



DUNELLEN MASTER PLAN SURVEY AND PUBLIC OUTREACH ANALYSIS

**NOVEMBER 10TH,
2022**

INTRODUCTION:

Master Plan Reexam/NJ Transit/NJTPA

- A 35 question Survey was administered from Aug. 14 to Sept. 21
- 265 respondents including 247 residents
- Questions coordinated with NJ Transit Friendly Planning and NJTPA Complete Streets

Cannabis Survey

- Administered July 18 to August 18, 2022
- 282 Respondents were recorded, 88% of which were residents of the Borough

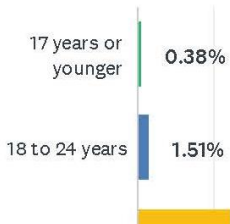
September 14, 2022 Public Outreach Meeting

- Attended by 33 residents, business owners, workers;
- Opportunity for public to exchange ideas with DMR, Borough, NJTPA, NJ Transit

MP REEXAM SURVEY: DEMOGRAPHICS AND RELATION TO DUNELLEN:

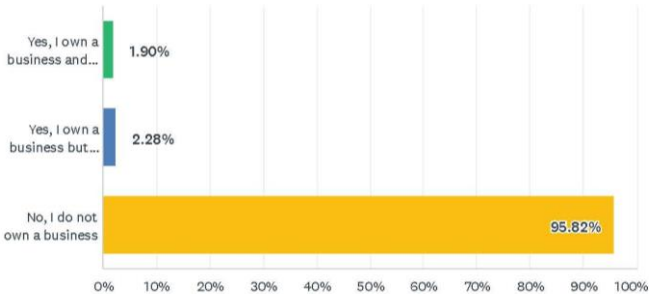
- 44.53% aged 35 to 49
- 14% younger than 35
- 11 owned a business in Dunellen
- 23% worked from home
- 27.17% worked outside of Middlesex County
- 9.06% worked in Dunellen, 4.15% worked in New York City
- 18 commute by train, 10 walk to work, the rest commute by automobile

Q9 Wh



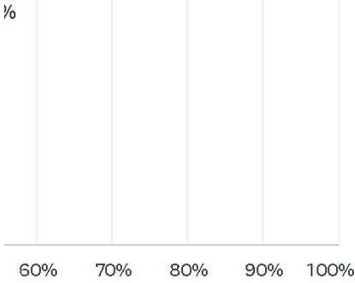
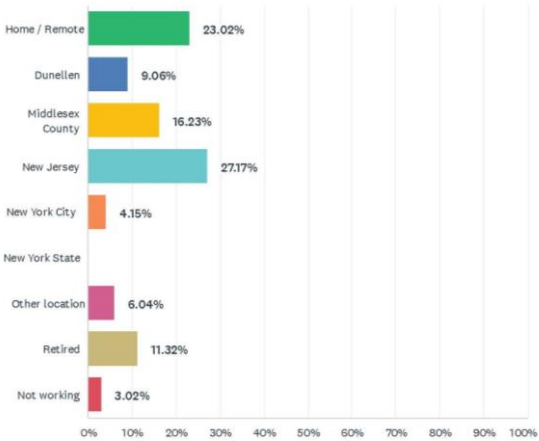
Q6 Do you own a business in Dunellen? (Select one.)

Answered: 263 Skipped: 2



Q7 Where do you work (majority of days)? (Select one.)

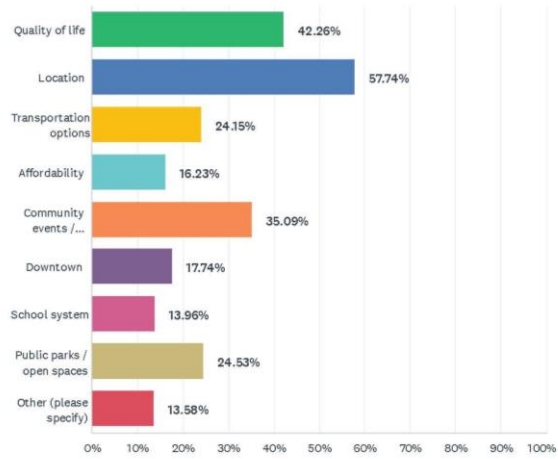
Answered: 265 Skipped: 0



OPINIONS ABOUT DUNELLEN, RE-EXAM PRIORITIES:

Q10 Select the things you like most about Dunellen: (Select up to 3)

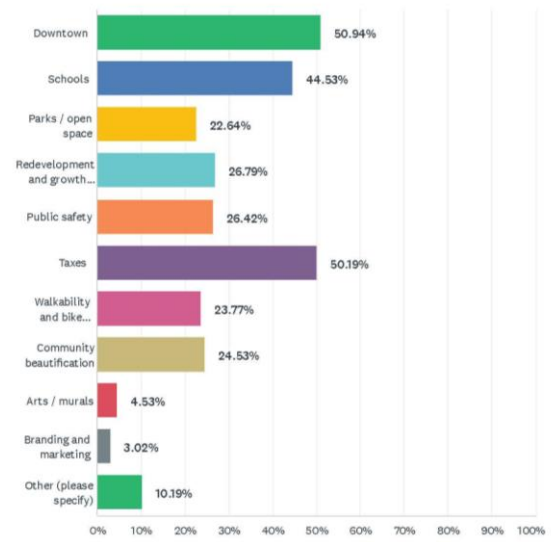
Answered: 265 Skipped: 0



- Most Liked: Quality of Life at 42.26% and Location at 57.74%
- Least Liked: School System at 13.96%, Affordability at 16.23%, and Downtown at 17.74%
- Most Common Written Response: People / small town feel

Q15 What are the top three priorities the Master Plan Re-examination should focus on improving? (Select up to 3) (A Master Plan Reexamination sets goals and recommendations for the Borough over the next 10 years)

Answered: 265 Skipped: 0



- Top Priorities: "Taxes", "Downtown", Schools
- Lowest Priorities: Arts, Branding
- Mentions in Written Section: Parking, cost of housing, traffic safety, and flood mitigation

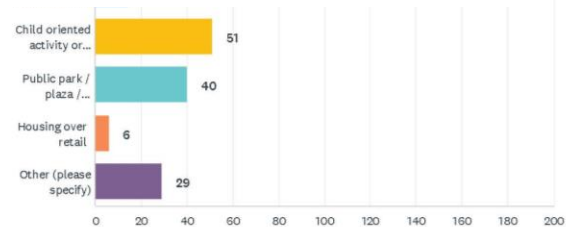
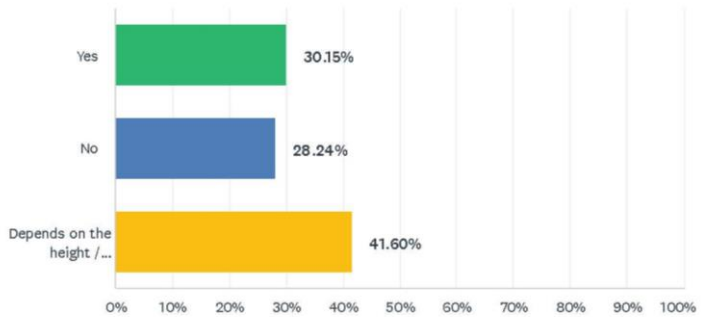
DOWNTOWN USAGE

- 44.53% visit 1-2 times per week, 33.96% visit 3+ times
- Most Desired: Restaurants, grocery stores
- Least desired: personal services, fitness, co-working
- Over 50% of in favor of Special Improvement District
- Support of mixed-use depends on height, density

Q12 What would you like to see more of in downtown Dunellen?
to 3)

Q13 Would you like to see the establishment of a Special Improvement District?
Q18 Would you like to see more mixed-use development along North Avenue and Bound Brook Road? (Plainfield to Middlesex Border). (Mixed use development is commercial/retail on the ground floor with apartments above)

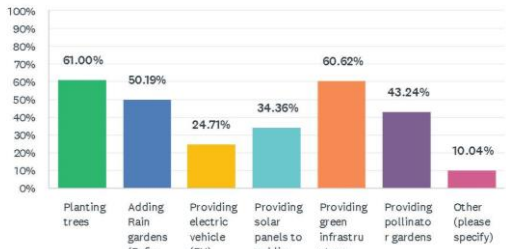
Answered: 262 Skipped: 3



SUSTAINABILITY, CONCERNS

Q16 What sustainability practices would you like to see in Dunellen?
(Sustainability represents ways to reduce the carbon footprint in order to maintain ecological balance.) (Select all that apply)

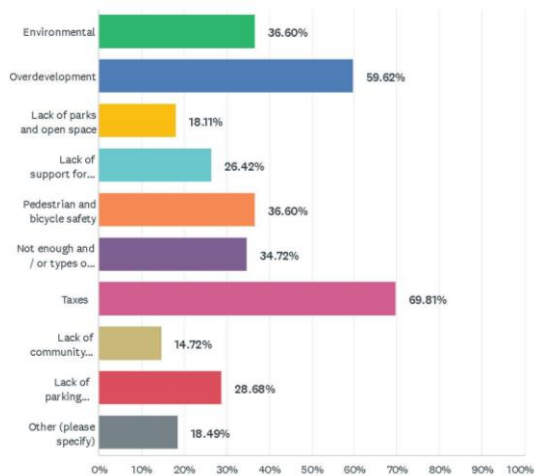
Answered: 259 Skipped: 6



- Most Favored: Tree Plantings at 61% and Rain Gardens at 50.19%, Pollinator Gardens at 43.24%
- Moderate support for Solar Energy, EVs

Q17 What are the biggest concerns the Borough should consider over the next 10 years? (Select up to 5)

Answered: 265 Skipped: 0

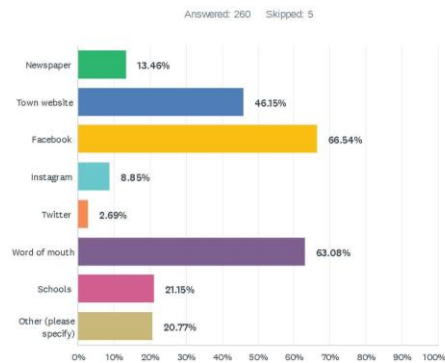


- Greatest Concerns: Taxes, Overdevelopment
- Moderate Concerns: Environment, Business variety, ped/bike safety, business support, parking
- Lowest Concerns: Lack of parks, community events

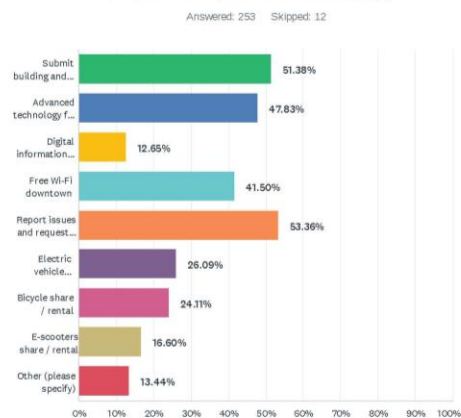
INFORMATION AND TECHNOLOGY SYSTEMS:

- Top Sources of Local Information:
Word of Mouth, Facebook, Town Website
- Lesser Sources: Schools, Newspaper
- 54 participants read the Borough's email blasts
- Top Town Technology Goals:
Digitizing municipal processes (permits, complaints)
- Lower Priorities: EVSE stations, bike / e-scooter sharing, information boards
- Moderate Priority: Downtown Wi-Fi

Q14 Where do you get your information about community and programs?
(Select all that apply)



Q19 What technological services would you like to see the Borough adopt / implement? (Select all that apply)

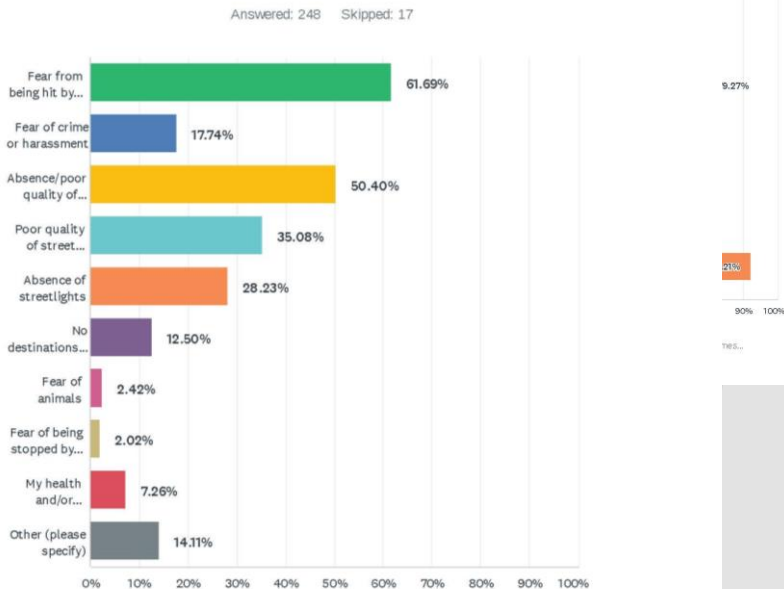


WALKING HABITS

- 70% walk at least once per week
- 90% drive primarily
- Biking, Scooters, and Bussing are uncommon
- <50% walk to the train station
- 34.88% walk their children to school
- 1/3 desire a jitney service
- Top Obstacles to Walking: Fear of being struck, poor sidewalks, crime/harassment
- Enhancing sidewalks and safety is the #1 priority



Q28 What are the obstacles to walking in Dunellen? (Select all that apply)



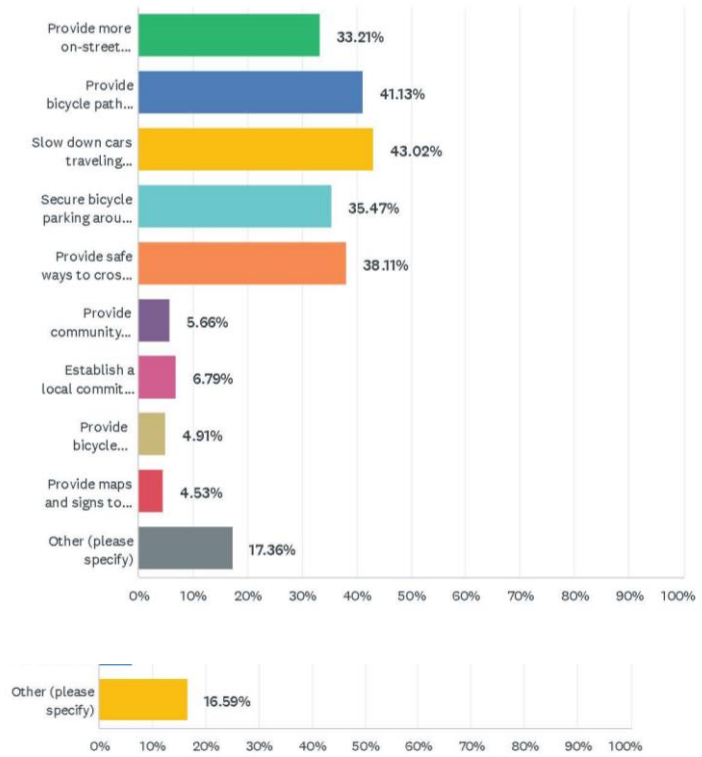
BIKING HABITS

- Half the participants do not bike
- Obstacles to biking similar to obstacles to walking
- Bikers most commonly bike to parks, to shop, dine, or visit friends/family
- Bike lanes, parking, traffic control desired

Q32 What would encourage you to bike more in Dunellen? (Select all that apply)

Answered: 265 Skipped: 0

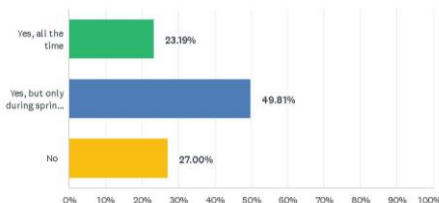
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PUBLIC FACILITIES:

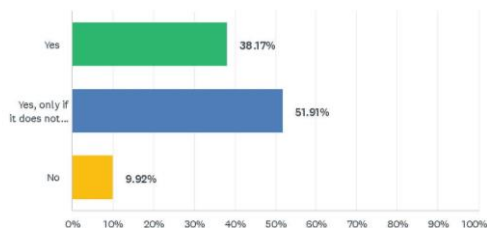
Q21 Would you be in favor of parklets downtown? (A parklet is public recreational open space that temporarily occupies car parking spaces, and may include outdoor seating or dining) (Select 1)

Answered: 263 Skipped: 2



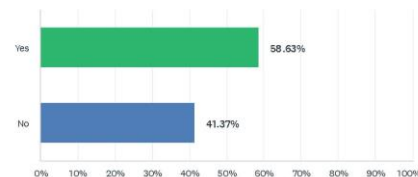
Q23 Do you believe there should either be new or an expansion of public facilities? (Public facilities include parks and recreational facilities, libraries, police or fire stations, or other examples identified under question 24.)

Answered: 262 Skipped: 3



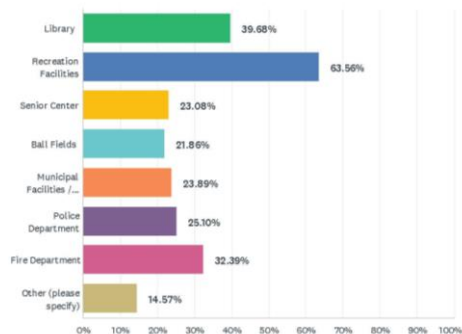
Q22 Would you like to see the Pop-Up Park on North Avenue again?

Answered: 249 Skipped: 16



Q24 Which facilities would you like to see expanded or built? (Select all that apply)

Answered: 247 Skipped: 18



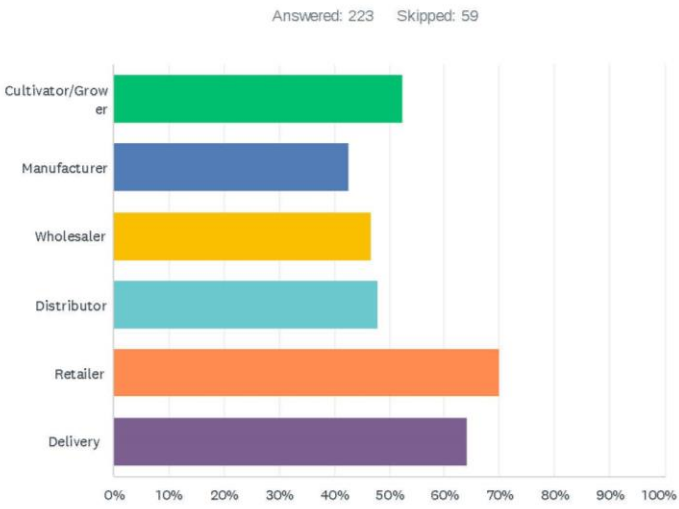
- Want expanded / enhanced public facilities, but no change in taxes
- Top Public Facility Priorities: Rec Facilities, Library and Fire department
- > half the would like to see the pop up park again
- Want to see pocket / pop up parks in warm seasons

CANNABIS SURVEY

- 61% voted for NJ legalization
- Majority favor cannabis business in Borough
- Most say Downtown impact would be positive or neutral
- Most against are concerned with public safety
- 233 respondents were in support of one or more of the 6 types of cannabis businesses

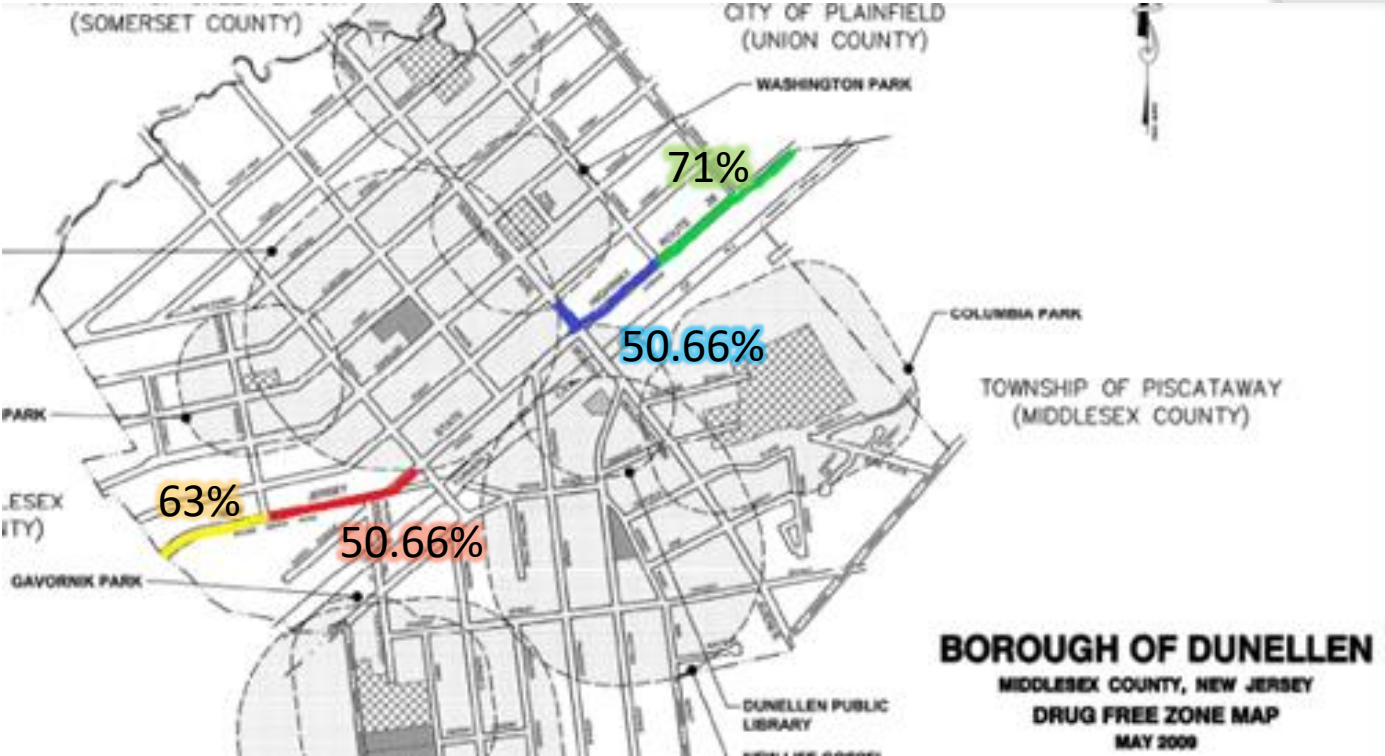
Q5 Q10 Which of these recreational cannabis businesses would you support operating in Dunellen? If you answered no in question 7, please answer what you would feel most comfortable with. (Select all that apply)

Q7



ANSWER CHOICES	RESPONSES	
Cultivator/Grower	52.47%	117
Manufacturer	42.60%	95
Wholesaler	46.64%	104
Distributor	47.98%	107
Retailer	69.96%	156
Delivery	64.13%	143
Total Respondents: 223		

CANNABIS SURVEY



PUBLIC OUTREACH MEETING

TRAFFIC AND PARKING

- Top issue
- Speeding and lack of parking
- Anxiety about impact from redevelopment
- Want speed control, more enforcement
- Streets of concern are Madison Ave, Second Street, Bound Brook Road, North Ave and Washington Ave

SUSTAINABILITY

- Want more green infrastructure for aesthetic and flood control

OTHER COMMENTS

- Designate Dunellen Theater as Historical Property
- Increase outdoor dining
- Enhance pedestrian safety
- Reduce illegal, overcrowded or unsafe rental apartments
- Expand Columbia park into Dunellen Station area

PRELIMINARY ANALYSIS AND RECOMMENDATIONS

ECONOMY AND DOWNTOWN REDEVELOPMENT

- Downtown should be a primary focus of Reexam
- Mitigate impact on parking, traffic, schools
- Some desired uses not permitted, limited permission – retail, super markets
- **Clearly define use terms, revisit permitted uses**

TAXES

- Top concern
- Residents want improvements without tax increases
- **Options: Shared services, zoning for non-residential, offset with cannabis revenues, other fees**
- **PILOTs result in more muni revenue but less school revenue**

ENVIRONMENT

- Favorable toward sustainable / green improvements
- Flooding a major concern
- **EVSE required to be addressed in Reexam**
- **What is the future of flood prone areas – property buy-outs, zoning considerations, bulk and design standards**
- **Participate in CRS**

TRAIN STATION

- Not a priority – used by 6.82% of respondents, 11.4% of residents (ACS)

PRELIMINARY ANALYSIS AND RECOMMENDATIONS

WALKING, BIKING, TRAFFIC & PARKING:

- Safety and street design are top obstacles to biking
- Traffic, speeding and parking a major concern
- Reconsider parking ratios in Downtown Redevelopment Plan – account for new, existing residents, new businesses, and train commuters
- **Speed reduction**
- **Modernize parking meter systems**
- **Sidewalk continuity – enforce sidewalk construction requirement, establish sidewalk fund**
- **ADA accessible crosswalks**
- **Dedicated bike lanes**

PUBLIC SERVICES:

- Schools a high priority – tax burden, play facilities, capacity
- **Digitize services like permit, complaint filing**

CANNABIS

- Majority in favor
- Preference for retail, amenable to others
- Favored areas overlap with Downtown Redev. “Transition Areas”
- Amenable to closer to center of downtown

RESILIENCE PLAN

CLIMATE IMPACT									
ASSET NAME	ASSET CATEGORY	INCREASED TEMP	SEA LEVEL RISE	PRECIPITATION	OCEAN ACIDIFICATION	DROUGHT/WATER SUPPLY	DESCRIPTION OF IMPACTS	ADAPTIVE CAPACITY (HIGH, MEDIUM, LOW)	VULNERABILITY (HIGH, MEDIUM, LOW)
Green Brook	Natural Feature	5	0	5	0	3	Increased chance of flooding, precipitation, impacting natural features	medium	13
Bonygutt Brook	Natural Feature	5	0	5	0	3	Increased chance of flooding, precipitation, impacting natural features	medium	13
Municipal Hall	Cultural Asset	3	0	3	0	3	Increased chance of flooding, precipitation, impacting government operations	medium	9
Schools	Cultural Asset	3	0	3	0	3	Increased chance of flooding, precipitation, impacting education facilities	medium	9
Senior Center	Cultural Asset	3	0	3	0	3	Increased chance of flooding, precipitation, impacting older population	medium	9
North Avenue	Critical Infrastructure	3	0	3	0	3	Increased chance of flooding, precipitation, impacting transportation network	medium	9
Dunellen Population	Cultural Asset	3	0	3	0	3	Increased chance of flooding, precipitation, impacting all population	medium	9
Police Station	Cultural Asset	3	0	3	0	3	Increased chance of flooding, precipitation, impacting safety and response resources	medium	9
Fire Station	Cultural Asset	3	0	3	0	3	Increased chance of flooding, precipitation, impacting safety and response resources	medium	9
OBM Management Center	Cultural Asset	3	0	3	0	3	Increased chance of flooding, precipitation, impacting safety and response resources	medium	9
Washington Park	Natural Feature	3	0	3	0	3	Increased chance of flooding, precipitation, impacting natural features	medium	9
Gavonik Park	Natural Feature	3	0	3	0	3	Increased chance of flooding, precipitation, impacting natural features	medium	9
Columbia Park	Natural Feature	3	0	3	0	3	Increased chance of flooding, precipitation, impacting natural features	medium	9
McCoy Park	Natural Feature	3	0	3	0	3	Increased chance of flooding, precipitation, impacting natural features	medium	9
Marecraft Park	Natural Feature	3	0	3	0	3	Increased chance of flooding, precipitation, impacting natural features	medium	9
Raritan Vally Train Line	Critical Infrastructure	3	0	3	0	0	Increased chance of flooding, precipitation, impacting transportation network	medium	6
NJ Transit Bus Line	Critical Infrastructure	3	0	3	0	0	Increased chance of flooding, precipitation, impacting transportation network	medium	6
Train Station	Critical Infrastructure	3	0	3	0	0	Increased chance of flooding, precipitation, impacting transportation network	medium	6
Leadership of Dunellen	Cultural Asset	0	0	0	0	0	Leadership to provide insight and protective measures to decrease the impact of natural climate change		0

QUESTIONS, COMMENTS, DISCUSSION