

Borough of Bound Brook

Master Plan Reexamination Report Update



Bound
Brook
Planning
Board

11/30/2016

Carlos Rodrigues FAICP / PP

www.rodriquesurbandesign.com

Special Thanks to Master Plan Subcommittee

Kerry Miller - Chair

Karen Carroll

Scott Sloan

Tricia Smith

Master Plan Reexamination Report Update

Outline of Presentation

Master Plan Reexamination Report – what is it?

Community Survey – Results to Date

Information Gathering and Analysis

Mapping – Descriptive and Analytical

Key Indicators and Findings to Date

Anticipated Schedule and Next Steps

Questions

Master Plan Reexamination Report Update

Master Plan Reexamination Report – what is it?

Required by NJ law every 10 years

Examine what has (and has not) changed in the community

Examine what has (and has not) changed in the region

Reassess community vision and aspirations

Reassess strategies to achieve community vision

Reinforce planning basis for zoning and regulations

Assess the role of redevelopment planning

Master Plan Reexamination Report Update

Community Survey – Results

Administered during the Fall of 2016

25 questions – including multipart and open-ended

SurveyMonkey survey software

On-line (Borough homepage) and print versions

English and Spanish versions

206 responses

Master Plan Reexamination Report Update

Q1: How would you describe Bound Brook in one word?

Lacking Quiet Dirty Mixed Nice Convenient

Community Underwhelming Quaint

Struggling Potential Charming Historic

Hometown Town Overtaxed Expensive Friendly

Divided

Q2: Please describe Bound Brook in 10 words or less

Experiencing a **revival**

Has great **potential**

Family-friendly

Needs major **change**

Diverse and energetic

Diamond in the rough

Cute, walkable

Lovely, quiet, **historic**

Charming

Striving to improve

Centrally-located

Stable

Up and coming

On the rise

About to come full circle

Hopeful future

Cosy

Good people

Safe

Poorly run

Unfocused

Overpriced

Seedy downtown

Smelly

Boring, uncultured suburb

Poor reputation

Needs face lift

High taxes

Trash

Absentee landlords

No businesses

Needs revitalization

2 separate towns: uptown and downtown

Broken school district

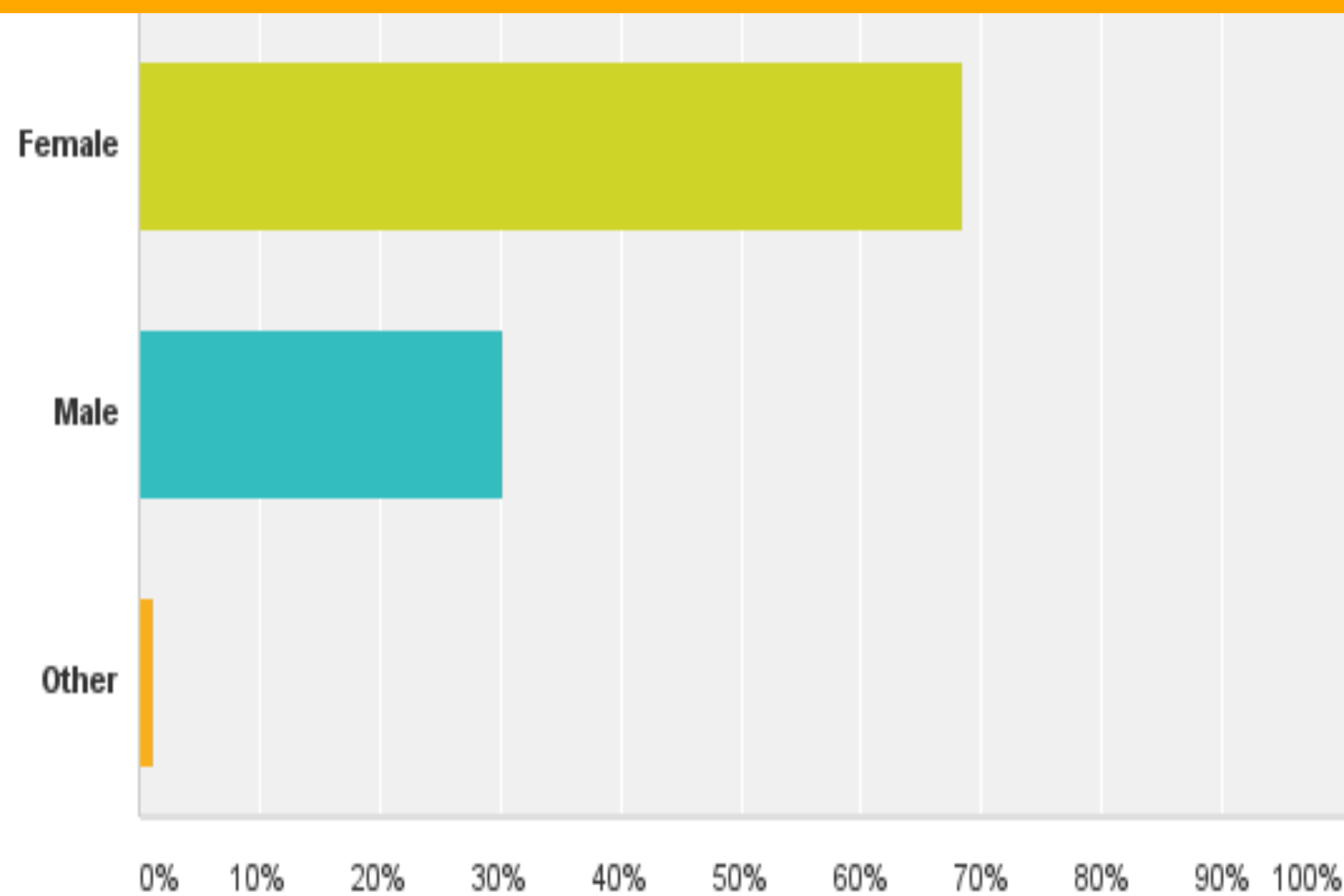
Expensive

In a state of decay

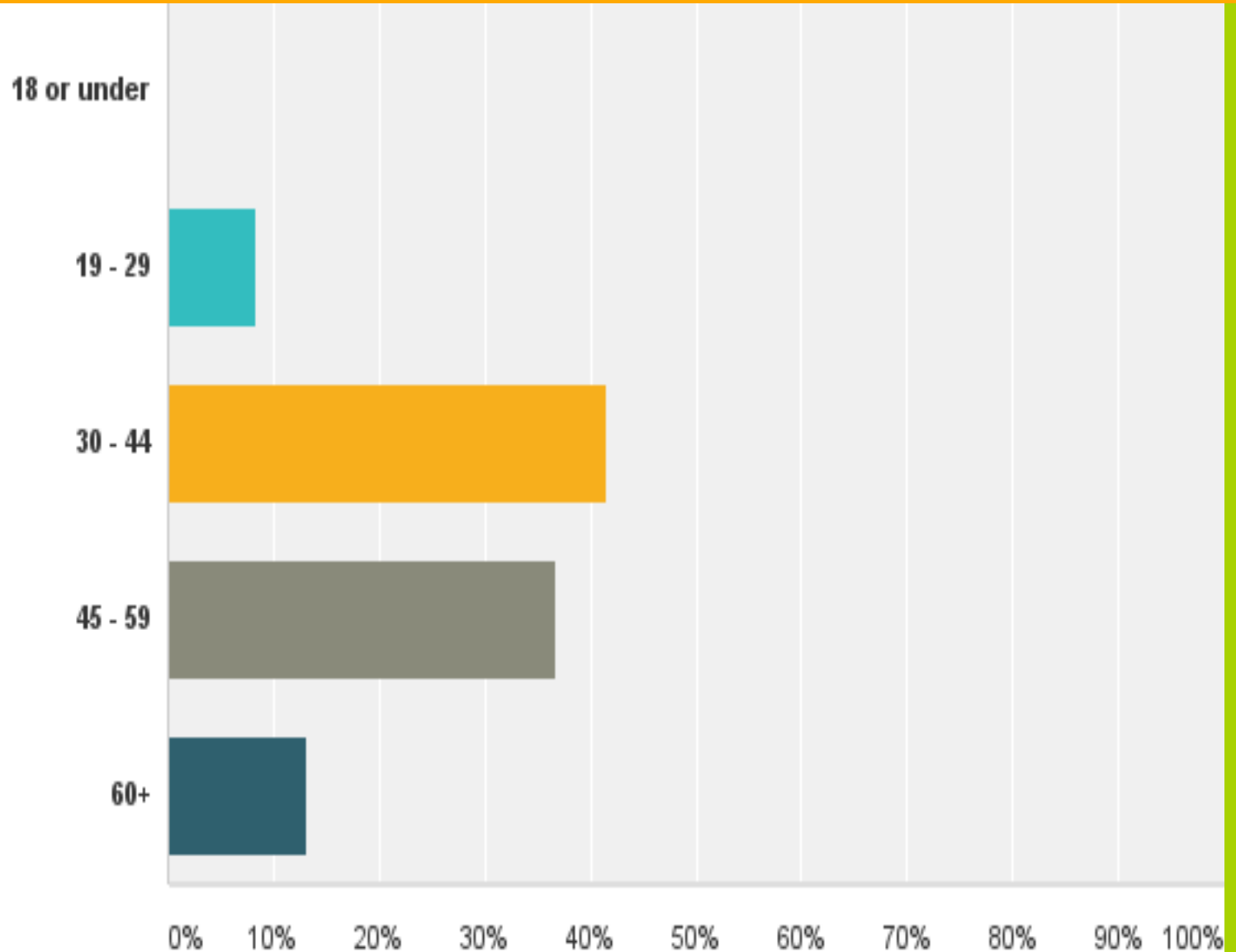
Dirty

Overcrowded

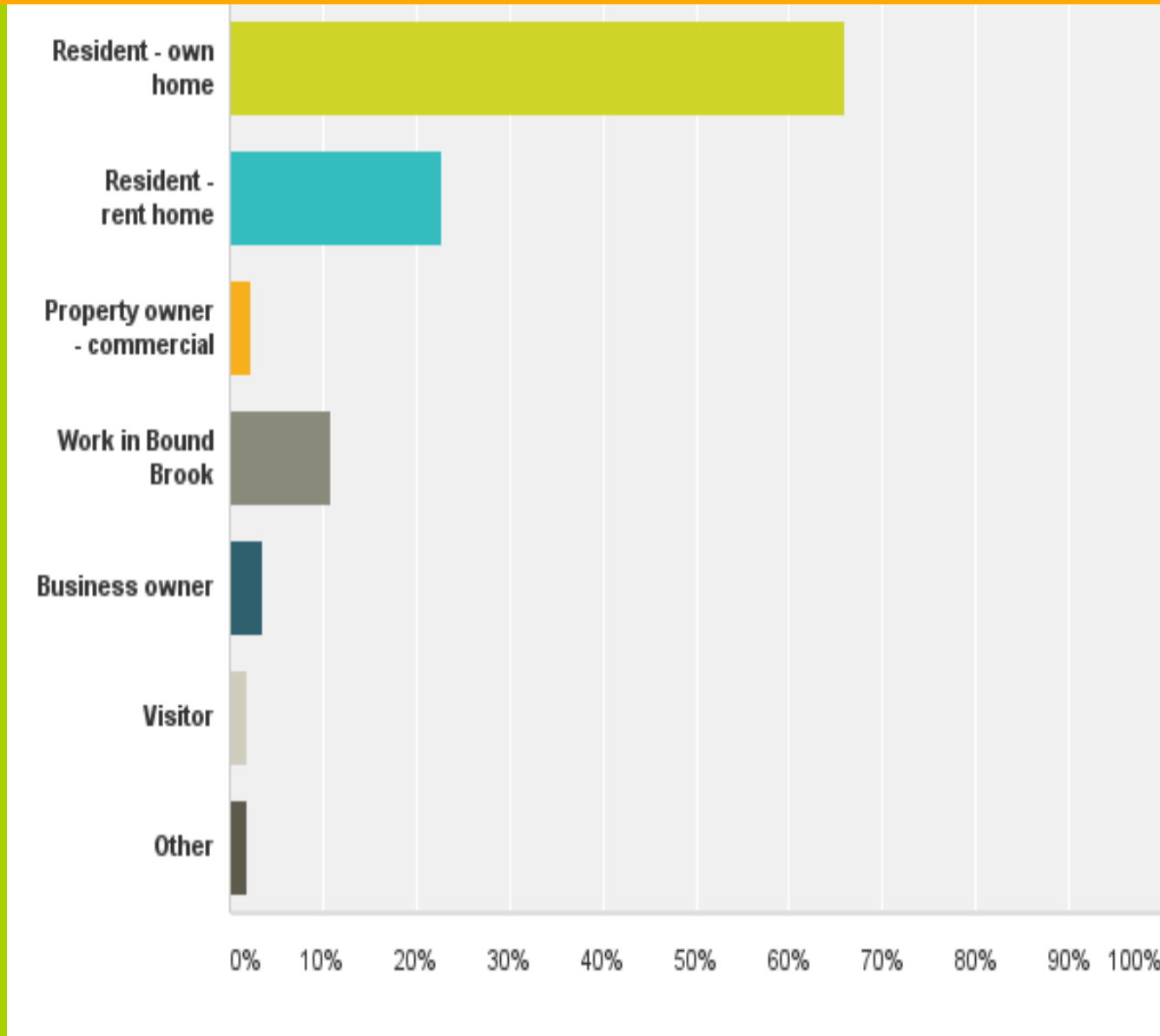
Q3: What is your gender?



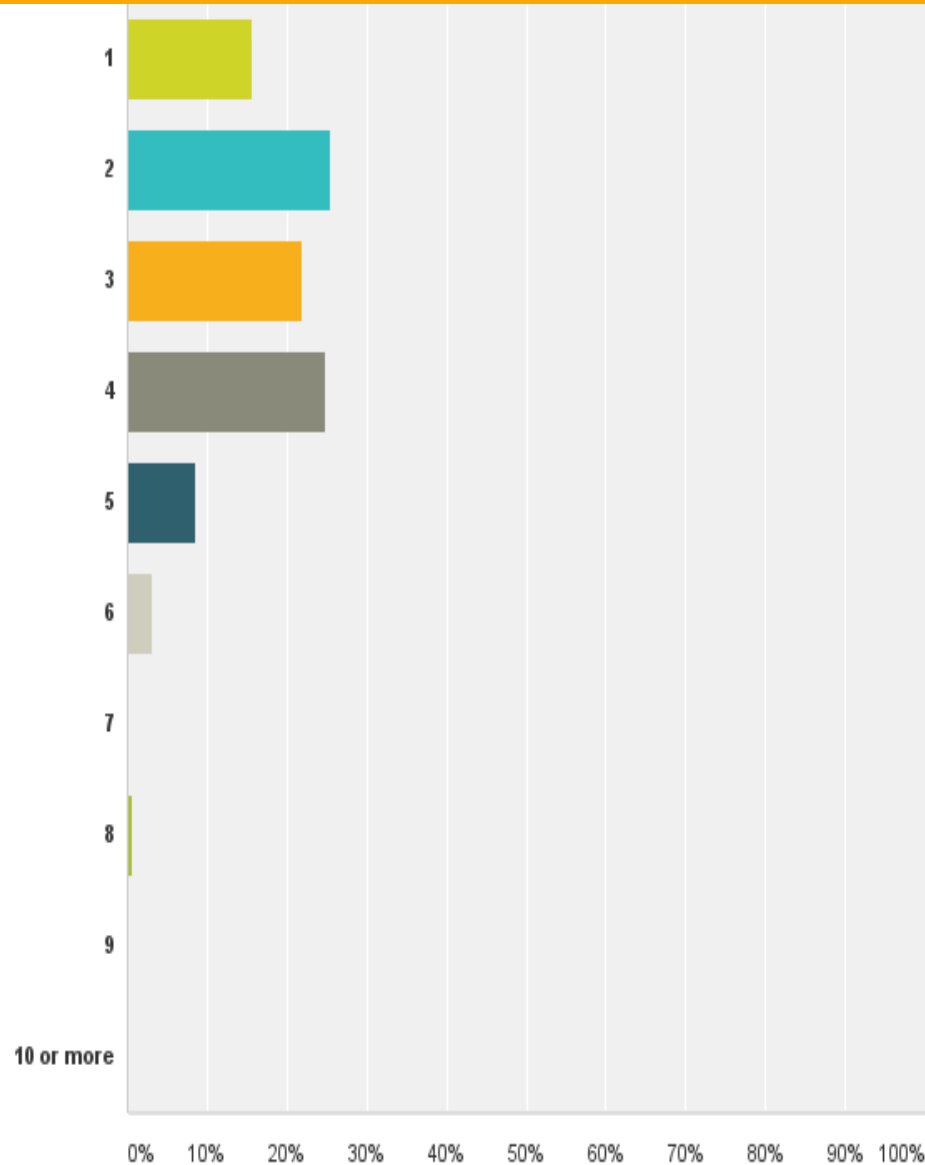
Q4: What is your age?



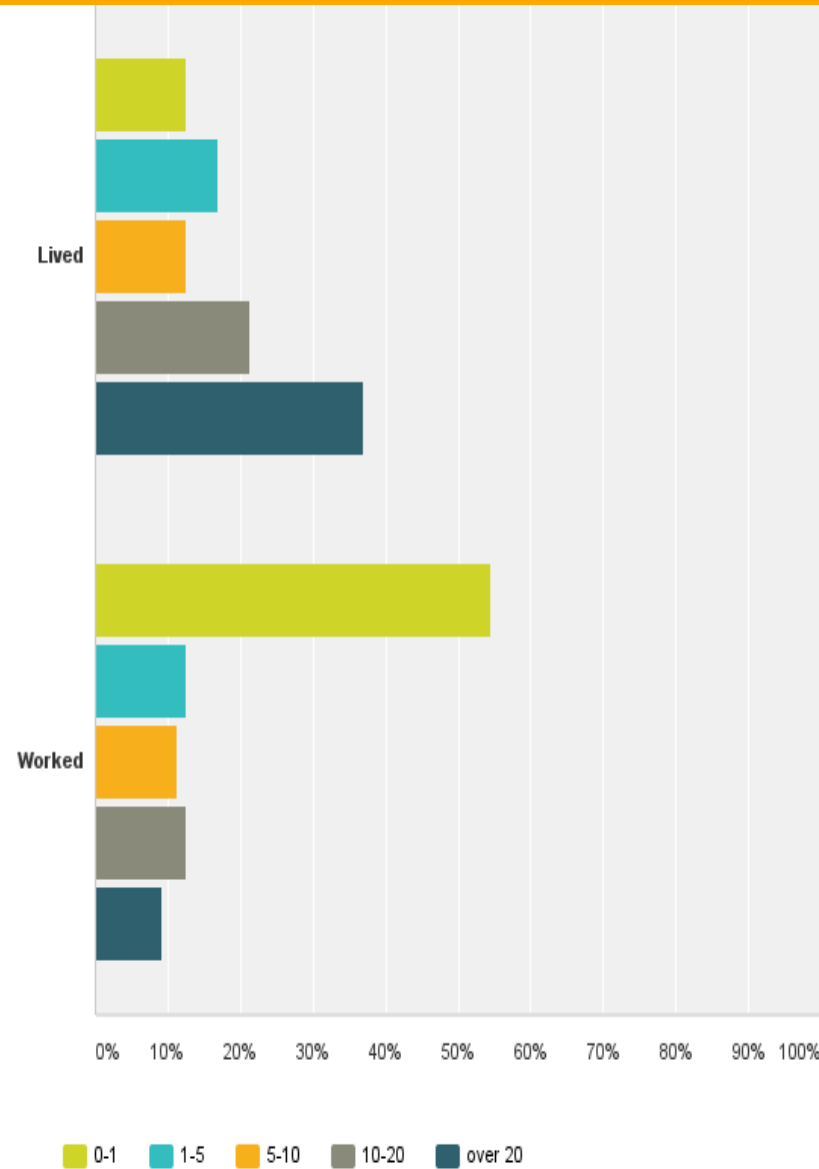
Q5: Which of the following are you? (select all that apply)



Q7: How many people, including yourself, are in your household?



Q8: How many years have you lived and / or worked in Bound Brook?



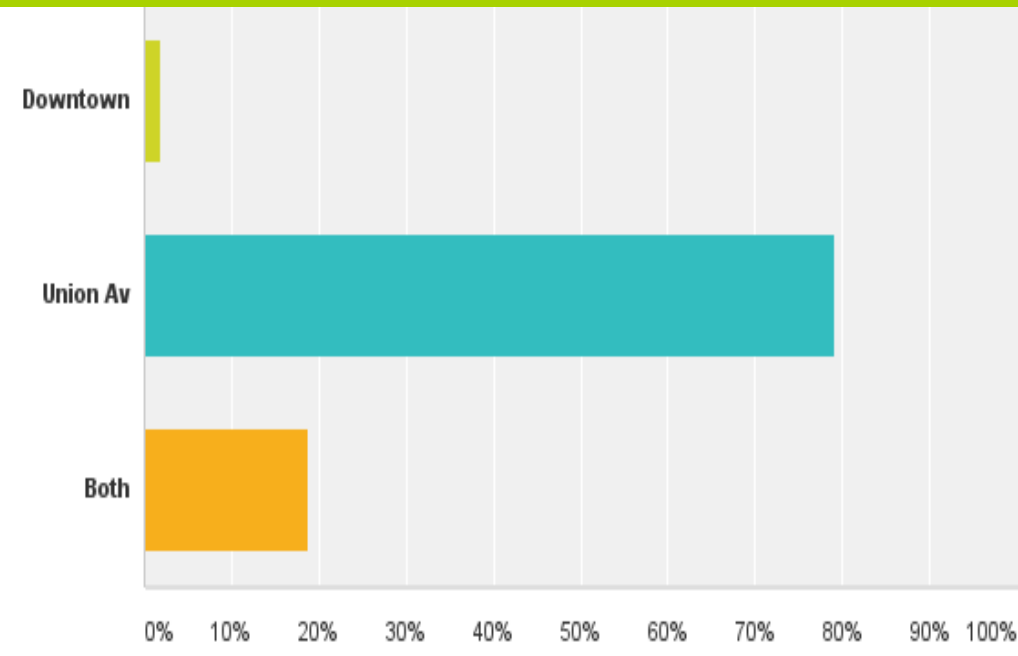
Q9: Do you have children, and do they attend the public schools?

	1	2	3	4	5	6	7	8	9	10	NA
Number of children	13.66% 22	27.33% 44	9.32% 15	1.86% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	47.83% 77
Children in public school	10.74% 16	17.45% 26	2.68% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	69.13% 103
Children in private or parochial school	6.62% 9	7.35% 10	2.21% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	83.82% 114

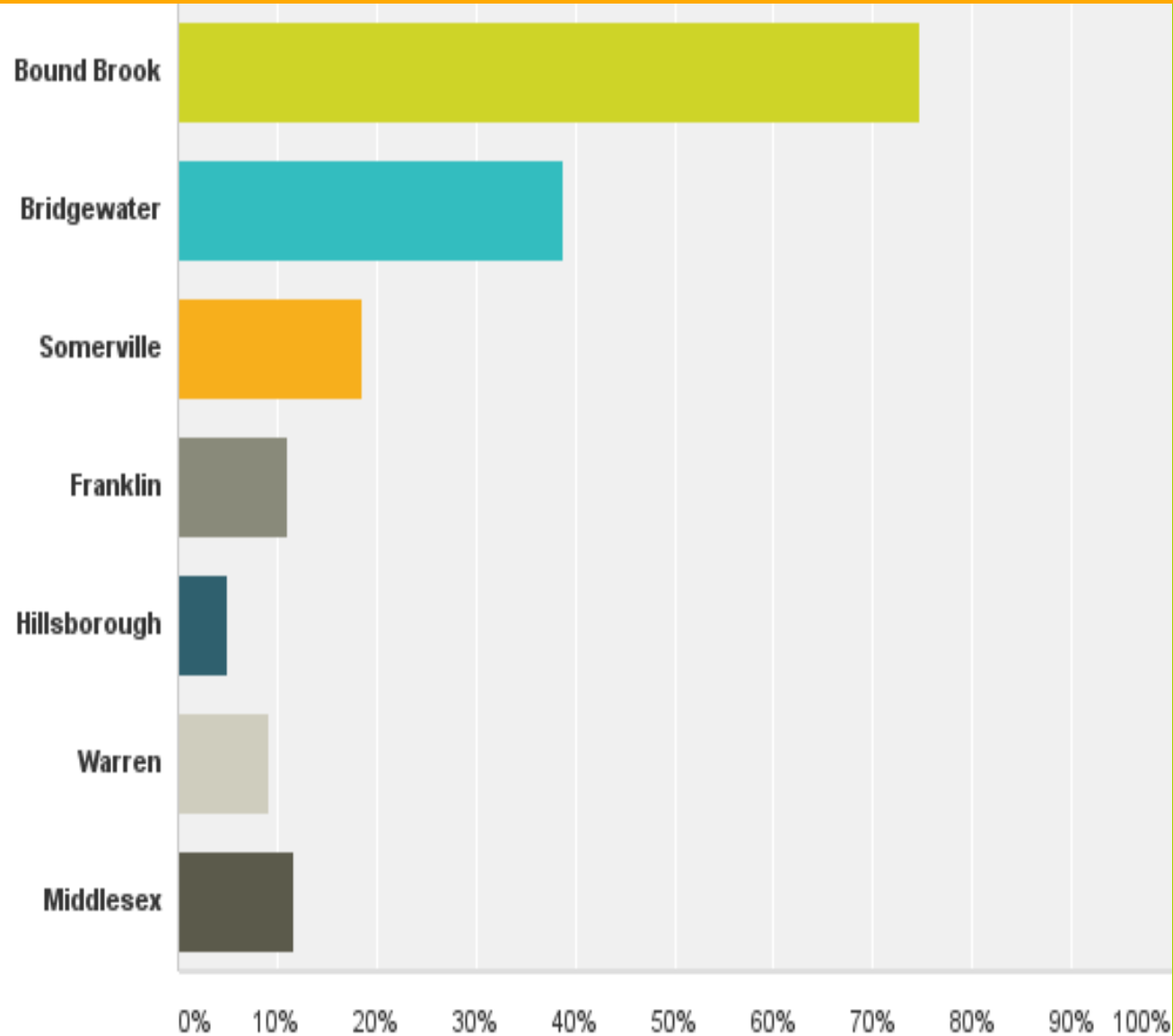
Q10: Please rank existing retail and personal services in the Borough on a scale from 1 to 10 (10 = exceptional and 1 = unsatisfactory)

10	9	8	7	6	5	4	3	2	1
1.81%	2.41%	5.42%	12.65%	11.45%	18.07%	12.05%	14.46%	9.64%	12.05%
3	4	9	21	19	30	20	24	16	20

Q11: Where do you shop in town?



Q12: Where do you shop for groceries for home? (check all that apply)



- 90% - Shoprite
- 15% - Wegmans
- 11% - Costco
- 6% - Farmers Market
- 1% - Kings

Q13: When you eat out, where are you most likely to go?

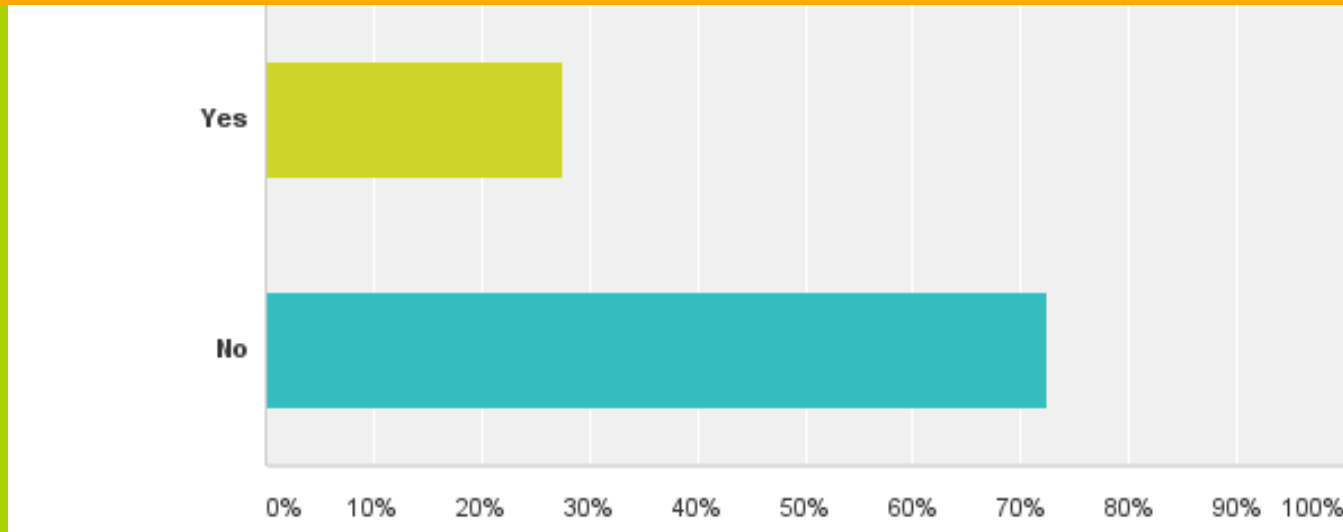
Local Route Franks Pizza Mama Rays Bistro Mall
Warren Middlesex Golden Corner
Girasole Bridgewater Restaurants
Somerville Burgers Bound Brook
Downtown Diner Main Street Town Food
Green Brook Sushi Chimney Rock Place

Q14: What types of additional businesses would you like to see in Bound Brook?

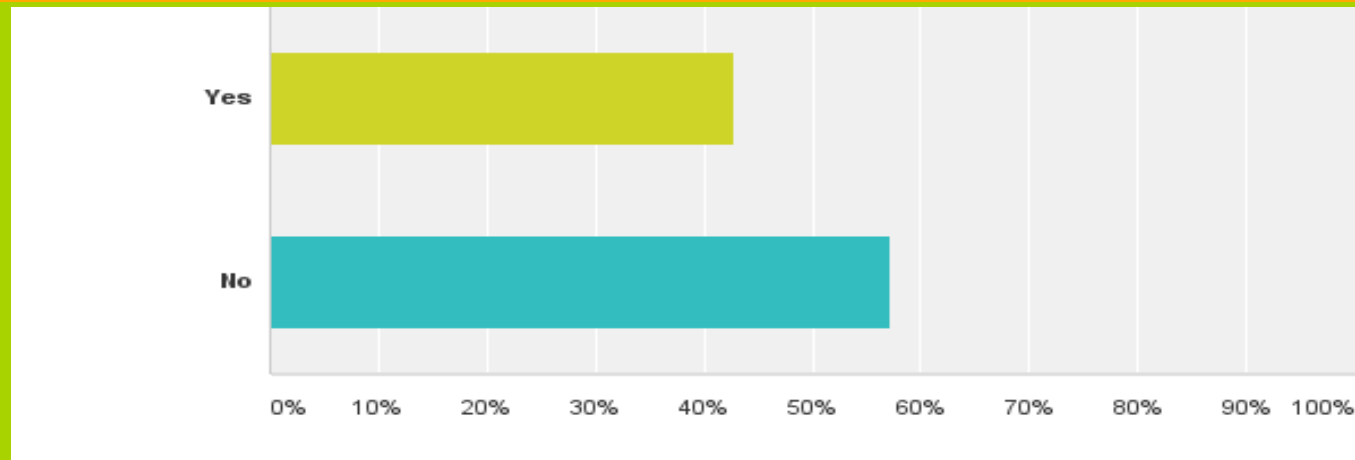
Kid-oriented activities
Better /more restaurants
Hardware store
Ice cream shop
Gym / fitness center
Cafe
Health food store
Movie theater
Coffee shops
Bar / pub / brewery
Professional offices
Bakery
Apparel and shoes
Fresh fruit and produce
Boutiques
Seafood restaurant
Craft stores
Antiques

Industrial
Warehousing
High end stores
Entertainment
Catering
Art house cinema
Art studios
Deli
Book store
Trader Joe's
Tailor / seamstress
Yoga studio
Fabric store
Dry cleaners
Butcher
Fish market
Cigar and whisky bar
Outdoor dining

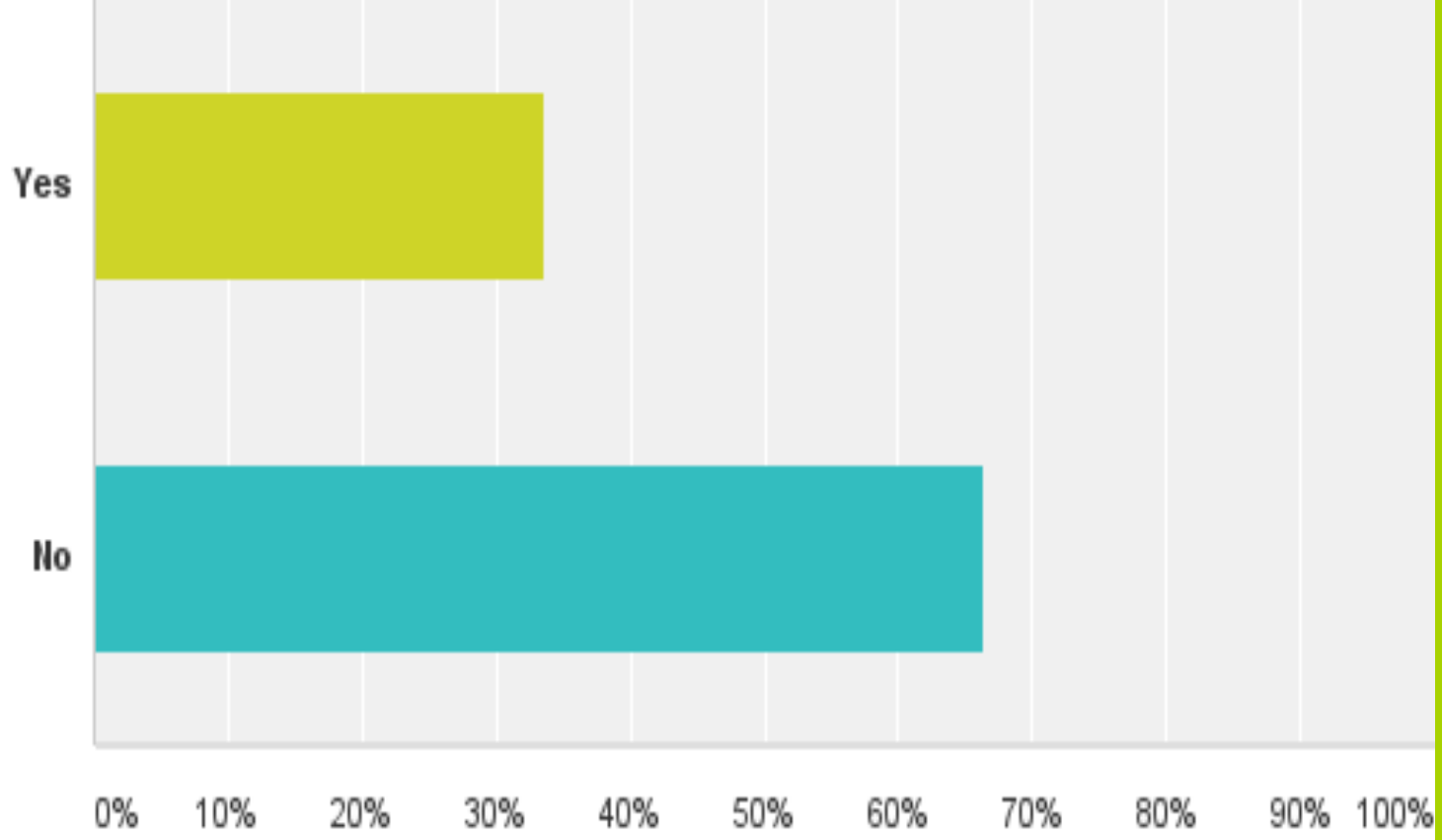
Q15: Do you participate in Bound Brook's recreational programs?



Q16: Do you feel additional recreational facilities and/or programs are needed?



Q17: Do you know that the Borough adopted a Riverfront Access Plan that calls for improved public access to the riverfront, pedestrian and bicycle trails along the riverfront and throughout the Borough, and a put-in and storage facility for kayaks and canoes?



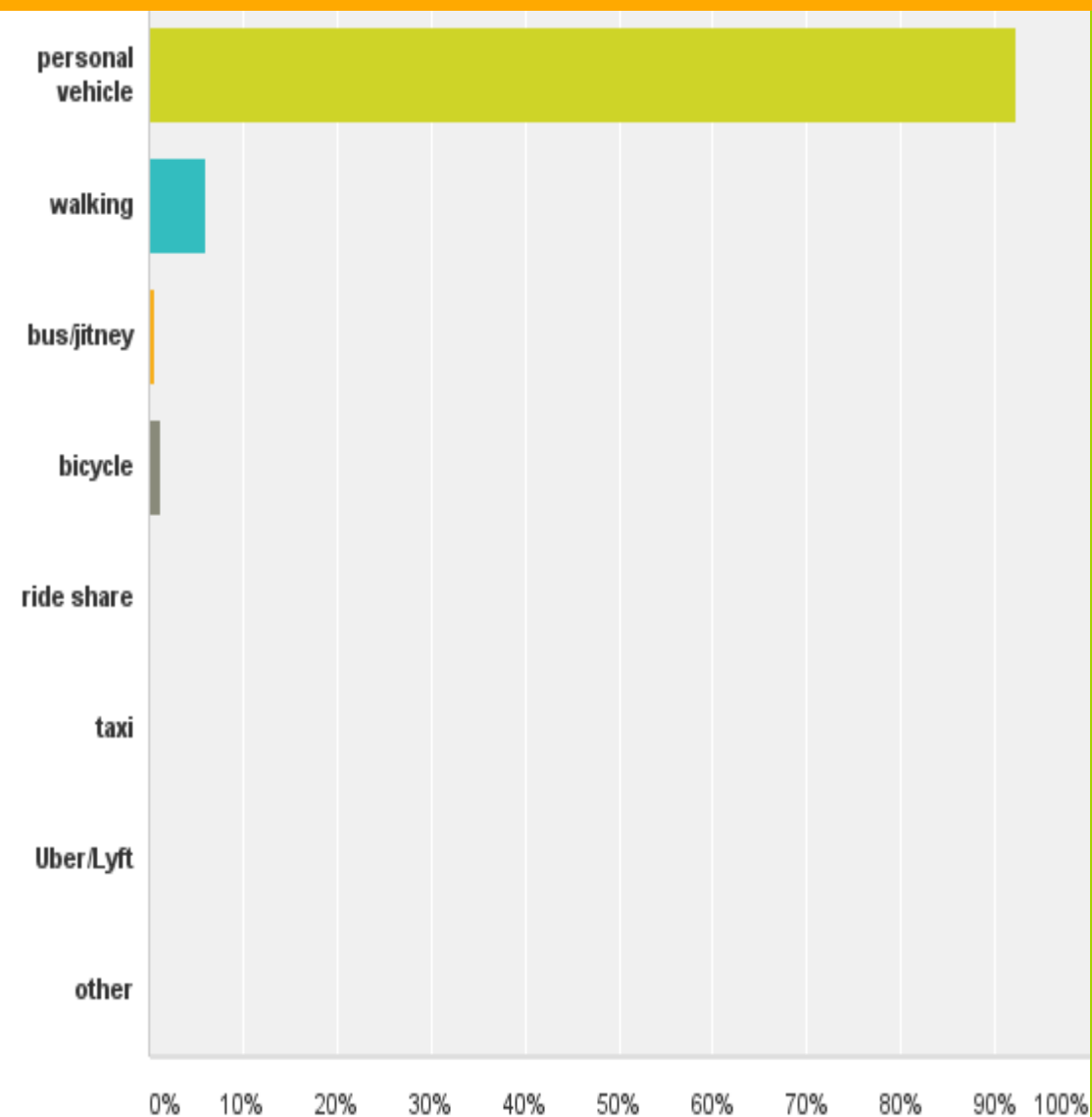
Q18: If you are interested in bicycling and/or walking, how important to you is having better public access to the riverfront? (10 = very important and 1 = not important)

10	9	8	7	6	5	4	3	2	1
35.37% 58	11.59% 19	17.68% 29	7.32% 12	6.10% 10	7.93% 13	1.83% 3	0.61% 1	1.83% 3	9.76% 16

Q19: If you are interested in bicycling and/or walking, how important to you is allowing public access to the paths on top of the flood levees? (10 = very important and 1 = not important)

10	9	8	7	6	5	4	3	2	1
35.19% 57	8.02% 13	17.90% 29	4.32% 7	8.02% 13	7.41% 12	2.47% 4	3.09% 5	3.70% 6	9.88% 16

Q20: What is your primary means of transportation within and around the Borough? (select one)



Q21: Do you think Bound Brook is a safe place for the activities listed below? (5 = very safe; 1 = very unsafe)

	5	4	3	2	1
Drive a motor vehicle	49.38% 80	30.25% 49	16.67% 27	1.23% 2	2.47% 4
Bicycle	13.64% 21	31.82% 49	32.47% 50	14.94% 23	7.14% 11
Walk	20.00% 32	26.25% 42	33.13% 53	11.88% 19	8.75% 14

Q22: How would you rate the following as they apply to Bound Brook?

	Excellent	Good	Fair	Poor
Overall quality of life	6.63% 11	54.82% 91	29.52% 49	9.04% 15
Physical appearance: streets /parks / private properties	3.64% 6	32.73% 54	44.24% 73	19.39% 32
Business mix: retail / restaurants / personal services	4.24% 7	16.36% 27	51.52% 85	27.88% 46
Good place to shop	1.82% 3	11.52% 19	36.36% 60	50.30% 83
Good place for young children (up to 10 years old)	4.38% 7	31.25% 50	43.13% 69	21.25% 34
Good place for older children (over 10 years old)	3.18% 5	29.30% 46	43.95% 69	23.57% 37
Public safety	12.12% 20	45.45% 75	33.94% 56	8.48% 14
Walking conditions	8.59% 14	44.17% 72	32.52% 53	14.72% 24
Bicycling conditions	5.00% 8	33.13% 53	42.50% 68	19.38% 31

Q22: How would you rate the following as they apply to Bound Brook (cont)?

Traffic conditions	1.84% 3	36.81% 60	41.72% 68	19.63% 32
Access to train station	28.22% 46	49.69% 81	16.56% 27	5.52% 9
Access to bus service	15.29% 24	49.04% 77	26.75% 42	8.92% 14
Access to information about local services and community events	4.91% 8	34.97% 57	41.72% 68	18.40% 30
Private property maintenance	3.05% 5	40.24% 66	34.76% 57	21.95% 36
Recreation facilities	12.88% 21	43.56% 71	33.74% 55	9.82% 16
Quality of public schools	3.75% 6	31.25% 50	31.25% 50	33.75% 54
Parking - downtown	6.17% 10	33.33% 54	37.65% 61	22.84% 37
Parking - in your neighborhood	17.18% 28	47.24% 77	22.09% 36	13.50% 22

Q23: Please rank the following items in terms of their importance to you and to the community:

	High	Medium	Low
Create opportunities for new senior housing	18.29% 30	35.37% 58	46.34% 76
Create opportunities for new affordable housing	19.39% 32	28.48% 47	52.12% 86
Offer programs to upgrade existing run-down housing, where needed	69.88% 116	24.10% 40	6.02% 10
Allow small apartments (in-law suites, granny flats) on larger lots in single-family neighborhoods	18.18% 30	32.12% 53	49.70% 82
Allow more home occupations and home-based businesses, where appropriate	13.50% 22	44.17% 72	42.33% 69
Increase code enforcement and property maintenance, where needed	58.28% 95	30.67% 50	11.04% 18
Plant more street trees and improve public landscaping, where needed	48.80% 81	37.35% 62	13.86% 23
Take measures to reduce vehicular speed and discourage cut-through traffic, where needed	45.06% 73	38.27% 62	16.67% 27
Install new pedestrian and bicycle bridges over the Bound Brook and Middle Brook	42.33% 69	33.13% 54	24.54% 40
Adopt a "green streets" approach that eliminates unnecessary blacktop and increases landscaped areas, where appropriate	46.63% 76	30.06% 49	23.31% 38

Q23: Please rank the following items in terms of their importance to you and to the community (cont):

Create community gardens on vacant or underutilized public lands	52.12% 86	26.06% 43	21.82% 36
Adopt land use policies to bring more jobs to the community	45.73% 75	39.63% 65	14.63% 24
Create more public spaces with more community activities	50.00% 82	35.37% 58	14.63% 24
Promote the Downtown Arts District and more special events downtown	62.80% 103	22.56% 37	14.63% 24
Allow "pop-up" retail stores and mobile vendors, where appropriate	34.97% 57	35.58% 58	29.45% 48
Create a nature preserve in the public-owned but currently inaccessible area behind ShopRite and QueensGate apartments	41.72% 68	41.72% 68	16.56% 27
Allow mixed-use buildings with retail, small offices and residential along Union Avenue	29.88% 49	47.56% 78	22.56% 37
Remove any zoning restrictions to private investments in small-scale solar energy, wind energy, rainwater harvesting and other sustainable features	33.74% 55	42.33% 69	23.93% 39
Provide incentives to property owners that voluntarily install sustainable stormwater management devices, such as rooftop detention, green roofs, rain gardens and bio-swales	37.42% 61	39.88% 65	22.70% 37

Q24: If you were in charge of land use decisions for the Borough, what would be your top 3 priorities?

Historic preservation
Affordable housing
Senior housing
Recreational use of the waterfront
More ratables
More street trees
Code enforcement
Property maintenance
Cleanup
Attract businesses
Redevelop Talmage
More attractive public spaces
Fix sidewalks
Zoning enforcement
Remove rotary
Waterfront access
Ban plastic bags
Set time limits for on-street parking

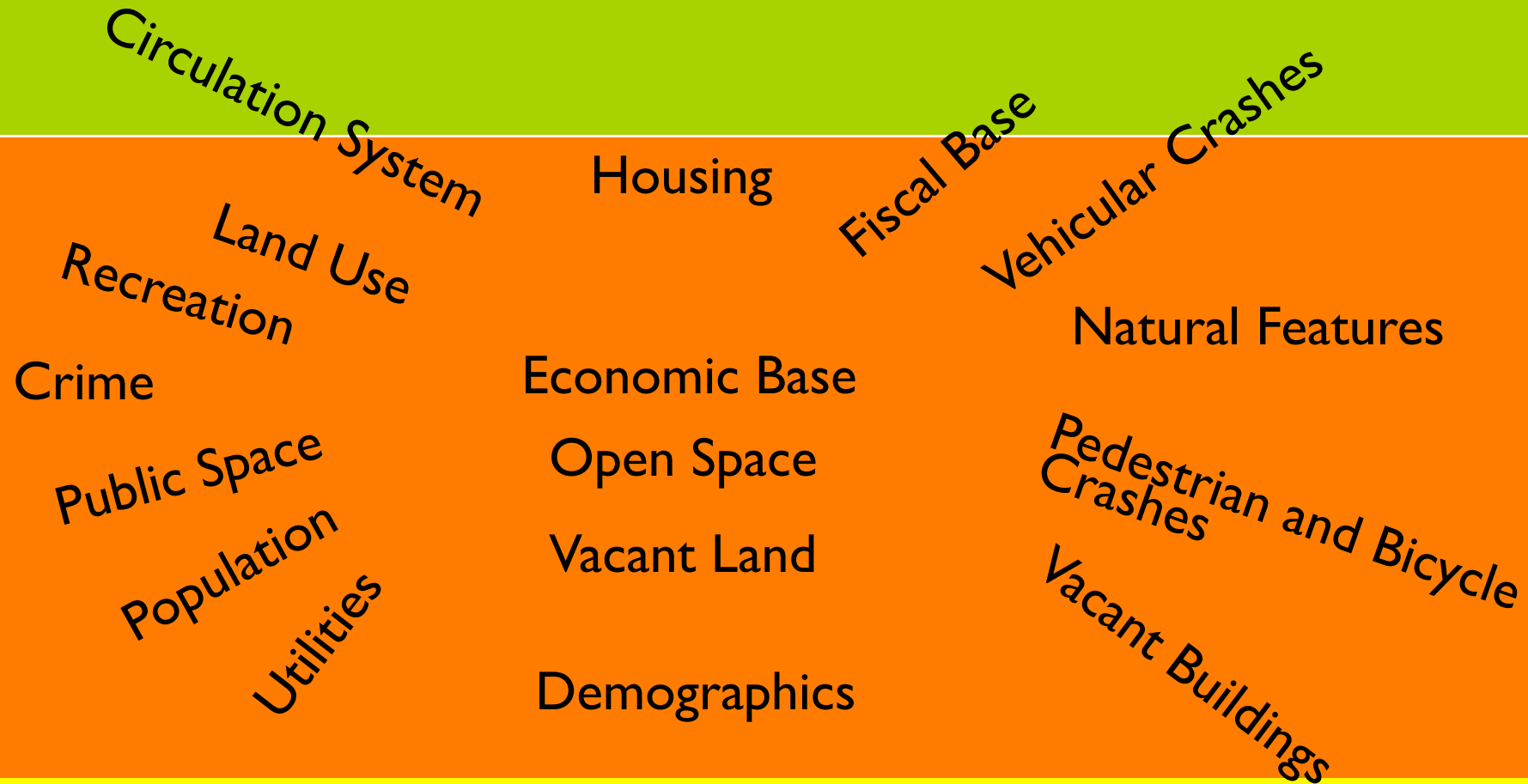
Bike lanes
Pedestrian improvements
Eliminate illegal apartments
Improve parks
Create new Stone Bridge park
Clean up / improve train station
Crack down on absentee landlords
Close down go go bars
Rehab existing structures
Clean up railroad underpasses
Reduce maximum building heights
More downtown events
New police station
Improve traffic
Improve schools
Reduce property taxes
Plant native species
Increase tax revenues

Q25: What have you seen in other towns that you would like to see in Bound Brook?

Pedestrian streets (Division St)
More street lights
Movie theater
More viable downtown
Speed humps on cut-through streets
Composting food scraps
Better nightlife
Planters with flowers
Live music downtown
Outdoor concerts
Community gardens
Better sidewalks and cross-walks
Better business signage
More activities for kids
Renovated train station
Better farmers market
Attractive public spaces
Less apartments

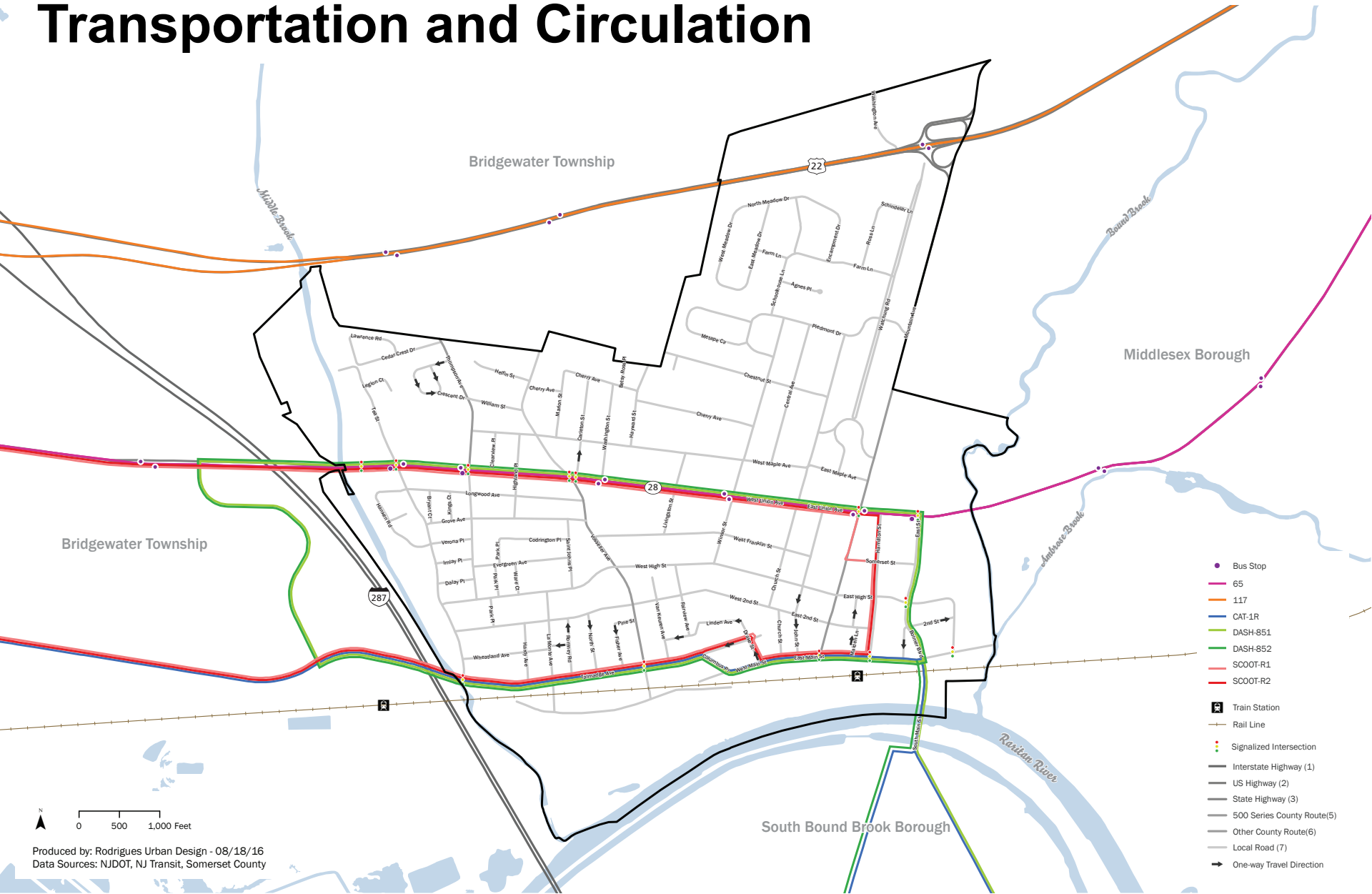
Upscale stores
More parades
Community pride
Greater retail variety
Music festivals
Town block parties
Better school system
Better recreation facilities
Street festivals
More stringent code enforcement
Better communication of public events
Quarterly town newsletter
Fill vacant buildings
More walking trails uptown
Less traffic
YMCA
Neighborhood watch programs
More help to small business

Information Gathering and Analysis



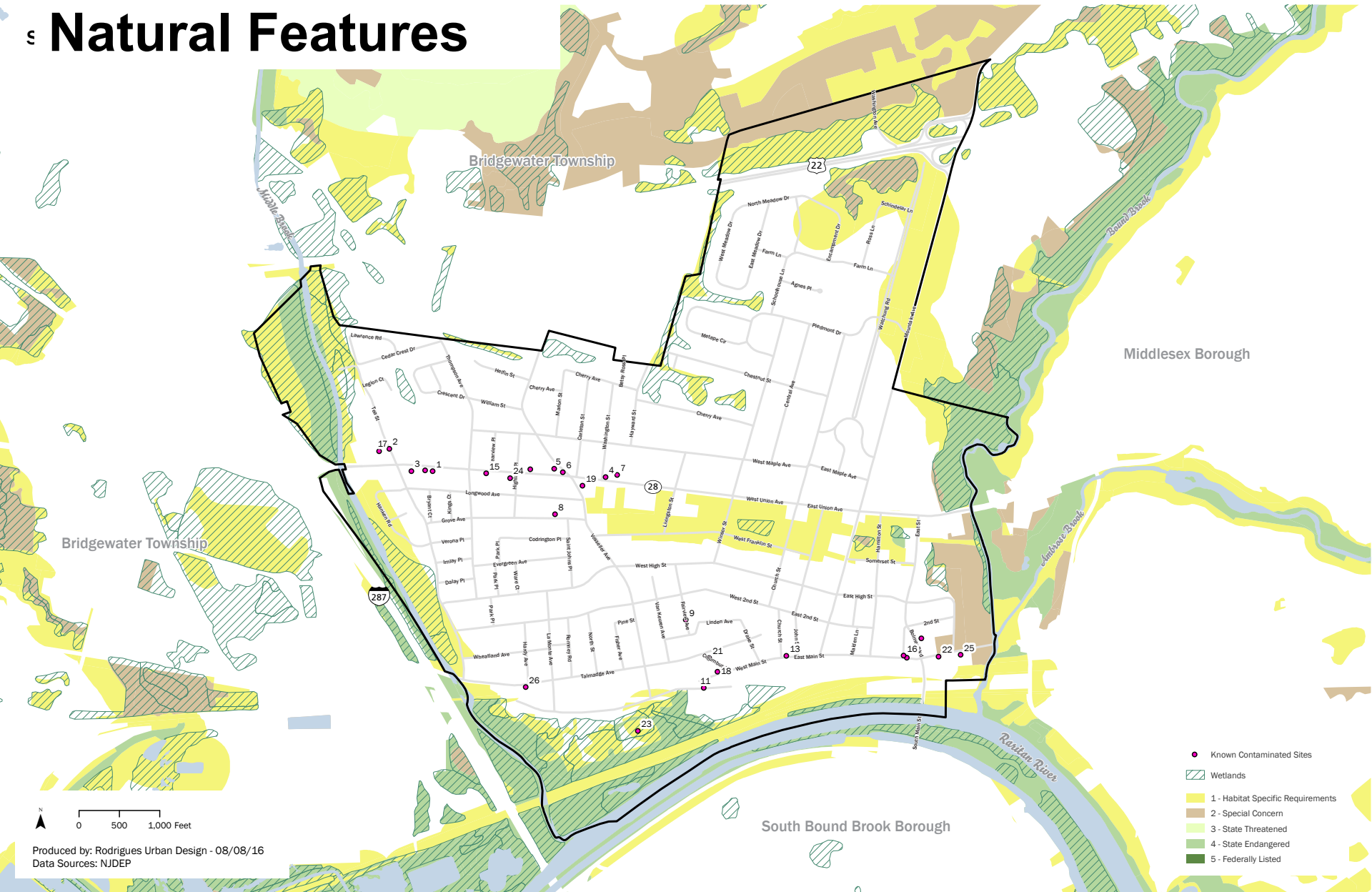
Master Plan Reexamination Report Update

Transportation and Circulation

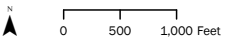


Produced by: Rodrigues Urban Design - 08/18/16
 Data Sources: NJDOT, NJ Transit, Somerset County

Natural Features



- Known Contaminated Sites
- ▨ Wetlands
- 1 - Habitat Specific Requirements
- 2 - Special Concern
- 3 - State Threatened
- 4 - State Endangered
- 5 - Federally Listed

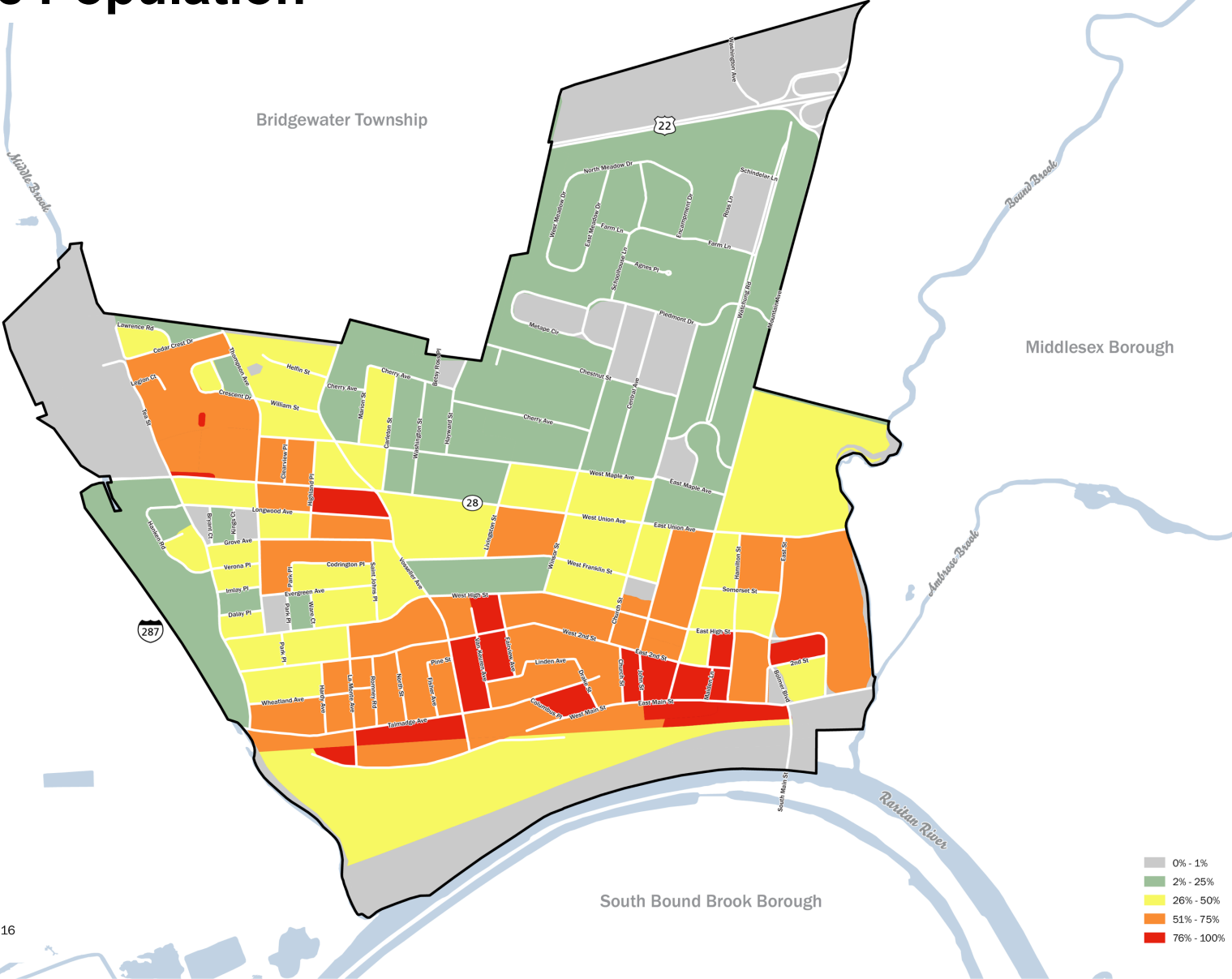


Produced by: Rodrigues Urban Design - 08/08/16
 Data Sources: NJDEP

Neighborhoods



Hispanic Population

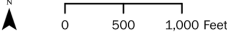


Bridgewater Township

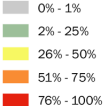
Bridgewater Township

Middlesex Borough

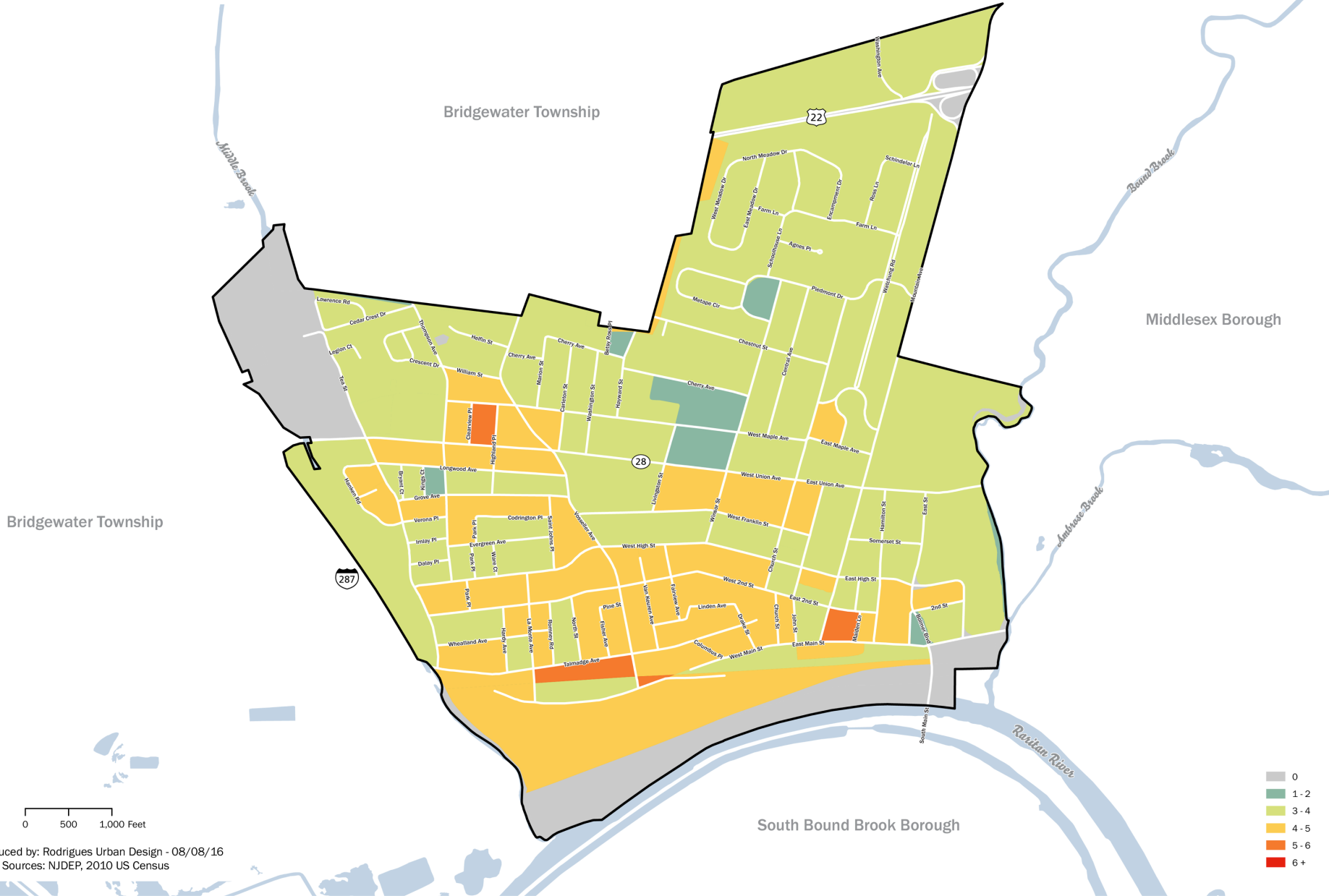
South Bound Brook Borough



Produced by: Rodrigues Urban Design - 11/28/16
 Data Sources: NJDEP, 2010 US Census



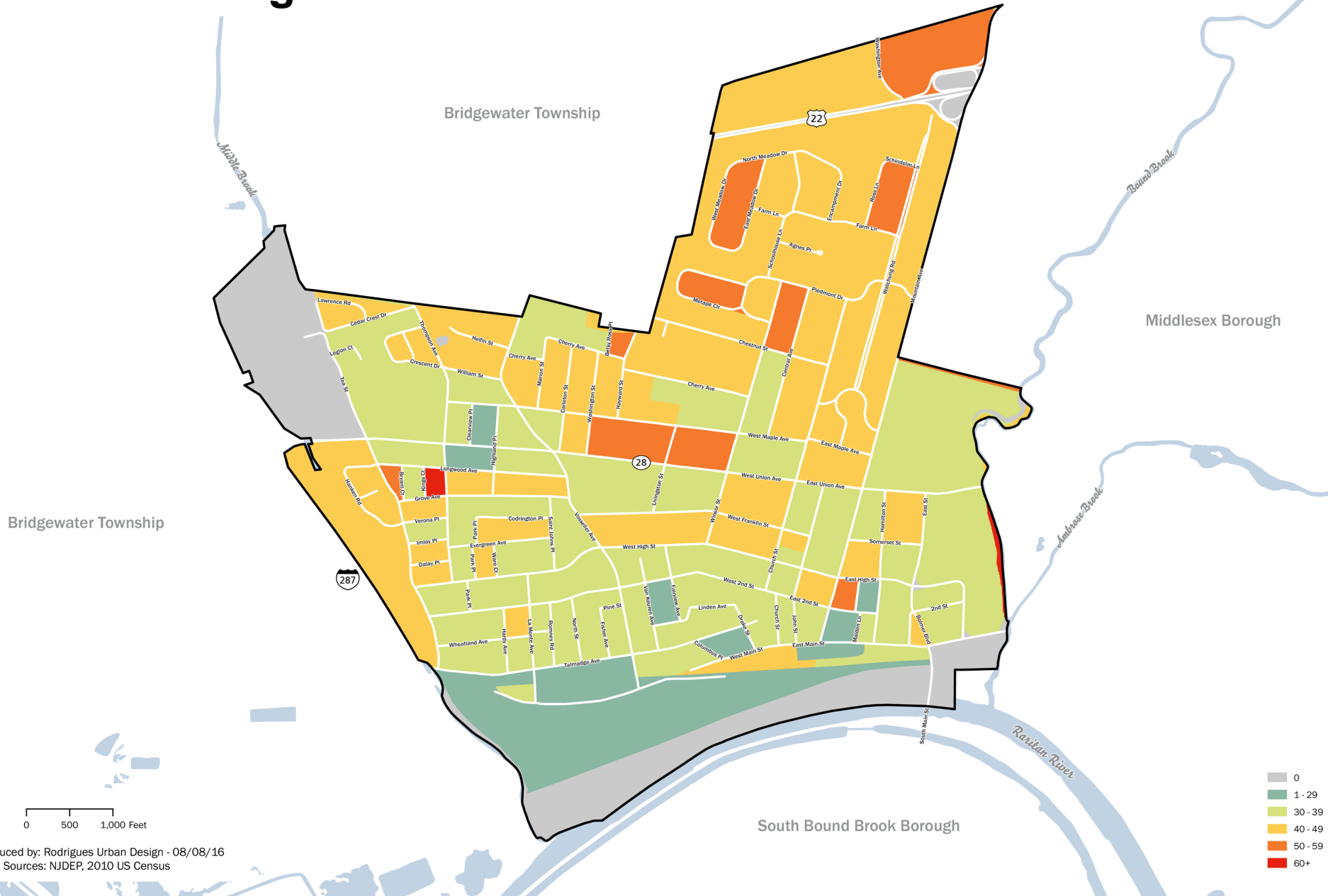
Average Household Size



0 500 1,000 Feet

Produced by: Rodrigues Urban Design - 08/08/16
Data Sources: NJDEP, 2010 US Census

Median Age



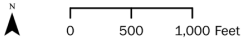
Bridgewater Township

Bridgewater Township

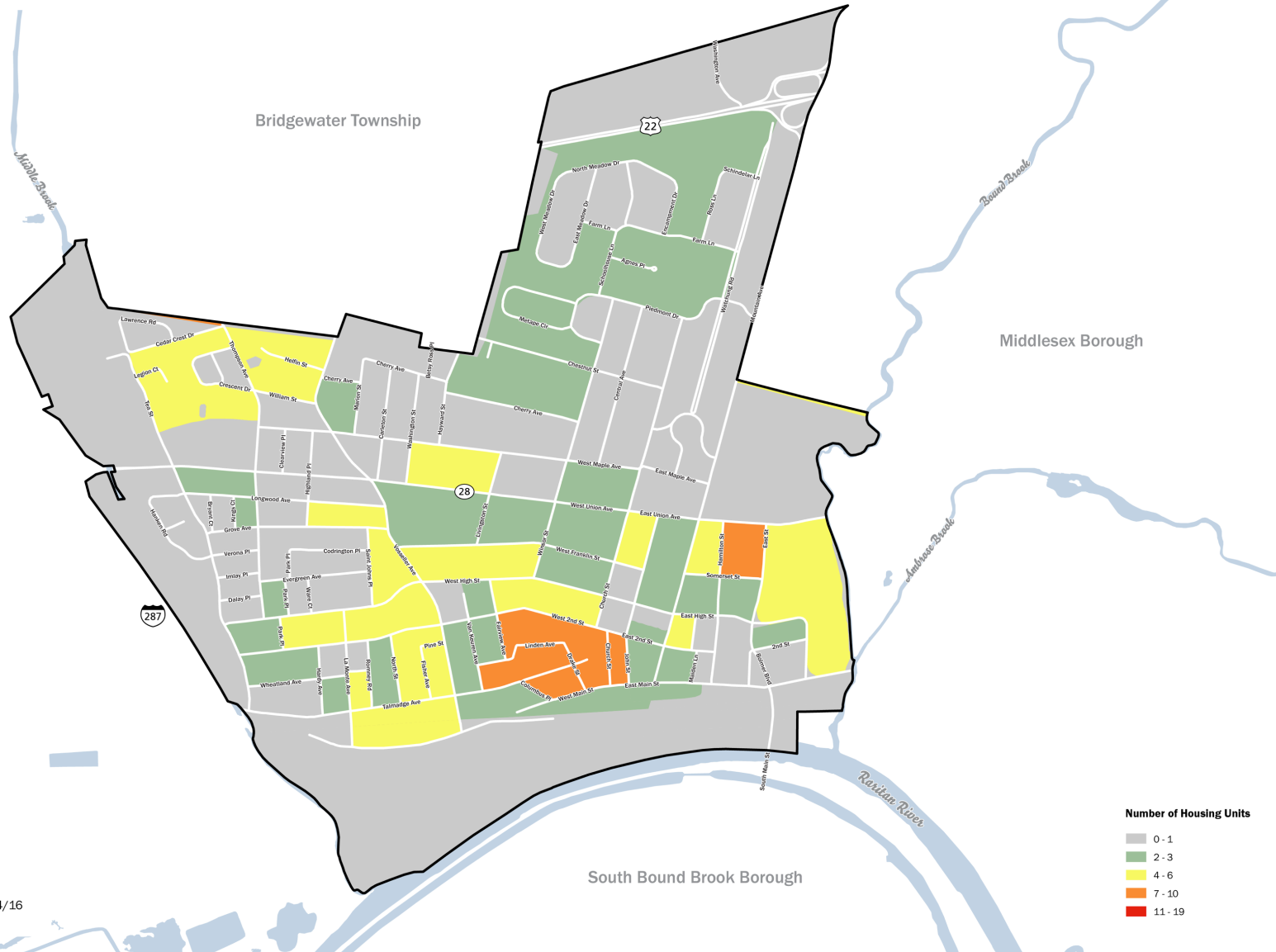
Middlesex Borough

South Bound Brook Borough

- 0
- 1 - 29
- 30 - 39
- 40 - 49
- 50 - 59
- 60+



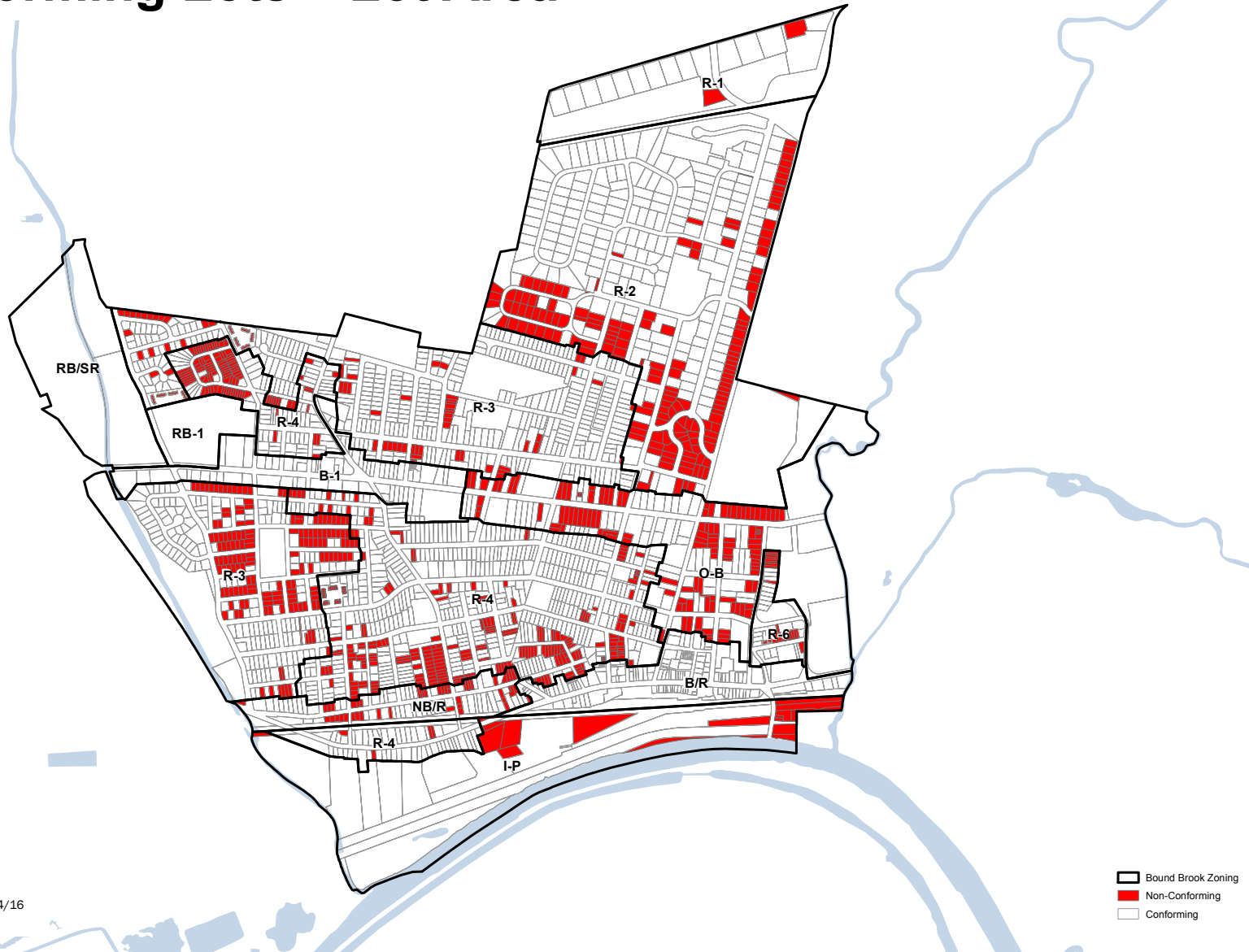
Vacant Housing – For Sale and For Rent



0 500 1,000 Feet

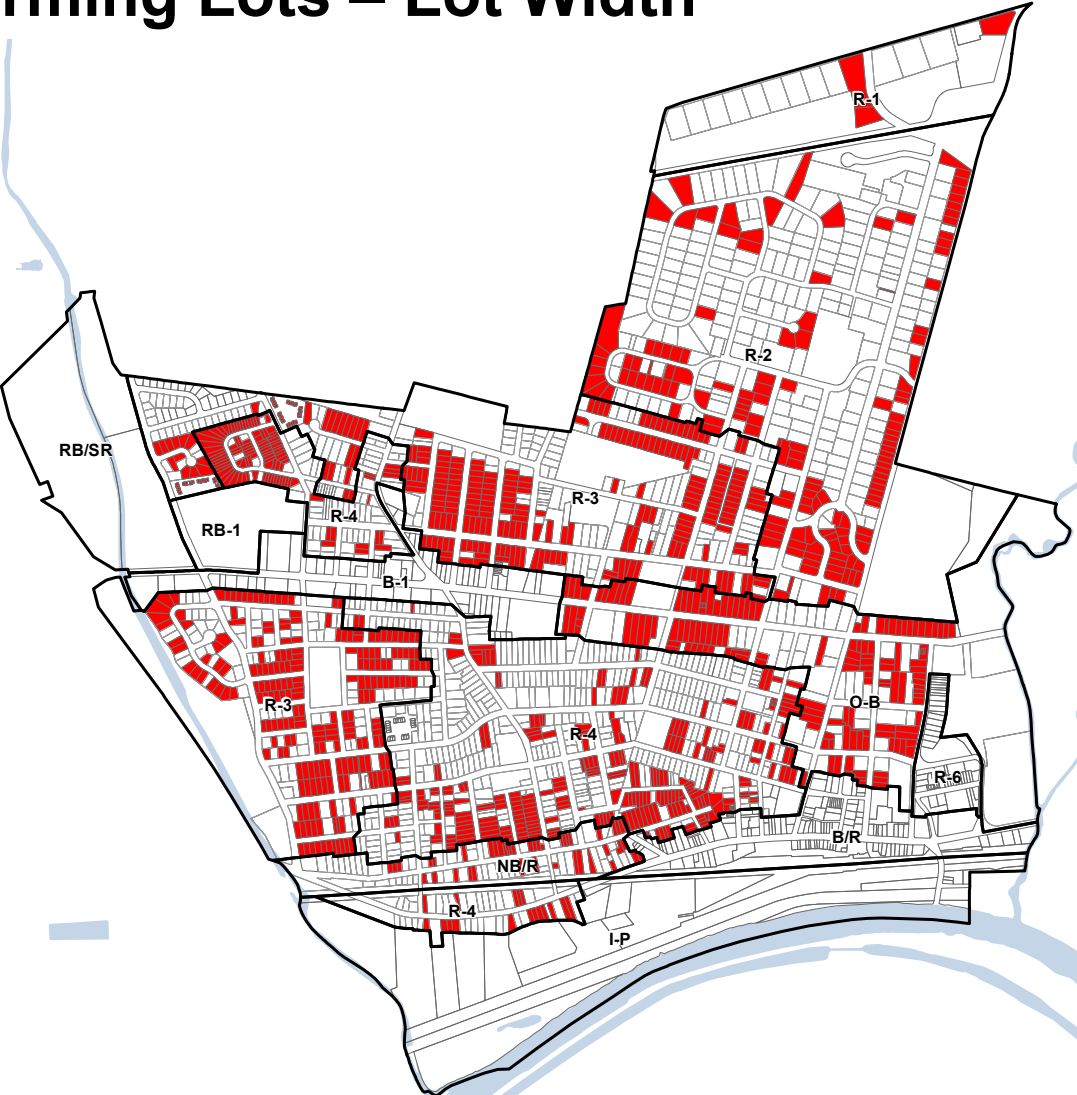
Produced by: Rodrigues Urban Design - 08/04/16
Data Sources: NJDEP

Non-conforming Lots – Lot Area



Produced by: Rodrigues Urban Design - 11/14/16
Data Sources: NJGIN, NJDEP

Non-conforming Lots – Lot Width



0 500 1,000 Feet

Produced by: Rodrigues Urban Design - 11/14/16
Data Sources: NJGIN, NJDEP

- Bound Brook Zoning
- Non-Conforming
- Conforming

Bound Brook at a Glance: Key Metrics and Indicators

POPULATION

2014 = 10,607 (back to 1970 population level)

2000 – 2010 = ↑452

1/3 is foreign born (83% from Latin America)

2,536 (24%) are not US citizens

Census Tract	Population 2009	Population 2014	Change	Median Age 2014	Hispanic Population	
					2009	2014
511	4,013	3,702	-8%	30.7	68%	56%
512	3,986	4,666	+17%	32.6	44%	59%
513	2,172	2,239	+3%	46.3	13%	15%

	Bound Brook	Somerset County	New Jersey
Hispanic Population	49%	13%	18%
Males per 100 Females	110	95	97
Median Age	35	40	39
High School Graduates	77%	93%	88%

Bound Brook at a Glance: Key Metrics and Indicators

MEDIAN HOUSEHOLD INCOME

Bound Brook	Somerset County	New Jersey
\$63,017	\$100,903	\$72,062

62% of county median income;
87% state median income;
↓10% (2009 – 2014)

BUSINESSES

(2008 – 2013) ↓16% number of businesses ↓12% annual payroll;
↓22% number of establishments ↓15% jobs;

HOUSING

Total housing stock(2014) = 4,185 units

31% built pre-1939 | 65% built 1940-1979 | 4% built 1980-2014

53% owner-occupied | 47% renter-occupied

2014 vacancy rate: owner-occupied = 5%; renter-occupied = 20%

Single-family detached	Single-family attached	2, 3 and 4 units	5+ units
42%	14%	33%	11%

	Bound Brook	Somerset County	New Jersey
2014 Median Value of Owner-Occupied Housing	\$283,300	\$396,500	\$319,900
2014 Median Rent	\$1,194	\$1,420	\$1,188

Bound Brook at a Glance: Key Metrics and Indicators

FISCAL BASE (2015)

Total taxable value of land and improvements = \$707 million

Assessed value of land = \$208 million

Assessed value of improvements = \$499 million

Tax-exempt properties = \$97 million

Partial tax exemptions and tax abatements = \$255,200

MOD IV Property Description	Code	Properties	% Total
Vacant	1	56	2%
Residential	2	2,279	84%
Public Schools	15A	4	
Other Schools	15B	7	
Public	15C	41	2%
Church	15D	25	1%
Cemeteries	15E	3	
Other Exempt	15F	30	1%
Commercial	4A	233	9%
Industrial	4B	1	
Apartment	4C	26	1%
Telephone	6A	1	
TOTAL		2,706	100%

Ratio: Value of Improvements to Value of Land



- Prop Class**
- 2 - Residential (four families or less)
 - ▲ 4A - Commercial
 - 4B - Industrial
 - 4C - Apartment
- Ratio**
- 0.00 - 1.70
 - 1.71 - 3.20
 - 3.21 - 5.50
 - 5.51 - 8.10
 - 8.11 - 10.50
 - 10.51 - 13.10
 - 13.11 - 15.90
 - 15.91 - 20.50
 - 20.51 - 26.80
 - 26.81 - 52.00
- Non-Applicable Properties**
- Public School Property (15A), Other School Property (15B), Public Property (15C), Church and Charitable Property (15D), Cemeteries and Graveyards (15E), Other Exempt properties not included

0 500 1,000 Feet

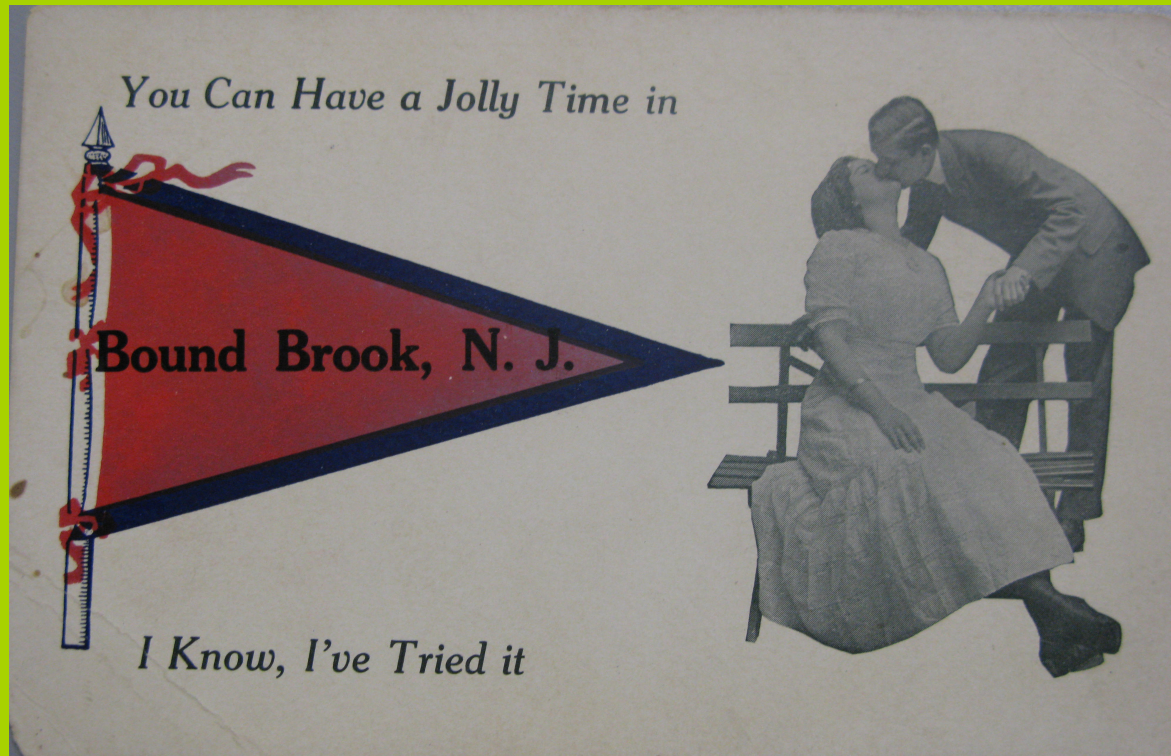
Produced by: Rodrigues Urban Design - 08/19/16
 Data Sources: NJDEP, MOD IV Data

Anticipated Schedule and Next Steps

Draft Master Plan Reexamination Report
Draft Amendment to Land Use Plan Element
Public hearing – Spring 2017
Adoption
Implement recommendations

Master Plan Reexamination Report Update

Thank You



Questions?

Carlos Rodrigues FAICP / PP
www.rodriquesurbandesign.com