

DUNELLEN TRANSIT HUB PLAN



DUNELLEN

June 2019

Dunellen Transit Hub Strategic Plan



The Together North Jersey (TNJ) Efficiency Task Force and North Jersey Transportation Planning Authority (NJTPA) co-sponsored the transit hub planning program. They partnered with the New Jersey Chapter of the American Planning Association (APA-NJ) for this initiative. The planning program aims to encourage the creation of vibrant transit hubs around existing train stations and/or stops, supporting the community’s goals for economic development, land use, access to jobs and cultural development.

The Borough of Dunellen’s train station was one of three locations selected in 2018 for the pilot of this program. The other two locations were Watsessing Station in Bloomfield Township and the Passaic Bus Depot in the City of Passaic.

**Report prepared for Together North Jersey,
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Map on cover: Dunellen’s train station (source: NJGIN)
Report layout and design by Julie Grof.

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Source: Google Earth, Data SIO, NOAA, U.S. Navy, NGA, GEBCO
/BCAO Landsat/Copernicus



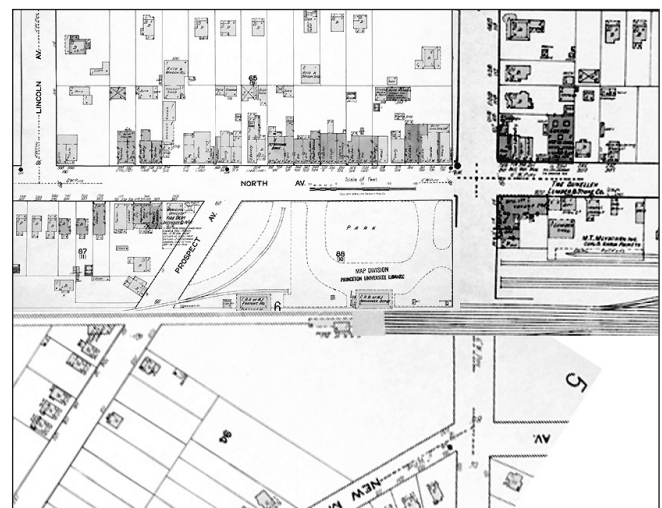
Past and Future

The railroad from New York was extended to the area now known as Dunellen in 1840. The Borough of Dunellen, incorporated in 1887 when it separated from Piscataway, was built by the Central Railroad of New Jersey. The railroad company owned the land, built the railroad and subdivided the surrounding farmland into a residential community. Dunellen is an example of an original transit-oriented development (TOD) model, built by the railroad as opposed to being built by a developer as is done today.

A look through history helps us understand how things became the way they are and for what reasons. An old Sanborn map from the turn of the 20th Century shows the approach to the station from the north was through a park, as is commonly seen in many other stations in New Jersey. The map shows the south side of the tracks was undeveloped. Sometime in the 1950s, the Central Railroad of New Jersey elevated Dunellen’s tracks, which had previously run at grade level through the downtown. Around that time, the railroad also divested the lands it owned on both sides of the train station. The lands to the south were purchased by the Borough

and are now home to the Dunellen Public Library and a commuter parking lot, which is managed by the Dunellen Parking Authority (DPA). The lands to the north were largely privatized and sold to various commercial entities. This is the area where the bank, post office and the gas station are located. The Borough did acquire two parcels across Prospect Ave from Borough Hall; these parcels now serve as parking for the Borough and a few private users.

The train station is centrally located in this one square mile walkable municipality, which also boasts a traditional main street corridor with eateries, salons, fitness/gyms, dry cleaners and pharmacies in addition to other services and retailers. The Borough is divided



Source: Sanborn Map Company Dunellen, April 1919

Past and Future

by the tracks into the “north side” and “south side.” The north side is largely residential and has the middle school (grades 6-8) and high school (9-12), in addition to Washington Memorial Park, McCoy Park and Morecraft Park. The south side is mostly residential as well and has the elementary school (grades pre-k through 5), in addition to Columbia Park, Gavornik Park, the Dunellen Public Library and Senior Center. Borough Hall is centrally located and is near the train station. Access between the north and south sides are constricted to three streets: Washington Ave, Prospect Ave and Madison Ave.

Located across Washington Ave from the train station is the former Art Color Printing Company 19-acre property. It is being redeveloped with 252 apartments, 130 townhomes and a 9,240 square foot retail building. The project will house approximately 500 new residents within the next few years.

Over the past decade, the Borough’s Mayor and Council have made numerous efforts to revitalize the downtown area. In 2012, the Borough was designated a Transit Village. The Council created the Dunellen Downtown Management Organization and the Dunellen Arts and Culture Commission. The governing body has approved many art and culture projects like the Prospect Ave railing painting, library mural, Music in the Park, Art in the Park and annual HarvestFest.

The Borough also worked with a graduate class at the Edward J. Bloustein School of Planning and Public Policy at Rutgers University in Spring 2019 to identify the best economic development strategies



Top: The historic Art Color Printing Co. water tower and the rubble from its demolished buildings are visible from the train platform (Spring 2019); the developer is prepping to build new transit oriented development, as shown below.

Bottom: Construction for Dunellen Station, which will have 252 apartments, 130 townhomes and a 9,240 square foot commercial space, is planned to begin in 2019. Source: K. Hovnanian Homes.



for downtown Dunellen. The Dunellen Transit Hub planning team worked hand-in-hand with the students, as economic development is an integral component of the transit hub plan.

Dunellen's Strengths

A picture is worth a thousand words...here we highlight a few of the Dunellen's many strengths in pictures.

- Dunellen has Middlesex County's only train station that is located on the Raritan Valley Line
- Traditional "walkable" downtown
- Designated Transit Village
- Dunellen Downtown Management Organization
- Dunellen Arts and Culture Commission
- Dunellen Public Library
- Dunellen Parking Authority
- Strong community feeling
- One square mile Borough
- "Small enough to know you, large enough to serve you"
- The Railroad Town
- Quick access to Interstate 287, Route 22, NJ Turnpike, Garden State Parkway, Route 28
- Close proximity to Rutgers University, Kean University, Raritan Valley Community College and Middlesex County College
- Multiple bus stops for east-west travel on NJ TRANSIT bus routes from Bridgewater to Newark and New York
- New residential and commercial development
- Train station attracts commuters from Piscataway, Green Brook, Middlesex and other municipalities
- Fantastic parks
- Great architecture
- Invested business community
- Talented artists
- Government leadership



Dunellen's Strengths



- Active senior community
- Arts-supportive governing body and Board of Education
- Community events: Memorial Day Parade, Baseball Parade, Street Fairs, HarvestFest, Haunted Trail, Coffee with a Cop, library programs, town-wide garage sales and more
- Important business institutions
 - Diverse population
- Historic Dunellen Hotel built in 1869
- 8 on the Break classic arcade
- Great variety of food options from Chicken Holiday, Dunellen Bagel, J&G Texas Weiner, Planet Chicken, Dunellen BBQ, Zupko's Tavern, Mis Amigos, 30 Burgers/Mike's Subs to Cafe Nune and more
- Internationally-acclaimed Lily Yip's Table Tennis Center
- Noted "old school" pizzeria Rome Pizza
- 1st ever QuickChek opened in 1967 in Dunellen
 - Dunellen Cinema and Cafe
- Acclaimed sloppiest dish in Central Jersey at Seafood Boil
- Fabulous entertainment venues Roxy & Dukes Roadhouse and Maggie Murray's Pub House
 - Wonderful schools
- Involved citizenry
 - Dunellen Police Department
 - Dunellen Fire Department
 - Dunellen Rescue Squad
 - Dunellen Municipal Alliance
- Dunellen Shade Tree Commission
 - Family oriented community
 - Small town atmosphere
- Reverence to community history
 - Recreation and school sports
 - And so much more!

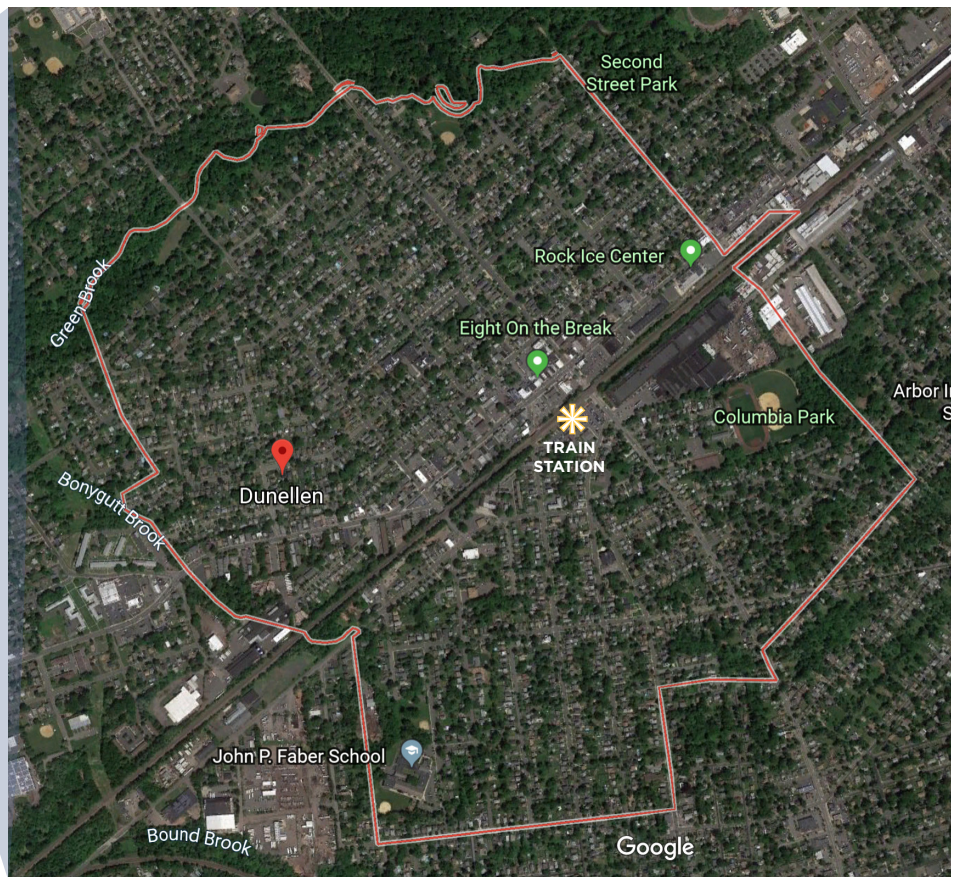
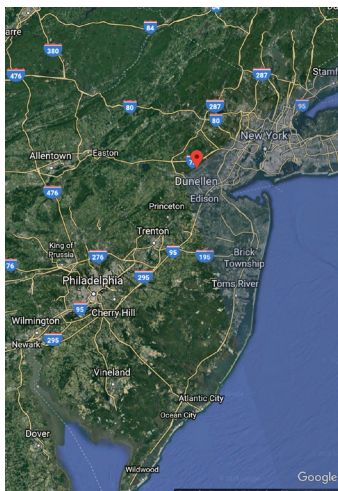


Study Area

The Borough of Dunellen occupies a mere one square mile of the northwest corner of Middlesex County in central New Jersey. See Figure 1. The Dunellen Transit Hub study area encompasses the area along North Ave (State Route 28) bordered by Jackson Ave to the east, New Market Rd and Grove St to the south and Madison Ave to the west. This area includes designated redevelopment areas, residential, commercial and public facilities. See Figure 2.

The Dunellen Transit Hub Plan recommends prioritizing efforts on the parcels adjacent to the train station. See Figure 3.

Figure 1: Maps of New Jersey and Borough of Dunellen



Sources for images on pages 3 & 4: NJGIN, Google Earth, Google Data LDEO-Columbia, NSF, NOAA, Data SIO, NOAA, U.S. Navy, NGA, GEBCO, Landsat / Copernicus

Study Area



Figure 2:
Map of
Dunellen Transit Hub

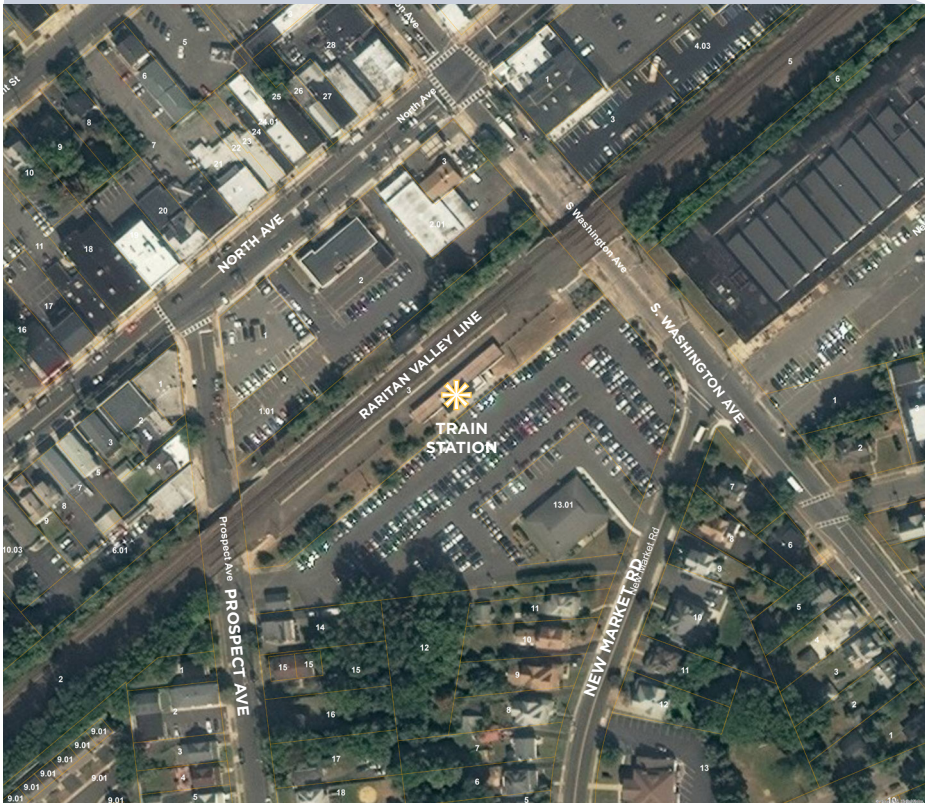


Figure 3:
Map of Area Surrounding
Train Station

Determining The Transit Hub's Future...
Community Driven Process



What kind of
COMMUNITY
do you want at the transit hub?

Determining The Transit Hub's Future...

Community Driven Process

A community driven process was employed to define the transit hub's future and to answer the question, "What kind of community do you want at the transit hub?"

Outreach efforts included two events, communication through social media platforms, interviews with key stakeholders, and the administration of two surveys.

Events

The Transit Hub-Bub event had approximately 25 attendees on a very cold and blustery Saturday morning in February. Feedback about the event, "Great event! Very informative and looking forward to what's next" and "Hope we were able to offer some insights from our perspectives. Looking forward to seeing where this leads our beautiful town."

To speak directly with commuters, we hosted the Morning Rendezvous @ Dunellen Station where we spoke to more than 50 commuters between 6:30 and 8:00 AM on a cold Wednesday morning in March.

Attendees at both events provided valuable ideas and feedback for the transit hub's future.

Social Media Platforms

Facebook and Instagram were utilized for: information distribution, solicitation for feedback, announcements, status updates on the planning process, polls and questions.

The Facebook page, DunellenTransitHubStudy, was created in January 2019 and had over 200 followers. The Instagram page, @Dunellen_Transit_Hub_Study grew to more than 100 followers.

Left: We received great feedback from commuters during the Morning Rendezvous at the Dunellen Station event.

Right: About 25 attendees joined the Dunellen Transit Hub-Bub event on 2/9/19.

Interviews with Key Stakeholders

For Dunellen's application for acceptance into the TNJ and NJTPA Transit Hub pilot program, several stakeholders shared their support. Many of these stakeholders were interviewed for feedback:

- Dunellen Arts and Culture Commission;
- Dunellen Police Department;
- Dunellen Public Library;
- Safe Kids Middlesex County; and
- Dunellen representatives for the Middlesex County Transportation Coordinating Committee (Honorable Mayor Seader and Councilwoman Jessica Dunne).



Determining The Transit Hub's Future...

Community Driven Process



Top: Planner Julie Grof (not shown) and Tim and Lindsey from the Bloustein graduate class visited nearly 100 downtown Dunellen businesses during the study.

Bottom: The Bloustein graduate class, under the leadership of Professor David Listokin, presented their findings and recommendations to the Mayor, Borough Council and community members on April 15, 2019; photo credit Rachel Appleton.

Surveys

Two surveys were administered to solicit feedback and identify priorities. See Appendix.

One survey targeted the general community. This survey was distributed via a Facebook posting, sharing of that same post by others, email blasts by the Dunellen Recreation Department, flyers, and was listed in the trial "NextStop! Dunellen" newsletter which was distributed to many downtown businesses and the library. There were 240 responses to the community survey.

The other survey specifically targeted downtown businesses. It was developed in collaboration with the Edward J. Bloustein School of Planning and Public Policy graduate class which was studying economic development strategies for downtown Dunellen during the Spring 2019 semester under Professor David Listokin's advisement. This survey was distributed to approximately 100 businesses during door-to-door outreach efforts to all business which were open during the three dates which the team visited the downtown. There were 13 survey responses from the downtown business community.

Edward J. Bloustein School of Planning and Public Policy: Graduate class studies economic development strategies for downtown Dunellen

The Honorable Mayor Seader and Borough Council, under an outreach effort led by Council President Jason Cilento, solicited the Rutgers University graduate planning class to recommend economic development strategies for downtown Dunellen. In

Determining The Transit Hub's Future... Community Driven Process

In addition to researching downtown improvement districts (DID) and performing DID case studies on Bound Brook, Metuchen and Somerville, the class also consulted with leaders in the field, Jef Buehler of Main Street New Jersey for the Department of Community Affairs, Stuart Koperweis of Economic Development Strategists, Cassandra Oliveras Moreno, Administrator, Communications and Collaboration Department of Art and Design at Rutgers, and artist Duda Penteado of the Jersey City Youth Works Public Art Program.

The 2019 "Downtown Revitalization Strategies for Dunellen, NJ" report produced by the class states:

There is much latent economic potential within the Dunellen community. Applying United States Bureau of Labor Statistics estimates, we found that current Dunellen residents have \$195 million of household expenditures of all types (housing, transportation, medical, etc.), while likely downtown retail expenditures alone total \$59 million. Capturing more of these retail expenditures could be of tremendous benefit to Dunellen's revitalization efforts.

This 76 page report is available for review. The main recommendations by the class are to take a multi-pronged approach in downtown Dunellen:

- Become a member of the Main Street program;
- Create a downtown improvement district; and
- Encourage the arts.

Trial Downtown Dunellen Newsletter

The Bloustein class and Transit Hub planning team tested a trial downtown Dunellen newsletter called "Next Stop! Dunellen" (see Appendix), which shared upcoming downtown events and activities, an article about a new business in the Borough, and information about outdoor dining. Paper copies of the newsletter were distributed to businesses in the transit hub and the public library for community members to pick up.



The Community Speaks

Fact Gathering & More

The Dunellen community shared their ideas on challenges in the Dunellen Transit Hub and their vision for the type of community they want at the hub. We also gathered facts, performed a traffic study and walkability audit, and spoke with key stakeholders and field professionals. Below are brief summaries of the community and business survey results. Then we take a deeper dive into the components of the transit hub plan: circulation, land use, vibrancy, safety and access to jobs.

COMMUNITY PRIORITIES

STATION
CONVENIENCE
STORE

flooding &
drainage

ORGANIZATION OF DOWNTOWN
VEHICULAR CIRCULATION

PEDESTRIAN
FRIENDLY
INFRASTRUCTURE

PUBLIC
PLAZA

BEAUTIFICATION of streets

Organized downtown
activities and events

safer
cross-
walks

VARIETY OF
BUSINESSES

ACCESSIBILITY

BETTER LIGHTING
building facade improvements

Community Survey

This survey was designed to identify the main areas of importance in the transit hub. We asked what the priorities are in terms of circulation, land use, vibrancy, safety and access to jobs and what the Borough's focus should be at the train station and downtown. The graphic illustrates the community's top priorities in the aforementioned categories. More details are provided in the following sections.

Business Survey

The primary purposes of the business survey were to garner feedback on what could be done to draw more pedestrian traffic to the diverse array of businesses downtown, along with additional revitalization strategies and the willingness to implement them.

Page 12 of the Bloustein report summarizes the survey responses, which bolstered anecdotal feedback from the business owners/managers who spoke to the team during the outreach process:

The general consensus of businesses owners... was that there was insufficient parking along North Ave, and insufficient free parking for business owners and their employees. Another major concern was making the downtown section more appealing for pedestrian traffic,

The Community Speaks

Fact Gathering & More

which many respondents suggested could be done through providing more downtown events, such as street fairs, music festivals, etc. Adding additional pedestrian infrastructure was also a top priority...sidewalk benches, wayfinding points, additional lighting and planters would draw more pedestrians and businesses to the downtown area. Out of the thirteen responses, only five expressed any interest in paying a minimal fee to fund such improvement measures for the DID area, and none of the respondents selected "Strongly Agree" for this option...This may suggest that the prevailing feeling among business owners in the DID area believe that their rents and property taxes should already be sufficient to implement any type of DID initiative.

When asked what kind of downtown business owners prefer, 83% replied "busy in the businesses and busy on the sidewalks." We also asked what kind of change should be made downtown and 46% wanted dramatic change, while 38% wanted gradual change and 16% wanted only a little bit of change. One suggestion on how to make doing business in Dunellen better was, "The city is small, so I think we should add colorful facades to the city, clean streets in perfect condition, as well as offer security to pedestrians."

BUSINESS PRIORITIES

BUSY BUSINESSES AND BUSY SIDEWALKS

street fairs
music festivals

MORE PARKING ALONG NORTH AVE & FREE PARKING FOR BUSINESS OWNERS AND EMPLOYEES

DIFFERENT TYPES OF BUSINESSES

PEDESTRIAN infrastructure

More downtown activities and events

WANTS CHANGE **SIDEWALK BENCHES**

ACCESSIBILITY

WAYFINDING POINTS
additional lighting & planters

I KNOW THE DUNELLEN TRANSIT HUB IS A SUCCESS WHEN...people outside of Dunellen have a reason to come here to shop and eat • MY SALES GO UP! • I see it • we see more people walking through our downtown - very sparse now • it is beautiful and lively • changes are actually made • small businesses and nonprofits are fully utilized and enjoyed by both pedestrians and drivers • parking and traffic is alleviated • business has picked up • I see an increase in volume sales • more people look forward to moving to Dunellen • Observe mas personas caminando por las aceras de la ciudad/Observe more people walking on the sidewalks of the city

The Community Speaks

Fact Gathering & More

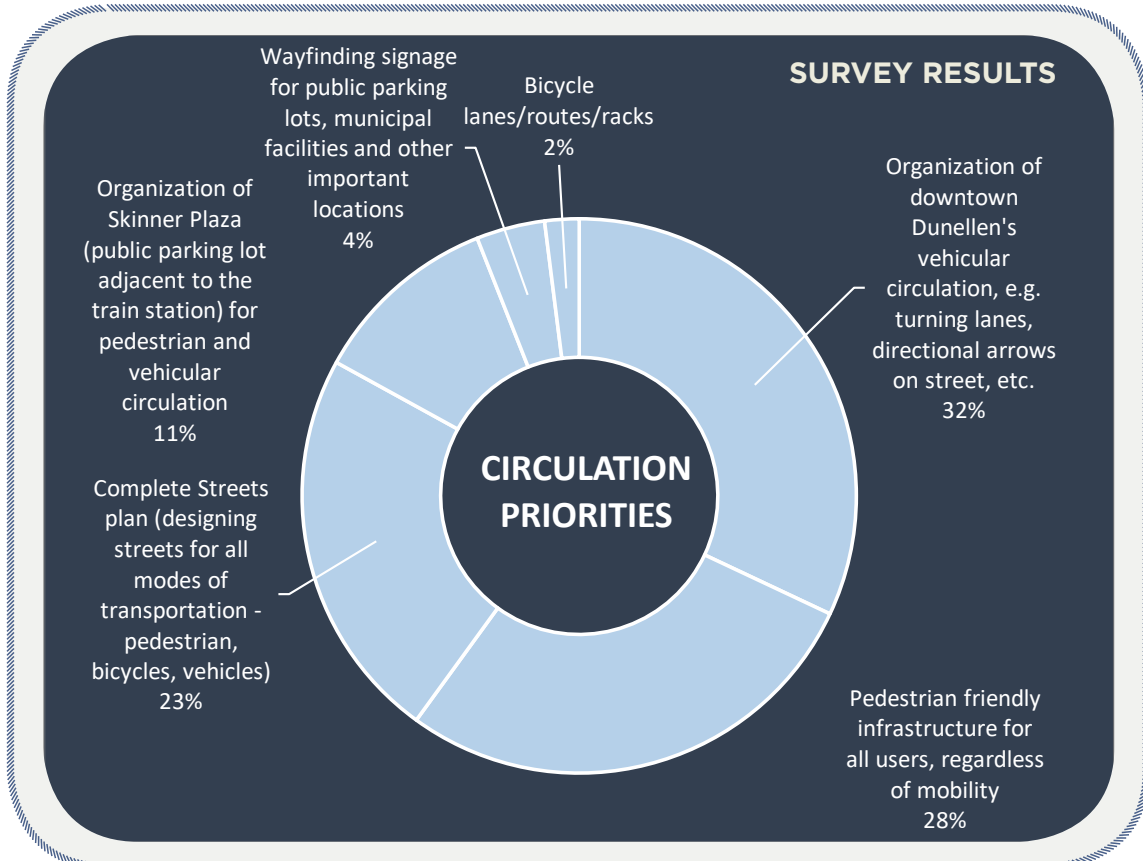
CIRCULATION describes how we move through space. When asked about Dunellen’s circulation priorities, most folks thought of motorists and pedestrians and not bicyclists.

The Dunellen community placed high priority on the **organization of intersections** (32%), **pedestrian friendly infrastructure** (28%) and the need for a **Complete Streets plan** in Dunellen (23%).

Intersections of Concern

The following intersections (see Figure 4) in the transit hub require attention, based on public input and crash data from the Dunellen Police Department:

- Washington Ave and North Ave;
- Madison Ave and North Ave;
- New Market Rd, Grove St and Orange St;
- S. Washington Ave and New Market Rd; and
- Prospect Ave and North Ave.



The Community Speaks

Fact Gathering & More

Figure 4: Intersections of Concern in the Dunellen Transit Hub



Source: Google Earth.

The Community Speaks

Fact Gathering & More

Pedestrian Infrastructure

There were concerns about pedestrian infrastructure at access points to the three parks along Washington Ave; these valuable community assets are well utilized for community events and after school sports and activities. Another concern was safe pedestrian access to the library from North Ave or Prospect Ave through Skinner Plaza, the train station parking lot.

Bicycle Infrastructure

There was minimal demand based on the survey results for bicycle infrastructure (2%). Observation at the study area, however, revealed an active bike culture with limited infrastructure to support the growth of this type of transportation, indicating that this sector of the community may not have been reached through the outlined community engagement techniques.

Traffic Congestion

Many community members voiced concern over vehicular congestion and anticipated increase in traffic from the to-be-built new residential developments.

Bus Idling

The location of NJ TRANSIT bus idling was another concern. It was reported that idling buses sometimes block travel lanes impeding traffic flow and also have been seen parked under valuable streets trees, which are being damaged from the exhaust.



Top: The pedestrian crossing on the southwest corner of Washington Ave and North Ave (Route 28) is difficult to manage with signage, the corner gas station driveways and utility box.

Bottom: The bus on the right is idling while traffic drives past on Madison Avenue.

The Community Speaks

Fact Gathering & More



bicycle infrastructure

Top: Bicyclists frequently ride on the sidewalks and through crosswalks instead of on the street along North Ave (Route 28).
 Bottom: (Left) This bike is secured to the street sign pole at the corner of North Ave and Madison Ave. (Right) Students use the bike racks at John P. Faber Elementary School.

What are Complete Streets?

Smart Growth America states, “Complete Streets are streets for everyone...designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities....make[s] it easy to cross the street, walk to shops, and bicycle to work...make[s] it safe for people to walk to and from train stations.”



Image is an example of the Complete Street concept utilized on Swann Avenue n Tampa. Source: www.tampagov.net.

The Community Speaks

Fact Gathering & More

Traffic Spot Counts

The traffic impact study (TIS) has traffic counts and traffic projections for the Dunellen Transit Village, currently under construction. The traffic projections, however, only included volumes at Washington Ave (CR 529) and New Market Rd (CR 665). In order to identify potential alternatives at North Ave (NJ Route 28) and Washington Ave (CR 529), traffic volumes needed to be developed for this location. While a full traffic study was beyond the scope of this effort, spot counts were conducted at this intersection. Peak hours to count were selected based on the TIS. Note that the data presented here should not be considered refined engineering analysis. In the PM peak hour, which had generally higher traffic volumes, counts were conducted between 5:00 PM – 6:00 PM.

In the AM peak hour, counts were conducted for 1/2 hour from 7:45-8:15 and the volumes were doubled as an estimate. Traffic was projected to the year 2022 and traffic from the development was added. The traffic count volumes and projections are located in the Appendix.

Traffic conditions are generally described in terms of Level-of-Service (LOS). LOS is a scale from A-F and is based on the average seconds of delay/vehicle at an intersection. LOS F is considered failing conditions, LOS E is considered borderline, and anything with lower delays indicates very good traffic flow. Below is a table adopted from the 2010 Highway Capacity describing the LOS for signalized intersections.

LEVEL OF SERVICE FOR SIGNALIZED INTERSECTIONS

Level of Service	Description	Signal Delay per Vehicle (seconds)
A	Very short delay, good progression; most vehicles do not stop at the intersection.	≤10.0
B	Generally good progression and/or short cycle length; More vehicles stop at intersection that at Level of Service A.	> 10.0 and ≤20.0
C	Fair progression and/or longer cycle length; significant number of vehicles stop at intersection, though many still pass through without stopping.	> 20.0 and ≤35.0
D	Congestion becomes noticeable; longer delays from unfavorable progression, long cycle lengths, or high volume/capacity ratios; many vehicles stop at intersection.	> 35.0 and ≤55.0
E	Considered to be the <u>limit of acceptable delay</u> ; indicative of poor progression, long cycle lengths or high volume/capacity ratios; frequent cycle failures.	> 55.0 and ≤80.0
F	Often an indication of over-saturation (i.e. arrival flow exceeds capacity); also caused by poor progression and long cycle lengths; capacity is not necessarily exceeded under this level of service.	> 80.0

The Community Speaks

Fact Gathering & More

Intersection Conditions and Traffic Analysis

North Avenue (NJ Route 28) and Washington Avenue (CR 529)

At this intersection, North Ave in the eastbound direction consists of a separate right-turn lane, through lane, and separated left-turn lane and a single shared lane in the westbound direction. The north and south approaches on Washington Ave lack clear lane markings, making operations in these directions somewhat of a free-for-all. Generally speaking, these approaches operate as two lanes, a shared left/through lane and a shared right/through lane in both directions. In both cases, however the lanes narrow back to one lane shortly past the intersection, which compromises the efficiency of the intersection. In addition, the intersection currently has three different types of pedestrian push buttons and Man/Hand pedestrian indications without countdown indications. At the southwest corner of the intersection, there is a large metal cabinet control box for the signal, which reduces the width of the sidewalk.

This somewhat confusing and non-formalized configuration of the intersection, particularly along Washington Ave, has a negative impact on safety, particularly for pedestrians and cyclists. Crash data from the last three (3) years revealed one pedacyclist collision and eight (8) pedestrian crashes over that time period. All but one of the pedestrian collisions consisted of turning vehicles and a pedestrian or bicycle crossing in a designated crosswalk. Pedestrian and bicycle safety and improvements were identified as high priority items by the public and stakeholders.



At the southwest corner of North Ave and Washington Ave, the large metal cabinet signal control box reduces the width of the sidewalk.

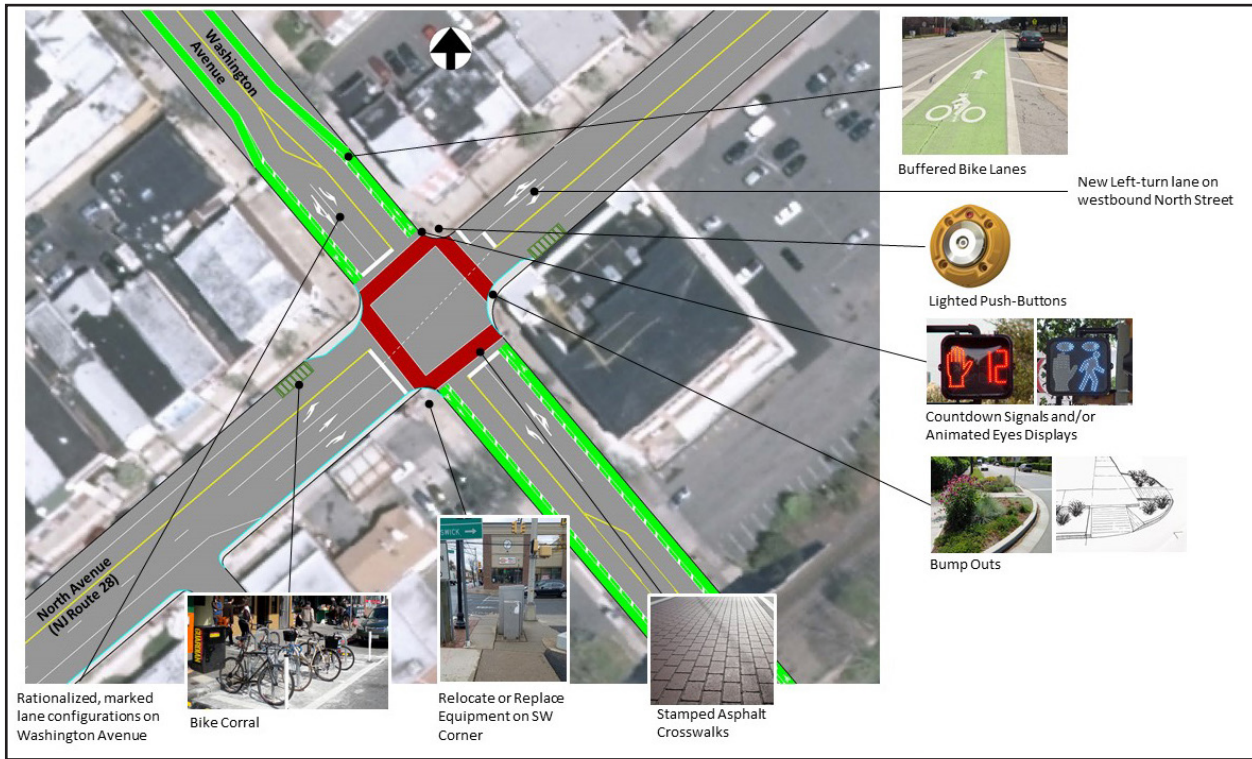
These improvement options would define the lanes along Washington Ave, simplify operations, and improve safety for vehicles, pedestrians, and bicycles. It is illustrated in Figure 5. On the northbound and southbound approaches, Washington Ave would be striped and signed for separate left-turn lanes and shared through/right-turn lanes. The northbound left-turn lane would be given a lead signal phase. Additional time would be given to Washington Ave for this configuration, so an additional improvement of adding a short left-turn lane in the westbound approach would be added to aid operations along North Ave. This would likely require removing 1-2 parking spaces.

Several pedestrian and bicycle safety enhancements are also proposed at the intersection. Bump-outs would be installed on the northwest and southeast

The Community Speaks

Fact Gathering & More

Figure 5: Proposed Improvements at North Ave (Route 28) and Washington Ave



corners and the right-turn lane on the eastbound North Ave approach would be reduced from 15' feet wide to 11' wide in favor of a wider sidewalk. At the corner, a slightly larger turning radii would be created to provide for trucks. These bump-outs would reduce crossing distance and would increase the visibility of crossing pedestrians. The large cabinet box on the southwest corner would be replaced with a more compact unit (such as one that can be mounted on a signal pole) or moved it to a different location where it would not impact pedestrian mobility. Pedestrian crossings would be improved by installing colorized, textured, stamped asphalt crosswalks to calm traffic and increase the visibility of crossings. The push buttons would be upgraded to ADA compatible

lighted push buttons and the pedestrian signal heads would be upgraded to countdown signals. Finally, since most of the pedestrian crashes involved turning vehicles, pedestrian signal heads could be equipped with an animated eyes display, which is an innovative treatment that encourages pedestrians to watch for turning vehicles. Additional signage for vehicles, such as "Turning Vehicles Yield to Peds" signs, should also be installed at every approach. In addition, buffered bicycle lanes would be added along Washington Ave and bicycle parking in the form of bicycle corrals would be placed on the northwest and southeast corners of the intersection in place of two vehicular parking spaces.

The Community Speaks

Fact Gathering & More

Traffic analysis for future 2022 volumes was performed for the intersection for future No-Build condition and the future Improvement Option using the HCM methodology from Synchro software. It should be noted that for the No-Build condition, two lanes were assumed in both directions on Washington Avenue, although the northbound and southbound approaches do not truly act as two-lane approaches. The northbound approach, in particular, does not operate at full capacity as a two-lane approach since a parking lane is located directly north of the intersection and does not allow for two travel lanes. Therefore, the signal analysis likely shows the intersection operating better than it does in reality. The LOS and delays for the AM and PM peak hour for each future scenario are indicated in the below table. The HCM print-outs are shown in the Appendix.

As can be noted in the table, the Future Improvement Option operates slightly worse than the No Build Option in both peak hours. However, as noted previously, due to site specific conditions that do not lend themselves to accurate analysis, the No Build Option would likely operate with higher delay than what was calculated. In addition, while the Future Improvement Option does fall below the threshold for

LOS E, it only falls below that threshold by an average delay of less than 2 seconds/vehicle and operates with just over 11 seconds/vehicle of delay longer than the No-Build Option.

A more thorough and detailed analysis, possibly using advanced traffic simulation software such as VISSIM, should be conducted to determine more precise measurements of how the No-Build condition and the Improvement Option would operate. A more thorough safety analysis using a combination of observed and empirical measures could also be conducted so that the capacity concerns at the intersection could be weighed against the safety impacts of the Improvement Option.

Washington Avenue (CR 529) and New Market Road (CR 665)

This intersection is currently an unsignalized intersection with single lane approaches on Washington Ave and New Market Rd. It is scheduled to be upgraded as a result of the Dunellen Station Redevelopment plan with signalization, separated left-turn lanes on the north and south approaches, and a left-turn and shared right/through lane at the new driveway (westbound) approach. Analysis from

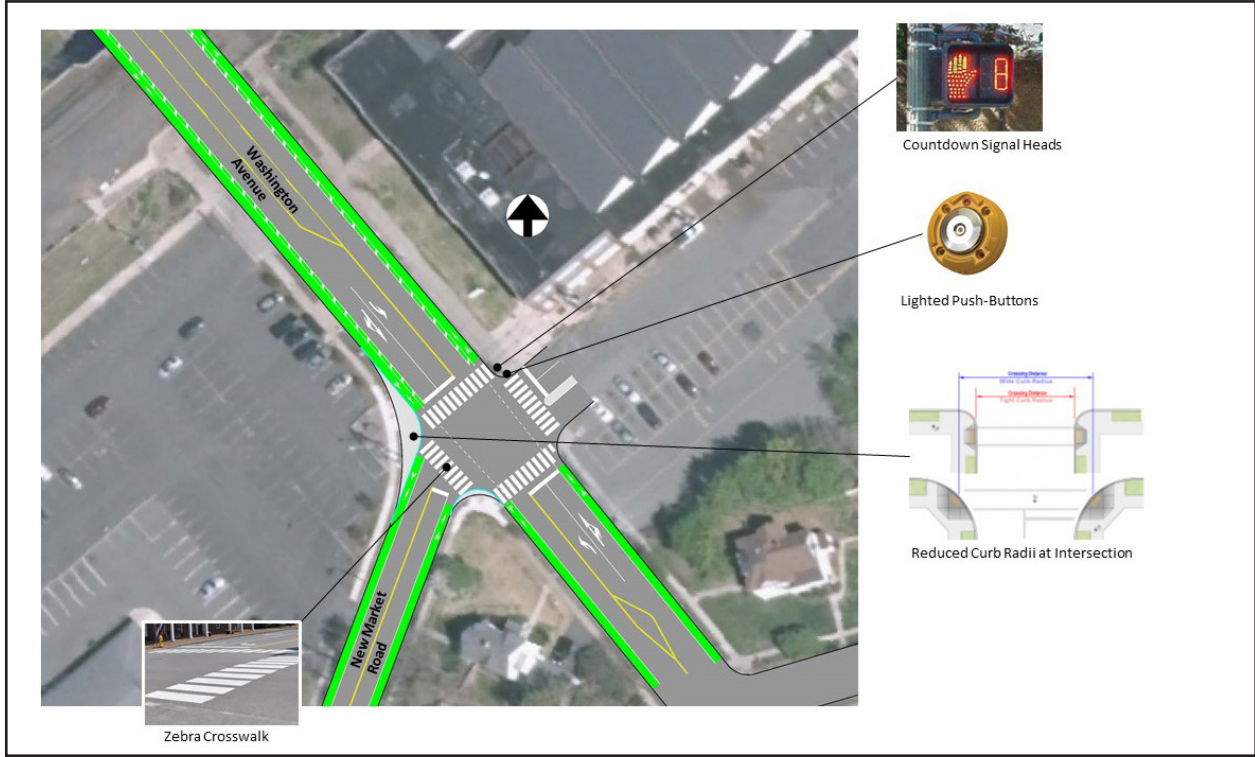
LEVEL OF SERVICE (LOS) COMPARISON OF NO BUILD VS. IMPROVEMENT OPTION

North Ave and Washington Ave	Future No Build Option - LOS (Delay)	Future Improvement Option - LOS (Delay)
AM Peak Hour	LOS C (28.8 sec/veh)	LOS C (33.6 sec/veh)
PM Peak Hour	LOS D (45.2 sec/veh)	LOS E (56.7 sec/veh)

The Community Speaks

Fact Gathering & More

Figure 6: Proposed Improvements at Washington Ave and New Market Rd



the TIS indicated acceptable operations with delays with a LOS B (19.9 seconds/vehicle delay) in the AM peak hour and LOS C (23.3 seconds/vehicle delay) in the PM Peak Hour.

In addition to signalization of this intersection, pedestrian and bicycle safety improvements should be considered at this location to facilitate safe and efficient crossings. These improvements, shown in Figure 6, would include reduced curb radii on the northwest and southwest corners of the intersection and installation of high-visibility (zebra) crosswalks. The smaller curb radii would reduce turning speed for right-turning vehicles, particularly southbound vehicles making a right-turn on New Market Rd. It would also reduce pedestrian crossing distance for

three of the four crosswalks. The buffered bicycle lanes along Washington Ave at North Ave would be carried through this intersection to Columbia St where would transition to Shared-Use arrows, or Sharrows. Similar to North Ave and Washington Ave, lighted pedestrian push buttons and countdown pedestrian signal heads would be installed.

Bicycle and Pedestrian Mobility

While a Borough-wide pedestrian and bicycle mobility plan was not part of this effort, some consideration was given to pedestrian and bicycle enhancements nearby and outside the study area. In particular, connecting the proposed bicycle lanes along Washington Ave to other destinations was considered important in order to encourage

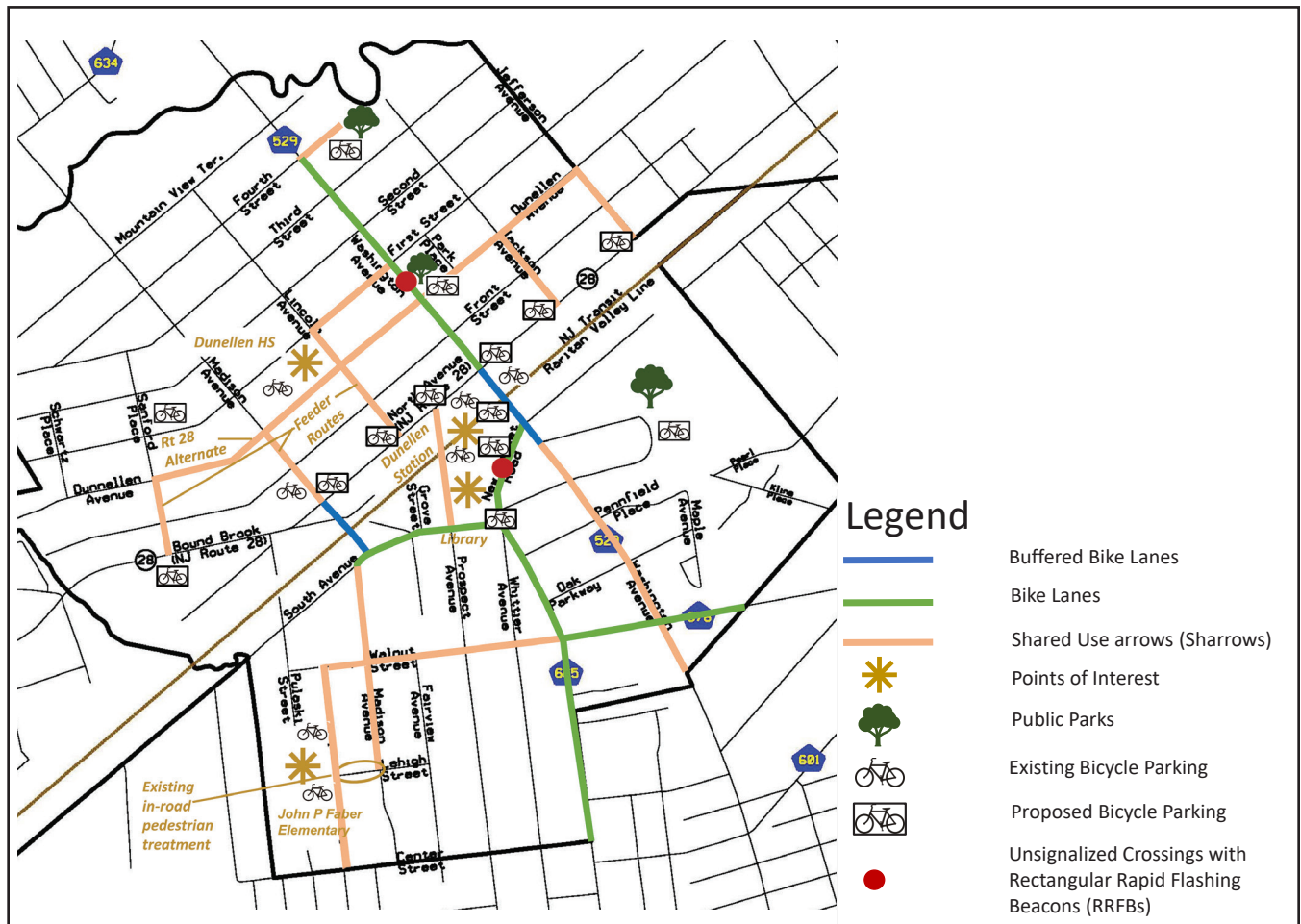
The Community Speaks

Fact Gathering & More

bicycle use as a realistic and efficient transportation alternative. Indeed, based on 2017 Dunellen Community Survey, sponsored by the Dunellen Arts and Culture Commission, one of the most popular desires of the middle school respondents were more bicycle lanes and bicycle parking. In fact, 60% of respondents indicating that they regularly use bicycles as a travel mode. Therefore, a conceptual bicycle plan was developed, illustrated in Figure 7: Proposed Bike Route and Pedestrian Crossing Map. This plan was intended to be implementable

and inexpensive, consisting entirely of signing and restriping of roadways, either with standard bicycle lanes or Sharrows. North Ave (NJ Route 28) was not considered as a practical route, as a large capital expenditure would be required to widen the roadway to install a bike lane and the high volume of vehicles and trucks would be uncomfortable for cyclists, even with adequate facilities. Therefore, a Route 28 Alternate route parallel to North Ave was designated along Dunellen Ave. This route would have the added benefit of connecting the Lincoln Middle School to

Figure 7: Proposed Bike Route and Pedestrian Crossing Map



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Photo of Rectangular Rapid Flashing Beacon (RRFB) treatment.

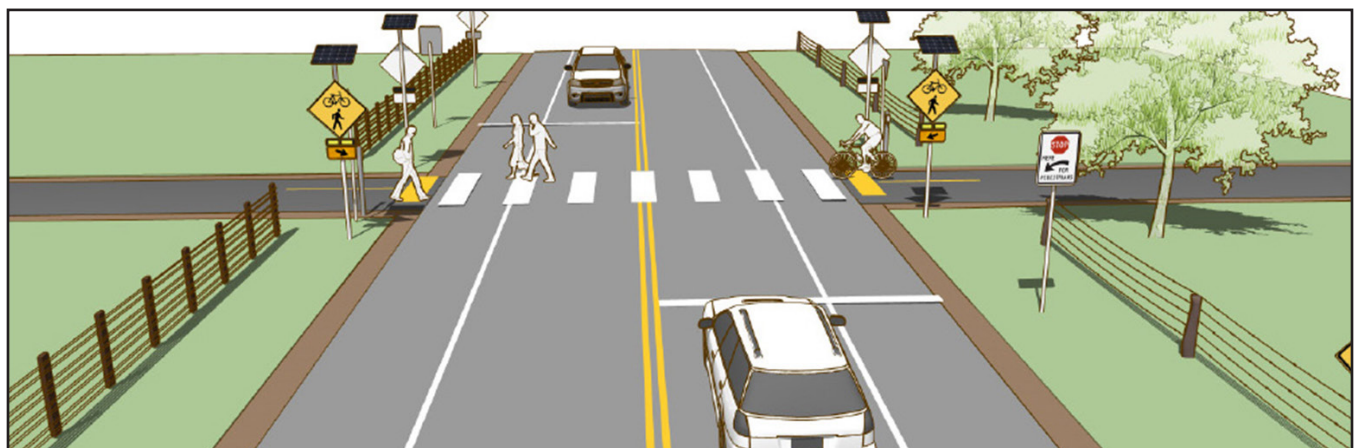
Washington Memorial Park. Connecting to this route would be “feeder routes” to the Borough’s downtown along North Ave (NJ Route 28). Bicycle parking facilities would be placed where the “feeder routes” connect to North Ave to help encourage cycling as a means to access destinations downtown for Borough residents. Other connections are also proposed to parks and schools in the Borough.

In addition, creating additional pedestrian connections to the station and across Washington Ave north of North Ave were identified as priorities during the public engagement process. Two potential

locations for pedestrian crossings are indicated in Figure 7. For these unsignalized connections, one of the most cost-effective and safe crossings is through use of Rectangular Rapid Flashing Beacon (RRFBs) treatments. A schematic from the National Association of City Transportation (NACTO) officials is shown below in Figure 8 and a photo of an operational RRFB is shown to the left.

These treatments are activated by a pedestrian push-button passive detection (IR or microwave). When activated, twin lights below the pedestrian crossing signs at the crosswalk begin to flash to attract the attention of approaching motorists. Signing and stop bars are placed in advance of the crossing, with signs indicating where drivers should stop to allow crossings. In some treatments, additional lighted signs are placed in advance of the crossing in both directions to provide additional advance warning to drivers.

Figure 8: Schematic of Rectangular Rapid Flashing Beacon (RRFB) Treatment



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Complete Streets Policy

A Complete Streets plan was a priority for the community and would help address pedestrian and bicycle infrastructure concerns. Complete Streets are streets that are designed to ensure safe access for all users, including pedestrians, bicyclists, motorists, and transit riders of all ages. A Complete Streets policy enables communities to direct transportation planners and engineers to routinely design and operate the entire public right-of-way to serve all users regardless of age, ability, or mode of transport. In essence, Complete Streets are designed to move people, not just cars. Complete Streets create livable communities, improving equity, safety and public health. To date, over 1400 communities have adopted Complete Streets policies or ordinances across the country.

The *National Complete Streets Coalition* is a program of *Smart Growth America*. It is a non-profit, non-partisan alliance of public organizations and professionals who are dedicated to development of successful, meaningful Complete Streets policies and practices. The coalition regularly evaluates Complete Streets policies passed by municipalities to determine how comprehensive and effective they are at achieving the goals of Complete Streets. A Complete Streets policy can be pursued through the next Dunellen Master Plan Reexamination.

The *Best Complete Streets Policies of 2018* guidebook, published by the *National Complete Streets Coalition*, contains tips for crafting an

effective Complete Streets policy. Highlights are summarized below. The complete guidebook, which also includes sample language for effective policies can be accessed at: <https://smartgrowthamerica.org/resources/>.

- **Vision and Intent** -- The vision should be clear, acknowledging the importance of Complete Streets, and use firm language, such as “shall” or “must” for key aspects that are necessary to achieve consistent design of Complete Streets.
- **Include Diverse Users** -- Complete Streets should be designed for all users in an equitable fashion, particularly for vulnerable and underserved communities. Policies should prioritize vulnerable users or neighborhoods suffering from systemic disinvestment. A good policy will also establish a measurable definition for vulnerable users or underserved communities in a quantitative or a qualitative manner.
- **Commitment for all Projects and all Phases** -- The Complete Streets policy should describe ways to commit to Complete Streets design for all transportation projects and maintenance operations. Good policies require all new construction/reconstruction projects as well as ongoing and maintenance operations to account and design for all the needs of all modes of transportation and users. The policy should also specify the need to accommodate users during construction or repair work that infringes on the right-of-way.

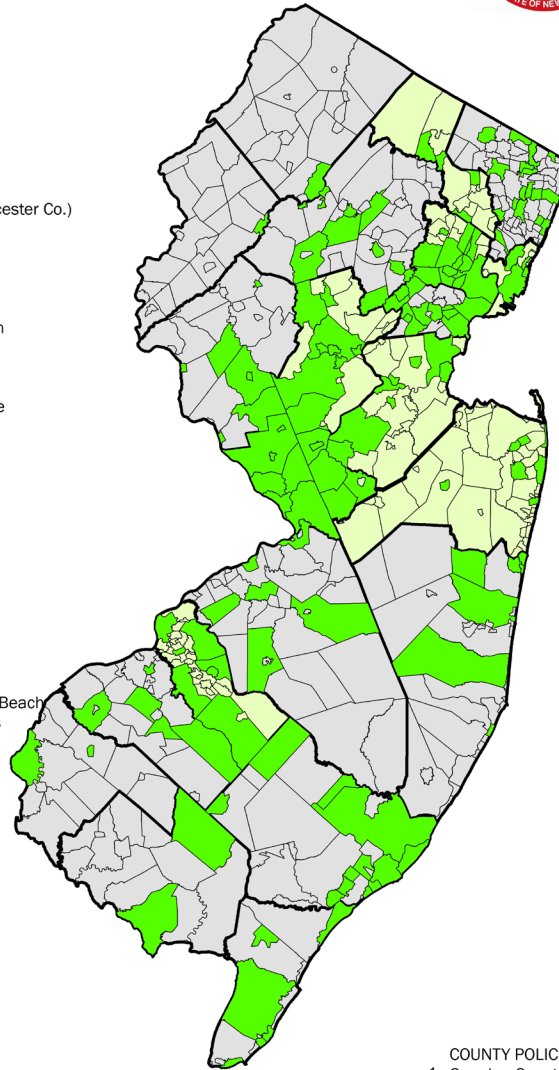
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New Jersey Complete Streets Policies as of March 18, 2019



- MUNICIPAL POLICIES:
- | | |
|-------------------------------|---|
| 1. City of Asbury Park | 71. City of Long Branch |
| 2. City of Atlantic City | 72. Township of Long Hill |
| 3. Borough of Bay Head | 73. Borough of Madison |
| 4. Township of Bedminster | 74. Township of Mantua |
| 5. Borough of Bergenfield | 75. Borough of Manville |
| 6. Berkeley Heights Township | 76. Township of Maplewood |
| 7. Township of Bloomfield | 77. City of Margate |
| 8. Borough of Bloomingdale | 78. Borough of Maywood |
| 9. Township of Bordentown | 79. Township of Medford |
| 10. Borough of Bound Brook | 80. Borough of Metuchen |
| 11. Township of Bridgewater | 81. Township of Middle |
| 12. City of Brigantine | 82. Township of Millburn |
| 13. Borough of Buena | 83. Borough of Milltown |
| 14. City of Burlington | 84. Township of Monroe (Gloucester Co.) |
| 15. Borough of Caldwell | 85. Township of Montclair |
| 16. Borough of Califon | 86. Township of Montgomery |
| 17. City of Camden | 87. Borough of Montvale |
| 18. City of Cape May | 88. Township of Moorestown |
| 19. Borough of Chatham | 89. Town of Morristown |
| 20. Township of Cherry Hill | 90. Borough of Mount Arlington |
| 21. Township of Chester | 91. Borough of Netcong |
| 22. Township of Cranford | 92. City of New Brunswick |
| 23. Township of Denville | 93. Borough of New Milford |
| 24. Town of Dover | 94. Borough of New Providence |
| 25. Township of Downe | 95. City of Newark |
| 26. Township of East Amwell | 96. Borough of North Haledon |
| 27. City of East Orange | 97. City of North Wildwood |
| 28. Township of East Windsor | 98. City of Northfield |
| 29. Borough of Eatontown | 99. Borough of Northvale |
| 30. City of Egg Harbor | 100. City of Ocean City |
| 31. City of Elizabeth | 101. Township of City of Orange |
| 32. Borough of Emerson | 102. Pemberton Township |
| 33. Township of Ewing | 103. Borough of Pennington |
| 34. Borough of Fair Haven | 104. Township of Pennsville |
| 35. Borough of Fanwood | 105. City of Perth Amboy |
| 36. Borough of Far Hills | 106. Township of Plainsboro |
| 37. Borough of Flemington | 107. City of Pleasantville |
| 38. Borough of Fort Lee | 108. Borough of Point Pleasant |
| 39. Township of Franklin | 109. Borough of Point Pleasant Beach |
| 40. Borough of Freehold | 110. Borough of Pompton Lakes |
| 41. Borough of Frenchtown | 111. Princeton |
| 42. City of Garfield | 112. Borough of Ramsey |
| 43. Borough of Gibbsboro | 113. Township of Randolph |
| 44. Borough of Glassboro | 114. Borough of Raritan |
| 45. Borough of Glen Ridge | 115. Township of Raritan |
| 46. Township of Gloucester | 116. Borough of Red Bank |
| 47. City of Hackensack | 117. Village of Ridgewood |
| 48. Town of Hackettstown | 118. Borough of River Edge |
| 49. Borough of Haddon Heights | 119. Township of River Vale |
| 50. Township of Hamilton | 120. Township of Robbinsville |
| 51. Town of Hammonton | 121. Borough of Roselle |
| 52. Borough of Harvey Cedars | 122. Borough of Roselle Park |
| 53. Borough of Highland Park | 123. Borough of Rutherford |
| 54. Borough of Hightstown | 124. Township of Scotch Plains |
| 55. Township of Hillsborough | 125. Borough of Sea Bright |
| 56. City of Hoboken | 126. Town of Secaucus |
| 57. Borough of Hopatcong | 127. City of Somers Point |
| 58. Borough of Hopewell | 128. Borough of Somerville |
| 59. Township of Hopewell | 129. Township of South Brunswick |
| 60. Township of Irvington | 130. Township of South Orange Village |
| 61. City of Jersey City | 131. City of Summit |
| 62. Township of Lacey | 132. Borough of Tenafly |
| 63. Township of Lakewood | 133. Township of Toms River |
| 64. City of Lambertville | 134. City of Trenton |
| 65. Township of Lawrence | 135. City of Union City |
| 66. Leonia Borough | 136. City of Ventnor |
| 67. City of Linden | 137. City of Vineland |
| 68. City of Linwood | 138. Township of Voorhees |
| 69. Township of Little Falls | 139. Township of West Orange |
| 70. Township of Livingston | 140. Township of West Windsor |



- COUNTY POLICIES:
1. Camden County
 2. Essex County
 3. Hudson County
 4. Mercer County
 5. Middlesex County
 6. Monmouth County
 7. Passaic County
 8. Somerset County

- NJDOT Complete Streets Policy
- County Complete Streets Policies
- Municipal Complete Streets Policies

Source: http://njbikeped.org/wp-content/uploads/Complete-Streets-Progress-map_3-19-2019.jpg, 6/7/19.

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• **Clear and Accountable Exceptions** -- Policies all require a process for exceptions for providing for all users in some contexts. It should be transparent by providing public notice with an opportunity for comment and clear documentation justifying the exception. Some examples may include:

- Facilities with prohibited users, such as interstate freeways, pedestrian-only malls, etc.
- Cost of accommodation is excessively disproportionate. The National Complete Streets Coalition does not recommend a percentage used for this definition, although if one is used, it should not be lower than 20%.
- A documented absence of current and future need for a particular use.
- Emergency repairs requiring immediate, rapid response, although temporary accommodations should be made for such situations.

Good policies should include one or more of the above exceptions, but no others, as they may create unintended loopholes. Policies should also state who is responsible for approving exceptions and require public notice prior to granting an exception combined with either a public meeting or online public comment posting.

• **Jurisdiction** -- Many different jurisdictions often own and operate streets within a municipality,

so a good policy should address how to deal with development approval requirements and interagency coordination to achieve Complete Streets implementation. Municipal policies should require private developers to comply with the policy and should require interagency coordination between various agencies such as public health, housing, planning, engineering, public works, etc.

• **Design** -- Complete Streets should incorporate the best and latest state-of-the-art design standards, but also guidelines that allow for flexibility in design. It should also allow for regular updates to standards and guidelines. Policies should state specifically which design guidance to use as well as require the development or revision of internal design policies and standards. It should also set a timeframe for implementation of new or adopted standards.

• **Land Use and Context Sensitivity** -- Complete Streets policies should be sensitive to the surrounding community in order to adequately serve current and future land use needs. Good policies require new or revised land use policies, plans, zoning ordinances, or other documents to specify how these policies will be mutually supportive of Complete Streets. One example would be defining streets based on surrounding land use, not just on functional classification. Policies should also require the consideration of community context as a factor

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in decision-making, and specify the need to mitigate unintended consequences, such as involuntary displacement.

- Performance Measures** -- Communities can measure the success of Complete Streets in variety of ways. The simplest ways are through quantitative factors like miles of new bike lanes, sidewalks, modal split, etc. They can also measure impacts such as improved health, enhanced safety, economic development, resilience, etc. Sound policies establish clear, specific performance measures for numerous categories (environment, economic development, etc.). They should similarly include performance measures for the implementation process, such as tracking how well the public engagement process reaches underserved communities. A policy should also include equity in performance measures by separating data to track and measure implementation by income, race, language, etc. Policies should specify a timeframe for collection of performance measures, require measures to be released publicly, and assign responsibility for collecting and publicizing information to an entity or individual.
- Project Selection Criteria** -- Complete Streets policies should include criteria to modify project selection for capital projects. This would include ranking projects weighted on aspects such as active transportation infrastructure, targeting underserved communities, creating better

multi-modal connectivity, etc. Policies should establish specific criteria to encourage funding for Complete Streets implementation and address how equity will be embedded into the criteria.

- Implementation Steps** -- Any Complete Streets policy must have an implementation plan in order to be effective. Key implementation steps include:
 - Restructure or revise procedures, plans, regulations, standards, or other processes to accommodate all users. This may include using checklists or weighting criteria into the decision-making process.
 - Develop or adopt design policies, standards, or guides to reflect the current state of best practices in transportation design.



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- Offer training or workshops to staff, community leaders, and the public to convey the importance of Complete Streets.
- Create a committee to oversee implementation and establish accountability. This committee should include internal and external stakeholders such as public works officials, elected officials, business/economic development organizations, advocacy groups, members of underserved communities, etc.
- Create a community engagement plan that considers equity in the Complete Streets policy. They would be responsible for outreach to organizations and hosting events or meetings to reach underserved communities and individuals.

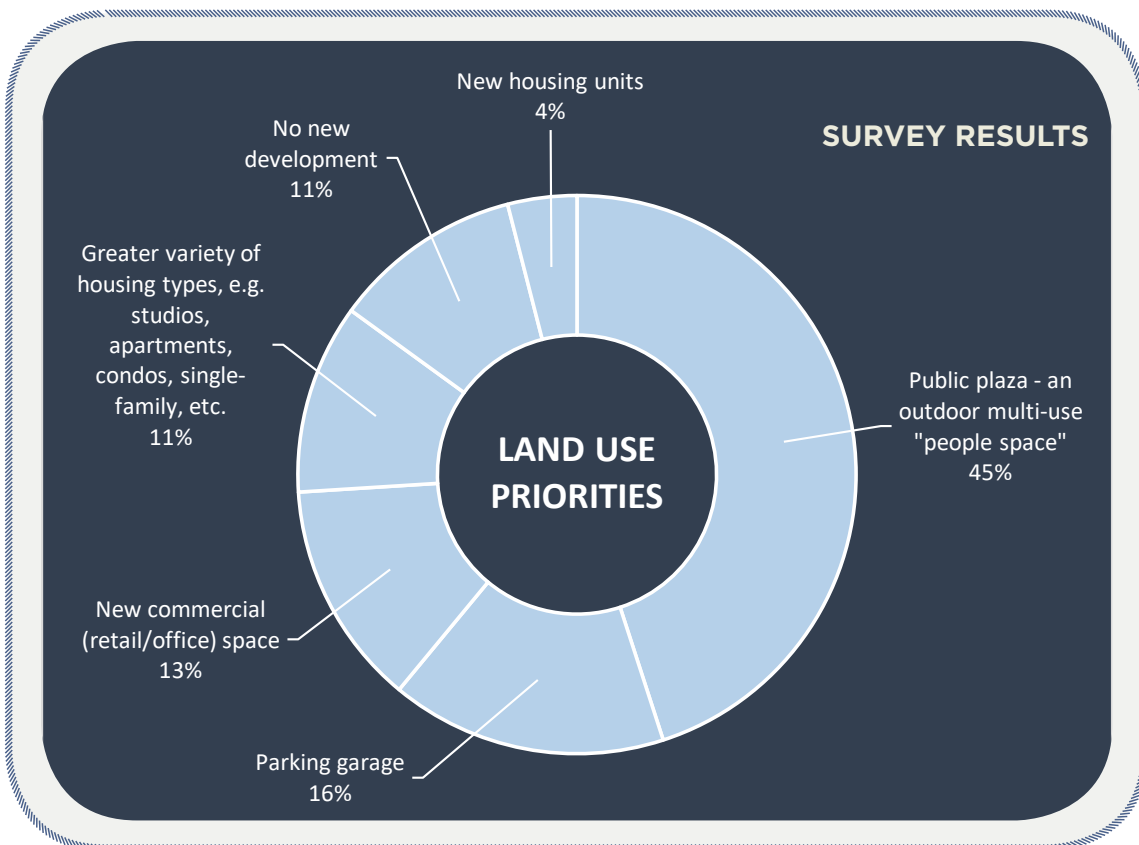
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The transit hub includes residential, commercial, mixed-use and public **LAND USES**. The landscape is expected to change over the next few years as approximately 500 new residents are anticipated to move into the to-be-built Dunellen Station on the former Art Color Printing Company 19-acre property, which is across S. Washington Avenue from the train station. There will be a new 9,240 square foot retail building located on the property as well.

The properties adjacent to the train station are a high priority area. The properties on the north side of the tracks are challenging in that they are privately owned and serve important functions. The bank is an important corporate citizen and the post office is an important center of activity. It is challenging to find solutions for those properties in the short term.

The properties on the corner across from Borough Hall are currently used for parking but could become a plaza as long as a parking solution can be found to relocate the police, Borough employees and private users that lease parking spaces from the Borough. The Dunellen Parking Authority owns parking lots farther from the station, and parking for the private users and Borough employees can be relocated there and parking for the police can be moved to Prospect



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Ave. Creation of a public plaza here would start transforming the north side of the station and provide much needed community amenities. According to the survey, **45% of respondents said a public plaza is a high land use priority.**

The properties on the south side of the tracks are all publicly owned which opens some different kinds of possibilities. The whole area can be designed and replanned as a whole with great benefits for the Borough and commuters who use the station as well.

Neck and neck for the second highest priority, as per the survey, were **parking garage (16%), new commercial space (13%) and a greater variety of housing types (11%)**. The cost of building a parking garage will remain an insurmountable challenge for the Borough, unless it is amortized by substantial additional residential development, in which case it would become a mixed-purpose parking facility, not limited to commuters. This solution would address two of the high priority items identified in the survey: the parking deck and diversification of housing stock.

Another challenge is the **lack of visibility** of the train station from the north side of the tracks, the train station is hidden by a building and parked vehicles.

The area adjacent to the station on the north side is entirely consumed by parking for other buildings. On the south side, there is parking for the library, commuter parking and special purpose parking for custodians and ticket agents who are not even around for the most part. These uses are a **poor utilization of space.**



Top: The train station is difficult to see from North Ave.

Middle and bottom: Parking for the post office and bank on the north side of the station. The parking lot was filled to capacity when this photo was taken. The only unused spaces were reserved for the custodians and ticket agents.

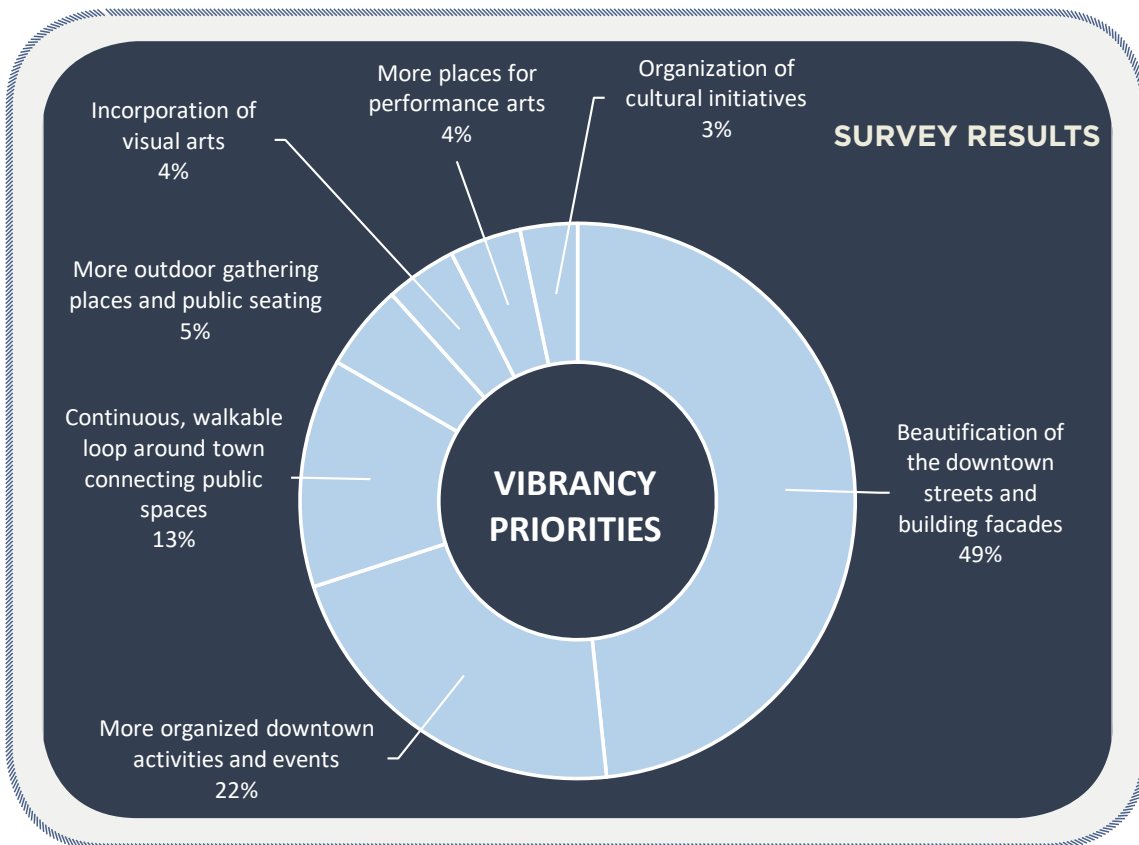
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Dunellen is a **VIBRANT COMMUNITY** which the governing body supports through many initiatives. Between Borough organizations, the schools and local businesses, there is always something to do in Dunellen. Some of the challenges identified are the lack of a single source to disseminate information about events and activities; others mentioned a "tired" downtown landscape; and others want more ways to be active.

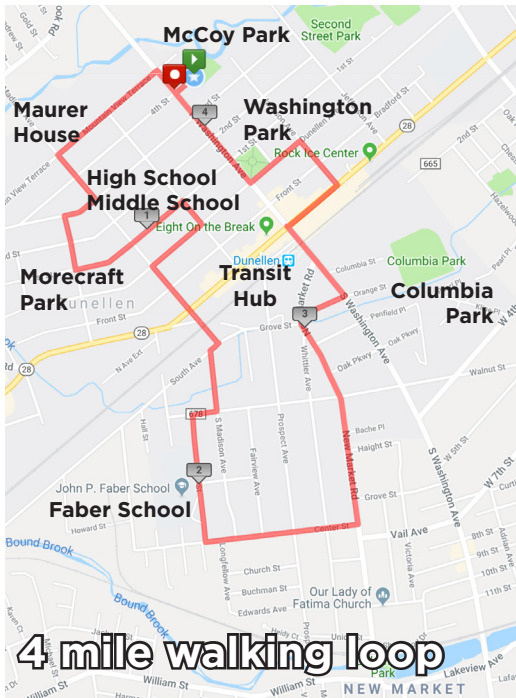
When it comes to creating a more vibrant transit hub area, almost **50% of survey respondents said beautification of the streets and building facades** was the number one priority. Another **22% desired more organized downtown activities and events**.

Rounding out the top three was a **walkable loop around the Borough connecting public spaces (13%)**, which was an idea strongly recommended by key stakeholders.



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Top: (Left) One idea for a proposed walking loop connecting public spaces through town. (Right) Dunellen artist Brant Maslowski is painting the mural on the Dunellen Public Library.

Bottom: (Left) Inspire Art Gallery & Studio hosts many events such as Art in the Park, regular artists meet-ups, paint & sips, classes, and poetry nights. (Right) The Borough has been installing classical lamp posts in the downtown.

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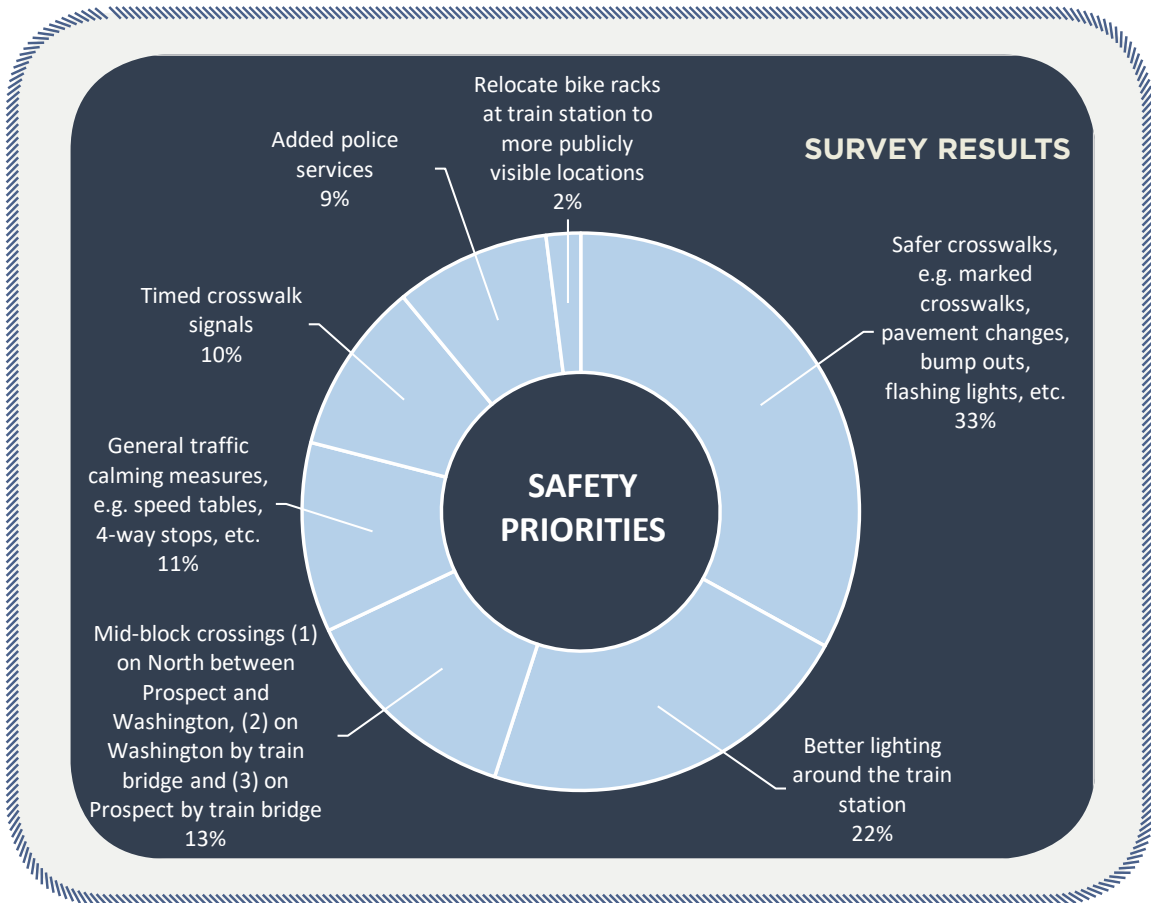
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What makes folks feel **SAFE**? It is a very subjective feeling. Some like lots of people around. Others like police presence. Maybe open sight lines.

More than 50% of those surveyed said the top priorities for safety are **pedestrian safety measures (33%) and better lighting (22%)**, as compared to added police services (9%) and relocating bike racks to more visible locations (2%), which received the lowest support. Verbal feedback during outreach efforts mimicked these results; better lighting was desired by many.

Visual observation reveals the area, including surrounding streets which commuters use when approaching the station, is dimly lit and existing lighting is not well maintained in working order. Given that peak transit may occur before sunrise and/or after sunset during particular seasons, good lighting is an important factor to consider for Dunellen residents who walk to the station to catch the train.



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safety

Top: Not only are the walkways under the train bridges dimly lit, but many times they have non-working lighting. The sidewalks under the Prospect Ave (left) and S. Washington Ave (right) train bridges both had non-working lights when these pictures were taken.

Bottom: (Left) Boy Scout Troup 127 installed crosswalk flags at the corner of N. Washington Ave and Dunellen Ave. A parent pushing a toddler in a stroller waved the flag and commented, "I love these flags" after they safely crossed. (Right) Dunellen is a non-busing town. Pedestrian and bicycle safety are important for the school children.

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ACCESS TO JOBS for a wide variety of skill sets is critical for many communities. For Dunellen, the challenges are how to get people to jobs AND how to bring jobs to the community. This was addressed in the survey as an open ended question and therefore responses were not quantifiable as were in the previous categories.

An overwhelming number of community members mentioned support for **direct rides to New York City** on the Raritan Valley Line. Others mentioned the need for more **direct transit routes to places such as New Brunswick and the Princeton area.**

Folks mentioned the need for better transit accommodations such as better lighting at the train station and bus stops, covered bus shelters, reliable transit operations, more transit parking, safer walkways, high-visibility (theft deterrent) bike racks and facility design for users of all mobilities -- for both

train and bus -- as important in connecting people with job from the Dunellen Transit Hub.

Creating jobs in the local economy would be beneficial to the community as well. Cultivating an environment for local talent/artists and entrepreneurs to thrive is important and can be addressed through promotion of shared workspaces. Also reported was opening certain businesses in Dunellen can be challenging based on local landlords' desires for particular industries.

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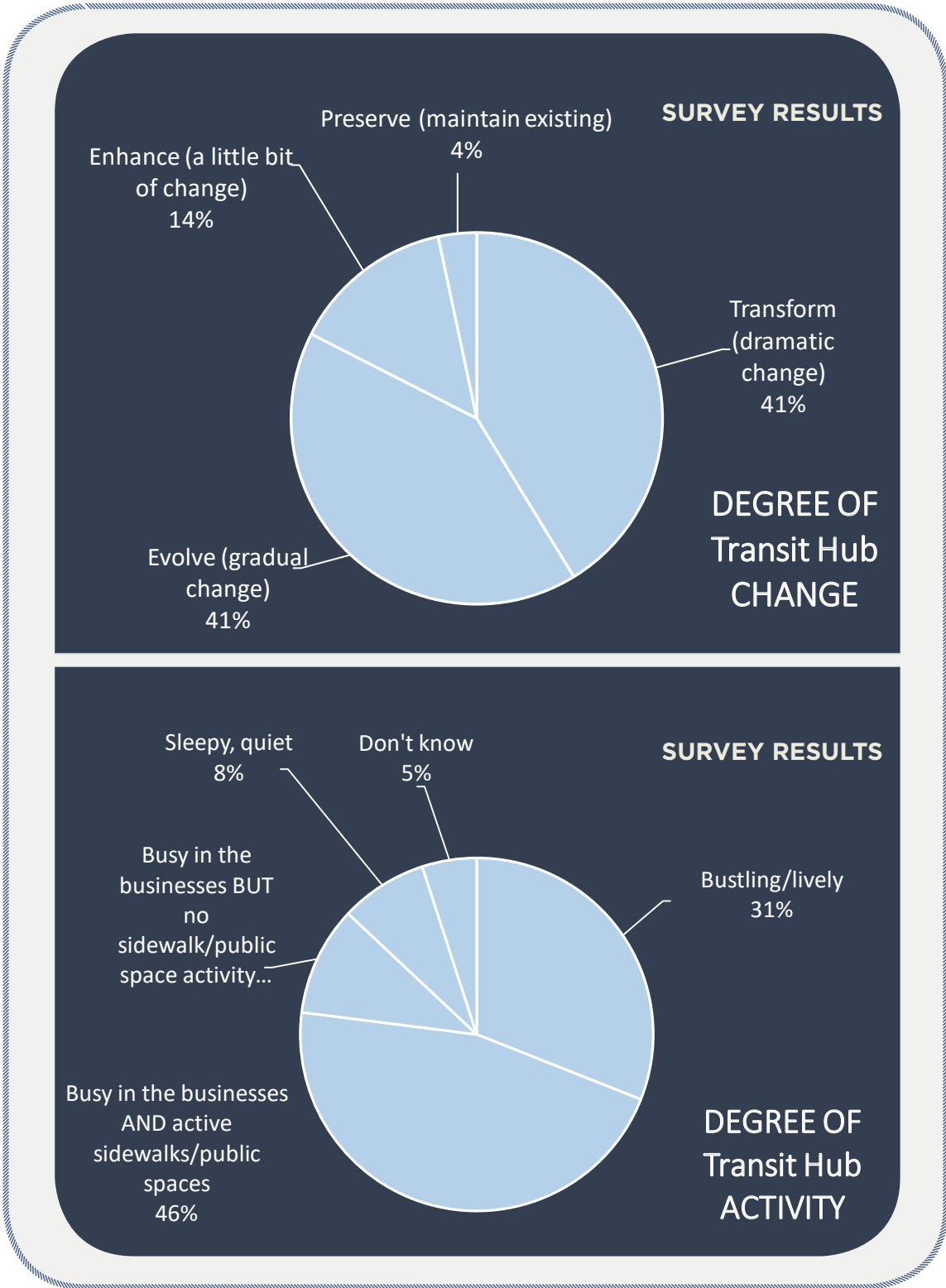
Is it good for people to be hanging out on the streets or should the transit hub be a quiet place? How much change should be made? A little, a lot or somewhere in between?

Respondents replied **there should be a lot of downtown activity** (46% busy in the businesses and active on the sidewalks and public spaces; 31% bustling/lively) on the streets of the transit hub. Folks want to visit their favorite businesses AND want to stick around because they are exciting things to do and see in the downtown.

When we asked how much change folks want to see, respondents shared they **want a considerable amount of change in the transit hub** (41% dramatic change and 41% gradual change -- as opposed to a little bit of change or maintain).

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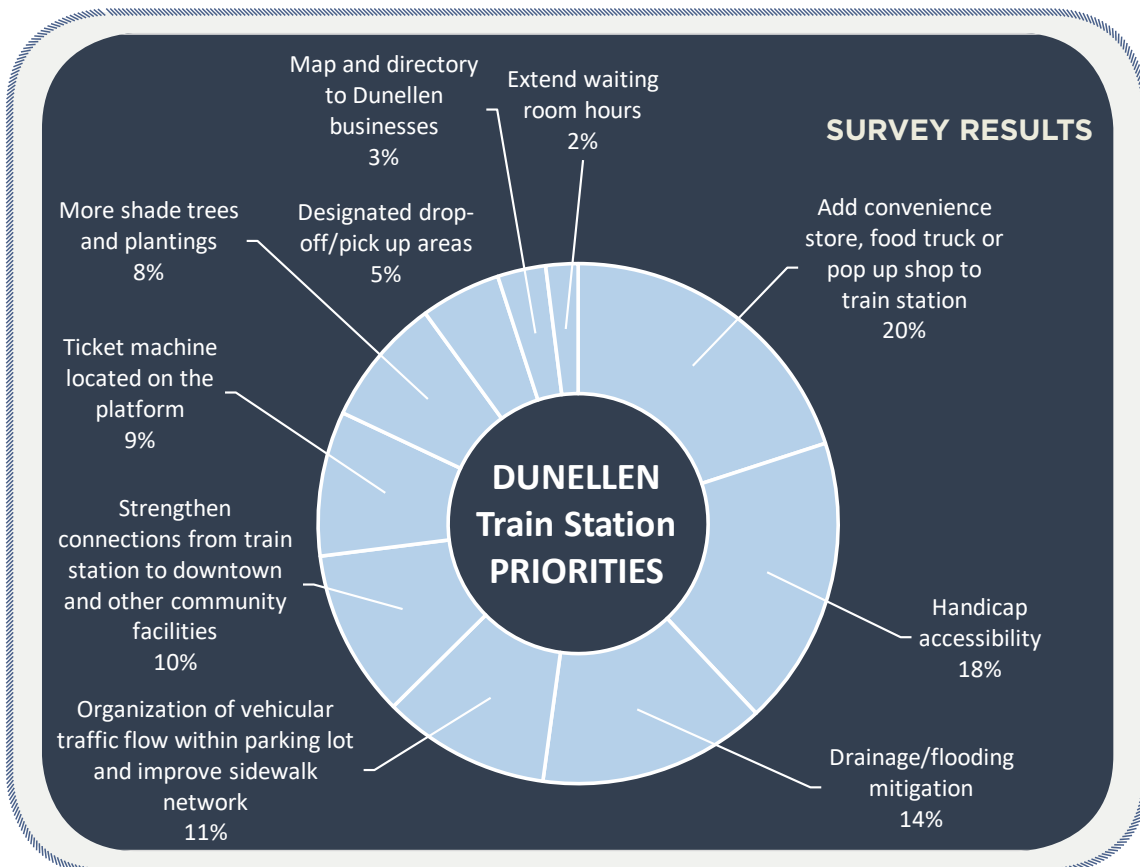
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What should the priorities be at the **DUNELLEN TRAIN STATION**? The top asks were convenience and ease of accessibility for users of all mobilities.

Twenty percent of survey respondents wanted to be able to **pick up a coffee/tea, snack and a pack of gum** before they catch the train. Almost as equally important (18%) was **accessibility for riders of all mobilities**. Mitigating **drainage and flooding** around the train station received 14% of the respondents' votes as being a priority. Rounding out the top five priorities at the train station were requests for better movement through the transit hub, receiving a combined 20% of the vote -- the organization of vehicular traffic and improved sidewalk network at

the train station (11%) AND connections to downtown and community facilities (10%).

Another significant challenge at the train station voiced by many anecdotally was how they get to/from the train station. Dunellen station serves approximately 900 daily riders, falling only behind the stations at Westfield (2,722), Cranford (1,500), Union (1,470) and Fanwood (1,087) in weekday daily boardings on the Raritan Valley Line. (Source: FY 2017 NJ TRANSIT.)



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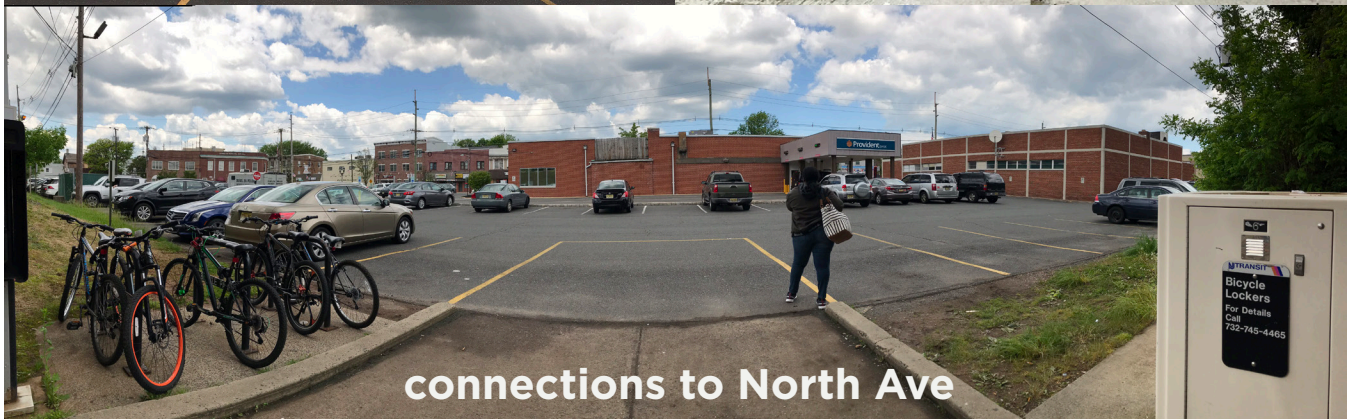
food truck at station



accessibility for all users



drainage & flooding



connections to North Ave

Top: (Left) At lunch time, a food truck locates on S. Washington Ave across the street from the train station. (Right) The station lacks an elevator and proper platform for accessibility for all mobilities.

Middle: (Left) drainage issues at the station. (Right) the train is just beyond the traffic signal on the flooded Prospect Ave.

Bottom: Area on the north side of the station is utilized for parking for commercial businesses, a prominent bank in town (middle), and the post office (right). On the other side of those buildings is North Ave.

train station

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Most of the riders at the Dunellen station are from Piscataway (42%), Green Brook (9.6%) and Middlesex (9.0%). Less than a quarter of the riders are from Dunellen (22%). Almost 50% of folks drove alone to the station and parked, 28% were dropped off and 15% walked. (Source: 2015 NJ TRANSIT Travel Profile.)

The Dunellen Parking Authority (DPA) manages 386 parking spaces in walking distance of the train station.

Those spaces can accommodate less than half of the daily transit riders. There are 281 monthly permit spaces and 105 daily parking spaces in the following lots: Skinner Plaza, behind Mike's Deli, by the police parking lot, DPA on Front Street, American Legion and Knights of Columbus. It was reported that there are at most 10 monthly permits issued to Dunellen residents while the rest are issued to non-residents,

train station



Dunellen Parking Authority



missing crosswalks



cars overhang sidewalk



pedestrians walk thru parking

Top: (Left) The Dunellen Parking Authority manages 386 parking spaces near the train station. (Right) There is no crosswalk where commuters are sometimes dropped off on Prospect Ave.

Bottom: (Left) Parked vehicles overhang the sidewalk at the train station. (Right) Residents who walk to the train weave through parked cars.

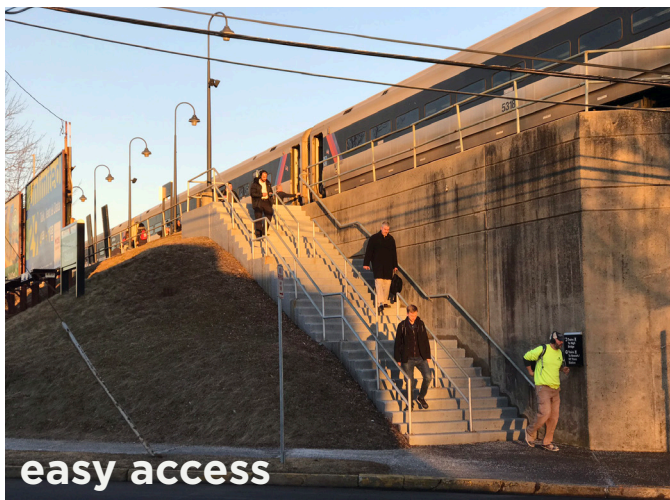
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most of whom are from Piscataway. The area in and around the train station is being used to park vehicles for commuters who are not even Dunellen residents. Most Dunellen transit commuters are either: (1) dropped off/picked up; (2) walk through the parking lots; or (3) cross surrounding streets to get to/from the station. In effect, Dunellen commuters on their way to and from the station are forced to cross vast

parking lots, with absolutely no pedestrian facilities, occupied by cars owned by out-of-towners. The DPA only contributes \$50,000 to Dunellen's annual budget, yet the parking lots have eviscerated the very heart of the community, creating a vast "no mans land" around the train station.

Feedback revealed a large demand for a more convenient system for purchasing parking permits.



easy access



route to library & New Market Rd



pedestrians routes



off site monthly parking

Top: (Left) Commuters exit the station directly onto Prospect Ave (Route 8 in the below map) to catch a ride or walk home. (Right) Commuters who walk to/from New Market Rd and residents who walk to the library navigate a sea of cars.
 Bottom: (Left) Map shows routes that pedestrians use at the train station. (Right) The American Legion has additional permit parking.

train station

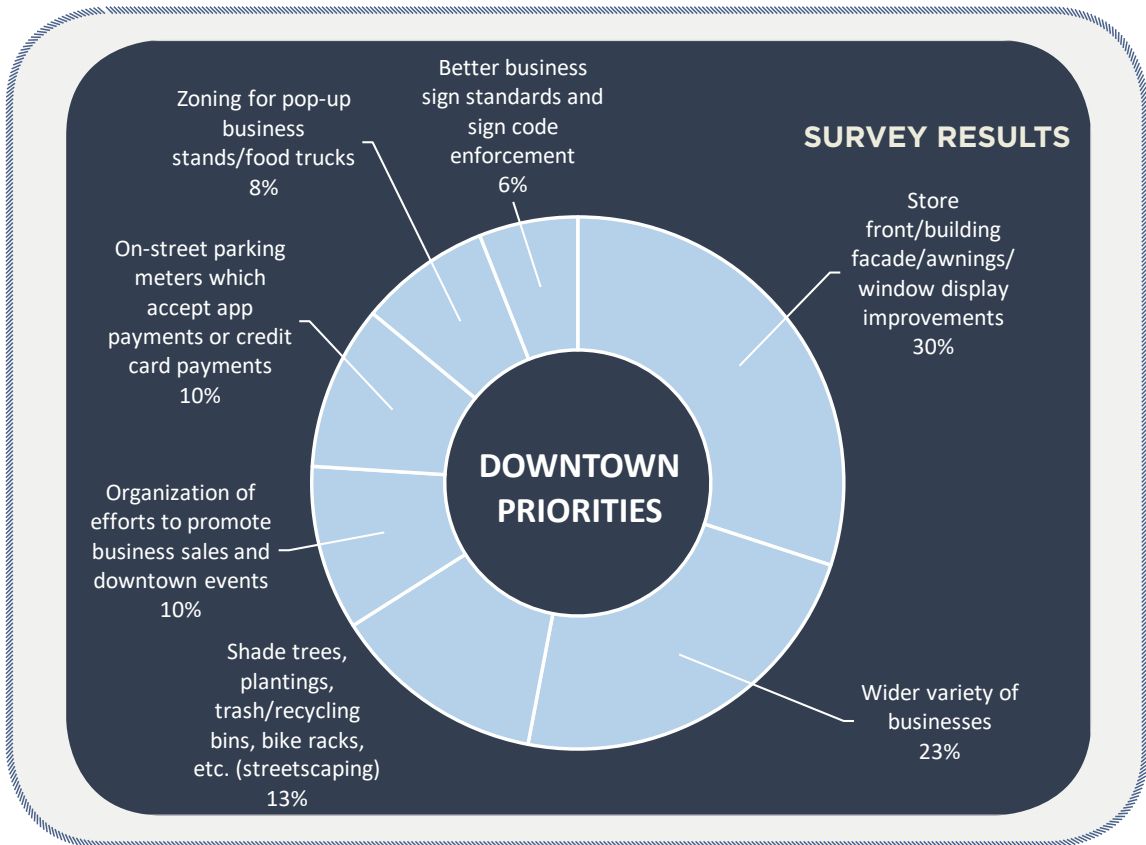
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In general, **DOWNTOWN DUNELLEN** is not visually appealing and appears “tired”, according to some.

Beautification (**building facade improvements 30%**, **streetscaping 13%**) was a top priority voiced by survey respondents. The community shared their disappointment with the overall lack in variety of shops and services (**23% wider variety of businesses**), although there are many adored establishments downtown.

Litter on the sidewalks was also an issue based on anecdotal feedback. Ordinance 2010-01 states that it is the responsibility of the property owners or tenants to maintain the sidewalks and curb and alleys free from litter. Violators may be subject to a fine or imprisonment.



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downtown

Top: (Left) Keeping the sidewalks clean is the responsibility of the property owner or tenant, as per Borough Ordinance 2010-01. (Right) Looking west on North Ave; the bank, post office and police vehicle/municipal employee parking lot are across the street from this strip of businesses. Folks frequently cross mid-block, as seen in the picture, to get to businesses.

Bottom: The service industry is strong in Dunellen. While feedback shows that folks want more variety of businesses, the fitness industry is becoming a rallying force to the hair and nail salon/barber shop sector. Delicious healthy foods and fitness have been taking over the market in recent years with the opening of Cafe Nune (pictured left), All Day Fitness (pictured right), Warrior Fitness, Sports Performance Unleashed and Yoga Essence, to name a few -- adding to established sports/fitness businesses such as Lily Yip Table Tennis Center, which offers lessons and open hours for folks to drop in and play.

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I WOULD GO DOWNTOWN MORE IF... There were more variety of goods & services

READ HOW FOLKS FINISHED THAT SENTENCE there were a better variety of shops • there was more shopping • there were more outdoor eating places with more restaurants • it had more local business, coffee shop, etc. • if there was stores worth going to antiques, shoes, art • better restaurants and entertainment • good restaurants, clean, well lit area • there was a Starbucks, brewery, and an indoor play place for kids • there are eclectic dining and entertainment that I can enjoy with my family • diversity of businesses • there were more variety of businesses • local eateries • there were interesting stores • there were more welcoming businesses; how about a small dinner type restaurant for breakfast • more practical business (eateries, fun activities for families) • indoor entertainment; more Spanish restaurants; or buffet • there were more shops/restaurants with outside dining • we had more dining options like Mis Amigos • better businesses, more place to eat (like a coffee shop) • there were better stores and more variety of restaurants • I could get a cappuccino or vegetarian food • the local businesses and night life applied to me • if there were shops and restaurants were visiting • there were a variety of businesses there • there was a book store • if there were more shops/stores that were more familiar • a coffee place was here and nicer stores to window shop • more variety of businesses • there were higher end stores/restaurants there - i.e.: Starbucks, Trader Joe's • there were more quality stores • more restaurants • better restaurant options were available and/or restaurants had outdoor seating options • better quality store fronts • there were other stores to shop and eat at • there were more places to shop and eat, more opportunities for outdoor events • there was a variety of businesses

- if we had a comic book store!
- there were businesses that were relevant to me and served a purpose
- bars didn't close so early
- there were a larger variety of shops or restaurants with better parking
- there were more restaurants, shopping, activities
- the stores were nicer and more desirable

- improved businesses • lighting; place like old coffee cafe
- some good restaurants
- if there were more diverse restaurants
- better selection of businesses
- more business where I would shop
- there was a place to shop
- there was more sit down restaurants or shopping options
- there are increase in businesses
- more shops like an Italian deli
- there were more businesses that appealed to me
- greater variety in stores
- there was more variety of business
- there was a better variety of stores
- there were more stores, coffee shops, places to eat and less nail salons
- better stores, updated, building requirements
- there was a nice shopping area like Somerville
- there were more family shop options
- there were more shops
- more quality restaurants and shops; we have so much potential to be like Westfield or Somerville
- there was more diversity in businesses and things to do
- it looked better n there were more places i wanted to shop; I would love a coffee shop; would love the places to have some seating outside
- there was a better variety of businesses
- there were better restaurants and stores
- a wider variety of businesses....perhaps a book store, hobby shop, oddity or curiosity shop
- there was restaurants, better parking, better choices for shopping
- more appropriate businesses were there
- there was more variety in business
- there were more restaurants or interesting shops
- nicer restaurants, breweries, and entertainment were available
- there were more diverse restaurants and shopping
- Italian restaurant, Chinese restaurant, Perkins style restaurant
- there were interesting shops and dining destinations
- if you made room for more dining we don't need more hair salons
- there were more of a variety of goods/services being offered by the merchants
- there were more businesses
- there were open window restaurants like Westfield
- broader range or variety of shops
- more variety of businesses
- there where more choices, i think i counted one day something like 6 or 7 hair places; DO we really need another barber or hair salon?
- there were more business that peaked my interest; I only go to 4 of them

There were things to do and places to hang out

READ HOW FOLKS FINISHED THAT SENTENCE | I already visit downtown frequently; would love to see outdoor concerts • they had more events • there were things to do that are family friendly • there were more places for families to spend time together • they had town events on Fridays and or Saturdays for families to attend or even adult events • it had more activities/events • atmosphere like Somerville on a Friday evening • there are more community events • there was more to do/public space, enter shops/restaurants, etc. • it was more hip & included more music venues & bistros • there was nice, new businesses or places to hang out • more arts and/or public events • events were there • more events • there were more street fairs, art in the park, etc. • there were cultural events • it had places to hang out that were cleaner and friendlier • it had more things to do downtown • it was more pedestrian friendly and offered more family friendly activities • places to sit and shade when walking with a baby/toddler • there was more to do • there were more interesting stores and events • I could park, walk, and visit a variety of businesses in a single night • there were family friendly events that were advertised in advance • there were more Pokestops (and for that, there needs to be more murals, sculptures, etc.) • more places to walk and mingle • there were more destinations • there was more to do that is of interest to myself and my family • the downtown is active with walking • shoppers and diners • it was prettier and had more art and music; we should have an open mic on the street

It were easier to access

easier parking, more food choices, better retail • better parking • there was more parking available! • there was parking • there were more parking available and more events and activities catered to all ages • parking, stores of interest • I could park easier • parking was easier • parking is easier • free parking available • there was more free parking • parking was easier to find • parking were better & more accessible • parking was standard • parking was better • there was more parking and more shops that interested me • there are no bike racks in the business area and parking is difficult

It felt safer

the town were safer; too much crime popping up; who thought having a bail bonds on main street was a good idea?; it's trashy • it felt safer at night, had better pedestrian crossing, better lighting, more police presence, and better looking storefronts • if the main st had a lower speed limit • the sidewalks and streets were better maintained and speeding was controlled • I wasn't nervous to cross Washington Ave; traffic, speeding and blind corners make turning left a nightmare, and walking across the street nervewracking • there was better lighting • it was safer at night to go out and the crosswalks were much safer to cross • the walking conditions were safer • Dunellen was more safe • I felt safer walking around at night • it was cleaner and foot patrolled by Police • more police presence, general upgrade to store fronts and cleaning of the massive litter problem • if the traffic wasn't so hectic and there was a wider variety of businesses

It looked nicer

it looked nice like Somerville • I did not have to worry about flooding coming into town • it was more walkable and shoppable, example: Westfield • it was cleaner and safer • if it was cleaner and had better shops • the sidewalks were repaired and had better lighting; also, if there were better businesses in town • if it was more appealing the store fronts look dirty and dingy • was more visually attractive • it were more attractive and had stores that were more established and less "sketchy"

Miscellaneous

if there was better dining choices; such as a Starbucks, Bakery, and lunch cafe; the area itself lack aesthetic appeal; lack of public parking, forces people to go to franchise restaurants; too much traffic during rush hour and no alternative parking for downtown dining forces families to go out of town

Dunellen Transit Hub

Summary of Key Ideas

Figure 9 summarizes some of the key ideas for the Dunellen Transit Hub that were identified during the planning process.

Figure 9: Key Ideas Identified by the Community for the Dunellen Transit Hub



Dunellen Transit Hub

Proposed Design Concepts

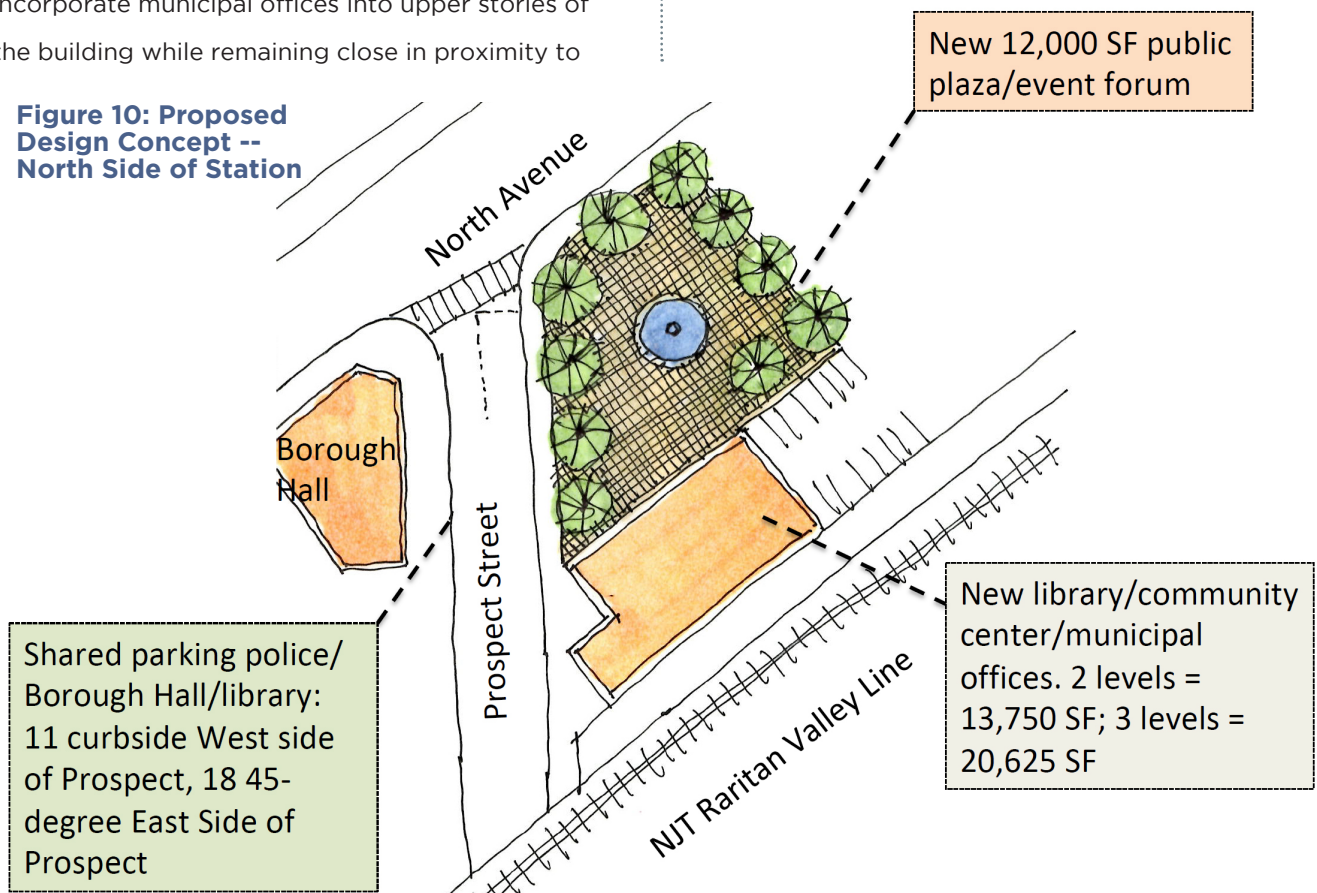
North Side of Station: Relocating existing parking for the police department, Borough employees and a few private users from the corner of North Ave (Rte 28) and Prospect Ave to a nearby location allows for a public plaza to be built.

This corner is across the street from Borough Hall, easily allowing important community events to be hosted in this newly created space. It also opens up access for pedestrians between North Ave and the train station. A wide speed table connecting the plaza and Borough Hall would slow down drivers and cue drivers that this is a pedestrian area.

Relocating the public library to the north side of the tracks allows the library to enjoy use of the public plaza and also enables the Borough to incorporate municipal offices into upper stories of the building while remaining close in proximity to

the existing Borough Hall. These parcels are owned by the Borough, which would only need to vacate an easement to the bank property. This way the library can continue to function in its current location until the new building is complete, and then it becomes much better integrated with the downtown. Another advantage is that the entire south side of the tracks can be dedicated to housing and to the parking garage or remain as surface parking for now. A potential developer will not have to fuss with the library -- it is much more efficient.

Figure 10: Proposed Design Concept -- North Side of Station



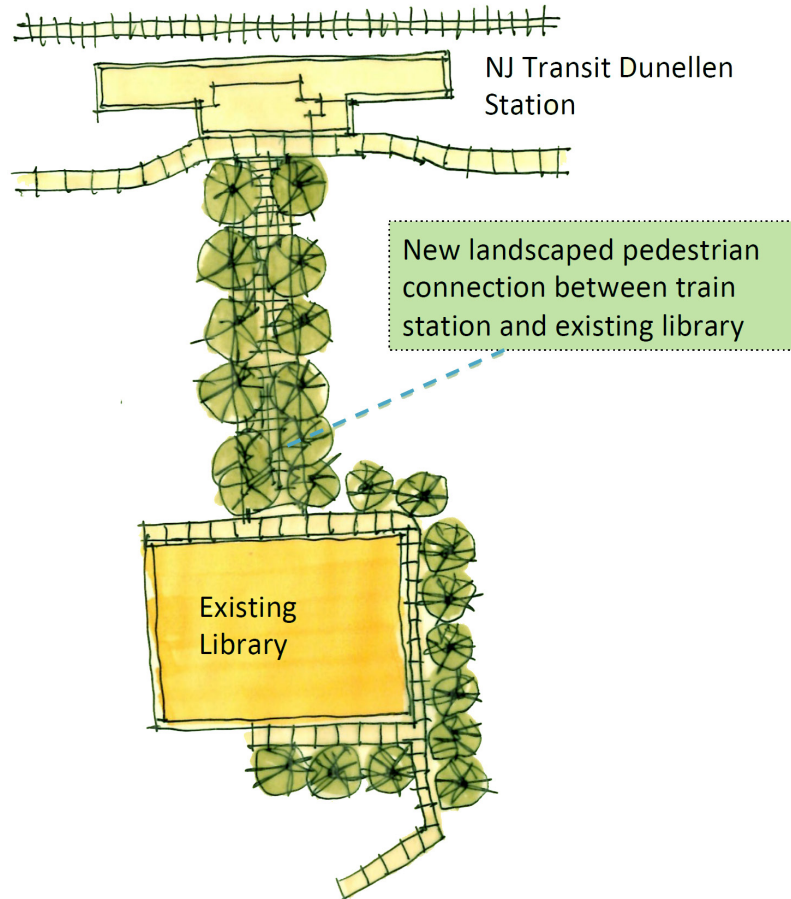
Dunellen Transit Hub

Proposed Design Concepts

South Side of Station: Two concepts are proposed for the south side of the station. Concept A is a minimal intervention to improve the pedestrian connection between the existing library and the train station. It would consist of a raised walkway flanked by a double row of shade trees. It could also include benches, trash receptacles, street lights and other pedestrian amenities. A vehicular crossing could be incorporated, but the raised crosswalk clearly indicates to motorists that they are encroaching on pedestrian space. See Figure 11.

The second, more transformational design concept for the south side of the station (Concept B, see Figure 12) consists of a residential building with an embedded mixed-purpose parking garage, with ramps on either end. It is recommended that the maximum building height be amended to at least five stories to make the redevelopment of this site financially achievable. There are also two new streets, one connecting New Market Rd to Prospect Ave, and a second connecting S. Washington Ave to Prospect

Figure 11: Proposed Design Concept A -- South Side of Station



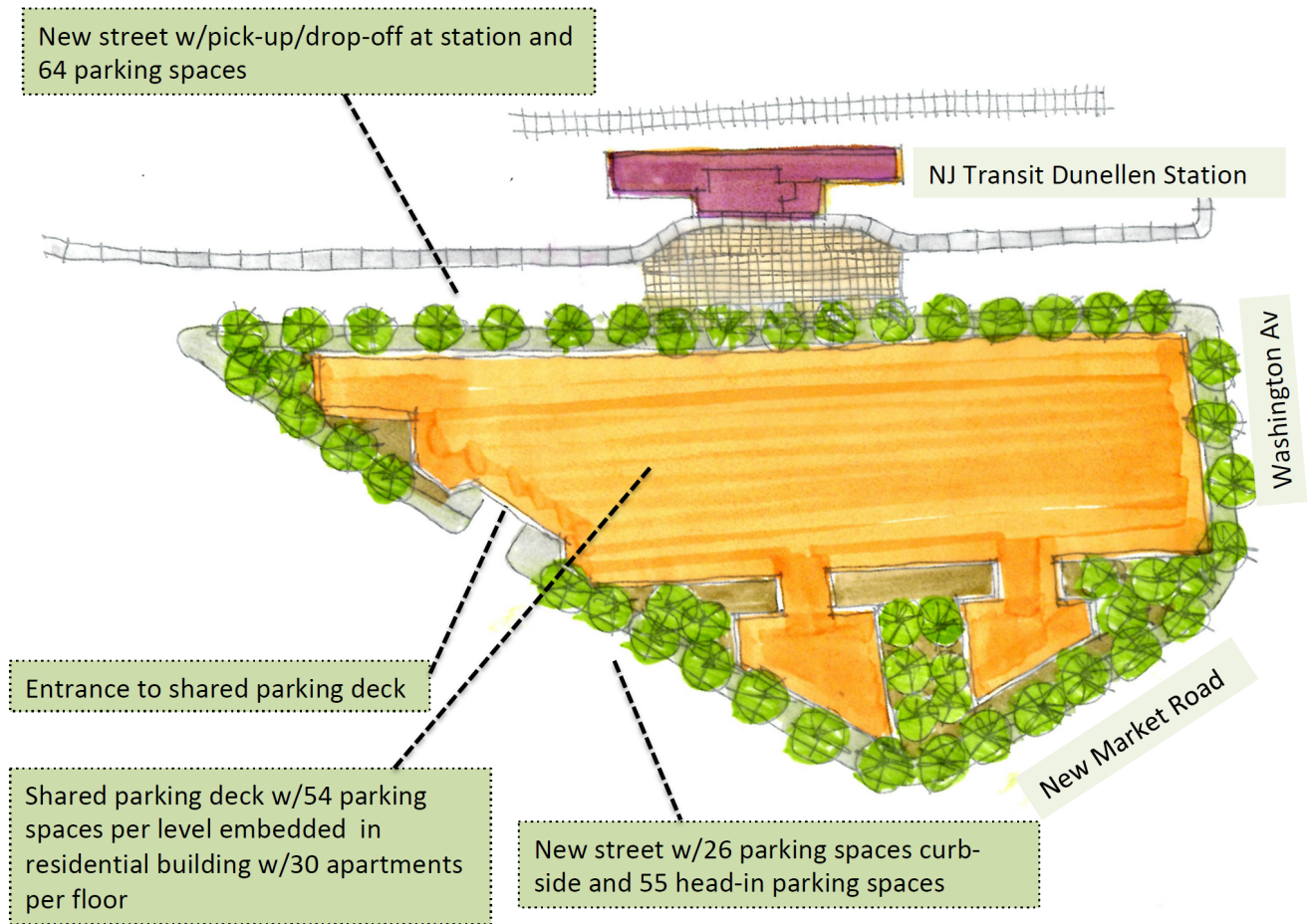
Dunellen Transit Hub

Proposed Design Concepts

Ave and providing a more formal pick-up/drop-off area for the train station (south side).

There can be any number of solutions for the building footprint on these parcels, but the concept shown provides an indication of the site's capacity both as a shared-use parking location and for residential.

Figure 12: Proposed Design Concept B -- South Side of Station



The Community's Goals & Action Plan

circulation

- ✓ Design a circulation network and build the necessary infrastructure to cultivate a safe and welcoming environment for pedestrians and bicyclists.

General

- ❑ Create a Complete Streets Plan AND Implementation Plan in Dunellen. Refer to the *Best Complete Streets Policies of 2018* guidebook, published by the *National Complete Streets Coalition*.

Pedestrian

- ❑ Install a wide speed table across Prospect Ave connecting the municipal building and the proposed new plaza.
- ❑ Create a pedestrian-friendly path between:
 - the train station and North Ave; and
 - the train station and New Market Rd/existing library (eliminate 5 parking spaces in Skinner Plaza and paint to mark pedestrian walkway to initially test concept) as per Figure 11.
- ❑ Install pedestrian infrastructure such as missing sidewalks, uneven and deteriorating sidewalks, crosswalk striping, speed tables, rectangular rapid flashing beacons (RRFB), crosswalk countdown timers, among other possible safety measures, at the following locations:

- North Ave and Washington Ave as per Figure 5;
- S. Washington Ave and New Market Rd as per Figure 6;
- Prospect Ave and North Ave;
- New Market Rd and Grove St/Orange St (*plus add sidewalk between the New Market Rd crosswalk and Orange St sidewalk);
- S. Washington Ave at Orange St for Columbia Park (*plus add sidewalk into Columbia Park);
- N. Washington Ave at Dunellen Ave for Washington Memorial Park; and
- N. Washington Ave at Fourth St for McCoy Park.

The Community's Goals & Action Plan

circulation

Bicycle

- ❑ Install bicycle parking in highly visible locations on Washington Ave and Prospect Ave adjacent to the train station in addition to Borough Hall, the post office, the library, all Borough parks and on each block in the downtown as per Figure 7.
- ❑ Test a time restricted (during peak public school commuting hours) bicycle lane on the west side of Madison Ave and South Madison Ave; possibly consider this location a permanent bike lane connecting the north and south sides of the Borough to reduce school vehicular traffic.
- ❑ Designate an east-west sharrow bike route on Dunellen Ave to connect Borough parks, schools and the Middlesex County bike route on Washington Ave as per Figure 7.
- ❑ Install bicycle route signage on Washington Ave, which serves as an important connector to Dunellen's public facilities, the transit hub, Green Brook's transit oriented development and Piscataway.

Vehicle

- ❑ Retool intersection at North Ave and Washington Ave as per Figure 5.
- ❑ Reduce curb radius at intersection of S. Washington Ave and New Market Rd as per Figure 6.
- ❑ Designate NJ TRANSIT bus idling locations so buses do not disrupt traffic flow and do not harm street trees from air pollutants.
- ❑ Install weather protecting bus shelters with benches and lighting at bus stops.

The Community's Goals & Action Plan

land use

- ✓ Build a public plaza.
- ✓ Organize parking and create a wayfinding plan.
- ✓ Be mindful of market changes for designated redevelopment areas.

Gathering Places

- ❑ Create a public plaza, as per Figure 10, which will serve as:
 - a gathering space with seating and shade;
 - a connection between the train station and North Ave which will provide safe and improved pedestrian access to downtown businesses and off-site parking;
 - an area for groups to congregate for meetings or community events; and
 - a location to showcase/highlight arts and culture.

Parking

- ❑ Install wayfinding for public parking and important buildings/landmarks.
- ❑ Relocate parking for police department and municipal employees and replace with public plaza as per Figure 10.
- ❑ Explore use of apps such as boxcar for additional daily parking opportunities for commuters.

- ❑ Install signage in public parking lots to direct drivers to additional public parking.
- ❑ Continue efforts to use underutilized private parking areas throughout the Borough.

Redevelopment Areas

- ❑ Redevelop library site and surface parking lots with multi-family residential and parking deck as per Figure 12. Locate new library/community space to north side of station.
- ❑ Amend the Dunellen Downtown Redevelopment Plan as follows:
 - Site #1 Train Station North (Block 69, all lots)
Allow for a maximum building height of AT LEAST five stories and remove limitation of building only "for sale" residential units; and
 - Site #2 Train Station South (Block 70, Lots 13 and 13.01) including Skinner Plaza and the library
Allow a maximum building height of AT LEAST five stories, in order to make the project more marketable to potential developers.

The Community's Goals & Action Plan

vibrancy

- ✓ Encourage the beautification of the streets and buildings.
- ✓ Activate the transit hub.

Beautify

- ❑ Encourage and empower DACC to organize arts/culture efforts at the train station and make downtown art visible from the train platform.
- ❑ Create murals under the train bridges along Washington Ave, Prospect Ave and Madison Ave.
- ❑ Through an outreach campaign to community members including property and business owners, work together to describe Dunellen's cultural identity so that sense of identity can be incorporated in beautification and branding efforts.
- ❑ Find ways to incorporate arts into the downtown such as decorative crosswalks, vacant storefront windows, yarn bombing, painted public seating, uniquely designed planter boxes or local artist-designed flags for the light posts. Invite community members to be a part of developing this initiative.
- ❑ Partner with the art departments at the local schools to identify art projects that the student artists can take part in at the transit hub.

Activate

- ❑ Place info kiosk for events/activities and downtown map and business directory near train station at high volume location.
- ❑ Build an walkable loop through town:
 - To support this "walkable" community;
 - To provide infrastructure for fitness and healthy lifestyles;
 - To encourage students to walk to school (in this non-busing community) and decrease vehicular congestion at peak hours;
 - To connect public parks, schools, borough facilities, the downtown and transit;By allocating resources for smooth and continuous sidewalks, safe crosswalks, signage/mile markers, shade trees, fitness stations, artwork, landmark signage, benches, trash receptacles, etc.
- ❑ Continue to support community events, programming, arts and culture, and healthy living.

The Community's Goals & Action Plan

safety

- ✓ Make safety for pedestrians and bicyclists a priority and help lead a Borough-wide culture shift.
- ✓ Add more lighting around the transit hub.

Pedestrian and Bicycle Safety

Recommendations for pedestrian and bicycle infrastructure improvements are outlined in "circulation goals & action plan"; building infrastructure is important in creating a safer environment but equally as important is changing the culture towards pedestrians and bicyclists.

- ❑ Strive towards changing the local culture surrounding pedestrians and bicyclists through ideas such as, but not limited to:
 - an educational campaign in cooperation with the Dunellen Police Department;
 - organized group walks or bike rides around the Borough or possibly create longer routes by partnering with adjacent municipalities;
 - add bike racks to noted locations;
 - test time restricted (during school commuting hours) bike lanes along popular school routes by using traffic cones to delineate lane;
 - test closing a street to vehicles once a month and make it for pedestrian-only use;

- test installing a diverter on residential streets which have unwanted high speed through traffic; and
- continue Bike to School Day and Walk to School Day programs, bike rodeos, and test PARK(ing) Day, when parking spaces are used for non-vehicular uses.

- ❑ Collaborate with Safe Kids Middlesex County, Voorhees Transportation Center, Keep Middlesex Moving and the Dunellen Police Department for ideas and guidance on organically shifting the pedestrian/bicycle culture.

Lighting

- ❑ Maintain existing lighting around the train station in working order.
- ❑ Perform a lighting audit. Add layered lighting on streets leading to the train station to create a safer pathway for Dunellen's transit riders who walk to/from the station before sunrise or after sunset.

The Community's Goals & Action Plan

access to jobs

- ✓ Strive to make public transit options easier to utilize.
- ✓ Support local entrepreneurs and innovators.

- ❑ Continue to support the return of one-seat rides to New York City.
- ❑ Consider more direct transit options to New Brunswick, Princeton and the shoreline.
- ❑ Explore the demand for jitney service for commuters to improve access to the train.
- ❑ Work with commercial property owners to attract tenants for shared workspaces, cultivating an entrepreneurial environment.

train station

- ✓ Provide general upkeep and maintenance to the train station, boost the amenities and work towards making station accessible by users of all mobilities.

- ❑ Encourage improved maintenance and sanitation services at the train station including litter clean up, working lighting, sanitary stairwells and tunnel.
- ❑ Make station more visible by adding artwork to the station roof.
- ❑ Create green infrastructure plan to mitigate flooding within the transit hub.
- ❑ Fix drainage issue at the north entrance to the station and at the Prospect Ave parking lot entrance.
- ❑ Add crosswalk between curb cuts on Prospect Ave at the entrance to the train station parking area.
- ❑ Encourage operation of a privately managed convenience store/coffee shop at the train station either in the station, food truck, coffee cart, shipping container, or in a nearby existing, easily accessible retail building.
- ❑ Make train station bathroom accessible for longer hours.
- ❑ Use current standards for handicap parking space design.
- ❑ Locate a ticket machine on the eastbound platform.
- ❑ Add a map and downtown business directory.
- ❑ Make the train accessible by users of all mobilities.

The Community's Goals

downtown

- ✓ Use a multi-pronged approach for economic development.
- ✓ Focus on beautification and general upkeep efforts in addition to activating the downtown community.

- ❑ Apply to become a member of the Main Street New Jersey program and utilize those resources. Consider creating a downtown improvement district. Promote arts and culture initiatives to stimulate the economy. Refer to the Edward J. Bloustein School of Planning and Public Policy's 2019 report regarding economic development strategies for downtown Dunellen.
- ❑ Create and implement a streetscaping plan, which shall include appropriate street trees species and planting standards, street furniture such as benches, trash/recycling receptacles, bicycle racks, planter boxes, bollards, shades, parklets, bus shelters, kiosks, maps, etc.
- ❑ Offer incentives for the bank to redevelop their property and open up dignified public access between the train station and North Ave.
- ❑ Designate a single point of contact to collect, organize and disseminate information about events, promotions and sales occurring in downtown.
- ❑ Work with property owners and business owners to identify funding sources for facade improvements, including awnings, storefronts, window displays, planter boxes, business signage, etc. in an effort to beautify the buildings and storefronts.
- ❑ Create a wayfinding plan for the downtown, train station, public parking, municipal facilities and landmarks and encourage local artists to design this signage.
- ❑ Place an information kiosk in a high pedestrian flow area; use it to post a business directory, map and activities and event.
- ❑ Work with property owners in recruiting prospective tenants to create a variety of business offerings in the downtown. Review existing land use and permit regulations which may limit property owners from attracting a certain types of businesses.
- ❑ Encourage innovation labs and co-work spaces in the downtown.

The Community's Goals

beyond the hub

- ✓ The community shared ideas, which the Borough may wish to pursue, that were outside the scope of this plan.

- ❑ In order to decrease vehicular traffic on Dunellen's roads during peak morning hours, identify and fill in gaps in the sidewalk network to encourage school children to walk to school.
 - ❑ Invest in sidewalk infrastructure on streets surrounding John P. Faber Elementary School including High St, Lehigh St, S. Madison Ave and Fairview Ave.
 - ❑ Based on public feedback, analyze vehicular circulation on Dunellen Avenue to determine whether interventions such as a bicycle boulevard, narrowing lanes, medians, or a traffic diverter should be employed to decrease through traffic on this residential street. Quick, cheap, easy ideas can be easily tested. See nacto.org.
 - ❑ Strengthen the connection and encourage pedestrian and bicycle circulation between Green Brook transit oriented development along N. Washington Ave and the Dunellen Transit Hub.
- ❑ Based on public input, assess the intersections: (1) Sanford Ave and Bound Brook Rd; and (2) Washington Ave and Front St.
 - ❑ Consider streetscaping improvements on Madison Avenue between North Ave and Grove St and west along Bound Brook Rd by clearing gravel from walkways, fixing uneven sidewalks, striping crosswalks, installing lighting, planting street trees, removing poison ivy, etc.
 - ❑ Analyze intersection of Madison Ave and South Ave to improve pedestrian and vehicular safety with interventions such as bumps outs, etc. Pursue NJTPA technical services grant, if available, for assistance.
 - ❑ Actively work to provide a variety of housing types for a range of income levels to enable residents to stay in Dunellen; this is an important component as the community strives to nurture artists, support aging in place for seniors and help transitioning families.

Steps for Continuing After the Plan

Now that there is a Dunellen Transit Hub Plan, wondering what happens next? How are these ideas implemented? The 2019 *Together North Jersey Guidebook for Transit Hub Planning* outlines methods on creating an action plan, such as delineating action steps, time frame, responsibilities and resources. The guidebook discusses the importance of monitoring progress and evaluating successes. There is a chapter dedicated to a transit hub toolkit to guide municipalities along this journey and there is information on funding and technical assistance programs. (See Figure 12.) The full resource can be found at: <https://togethernorthjersey.com/wp-content/uploads/2019/06/TNJ-Guidebook-for-Transit-Hub-Planning-6-5-19.pdf>.

Figure 12: Funding and Technical Assistance Programs Provided by TNJ Guidebook for Transit Hub Planning, 2019.

Name	Source	Description	Eligibility	Link
Community Planning Assistance Teams (CPAT)	APA	This program pairs volunteer planning professionals with communities in need of technical expertise on local planning projects. CPAT volunteers offer their time and expertise to assist communities in developing in developing a framework or vision plan that promotes a sustainable, livable, economically vibrant, and healthy community.	Local communities	https://www.planning.org/community-assistance/teams/
Complete Streets Technical Assistance	New Jersey Bicycle and Pedestrian Resource Center	The New Jersey Bicycle and Pedestrian Resource Center provides resources and assistance to municipalities and counties that wish to develop a Complete Streets policy or seek assistance with implementation efforts.	Counties and municipalities	http://njbikeped.org/2012-regional-complete-streets-workshops/
Congestion Mitigation and Air Quality Regional and Local Mobility Initiatives Program	NJTPA; NJ TRANSIT	Provides funding for readily implementable surface transportation projects that help improve air quality and reduce congestion, including bicycle and pedestrian projects.	State and local governments	https://www.njtpa.org/project-programs/mobility-programs/cmaq-local-mobility
Local Planning Services	New Jersey Department of Community Affairs (DCA)	This office provides technical assistance to municipalities in drafting master plans, reviewing land use data, and analyzing demographic trends.	Municipalities	https://www.nj.gov/dca/divisions/lps/
New Jersey Department of Transportation Municipal Aid Program	NJDOT	This program offers funding to municipalities for transportation-related projects in the following categories: bikeway, bridge preservation, mobility, pedestrian safety, quality of life, roadway preservation, and roadway safety.	Municipalities	https://www.state.nj.us/transportation/business/localaid/municipaid.shtml
Transit Village Initiative	NJDOT; NJ TRANSIT	Creates incentives for municipalities to redevelop or revitalize areas around transit stations using design standards of transit-oriented development. Municipalities that secure a Transit Village designation by meeting defined criteria are eligible for technical assistance, funding priority and NJDOT grants.	Municipalities	https://www.state.nj.us/transportation/community/village/

Steps for Continuing After the Plan

Name	Source	Description	Eligibility	Link
Main Street Program	New Jersey Department of Community Affairs	Encourages and supports the revitalization of downtowns throughout the state. The DCA designates selected applicants to join the program. These communities receive technical support and training to assist in restoring their Main Streets as centers of community and economic activity. The Fiscal Year 2019 State Budget authorizes \$500,000 to restart and enhance the Main Street New Jersey program.	Municipalities	https://www.nj.gov/dca/divisions/lps/msnj.html
New Jersey Bicycle and Pedestrian Resource Center Help Desk	New Jersey Bicycle and Pedestrian Resource Center	The Center's help desk provides on-call staff to answer community questions on bicycle and pedestrian planning issues.	No Restrictions	http://njbikeped.org/contact/
Planning for Emerging Centers	NJTPA	Provides consultant and staff support to municipalities to conduct various planning studies in support of efforts by municipalities to create more sustainable, transit-supportive and walkable communities as well as comprehensive approaches to strategic planning at the local level.	Counties and Municipalities	https://www.njtpa.org/planning/regional-studies/emerging-centers
Project for Public Spaces services	Project for Public Spaces (PPS)	PPS offers a variety of services to communities aimed at placemaking, including place evaluation, programming assistance, and design review in the areas of public space, public markets, and transportation planning.	Local communities	https://www.pps.org/services
Safe Streets to Transit	NJDOT	Provides funding to counties and municipalities to improve safety and accessibility for mass transit riders walking to transit facilities, encourage mass transit users to walk to transit stations and facilitate the implementation of projects and activities that will improve safety in the vicinity of transit facilities	Counties and Municipalities	https://www.state.nj.us/transportation/business/localaid/safe.shtm
Surface Transportation Block Grant Program (STBG)	FHWA	This program provides flexible funding for states and localities for projects aimed at improving any Federal-aid highway, bridge and tunnel project on any public road, bicycle and pedestrian infrastructure, and transit capital projects.	States, Counties, and Municipalities	https://www.fhwa.dot.gov/specialfunding/stp/
Together North Jersey Technical Assistance	Together North Jersey, NJTPA	In coordination with the NJTPA, the Voorhees Transportation Center at Rutgers University provides direct technical assistance to support the advancement of recommendations included in the final reports developed by local partners during the 2012-2015 TNJ planning phase.	Grantees of the TNJ Local Demonstration Project Program, NGO Micro-Grant Program and the Local Government Capacity Grant Program	https://togethernorthjersey.com/?page_id=25243
Together North Jersey Institute	Together North Jersey, NJTPA	Organizes series of technical assistance and training activities designed to enhance the capacity of counties, municipalities, nonprofits and others within the region to advance implementation of the strategies and actions recommended in the Together North Jersey Plan.	No Restrictions	https://togethernorthjersey.com/?page_id=25004
Transit-Friendly Planning, Land Use, and Development Program (TFPLUD)	NJ TRANSIT	Provides planning assistance to interested communities through on-call consultants to assist communities in developing consensus-based, transit supportive land use "vision plans" to guide development and redevelopment at and surrounding existing or proposed transit facilities.	Municipalities	https://www.njtransit.com/tm/tm_servlet.srv?hdnPageAction=CorplInfoTo#Handbook

Appendix: Transit Hub Pilot Program Timeline

WHO WHAT WHEN WHERE WHY & HOW 1/31/19

February 23, 2018

TNJ and the NJTPA announces request for proposals for Transit Hub Program.

March 13, 2018

TNJ holds workshop for potential applicants. A Dunellen representative attends.

March 2018

The Dunellen team assembles a two page proposal and letters of support from key stakeholders. Team members include:

- Honorable Mayor Seader
- Borough Council
- Jason Cilento, Council President
- Ken Baudendistel, Former Council President
- Bill Robins, Borough Administrator
- Julie Grof, volunteer resident
- Heidi Heleniak, volunteer resident

March 19, 2018

Borough Council approves submission of Dunellen's proposal for the transit hub program. Mr. Baudendistel stated, "...it would be good to take advantage of the free program which might provide us with technical knowledge and public relations."

March 23, 2018

Dunellen submits the transit hub proposal.

April 2018

Out of the 21 total submissions, the three selected are the Dunellen Train Station, Passaic Bus Depot and Watsessing Station in Bloomfield.

May 21, 2018

TNJ meets with Borough representatives.

August 2, 2018

TNJ puts out a call to planners.

August 20, 2018

Five volunteer planners assigned to the Dunellen Transit Hub study are:

- Carlos Rodrigues, FAICP/PP
- Julie Grof, AICP
- Robert Krause, RA, PP
- Jasmine Jones-Bynes, grad student
- David Schwartz, PE, PTOE, AICP/PP

September 27, 2018

Planners meets with Borough representatives.

October 21, 2018

Planners make a site visit & perform an assessment of the transit hub.

November 9, 2018

Planners perform walkability audit.

December 9, 2018

Planners hold a working session. Council President Cilento participates.

January 25, 2019

Planning team leader, Carlos Rodrigues, makes a presentation about the transit hub study at the 2019 NJ Planning Conference.

January-March 2019

Launch of community engagement campaign, utilizing Facebook and Instagram. Stakeholder outreach and interviews begin. Additional efforts follow.

February 9, 2019

Dunellen Transit HUB-BUB walking tour

Spring 2019

Professor David Listokin of the Edward J. Bloustein School of Planning and Public Policy at Rutgers to lead graduate course studying Dunellen's downtown.



The Together North Jersey (TNJ) Efficiency Task Force and the North Jersey Transportation Planning Authority (NJTPA) are co-sponsors of a transit hub planning program for three select communities: Dunellen, Passaic and Bloomfield. The NJ Chapter of the American Planning Association is also a partner.

This free program encourages the creation of vibrant transit hubs around existing transit stations and/or stops, supporting the community's goals for economic development, land use, access to jobs, and cultural development.

The planning process is a community driven approach, including extensive public outreach. The completed Dunellen Transit Hub plan will define the vision for the area and include a road map of next steps, including possible sources of funding for implementation. Having this plan will help support Dunellen's applications for funding.

Appendix: Transit Hub Pilot Program Timeline (cont.)

WHO WHAT WHEN WHERE WHY & HOW

6/1/19

(continued)

February 14, 2019

Transit Hub team meeting with Mayor Seader and Councilwoman Jessica Dunne regarding Middlesex County Transportation Coordinating Committee.

February 27 and March 5, 2019

Bloustein graduate students and the Transit Hub team distribute Business Polls to downtown businesses.

February 28, 2019

Peak evening traffic count study at intersection of Washington Ave and North Ave.

March 6, 2019

Transit hub planners were interviewed by the Voorhees Transportation Center (TVC) at Rutgers regarding the planning process and community engagement efforts.

March 12, 2019

Discussion with James Sinclair at VTC regarding best practices for pedestrian and bicycle safety and circulation in Dunellen.

March 14, 2019

Peak morning traffic count study at intersection of Washington Ave and North Ave.

March 20, 2019

Morning Rendezvous at Dunellen Station. The transit hub team and Council President Jason Cilento talk with morning commuters.

March 25, 2019

Presentation by Duda Penteadó, artist and community organizer, at the Bloustein School to discuss arts and culture in communities. Attended by transit hub team member, Hal VanDermark - owner of Dunellen based business Inspire Art Gallery and Studio, and Brant Maslowski, Dunellen artist and guest instructor for the Dunellen Arts and Culture Commission's children's art program.

March 27, 2019

Transit hub team and Councilwoman Stacy Narvesen distribute test issue of "Next Stop! Dunellen" newsletter to downtown businesses.

March 30, 2019

Community poll and Dunellen Business Owner poll close.

April 15, 2019

Presentation of findings and recommendations of the downtown Dunellen study by the Bloustein School graduate students. (The findings are incorporated in the recommendations for economic development in the Dunellen transit hub plan.)

May 2019

Final report about downtown Dunellen by the Bloustein School is available.

June 6, 2019

TNJ Institute workshop on TNJ Guidebook for Transit Hub Planning and Transit Hub Pilot Program

June 17, 2019

Dunellen Transit Hub study presentation and final report

Council President Jason Cilento is the Borough liaison for the: Bloustein School of Planning and Public Policy graduate class studying downtown Dunellen; and the Dunellen Transit Hub study.



The Together North Jersey (TNJ) Efficiency Task Force and the North Jersey Transportation Planning Authority (NJTPA) are co-sponsors of a transit hub planning program for three select communities: Dunellen, Passaic and Bloomfield. The NJ Chapter of the American Planning Association is also a partner.

This free program encourages the creation of vibrant transit hubs around existing transit stations and/or stops, supporting the community's goals for economic development, land use, access to jobs, and cultural development.

The planning process is a community driven approach, including extensive public outreach. The completed Dunellen Transit Hub plan will define the vision for the area and include a road map of next steps, including possible sources of funding for implementation. Having this plan will help support Dunellen's applications for funding.

Appendix: Trial Newsletter for Downtown

NEXT STOP! Dunellen March 2019 | TEST ISSUE

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HAVE YOU HEARD?

NOW UNTIL MARCH 30

ATTENTION: Dunellen businesses and community members. We need your input! Please complete the short survey (follow the below link) for the Dunellen Transit Hub plan.

COMMUNITY SURVEY FOR ALL:
<https://tinyurl.com/OpinionPoll19>

DUNELLEN BUSINESSES ONLY:
<https://tinyurl.com/DunellenBizPoll2019>

MARCH 26 | 7PM

Public discussion on the Gateway Project and its impact on the one-seat ride. Cranford Community Center, 220 Walnut Ave, Cranford.

MARCH 28 | 7PM, DOORS OPEN 6PM

Special screening of "Distressed" by Gary Pastore and Q&A with the creators at Dunellen Theatre, sponsored by DACC.

MONDAYS IN APRIL | 5:30-7:30PM

All-You-Can-Eat Pasta Festival at Zupko's Cafe. Proceeds to benefit Dunellen and Green Brook high school seniors scholarship awards.

FOR THE KIDS!

APRIL 12 | 6-8PM | \$5

"Dunellen Superheroes!" Spring Art Workshop for ages 6-12 at Dunellen Senior Center. Pre-register at <https://tinyurl.com/DACCsap2019>. Sponsored by DACC.

APRIL 15 | 7PM

PRESENTATION OF THE DOWNTOWN DUNELLEN STUDY by the Bloustein graduate class during the Council meeting at Borough Hall.

(continued on other side)

Welcome to Dunellen, ALL DAY FITNESS

Upon entering *All Day Fitness*, it is hard not to be drawn in. A warm welcome by owner, Quentin "Coach Q" Jordan. Positive mantras on the walls. Equipment that is difficult to resist exploring. And the views -- maybe they don't rival those of a city -- but for Dunellen they are pretty cool. You can see the downtown, the train line and the to-be-built Dunellen Station site.

All Day Fitness, which opened in September 2018, is located at 6 South Washington Ave upstairs from Café Nune. Free parking is available on site, and the train station and bus stop are nearby. The gym offers personal training and fitness classes. While most clients are about 25-55 years old, *All Day Fitness* also has a Senior program, experience in youth and sports related training and pre-natal training as well. The facility is open weekdays from 5:30am-8:30pm and Saturdays 7:30am-2pm.

While the focus is goal-oriented fitness for each person as an individual, *All Day Fitness* is grounded in creating a supportive community. Even in group classes, Coach Q finds ways to strike that balance --like having mini-breakouts where one person runs stairs while another walks in place, and then having everyone come back together to continue the class. In the coming weeks, he will be employing technology to more effectively push clients towards their goals. Classes will be utilizing the MyZone app, which is a heart rate monitoring app enabling people to challenge themselves based on their heart rate zones as opposed to inadvertently competing with others. Coach Q affectionately shared that the *All Day Fitness* community, "is about pushing each other and being supportive of each other."

Coach Q has a remarkable background. He was recruited to college for basketball. He studied radio and TV communications and then attended graduate school at Mason Gross School of the Arts for acting. He landed numerous roles in plays and commercials -- he has even worked with Spike Lee. Health and fitness, however, have always played a role in his life: playing basketball, training youth basketball, personal training, and achieving numerous other fitness certifications (there are too many list!). Opening *All Day Fitness* was a natural progression for Coach Q who has a passion for helping people achieve their goals, "It's the community; it's the family environment; and it's the fact that we're very, very goal oriented."

For more info, follow *All Day Fitness* on social media (FB [xalldayfitnessx](https://www.facebook.com/xalldayfitnessx); Instagram [_alldayfitness_](https://www.instagram.com/_alldayfitness_); Twitter [AFitness06](https://twitter.com/AFitness06)) and check out www.myalldayfitness.com.



Owner Coach Q describes All Day Fitness, "It's the community; it's the family environment; and it's the fact that we're very, very goal oriented."

Appendix: Trial Newsletter for Downtown (cont.)

NEXT STOP! Dunellen March 2019 | TEST ISSUE

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DELICIOUS FOOD, GREAT VARIETY

For a one square mile town, it may surprise you that Dunellen boasts a wide variety of food options. Take your pick from Peruvian chicken, Colombian breads, Portuguese BBQ, classic American cuisine, Louisiana Cajun-style seafood, healthy salads and smoothies, or pizza! You can't go wrong. Many of these food establishments offer dine-in, take out, and/or delivery through services such as Door Dash, Uber Eats and Grub Hub -- so there is something for everyone. Bon appetite! *(This list is not an exhaustive list of all Dunellen food establishments.)*

30 Burgers/Mike's Subs	www.30burgers-mikesubs.com
Avellino's Italian Restaurant	www.avellinosnj.com
Bakery Delight	https://bakery-delight.business.site
Café Nune	www.cafenune.com
Chicken Holiday	http://chickenholidaydunellen.com
China Garden	www.no1chinagarden.com
Dairy Quick	
Dunellen Bagel	www.facebook.com/DunellenBagel
Dunellen Bakery	www.dunellenbakery.com
Dunellen BBQ	www.facebook.com/Dunellen-BBQ-111475352223952
Dunellen Hotel	https://dunellenhotel.com
El Creador Pupuseria Restaurant	
J&G Texas Weiners	http://jgtexasweiners.com
Maggie Murray's Pub House	https://www.maggiemurrayspubhouse.com
Mi Ricon Latino Deli	
Mis Amigos Mexican Grill	https://misamigosmexicangrill.com
Panda Restaurant	www.pandadunellen.com
Planet Chicken	www.planetchickenrestaurant.com
Robert's Kitchen	www.facebook.com/robertskichen
Rome Pizza	http://romepizzanjan.com
Roscoe's Eatery	https://roscoeseatery.com
Roxy & Dukes Roadhouse	http://www.roxyanddukes.com
Seafood Boil	https://www.seafoodboil.net
Uncle Louie G's Italian Ices and Ice Cream	https://www.facebook.com/louiegdunellen
Zupko's Tavern	https://www.zupkostavern.com

WANT MORE OUTDOOR DINING OPTIONS IN DUNELLEN?

Let your favorite eatery know! To apply for an outdoor dining license, food establishments must provide a drawing of the proposed seating area, among other docs. The fee is \$100-\$250, depending on the number of seats. The Council approves all licenses and renewals. Outdoor dining is permitted from April-October and between the hours of 7am-10pm. To date, about four licenses have been issued. Businesses should contact the Municipal Clerk for more info.

HAVE YOU HEARD?

(continued)

APRIL 28 | 9AM-5PM

Cut-a-thon at Melanie's Hair Salon
Proceeds to be donated to a local family in need.

MONTH OF APRIL

TAKE A PEEK AT WHAT'S GOING ON IN APRIL AT THE LIBRARY!

From ESL classes, Basic Computer Classes, Meditation for Beginners, Chair Yoga, Gaming Club, and Mother Goose, the library is not just a place for books, but a fun community place for the whole family! All events are open and free to the public, you do not need to be a patron to register. Registration is required for most events, please see event details on the website:
<http://www.dunellenlibrary.org/events.html>

IF YOU LIKE THIS NEWSLETTER...

Email your thoughts and comments to DunellenTransitHubStudy@gmail.com. We'll share your anonymous feedback with the Mayor and Council.

This "test issue" is sponsored by the Dunellen Transit Hub study team and the Edward J. Bloustein School of Planning and Public Policy graduate class which is studying downtown Dunellen.

Thanks to all of our contributors:

- Rachel Appleton;
- Council President Jason Cilento;
- Professor David Listokin;
- Borough Administrator Bill Robins;
- Melanie Tirpak of Melanie's Hair Salon;
- Dunellen Arts and Culture Commission (DACC);
- Dunellen Public Library; and
- Green Brook-Dunellen Rotary Club.

Content was written by Lindsey Connors, Timothy Jenssen and Julie Grof.

Appendix: Community Survey

Opinion Poll, Dunellen Transit Hub Study 2019

Share your thoughts and ideas for the Dunellen Transit Hub plan. Your input will help us develop a plan that speaks to the needs of your community. Poll closes 3/30/19. One submission per person please. Thank you!

* Required

1. CIRCULATION. Which item should receive top priority in the Dunellen Transit Hub plan? *

Mark only one oval.

- Pedestrian friendly infrastructure for all users, regardless of mobility
- Bicycle lanes/routes/racks
- Organization of downtown Dunellen's vehicular circulation, e.g. turning lanes, directional arrows on street, etc.
- Organization of Skinner Plaza (public parking lot adjacent to the train station) for pedestrian and vehicular circulation
- Complete Streets plan (designing streets for all modes of transportation - pedestrian, bicycles, vehicles)
- Wayfinding signage for public parking lots, municipal facilities and other important locations

2. LAND USE. Which item should receive top priority in the Dunellen Transit Hub plan? *

Mark only one oval.

- New housing units
- Greater variety of housing types, e.g. studios, apartments, condos, single-family, etc.
- New commercial (retail/office) space
- Public plaza - an outdoor multi-use "people space"
- Parking garage
- No new development

3. VIBRANCY. Which item should receive top priority in the Dunellen Transit Hub plan? *

Mark only one oval.

- Incorporation of visual arts, e.g. sculpture, murals, etc.
- More places for performance arts, e.g. music, outdoor theater, etc.
- Organization of cultural initiatives, e.g. walking tours, cultural festivals, historic landmark markers, etc.
- Continuous, walkable loop around town connecting public spaces (parks, schools, downtown, train station) and highlighting art
- More organized downtown activities and events, e.g. sidewalk sales, outdoor dining, car shows, restaurant week, etc.
- More outdoor gathering places (such as a public plaza) and public seating
- Beautification of the downtown streets and building facades

Appendix: Community Survey (cont.)

4. SAFETY. Which item should receive top priority in the Dunellen Transit Hub plan? *

Mark only one oval.

- Safer crosswalks, e.g. marked crosswalks, pavement changes, bump outs, flashing lights, etc.
- Mid-block crossings (1) on North between Prospect and Washington, (2) on Washington by train bridge and (3) on Prospect by train bridge
- Timed crosswalk signals
- General traffic calming measures, e.g. speed tables, 4-way stops, etc.
- Better lighting around the train station
- Relocate bike racks at train station to more publicly visible locations
- Added police services

5. DUNELLEN TRAIN STATION. Which item should receive top priority in the Dunellen Transit Hub plan? *

Mark only one oval.

- Extend waiting room hours
- Add convenience store, food truck or pop up shop to train station
- Designated drop-off/pick up areas
- Drainage/flooding mitigation
- Handicap accessibility
- Signage to other public parking lots
- Ticket machine located on the platform
- More shade trees and plantings
- Organization of vehicular traffic flow within parking lot and improve sidewalk network
- Strengthen connections from train station to downtown and other community facilities
- Map and directory to Dunellen businesses

6. DOWNTOWN ECONOMIC DEVELOPMENT. Which item should receive top priority in the Dunellen Transit Hub plan? *

Mark only one oval.

- Store front/building facade/awnings/window display improvements
- Better business sign standards and sign code enforcement
- Zoning for pop-up business stands/food trucks
- Shade trees, plantings, trash/recycling bins, bike racks, etc. (streetscaping)
- Wider variety of businesses
- Organization of efforts to promote business sales and downtown events
- On-street parking meters which accept app payments or credit card payments

Appendix: Community Survey (cont.)

7. What kind of downtown do you prefer Dunellen be? *

Mark only one oval.

- Sleepy, quiet
- Busy in the businesses BUT no sidewalk/public space activity
- Busy in the businesses AND active sidewalks/public spaces
- Bustling/lively
- Don't know

8. What do you want to see happen in the Dunellen Transit Hub? *

Mark only one oval.

- Transform (dramatic change)
- Evolve (gradual change)
- Enhance (a little bit of change)
- Preserve (maintain existing)

9. I'll know the Dunellen Transit Hub is a success when...

10. I would go to downtown Dunellen more if...

11. I take the train at the Dunellen train station: *

Mark only one oval.

- Frequently (13 or more times per year)
- Occasionally (5-12 times per year)
- Rarely (4 or less times per year)
- Never

Appendix: Community Survey (cont.)

12. How do you **USUALLY** get to the train station? *

Mark only one oval.

- Walk
- Bike
- Dropped off
- Drive and park using monthly permit
- Drive and park using daily parking
- Drive and park NOT in a public parking lot
- Bus
- I don't go to the Dunellen Train Station

13. How can the Dunellen train station better serve your needs?

14. I ride the bus in Dunellen: *

Mark only one oval.

- Frequently (13 or more times per year)
- Occasionally (5-12 times per year)
- Rarely (4 or less times per year)
- Never

15. How can the buses in Dunellen better serve your needs?

16. If a new transit option were available from Dunellen, where would you like it to take you?

Appendix: Community Survey (cont.)

17. **What should new bike routes connect? (e.g. schools and parks, downtown and bus stops, home and out-of-town jobs, etc.)**

18. **Where should new bike racks be placed in the Dunellen Transit Hub?**

19. **I reside in (please write the town of your residence): ***

20. **What is your relationship to Dunellen? Mark all that apply. ***

Check all that apply.

- Resident
- Employee of town business/organization/government
- Former resident
- Visitor
- Shopper
- Dunellen transit user
- Volunteer/contributor to an organization in the town
- Member of a house of worship in Dunellen
- Other: _____

21. **What is your age? ***

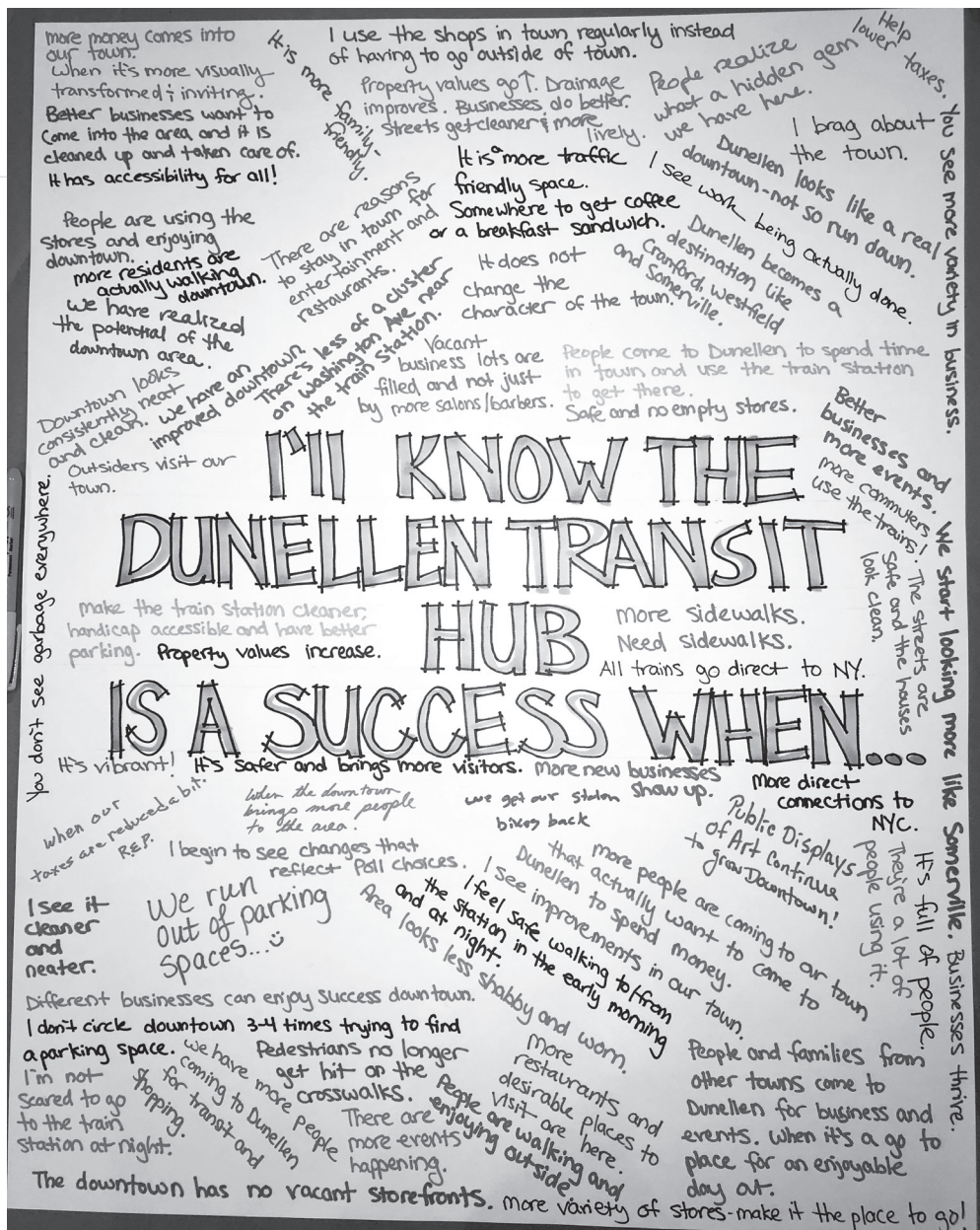
Mark only one oval.

- 22 years or younger
- 23-38 years
- 39-64 years
- 65 years or older

Appendix: Community Survey (cont.)

22. Anything else we should know or consider? Please share your ideas on how to create a Transit Hub that supports the goals of the Dunellen community.

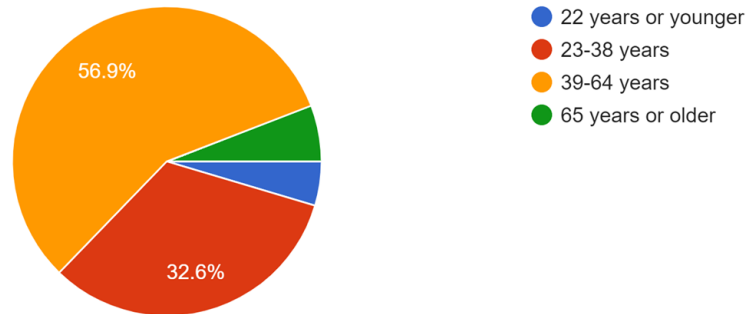
Summary of Responses to Question 9



Appendix: Community Survey -- Who Took The Survey?

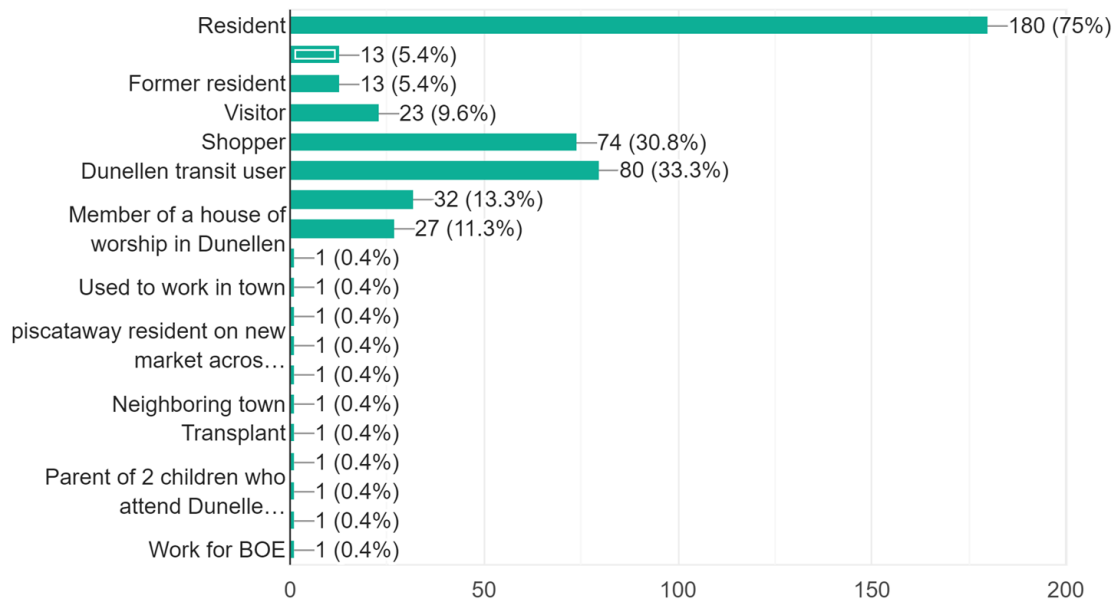
What is your age?

239 responses



What is your relationship to Dunellen? Mark all that apply.

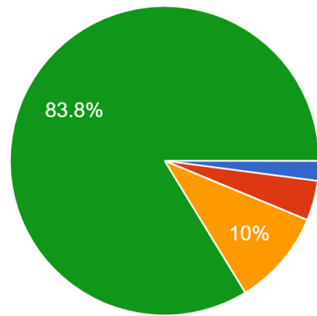
240 responses



Appendix: Community Survey -- Who Took The Survey?

I ride the bus in Dunellen:

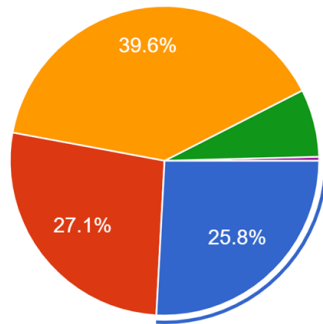
240 responses



- Frequently (13 or more times per year)
- Occasionally (5-12 times per year)
- Rarely (4 or less times per year)
- Never

I take the train at the Dunellen train station:

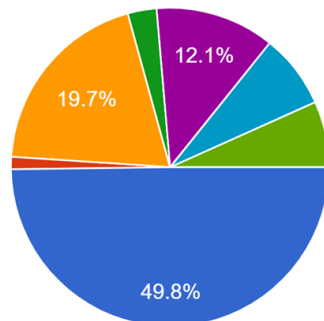
240 responses



- Frequently (13 or more times per year)
- Occasionally (5-12 times per year)
- Rarely (4 or less times per year)
- Never
- Yes, occasionally (5-12 times per year)

How do you USUALLY get to the train station?

239 responses



- Walk
- Bike
- Dropped off
- Drive and park using monthly permit
- Drive and park using daily parking
- Drive and park NOT in a public parking lot
- Bus
- I don't go to the Dunellen Train Station

Appendix: Business Survey

OPINION POLL 2019

For the downtown Dunellen business community | Deadline: 3/30/19

Your input is important!

The Dunellen Transit Hub study team of planners is working with graduate students at the Bloustein School of Planning and Public Policy (Rutgers) this semester to determine the best economic development strategies for downtown Dunellen and we need your help. Please complete this opinion poll as best you can by 3/30/19 and submit your responses in 1 of 3 ways:

- Complete online at <https://tinyurl.com/DunellenBizPoll2019> or at <https://tinyurl.com/NegociosDunellen2019>
- Email a scanned copy to DunellenTransitHubStudy@gmail.com; or
- Mail to Dunellen Borough, ATTN: Council President Jason Cilento, 355 North Ave, Dunellen, NJ 08812.



English



Español

- 1 What kind of downtown do you prefer?
- Sleepy, quiet
 - Busy in the businesses BUT no activity on sidewalks and public spaces
 - Busy in the businesses AND active sidewalks and public spaces (with special events for the businesses and community)
 - Bustling, lively
 - Don't know

- 2 What do you want to see happen in the Dunellen Transit Hub?
- Transform (dramatic change)
 - Evolve (gradual change)
 - Enhance (a little bit of change)
 - Preserve (keep the same)

- 3 Outside your business, would you support the placement of (select all that apply):
- Public seating/bench
 - Artwork
 - Planter
 - Shade tree
 - Trash/recycling receptacle
 - Bike rack
 - Other _____
 - None of the above

- 4 What was the greatest challenge in locating or starting your business in Dunellen?

- 5 What can be done to make doing business in Dunellen better and/or easier?

FOR 6-8, COMPLETE EACH SENTENCE.

- 6 My customers/patrons/clients would enjoy Dunellen more if...

- 7 The best way to attract customers to the downtown from the to-be-built Dunellen Station development (estimate of 500 new residents) on the former Art Color property is...

- 8 I will know the Dunellen Transit Hub is a success when....

Appendix: Business Survey (cont.)

OPINION POLL 2019 for the downtown Dunellen business community

p2

9 Please mark all initiatives that you would support:

Marketing and Promotion

- Branding campaign for downtown Dunellen
- Someone to organize and plan downtown events
- Seasonal banners for light polls

Maintenance and Improvements

- Improved sign standards and sign code enforcement
- Financial assistance for building facade improvements
- Improved sanitation services
- Streetscaping plan (public seating, outdoor dining, trash/recycling receptacles, bike racks, shade trees, planters, etc.)
- More public art
- Training sessions for window display design

Public Security

- Added police services

Hospitality and Tourism

- A single source to distribute info about what's going on downtown (including special promotion/events that you are doing)
- More lighting in general and extension of new style light poles throughout more of the downtown
- Wayfinding (signs for parking and important buildings, etc.)
- Info kiosks with map and business directory
- Gateway markers to indicate the "Dunellen Transit Hub" to visitors
- Creation of a public plaza in downtown
- Improved pedestrian connection from the train station to downtown
- Safer crosswalks (markings, flashing lights, bump outs, etc.)
- More public benches

Parking Related Services

- Bicycle routes/lanes and bike racks
- Signage to public parking lots
- Parking meters which accept an app payment or credit card payment

10 Please rate each topic in importance on a scale of 1 (most important) to 5 (least important):

- ___ Marketing and promotion
- ___ Maintenance and improvements
- ___ Public security
- ___ Hospitality and tourism
- ___ Parking related services

11 I would be willing to pay a fee for services to help the downtown (for things such as marketing & promotion, maintenance & improvements, hospitality & tourism, parking services, public safety, etc.). Please select one response.

- Strongly Agree
- Agree
- Disagree
- Strongly disagree

12 Please select all items you would support from the list of additional revenue sources for the downtown area:

- Advertising revenues
- Art festival
- Beer and wine sales at an event
- Business license fees
- Farmers market revenues
- Parking lot revenues
- Fundraising
- University partnerships
- Charitable contributions from businesses
- None of the above

13 Are you a Dunellen resident?

- Yes
- No

14 How many properties do you own in Dunellen?

- Zero
- 1
- 2 or more

15 Please select your perspective (mark all that apply):

- Business manager
- Business owner
- Commercial property owner
- Other _____

Business Name _____ Years in Business _____
 Street Address _____
 Email _____

THANK YOU

for participating in the Opinion Poll 2019 for the downtown Dunellen Business Community.

Results will be available by Summer 2019.

Follow us on Facebook at facebook.com/DunellenTransitHubStudy and on Instagram @[@dunellen_transit_hub_study](https://instagram.com/dunellen_transit_hub_study).
 Questions or comments? Email DunellenTransitHubStudy@gmail.com.

Appendix: Traffic Counts

Traffic Count Field Sheet -AM Peak

Time	Washington Street SB				Washington Street NB				Route 28 EB				Route 28 WB			
	RT	Thru	LT	Trucks	RT	Thru	LT	Trucks	RT	Thru	LT	Trucks	RT	Thru	LT	Trucks
7:45-8:00	7	95	3	16	10	121	25	16	24	51	30	5	3	66	32	25
8:00-8:15	4	100	1	10	11	116	26	16	31	58	31	13	6	58	36	18
	22	390	8	52	42	474	102	64	110	218	122	36	18	248	136	86

Truck % 12.4%
PHF= N/A

Truck % 10.4%
PHF= N/A

Truck % 8.0%
PHF= N/A

Truck % 21.4%
PHF= N/A

2022 Vol No Build	Washington Street SB				Washington Street NB				Route 28 EB				Route 28 WB			
	RT	Thru	LT	Trucks	RT	Thru	LT	Trucks	RT	Thru	LT	Trucks	RT	Thru	LT	Trucks
	23	413	8	12.4%	45	502	108	10.4%	117	231	129	8.0%	19	263	144	21.4%

2022 Vol Build	Washington Street SB				Washington Street NB				Route 28 EB				Route 28 WB			
	RT	Thru	LT	Trucks	RT	Thru	LT	Trucks	RT	Thru	LT	Trucks	RT	Thru	LT	Trucks
	23	455	8	12.4%	52	585	126	10.4%	128	231	129	8.0%	19	263	159	21.4%

Appendix: Traffic Counts (cont.)

Traffic Count Field Sheet-PM

Time	Washington Street SB				Washington Street NB				Route 28 EB				Route 28 WB			
	RT	Thru	LT	Trucks	RT	Thru	LT	Trucks	RT	Thru	LT	Trucks	RT	Thru	LT	Trucks
5:00-5:15	10	113	9	5	22	115	19	2	49	141	34	2	4	64	22	1
5:15-5:30	10	115	20	6	26	147	20	6	51	152	36	0	6	62	15	1
5:30-5:45	8	105	8	6	28	120	29	1	39	137	29	6	6	74	27	1
5:45-6:00	9	110	13	5	25	109	32	5	36	136	34	2	5	72	15	2

37 443 50 22 101 491 100 14 175 566 133 10 21 272 79 5

Truck % 4.2% Truck % 2.0% Truck % 1.1% Truck % 1.3%
 PHF= 0.91 PHF= 0.90 PHF= 0.91 PHF= 0.87

2022 Vol No Build	Washington Street SB				Washington Street NB				Route 28 EB				Route 28 WB			
	RT	Thru	LT	Trucks	RT	Thru	LT	Trucks	RT	Thru	LT	Trucks	RT	Thru	LT	Trucks
	39	470	53	4.2%	107	520	106	2.0%	186	600	141	1.1%	22	288	84	1.3%

2022 Vol Build	Washington Street SB				Washington Street NB				Route 28 EB				Route 28 WB			
	RT	Thru	LT	Trucks	RT	Thru	LT	Trucks	RT	Thru	LT	Trucks	RT	Thru	LT	Trucks
	39	513	53	4.2%	123	596	121	2.0%	203	600	141	1.1%	22	288	91	1.3%

Thanks to all who contributed to this future vision of the Dunellen Transit Hub, especially the Dunellen community who invited us on this part of the Borough's journey and welcomed our unremitting and prying questions. Following are a few folks whom we would like to recognize.

Transit Hub Borough Team

Terri Albertson, President of Dunellen Public Library
 Kenneth Baudendistel, Former Councilman
 Jason Cilento, Council President
 Roger Dornbierer, Dunellen Planning Board
 Heidi Heleniak, Dunellen Arts and Culture Commission, DDMO, Dunellen Historical Society

William Robins, Borough Administrator
Transit Hub Stakeholder Support

Dunellen Arts and Culture Commission (DACC)
 Dunellen Municipal Alliance
 Dunellen Planning Board
 Dunellen Police Department
 Dunellen Public Library
 Dunellen Recreation Department
 Middlesex County Office of Planning
 Safe Kids Middlesex County

General Support

Rachel Appleton, DACC Commissioner
 Eliot Benman, Alan M. Voorhees Transportation Center
 Jef Buehler, Main Street New Jersey, DCA Community Affairs
 Dunellen411: What's Going On In Dunellen, NJ & Nearby

Dunellen Local NJ Mom Group
 Edward J. Bloustein School of Planning and Public Policy graduate class and Professor David Listokin
 Council President Jason Cilento
 Sergeant Jeffrey Del Buono
 Councilwoman Jessica Dunne
 Quentin "Coach Q" Jordan, All Day Fitness
 Stuart Koperweis, Economic Development Strategists

Brant Maslowski, Dunellen artist
 Alex Miller, Dunellen Recreation Director
 Councilwoman Stacy Narvesen
 Kaitlyn O'Hara, Dunellen Public Library

Cassandra Oliveras Moreno, Communications and Collaboration Department of Art and Design at Rutgers

Sarah Pemberton, Café Nune
 Artist Duda Penteado of the Jersey City Youth Works Public Art Program

Lou Ploskonka, Borough Engineer, CME Associates

Sandra Reed, Dunellen Parking Authority

Tom Schulze, NJTPA
 Honorable Mayor Robert Seader
 James Sinclair, Alan M. Voorhees Transportation Center

Diana Starace, Safe Kids Middlesex County
 Hal VanDermark, Inspire Art Gallery & Studio

Jeffrey Vernick, NJTPA
 George Ververides, Director, Office of Planning, Middlesex County

Richard Wallner, Middlesex County Engineer



40° 35' 26" N
DUNELLEN
 74° 27' 46" W