643	-
Safety/Security	Removal of Architectural Barriers - Tonya Keller	Middletown Township	25,000	-	25,000	-	-	-	-
	4-way stop sign at Ocean and Port Monmouth	Middletown Township	0	n/a	n/a	n/a	n/a	n/a	n/a
Safety/Security	Curfews	Middletown Township	0	n/a	n/a	n/a	n/a	n/a	n/a
<b>SUB-TOTAL</b>			<b>143,643</b>	<b>49,000</b>	<b>25,000</b>	<b>0</b>	<b>0</b>	<b>69,643</b>	<b>0</b>
Perception/Signage	Start up costs for incorporation of Resident Organization	Resident Organization; Middletown Township	2,500	2,500	-	-	-	-	-
Perception/Signage	Neighborhood events	Resident Organization; Middletown Township	2,500	2,500	-	-	-	-	-
Perception/Signage	Tonya Keller - Shade Trees	Middletown Township	6,000	6,000	-	-	-	-	-
Perception/Signage	Tonya Keller - electronic sign	Middletown Township	10,000	10,000	-	-	-	-	-
Perception/Signage	Ideal Beach - improvements to existing amenities	Middletown Township	12,000	12,000	-	-	-	-	-
Perception/Signage	Tonya Keller - Lighting	Middletown Township	10,000	-	-	10,000	-	-	-
Perception/Signage	Neighborhood welcoming signage-coordinate with Township for design	Resident Organization; Middletown Township	0	n/a	n/a	n/a	n/a	n/a	n/a
Perception/Signage	Existing Sign inventory (speed limit signs, children at play, drug free school zone, no dumping, etc.)	Middletown Township; volunteer residents	0	n/a	n/a	n/a	n/a	n/a	n/a
Perception/Signage	Rename the Tonya Keller	Middletown Township	0	n/a	n/a	n/a	n/a	n/a	n/a
Perception/Signage	Community garden	Resident Organization	0	n/a	n/a	n/a	n/a	n/a	n/a
<b>SUB-TOTAL</b>			<b>43,000</b>	<b>33,000</b>	<b>0</b>	<b>10,000</b>	<b>0</b>	<b>0</b>	<b>0</b>
Housing Rehab	Direct grants, up to \$25,000 each for improvement of income qualified households	Middletown Township	131,400	24,500	-	48,450	58,450	-	-
Housing Rehab	Matching grants, up to \$1,000 for materials to improve exterior of homes	Middletown Township	25,000	25,000	-	-	-	-	-
Housing Rehab	Improve Code Enforcement regulations	Middletown Township	0	n/a	n/a	n/a	n/a	n/a	n/a
Housing Rehab	Rehabilitation Designation for North Middletown	Middletown Township	0	n/a	n/a	n/a	n/a	n/a	n/a
<b>SUB-TOTAL</b>			<b>156,400</b>	<b>49,500</b>	<b>0</b>	<b>48,450</b>	<b>58,450</b>	<b>0</b>	<b>0</b>
Business District	Adopt a Redevelopment Plan	Middletown Township	0	n/a	n/a	n/a	n/a	n/a	n/a
<b>SUB-TOTAL</b>			<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Administration	Salary		39,638	15,000	Per HUD regs	Per HUD regs	Per HUD regs	7,738	16,900
Administration	Miscellaneous		3,500	3,500	-	-	-	-	-
<b>SUB-TOTAL</b>			<b>43,138</b>	<b>18,500</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>7,738</b>	<b>16,900</b>
<b>TOTAL</b>			<b>386,181</b>	<b>150,000</b>	<b>25,000</b>	<b>58,450</b>	<b>58,450</b>	<b>77,381</b>	<b>16,900</b>

## **ATTACHMENTS**

**APPENDIX**