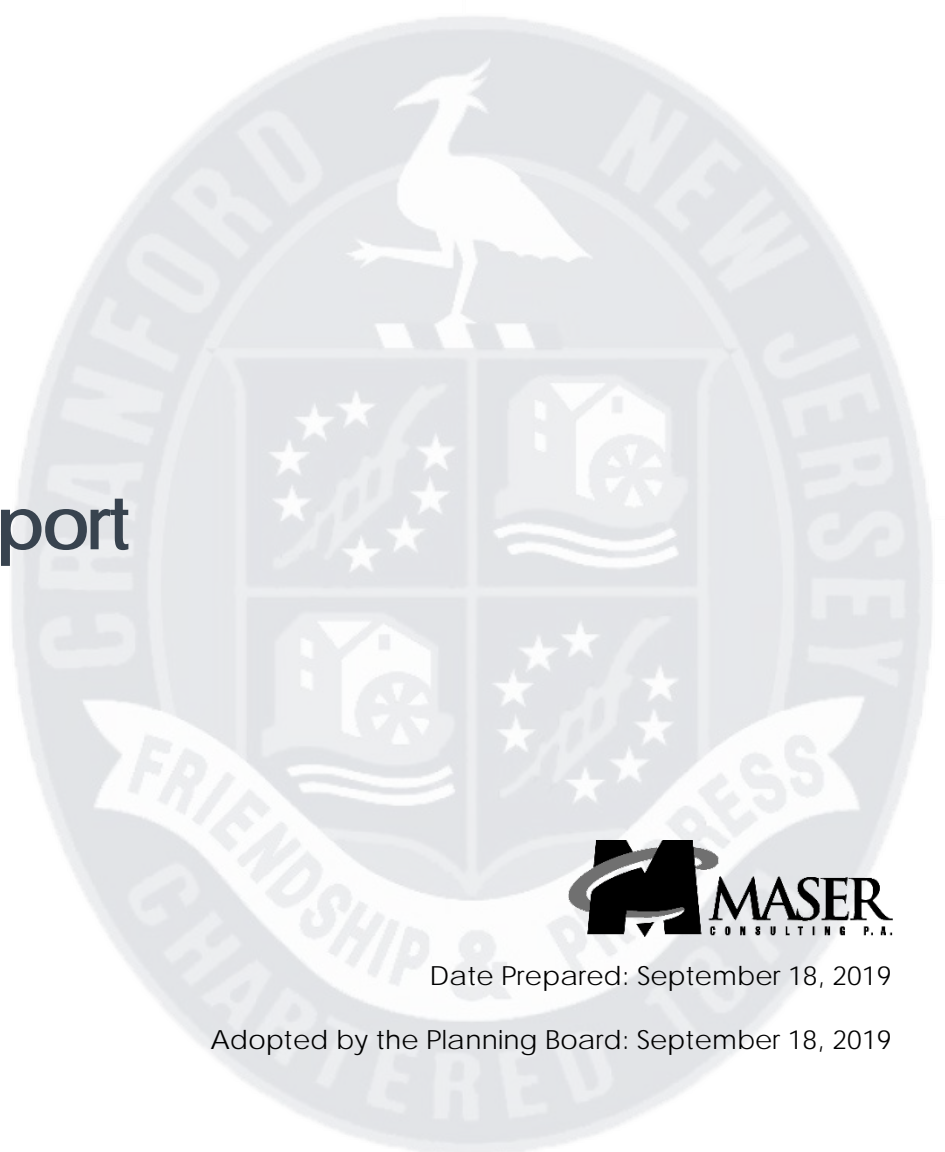




# Reexamination Report

## Township of Cranford

Union County, New Jersey



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Union County, New Jersey



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The original of this report was signed and sealed in accordance with NJSA 45:14A-12.  
MC Project # CDP-006

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## I. INTRODUCTION

The Township of Cranford is located in Union County and encompasses 4.9 square miles (4.8 square miles of land and 0.1 square miles of water). Cranford is suburban in character with a vibrant downtown centered primarily around its rail station, used by NJ Transit as part of its Raritan Valley Line. Cranford is surrounded by the Township of Clark, the Township of Winfield, the City of Linden, the Borough of Roselle, the Borough of Roselle Park, the Borough of Kenilworth, the Township of Springfield, the Town of Westfield, and the Borough of Garwood in New Jersey.

While the Municipal Land Use Law requires a general reexamination of the Master Plan and development regulations every ten years, reexaminations can be undertaken more frequently. It can be as frequent as an individual municipality believes it to be warranted. In 2009, Cranford prepared a new Master Plan which has not been reexamined during the past ten years.

This reexamination of the Township of Cranford Master Plan and development regulations conforms to the requirements of the New Jersey Municipal Land Use Law (MLUL) which stipulates that each municipality in the State of New Jersey shall reexamine its Master Plan and development regulations at least every ten years. Specifically, N.J.S.A. 40:55D-89 states:

*"The governing body shall, at least every ten years, provide for a general reexamination of its Master Plan and development regulations by the Planning Board, which shall prepare and adopt by resolution a report on the findings of such reexamination, a copy of which report and resolution shall be sent to the County Planning Board. A notice that the report and resolution have been prepared shall be sent to the municipal clerk of each adjoining municipality."*

This report addresses the requirements of a reexamination in accordance with the MLUL, N.J.S.A. 40:55D-89, by including sections addressing the following:

- A. The major problems and objectives relating to land development in the municipality at the time of the adoption of the last reexamination report.
- B. The extent to which such problems and objectives have been reduced or have increased subsequent to such date.
- C. The extent to which there have been significant changes in the assumptions, policies and objectives forming the basis for the master plan or development regulations as last revised, with particular regard to the density and distribution of population and land uses, housing conditions, circulation, conservation of natural resources, energy conservation, collection, disposition and recycling of designated recyclable materials, and changes in State, county and municipal policies and objectives.
- D. The specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies and standards, or whether a new plan or regulations should be prepared.



- E. The recommendations of the planning board concerning the incorporation of redevelopment plans adopted pursuant to the "Local Redevelopment and Housing Law", P.L. 1992, c.79 (C.40A:12A-1 et seq.) into the land use plan element of the municipal master plan, and recommended changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the municipality.

## PURPOSE

Cranford's existing Master Plan was adopted in September 2009.<sup>1</sup> The purpose of this Reexamination Report is to address the ten-year Reexamination requirement per the MLUL. The aforementioned Reexamination requirements of the MLUL are addressed in Chapter II through VI of this report.

This Reexamination Report for Cranford Township was prepared with the involvement and input from residents, businesses, and Township officials. Initial development of the plan began with a review of all relevant planning data for Cranford Township, including its 2009 Master Plan, the 2018 Housing Element and Fair Share Plan, existing land use and development regulations, and available zoning board annual reports.



Figure 1: Flier advertising the May 28, 2019 Community Forum

This collection of data was used to start a conversation with the Cranford Township Reexamination Subcommittee to review initial findings and address any areas where gaps existed in the data. This was followed by a community forum, held on Tuesday, May 28, 2019 at the Cranford Community Center, where all interested community members were invited to ask questions and provide feedback. *Copies of the sign-in sheet, discussion questions, and feedback received at the different topic stations have been included as **Appendix B** to this report.* The questions posed by the meeting facilitators at this community forum were also adapted into an online survey that was available to residents from June 18 to July 10, 2019, where input was provided by over 600 people. *The results from this survey have been included as **Appendix C** to this report.*

The feedback from the subcommittee, community forum, survey, and public meetings (hereinafter referred to as the "community engagement process") was then used to develop the report.

It is important that a Master Plan be kept up to date and flexible so that it can respond to changing conditions and reflect the best current thinking on land use issues. The Master Plan should be a document that is easily amended so that it can respond to both concerns and opportunities.

<sup>1</sup> *Township of Cranford Master Plan, 2009.* Prepared by Stan Slachetka, PP, AICP, of T&M Associates. Adopted by the Cranford Township Planning Board on September 30, 2009.

## II. PROBLEMS & OBJECTIVES RELATED TO THE 2009 MASTER PLAN

The first step in the reexamination process, known as Section “A”, reviews the major problems and objectives relating to land development in the municipality at the time of the adoption of the last reexamination report.



This chapter of the Reexamination Report examines the major problems, objectives, and recommendations relating to land development in Cranford that were included in the *2009 Master Plan*. The Vision, Goals and Objectives, Major Issues, and Recommended Action Items that were identified in the 2009 Master Plan are described in the section that follows. For ease of reference, while the 2009 Master Plan used a mix of bullet points, numbered lists, and in-text descriptions for its different issues, goals, and recommendations, the following will be numbered to enable referencing these objectives more easily in other parts of this document, if necessary. Text excerpted from the 2009 Master Plan is shown *in italics*.

### TOWNSHIP VISION

The 2009 Master Plan outlined its vision for 2020 through a list of 14 broad goals and principles that would guide more specific objectives and implementable actions.

1. *Highlight the river as an asset to the community*



2. *Promote economically vibrant Downtown with a balance of office, professional, retail and residential uses*
3. *Encourage commercial uses in the Downtown that make it a destination*
4. *Maximize economic importance of the Cranford Business Park*
5. *Highlight accessibility to various modes of transportation (rail, bus, air and highways) and Cranford's proximity to major cultural, recreational and sporting venues*
6. *Maintain and enhance strong park and recreation programs*
7. *Maintain and increase open space, including through State, County, Municipal or other public purchase of property and through zoning regulation*
8. *Continue positive relationship with School District to continue using fields and facilities*
9. *Implement sensible land use development policies so as to avoid adversely impacting Cranford's high-quality school district*
10. *Improve pedestrian, recreational and automobile safety*
11. *Work to preserve small town character and historical architecture*
12. *Concentrate dense residential in the Downtown Core<sup>2</sup> with less dense residential uses emanating out from the Core*
13. *Create a parking strategy to accommodate future growth*
14. *Encourage environmentally-friendly practices and principles*

In addition, the 2009 Master Plan based itself "...upon the principles of balanced land use, sustainable development, and equitable growth."<sup>3</sup>

1. *BALANCED LAND USE ~ Land is a finite resource. Residential, commercial, industrial, agricultural, public, recreational, and open space uses compete for a share of this limited and increasingly valuable resource. The Township's future land use and development must be balanced to meet the public needs and serve the goals and objectives of the Township plan for housing and economic development, redevelopment, community facilities and services, clean and abundant water, good air quality and green spaces for recreation and biological diversity.*

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<sup>2</sup>A footnote in the 2009 Master Plan specifies that the term "Downtown Core" is as identified on page LU-13 of the Land Use Element. The Land Use Plan Map from the 2009 Master Plan is included with this report as **Appendix D**.

<sup>3</sup> 2009 Master Plan, Prepared by Stan Slachetka, PP, AICP of T&M Associates. Page G-2.

2. *SUSTAINABLE DEVELOPMENT ~ "Sustainable development meets the needs of the present without compromising the ability of future generations to meet their needs."(UN World Commission on Environment and Development, 1987) Development should not exceed the limits of the Township's natural systems and infrastructure, nor should it degrade them.*
3. *EQUITABLE GROWTH ~ The benefits and burdens of growth, development, redevelopment, and conservation in the Township should be equitably shared.*

## 2009 GOALS AND OBJECTIVES

The structure of the 2009 Master Plan included Goals for seven (7) different topic areas: Economic and Non-Residential; Residential; Conservation; Circulation; Community Facilities and Utilities; Recreation and Open Space; and, Community Identity. These goals are listed in the introductory section of the 2009 Master Plan, as part of its *Principles, Goals, Objectives, and Development Policy of the Township Master Plan*. This section was followed by a Land Use Plan Element, and a Conservation Plan Element, each of which provided extensive, and detailed recommendations for implementation and action.

## ECONOMIC AND NON-RESIDENTIAL GOALS

1. *Conserve and promote the economic vitality of the Downtown so that the core of Cranford remains healthy.*
2. *Provide a parking strategy to accommodate all of the Downtown's constituents: commuters, office workers, shoppers and Downtown residents. Require adequate parking as a prerequisite to new development.*
3. *Recognize the economic value of multi-story buildings within the Downtown. Encourage the fullest use of existing upper floors and the creation of additional upper-story floor space.*
4. *Promote the Township's accessibility to transportation facilities such as the Garden State Parkway and New Jersey Transit rail and bus lines as attractive to both Township businesses and residents.*
5. *Continue to develop commercial and business (i) in the Downtown, (ii) on the North, South and Centennial Avenues, and (iii) in existing centers of commerce.*
6. *Continue to evaluate development opportunities that utilize Cranford's rail and bus lines in order to encourage an increase in mass transit usage.*
7. *Encourage the development of a diversified economic base that generates employment growth, increases property values, and promotes the improvement of underutilized properties.*

8. *Recognize unique characteristics of clustered businesses and promote development consistent with those unique characteristics.*
9. *Capitalize on Cranford's competitive advantages for economic development, including its designation as a regional work center, metropolitan location, extensive transportation and utility infrastructure, a stable and highly skilled labor force and an excellent quality of life.*
10. *Create attractive gateways at the principal entrances to the Township through upgraded land uses, streetscape improvements and signage.*
11. *Develop strategies which maximize the economic potential of Cranford's Business Park including the creation of zoning ordinances which would permit more intense land use.*
12. *Explore and promote greater linkages between the Downtown, Union County College, and the Cranford Business Park.*
13. *Actively incorporate the arts and cultural activities into the Downtown to enhance its appeal as a destination for the arts.*

## RESIDENTIAL GOALS

1. *Provide a wide range of housing to meet the needs of residents in diverse income groups.*
2. *Define residential uses and boundaries to guard against intrusion from incompatible land uses.*
3. *Provide transitional buffer zones where commercial areas border residential areas.*
4. *Concentrate higher density residential uses in the Downtown to take advantage of transportation infrastructure and require adequate parking as a prerequisite to new development.*
5. *Monitor opportunities for funding that structures a local rehabilitation program that meets COAH's requirements for rehabilitation housing.*
6. *Require all in-fill development to be done in a manner that is consistent and compatible with the surrounding neighborhood and environment.*
7. *In existing residential zones, encourage the preservation of existing housing structures and limit new development that increases density.*
8. *Ensure that public and quasi-public land use remains compatible with the needs and character of adjacent neighborhoods.*

9. *Limit developments that would generate a high volume of vehicle traffic on local and collector streets.*
10. *Encourage the preservation, maintenance, and restoration of all residential properties.*

## CONSERVATION GOALS

1. *Encourage sustainable development practices.*
2. *Adopt and practice environmentally responsible policies.*
3. *Aggressively seek to acquire additional open space and opportunities to preserve open space.*
4. *Maintain Cranford as a Tree City, U.S.A. community.*
5. *Conserve and protect as many environmentally sensitive areas in the Township as possible, including but not limited to all waterways, wetlands, and woodlands.*
6. *Require all development to be subject to rigorous environmental evaluation to minimize any potential adverse environmental impacts.*
7. *Pursue the development of a Township-wide green belt incorporating natural areas, environmentally sensitive areas, and scenic areas, such as the Rahway River to connect various parts of the Township through a unique open-space network.*
8. *Promote stormwater best management practices to improve local drainage patterns and enhance the environment through implementation of Cranford's Stormwater Management Plan.*
9. *Maintain and upgrade the storm and sanitary systems.*
10. *Preserve existing trees to improve air quality, reduce erosion, and to preserve community character.*
11. *Protect groundwater quality and promote the recharge of groundwater.*
12. *Preserve floodplains to mitigate the adverse impact of flood events and to maintain the ecological health of stream corridors.*
13. *Preserve the Township's open spaces and protect them from development.*
14. *Incorporate energy-efficient and renewable energy technologies into new development.*

15. *Continue to implement the shade-tree-planting program by planting additional street trees.*
16. *Promote remediation of brownfield sites and encourage sustainable reuse.*
17. *Promote and encourage use of LEED (Leadership in Energy and Environmental Design) building standards in all development.*
18. *Maintain and seek to expand recycling activities within the Township.*
19. *Promote change to establish Cranford as an environmentally sustainable community.*
20. *Protect air quality and support efforts to mitigate airplane noise.*
21. *Promote development in existing nonresidential areas that accommodate alternative modes of transportation and shared parking.*

## CIRCULATION GOALS

1. *Maintain and improve the road and transportation system which will enable the safe and efficient movement of people and goods.*
2. *Continue to encourage road improvements and traffic management systems which aid in improving all East-West and North-South movements on all State, county and municipal roads.*
3. *Support State and County efforts to take a regional approach to improve road and traffic infrastructure.*
4. *Expand existing bus transit to link the Downtown, Union County College and the Business Park.*
5. *Promote the creation of a transportation system that enhances local circulation, increases regional access, and provides links to regional destinations.*
6. *Coordinate land uses and transportation investments to encourage alternatives to driving such as mass transit, bicycle and pedestrian pathways.*
7. *Improve traffic signals at key intersections and provide areas for pedestrian safety on long crosswalks.*
8. *Provide bike lanes that connect activity centers throughout the Township.*
9. *Coordinate maintenance and improvement projects with neighboring communities and Union County.*



10. *Continue to monitor areas with high traffic accident rates and develop improvement programs such as traffic calming measures.*
11. *Provide clear signage to parking facilities and key destinations within the Township.*
12. *Insure coordinated management of all parking related matters.*
13. *Coordinate with County and State agencies to further implement Greenway throughout Township.*

## COMMUNITY FACILITIES AND UTILITIES

1. *Provide a full range of facilities and services to accommodate existing and future Township needs in a convenient and cost-effective manner.*
2. *Maintain excellent public safety with appropriate facilities, manpower, and equipment distributed according to needs.*
3. *Encourage the continued use of the public library as a positive benefit to the community.*
4. *Encourage the preservation of historic buildings and landmarks that are significant to Cranford's past.*
5. *Create a strategy for the preservation or disposition of municipal vacant land, reinvesting any proceeds into expanding open spaces.*
6. *Investigate the consolidation or sharing of municipal services.*
7. *Dedicate sufficient resources to regularly scheduled infrastructure maintenance as part of an ongoing long-term maintenance strategy.*
8. *Periodically review the adequacy of all municipal systems and services and project future needs and demands.*
9. *Cooperate with surrounding communities, County, and State organizations to make the best use of available public facilities.*
10. *Ensure that developers bear their share of infrastructure improvement required by the development.*

## RECREATION AND OPEN SPACE

1. *Increase and improve park, open space, recreational and cultural facilities for all Township residents with an emphasis on providing open space in the Downtown.*

2. *Cooperate with public and quasi-public institutions to utilize and maintain their undeveloped and underdeveloped land for open space or recreation.*
3. *Insure that quality open space is provided and maintained as development occurs.*
4. *Preserve pedestrian paths to parking and recreation facilities and where feasible create additional paths.*
5. *Encourage the use of high quality landscaping design with public art (e.g. statues) in developing civic spaces.*
6. *Develop an increasingly diversified array of quality recreational and cultural facilities, services and offerings.*
7. *Recognize and promote the recreational opportunities of Cranford West.*

## COMMUNITY IDENTITY

1. *Develop and effectively communicate a strong and appealing identity for the Township.*
2. *Create attractive "gateways" into the Township and improve the appearance of intermediate and major thoroughfares.*
3. *Develop and implement streetscape projects for major public thoroughfares.*
4. *Preserve and protect Cranford's small town character, historic elements and natural amenities.*
5. *Maintain and enhance the appearance of all Township-owned properties.*
6. *Encourage quality architectural and landscape design through the use of design standards that are consistent with the architectural history of the surrounding neighborhood.*
7. *Implement sensible land use development policies so as to avoid adversely impacting Cranford's high-quality school district.*
8. *Promote the recreational uses and aesthetic beauty of the Rahway River.*

## GUIDING ISSUES OF THE 2009 MASTER PLAN LAND USE ELEMENT

The 2009 Land Use Plan noted 16 land use issues related to land use at the time of its preparation, which were used to guide the recommendations of the Land Use Plan. These issues included the following:

1. *Permitted uses and bulk requirements were evaluated for all zoning districts in the Township. A particular emphasis was placed upon the following districts/areas:*
  - a. *Downtown Core*
  - b. *Cranford Business Park*
  - c. *Village Commercial*
2. *The future use of non encumbered Township-owned properties is addressed in this Plan.*
3. *A need to consolidate zoning districts to simplify rules, regulations and standards within the nonresidential districts is a policy objective of this Master Plan.*
4. *Addressing parking needs in the Downtown.*
5. *Planning for parking demand associated with residential and commercial growth in targeted areas of the Township.*
6. *The Plan evaluates the adopted zoning for consistency with the existing land use pattern. There are several areas of the Township where zone changes are recommended to be consistent with existing land uses, while nonconforming land uses are encouraged to transition to a conforming use over time.*
7. *The types of uses in nonresidential districts are evaluated to reflect the type of development most appropriate for the respective district.*
8. *Implementation of standards to ensure high quality commercial development is evaluated and addressed within this Plan.*
9. *The Plan evaluates Cranford's strengths to capitalize on the amenities of the Rahway River, established Downtown, existing county parks and accessibility to various modes of transportation.*
10. *The Plan recognizes flooding problems and the impacts of the Federal Emergency Management Agency Regulations and needed changes to encourage building outside of the 100-year floodplain.*
11. *The Plan addresses appropriate infill for residential and commercial development.*

12. *The Plan addresses Township policies for consistency with the State Development and Redevelopment Plan (SDRP), adjoining community zone plans and the location of adjoining community public wellheads.*
13. *The Plan recognizes a need to provide affordable housing in accordance with state regulations. Such requirements and recommendations are evaluated within the Housing Plan Element and Fair Share Plan.*
14. *Recognize the need for a wide range of housing choices to accommodate a broad range of age based demographics.*
15. *The need for a separate public district is evaluated within this Plan.*
16. *The defunct Staten Island Railroad from Cranford Junction to the Arthur Kill-owned by NJDOT has been identified for potential freight use. The Master Plan acknowledges the potential reactivation of this line and a need for the Township to monitor its impacts.*



### III. EXTENT THAT PROBLEMS & OBJECTIVES HAVE CHANGED SINCE 2009

The second step in the reexamination process, known as Section “B” evaluates the extent to which such problems and objectives have been reduced or have increased subsequent to the adoption of the 2009 Master Plan. For ease of reference, the numbers used in Section “A” correspond to the numbers used below. If a change is proposed, the new text is provided as “Proposed Change.” Items from the 2009 Master Plan that are not specifically referenced in this Reexamination report for change, clarification, or elimination are reaffirmed as written. A complete list of the Township’s Goals, Objectives, Vision, as proposed for modification or reaffirmation, is included in Section “D.”

Township Vision	2009 Master Plan	2019 Review
	3. <i>Encourage commercial uses in the Downtown that make it a destination.</i>	<p>The town recognizes the downtown area as a major asset. To ensure the downtown can continue to respond to changing demands and interests and remain an important destination, it is recommended that this language be revised to encourage a variety of uses that contribute to a vibrant downtown.</p> <p><u>Proposed Change:</u> “Encourage a variety of uses in the Downtown that make it a destination.”</p>
	11. <i>Work to preserve small town character and historical architecture</i>	<p>The town prides itself in a “small-town” feel, a sentiment echoed in the meetings of the Reexamination Subcommittee, community forum, and the input received as part of the community survey. It is also acknowledged, that for the purposes of the Township as a whole, this terminology does not fully encapsulate many of the characteristics that define Cranford, including its vibrant downtown, its historic neighborhoods, diverse architectural typologies, its natural and recreational assets, and its passenger rail station.</p> <p><u>Proposed Change:</u> “Work to preserve Cranford’s unique character and historical architecture.”</p>



Economic and Non-Residential Goals	2009 Master Plan	2019 Review
	8. <i>Recognize unique characteristics of clustered businesses and promote development consistent with those unique characteristics.</i>	Eliminate. This goal is unclear, and other goals within this section sufficiently address these points.
	11. <i>Develop strategies which maximize the economic potential of Cranford's Business Park including the creation of zoning ordinances which would permit more intense land use.</i>	<p>Market disruptions to the office and industrial sectors are not endemic to the Township. PlanSmartNJ, an independent, non-profit planning and research organization published <u>A Guide to the Future: Repurposing Stranded Assets &amp; Revitalizing New Jersey's Future</u>. This report noted that "Throughout the state, large and once flourishing suburban office parks and retail centers are failing. Decades ago, these buildings stood as iconic structures that drove demand for quiet suburban living. However, technological advances and changing societal demands have eroded the suburbs' attractiveness to residents and corporations leaving behind large isolated and underutilized buildings, or "stranded assets," which no longer act as economic engines."<sup>4</sup> Echoing this sentiment, a 2014 issue of <u>Zoning Practice</u> from the American Planning Association notes that that employers "want to occupy spaces that are flexible, sustainable, and adaptable to their daily needs and long-term goals" and developers "want to build projects that appeal to a wider pool of potential tenants."<sup>5</sup> Both of these reports recommend that zoning regulations should provide greater flexibility in zone requirements, by permitting a wider variety of uses and bulk standards that reflect current industry standards.</p> <p>The current goal suggests that "more intense land use" is necessary to maximize the economic potential of Cranford's Business Park, which overlooks potential uses and standards that would remain consistent with the Land Use Plan, while maintaining quality of life. It is recommended that this goal be revised.</p> <p><u>Proposed Change:</u>  "Maximize the continued economic viability of Cranford's Business Park for nonresidential uses. "</p>
	12. <i>Explore and promote greater linkages between the Downtown, Union County College, and the Cranford Business Park.</i>	<p>The existing goal is unclear as written. In addition, a similar goal, related to one aspect of "linkages" is described under Circulation. As such, a revised goal is proposed that would include the township's economic centers and educational resources.</p> <p><u>Proposed Change:</u>  "Promote synergies between the township's economic and educational assets. "</p>

		<p>Input received as part of the community engagement process stressed the need to promote high-quality and attractive design in the downtown that would further support new investment and redevelopment.</p> <p>As such, it is recommended that a new goal be included.</p> <p><u>Proposed Goal:</u>  <i>"Incorporate design standards that visually guide development, while remaining responsive to new and emerging demands."</i></p>
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	2009 Master Plan	2019 Review
Residential Goals	<p>6. <i>Require all in-fill development to be done in a manner that is consistent and compatible with the surrounding neighborhood and environment.</i></p> <p>7. <i>In existing residential zones, encourage the preservation of existing housing structures and limit new development that increases density.</i></p> <p>10. <i>Encourage the preservation, maintenance, and restoration of all residential properties.</i></p>	<p>Goals 6, 7 and 10 all address similar themes of protecting the character of existing residential neighborhoods. It is recommended, therefore, that Goals 7 and 10 be eliminated to reduce redundancy.</p>

<sup>4</sup> Brookham, Sam, Lisa Cintron, and Carlos Rodrigues, PP, FAICP. A Guide to the Future: Repurposing Stranded Assets & Revitalizing New Jersey's Suburbs. PlanSmart NJ. Published June 2016.

<sup>5</sup> Strungys, Arista AICP, and Christopher Jennette. Modernizing Suburban Office and Industrial Zoning. Zoning Practice issue Number 12, December 2014. The American Planning Association. Page 2.

Conservation Goals	2009 Master Plan	2019 Review
	<p>1. <i>Encourage sustainable development practices.</i></p> <p>17. <i>Promote and encourage use of LEED (Leadership in Energy and Environmental Design) building standards in all development.</i></p>	<p>Goals 1 and 17 both encourage sustainable development practices. Green building and design practices should not necessarily be limited to LEED, as the field of sustainable development has grown to include many other certification programs. It is recommended that the two goals be consolidated.</p> <p><u>Proposed Change:</u>  <i>"Promote and encourage the use of sustainable building and development practices."</i></p>
	<p>3. <i>Aggressively seek to acquire additional open space and opportunities to preserve open space.</i></p> <p>5. <i>Conserve and protect as many environmentally sensitive areas in the Township as possible, including but not limited to all waterways, wetlands, and woodlands.</i></p> <p>13. <i>Preserve the Township's open spaces and protect them from development.</i></p>	<p>Goals 3, 5 and 13 all encourage the protection of open space and natural areas. It is recommended that to reduce instances of redundancy, and to reflect some of the changes described in the following section, that these be consolidated and revised.</p> <p><u>Proposed Change:</u>  <i>"Identify opportunities to preserve open space and other underutilized spaces that can improve stormwater and floodplain management, increase recreational opportunities, and enhances the aesthetic appearance of the community."</i></p>
	<p>9. <i>Maintain and upgrade the storm and sanitary systems.</i></p>	<p>It is recommended that this goal be reworded for clarity.</p> <p><u>Proposed Change</u>  <i>"Maintain and upgrade stormwater and wastewater infrastructure."</i></p>
	<p>19. <i>Promote change to establish Cranford as an environmentally sustainable community.</i></p>	<p>Goal 19 is unclear, and other goals within this section address these points, both to promote environmental practices, both internally (municipal operations), and externally (private development). It is recommended that this goal be eliminated.</p>

	<p>As described in further detail in the following section, Cranford's 2009 Master Plan pre-dated Hurricane Sandy (2012), Tropical Storm Lee (2011), and Tropical Storm Irene (2011). Cranford was largely spared from Sandy, however, the two tropical storms that occurred the previous year caused flooding and property damage. The Township has since engaged in measures that would help to reduce the impacts from flooding. As such, it is recommended that a new goal be included.</p> <p><u>Proposed Goal:</u>  <i>"Maintain participation in the National Flood Insurance Program's Community Rating System, and identify opportunities to improve the Township's rating class. "</i></p>
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	2009 Master Plan	2019 Review
Circulation Goals	<p>3. <i>Support State and County efforts to take a regional approach to improve road and traffic infrastructure.</i></p>	<p>Input received as part of the community engagement process and through the Reexamination Subcommittee suggested that traffic management and roadway safety concerns resulted in part because many of Cranford's major roadways, including those in its downtown, were under state and county jurisdiction. It is recommended that this goal be revised.</p> <p><u>Proposed Change:</u>  <i>"Support and provide active engagement to State and County efforts to take a regional approach to optimize and improve road and traffic infrastructure."</i></p>
	<p>4. <i>Expand existing bus transit to link the Downtown, Union County College and the Business Park.</i></p>	<p>Input received as part of the community engagement process indicated the need to improve transit linkages throughout Cranford of all types: pedestrian, bicycle, car, and public transit, to improve efficiency and ensure that it can be used by people of all ages and abilities. It is recommended that this goal be revised.</p> <p><u>Proposed Change:</u>  <i>"Ensure that the Township's circulation system is safe, accessible, and practical to all ages and abilities."</i></p>
	<p>13. <i>Coordinate with County and State agencies to further implement Greenway throughout Township.</i></p>	<p>Pedestrian safety is an important issue in town, both in the downtown and in the surrounding neighborhoods, as evident from the feedback received from the community engagement process. Feedback indicated that the greenway is heavily used for both recreation and pedestrian circulation. Understanding the success of this pathway, and also the concerns of traffic and pedestrian safety on non-local roads, it is recommended that this goal be revised for ongoing maintenance and expansion.</p>

		<p><u>Proposed Change:</u>  <i>"Coordinate with County and State agencies to maintain and expand opportunities for recreation and pedestrian circulation so that they will be available and in adequate condition for current and future users."</i></p>
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	2009 Master Plan	2019 Review
Recreation and Open Space Goals	<p>1. Increase and improve park, open space, recreational and cultural facilities for all Township residents with an emphasis on providing open space in the Downtown.</p>	<p>It is recommended that this goal be revised to emphasize the need for all residents to have access to park, open space, recreational, and cultural facilities.</p> <p><u>Proposed Change:</u>  <i>"Increase and improve park, open space, recreational and cultural facilities for all Township residents."</i></p>

	2009 Master Plan	2019 Review
Community Identity Goals	<p>4. Preserve and protect Cranford's small town character, historic elements and natural amenities.</p>	<p>Similar to other goals, the community engagement process highlighted how residents values the "small-town" feel of Cranford. It is also acknowledged, that for the purposes of the Township as a whole, this terminology does not fully encapsulate many of the characteristics that define Cranford, including its vibrant downtown, its historic neighborhoods, diverse architectural typologies, its natural and recreational assets, and its passenger rail station. It is recommended that this goal be revised.</p> <p><u>Proposed Change:</u>  <i>"Preserve and protect Cranford's town character, historic elements and natural amenities."</i></p>
	<p>8. Promote the recreational uses and aesthetic beauty of the Rahway River.</p>	<p><i>The Reexamination committee noted that this goal, while still relevant, is incomplete without acknowledging the historic value of the Rahway River, particularly its historic boat houses, including the Canoe Club. It is recommended that this goal be revised.</i></p> <p><u>Proposed Change:</u>  <i>"Promote the recreational uses, aesthetic beauty, and historic value of the Rahway River."</i></p>



## IV. EXTENT OF CHANGES IN POLICIES & OBJECTIVES FORMING THE BASIS OF THE 2009 MASTER PLAN

The third step in the reexamine process, known as Section “C”, reviews the extent to which there have been significant changes in the assumptions, policies and objectives forming the basis for the Master Plan or changes in the State, County and municipal policies and objectives. Since the 2009 Cranford Master Plan, several changes have occurred that impact the policies and objectives that formed the basis of the Master Plan. There have also been relatively minor demographic changes that have transpired as noted in the next section.

### DEMOGRAPHIC CHANGES

The sections below provide historic trends and the most recent publicly available information published by the US Census Bureau, the New Jersey Department of Labor, and the New Jersey Transportation Planning Authority.

The 2009 Master Plan did not include a demographic analysis. Since that time, the results from the 2010 Census were released, as well as estimates from the American Community Survey (ACS). Data from the Decennial Census of Population and Housing, conducted every ten years, provides detailed demographic information such as total population, sex, age, race, and household size among others. The last decennial census was completed in 2010 and the next will take place in 2020. The decennial census is constitutionally mandated and, in many ways, dictates where and how much federal funds are distributed across the nation for a multitude of programs. The ACS is a US Census Bureau program that is designed to estimate population and housing characteristics such as age, school attainment, journey to work, and type of housing, on an annual basis. The ACS then releases these estimates as “1-year estimates” and “5-year estimates,” based on the period of time used for data collection. According to the US Census Bureau, 1-year estimates provide the most current data but have a larger margin of error due to a smaller number of people surveyed (“sample size”). In addition, 1-year estimates are only prepared for geographic areas with populations of 65,000 and over, with limited data available to communities with populations of at least 20,000 people. On the other hand, 5-year estimates utilize a larger sample size and thus provide greater precision; however, data may not be as current as the 1-year estimate.<sup>6</sup> In addition, 5-year estimates are conducted for all geographic areas. For the purposes of this report, data from the 2013-2017 American Community Survey 5-Year Estimates will be used unless indicated otherwise.

### POPULATION GROWTH AND DIVERSITY

As shown in Figure 2a, Cranford’s largest increase in population occurred during the early-to-mid-1900’s, when the Township gained 5,742 residents in the 1940’s, a 44.7 percent increase in population. The following decade saw a 42 percent increase of nearly 8,000 residents. Between 1960 and 1970, Cranford saw a small population increase of 967 persons before experiencing consecutive losses in population from 1970 to 2000, where the net population fell by 18.4 percent.

<sup>6</sup> US Census Bureau. *Understanding and Using American Community Survey Data: What All Data Users Need to Know*, July 2018. Accessed March 19, 2019.

However, since 2000, the Township's population has been on the rise. The U.S Census Bureau found the Township's population to be 22,625 persons in 2010, an increase of 0.2 percent since the 2000 Census' count of 22,578 persons. The 2013-2017 ACS estimates Cranford's population to be approaching 23,972 residents, or an increase of 1,347 persons, or 6.0 percent since 2010.

2a - HISTORICAL POPULATION TRENDS		
Year	Population	Change
1940	12,860	-
1950	18,602	44.7%
1960	26,424	42.0%
1970	27,391	3.7%
1980	24,573	-10.3%
1990	22,633	-7.9%
2000	22,578	-0.2%
2010	22,625	0.2%
2013-2017 ACS	23,972	6.0%

Source: 2010 Census, 2017 ACS & NJ Department of Labor

2b - POPULATION PROJECTIONS			
Year	Population	Change	Percent
2000	22,578	-	-
2015	23,193	615	2.7%
2045	27,560	4,367	18.8%

Source: 2010 Census Table DP-1, 2017 ACS Table DP02 & NJTPA Population Forecast by County and Municipality 2015-2045

The North Jersey Transportation Planning Authority ("NJTPA"), which is the regional planning agency for northern New Jersey, has produced population forecasts through 2045, see Table 2b. According to NJTPA, the Township's population is projected to increase by 4,367 persons between 2015 and 2045. This represents an 18.8 percent population increase.

It should also be noted that since 2000, Cranford's population has been growing increasingly more diverse. The percent of the population identifying as white alone in 2000 made up 93.7 percent of the population, whereas the 2013-2017 ACS estimates that percentage to have fallen to 89 percent. The percentage of Cranford's population identifying as Hispanic or Latino went from 4 percent in 2000 to 10 percent by recent ACS estimates.

3 POPULATION BY RACE & ETHNICITY								
Race	2000		2010		2013-2017 ACS		Percent Change (2000-2010)	Percent Change (2010-2017)
	Total	Percent	Total	Percent	Total	Percent		
White alone	21,156	93.7%	20,781	91.8%	21,413	89%	-1.9%	-2.5%
Black or African American alone	583	2.6%	592	2.6%	673	3%	0.0%	0.2%
American Indian/Alaska Native	9	0.0%	18	0.1%	0	0%	0.0%	-0.1%
Asian	485	2.1%	643	2.8%	745	3%	0.7%	0.3%
Native Hawaiian/Pacific Islander	5	0.0%	4	0.0%	0	0%	0.0%	0.0%
Some other race alone	151	0.7%	234	1.0%	821	3%	0.4%	2.4%
Two or more races	189	0.8%	353	1.6%	320	1%	0.7%	-0.2%
Total	22,578	100%	22,625	100%	23,972	100%	0.2%	5.6%
Ethnicity	Total	Percent	Total	Percent	Total	Percent		
	Total	Percent	Total	Percent	Total	Percent		
Hispanic or Latino	879	4%	1,474	7%	2,390	10%	2.6%	3.5%
Non-Hispanic or Latino	21,699	96%	21,151	93%	21,582	90%	-2.6%	-3.5%
Total	22,578	100%	22,625	100%	23,972	100%		

Source: 2013-2017 ACS Table B02001 & B03002; 2010 CSF 1 Table P9, QT-P3; 2000 QT-P9, QT-P3

## AGE DISTRIBUTION OF POPULATION

An analysis of population by age indicates how the Township is changing in its demographic composition, and how these changes will impact services provided by the Township.

Persons 19 years of age and younger tend to be under the care of their parents as well as attend school while adults ages 65 years or older often require specialized care or assistance than those between 20 years and 64 years. The share of persons aged 19 years and younger remained relatively stable since 2000, representing 24 percent of the population in 2000, rising slightly to 26 percent in 2010, then falling to 24 percent (according to 2013-2017 ACS estimates). Persons aged 65 years or older also remained stable, comprising 18 percent of the population in 2000, 17.2 percent in 2010, and 17.8 percent (according to 2013-2017 ACS estimates). The largest age cohort in 2000 was persons aged 35 to 44 years (17 percent). In 2010, the largest cohort became persons aged 45 to 54 years (16.7 percent), and it remains the largest cohort in 2017 (15.5 percent). Since 2000, the median age increased from 40.4 years old to 42.9 years old (according to 2013-2017 ACS estimates). Females continually outnumber males in the Township by an average 4.6 percent.

4 - AGE DISTRIBUTION						
Age (Years)	2000		2010		2013-2017 ACS	
	Number	Percentage	Number	Percentage	Number	Percentage
Under 5 Years	1,465	6%	1,285	5.7%	1,251	5.2%
5 to 9 years	1,458	6%	1,646	7.3%	1,480	6.2%
10 to 14 years	1,498	7%	1,577	7.0%	1,684	7.0%
15 to 19 years	1,199	5%	1,348	6.0%	1,343	5.6%
20 to 24 years	828	4%	929	4.1%	1,173	4.9%
25 to 34 years	2,757	12%	2,062	9.1%	2,647	11.0%
35 to 44 years	3,877	17%	3,272	14.5%	3,322	13.9%
45 to 54 years	3,312	15%	3,781	16.7%	3,722	15.5%
55 to 59 years	1,224	5%	1,602	7.1%	1,658	6.9%
60 to 64 years	912	4%	1,236	5.5%	1,414	5.9%
65 to 74 years	1,878	8%	1,660	7.3%	2,115	8.8%
75 to 84 years	1,555	7%	1,422	6.3%	1,386	5.8%
85 years and over	615	3%	805	3.6%	777	3.2%
<b>Total</b>	<b>22,578</b>	<b>100%</b>	<b>22,625</b>	<b>100.0%</b>	<b>23,972</b>	<b>100.0%</b>

Source: 2000 Census Table DP-1 ;2010 Census Table DP-1; 2013-2017 ACS 5-Year Estimates S0101

## HOUSEHOLDS

Cranford had an average household size of 2.78 persons in 2000 which fluctuated slightly, decreasing to 2.61 persons in 2010, with 2013-2017 ACS estimates suggesting an increase to 2.78 persons. The average family size continues to grow from 3.09 persons in 2000 to 3.15 persons in

5 - HOUSEHOLD SIZE						
Size	2000		2010		2013-2017 ACS	
	Number	Percentage	Number	Percentage	Number	Percentage
1-person	1,842	21.5%	2,131	24.8%	1,928	22.7%
2-person	2,803	32.7%	2,551	29.7%	2,474	29.1%
3-person	1,491	17.4%	1,539	17.9%	1,720	20.2%
4-person	1,482	17.3%	1,548	18.0%	1,648	19.4%
5-person	569	6.6%	620	7.2%	561	6.6%
6-person	160	1.9%	152	1.8%	104	1.2%
7+ person	50	0.6%	42	0.5%	66	0.8%
Total	8,397	100.0%	8,583	100.0%	8,501	100.0%

Source: 2000 Census Table H013; 2010 Census Table H13; 2010 Census Table DP-1; 2013- 2017 ACS 5 Year Estimates B11016

2010, and growing again to 3.30 persons based on the 2013-2017 ACS survey period. Two-person households consistently comprise the largest number of households in the Township, and the second largest category continues to be the one-person households. Other household sizes such as 5-, 6-, and 7-or-more person households remained consistent since 2000, though 3- and 4-person households both increased slightly, with a net increase of 2.8 percent and 2.1 percent, respectively. See Figure 5 for more information.

## HOUSEHOLD INCOME

ACS estimates were utilized for income data. Comparing median household and family incomes, Cranford fared better than both Union County and the state. The Township's median household income was \$122,848 compared to \$73,376 for Union County and \$76,475 for the state as a whole; family income and per capita income follow the same trend. The poverty status of both people and families is less than experienced in Union County and the state as a whole. See the Figures 5a and 5b for a more detailed comparison. The largest household -income cohort for Cranford, Union County, and New Jersey is households making between \$100,000 to \$149,999.

6a - INCOME CHARACTERISTICS			
	Cranford Township	Union County	New Jersey
Median Household Income	\$122,848	\$73,376	\$76,475
Median Family Income	\$139,989	\$86,824	\$94,337
Per Capita Income	\$51,157	\$38,163	\$39,069
Poverty Status (% of People)	0.5%	10.3%	10.7%
Poverty Status (% of Families)	2.3%	7.9%	7.9%

Source: 2013-2017 American Community Survey 5-Year Estimates

6b - HOUSEHOLD INCOME						
	Cranford Township		Union County		New Jersey	
	Total	Percent	Total	Percent	Total	Percent
Less than \$10,000	230	2.7%	7,010	5.2%	169,553	5.3%
\$10,000 to \$14,999	85	1.0%	4,314	3.2%	111,969	3.5%
\$15,000 to \$24,999	425	5.0%	10,920	8.1%	246,332	7.7%
\$25,000 to \$34,999	366	4.3%	10,516	7.8%	233,535	7.3%
\$35,000 to \$49,999	476	5.6%	14,830	11.0%	323,110	10.1%
\$50,000 to \$74,999	952	11.2%	21,166	15.7%	489,464	15.3%
\$75,000 to \$99,999	910	10.7%	16,178	12.0%	390,292	12.2%
\$100,000 to \$149,999	1,938	22.8%	21,840	16.2%	556,645	17.4%
\$150,000 to \$199,999	1,454	17.1%	11,459	8.5%	297,517	9.3%
\$200,000 or more	1,675	19.7%	16,582	12.3%	380,694	11.9%
Total	8,501	100%	134,815	100%	3,199,111	100%

Source: 2013-2017 ACS 5 Year Estimates S1901

## HOUSING OCCUPANCY & TENURE

As shown in Figure 7a, the vacancy rate within the Township has increased since 2000. As shown in Figure 7b below, as the number of available housing units increased between 2000 and 2010 by 186 units. ACS estimates suggest that this number has subsequently decreased by 82 units.

7a - HOUSING OCCUPANCY						
Housing Units	2000		2010		2013-2017 ACS	
	Number	Percentage	Number	Percentage	Number	Percentage
Occupied units	8,397	98.1%	8,583	97.4%	8,501	95.1%
Vacant units	163	1.9%	233	2.6%	441	4.9%
<i>For rent</i>	-	-	72	-	44	-
<i>Rented, not occupied</i>	-	-	7	-	23	-
<i>For sale only</i>	-	-	34	-	127	-
<i>Sold, not occupied</i>	-	-	27	-	50	-
<i>Seasonal</i>	-	-	20	-	24	-
<i>Other</i>	-	-	73	-	173	-
Total	8,560	100.0%	8,816	100.0%	8,942	100.0%

Source: 2000 Census Table DP-1; 2010 Census Table DP-1; 2013-2017 ACS 5 Year Estimates

During this time period, the number of owner-occupied housing units has declined, while the number of renter-occupied housing units has increased.

7b - HOUSING TENURE						
Occupancy Type	2000		2010		2017	
	Number	Percentage	Number	Percentage	Number	Percentage
Owner-occupied	6,971	83%	6,994	81.5%	6,658	78.3%
Renter-occupied	1,426	17%	1,589	18.5%	1,843	21.7%
Total	8,397	100%	8,583	100.0%	8,501	100.0%

Source: 2010 Census Table DP-1; 2010 Census Table DP-1; 2013-2017 American Community Survey 5-Year Estimates DP02



8a - AGE OF HOUSING STOCK (2000)		
Year Built	Number of Units	Percent
1939 or earlier	2,800	33%
1940 to 1959	4,212	49%
1960 to 1969	738	9%
1970 to 1979	347	4%
1980 to 1989	236	3%
1990 to 1994	144	2%
1995 to 1998	56	1%
1999 to March 2000	27	0%
Total	8,560	100%

Source: 2000 SF3 DP-4

8b - AGE OF HOUSING STOCK (2013-2017 ACS)		
Year Built	Number of Units	Percent
1939 or earlier	2,615	29%
1940-1959	4,142	46%
1960 to 1969	720	8%
1970 to 1979	439	5%
1980 to 1989	401	4%
1990 to 1999	202	2%
2000 to 2009	228	3%
2010 or later	195	2%
Total	8,942	100%

Source: 2013-2017 American Community Survey 5-Year Estimates

## AGE OF HOUSING

In 2000, houses built between 1940 to 1959 made up most (49 percent), of Cranford's housing stock. There is no Census information regarding the age of housing stock from the 2010 Census, so the 2013-2017 ACS 5-Year Estimates were used. While this information is based on estimates, the number of housing units constructed during the 1940-1959 period remains largely intact, and remains the largest component of housing within the township (46 percent). As shown in Figures 8a and 8b, Cranford's housing stock continues to age, with 84 percent of its total housing stock being built over 50 years ago. The remaining houses under 50 years old make up a small portion, or 16 percent, of the overall housing stock, and no decade since the 60s—as a percentage of the total housing stock—makes up more than 5 percent.

## LAND USE

The Township of Cranford has many different land uses. Based on data produced by the New Jersey Department of Community Affairs' Division of Local Government Services, which quantifies the total number of parcels within each community and their value for each category, the land use category with the greatest number of parcels in Cranford is residential, at 7,494 individual parcels, and a total value of \$1.37 billion, accounting for 83.1 percent of the Township's ratables. Commercial uses account for 12.4 percent of ratables, followed by industrial uses 2.7 percent, and apartments 1.4 percent. This data is based on property taxes, and therefore excludes certain exempt uses, such as parks, from the overall land use patterns of the town.

9- LAND USE (2018)				
Land Use Class	Number of Parcels	Percentage	Total Value	Percentage
Vacant	71	0.9%	\$ 6,920,200	0.4%
Residential	7,494	94.9%	\$ 1,373,673,600	83.1%
Farm Homestead	1	0.0%	\$ 202,200	0.0%
Farmland	1	0.0%	\$ 4,900	0.0%
Commercial	278	3.5%	\$ 205,640,500	12.4%
Industrial	41	0.5%	\$ 44,224,400	2.7%
Apartment	13	0.2%	\$ 22,383,700	1.4%
Total	7,899	100%	\$ 1,653,049,500.00	100%

Source: New Jersey Department of Community Affairs. [http://www.nj.gov/dca/divisions/dlgs/resources/property\\_tax.html](http://www.nj.gov/dca/divisions/dlgs/resources/property_tax.html)

## EMPLOYMENT CHARACTERISTICS

According to the both 2000 Census and the ACS 2013-2017 5-Year Estimates, Cranford's employment trends are similar to Union County's. As shown in Figures 10a and 10b, the largest proportion of residents in Cranford and Union County as a whole are employed in management, professional, and related; sales and office jobs, and service jobs are second and third, respectively. In 2000, these three occupations made up 87 percent of Cranford's total working population, and it remains high at 90 percent during the 2013-2017 ACS survey period. During this same period, the number of residents employed in construction, extraction, and maintenance occupations; and production, transportation, and material moving occupations declined slightly.

10a - EMPLOYED CIVILIAN POPULATION BY OCCUPATION (2000)				
Occupation	Cranford Township		Union County	
	Total	Percent	Total	Percent
Management, professional, and related	5,895	51%	86,482	35%
Service	1,065	9%	32,436	13%
Sales and office	3,161	27%	69,268	28%
Farming, fishing, and forestry	0	0%	141	0%
Construction, extraction, and maintenance	798	7%	18,555	8%
Production, transportation, and material moving	727	6%	37,315	15%
Total	11,646	100%	244,197	100%

Source: 2000 Census

10b - EMPLOYED CIVILIAN POPULATION BY OCCUPATION (2013-2017 ACS)				
Occupation	Cranford Township		Union County	
	Total	Percent	Total	Percent
Management, professional, and related	7,054	56%	103,027	37%
Service	1,483	12%	47,905	17%
Sales and office	2,870	23%	66,401	24%
Construction, extraction, and maintenance	555	4%	20,616	7%
Production, transportation, and material moving	690	5%	40,054	14%
Total	12,652	100%	278,003	100%

Source: 2013-2017 ACS 5 Year Estimate

Of the employed population, 75 percent worked as private wage and salary workers in 2000, and this trend remains high today, declining slightly to 74 percent according to 2013-2017 ACS estimates. As shown in Figure 11, a noticeable trend since 2000 is the increase in unpaid family workers, rising 4 percent since then—the largest change in worker classification. Since 2000, it is estimated that the number of residents who are unemployed has remained constant, increasing only 1 percent since 2000, from 4 percent to 5 percent.

11 - CLASS OF WORKER				
Class of Worker	2000		2013-2017 ACS	
	Number	Percent	Number	Percent
Private wage and salary workers	9,081	75%	9,388	74%
Government workers	1,958	16%	2,290	17%
Self-employed workers	584	5%	418	3%
Unpaid family workers	23	0%	557	4%
Total employed residents	11,646	96%	12,652	95%
Total unemployed residents	503	4%	681	5%
Total residents in workforce	12,149	100%	13,333	100%

Source: 2000 Census; 2013-2017 ACS 5 Year Estimate

Workers overwhelmingly chose to commute to work by driving alone, as shown in Figure 12. As the share of those who carpool to work decreased, those who utilized public transportation rose. Also worth noting is the proportion of Cranford residents that work from home, increasing from 3.5 percent in 2000 to 4.1 percent based on the 2013-2017 ACS.

12 - COMMUTE TO WORK (WORKERS 16 AND OVER)				
Means of Transportation	2000		2013-2017 ACS	
	Number	Percent	Number	Percent
Car, Truck, or Van (Drove Alone)	8969	78.2%	9426	76.5%
Car, Truck, or Van (Carpooled)	618	5.4%	604	4.9%
Public Transportation (Excludes taxicab)	1282	11.2%	1503	12.2%
Walked	162	1.4%	197	1.6%
Other Means	33	0.3%	99	0.8%
Worked at home	407	3.5%	505	4.1%
Total	11,471	100%	12,321	100%

Source: 2000 Census; 2013-2017 ACS

Those who had a commute of 29 minutes or less declined considerably since 2000, from 57 percent to an estimated 49 percent based on the ACS. Those with the longest commutes of 60 minutes or more are estimated to be the largest share of commuters. As shown in Figures 13a and 13b, another noticeable change are those who have the shortest commutes, traveling 10 minutes or less, rising from 3 percent of commuters in 2000 to an estimated 10 percent. The ACS estimates that the average commute time for Cranford residents to be 33.3 minutes, which is similar to Union County as a whole at 31.1 minutes.

13a - COMMUTE TIME (2000)		
Travel Time (in minutes)	Number of Workers	Percent
Less than 5	329	3%
5 to 9	1,103	10%
10 to 14	1,310	12%
15 to 19	1,523	14%
20 to 24	1,468	13%
25 to 29	518	5%
30 to 34	1,155	10%
35 to 39	438	4%
40 to 44	609	6%
45 to 59	979	9%
60 to 89	1,287	12%
90 or more	345	3%
Total	11,064	100%

Source: 2000 SF 3 P031

13b - COMMUTE TIME (2013-2017 ACS)		
Travel Time (in minutes)	Number of Workers	Percent
Less than 10	1,193	10%
10 to 14	1,583	13%
15 to 19	1,075	9%
20 to 24	1,311	11%
25 to 29	650	6%
30 to 34	1,347	11%
35 to 44	898	8%
45 to 59	1,394	12%
60 or more	2,351	20%
Total	11,814	100%

Source: 2013-2017 ACS 5 Year Estimate

According to the NJ Department of Labor and Workforce Development, Cranford is home to a wide array of industries, the largest of which, by number of establishments, are Professional/Technical, Health/Social, and Finance/Insurance. The private sector industries with the largest number of employees in Cranford are Health/Social, Construction, and Admin/Waste Remediation. The highest annual wages in Cranford are found in the Management Industry, followed by Construction. The lowest annual wages are found in the Accommodations/Food industry. The average private sector annual wage for those working in Cranford is \$65,971. As

shown in Figure 14, government employees make up 13 percent of the overall workforce and these government positions are predominately in local government.

14-EMPLOYMENT BY INDUSTRY SECTOR AND NUMBER OF EMPLOYEES (2017)					
Industry	Establishments		Employees		Annual Wages
	Total	Percent	Total	Percent	
Agriculture	-	-	-	-	-
Utilities	-	-	-	-	-
Construction	67	9.0%	1,650	13.7%	\$105,790.00
Manufacturing	20	2.7%	422	3.5%	\$60,887.00
Wholesale Trade	49	6.6%	591	4.9%	\$77,202.20
Retail Trade	42	5.7%	508	4.2%	\$44,024.90
Transp/Warehousing	23	3.1%	274	2.3%	\$67,415.00
Information	9	1.2%	176	1.5%	\$73,417.40
Finance/Insurance	72	9.7%	884	7.4%	\$96,795.40
Real Estate	30	4.0%	190	1.6%	\$51,486.90
Professional/Technical	113	15.2%	747	6.2%	\$94,363.30
Management	3	0.4%	24	0.2%	\$169,219.00
Admin/Waste Remediation	48	6.5%	1,536	12.8%	\$51,478.10
Education	19	2.6%	322	2.7%	\$39,366.10
Health/Social	74	10.0%	1,918	16.0%	\$38,094.10
Arts/Entertainment	13	1.8%	98	0.8%	\$29,478.80
Accommodations/Food	62	8.4%	853	7.1%	\$20,465.10
Other Services	69	9.3%	243	2.0%	\$43,523.00
Unclassified	15	2.0%	19	0.2%	\$58,501.00
Private Sector Total	728	98%	10,456	87%	\$65,971.02
Federal Govt	1	0.1%	54	0.5%	\$57,057.10
State Govt	1	0.1%	6	0.0%	\$84,118.00
Local Govt	12	1.6%	1501	12.5%	\$49,617.90
Govt Total	14	2%	1,561	13%	\$63,597.67
Employment Total	742	100%	12,017	100%	\$65,615.02

Note: The table values above are sourced from the NJ Department of Workforce Development's Employment and Wages 2017 Annual Report. It is noted that the Annual Report has redacted multiple industries for not meeting the publication standard, however, the state data provided the composite totals. For the purposes of this table, the private sector totals are based on the unredacted data.

Source: NJ Department of Labor and Workforce Development, Employment and Wages, 2017 Annual Report

In terms of future employment growth, the North Jersey Transportation Planning Authority (NJTPA), projects Cranford will have an employment increase of 10 percent between 2015 and 2045, amounting to a net increase of 1,356 jobs, as shown in Figure 15.

15 - EMPLOYMENT PROJECTION			
Year	Jobs	Change	Percent
2015	14,017	-	-
2045	15,373	1,356	10%

Source: <https://apps.njtpa.org/plan2045/docs/Demographic%20Appendix.pdf>

## STATE CHANGES

### STATE DEVELOPMENT AND REDEVELOPMENT PLAN

In March of 2001 the New Jersey State Development and Redevelopment Plan (SDRP) was adopted, which amended the previous plan adopted in 1992.

Despite a requirement by the State Planning Act (N.J.S.A. 52:18A-196 et. seq.) to update the plan every three years, a revised State Plan has not been adopted in nearly 20 years. In 2011-2012, the State Planning Commission prepared a draft State Strategic Plan that would replace the 2001 State Plan (SDRP). The State Planning Commission approved the draft Final State Plan in 2011 (Resolution No. 2011-08) to begin the process of Final State Plan approval, which included public hearings in February, March, and September of 2012, with adoption scheduled for that November. Unfortunately, following the arrival of Hurricane Sandy in late October, the State Planning Commission voted to table adoption, citing the need to provide time for public review and comment, as well as to consider issues related to coastal recovery.<sup>7</sup> As of March 2019, the State Planning Commission has yet to reintroduce the State Strategic Plan for adoption. The draft State Strategic Plan differed from the 2001 plan in that it utilizes a criteria-based identification system for growth, limited growth, and preservation, rather than a State Plan Policy Map that governed the locations of different types of development. State investment and incentives to support development and redevelopment would be directed toward areas identified for growth, while investments and incentives for land preservation, agriculture development and retention, historic preservation, environmental protection and stewardship would be directed toward areas preferred for preservation and protection.

As this is the most recent SDRP, it has been reviewed for the purposes of this report. The document contains only four goals, which are:

- Goal #1: Targeted Economic Growth – Enhance opportunities for attraction and growth of industries of statewide and regional importance.
- Goal #2: Effective Planning for Vibrant Regions – Guide and inform regional planning so that each region of the State can experience appropriate growth according to the desires and assets of that region.
- Goal #3: Preservation and Enhancement of Critical State Resources - Ensure that strategies for growth include preservation of the State's critical natural, agricultural, scenic, recreation, and historic resources, recognizing the roles they play in sustaining and improving the quality of life for New Jersey residents and attracting economic growth.
- Goal #4: Tactical Alignment of Government – Enable effective resource allocation, coordination, cooperation and communication among those who play a role in meeting the mission of this Plan.<sup>8</sup>

It should be noted that this new plan does not include a map, nor does it include planning area designations as the 2001 plan did.

<sup>7</sup> Minutes of the State Planning Commission for November 13, 2012. <https://www.nj.gov/state/planning/meeting-materials/spc/spc-minutes-2012-1113.pdf>, Accessed February 27, 2019.

<sup>8</sup> <http://nj.gov/state/planning/publications/192-draft-final-ssp.pdf>, page 20.

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## COUNCIL ON AFFORDABLE HOUSING

On March 10, 2015, the New Jersey Supreme Court ruled that the New Jersey Council on Affordable Housing (“COAH”) had failed to adopt valid Third Round rules and, as a result, the Courts would assume jurisdiction over all exclusionary zoning matters. The Order divided municipalities into one of three categories – those that achieved Third Round Substantive Certification, those that filed or petitioned COAH and those that had never participated in the COAH process.

The Order permitted towns to file a Declaratory Judgment action to request that the Court review the municipality’s compliance with its constitutional mandate to provide affordable housing.

Cranford’s Third Round Housing Element and Fair Share Plan<sup>9</sup> was adopted by the Planning Board on December 12, 2018, and subsequently endorsed by the Township Committee on December 18, 2018. Details regarding the status of the plan are in section V. of this Reexamination report.

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## STATEMENT OF STRATEGY

P.L. 2017, Chapter 275 (A4185/S2873) was approved on January 8, 2018, which amended the Municipal Land Use Law to require that the adoption of any subsequent Land Use Element to include a “statement of strategy” related to sustainability and storm resilience. In particular, the statement must address: smart growth, with a focus on the potential locations for the installation of electric vehicle charging stations; storm resiliency with respect to energy supply, flood-prone areas, and environmental infrastructure; and environmental sustainability.

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## TIME OF APPLICATION LAW

P.L. 2010, Chapter 9 was signed by the Governor on May 5, 2010, which established the “time of application” law in place of the “time of decision” rule relative to development applications. Under this previous rule, if municipalities made zoning amendments prior to a formal decision on a development application, the amendment would govern. The “time of application” law requires that the ordinances in place at the date of application submission will govern its review and approval.

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## STORMWATER REGULATION

The State of New Jersey has recently undertaken several efforts to provide for the enhanced regulation of stormwater runoff.

In December 2018, the New Jersey Department of Environmental Protection proposed changes to the state’s stormwater management rules (N.J.A.C. 7:8), requiring developers to utilize green infrastructure to meet the minimum standards for stormwater management standards for water quality, groundwater recharge and stormwater volume control as part of any major

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<sup>9</sup> Michael Mistretta, PP, Harbor Consultants. Housing Element and Fair Share Housing Plan, Township of Cranford. Prepared November 30, 2018, and adopted by the Planning Board on December 12, 2018 and endorsed by the Township Committee on December 18, 2018.



development. If approved, these rules could significantly change how stormwater is managed in New Jersey. Previously, developers were only required to consider and incorporate green infrastructure “to the maximum extent practicable,” which the NJDEP now acknowledges involved a measure of subjectivity. A public hearing on these rules was held in January 2019, with a public comment period until February 2019. As of this document, the proposed rules are pending adoption.

In March 2019, Governor Murphy signed the Clean Stormwater and Flood Reduction Act (S1073/A2694) into law, which gives municipalities and counties the option to establish “stormwater utilities.” Stormwater utilities are a tool used in communities throughout the country to fund maintenance, construction, and operation of stormwater management systems through the assessment of fees on certain impervious surfaces that contribute into the stormwater system.

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## PERFORMANCE AND MAINTENANCE GUARANTEES

Governor Christie signed into law Assembly Bill 1425/Senate Bill 3233 into law on January 15, 2018, which amends portions of the Municipal Land Use Law (N.J.S.A. 40:55d-1 et seq.). These amendments limit the bonding required for site improvements to those which will be dedicated to the municipality (i.e. publicly dedicated streets, pavement, gutters, curbs, sidewalks, street lighting, street trees, surveyor monuments, water mains, sanitary sewers, community septic systems, drainage structures, public improvements of open space, and any grading necessitated by these public improvements). In addition, municipalities can require bonding for perimeter landscaping buffers, however, not interior landscaping that is privately owned and maintained. Municipalities can also require a guarantee for site restoration to protect the public from an unsafe or unstable condition on site. The legislation also limits maintenance guarantees to no more than 15 percent of the cost of the improvements covered under the performance guarantee, as well as the cost of the private stormwater management facilities. As part of this legislation, municipalities must adopt an ordinance in order to require performance guarantees.

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## NONCONTIGUOUS CLUSTER DEVELOPMENT

The New Jersey Legislature amended the Municipal Land Use Law in 2013 to permit municipalities the ability to add the noncontiguous cluster as an available option for the subdivision of land, in addition to such tools as traditional clustering or Transfer of Development Rights (TDR). While traditional cluster development permits the concentration of development on a portion of the site, allowing the remainder to be preserved, noncontiguous cluster development permits clustering across an entire tract, while preserving another tract elsewhere in the municipality for parks, open space, historic preservation or flood control. This differs from a Transfer of Development Rights (TDR) program in that the program is voluntary, relying on individual landowners and developers to purchase and transfer development potential.

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## COMPLETE STREETS

The New Jersey Department of Transportation (NJDOT) adopted a Complete Streets Policy in late 2009. Complete streets are systems that ensure that roadways can accommodate users of all ages and abilities by providing multiple modes of travel, including: walking, bicycling, mass transit,

and the automobile. Communities that adopt a complete streets policy are expected to consider complete streets as part of future road improvements and development projects. At present, eight counties and 153 municipalities have adopted complete streets policies. The intent of the policy is to provide streets to meet the needs of all types of users and all modes of circulation- walking, bikes, cars, trucks, and buses. Several New Jersey municipalities have expanded the complete streets concept to include “Green Streets,” which provide an additional way to improve and manage stormwater as part of future capital improvements to roads and drainage systems. While a complete streets program requires municipalities to consider the needs of all users and abilities as part of a roadway improvement or development project, green streets incorporate green infrastructure into roadway design. Cranford adopted a Complete Streets policy on September 10, 2013.

## COUNTY CHANGES

In October 2016, the Union County Board of Chosen Freeholders adopted the Union County Transportation Master Plan, as a framework for future transportation planning and investment. Previous Transportation Master Plans were adopted in 1994 and 2002, and the current Master Plan serves as an update, reflecting the significant changes made to the local and regional transportation system since 2002. Only 12 percent of roadway miles in Union County are under its jurisdiction, while 82 percent of roadway miles are maintained and owned by municipalities. Union takes an active role in the county’s transportation system, coordinating its planning functions with the New Jersey Department of Transportation (NJDOT), North Jersey Transportation Planning Authority (NJTPA), NJ TRANSIT, Port Authority of New York and New Jersey (PANYNJ), NJ Turnpike Authority (NJTA), as well as the County’s 21 municipalities, adjacent counties, and the private sector.

To better understand the demographic, land use, and commuter trends of Union, the County implemented a step-by-step planning process to effectively identify future needs over the next ten years. The Steering Advisory Committee (SAC) was established to guide development of the plan—which included extensive public outreach through public information sessions, a project website, municipal outreach surveys—and this led to the creation of well-defined implementation strategies. The key findings from this process show that, between 2010 and 2040, the population of Union County is projected to grow by 16 percent, and that heavy traffic congestion is anticipated to increase by 50 percent. As a result, the plan recognizes the need for Union County to explore innovative solutions to accommodate this additional traffic.

The Transportation Master Plan also identifies various characteristics of the transportation network. The County’s primary travel corridors include I-78, Route 22, I-278/Goethals Bridge, and Route 24, Route 124 and Route 82, the Garden State Parkway, the NJ Turnpike, Route 1&9 and Route 27. Of the 605 signalized intersections within Union, 338 are at a County road intersection; the County also owns 129 bridges, many of which are either structurally deficient or functionally obsolete, requiring rehabilitation. There are various opportunities throughout the County for public transportation, such as rail service (Northeast Corridor, North Jersey Coast Line, Raritan Valley Line, and the Morris & Essex Line) and a network of 25 different NJ TRANSIT bus routes, both of which serve major population and employment centers.

The 2016 Transportation Master Plan modified the goals developed as part of the 2002 Master Plan modified to reflect trends and current conditions. In addition, the 2016 Transportation Master Plan included a new goal related to resiliency and sustainability. These goals are reproduced below.

Union County 2016 Transportation Master Plan Goals and Objectives
<p>Goal #1 - To improve and maintain a sound transportation infrastructure designed to support the growth of Union County and better serve all users.</p>
<p>Objectives:</p> <ul style="list-style-type: none"> <li>• Retain our existing corporate base and at the same time attract new business into the County</li> <li>• Attract emerging industries to Union County</li> <li>• Attract regional business and tourism to Union County</li> </ul>
<p>Goal #2 - To ensure that quality public transportation is available in Union County.</p>
<p>Objectives:</p> <ul style="list-style-type: none"> <li>• Support and encourage efficient, reliable, safe and convenient passenger rail service</li> <li>• Ensure efficient, reliable, safe and convenient bus service</li> <li>• Support transit-oriented development</li> <li>• Identify opportunities and obstacles linking rail and bus service to strategic locations within the County, including job centers, residential areas, shopping and recreational areas</li> <li>• Develop adequate park-and-ride facilities</li> <li>• Continue to support specialized and subsidized transportation to serve the travel needs of seniors and the disabled</li> </ul>
<p>Goal #3 - To increase safety and mobility while minimizing congestion on the roadway system.</p>
<p>Objectives:</p> <ul style="list-style-type: none"> <li>• Develop alternatives to capacity expansion</li> <li>• Improve safety through engineering solutions as well as with education and enforcement</li> <li>• Improve operating efficiency</li> <li>• Complete missing links of interchanges</li> </ul>
<p>Goal #4 - To maintain the efficient movement of goods.</p>
<p>Objectives:</p> <ul style="list-style-type: none"> <li>• Promote safe and efficient truck travel</li> <li>• Promote safe and efficient transport of freight by rail</li> <li>• Ensure the portside access meets the needs of current and future post-Panamax vessels</li> </ul>
<p>Goal #5 - To support aviation services in Union County.</p>
<p>Objectives:</p> <ul style="list-style-type: none"> <li>• Mitigate the adverse impacts of air travel on County residents</li> <li>• Support access and mobility to Newark Liberty International Airport</li> <li>• Continue to support the use of Linden Airport as a general aviation facility, as appropriate</li> </ul>

Goal #6 - To encourage and support programs and policies that create transportation options and enhance quality of life.

Objectives:

- Ensure safe and convenient bicycle and pedestrian facilities, promote flexible working hours and other transportation demand management strategies
- Encourage transportation system management solutions on roadways
- Efficiently utilize capacity
- Promote compact, mixed-use development patterns which promote walkability and support transit

Goal #7 - To promote a coordinated, comprehensive and cooperative transportation planning process.

Objectives:

- Continue to participate in the NJTPA Subregional Transportation Planning Program
- Continue to conduct studies and apply for transportation planning funds available through the state or federal government to investigate a range of transportation planning problems with the goal of creating alternative solutions and recommendations
- Integrate land use and transportation planning

Goal #8 - To prepare for and adapt to changing conditions and withstand, respond to and recover rapidly from disruptions.

Objectives:

- Work with NJDOT, NJ TRANSIT, PANYNJ and other partners to improve the resilience of County transportation infrastructure against the impacts of extreme weather

In addition, the Transportation Master Plan outlines a series of Implementation Strategies, related to transportation and land use planning that affect the components of the County's transportation network. These strategies, related to projects and policies, identify the County's role in the project, active partners, project category (such as roadways, railroads, planning, bridges, resiliency), a project timeline, the master plan goal(s) the strategy helps to implement. These strategies are reproduced in their entirety below.

Roadways	Continue to maintain the bridges and roadways of the County system as well as stormwater facilities and work with the municipalities when needs are identified within the system. In addition, the County will continue to identify funding opportunities and make applications to improve the County roadway system and replace obsolete and deficient bridges.
	<b>Support traffic signal retiming and optimization on County roadways and support municipalities to identify programs for financing the retiming of signals.</b> Optimizing traffic signal timings and coordination can reduce delays by 15-20% and improve air quality. Traffic signals on County roads are maintained by municipalities.
	<b>Continue to support NJDOT efforts to reduce congestion and improve safety on state highways in Union County. Advocate for advancement of projects on Routes 22, 27 and 1&amp;9.</b>

	<p><b>Support the construction of a link between I-278 and Route 1&amp;9.</b> This improvement should reduce regional travel along local roads and Route 439 in Elizabeth.</p>
	<p><b>Support new technologies which make roadways and vehicles more efficient.</b> Relieve spot congestion and improve air quality through implementation of Intelligent Transportation Systems (ITS).</p>
	<p><b>Reduce peak hour traffic by working with and encouraging business to use Transportation Demand Management (TDM) strategies. Support and integrate activities of EZ Ride TMA.</b> TDM programs, for example ride sharing, carpools and shuttles, mitigate traffic congestion, improve mobility and accessibility. They improve air quality and optimize the efficiency of the system by increasing travel choices and reducing reliance on the single occupant vehicle. The TMAs are critical facilitators of TDM programs.</p>
	<p><b>Explore opportunities to reduce congestion.</b> Identify primary arterials to be targeted for congestion mitigation.</p>
	<p><b>Explore opportunities to improve safety.</b> Continue to work with NJTPA and NJDOT to identify high crash locations and apply for funding to improve them.</p>
	<p><b>Support municipal and state Complete Streets policy implementation.</b> Continue to work with municipalities on improvements to County roadways.</p>
	<p><b>Support implementation of FHWA roadway safety countermeasures.</b> Improving safety is a priority of the County. FHWA recommends nine countermeasures to address crashes that occur at intersections. These include modern roundabouts, corridor access management, backplates with reflective borders on traffic signals, medians and pedestrian crossing islands, pedestrian hybrid beacons, enhanced delineation and friction for horizontal curves and road diets.</p>

Public Transportation	<p><b>Advocate for improvements to station facilities and station access in Union County.</b> NJ TRANSIT can be encouraged to prioritize improvements at station facilities.</p>
	<p><b>Continue to advocate NJ TRANSIT for improved rail service.</b> Continued advocacy efforts for additional reverse commuter and one-seat ride service on Raritan Valley Rail Line. As NJ TRANSIT plans for rail expansion as part of the Gateway Project, the ability to expand this service will eliminate the capacity constraints hindering this service and will make it more possible to implement.</p>
	<p><b>Support transit supportive land use policies in Union County.</b> Continue to be a leader in the State of New Jersey and support/promote Transit Villages and Transit Oriented Development. This will encourage and support transit ridership in the County.</p>
	<p><b>Encourage the installation of enhanced amenities and infrastructure at bus stops.</b> Support municipalities in their requests to install bus shelters and stops at locations that warrant these amenities.</p>
	<p><b>Identify opportunities for multi-modal facilities.</b> Work with municipalities to study the potential for additional multi-modal facilities in the County, including a potential bus park-and-ride in the western half of the County.</p>
	<p><b>Encourage NJ TRANSIT to schedule better coordinated connections between bus routes.</b> NJ TRANSIT should be encouraged to schedule bus service with connections at important locations in the County.</p>
	<p><b>Support fares at equitable levels.</b> Advocate that fares remain equitable across the state.</p>

	<b>Support shuttle and reverse commute service.</b> Encourage and provide support for existing and future shuttle and reverse commute service in the County.
	<b>Advocate for additional transit service in Union County.</b> Advocate for additional transit service in the County, including the Union County Sustainability Corridor bus rapid transit, as well as transit access to the redevelopment area of the Elizabeth Waterfront.
	<b>Support and advocate for the construction of major infrastructure projects that would enhance rail service in New Jersey.</b> These projects include the replacement of the Portal Bridge, construction of the Hunter Flyover and construction of the Gateway Project, as well as normal state-of-good repair projects.

Goods Movement	<b>Develop a countywide truck route inventory and wayfinding signage to major industrial sites for truck drivers entering Union County.</b> Using the information from the prior recommendation, this map would show preferred truck routes of travel and inform them of height and weight restrictions on County roads.
	<b>Incorporate modern truck access needs in future roadway improvements on County roads.</b> Future improvements would be designed to accommodate tractor-trailer combination vehicles with 53-foot long, 102-inch wide trailers. This would be implemented on an ongoing basis as roadway improvements are programmed.
	<b>Support the improvement of traffic signal synchronization along corridors where truck traffic is projected to grow in the next 25 years.</b> Traffic signal coordination is a cost-efficient measure to expand roadway capacity without widening roads. In Union County, the routes of interest include Routes 509, 514, 527, 613, 617, 619, 621 and 622 under County jurisdiction and Routes 1&9 and Route 27 under state jurisdiction.
	<b>Support and promote the planning and construction of the Tremley Point Connector Road.</b> The areas served by this road could support up to six million square feet of industrial development. The connector road and the existing rail connections in the area would maximize opportunities for the Tremley Point area.
	<b>Continue partnering with NJDOT and the railroad industry to preserve abandoned railroad rights-of-way.</b> The restoration of freight rail service on abandoned alignments can support the redevelopment of adjacent industrial sites.
	<b>Work with municipalities in close proximity to Port Newark/Elizabeth and Newark Airport and municipalities with industrial redevelopment opportunities, to maintain industrial zoning and encourage industrial development.</b> As a County with substantial freight-intensive industries and excellent transportation assets, Union County can play a valuable role in ensuring that transportation planning is coordinated with industrial land use decisions at the local level.
	<b>Engage the Port Authority of NY&amp;NJ (PANYNJ) on an ongoing basis to identify changes in cargo activity at major facilities.</b> Coordination with the PANYNJ will enable the County to address these challenges and capitalize on these opportunities associated with cargo activity in a proactive manner. Support improvements to the Kapkowski Road/North Avenue area of Elizabeth.



	<p><b>Coordinate with the Port Authority of NY&amp;NJ (PANYNJ) to assess local benefits and impacts of any proposed upgrades and enhancements to increase capacity at Newark Liberty International Airport.</b></p> <p>Union County will likely face challenges and opportunities with any capacity expansion at Newark Airport, including passenger and/or cargo activity. Potential relocation or displacement of on-airport facilities to off- airport locations will have benefits and impacts for local municipalities and the County can help stakeholders address these issues proactively.</p>
	<p><b>Continue playing an active role in organizations where Union County has a strong presence and a vested interest in ongoing planning and advocacy efforts.</b></p> <p>Union County has been an active participant in organizations such as the NJTPA (including its RTAC and Freight Initiatives Committee) and a collaborative partner with public agencies in the region. Ongoing involvement with these organizations and partners will help the County meet its vision of maintaining a safe, reliable, multi-modal transportation system that enhances economic activity and quality of life for all its communities.</p>
Bicycle and Pedestrian	<p><b>Prioritize connections with existing bicycle and pedestrian facilities such as the East Coast Greenway.</b></p> <p>Connecting new facilities to existing ones is the best way to strengthen the bicycle and pedestrian network in Union County.</p>
	<p><b>Continue to support Complete Streets implementation in municipalities that have adopted a Complete Streets policy.</b></p> <p>Union County works closely with all its municipalities when planning improvements, including those related to Complete Streets.</p>
	<p><b>Encourage municipalities to install bicycle parking facilities in downtown business districts, near transit, schools and other destinations.</b></p> <p>People must have a secure and convenient place to park their bikes once they reach their destination. Not having a well-planned bicycle parking option can discourage bicycling and lead to theft, damage and locked bikes becoming an obstacle to pedestrians or damaging trees.</p>
	<p><b>Support municipal Safe Routes to School programs near County roads and assist with state and federal funding for identified improvements.</b></p> <p>Work with the municipalities, school districts and the Safe Routes to School Regional Coordinator at the Transportation Management Association (TMA) to support funding proposals, enforcement campaigns and education outreach, especially at the middle school level.</p>
	<p><b>Implement the recommendations from the <i>Union County Parks, Recreation &amp; Open Space Master Plan (2010)</i>.</b></p> <p>A goal of the Plan is to provide an interconnected system of high quality, accessible, multi-use trails and greenway corridors. The Plan recommends exploring the possibility of utilizing abandoned railway ROW to link County Parks, including the Rahway Valley Railroad.</p>
	<p><b>Utilize Plan4Safety crash data to identify high crash corridors and intersections on County roadways and work with municipalities and local organizations to conduct bicycle and pedestrian audits to identify pedestrian and bicycle improvements.</b></p> <p>Many communities have had successful experiences with volunteer efforts by local walking clubs, seniors groups or other civic organizations to perform periodic site visits and report back on areas that may require further investigation. This can help to focus efforts by County staff.</p>

	<p><b>Encourage use of alternative modes of transportation as opposed to the single occupancy vehicle.</b></p> <p>Since federal legislation mandates that the region reduce single vehicle occupancy miles, the County should encourage increased walking and bicycling.</p>
	<p><b>Continue to participate in the development of local Bicycle and/or Pedestrian Plans and studies.</b></p> <p>The County currently engages with municipal stakeholders to analyze, coordinate and develop Plans. Continuing to provide technical expertise and leadership is a key to advancing walking and bicycling across the County.</p>
	<p>Update The Land Development Standards of the County of Union and Union County Design Standards for Development to encourage a five foot minimum for sidewalks and a minimum eight foot bikeway path.</p>
	<p>Current County standards include a four foot minimum for sidewalks. FHWA recommends a minimum five foot sidewalk and according to United States Access Board, the minimum clear width of a pedestrian access route shall be 60 inches (five feet), exclusive of the width of the curb. The Access Board recommends that the pedestrian access route be no less than 72 inches (six feet) wide in high use areas, especially in downtown urban environments, near shopping centers, schools and civic facilities. The AASHTO Guide for the Development of Bicycle Facilities (2012) specifies a minimum paved width of a path is ten feet and in very rare circumstances a reduced width of eight feet.</p>

Aviation	<p><b>Support aviation services within Union County at Newark Liberty International Airport and Linden Airport through coordination of planning and collaboration with multiple stakeholders.</b></p> <p>Improving and maintaining sound transportation infrastructure designed to support the growth of Union County and better serve all users, will improve access to and from the airport as well as the economic success of surrounding areas. Interagency objectives will be a large component of supporting aviation in the County.</p>
	<p><b>Encourage development of land uses that are compatible with Airport traveler's needs, such as hotels and restaurants, off-airport parking facilities, etc.</b></p> <p>Air travel compatible development would encourage air travelers to utilize services in Union County.</p>
	<p><b>Support measures to mitigate the adverse impacts of air travel on County residents. Examine ways to mitigate noise from traffic. Prioritization should incorporate mechanisms and resources necessary to effectively address environmental justice issues.</b></p>
	<p><b>Monitor any proposed changes in aviation facilities and services.</b></p>

Climate Resilience	<p><b>Identify existing infrastructure that can be elevated and work with partner agencies to pursue funding for this work. When feasible, site future infrastructure out of or above future flood-prone areas.</b></p> <p>Removing or avoiding placement of infrastructure in flood-prone locations, when feasible, will help maintain an efficient, reliable and safe rail, roadway and transit system.</p>
	<p><b>Establish and frequently update emergency detours and evacuation routes.</b></p> <p>This would have to be a coordinated effort. OEM would probably monitor the changing flood conditions and broadcast the information about detours and routes, but the agency or office that establishes the evacuation routes would continue to be in charge of establishing them.</p>

General Planning	<p><b>Continue to improve the effectiveness of the planning process by providing opportunities for public participation in the planning and development of plans and projects.</b> Obtaining a broad representation of public input is an integral part of the planning process which helps to ensure that decisions are made in consideration of public needs and preferences.</p>
	<p><b>Continue participation in subregional planning activities with the NJTPA including the Regional Transportation Advisory Committee, Subregional Studies Program, Local Capital Project Delivery Program and Subregional Transportation Planning Program.</b></p>
	<p><b>Support regional transportation committees to coordinate policies and ordinances between municipalities.</b></p>
	<p><b>Continue reviewing proposed subdivisions that affect County roads and site plans along County roads for transit and transportation impacts and to ensure that they are designed with consideration to bicycle and pedestrian access.</b> The authority to approve applications for site plans and the subdivision of land is a major responsibility of county planning boards in New Jersey.</p>
	<p><b>Maximize obtaining federal and state funding for County road and transit projects.</b> Applying for Federal and State Aid Programs is a method for the County to advance projects that enhance safety and maintain infrastructure.</p>
	<p><b>Monitor, analyze and make recommendations concerning legislative proposals and disseminate information to municipalities, freeholders and state and federal legislative representatives.</b></p>
	<p>Continue to support legislation that provides funding for the transportation system and is consistent with the goals, objectives and policies of the County.</p>
	<p><b>Reexamine and revise, if necessary, the <i>Union County Transportation Master Plan</i> every five years.</b> Reexamining the Plan offers an opportunity for the County to see which aspects of the Plan might be in need of updating.</p>

## MUNICIPAL CHANGES

### DOWNTOWN STRATEGIC PLAN

Cranford's downtown contains a Special Improvement District, which is managed by the Downtown Management Corporation (DMC).

The DMC adopted its most recent Strategic Plan in May 2018. This Strategic Plan succeeded the prior Three Year Strategic Plan (2014-2016) which was prepared in September 2013. The Strategic Plan outlines a vision for downtown Cranford, identifies challenges and recommended policies, and contains a series of goals and objectives.

The Strategic Plan contains four (4) goals, which are supported by a series of objectives for short term, mid-term, and long-term implementation. These goals and objectives are included below for reference.

**GOAL: PROMOTE A VIBRANT DOWNTOWN ENVIRONMENT**

Objective		Responsible Parties
Short Term	Implement temporary seasonal public “parklet” with support/sponsorship from at least one downtown business.	DMC, Local businesses
	Gauge interest in converting the land in front of Municipal Building into a public plaza with seating, a water feature, monuments, tables and chairs, and/or other activating elements that can encourage use.	DMC, Public Works
	Revisit the Heritage Corridor Master Plan to gauge feasibility and applicability to making improvements to the Rahway River walkway.	DMC, Union County, Historic Preservation Advisory Board
	Create a Downtown Cultural Arts Committee to champion public art installation and cultural events programming in Downtown Cranford.	DMC, Local businesses
	Amend the Land Development Ordinance to prohibit auto-oriented land uses including those with drive-through uses.	DMC, Planning Board, Zoning Board, Zoning Office
	Permit temporary “pop-up” businesses in vacant spaces and actively promote their availability.	DMC, Planning Board, Zoning Board, Zoning Office
	Organize more events that bring people of all ages downtown. Events could focus on music, visual arts, food, craft beer, holiday window decorating, or 5k races.	DMC
	Plant street trees where trees have been removed, and replace damaged trees as necessary.	DMC, Public Works
MID-TERM	Upgrade the landscaping of at least one downtown public space or at municipal properties.	DMC, Public Works, Environmental Commission
	Prepare a design to re-envision Post Office Plaza and/or Eastman Plaza, and identify and dedicate funds to renovate the space.	DMC, Engineering, Public Works
	Identify land to create new open space including a small playground and/or a dog run.	DMC, Planning Board, Zoning Office
	Allocate additional Public Works resources to support Downtown maintenance.	Public Works, DMC
	Install public Wi-Fi in Eastman Plaza.	DMC

Objective		Responsible Parties
	Lobby County and municipal governments to make enhancements to MacConnell Park and /or Sperry Park which are both located within 1.5 blocks from downtown. (Note: MacConnell Park is within the Rahway River Parkway Historic District, so any enhancements should be sensitive to preserving this historic resource.)	DMC, Environmental Commission, Historic Preservation Advisory Board, Union County
	Create a business attraction plan that could be used to actively solicit new downtown businesses.	DMC
	Create a 'development handbook' that clearly outlines the steps to proposing a new development or increased density of buildings and sites in the downtown.	DMC, Planning Board, Zoning Board, Zoning Office
LONG-TERM	Enhance and emphasize gateways to downtown through a combination of gateway treatments, including but not limited to welcome signage, sculptural elements, landscaping, pedestrian safety interventions (i.e., curb extensions), lighting, or sidewalk materiality change.	Engineering, DMC, Public Works, CPD
	Create a list of desired improvements at the NJ Transit station, particularly at street level, and Lobby NJ Transit for future station improvements.	DMC, NJ Transit, Historic Preservation Advisory Board
	Pursue development of a small downtown hotel that could accommodate visiting family and friends, bring additional visitors downtown and further diversify our tax base.	Planning Board, Zoning Board, Zoning Office, DMC

#### GOAL: PRIORITIZE SAFE AND ACCESSIBLE ACTIVE MOBILITY

Objective		Responsible Parties
SHORT-TERM	Establish a campaign to educate all road users about the rules of the road and safe behaviors.	DMC, CPD
	Engage Cranford residents and municipal entities about the importance and benefits of pedestrian safety and access.	DMC, CPD, Pedestrian Safety Committee
	Identify locations for new bike racks and have them purchased and installed.	DMC, Public Works, Local businesses

	Investigate locations where it may be feasible to expand sidewalk space, including on a temporary/seasonal basis.	DMC, Engineering, Pedestrian Safety Committee, Local businesses
	Amend Land Development Ordinance to require minimum of 15' sidewalks at all new development projects to allow more space for sidewalk seating, stroller and wheelchair access, landscaping, etc.	Zoning Office, Zoning Board, Planning Board, DMC
	Work with Union County to evaluate conditions and investigate pedestrian safety pilot projects at two or more downtown intersections.	Union County, DMC, Pedestrian Safety Committee, CFD, First Aid Squad
	Upgrade all street light fixtures in the SID and at railroad underpasses to energy-efficient LEDs.	Public Works, DMC
MID-TERM	Hire a planning consultant to conduct a comprehensive, multimodal transportation study with a particular focus on incorporating and improving conditions for walking and cycling.	DMC, Zoning Office, Engineering, CPD
	Ensure all crosswalks are clearly and consistently marked in a "ladder" pattern with reflective thermoplastic.	Public Works, Engineering, CPD, DMC, NJDOT
	Implement at least two local pedestrian safety pilot projects that reconfigure an intersection, shorten a crosswalk, or otherwise highlight the potential of permanent safety interventions.	Union County, DMC, Pedestrian Safety Committee, CFD, First Aid Squad
LONG-TERM	For any future street reconstruction or repaving effort, require the installation of bike "sharrows" (shared lane markings) on the following roads within downtown: North Union Ave, South Union Ave, Alden St, Miln St, Springfield Ave, High St, Walnut Ave.	Public Works, Engineering, CPD, DMC
	Improve aesthetic and lighting conditions at the Centennial Avenue and S. Union Avenue underpasses.	DMC, Public Works, NJ Transit, Union County
	Redesign and refurbish the downtown streetscape (sidewalks and curbs) which is currently over 30 years old.	DMC, Engineering



**GOAL: PROVIDE PARKING THAT MEETS THE NEEDS OF EXISTING AND FUTURE USES**

Objective		Responsible Parties
SHORT-TERM	Initiate discussions with NJ Transit on potentially purchasing Lot 4 on the south side of the train station.	NJ Transit, DMC, Zoning Office
	Evaluate trends in parking demand and alternate parking options.	DMC, Parking Committee
MID-TERM	Hire a planning firm with parking experience to conduct a parking study to a) assess parking supply versus demand and utilization, b) evaluate the merits of constructing a new municipal parking garage, and c) reexamine parking requirements for infill residential development.	DMC, Zoning Office, Parking Committee
	Reevaluate pricing strategies for both on-street and permit parking to manage demand. For the former, investigate feasibility of variable parking meter rates to manage demand during peak periods (e.g., lunch, Friday evening).	DMC, Parking Committee
	Examine pros/cons of creating a dedicated municipal parking utility.	DMC, Parking Committee
LONG-TERM	Better manage existing parking supply through wayfinding, technology, and/or digital parking guidance signs with real-time information on the number of available parking spaces.	DMC, Parking Committee
	Investigate the creation of a Parking Benefit District or Payment in Lieu of Parking strategies where some/all parking revenue collected downtown is reinvested back into the SID for parking and/or other strategic improvements.	DMC, Parking Committee

**GOAL: EMPOWER GOVERNMENT TO PROACTIVELY PLAN FOR THE FUTURE, MAKE INVESTMENT DECISIONS, PURSUE FUNDING, AND IMPLEMENT PROJECTS**

Objective		Responsible Parties
SHORT-TERM	Pursue Certified Local Government (CLG) status.	DMC, Historic Preservation Advisory Board
	Hire or contract with a professional grant writer to proactively pursue funding and financing opportunities for various Township initiatives including studies or capital projects.	DMC
	Identify and document underutilized properties – vacant properties, one-story buildings and surface parking lots – which could be developed or improved.	DMC

	Actively and regularly enforce all codes pertaining to façade maintenance, signage, snow clearance, and other downtown maintenance matters.	DMC, Zoning Office
MID-TERM	Engage the DMC Board and staff when updating the municipal Master Plan.	Planning Board, Zoning Board, DMC, Historic Preservation Advisory Board
	Engage planning professionals for visioning, land use, and parking studies as direct hires or consultants.	Planning Board, Zoning Board, DMC
	Establish clear and understandable building design standards incorporating best practices for historic areas/districts.	Planning Board, Zoning Board, DMC, Historic Preservation Advisory Board
	Utilize Redevelopment and/or Rehabilitation designations to encourage development on underutilized and/or contaminated properties including but not limited to vacant parcels and surface parking lots.	Planning Board, Zoning Board, DMC
LONG-TERM	Pursue Form-Based Coding as a way to visually and graphically communicate regulatory intent and encourage building forms that fit the historic and traditional character of our downtown.	Planning Board, Zoning Board, DMC, Historic Preservation Advisory Board
	Evaluate current permit fee structures to ensure competitive alignment with neighboring municipalities. Rank our current fees to see where they stand in the County. Adjust permit fees as necessary to encourage investment.	DMC

## RESILIENCE, FLOODING, AND THE COMMUNITY RATING SYSTEM (CRS)

The concept of resilience, in the context of planning, has recently emerged as an important aspect of managing extreme weather and other natural events as well as planning for the prospect of these events occurring more frequently. Cranford understands the importance of resiliency planning from managing the effects of Tropical Storms Irene and Lee, which caused severe flooding along the Rahway River causing significant damage and disruptions throughout the Township and the region.

Resilience refers to the ability for communities to safely manage, recover, and adapt to weather events both now and in the future with the understanding that these events may be increasing in both intensity and frequency. Resiliency includes a community's ability to protect people, property, and infrastructure while minimizing interruptions and enhancing recovery. In many ways, environmental resiliency is economic resiliency. To effectively address issues tied to resiliency planning, a community must consider a variety of topics including land use, transportation, safety, and municipal operations in order to mitigate the risk that people, property, and infrastructure is exposed to. Resilience, as a component of sustainability, represents a comprehensive approach to managing the building and natural environment to ensure the long term viability of a community.

To help improve resilience, the National Flood Insurance Program (NFIP) has created an incentive program for communities known as the Community Rating System (CRS). National Flood Insurance Program participation requires municipalities to meet a minimum set of standards for regulating floodplain development. Municipalities that adopt higher standards are eligible for additional discounts to flood insurance premiums for residents and businesses as part of the Community Rating System (CRS). CRS points are awarded to towns that leverage their resources to increase community resiliency through activities such as public education, enhanced design guidelines, and preserving open spaces in floodplains. Communities are ranked into 10 "Classes" based on their level of effort. A Class 10 community generally represents those communities that have just entered into the program and Class 1 communities are those that have taken the greatest efforts to effectively manage and grow their floodplain management program. Property owners in the flood hazard area of Class 1 communities are eligible for a 45 percent discount on their flood insurance.

Cranford has participated in the CRS program since October 2016. As a result of the efforts taken by the Township, Cranford is currently a "Class 7" CRS community, meaning that property owners in the flood hazard area receive a 15 percent discount on their flood insurance. Property owners outside of the flood hazard area can receive a 5 percent discount.

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## ORDINANCE CHANGES SINCE 2009

The following is a list of ordinances adopted since 2009 related to land use and development in the Township.

- Ordinance No. 2013-23, adopted on November 12, 2013, amended Chapter 136 of the Code related to Mandatory Development Fees for the Affordable Housing Program of the Township of Cranford. Chapter 136 shall now include a new section entitled "Affordable Housing Development Fees."
- Ordinance No. 2016-15, adopted on June 14, 2016, to rescind and replace Chapter 136, article V, Section 136-34E, Permitted Accessory uses and Structures to permit exempt home occupations shall as accessory uses in all residential zones and shall be exempt from approval by the Planning Board or Zoning Board of Adjustment.
- Ordinance No. 2016-16, adopted on August 16, 2016, amended Chapter 136 regarding Design Standards for Signs to eliminate the restriction of one business sign per business.

- Ordinance No. 2016-21, adopted on August 16, 2016, amended Section 136-31D "Supplemental Zone District Regulations-Yard Regulations" to permit uncovered steps to project up to five feet into a required front or rear yard. If the existing front yard setback is nonconforming, any new steps may encroach up to six feet into the existing front yard setback. It also permitted in the R1, R2, R3, R4 and R5 Zones, a roof with unenclosed sides over an entrance platform of a dwelling may project into the required or existing nonconforming front yard setback, provided that the roof over an entrance platform shall not extend into the required or existing nonconforming front yard setback more than five feet, nor beyond the platform and steps, nor shall the total area of the extensions in the required or existing non-conforming front yard setback exceed 25 sq. ft.
- Ordinance No. 2016-22, adopted on August 16, 2016 to amend Chapter 124, "Hours of Operation." Under §124-3, no convenience stores with/without gasoline service and gasoline service stations to which the public is invited, within 200 ft. of a residential property in any district in the Township, shall be open between the hours of 12 am and 5 am. Other businesses may be open between these hours, subject to security and safety restrictions.
- Ordinance No. 2016-23, adopted on September 26, 2016, amended and supplemented certain sections of Chapter 136, "Land Development." This included use schedules for business zones and revised conditional use standards. It also established standards for driveways for one and two family homes must be located a minimum of three feet from and side or rear lot line; directional signs with area less than two square feet are exempt from area/location regulations; signs projecting more than six inches from attached wall are permitted; AC units, ground mounted generators, barbeques, and patios may only be located within any side or rear lot, so long as furthest extending side is not less than five feet from any property line.
- Ordinance No. 2017-10, adopted on September 12, 2017, amended Chapter 136 Land Development, Article IX Affordable Housing, Section 71 Affordable Housing Programs, repealing and replacing Section 136-71 (B.) with new percent of mandatory set-asides for future residential development.
- Ordinance No. 2018-12, adopted on August 14, 2018, designated Sunny Acres as a Cranford Historic District. Sunny Acres includes Mohawk and Algonquin Drives, Oneida, Mohican, and Iroquois Places, and Iroquois, Cherokee, and Raritan Roads.
- Ordinance No. 2018-13, amended the code to permit uncovered steps to project five feet into a required front or rear yard, and permitted all currently pre-existing, legal nonconforming uncovered front steps in required front yard areas on residential properties to be reconstructed without change to dimensions or footing locations.
- Ordinance No. 2018-14, amended Chapter 255, Land Development, Article IV Design Standards, Specific, Section 255-26G "Circulation, Driveways, Parking and Loading and Unloading Requirements." It introduces a front yard parking prohibition directly in front of the principal structure for one- and two- family properties. The ordinance also amended Chapter 255, Article IV to require parking, loading and driveway areas, for uses other than one- and two- family residences, be curbed with granite block. The ordinance also

specified paving standards for driveways and parking areas for one- and two-family residences.

- Ordinance No. 2018-16, amended §255-39 Conditional Uses, repealing Subsections B(9) and B(10) cross references to §240-1 of the Township Code, related to hours of operation.
- Ordinance No. 2018-17, amended Chapter 255, Section 37, Supplemental Use Regulations to include additional provisions as part of the site plan approval process for the construction of a telecommunications tower or antenna.

## 2009 MASTER PLAN ORDINANCE RECOMMENDATIONS

In addition to the ordinances adopted above, the 2009 Master Plan outlined a series of action items for implementation. These actions have been reviewed by the Township's Reexamination Committee and their status is included in the table below.

Downtown Commercial Area Recommendations	Status
1. Consolidate the existing downtown commercial area into three districts: D-C, D-B, and D-T	Completed
2. Expand the range of existing permitted uses to include fine arts schools and other uses that promote the arts, allow conditional uses such as boutique hotels, banquet facilities on upper floors in the D-B, and structured parking. Parking lots should be a principal permitted use with design guidelines.	Completed
3. PPU and CU recommendations in chart on page LU-26. <sup>10</sup>	Ongoing
4. Increase FAR to 3.0.	Completed
5. Require off-street parking for all residential and office uses in D-B and D-T districts.	Completed
6. Parking requirements should be part of zoning requirements and not a design standard as currently written in the Township's ordinance.	Completed
7. Expand master sign program in all nonresidential districts. Revise sign requirements in accordance with previous sections of this Plan. Create way finding signs as discussed in previous sections of this plan.	Ongoing
8. Update parking space requirements and incorporate a shared parking lot as part of this requirement.	Completed
9. Create parking lot design standards for surface and structured parking lots that incorporate screening.	Completed
10. Encourage the private sector to building public parking as part of development projects.	On-going

<sup>10</sup> This reference to page LU-26 in the 2009 Master Plan appears to have been in error, as no such PPU and CU recommendations chart exists on that page. There does, however, appear to be a chart which matches this description on page LU-22.

11. Incorporate open space, green space and environmentally sensitive design practices in development plans	On-going
12. Maintain uniform building setback from the rights-of-way allowing exceptions for public plazas and similar uses.	Yes
13. Development standards should be included in the Land Use Code for the Downtown that includes a typology of building types and design vocabulary with images of building styles and fenestration.	Partial through Zoning Ordinance and SID. No visual guides.

Commercial Districts Recommendations	Status
1. Rename the ROI-1 to C-1 and increase the minimum lot size in this zone to 150k SF.	Completed
2. Consolidate the ROI-2 and ROI-3 districts into the C-2 zone.	Completed
3. Increase the FAR in the C-1 district from .5 to 3.0 and increase the maximum permitted height to six stories/75 feet for interior properties. Establish a maximum building height of four stories for properties that border an adjoining district.	Completed
4. Create specific landscape and screening design requirements for the C-1 district for the purposes of creating a visually appealing business park.	Incomplete – Screening requirements in the C-3
5. Create a V-C district.	Completed
6. Create a ORC district along South Avenue West and North Avenue West to retain the residential scale of buildings while allowing for their conversion to commercial uses.	Completed

For all Residential Districts:	Status
1. Create a standard that limits the total amount of impervious coverage as a percentage of lot width in the front yard, i.e., no more than 30% of the area in front of a principal building may be impervious.	30% of the area in front of a principal building may be used for driveways
2. Create infill development standards to prevent the construction of oversized homes.	Addressed through area, yard, and building requirements
3. Create a building coverage requirement.	Complete

Single family Residential District Recommendations	Status
1. Craft infill development standards that reduce development potential proportionally as lot size increases.	Complete – coverage limits
2. Create design requirements for religious uses to ensure that appropriate parking and buffers are in place adjoining residential properties.	Complete §225-26G(3)(a) - §255-44
3. Revise stormwater ordinances in accordance with the Conservation Plan Element of the Master Plan.	Ongoing



4. Revise ordinances to permit homes to be raised outside of the floodplain in a manner that does not require variance relief	Ongoing
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One and Two-Family Residential	Status
1. Create an inventory of all duplexes in the Township	Not addressed
2. Increase the minimum lot size for duplexes to 7,000 to 8,000 square feet and increase the minimum lot width to 70 to 80 feet respectively.	Completed

Multi-Family Residential	Status
1. Maintain the existing multi-family residential land use areas as currently zoned.	Changes to the R-6 zones had taken place and the zones were expanded

Conservation Recommendations	Status
1. Create floodplain overlay ordinances in accordance with the Conservation Plan.	Completed
2. Create stream corridor protection ordinance in accordance with the Conservation Plan.	Not completed
3. Incorporate other revisions identified in the Conservation Plan Element.	Various-See Below

Zoning Recommendations	Status
1. Rezone districts in accordance with the separate list of proposed zone district / boundary changes.	Completed
2. Create new public districts to regulate public use areas.	No longer applicable.
3. Increase lot sizes for duplexes in accordance with plan.	Currently being evaluated in conjunction with the non-conforming uses in the R-6 zone.
4. Require a maximum percentage of the front yard that can be impervious.	Based on driveways only
5. Create building coverage requirements for all districts.	Completed
6. Provisions for fences on corner lots should be updated.	Ongoing. It is recommended that provisions for screening and fences on corner lots be evaluated to ensure

Zoning Recommendations	Status
	safety with sight triangle requirements.
7. Limit warehouses to accessory uses in the proposed C-2 district.	No longer relevant
8. Establish service standard for new development.	Completed
9. Prohibit accessory structures to cantilever no more than two (2) feet into the side yard. Clarify the ordinance to indicate that no encroachments are permitted within three (3) feet of the property line.	Complete. §255-35D – 2 foot encroachment. Does not specify 3 feet.
10. Require that parking deviations be a variance rather than a design waiver.	Completed
11. Evaluate tree replacement fees.	Ongoing
12. Update parking space requirement downtown.	DMC Comment
13. Clarify when site plan approval is required.	Completed
14. Consider allowing an exception to front yard setback requirements to permit small entrance porches.	Complete Ordinance No. 2018-13
15. Consider allowing front yard setbacks in residential zones to be reduced to the average setback of adjoining properties without requiring variance relief.	Complete – Attachment 1, Schedule 1 – Prevailing Setback provisions

Conservation Plan Ordinance Recommendations	Status
1. Public District – Expand a public district to include publicly-owned properties in accordance with the Land Use Plan Element.	No Action-Not Complete
2. Create a building coverage standard for all zone districts.	Complete
3. Tree preservation – to preserve the established shade tree resource in the township, the tree replacement ordinance should be revised to include:	
3a. a visual tree assessment of the trees health and condition.	It is recommended that an arborist be retained
3b. additional provisions for major development. A site plan should be prepared that indicates:	
i. existing wooded areas;	Completed
ii. the location of streams and other watercourses;	Completed
iii. the total acreage of the tract;	Completed
iv. the total number, by species of existing trees with a DBH of six inches or greater;	No species ID; isolated trees at 8" or greater DBH. Dogwoods at 2"

Conservation Plan Ordinance Recommendations	Status
	DBH. All existing trees and their sizes in inches (DBH)
v. the total number, by species of existing trees to be removed;	No species required
vi. approved method of disposal.	Not specified
3c. Recommendations regarding which trees should be saved, which includes a construction management recommendations regarding tree protection for trees identified to be saved.	Not completed
3d. Provision allowing a reduction of replacement trees when their cost exceeds an "x" percentage of the project.	Not completed
4. Recreation and Open Space 'in-lieu' of contributions for recreation fees.	No Action
5. Bicycle Racks – revise bicycle rack requirements in accordance with the body text of this plan.	§255-26G(12)
6. Stream-corridor protection – create an ordinance in accordance with the body text of this conservation plan.	Stormwater Management
7. Landscape Plans – require that a certified landscape architect prepare all landscape plans for major development.	C-3, Telecom Ants and Towers Only
8. Environmental Impact Statement – to evaluate potentially harmful effects on the natural and aesthetic environment, consideration should be given to requiring an environmental impact statement for all major site plan and subdivision application and a modified environment impact statement or environmental assessment for minor site plan and subdivision applications.	EIS can be requested by DRC or ZBA §255-21D. Considering that Cranford is largely built out, it is recommended that the Township consider replacing the EIS requirement with a Preliminary Assessment, which would provide insights into site contamination.
9. Floodplain Overlay – Create an ordinance in accordance with the body text of this conservation plan.	Completed
9a. The overlay ordinance should reduce the permitted building coverage and impervious surface area in comparison to the underlying zoning or mitigate stormwater impacts to the satisfaction of the Township Engineer.	Modified coverage restrictions not implemented. Mitigation measures based on §255 – Stormwater Management – 300 sq. ft. threshold

Conservation Plan Ordinance Recommendations	Status
<p>10. Stormwater Management - The Township should create provisions that:</p> <p>10a. Require stormwater improvements for construction that substantially increases the building footprint.</p>	<p>The ordinance currently requires that all major developments or any development with over 1,000 sq. ft. of change in impervious cover shall incorporate a maintenance plan for the stormwater management measures incorporated into the site. In addition, development outside of a site plan or subdivision, that increases impervious cover by 300 sq. ft. or more, requires Engineering review and the incorporation of mitigation measures.</p>
<p>10b. Revise township ordinances to permit the use of permeable materials where appropriate</p>	<p>Allowed but still counts towards impervious coverage in full. It is recommended that green infrastructure and low impact development practices be incentivized to encourage their use. The Township should consider either amending its definition of impervious coverage to exclude all, or a portion of, surfaces that utilize innovative pervious pavers, or consider other development incentives for the use of green infrastructure and other low impact development practices. Any</p>

Conservation Plan Ordinance Recommendations	Status
	ordinance provisions for green infrastructure should be paired with appropriate maintenance controls to ensure their ongoing effectiveness.
10c. require vegetative filters and improved landscaping in off-street parking areas	Yes §255-26G(8)
10d. Permit flush curbs and/or curb cuts allow for runoff to discharge into adjacent vegetated areas as sheet flow; and	No Action
10e. Permit an open filter area adjoining a catch basin.	No Action
11. Wireless Telecommunications Towers – The Township’s wireless telecom ordinance should be updated based upon recent trends in the field.	Completed

## V. REEXAMINATION RECOMMENDATIONS

The fourth step in the reexamination process, known as Section “D”, identifies the specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies and standards, or whether a new plan or regulations should be prepared. These recommendations represent the findings from the existing conditions analysis, feedback from the Reexamination Subcommittee, and the comments received as part of the Community Forum and survey.

Recommended changes for the Master Plan and Development Regulations are detailed in the sections that follow.

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### MASTER PLAN

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#### GOALS, OBJECTIVES, AND VISION

As described in Section B of this Report, the Subcommittee recommended that the Township’s Vision Statement, Goals and Objectives be revised to reflect changing conditions, eliminate redundancies, and clarify language. The revised listing is included as Appendix A of this Report.

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#### LAND USE PLAN ELEMENT

Many of the recommendations of the 2009 Master Plan have been implemented, particularly related to the Land Use Plan, however, certain areas still require attention as noted in this Reexamination Report. It is recommended that the township continue its implementation of the 2009 Master Plan, with recommendations described in the following section “Development Regulations.” Furthermore, as described in the previous section, the amendments to the Municipal Land Use Law require that updates to the Land Use Element include a “Statement of Strategy,” related to sustainability and storm resilience. In particular, the statement must address: smart growth, with a focus on the potential locations for the installation of electric vehicle charging stations; storm resiliency with respect to energy supply, flood-prone areas, and environmental infrastructure; and environmental sustainability. Considering the importance that each of these issues could have on land use and quality of life, it is recommended that the Township consider evaluating these issues, potentially in conjunction with a comprehensive update to the Master Plan (incl. a Green Buildings and Environmental Sustainability Element, Conservation Element, and Circulation Element) to ensure that future land use and municipal practices incorporate resilience and sustainable best practices.

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#### COMMUNITY PROFILE

Updated population and housing demographics are detailed in Section IV of this report.



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## CIRCULATION ELEMENT

The 2009 Master Plan notes that the Township last discussed circulation in its last comprehensive master plan, in 1979. Input received as part of this public engagement process stressed the need for an analysis of parking and circulation throughout the Township, particularly in the downtown. It is recommended that the Township prepare a Circulation Element.

This document could examine and propose recommended actions that would enhance and improve circulation for motorized vehicle traffic, while also evaluating the safety of the existing road network for non-motorized bicycle and pedestrian traffic. A Circulation Plan Element could also examine existing and potential demands on the Township's circulation network that consider potential changes caused by different commuting patterns, such as telecommuting or the use of ride-sharing/ride-hailing services and impacts from increased eCommerce delivery traffic.

In conjunction with a Circulation Element, the Township may wish to consider a parking study and strategy that would identify ways to improve the availability of parking, without compromising Cranford's unique downtown character. Such strategies may include design guidelines, such as how to provide parking without the creation of additional surface lots that disrupt downtown continuity, as well as techniques to improve, and thus incentivize, the use of non-motorized transportation infrastructure to free up roadway and parking capacity.

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## COMMUNITY FACILITIES

The Township's 2002 Master Plan Reexamination Report acknowledged the need to reevaluate historic preservation, in conjunction with land use, housing, circulation, open space, and recreation. The Township's Historic Preservation Advisory Board is currently in the process of preparing an Historic Preservation Element of the Master Plan (see below).

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## OPEN SPACE, CONSERVATION & RECREATION ELEMENT

The 2009 Master Plan recommended the creation of a Recreation and Open Space Master Plan Element to identify specific properties appropriate for acquisition. A Recreation and Open Space Plan can also identify existing parks, recreation, and open space amenities. This inventory can assist in identifying areas of the town that are currently underserved, as well as outline specific recommendations for the improvement of existing sites. The Township should consider a Recreation and Open Space Plan Element, which can also evaluate the relevance of the recreation and open space related recommendations from the 2009 Master Plan and its Conservation Element. This plan element could complement other elements, including Circulation, Land Use, and Conservation to ensure recreational amenities meet the needs of the community, and identify sustainable funding sources for the enhancement of existing recreational facilities and creation of new recreational facilities.

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## HISTORIC PRESERVATION ELEMENT

The Cranford Historic Preservation Advisory Board is preparing a Historic Preservation Element (HPE) in accordance with MLUL requirements, and following the recommended guidelines provided by

the statewide nonprofit environmental organization, Sustainable Jersey. It is anticipated that the element will offer recommendations to help protect and preserve Cranford's historic heritage as embodied in its buildings, houses, parks and other public resources. To support these proposals this Element will review Cranford's history, previously identified and described resources, existing legislation and regulations concerning preservation, current issues, and provide examples of past successes. The HPE will provide an evaluation of public policy choices going forward and an action plan to implement its goals. Existing resources will be examined as examples of how preservation efforts might be expanded. It will outline the roles of various community and Township organizations, including the Cranford Historic Preservation Advisory Board, the Cranford Historical Society, the township Planning Board, the Zoning Board, and other local civic groups to help ensure Cranford's unique heritage is preserved as part of the implementation of the Master Plan.

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## HOUSING PLAN ELEMENT AND FAIR SHARE PLAN (FOR AFFORDABLE HOUSING)

The Township filed a Declaratory Judgement action on November 20, 2018 seeking court review and approval of the 2018 Housing Plan Element and Fair Share Plan and the Township ordinances as complying with the Township's *Mount Laurel* affordable housing obligations.\* The Court entered an order on June 26, 2019 extending immunity to the Township and the Planning Board through September 30, 2019 while the Declaratory Judgment is processed by the court.

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## GREEN BUILDINGS AND ENVIRONMENTAL SUSTAINABILITY ELEMENT

The New Jersey Municipal Land Use Law (MLUL) permits municipalities to adopt a "Green Buildings and Environmental Sustainability" element to the master plan, "which shall provide for, encourage, and promote the efficient use of natural resources and the installation and usage of renewable energy systems; consider the impact of buildings on the local, regional and global environment; allow ecosystems to function naturally; conserve and reuse water; treat storm water on-site; and optimize climatic conditions through site orientation and design." (N.J.S.A 40:55D-28 b (16)) While the 2009 Master Plan did not include a Green Buildings and Environmental Sustainability Element, it did include a series of goals and objectives related to sustainability. Through the public engagement process of this 2019 Master Plan Reexamination, numerous concerns were raised related to lighting, landscaping, stormwater management, and noise. Preparation of a Green Buildings and Environmental Sustainability element could help the Township identify recommendations that are context-sensitive to the particular needs and community character.

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## CONSERVATION PLAN ELEMENT

The Township's Conservation Element was last updated in 2009, and included a comprehensive listing of goals, recommendations, and implementable actions related to open space, recreation, stormwater management, recycling, and sustainable development. While many of these goals remain relevant, it is recommended that the recommendations and actions be reexamined by the Township and its Environmental Commission.

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\* In the Matter of the Application of the Township of Cranford, Docket No. UNN-L-3976-18.

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## RECYCLING PLAN ELEMENT

The 2009 Conservation Element of the Township's Master Plan recommended the township investigate opportunities to increase recycling in the community. In 2010, the Township updated its mandatory recycling program, per Ord. No. 2010-59. The MLUL recommends a recycling plan element which incorporates the State Recycling Plan goals. While a revised Recycling Plan Element is not recommended at this time, recycling guidelines in some communities have changed due to reduced demand for processing certain recycled products. The Township should continue to monitor this issue, in coordination with the State and County.

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## ECONOMIC PLAN ELEMENT

The MLUL permits municipalities to prepare, and adopt an "economic plan element considering all aspects of economic development and sustained economic vitality, including (a) a comparison of the types of employment expected to be provided by the economic development to be promoted with the characteristics of the labor pool resident in the municipality and nearby areas and (b) an analysis of the stability and diversity of the economic development to be promoted." (N.J.S.A 40:55D-28 b (9)). Preparation of an Economic Plan Element may complement these studies and identify economic conditions and potential strategies to maintain and enhance the economic base of Cranford.

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## DEVELOPMENT REGULATIONS

The Master Plan Subcommittee and Township staff detailed numerous development regulations that have caused repeated problems or variance situations over the years. As part of this Reexamination, a review of the available variance reports, supplemented by information provided by the Reexamination Subcommittee and input from the community engagement process, was performed to identify the types and patterns of variances requested and granted since the adoption of the 2009 Master Plan. Those that were repeatedly granted were looked at closely to determine if a change to the regulations should be recommended. The list below addresses these matters along with other development regulation changes that are deemed to be positive for the overall aesthetic enhancement and economic growth of the community. Going forward, it is recommended that as part of meeting their statutory annual reporting requirements under the MLUL (40:55D-70.1), the Township's zoning board prepare detailed annual reports of all variances that are heard, providing sufficient detail (including, but not limited to zone, requested variance, and the variance granted) to better inform future amendments to the Township's land use and development regulations.

The following zoning and development ordinances have been identified as meriting consideration:

- Consider the recommendations identified in the previous section (2009 Master Plan Ordinance Recommendations).
- Conduct an audit of the Township's development regulations to identify areas that are either lacking clarity or detail needed to deal with current land use issues.

- Review definitions to determine terms that may need to be added to distinguish between different uses. Recommendations include, but are not limited to, garden apartment; apartment dwelling; and drive-through use. Other definitions may need to be modernized, particularly as applied to permitted uses in non-residential zones.
- Clearly define, possibly with the aid of illustrative examples, what constitutes a corner lot and a through lot, and the application of bulk standards in these instances.
- Consider standards for fueling stations that include a fast-food component.
- Reevaluate non-residential zoning to ensure that permitted and conditional uses are relevant and reflect current demands and business types.
- Clarify standards for residential density. The code defines density as dwelling units per gross acre, however, 255-37D (Garden Apartments) regulates development densities based on the number of bedrooms.
- Conduct an analysis of existing yard setbacks, building heights, and impervious coverage to determine if the current requirements are appropriate. This analysis could also indicate if other requirements, such as a residential Floor Area Ratio (FAR), may better reflect existing development.
- Reevaluate residential zoning to simplify and better reflect the existing housing stock in each zone.
- A specific recommendation for a zoning ordinance amendment is for the Township to amend re-zone a portion of the R-6 zone in accordance with Recommendation No. 5 on Page 12 of the report prepared by the Township's Office of Planning And Zoning<sup>11</sup> which recommends a rezoning of a portion of the R-6 zone near Bloomingdale Avenue to reflect existing conditions and maintain consistency with the Township's Land Use Plan. The Land Use Plan has identified this area for single-family residential, which reflects the existing built environment, however, the R-6 zone does not permit detached 1- or 2- family homes as either a principal or conditional permitted use, meaning that modifications to these buildings require variance relief. The recommended zoning amendment would replace a portion of the R-6 zone in this area with the R-3 zone that existed in 2008 as reflected on the Township's February 2008 Zoning Map.
- Consider amending impervious coverage requirements to permit additional development if green infrastructure, such as porous pavers or vegetated roofs, is provided.
- Reevaluate the Township's existing off-street parking requirements to better reflect best practices, modernize calculations based on the changing character of uses (i.e. retail), and add uses not listed in the section but are permitted by right in certain zones.

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<sup>11</sup> *Reconsidering the Bloomingdale Avenue R-6 District. Blocks: 294, 295, 300, 302, 324, 325, 326, 327, Portion of Block 293, Block 299-Lots 1.01-1.03.* Prepared by the Township of Cranford Office of Planning and Zoning, June 17, 2019.

- Evaluate parking standards to ensure that requirements meet modern demands. Consider standards for all enumerated uses permitted by zone.
- The 2009 Master Plan notes that particular attention should be paid to providing sufficient parking in the downtown as it continues to develop. Currently, the downtown districts (Downtown Business, Downtown Core, and Downtown Transition) permit residential development at a density of 20 dwelling units per acre as a conditional use. Given the existing scarcity of parking in the downtown, it is a specific recommendation that the Township amend the zoning ordinance to reduce residential density to 10 dwelling units per acre in the Downtown Business, Downtown Core and Downtown Transition zoning districts. As the Master Plan recommends that the downtown contain the greatest density and intensity of use, it is also a recommendation of this report that the Township amend the zoning ordinance to reduce residential density for the other zones, located further from the downtown, where residential is also currently permitted as a conditional use at 20 dwelling units per acre including the Office Residential Character District, Neighborhood Commercial District, and Village Commercial District. For these zones, the maximum residential density should not exceed 6 to 8 dwelling units per acre.
- Incorporate existing redevelopment plans into the development code. This can be done either by reference, or to include the required standards in the code to ensure clear and uniform application.
- Consider adding a maximum density column in the bulk table that coordinates with the text.
- Consider revisions to signage regulations. Such revisions should include, but not be limited to:
  - Reducing conflicts between the code and the special improvement district;
  - Standards for digital signs;
  - Ensure consistency with recent federal case law; and,
  - Incorporate signage regulations into the zoning code to allow for more stringent regulation, whereby noncompliant signs would require variance relief.

In addition to zoning revisions, it is recommended that the Township consider developing design guidelines that address all types of development, possibly in the form of a Pattern Book which provides visual examples. Such a document could build upon an existing guidebook that had been prepared by the Township in the 1990s, and can serve as a guide to the types of design elements that the Township finds to be aesthetically acceptable while still providing for development flexibility. The guide should include, but not be limited to, building materials, façade treatments, street furnishings, parking layout options, hard and soft landscape elements, green infrastructure, lighting, and signage. The Township could use this guidebook as a way to encourage specific design characteristics. Alternatively, this guidebook could be used to develop land use regulations that place greater emphasis on design, rather than specific uses, as a way to welcome new development that meets the character of the town.

## VI. RECOMMENDATIONS CONCERNING THE INCORPORATION OF REDEVELOPMENT PLANS

The fifth, and final step in the reexamination process, known as Section “E”, outlines the recommendations of the planning board concerning the incorporation of redevelopment plans adopted pursuant to the “Local Redevelopment and Housing Law”, P.L. 1992, c.79 (C.40A:12A-1 et seq.) into the land use plan element of the municipal master plan, and recommended changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the municipality.

The 2009 Master Plan identified the redevelopment/rehabilitation districts within the Township. These include:

- Cranford Crossing Redevelopment District;
- Riverfront Redevelopment District;
- 555 South Avenue East Redevelopment District; and,
- Western Gateway Rehabilitation District.

Following adoption of the 2009 Master Plan, the Township in November 2010, adopted amendments to the Redevelopment Plan for 555 South Avenue East. In November 2017, the Township adopted a Redevelopment Plan for 215 and 235 Birchwood Avenue (Ordinance No. 2017 No. 2017-14). These Redevelopment Plans shall be incorporated within the Cranford Master Plan.

For clear and ongoing application of the appropriate development requirements governed by these redevelopment plans, it is recommended that these redevelopment areas be identified in the Township Code. Alternatively, the Township Code should be revised to incorporate the development requirements that govern these redevelopment areas.

It is recommended that the Gateway areas identified in the 2009 Master Plan be evaluated for qualification as areas in need of rehabilitation under the Local Redevelopment and Housing Law. It is also recommended that the area of North Avenue between Centennial Avenue and Alden Street, which also serves as a gateway into the downtown, be evaluated for qualification as an area in need of rehabilitation. Such designations would give the Township the power to create Redevelopment Plans to facilitate revitalization through supplemental zoning and design standards, as well as the ability to grant short-term (up to five year) tax abatements. Rehabilitation prohibits any use of eminent domain; instead, encouraging a coordinated effort of public and private investment to achieve its goals. A rehabilitation designation may provide the economic and regulatory incentives needed to encourage reinvestment of these areas.

It is also recommended that the Western Gateway Rehabilitation District be amended for consistency with the Township’s recently adopted Housing Element and Fair Share Plan.

## APPENDIX A: VISION, GOALS, AND OBJECTIVES AS REVISED

### TOWNSHIP VISION

1. Highlight the river as an asset to the community
2. Promote economically vibrant Downtown with a balance of office, professional, retail and residential uses
3. Encourage a variety of uses in the Downtown that make it a destination
4. Maximize economic importance of the Cranford Business Park
5. Highlight accessibility to various modes of transportation (rail, bus, air and highways) and Cranford's proximity to major cultural, recreational and sporting venues
6. Maintain and enhance strong park and recreation programs
7. Maintain and increase open space, including through State, County, Municipal or other public purchase of property and through zoning regulation
8. Continue positive relationship with School District to continue using fields and facilities
9. Implement sensible land use development policies so as to avoid adversely impacting Cranford's high-quality school district
10. Improve pedestrian, recreational and automobile safety
11. Work to preserve Cranford's unique character and historical architecture
12. Concentrate dense residential in the Downtown Core<sup>12</sup> with less dense residential uses emanating out from the Core
13. Create a parking strategy to accommodate future growth
14. Encourage environmentally-friendly practices and principles

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<sup>12</sup>As previously noted, footnote in the 2009 Master Plan specifies that the term "Downtown Core" is as identified on page LU-13 of the Land Use Element. The Land Use Plan Map from the 2009 Master Plan is included with this report as **Appendix D**.



## GOALS AND OBJECTIVES

### ECONOMIC AND NON-RESIDENTIAL GOALS

1. Conserve and promote the economic vitality of the Downtown so that the core of Cranford remains healthy.
2. Provide a parking strategy to accommodate all of the Downtown's constituents: commuters, office workers, shoppers and Downtown residents. Require adequate parking as a prerequisite to new development.
3. Recognize the economic value of multi-story buildings within the Downtown. Encourage the fullest use of existing upper floors and the creation of additional upper-story floor space.
4. Promote the Township's accessibility to transportation facilities such as the Garden State Parkway and New Jersey Transit rail and bus lines as attractive to both Township businesses and residents.
5. Continue to develop commercial and business (i) in the Downtown, (ii) on the North, South and Centennial Avenues, and (iii) in existing centers of commerce.
6. Continue to evaluate development opportunities that utilize Cranford's rail and bus lines in order to encourage an increase in mass transit usage.
7. Encourage the development of a diversified economic base that generates employment growth, increases property values, and promotes the improvement of underutilized properties.
8. Capitalize on Cranford's competitive advantages for economic development, including its designation as a regional work center, metropolitan location, extensive transportation and utility infrastructure, a stable and highly skilled labor force and an excellent quality of life.
9. Create attractive gateways at the principal entrances to the Township through upgraded land uses, streetscape improvements and signage.
10. Maximize the continued economic viability of Cranford's Business Park for nonresidential uses.
11. Promote synergies between the township's economic and educational assets.
12. Actively incorporate the arts and cultural activities into the Downtown to enhance its appeal as a destination for the arts.

13. Incorporate design standards that visually guide development, while remaining responsive to new and emerging demands.

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## RESIDENTIAL GOALS

1. Provide a wide range of housing to meet the needs of residents in diverse income groups.
2. Define residential uses and boundaries to guard against intrusion from incompatible land uses.
3. Provide transitional buffer zones where commercial areas border residential areas.
4. Concentrate higher density residential uses in the Downtown to take advantage of transportation infrastructure and require adequate parking as a prerequisite to new development.
5. Monitor opportunities for funding that structures a local rehabilitation program that meets COAH's requirements for rehabilitation housing.
6. Require all in-fill development to be done in a manner that is consistent and compatible with the surrounding neighborhood and environment.
7. Ensure that public and quasi-public land use remains compatible with the needs and character of adjacent neighborhoods.
8. Limit developments that would generate a high volume of vehicle traffic on local and collector streets.

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## CONSERVATION GOALS

1. Promote and encourage the use of sustainable building and development practices.
2. Adopt and practice environmentally responsible policies.
3. Identify opportunities to preserve open space and other underutilized spaces that can improve stormwater and floodplain management, increase recreational opportunities, and enhances the aesthetic appearance of the community.
4. Maintain Cranford as a Tree City, U.S.A. community.
5. Require all development to be subject to rigorous environmental evaluation to minimize any potential adverse environmental impacts.

6. Pursue the development of a Township-wide green belt incorporating natural areas, environmentally sensitive areas, and scenic areas, such as the Rahway River to connect various parts of the Township through a unique open-space network.
7. Promote stormwater best management practices to improve local drainage patterns and enhance the environment through implementation of Cranford's Stormwater Management Plan.
8. Maintain and upgrade stormwater and wastewater infrastructure.
9. Preserve existing trees to improve air quality, reduce erosion, and to preserve community character.
10. Protect groundwater quality and promote the recharge of groundwater.
11. Preserve floodplains to mitigate the adverse impact of flood events and to maintain the ecological health of stream corridors.
12. Incorporate energy-efficient and renewable energy technologies into new development.
13. Continue to implement the shade-tree-planting program by planting additional street trees.
14. Promote remediation of brownfield sites and encourage sustainable reuse.
15. Maintain and seek to expand recycling activities within the Township.
16. Protect air quality and support efforts to mitigate airplane noise.
17. Promote development in existing nonresidential areas that accommodate alternative modes of transportation and shared parking.
18. Maintain participation in the National Flood Insurance Program's Community Rating System, and identify opportunities to improve the Township's rating class.

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## CIRCULATION GOALS

1. Maintain and improve the road and transportation system which will enable the safe and efficient movement of people and goods.
2. Continue to encourage road improvements and traffic management systems which aid in improving all East-West and North-South movements on all State, county and municipal roads.
3. Support and provide active engagement to State and County efforts to take a regional approach to optimize and improve road and traffic infrastructure.

4. Ensure that the Township's circulation system is safe, accessible, and practical to all ages and abilities.
5. Promote the creation of a transportation system that enhances local circulation, increases regional access, and provides links to regional destinations.
6. Coordinate land uses and transportation investments to encourage alternatives to driving such as mass transit, bicycle and pedestrian pathways.
7. Improve traffic signals at key intersections and provide areas for pedestrian safety on long crosswalks.
8. Provide bike lanes that connect activity centers throughout the Township.
9. Coordinate maintenance and improvement projects with neighboring communities and Union County.
10. Continue to monitor areas with high traffic accident rates and develop improvement programs such as traffic calming measures.
11. Provide clear signage to parking facilities and key destinations within the Township.
12. Insure coordinated management of all parking related matters.
13. Coordinate with County and State agencies to maintain and expand opportunities for recreation and pedestrian circulation so that they will be available and in adequate condition for current and future users."

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## COMMUNITY FACILITIES AND UTILITIES

1. Provide a full range of facilities and services to accommodate existing and future Township needs in a convenient and cost-effective manner.
2. Maintain excellent public safety with appropriate facilities, manpower, and equipment distributed according to needs.
3. Encourage the continued use of the public library as a positive benefit to the community.
4. Encourage the preservation of historic buildings and landmarks that are significant to Cranford's past.
5. Create a strategy for the preservation or disposition of municipal vacant land, reinvesting any proceeds into expanding open spaces.
6. Investigate the consolidation or sharing of municipal services.

7. Dedicate sufficient resources to regularly scheduled infrastructure maintenance as part of an ongoing long-term maintenance strategy.
8. Periodically review the adequacy of all municipal systems and services and project future needs and demands.
9. Cooperate with surrounding communities, County, and State organizations to make the best use of available public facilities.
10. Ensure that developers bear their share of infrastructure improvement required by the development.

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## RECREATION AND OPEN SPACE

1. Increase and improve park, open space, recreational and cultural facilities for all Township residents.
2. Cooperate with public and quasi-public institutions to utilize and maintain their undeveloped and underdeveloped land for open space or recreation.
3. Insure that quality open space is provided and maintained as development occurs.
4. Preserve pedestrian paths to parking and recreation facilities and where feasible create additional paths.
5. Encourage the use of high quality landscaping design with public art (e.g. statues) in developing civic spaces.
6. Develop an increasingly diversified array of quality recreational and cultural facilities, services and offerings.
7. Recognize and promote the recreational opportunities of Cranford West.

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## COMMUNITY IDENTITY

1. Develop and effectively communicate a strong and appealing identity for the Township.
2. Create attractive "gateways" into the Township and improve the appearance of intermediate and major thoroughfares.
3. Develop and implement streetscape projects for major public thoroughfares.
4. Preserve and protect Cranford's town character, historic elements and natural amenities.

5. Maintain and enhance the appearance of all Township-owned properties.
6. Encourage quality architectural and landscape design through the use of design standards that are consistent with the architectural history of the surrounding neighborhood.
7. Implement sensible land use development policies so as to avoid adversely impacting Cranford's high-quality school district.
8. Promote the recreational uses, aesthetic beauty, and historic value of the Rahway River.

## APPENDIX B: COMMUNITY FORUM MATERIALS

### SIGN IN SHEET

Cranford Master Plan Reexam Community Forum

Sign In

Name	Address	Email
Nick Dickerson	331 Newmansprings Rd Bank	ndickerson@wsgconsulting.com
Kathleen Murry	9 Waverly	ekathmurry@aol.com
Sarah Oliver	305 Central Ave.	Soliver712@gmail.com
Teresa Bulger	8 Hawthorne	tdbulger@gmail.com
Steven Saltzman	106 Chestnut St	sksaltz@yahoo.com
Margaret Strazdon	208 Holly	mstrazdon@yahoo.com
Gerardo Caprario	46 Elizabeth	gerry332@gmail.com
Jeffrey Pistol	243 Hillside Ave.	pistoljp@gmail.com
Phyllis Kitzman	5 Burnside	bockman@verizon.net
Dawn Beresford	706 Lehigh	dberes1@verizon.net
Gabe Baird	323 Walnut Ave	G-Baird@cranfordnj.org
Tim Eileen Hodgkins	44 Keith Terrace	eihas@yahoo.com
Loretta Smith	21 Oneida Pl.	lorettasmith@comcast.net
Don Smith	21 Oneida Pl.	Donpsmith@comcast.net
TOM CONNOLLY	16 CRANFORD AVE.	TOM@CHHISTORICALARCHITECTS.COM
Bob + Lori Puhak	403 Central Ave	lcpuhak@verizon.net
Donna Bacich	5 Denman Pl	donna.bacich@verizon.net
PAT GALLAGHER	15 ALAN O'HELL	PATGAL100@gmail.com



## DISCUSSION QUESTIONS

### STATION 1: THE DOWNTOWN

1. Are there any challenges present in the downtown that discourage you to frequent shops/services?
2. How do you go downtown? (Car, Bike, Walk, Uber/Lyft, Bus, Train)
3. Where do you shop?
4. If you drive, where do you park?
5. Do you utilize the downtown during your workday? If so, how far away is your workplace? Do you purchase lunch or run errands?
6. What amenities could be added? What enhancements are needed?

### STATION 2: FLOODING AND COMMUNITY RESILIENCE

1. How are you impacted by flooding? (Impacts to home, business, drive to work)
2. How were you affected by Hurricane Irene? Lee? Sandy?
3. What areas are prone to flooding in the township?
4. What steps have you taken to reduce the impact to your home/business from flooding?

### STATION 3: TRANSPORTATION AND MOBILITY

1. What are the recent trends that you are seeing for commercial and economic activity when moving around town? What forms of transportation are you seeing more around town? Car, Bus, Bike, Walk?
2. How could non-motorized (bicycle/walking) travel be improved within and between neighborhoods? What is missing that would improve safety, or make you more likely to walk or bike?
3. Would a bike/scooter share program be a good idea to implement?
4. If you own an electric vehicle, where do you charge it? Where would you like to charge it?

### STATION 4: COMMUNITY DESIGN

1. What defines Cranford's identity?
2. What do you see as the "gateway" or "gateways" into the town?
3. What are the places that "make" Cranford?
5. What sort of development do you think would bring more visitors into the area? How could this be achieved?
6. What brought you to Cranford?
7. What is more important to you—the design of a building, or what is located in the building?
8. Are you satisfied with the housing options available to you? If not, what's missing?

Station 4

2/

Commercial along RR - gone  
 Taxes low

Came for schools

Keep high density in Downtown

Great restaurants

Hate pay stations

Create a "no parking - no driving"  
 zone downtown

Implement design standards  
 - especially in downtown

West → Gateway Forest

Charming / Character - open space  
 walkability / bikeability  
 river

3  
Attraction - no chairs, lots of  
local businesses  
trees / open space  
Quaint - SF not hi-density  
hi density in downtown  
North Ave Redevelopment Plan  
Design Standards in downtown  
Design "Guidelines"

# Station 4

## Community Design

Walkability

Continuous Living (as wege)

Cranford = The River (Canoe Club)

Keep Hi Density Residential in Core

"Small Town" feeling  
style family over  
mult family

Gateway - of Sunny acres

Keep street signs

Standard 4

4

Quant

"Traditional" Building standards  
Design Guidelines for Historic Dist.  
Incentive Green building  
Open Space - purchase by hop.  
have restaurants  
Home & Pop. green grocers  
Senior housing

# Station 3

Boxcar?

Parking availability at train station

Availability of 1 seat rides (Peak)

Lighting along walkways

Sidewalk maintenance

Concentration of high density underpass

Sidewalk width + sensors

Light coordination

Scooter feasibility?  
Where?

Parking availability in Downtown



Walking Paths on Valleys  
State + County roads coordination  
Bike Paths  
Safe B. cycle + Pedestrian Network  
Safety improvements to existing  
crosswalks  
Make downtown More walkable  
EC Greenway - Awareness  
Well designed Parking



Promote walking

Sidewalk availability

Bike/ped incentives to Trans

Traffic studies for new development

Scooter safety(?)

On call shuttle/minibus/trolley (SC?)

Traffic Calming in residential areas

Parking time limits

Station #1

Muni garbage cans  
handle outside restaurant  
trash

Cleaner

more garbage cans

fix light timing

N AVE

N Union Ave

Before people

could turn

Kids

## Station #1

### Local Character

High Density limit?  
- stories?

3 After Hour parking 3  
train station

Rent?

- enforce design standards  
- vary parking prices

parking lots  
signage for parking  
increase availability

shrub into sidewalks

Bad signage

Station #1

Under train line  
number pit

color \$ 5.

light for pedestrian

proper signage

more parking

Westfield parking lot  
overflow into

Bussing trolley

experience

- 1) escape rooms
- 2) arcade
- 3) family things



## Station #1

- 1) Challenges in downtown?
  - 2) How do you get them?
  - 3) Where do you shop
  - 4) drive/park?
  - 5) Work day Utilization
  - 6) What amenities could be added?
- 

Zoning promote  
parking deck  
new law. no parking

transit

Path lights

N AVE B Springs Field  
traffic

Bump outs

roots on pavements

## Station 2

River + Dtown are 2 focal points of Cranford

Add'l guidelines for raised homes



Hist. Pres district w/  
aesthetic look using Design  
standards

Acquire properties to  
preserve flood-prone lands

Station #1

Muni garbage cans  
handle outside restaurant  
trash

Cleaner

more garbage cans

fix light timing

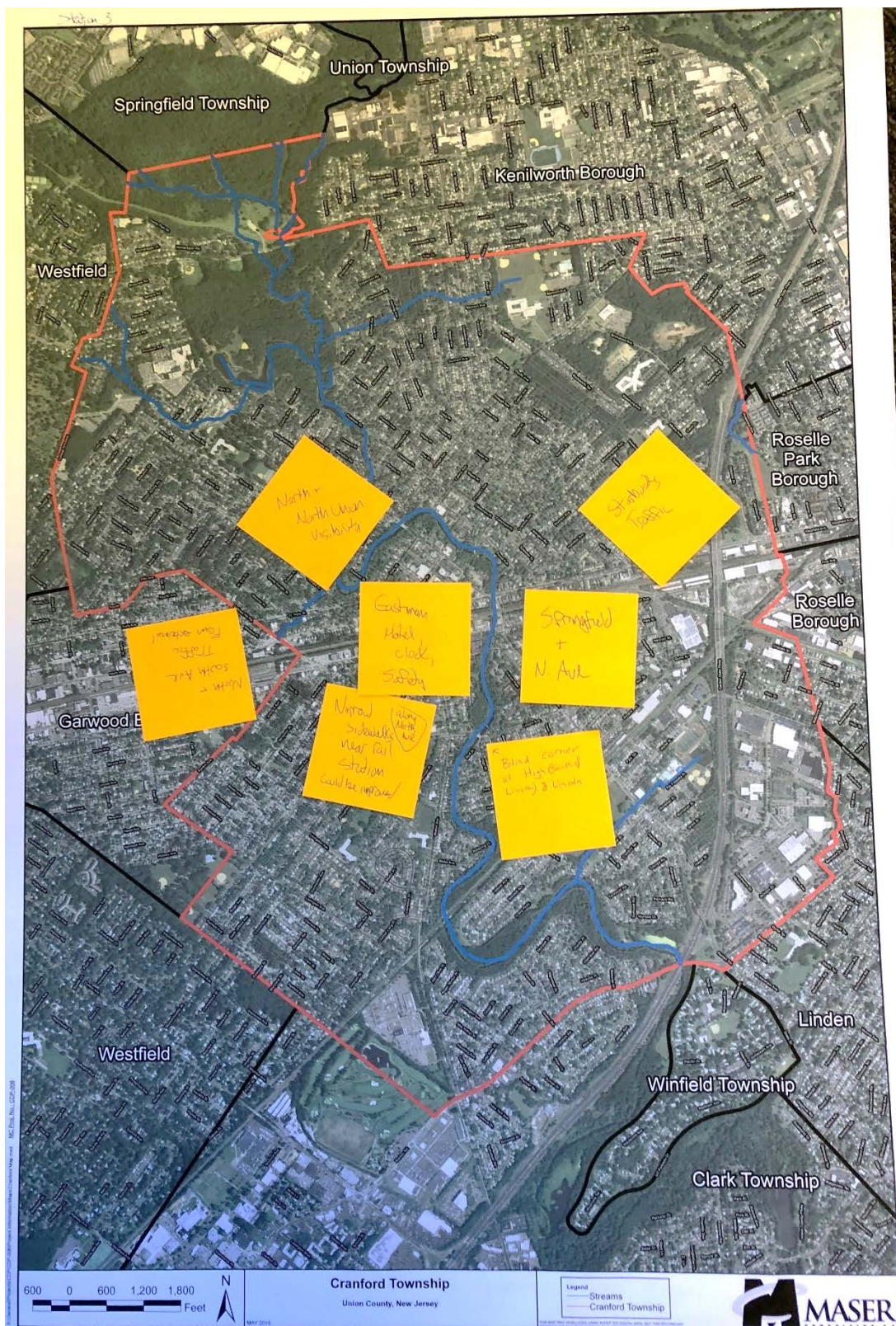
N AVE

N Union Ave

Before people

could turn

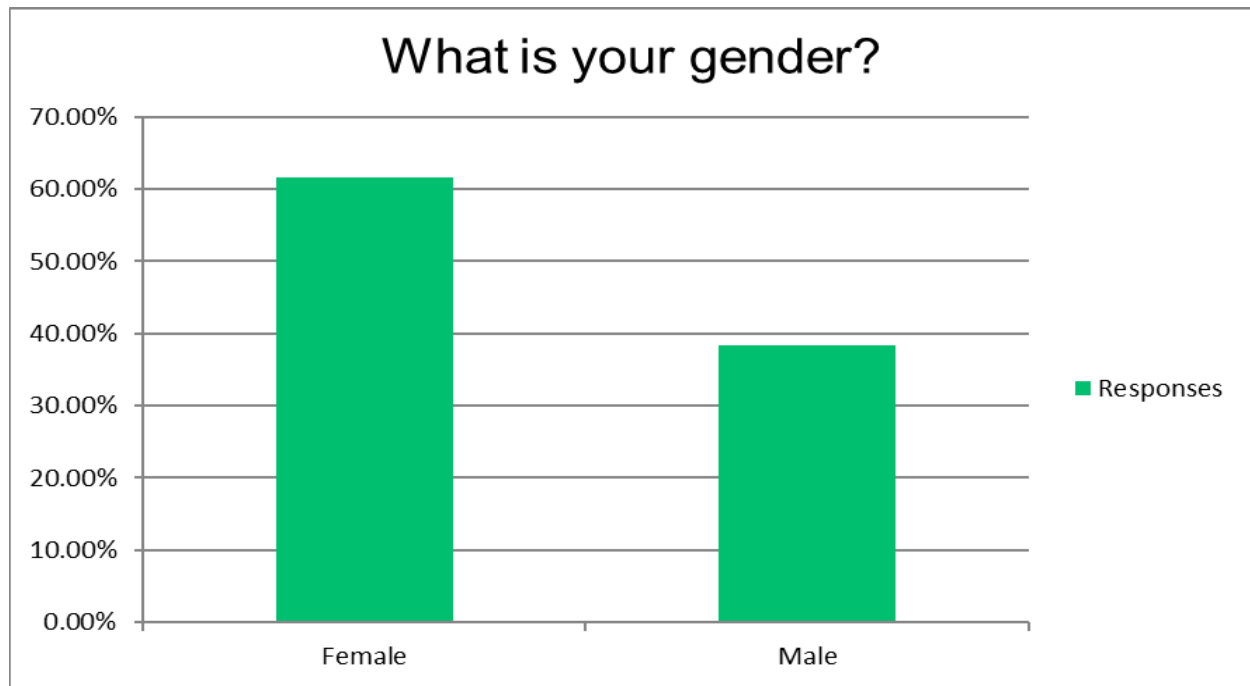






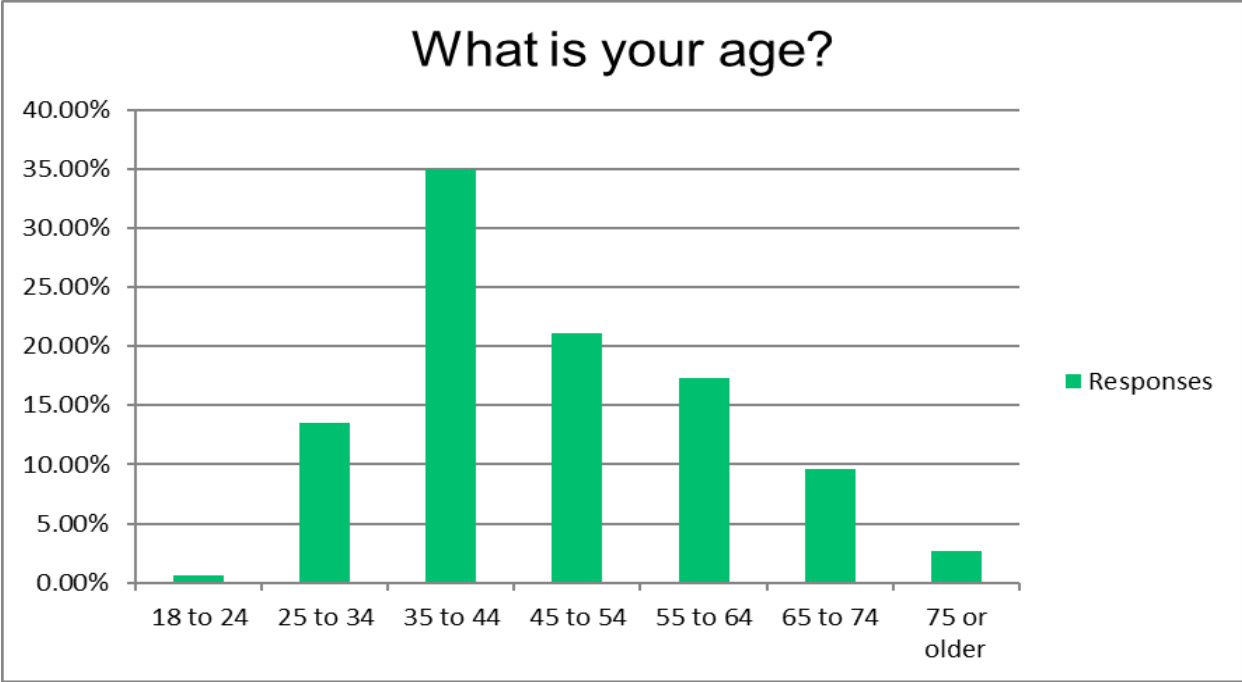


## APPENDIX C: SURVEY RESULTS

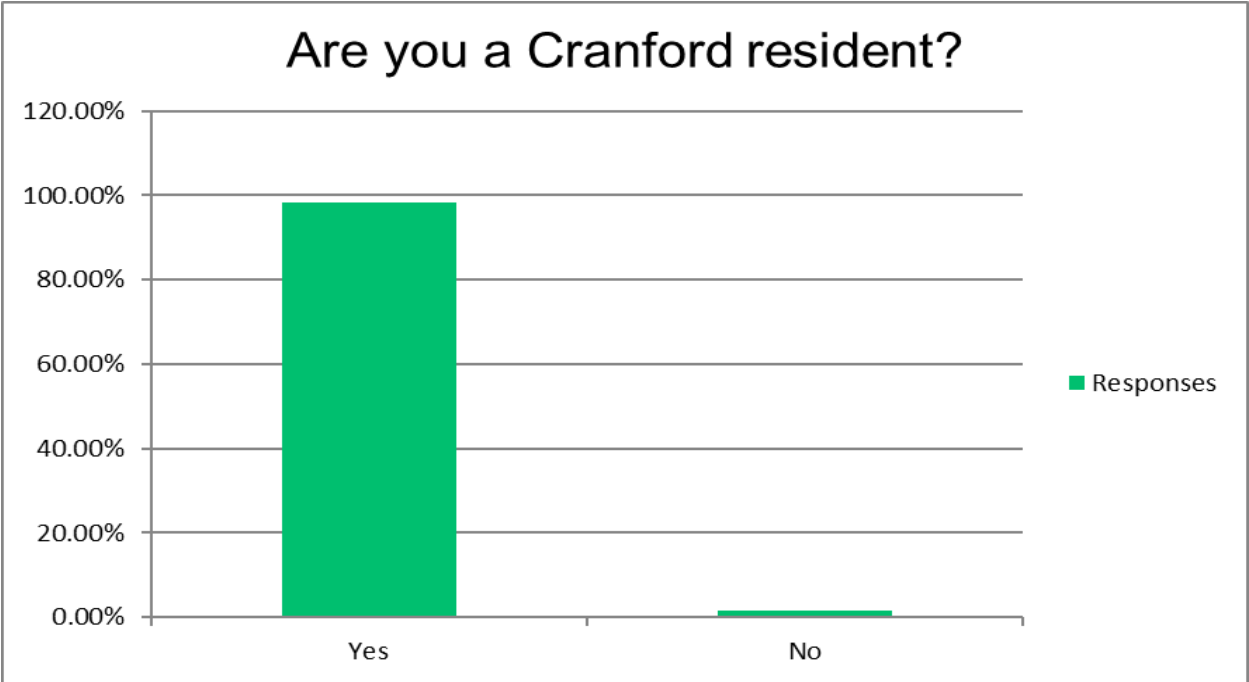


What is your gender?

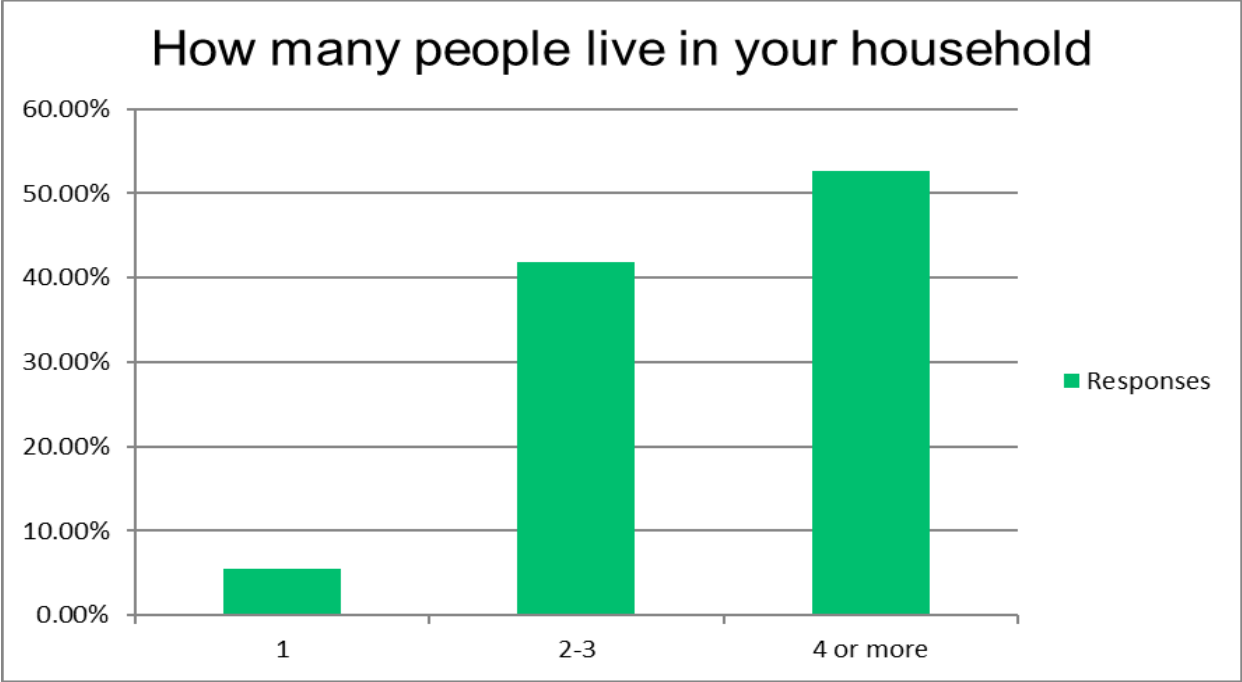
Answer Choices	Responses	
Female	61.61%	390
Male	38.39%	243
Answered		633
Skipped		4



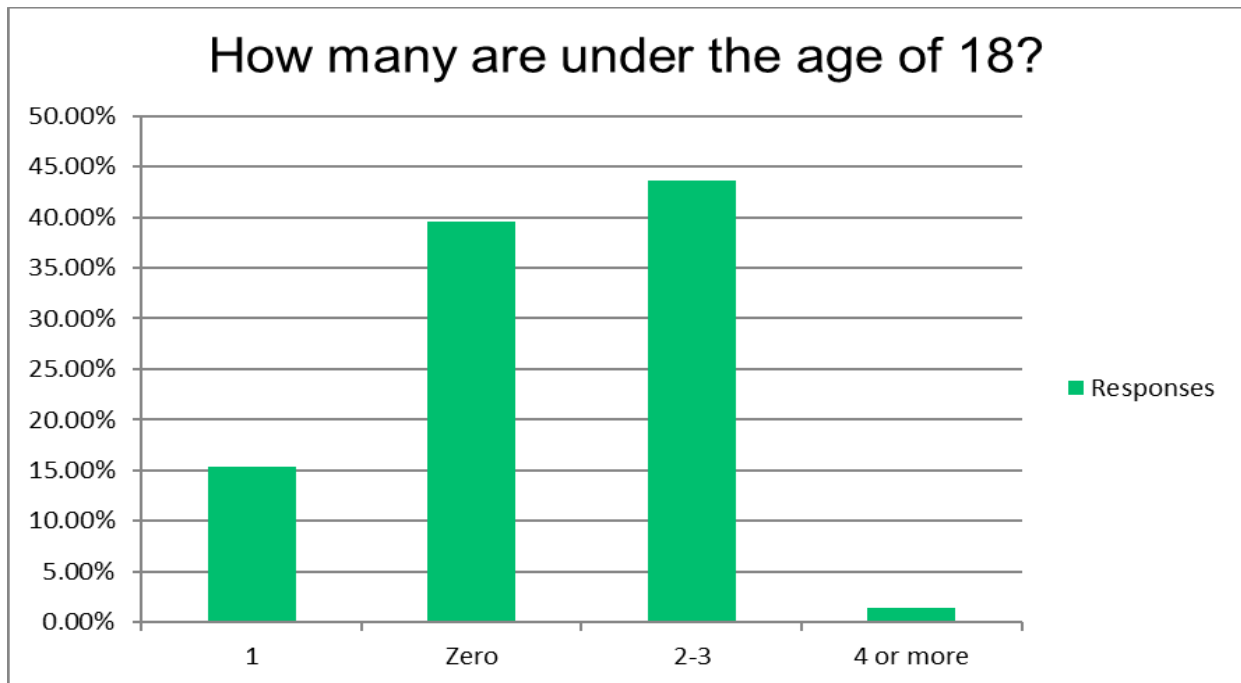
What is your age?		
Answer Choices	Responses	
18 to 24	0.63%	4
25 to 34	13.56%	86
35 to 44	35.02%	222
45 to 54	21.14%	134
55 to 64	17.35%	110
65 to 74	9.62%	61
75 or older	2.68%	17
	Answered	634
	Skipped	3



Are you a Cranford resident?		
Answer Choices	Responses	
Yes	98.42%	623
No	1.58%	10
	Answered	633
	Skipped	4



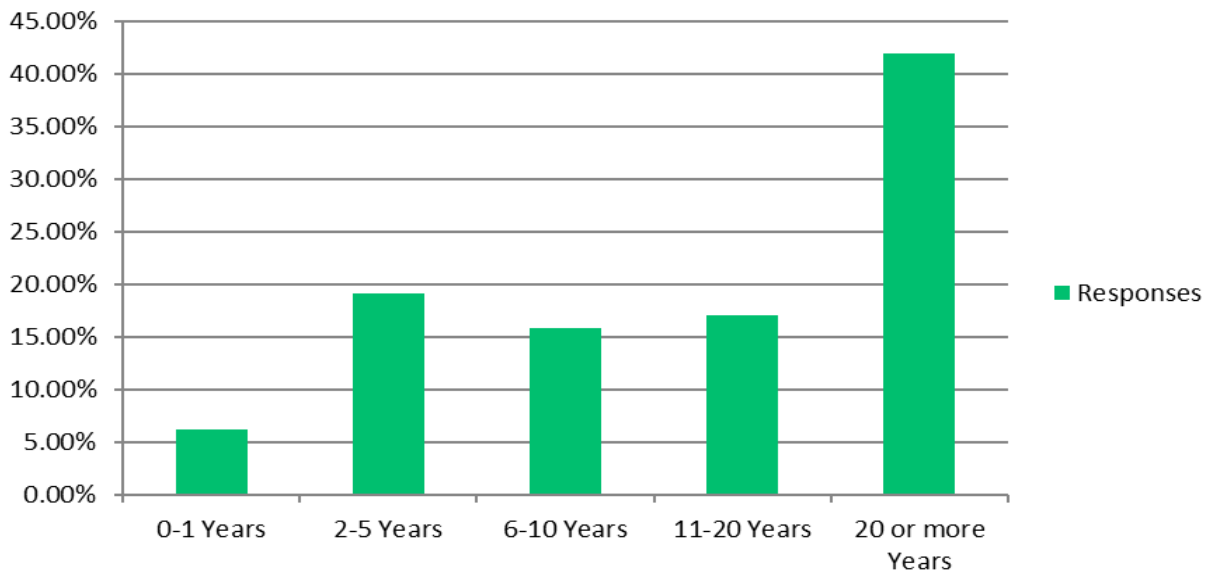
How many people live in your household		
Answer Choices	Responses	
1	5.52%	35
2-3	41.80%	265
4 or more	52.68%	334
	Answered	634
	Skipped	3



How many are under the age of 18?		
Answer Choices	Responses	
1	15.30%	95
Zero	39.61%	246
2-3	43.64%	271
4 or more	1.45%	9
	Answered	621
	Skipped	16

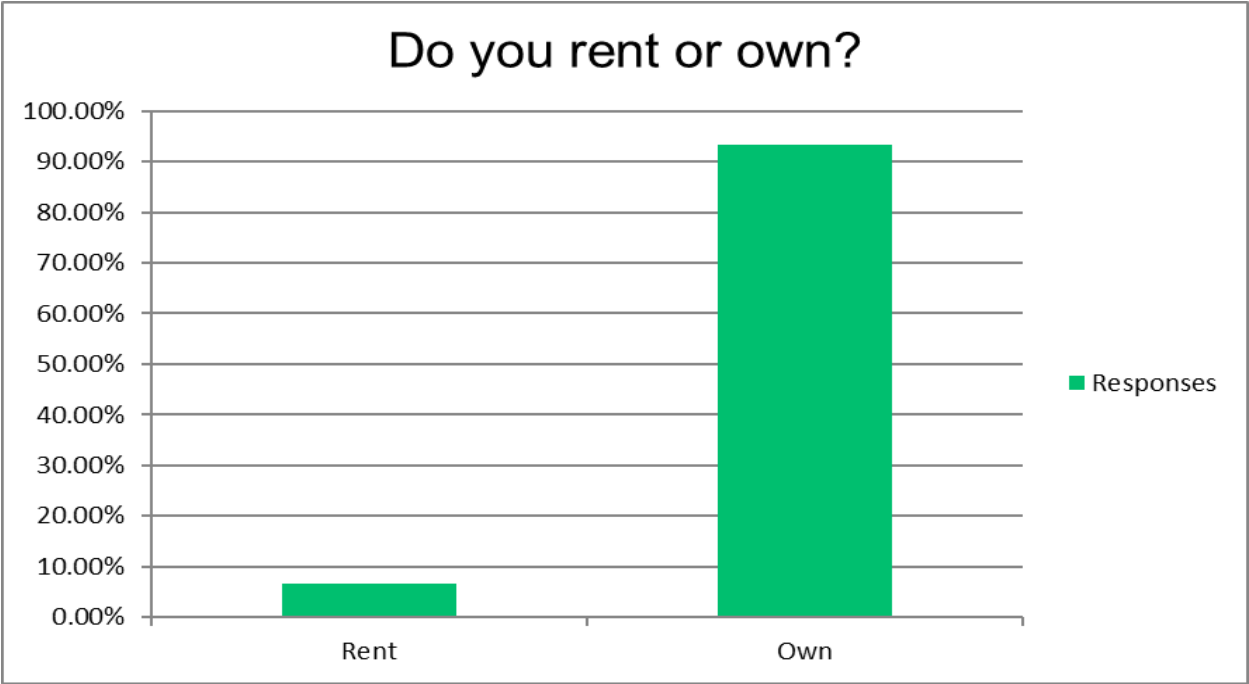


## How long have you lived in Cranford?



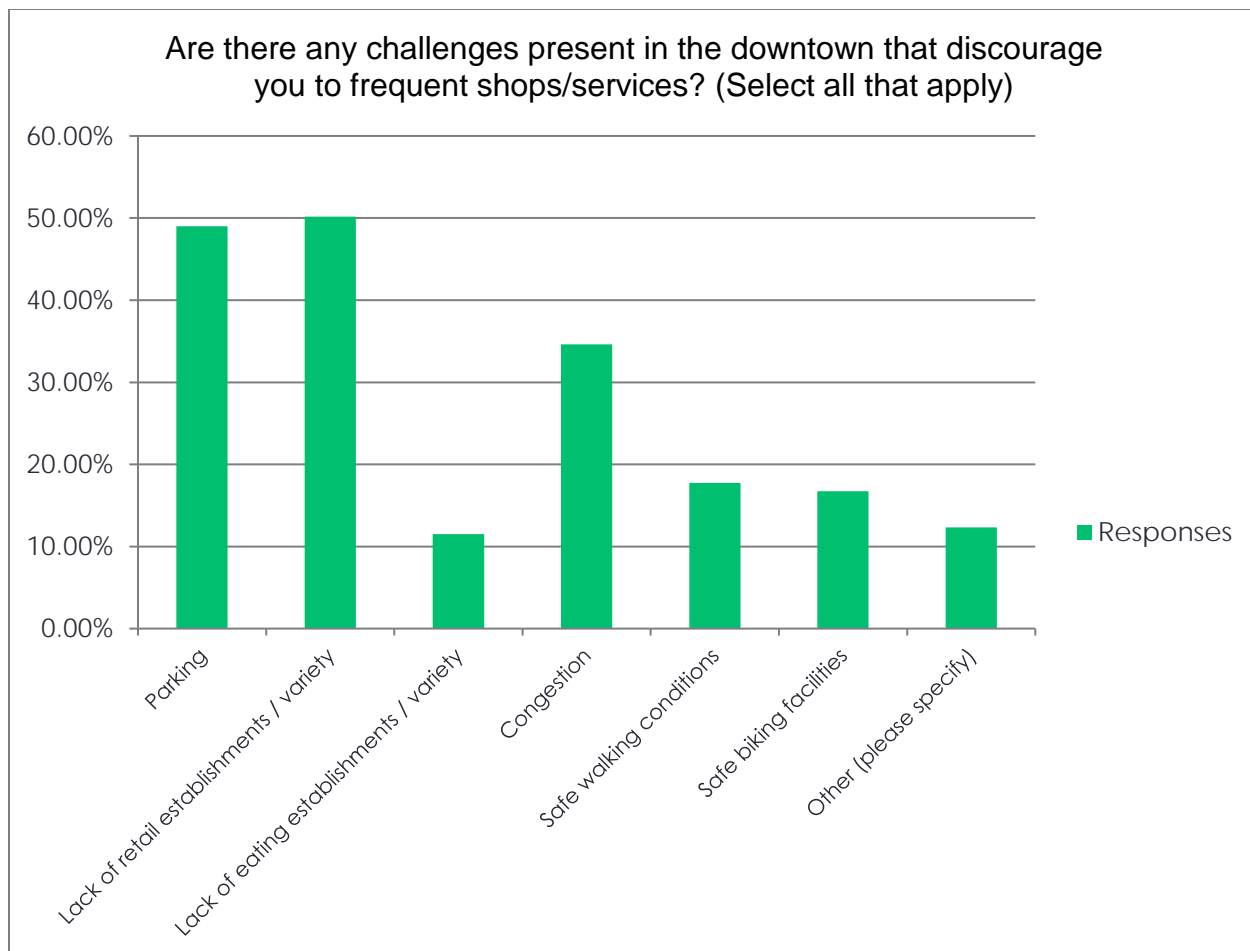
How long have you lived in Cranford?

Answer Choices	Responses	
0-1 Years	6.16%	39
2-5 Years	19.12%	121
6-10 Years	15.80%	100
11-20 Years	17.06%	108
20 or more Years	41.86%	265
	<b>Answered</b>	<b>633</b>
	<b>Skipped</b>	<b>4</b>



Do you rent or own?

Answer Choices		Responses	
Rent		6.62%	42
Own		93.38%	592
	Answered		634
	Skipped		3



Are there any challenges present in the downtown that discourage you to frequent shops/services?  
(Select all that apply)

Answer Choices	Responses	
Parking	48.99%	290
Lack of retail establishments / variety	50.17%	297
Lack of eating establishments / variety	11.49%	68
Congestion	34.63%	205
Safe walking conditions	17.74%	105
Safe biking facilities	16.72%	99
Other (please specify)	12.33%	73
Answered		592
Skipped		45

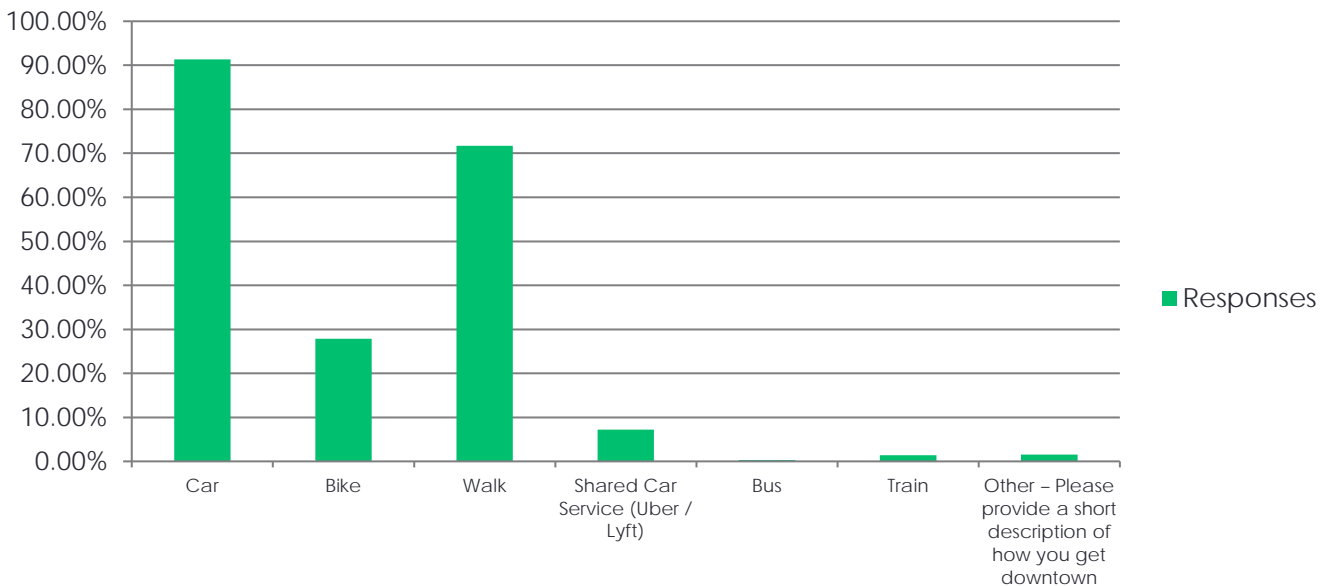
Respondents	Other (please specify)
1	Pay parking meters
2	People illegally park and there's no police present to deter or ticket them.
3	The only stores you have are food places and alcohol places. You can only eat so much.

Respondents	Other (please specify)
4	Specifically, the parking meters, which take forever to scroll through! I long to be able to simply put quarters in a meter and go shopping!
5	Needs authentic Asian foods, Japanese ramen or Vietnamese restaurant
6	More ethnic food, food trucks, more quick/cheap eats, need another bagel store, too many nail and hair salons, lots of vacant storefronts, people drive crazy, need more bike paths.
7	Hours of stores
8	Handicap accessibility at times.
9	Handicap Parking
10	none. go all the time
11	none
12	Parking meters
13	I don't like the parking pay stations.
14	More pedestrian signs
15	Businesses close too early or keep "hobby business hours" and it is difficult to make use of them.
16	Traffic. the traffic lights need to be synchronized so traffic can move through the area from the movie theater to the Riverside.
17	Garbage Management
18	None - Love our downtown
19	The meters are annoying to operate
20	Retail prices are steep
21	Fast drivers in residential areas
22	Not enough public open spaces, like an open plaza for sitting and mingling
23	The spread out business areas
24	Limited hours of retail shops. Not much to do in the evening after dinner/coffee
25	Nothing discourages me from downtown.
26	Speed of traffic on North Ave
27	The establishments that exist lack variety and functionality--there are too many pizza shops, nail salons. Not enough places to hang out, like bookstores, lunch/salad places that you can go with kids. We don't need specialty soap stores and consignment shops.
28	10 minutes free parking is very nice, but often not enough to run in/out if you can't get a spot right in front.
29	I would prefer that stores were open later, but that's about it.
30	Everything is too expensive.
31	Lack of food establishments with liquor licenses.
32	Parking meters
33	Parking meters and could have better bicycle lanes throughout town
34	None
35	We are increasing the population in this township at twice the rate of the state average. NOT GOOD.
36	Drivers using their warning lights as an opportunity to create their own illegal, unsafe parking spots.
37	I don't like to have to pay for parking so I shop in other towns.
38	Lack of visible signage. There have been shops in the retail space near Starbucks that I never knew were there until they were gone

Respondents	Other (please specify)
39	I'd like to see more small businesses and less chains as well as less condos, and keeping the old homes, no more tearing down to build a new condo/business .
40	Pedestrian lights take too long to turn on after signal is pressed. They don't automatically turn on unless signal is pressed. Drivers don't always look when turning or block crosswalks at red lights.
41	Cost of metered parking
42	No
43	None
44	Pedestrians walking across streets outside of cross walks very dangerous and it is getting worse than years prior. Additionally the amount of tables outside of restaurants, it has become very disturbing when you have to walk on the street just to pass the tables. I don't understand why the Police department & town council allows this as it does cause a concern for resident's health and safety. There have been numerous statements made by individuals who represent the township of Cranford pertaining to safety comes first. This does contradict the practice of the safety of the individuals who visit the downtown area as the tables take up the entire width of a sidewalk. All it takes is for one pedestrian to be hit by a passing automobile, hopefully it hasn't happened already!
45	None
46	All the apartments and the individuals. Ion drugs in the downtown area by the apartments
47	Lack of name brands. High price points
48	Wish longer operating hours for certain stores
49	None!
50	There's plenty of parking (and on nice days I can walk), but the traffic patterns around downtown mean if I go looking for a spot and don't find one, I sometimes have to go far out of my way to try another area. I would call that something like congestion, but wanted to clarify.
51	Need to foreshadow what future businesses will be able to thrive in smaller downtowns. Service and eating establishments are the norm. Need a mix.
52	Entertainment venue
53	Construction blocking roads
54	It is impossible to drive through downtown. I avoid going downtown every chance I get because every light is red, when they turn green there is gridlock and people just blindly walking across the street when and where they shouldn't. Downtown is a nightmare.
55	I wish the meters allowed 15 min free instead of 10- if you have to park far, 10 just isn't long enough to get in and out
56	None
57	I
58	No Downtown playground!
59	few late night options
60	Parking could always be better but lots of good stuff, it's popular so that means traffic, and that's a good problem to have
61	Traffic Traffic and Traffic
62	Dangerous walking around Cranford!
63	Very fast on giving out tickets for metered parking

Respondents	Other (please specify)
64	sense of entitlement and lack of common sense drivers. Illegal parking, unsafe driving, speeding, lack of following traffic laws and parking. PARKING IN non-parking spots in town, wrong way driving in train station, blocking the box, blasting thru stop signs like by The Hotel, poor ,illogical and unsafe pedestrian crossing s along with poorly timed traffic signals for crossings by Walnut, South Union. PD lacks any enforcement and needs to take control of these increasing [roblems before a tragedy accrues. Currently they over burdened by many issues but traffic enforcement has gone largely unenforced and therefore driving and frequently downtown is not a pleasant experience. Pay parking is also ridiculous in this town. Is just so unfriendly and unwelcoming. The lack of vaRIETY OF SHOPS DOWNTOWN IS disappointing. Everyone outcries for the number of nail salons and yet they still keep coming in. Our family only visits a very few handful of shops in town because of the lack of variety, the parking situation, and overall congestion.
65	Lots of repeat business (example would be so many pizza places)
66	Uneven and blocked sidewalks and crosswalk aprons.
67	None
68	Vacant/abandoned buildings & property causing eye sores
69	I don't think biking is unsafe but there is no where to put bikes
70	Concerns of overdevelopment
71	Not enough handicapped parking
72	None
73	Retail businesses close too early during the week to get there after work

### How do you get downtown? Select all that apply.



How do you get downtown? Select all that apply.

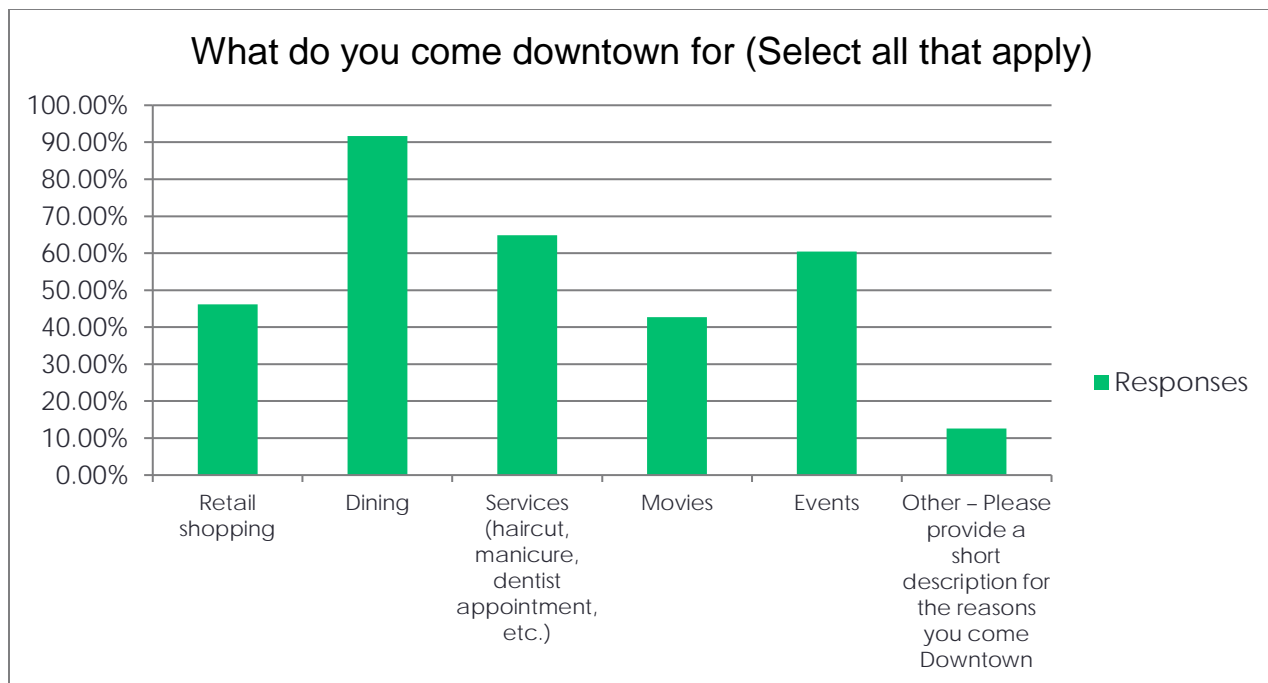
Answer Choices	Responses	
Car	91.35%	581
Bike	27.83%	177
Walk	71.70%	456
Shared Car Service (Uber / Lyft)	7.23%	46
Bus	0.31%	2
Train	1.42%	9
Other – Please provide a short description of how you get downtown	1.57%	10
Answered		636
Skipped		1

#### Respondents

#### Other – Please provide a short description of how you get downtown

1	Walking has become quite scary
2	by power wheel chair
3	Drive or walk with stroller or walk with little one.
4	Run
5	Weather dependent, will bike/walk or drive.
6	I rarely go into town but I prefer to walk if/when I can
7	Love the walkable downtown
8	I would walk but our sidewalks are horrible to get downtown. I also wish the stairs under the Conway line had a ramp for strollers.
9	Children in stroller
10	electric scooter





What do you come downtown for (Select all that apply)

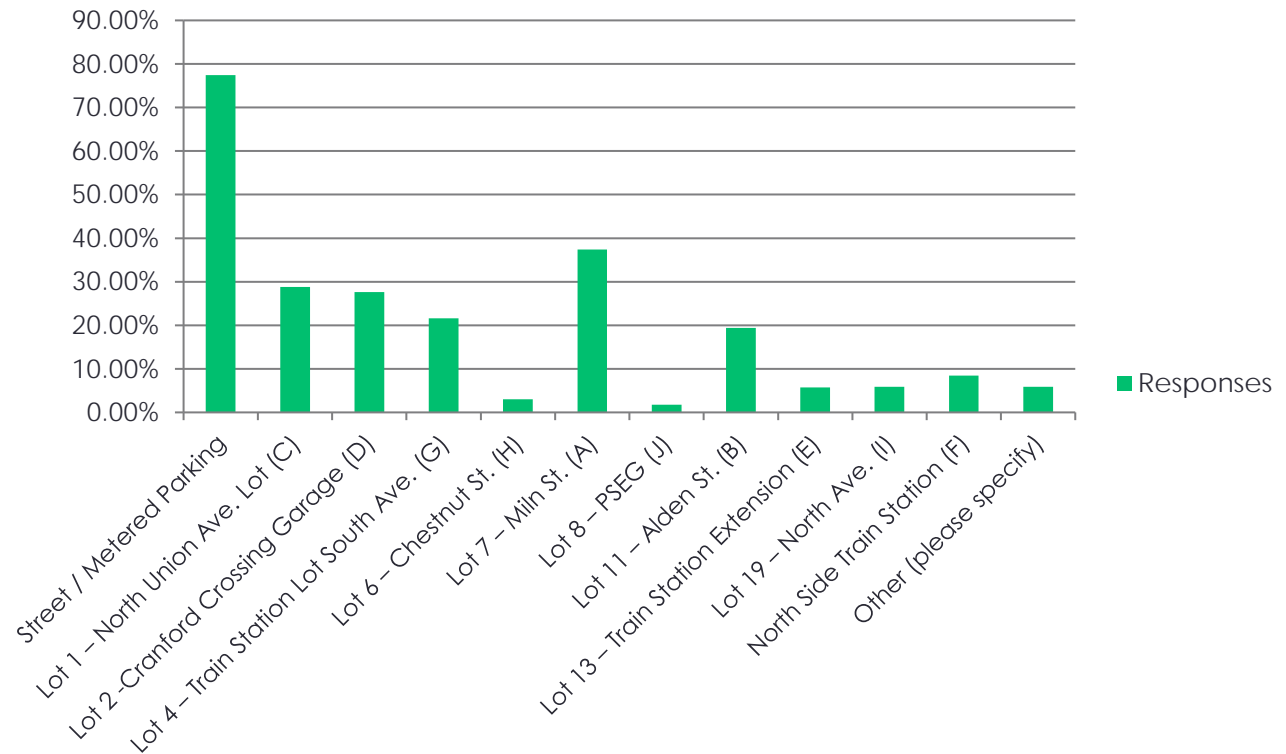
Answer Choices	Responses	
Retail shopping	46.14%	293
Dining	91.65%	582
Services (haircut, manicure, dentist appointment, etc.)	64.88%	412
Movies	42.68%	271
Events	60.47%	384
Other – Please provide a short description for the reasons you come Downtown	12.60%	80
	Answered	635
	Skipped	2

Respondents	Other – Please provide a short description for the reasons you come Downtown
1	stroll, browse
2	Specialty retail food shops
3	post office
4	weekly church service. Our church is in the downtown
5	Church
6	The downtown is pathetic, I dont go there. Nothing worth going to unless you are an alcoholic. Perotties and mr js are only decent places and they arent where I would consider downtown.
7	Banking Post Office
8	Walking for exercise
9	Post office, hang in plaza with kids, chinese food, ice cream, giggles, pizza, tailor, jumble store, haircuts.
10	Yoga
11	Post office, municipal building

Respondents	Other – Please provide a short description for the reasons you come Downtown
12	To catch the train or bus to Ny, for ice cream
13	I live on North Avenue
14	Food shopping
15	Walking
16	Post Office every day and various other reasons.
17	go to various cafes
18	I work in the Downtown
19	King Strength and Performance
20	I take part in my Church activities
21	church
22	church services
23	Socializing/happy hour
24	Work
25	Church
26	Visit river/historic sites
27	Raritan valley line
28	banking
29	Ice cream
30	Business banking
31	Yoga!
32	To pick up my husband from work.
33	I really don't go into town
34	Work
35	Coffee, piano at the clock, walking around
36	To just walk around and enjoy the day.
37	Starbucks, track 5
38	Train, walk my dog.
39	Commuting
40	Classes
41	Cocktails
42	Pick up prescriptions. Occasionally go to Periwinkles and drive in ATM
43	Perottis
44	Work
45	Dance class
46	Groceries
47	coffee!!!
48	To take the train/bus
49	coffee - just to walk and hang
50	Other Food - ice cream, bakery, bread
51	Bars
52	Church, drug store
53	I live in the downtown area
54	Church

Respondents	Other – Please provide a short description for the reasons you come Downtown
55	Walking around
56	Starbucks
57	Train station
58	Just going for a walk and "taking Cranford in"
59	Yoga
60	Commute
61	yoga
62	Post office and banking
63	yoga
64	Just to walk
65	Preschool
66	only visit for a handful of shops. Mostly food related.
67	Banking
68	park for train/commute
69	Bars, train
70	Wine Store
71	Train/bus
72	Spending time in Eastman and PO plaza
73	Home power yoga 🧘🧘🧘
74	Only a few stores. Most do not apply
75	Relaxing by the clock, coffee, walk the dog
76	Dessert
77	Commuting
78	playing with my kids at the clock
79	commuting
80	Coffee, playing in clock plaza

### If you drive, where do you park? (See map below)



If you drive, where do you park? (See map below)

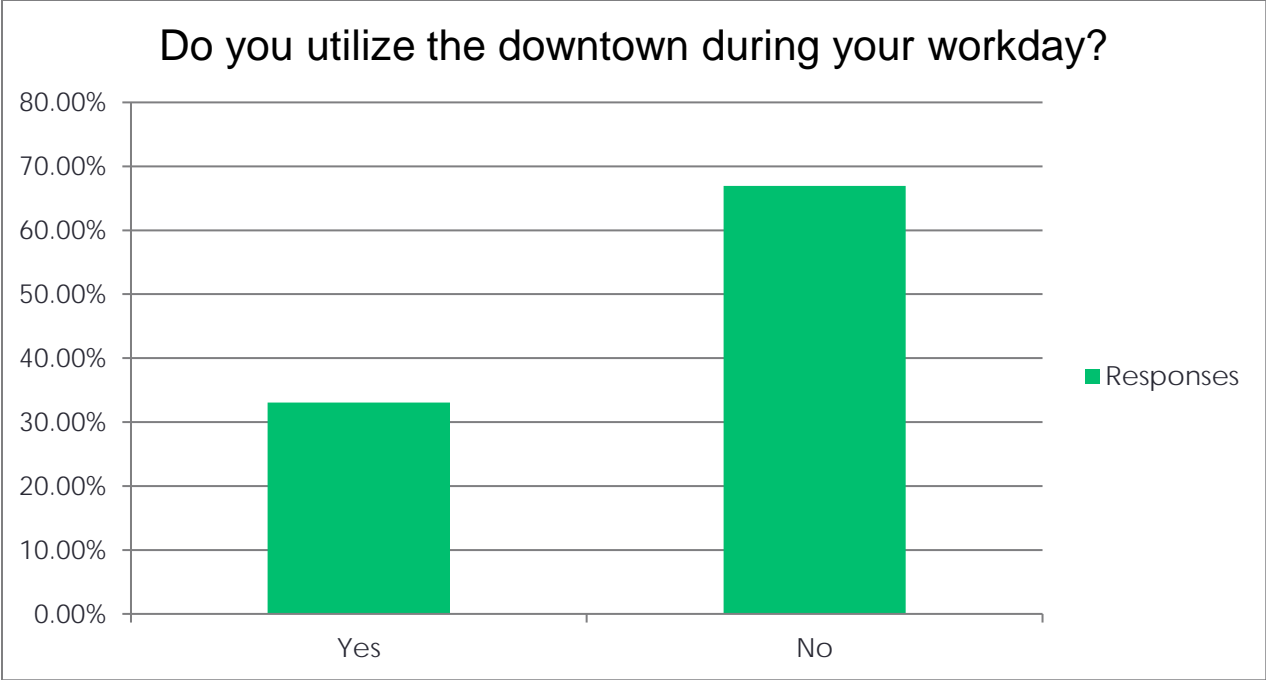
Answer Choices	Responses	
Street / Metered Parking	77.42%	487
Lot 1 – North Union Ave. Lot (C)	28.78%	181
Lot 2 -Cranford Crossing Garage (D)	27.66%	174
Lot 4 – Train Station Lot South Ave. (G)	21.62%	136
Lot 6 – Chestnut St. (H)	3.02%	19
Lot 7 – Miln St. (A)	37.36%	235
Lot 8 – PSEG (J)	1.75%	11
Lot 11 – Alden St. (B)	19.40%	122
Lot 13 – Train Station Extension (E)	5.72%	36
Lot 19 – North Ave. (I)	5.88%	37
North Side Train Station (F)	8.43%	53
Other (please specify)	5.88%	37
	Answered	629
	Skipped	8

Respondents

Other (please specify)

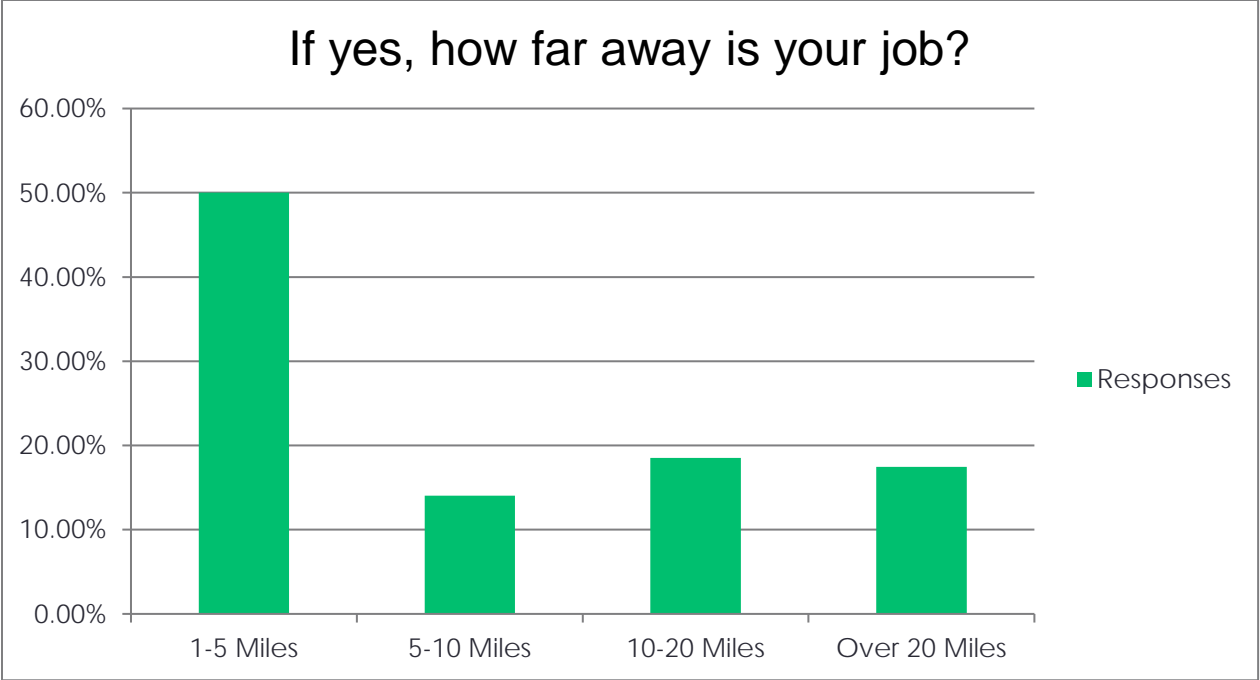
1	free parking just outside downtown
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Respondents	Other (please specify)
2	non-meter streets that allow two hour parking for free.
3	The parking location depends on what part of town I am visiting.
4	i live walking distance
5	Dont DRIVE
6	on weekends, non-metered parking near downtown
7	Lot 3 - I have a permit
8	Parking lot behind Starbucks
9	Nearby downtown and walk in
10	Eastman
11	I don't drive
12	Wherever I can find parking
13	Anywhere I can find parking
14	No meter streets
15	outside pay to park areas
16	Walnut free
17	Those costly meters are just another reminder of the subtle changes taking place in our beautiful small town. We used to be able to offer our parking spaces to a fellow shopper with time left on the meter but thanks to an urban mentality and a tone-deaf Township Committee these adopted practices of urbania are now permeating and in the process slowly destroying this once beautiful suburb.
18	anyplace that I don't have to pay to park
19	It depends on the destination.
20	n/a
21	I do not frequent downtown Cranford.
22	The lot behind Been's, The Garlic Rose, Periwinkles (not sure of the official name).
23	If I drive instead of walk on weekends I park in south Ave train station lot. Many errands I do are in that immediate area.
24	Depends on where I go will not park at Cranford crossing not safe
25	Wherever I can find a spot
26	not applicable - i walk
27	Springfld Ave
28	Street parking
29	High Street lot
30	Depends on where I am going
31	have promised myself and have never nor will ever park in the parking garage. still a very sore subject for many in town.
32	vinnys pizza lot if eating in
33	South Avenue
34	Walk
35	Restaurant parking
36	Where ever there is a spot
37	Alliance church w/ Boxcar



Do you utilize the downtown during your workday?

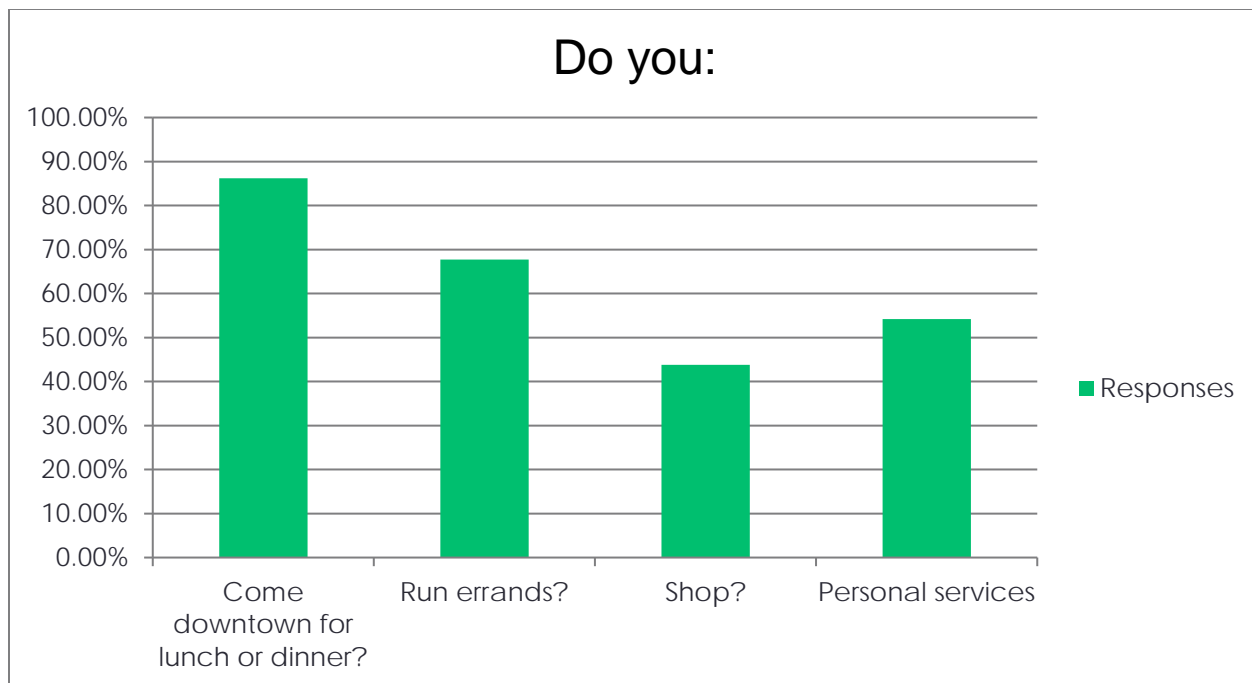
Answer Choices	Responses	
Yes	33.07%	207
No	66.93%	419
	Answered	626
	Skipped	11



If yes, how far away is your job?

Answer Choices	Responses	
1-5 Miles	50.00%	189
5-10 Miles	14.02%	53
10-20 Miles	18.52%	70
Over 20 Miles	17.46%	66
	Answered	378
	Skipped	259



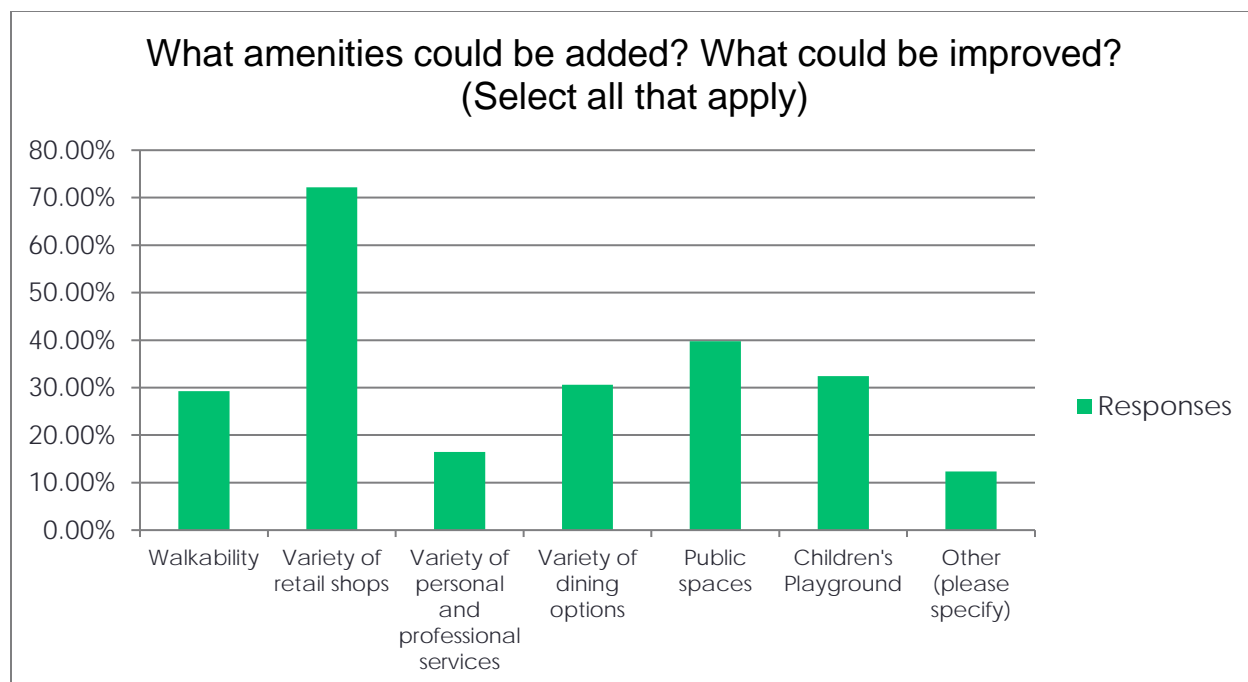


Do you:

Answer Choices	Responses	
Come downtown for lunch or dinner?	86.20%	531
Run errands?	67.69%	417
Shop?	43.83%	270
Personal services	54.22%	334
Other (please specify)		37
	Answered	616
	Skipped	21

Respondents	Other (please specify)
1	stroll, browse
2	movies
3	Track 5
4	Pick up my daughter from PrimeTime
5	Post office, eat lunch, run errands
6	Walk
7	for train/bus to work
8	Movies, accountant, ice cream, perotti's.
9	Dinner, drinks, coffee, ice cream, bagels, lunch
10	I live downtown and run a retail space in downtown.
11	Pass through to pick up/drop off kids at school.
12	Post Office every day and various other services.
13	Gym

Respondents	Other (please specify)
14	Attend church
15	Gym
16	Coffee
17	Commute via Train
18	None. Pizza from Roma in Garwood, shop at Clark Commons
19	none
20	None of the above
21	Not during workday. Some work evenings and weekends.
22	Classes
23	Cocktails
24	Church
25	Coffee
26	Dance class. Yoga.
27	Will try to fit in before/after work
28	Train
29	Occasionally on a weekend I'll go downtown for dinner but NEVER during the week. Its too congested and crazy and not worth the effort. I go to Garwood or Westfield most of the time.
30	None
31	Family relaxation
32	Hang out with moms and kids
33	yoga
34	Church
35	King gym
36	Banking
37	Yoga



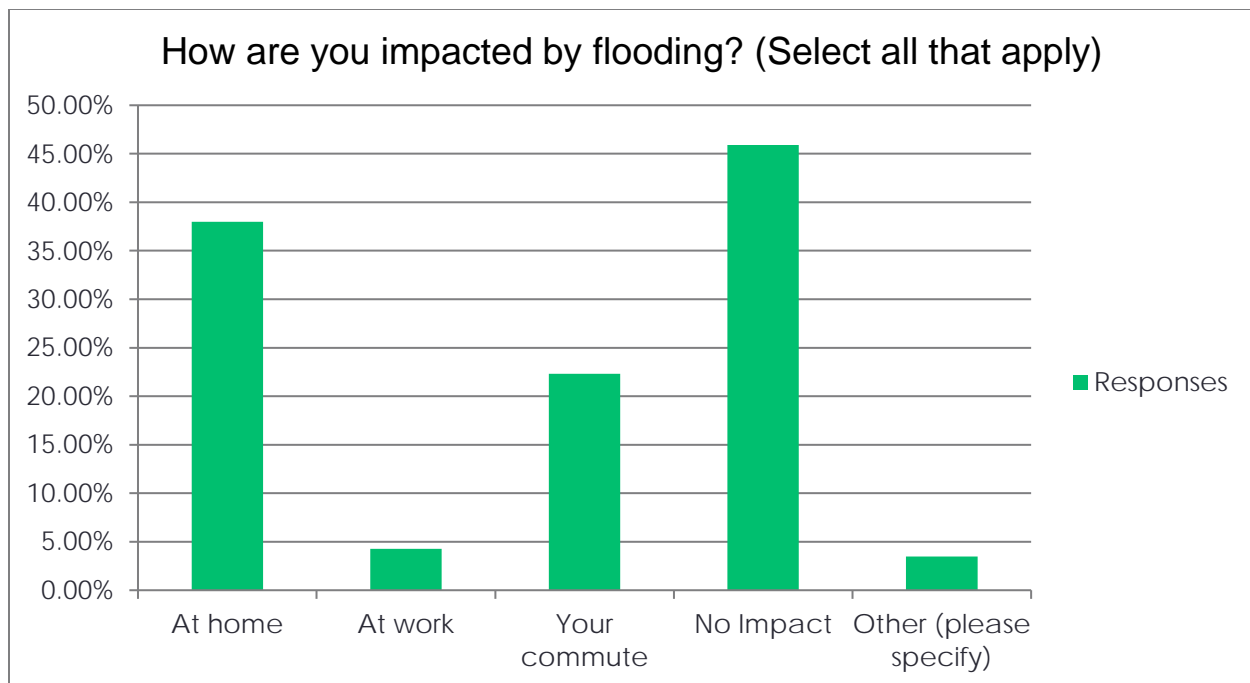
What amenities could be added? What could be improved? (Select all that apply)

Answer Choices	Responses	
Walkability	29.28%	178
Variety of retail shops	72.20%	439
Variety of personal and professional services	16.45%	100
Variety of dining options	30.59%	186
Public spaces	39.80%	242
Children's Playground	32.40%	197
Other (please specify)	12.34%	75
Answered		608
Skipped		29

Respondents	Other (please specify)
1	seating clusters, attractive window displays, plantings
2	ALLOW FREE PARKING FROM 11:30 TO 2 FOR DINING Mondays through Saturdays
3	More police to help with traffic
4	More parking spaces
5	bike lanes & bike racks
6	More cops ticketing cars who don't yield to pedestrians and speeders, too many nail and hair salons, need more ethnic food and cheap eats, would love a park or playground downtown, need small grocery store because the supermarket is too far away, need a farmers market, would love a toy store, used book store, falafel store,
7	I'm not sure how this could be done, but I think it would be a great addition to accessing the downtown if the walkway between South Ave. and Lincoln Ave. could be used to showcase outdoor art work, sculptures, etc. Being next to the river, it would be a great place for people to walk to/from restaurants, shops, the movie theater, the train station, etc.

Respondents	Other (please specify)
8	parking
9	handicapped able sidewalks and curbs everywhere.
10	Children's playground please!
11	We have no art or murals or attractions and we should.
12	I am happy with the amenities
13	Better coordination of traffic lights.
14	There is a lot of illegal parking and stopping/standing - cars blatantly parking in no-parking areas, in front of restaurants and at intersections. esp bad on South and Walnut.
15	Garbage
16	Dog friendly aspects like water stations and bags
17	design changes to get from one area to another
18	Places to get a good breakfast (prior to 10am - not brunch, just a good place to bring a family with kids to breakfast)
19	Third spaces - more community space to lounge/relax
20	Fewer people would be nice
21	Parking, especially during the workweek.
22	Public information access to community events, programs. kiosk that posts upcoming events, and information about programs that are available in the community for the community and for visitors.
23	Fewer nail and hair salons, most of which are short-lived, and more true retail stores that are open in the evenings
24	Not sure.
25	Get rid of Starbucks drive-in on north ave.DANGEROUS!!!
26	stop charging for parking
27	General store
28	Need more green/open space!
29	Less nail salons
30	Parking
31	Revitalization of underutilized and abandoned properties to enhance the synergy of the downtown.
32	Anchor type stores
33	Bicycle enclosed lockers.
34	Too many hair and nail salons
35	Home improvement
36	The pizza place across from The Thirsty Turtle utilizes the public sidewalk for dining. Not much room left to walk comfortably.
37	free parking
38	I like that Cranford has lots of dining options. lets keep it that way
39	PARKING
40	Fix the reoccurring pothole on North Ave West!!!
41	Get rid of the meter "boxes."
42	Variety of restaurants with liquor licenses
43	Reduce the number of apartments . It's a problem to walk to train station with derelict men sitting on a bench at 7am.
44	Current children's movies at theater
45	Renovate/rent dilapidated and shuttered spaces

Respondents	Other (please specify)
46	Bike facilities
47	something for tweens and teens
48	Need more downtown events! Concert series maybe. Freehold boro does it best, check their schedule out
49	Anything but a coffee shop
50	Entertainment venue
51	Children's interactive museum
52	Allow traffic to flow and find a way to relieve congestion.
53	No sidewalk or patio dining.
54	A larger common area
55	Pedestrian & bike only street (in front of track 5)
56	Jazz club type restaurant
57	A real brewery :)
58	No more nail or hair salons, a BBQ restaurant (not Portugese)
59	Food store/market
60	more things open later
61	Could always use more, especially retail, but I like what we got
62	dedicated bike lanes
63	Bike racks, safe bike and walking
64	The events are wonderful. More events would be great
65	traffic is already a nightmare and yet this is before the high density projects throughout town and in neighboring Garwood. It is a nightmare so what is Cranford thinking. High density and the new Hoboken look IS NOT WHAT WE WANT IN THIS TOWN!!!!!!!!!!!!!!
66	free parking for residents
67	Parking
68	dog park would be nice
69	How about closing to traffic one/some streets like N Union Ave on certain nights so restaurants can expand outdoor dining and the area becomes more walkable
70	Bring back the car show!
71	Wine bar :)
72	parking
73	Free parking options!!,
74	Food store for last minute supplies, milk, bread etc
75	A bigger playspace/ dedicated playground would be AMAZING. I meet so many friends (especially if they live on the other side of town) at the clock plaza for chalk and bubbles, but it's really _not_ safe with all the vehicular traffic. It would also boost the whole downtown of morale, it gives people coming from out of town with young kids an easy way to extend their visit. People would definitely buy more "to-go" refreshments and sit in the playground.



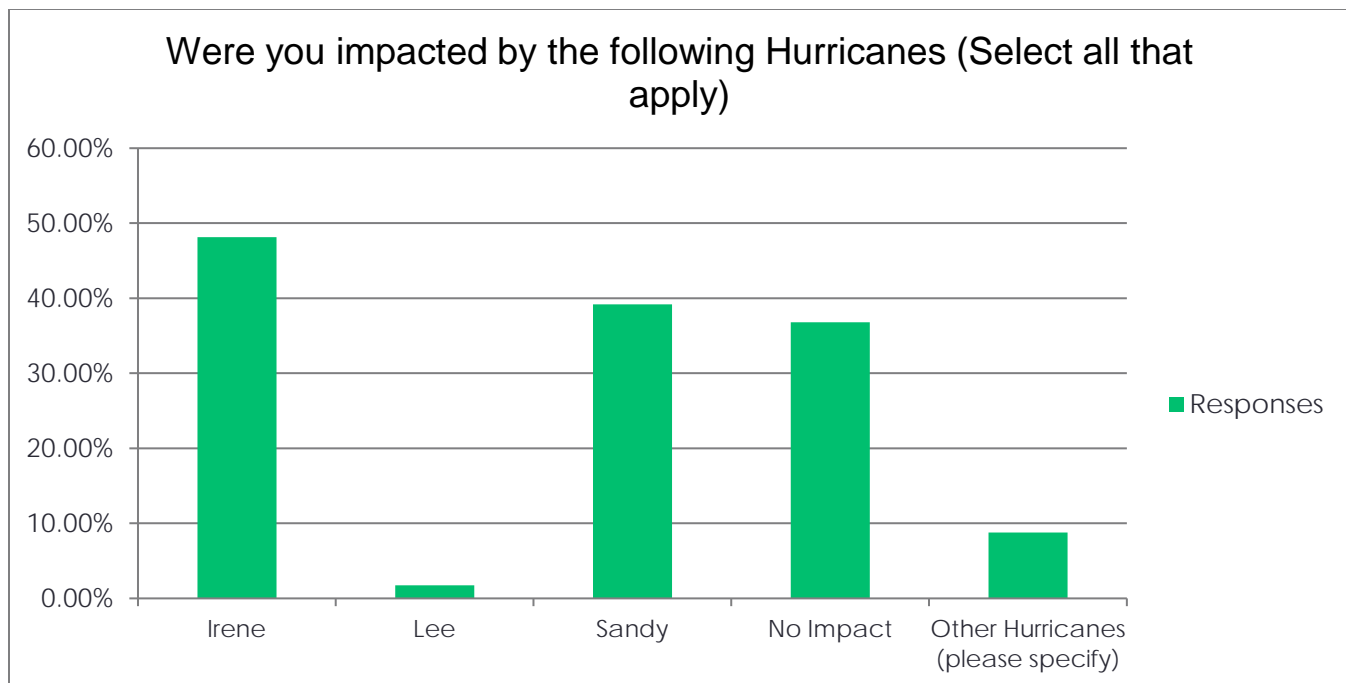
How are you impacted by flooding? (Select all that apply)

Answer Choices	Responses	
At home	37.97%	240
At work	4.27%	27
Your commute	22.31%	141
No Impact	45.89%	290
Other (please specify)	3.48%	22
	Answered	632
	Skipped	5

Respondents	Other (please specify)
1	Impassable streets
2	Because it is the town we live in
3	The area in Cranford where I live is know as the heights. Fortunately, it is not close to the river and most of the storm water runs down to the storm drains. That said, whenever there is a flood, there are issues such as loss of power, disrupted transit schedules, etc.
4	Getting around,
5	Little impact of no electric
6	Only once with Hurricane Irene.
7	Not sure
8	Home doesn't flood but nearby neighborhoods do.
9	Local street flooding
10	Small town. If any part of the town takes on water, it impacts us all
11	Been lucky so far
12	We live in a town gat has flooding. All residents, regardless of where they live, are impacted.

Respondents	Other (please specify)
13	Irene hit us hard but not Sandy.
14	Retired, and our area does not flood, except for Hurricane Irene, which did not affect us
15	Lived in a house when Irene hit-.streets and property flooded
16	Concern for neighbors who are directly affected
17	Basement and street (flash floods)
18	In our community, but not our home specifically
19	My Facebook all to train station
20	If roads flood or knock out power
21	Inability to travel around town and in/out of town
22	While not specifically impacted, as a realtor ppl are very wary of flooding in Cranford



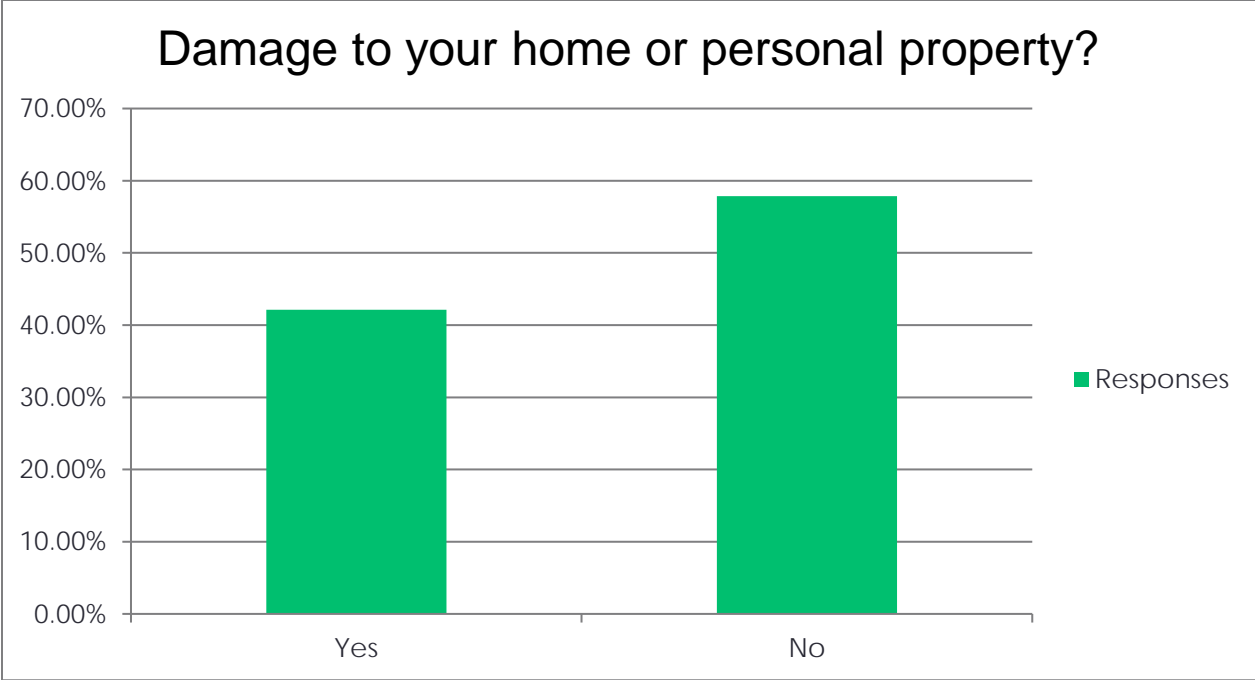


Were you impacted by the following Hurricanes (Select all that apply)

Answer Choices	Responses	
Irene	48.16%	301
Lee	1.76%	11
Sandy	39.20%	245
No Impact	36.80%	230
Other Hurricanes (please specify)	8.80%	55
	Answered	625
	Skipped	12

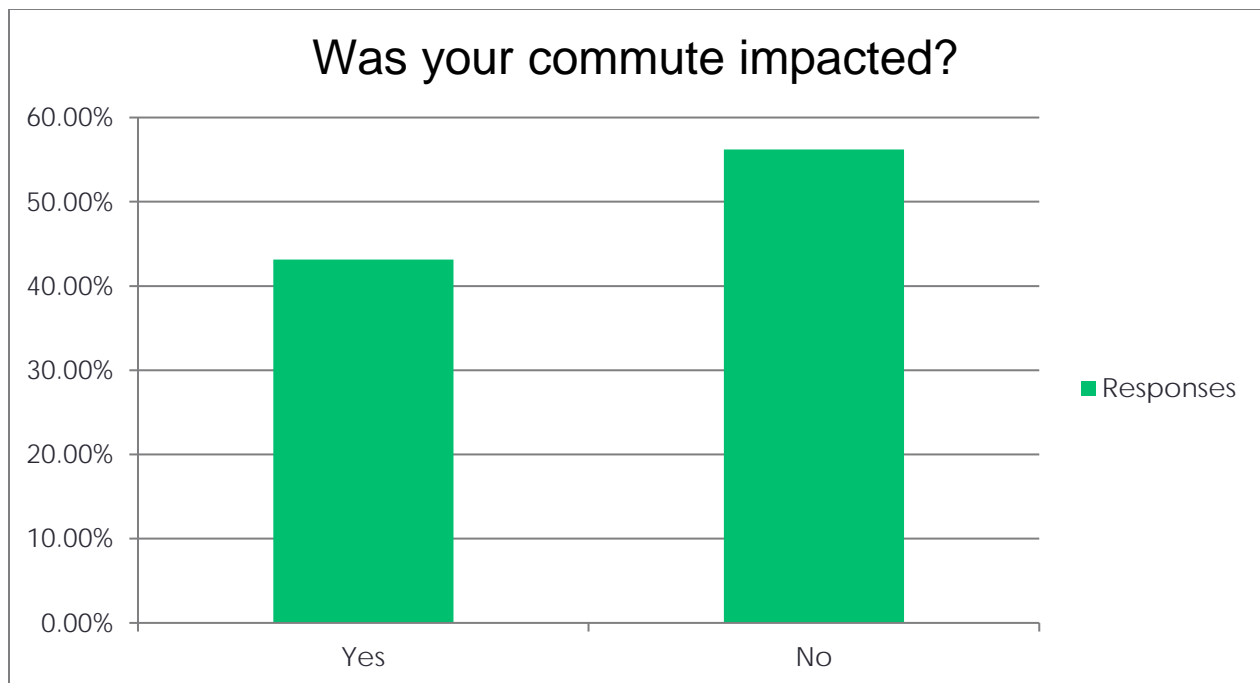
Respondents	Other Hurricanes (please specify)
1	Floyd
2	Floyd
3	High winds do bring down trees, tree limbs, etc. I lost two pine trees during Sandy.
4	Floyd
5	any storms that raise water table add to basement seepage and sump pump use
6	Wasn't living here
7	tax day storm-non hurricane
8	Nor'Easters not hurricanes caused the sewers to back up into our basement
9	Was out of electric for many days, and had some water in basement.
10	I don't remember which others, but each time it was due to power shortage
11	We live in Cranford Heights area
12	Did not live here during these
13	Floyd and tax day storm

Respondents	Other Hurricanes (please specify)
14	We did not live here but previous owners were affected.
15	floyd
16	Water power
17	2 tropical storms
18	Floyd
19	Floyd, tax day 2007
20	These occurred before we moved here
21	heavy rains have come as high as my front steps on Johnson Avenue
22	Not a resident of Cranford during those storms.
23	My home was affected even though I did not yet live there at the time.
24	Floyd
25	Non resident for these storms
26	Prior owners of our home were impacted by irene
27	Floyd
28	Floyd
29	Did not live here at that time.
30	Various flooding from high rains in basement
31	Floyd, and tax day storm
32	Tree limbs down. Lots of water in our yard.
33	Was not living in Cranford during Sandy or Irene. Don't remember Lee.
34	Floyd
35	Floyd
36	Floyd
37	Was not living there during those times
38	Floyd and tax day staorm
39	Floyd (previous house)
40	Floyd
41	Floyd
42	Floyd and north eastern
43	Floyd
44	Floyd
45	Floyd
46	Flyod
47	Floyd
48	Flooded basement
49	Not flooding just power outage
50	Tax day nor'easter
51	Isabel
52	Impacted by Sandy while I lived outside of Cranford
53	Floyd
54	Floyd
55	Floyd



Damage to your home or personal property?

Answer Choices	Responses	
Yes	42.15%	255
No	57.85%	350
	Answered	605
	Skipped	32



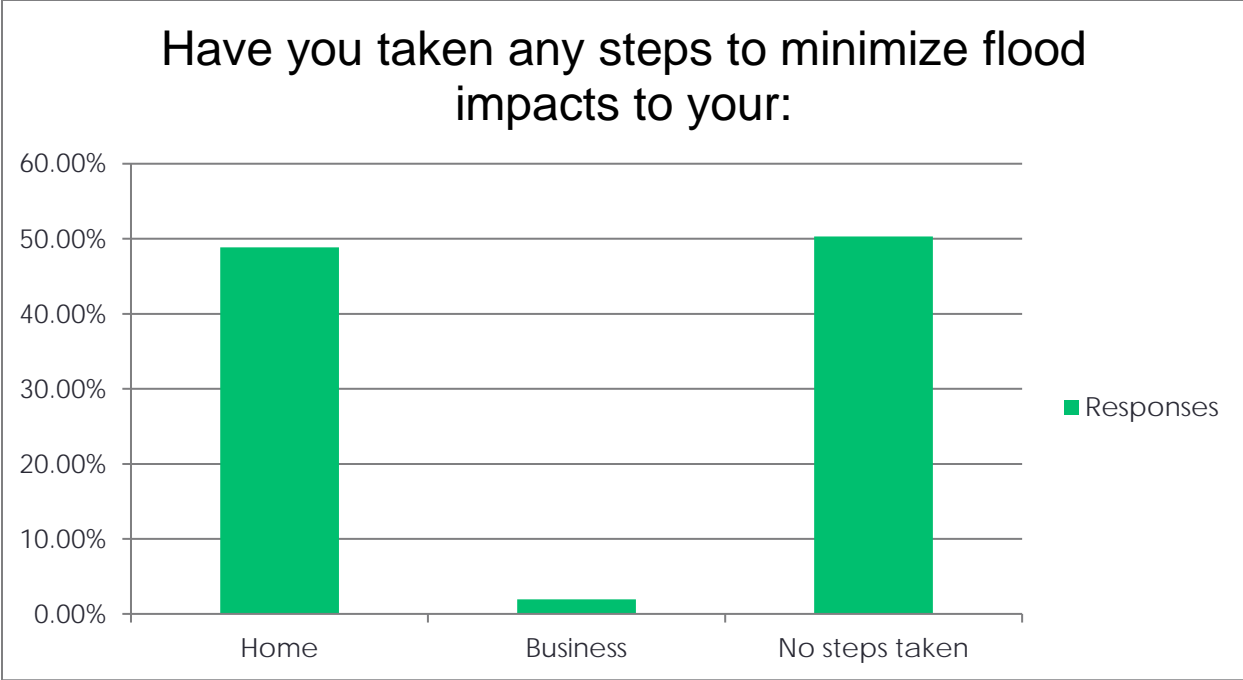
Was your commute impacted?

Answer Choices	Responses	
Yes	43.14%	261
No	56.20%	340
Please Specify		84
	Answered	605
	Skipped	32

Respondents	Please Specify
1	Impassable streets
2	Couldn't get to work
3	Impassible.
4	Had to detour and allow extra travel time.
5	N/A
6	Gas
7	NJ Transit train was not running
8	downed trees and flooded streets and schools and businesses.
9	didnt leave here at the time
10	Trees down
11	No power
12	Water surrounded my house. Couldn't get out but that was Irene. Once stopped raining flood water subsided
13	Difficult to travel, lack of electricity
14	Home was evacuated

Respondents	Please Specify
15	Couldn't drive to work like many people.
16	Roads were closed or flooded in town.
17	I work in Mountainside so I have to go thru Cranford to get there.
18	Road closures, debris
19	Service from Newark to NYC on trains impacted by Sandy - reduced schedule, New Penn Station powered by generators, commuters forced to wait in pens in main lobby area until trains arrived. Chaotic and unsafe.
20	Roads were closed
21	flooded streets, power outages, and downed trees
22	detours
23	just impacted for a few days after each event
24	road closed no power
25	Had to evacuate; could not return to house for 3 days after Irene, lost power for 11 days with Sandy
26	Streets flooded and unable to drive
27	Did not live in Cranford at the time of those storms
28	Detour from flooding from underpass of NJ transit on Lincoln Ave. and South Ave
29	Train and bus
30	During Sandy event could not get to work.
31	Was cut off from everything headed into the downtown area of Cranford, as well as the Garden State Parkway
32	Worked in Hoboken, significant impact there.
33	Fallen trees, floods, no power
34	Rerouted roads due to flooding, downed trees.
35	Road closures
36	road closures
37	N/a
38	Wability to work from home during reconvert time
39	No power and could not commute
40	Couldn't get to the North side of town.
41	Flooded streets
42	Temporary road closers that where completely understandable.
43	Our street was fine but everyone around us was flooded so we couldn't get out
44	Detours
45	walking detour due to flooding
46	Train delays, congestion on the parkway
47	Trains out of service, buses very crowded
48	Could not get to my house for a few hours because my street was so flooded
49	Flooding on streets
50	Several roads I need to travel on are easily effected by the Rahway River.
51	We weren't living at the house at the time or in Cranford
52	We didn't live at Cranford at time of Irene.
53	Retired
54	It would have been

Respondents	Please Specify
55	Traibl'n
56	Delays
57	Flooding, closed streets, down power lines
58	Our house and car flooded, we stopped going to work for 10 days while we recovered our home
59	Retired and did not have to drive
60	Retired
61	Power Loss
62	I could not get out of my street. My cars were flood damaged
63	I couldn't commute to work because there was no gas in my car and we couldn't get gas in NJ.
64	cancelled trains, plus water levels were high for walking through the town
65	Downtown flooded
66	Travel impacted
67	Couldn't get to work for a few days
68	Didn't go in when power went out for 2 weeks
69	Train and bus lines were impacted
70	no access to train/bus station
71	Gas lines
72	Not in Cranford
73	brief basement flooding
74	Roads blocked, NJ Transit down
75	A tree came down and blocked our dead-end street so we were all stranded for a few days. Irene, the roads were under water
76	Schools closed
77	I lost 2 weeks of work for power failure at my work in Westfield
78	No way to get downtown
79	do you need to specify traffic nightmare
80	Could not get out of Street.
81	NJ Transit not running
82	No electricity for a week
83	Retired
84	Town and parkway flooded

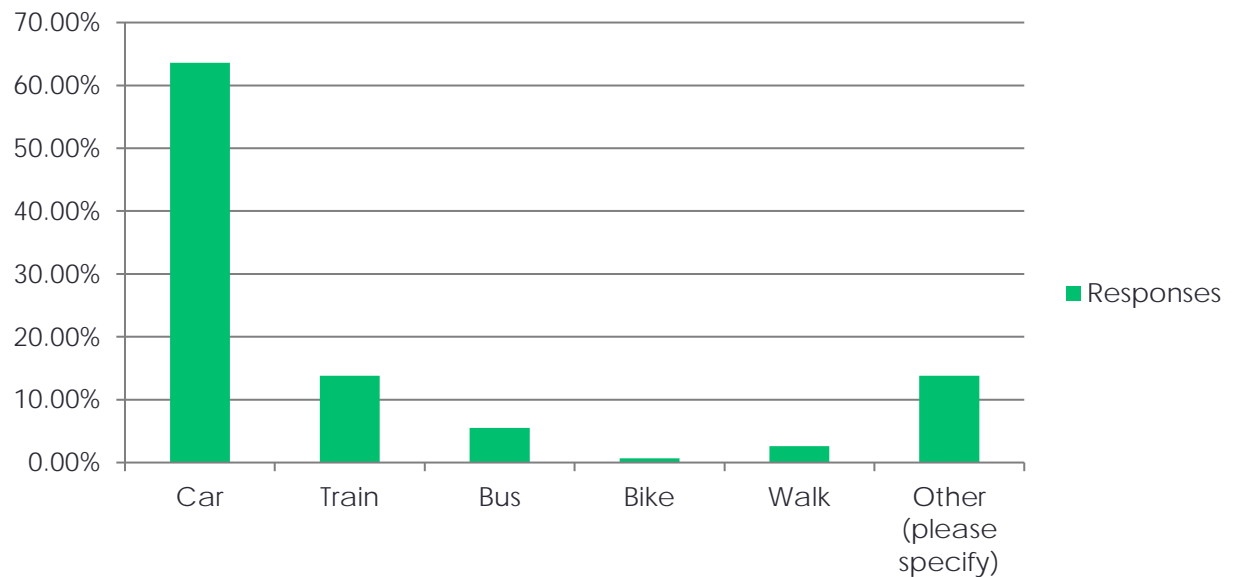


Have you taken any steps to minimize flood impacts to your:

Answer Choices	Responses	
Home	48.87%	302
Business	1.94%	12
No steps taken	50.32%	311
	Answered	618
	Skipped	19



## How do you get to work?



How do you get to work?

Answer Choices	Responses	
Car	63.58%	391
Train	13.82%	85
Bus	5.53%	34
Bike	0.65%	4
Walk	2.60%	16
Other (please specify)	13.82%	85
Answered		615
Skipped		22

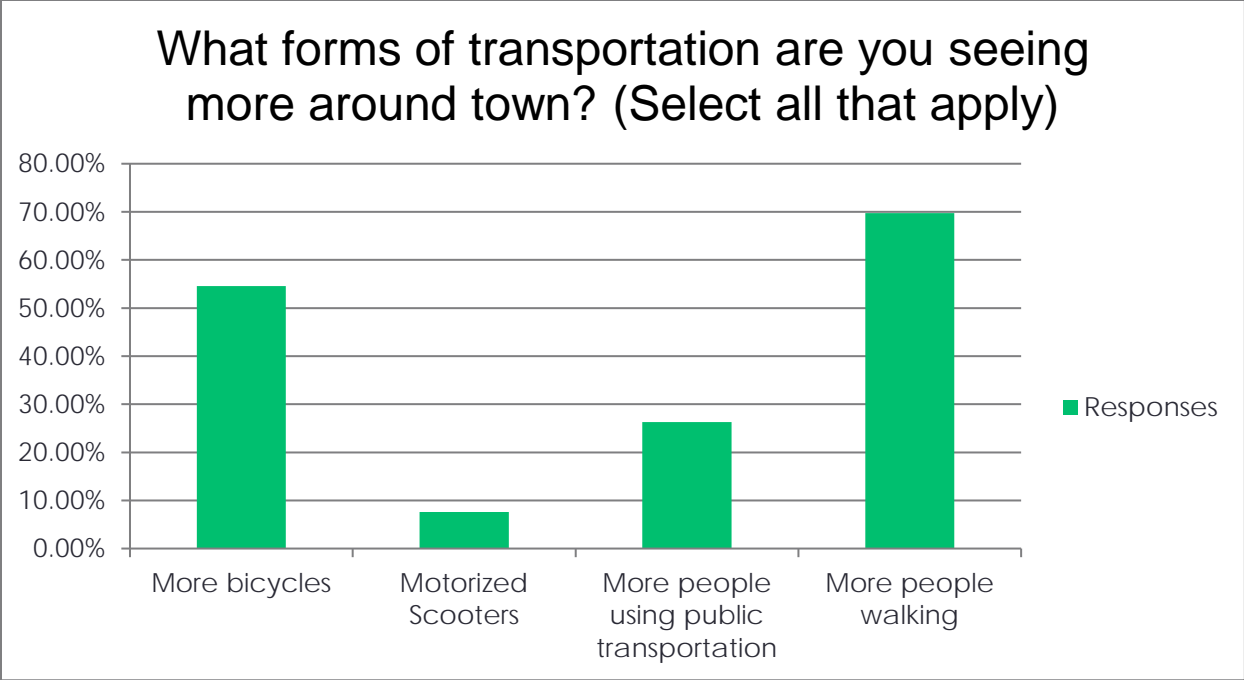
### Respondents

### Other (please specify)

1	work at home
2	retired
3	Not currently employed
4	Work from home, but would like to utilize library
5	Work from home
6	Am retired. I walked to and from the rr station when I workedd
7	N/A
8	retired
9	retired
10	WAH
11	Retired
12	Retired

Respondents	Other (please specify)
13	Retired.
14	Retired
15	sometimes drive, sometimes walk
16	Work from home but do commute sometimes to NY City by train.
17	retired
18	None - retired
19	bike, bus and train
20	Retired
21	work at home
22	Car & Bike
23	Retired
24	Don't work
25	Work in my home office
26	Depending on my schedule I often walk or drive to the train or drive straight to my office
27	Work from home
28	I don't work
29	NA
30	retired
31	Stay home mom
32	retired
33	Retired
34	Retired
35	work at home
36	work at home
37	Work at home
38	Work at home
39	retired
40	Retired
41	retired
42	Retired
43	Retired
44	Retired
45	Work from home
46	Work from home
47	We are retired
48	2 P/T jobs: car for one, bus & train to NYC for the other
49	I work from home
50	Retired
51	n/a
52	Retired
53	Work from home
54	retired
55	retired

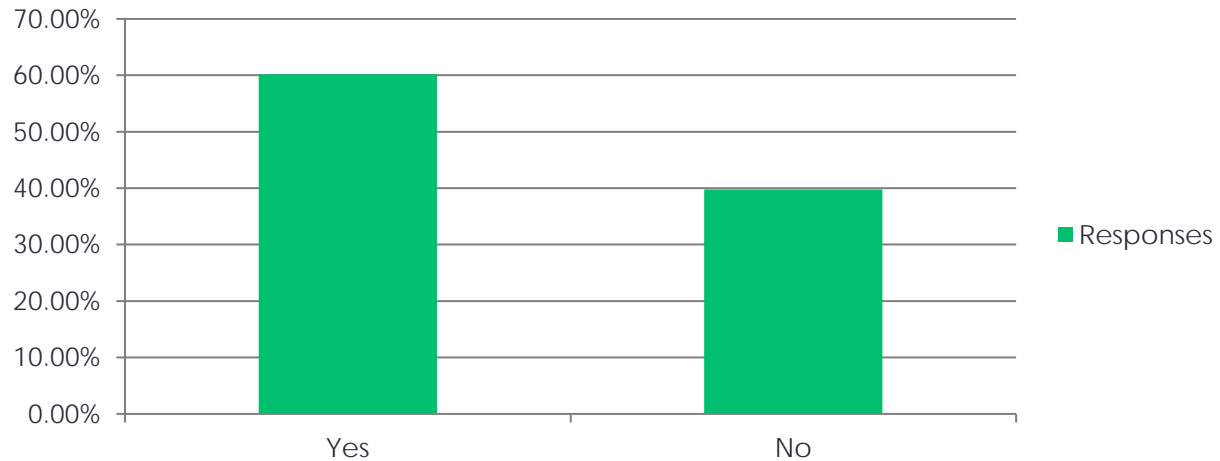
Respondents	Other (please specify)
56	Retired
57	Stay at home mom-car
58	I'm retired now, but took the train for 25 years
59	Sahm
60	Work from home
61	Don't work
62	At home
63	Retired
64	Home
65	Don't work
66	I'm a stay at home mom
67	Ferry
68	Don't work outside the home
69	retired
70	Homemaker
71	work from home
72	Don't work
73	Work from home. Drive to customers all over North Jersey
74	car and train
75	Retired but took the Cranford train for 33 years
76	I'm retired
77	N/a
78	Work from home most days
79	Work from home
80	Stay at home
81	Work from home
82	Work from home so I'm home or train into city or car to Nj meetings
83	Retired
84	.
85	Stay at home mon



What forms of transportation are you seeing more around town? (Select all that apply)

Answer Choices	Responses	
More bicycles	54.59%	303
Motorized Scooters	7.57%	42
More people using public transportation	26.31%	146
More people walking	69.73%	387
	Answered	555
	Skipped	82

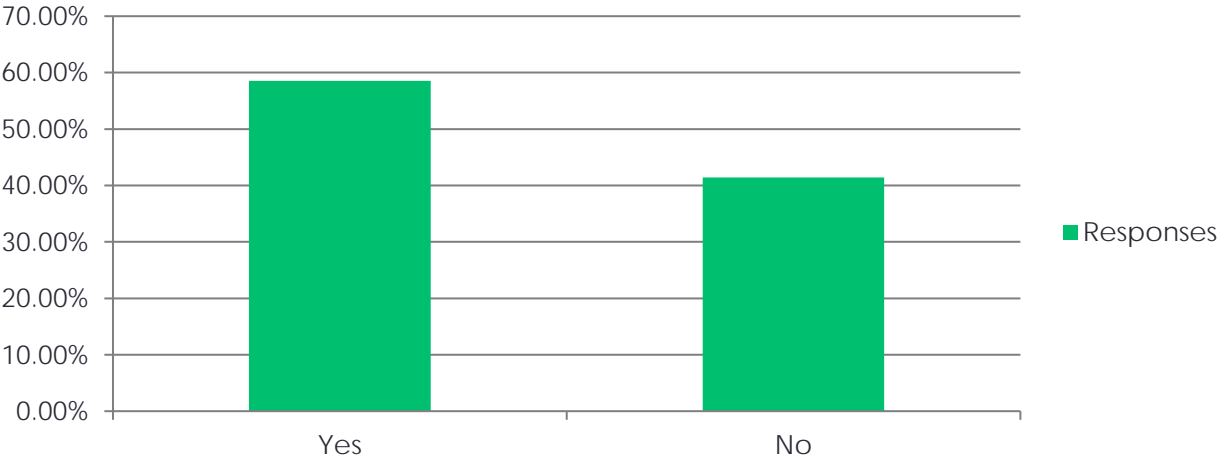
## Do you believe that Cranford should implement bicycle infrastructure (i.e. Bicycle Lanes)?



Do you believe that Cranford should implement bicycle infrastructure (i.e. Bicycle Lanes)?

Answer Choices	Responses	
Yes	60.22%	377
No	39.78%	249
	Answered	626
	Skipped	11

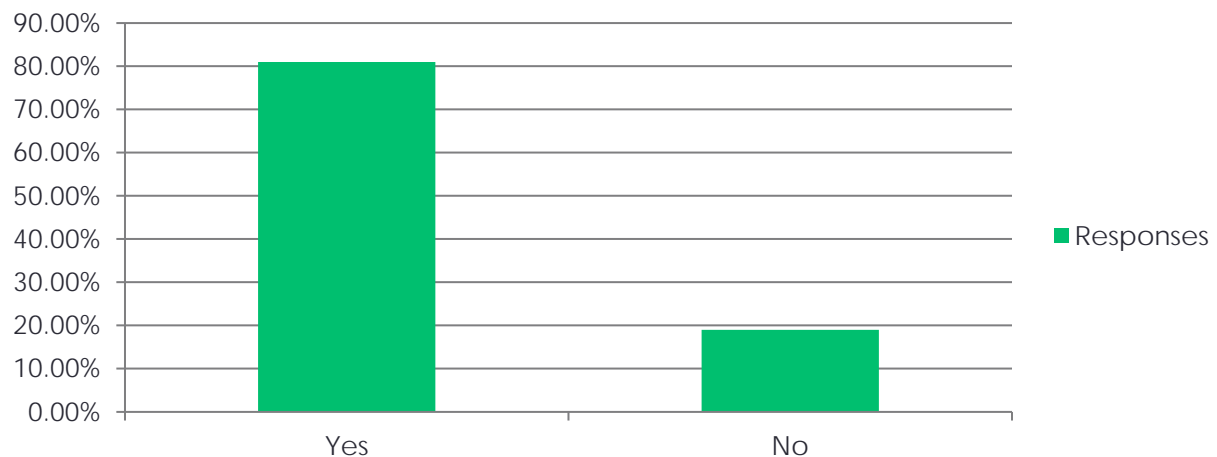
Would you consider biking more often if Cranford had safer bicycle infrastructure / facilities?



Would you consider biking more often if Cranford had safer bicycle infrastructure / facilities?

Answer Choices	Responses	
Yes	58.57%	369
No	41.43%	261
	Answered	630
	Skipped	7

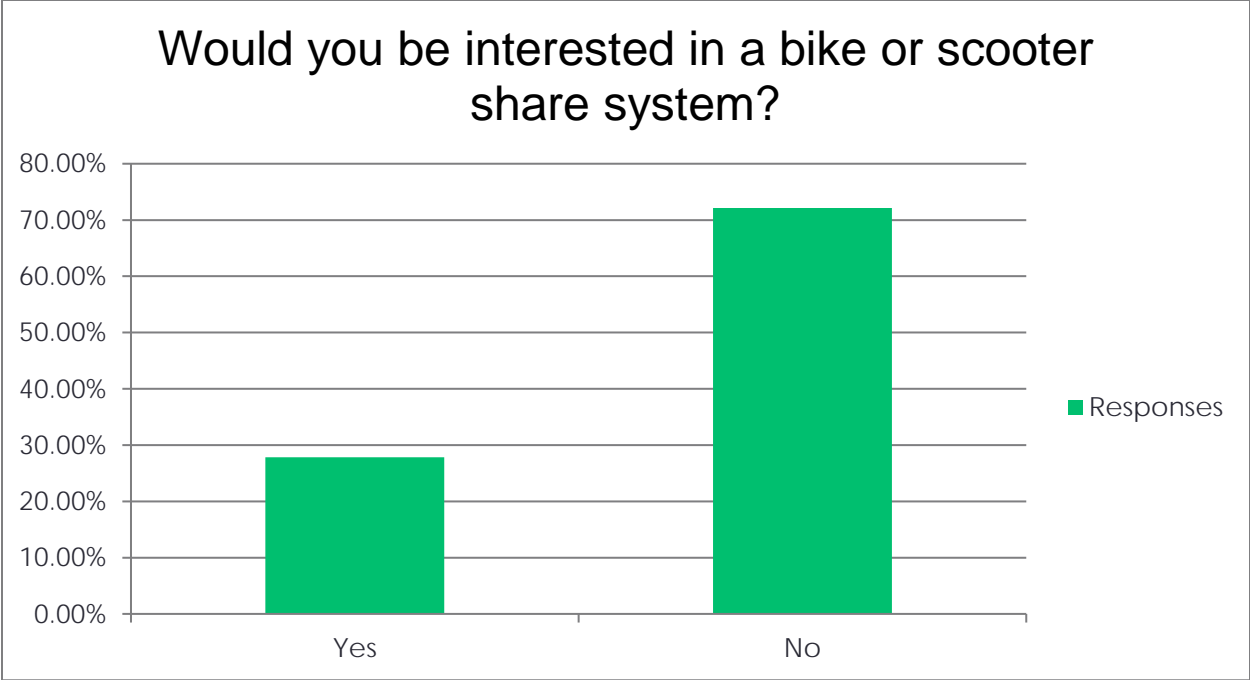
Do you believe facilities focused on non-motorized transportation methods could be improved within and between neighborhoods (Sidewalk improvements / Bicycle infrastructure)?



Do you believe facilities focused on non-motorized transportation methods could be improved within and between neighborhoods (Sidewalk improvements / Bicycle infrastructure)?

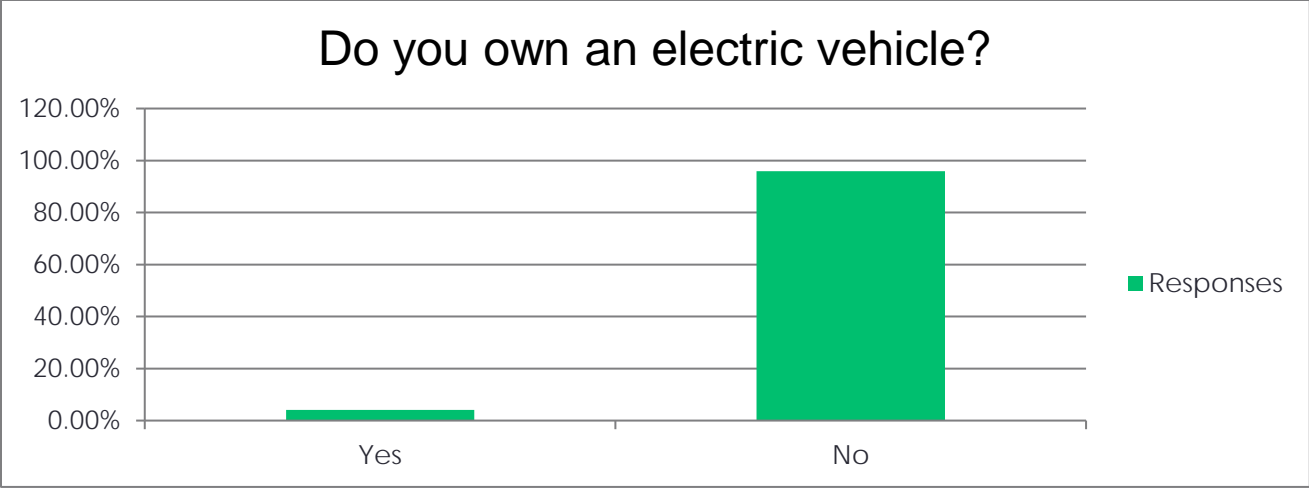
Answer Choices	Responses	
Yes	81.01%	512
No	18.99%	120
	Answered	632
	Skipped	5





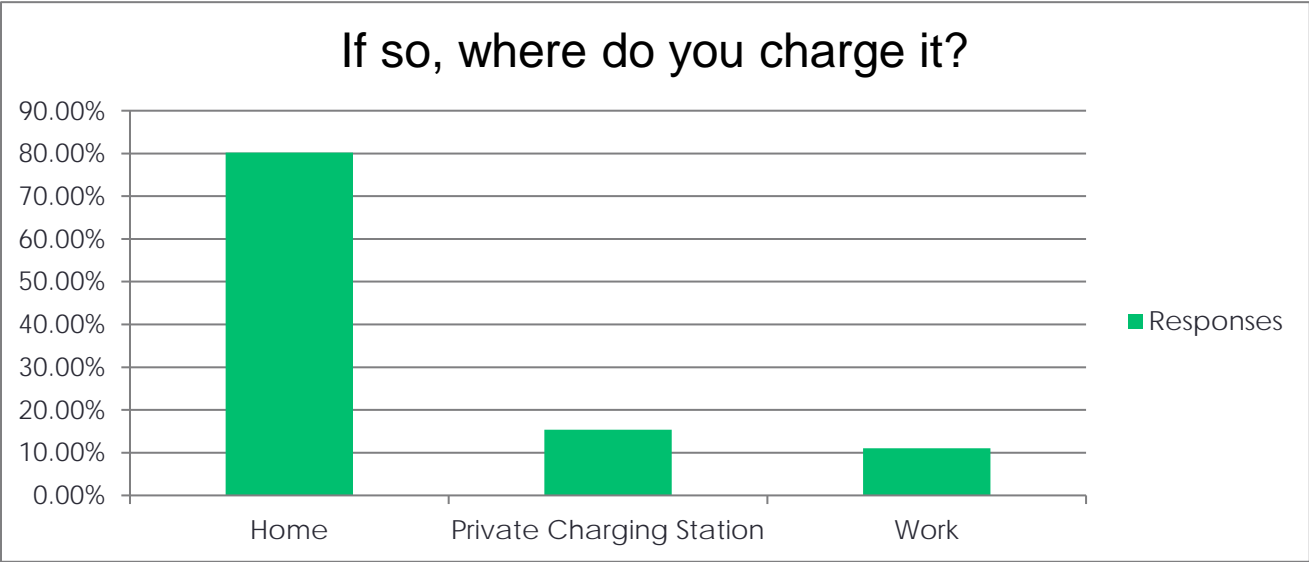
Would you be interested in a bike or scooter share system?

Answer Choices	Responses	
Yes	27.85%	176
No	72.15%	456
	Answered	632
	Skipped	5



Do you own an electric vehicle?

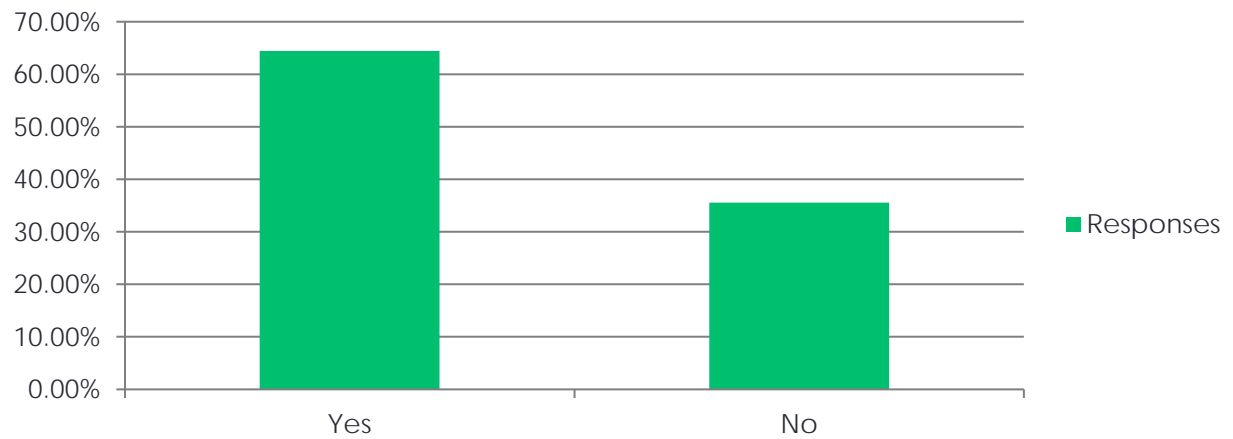
Answer Choices	Responses	
Yes	4.09%	26
No	95.91%	610
	Answered	636
	Skipped	1



If so, where do you charge it?

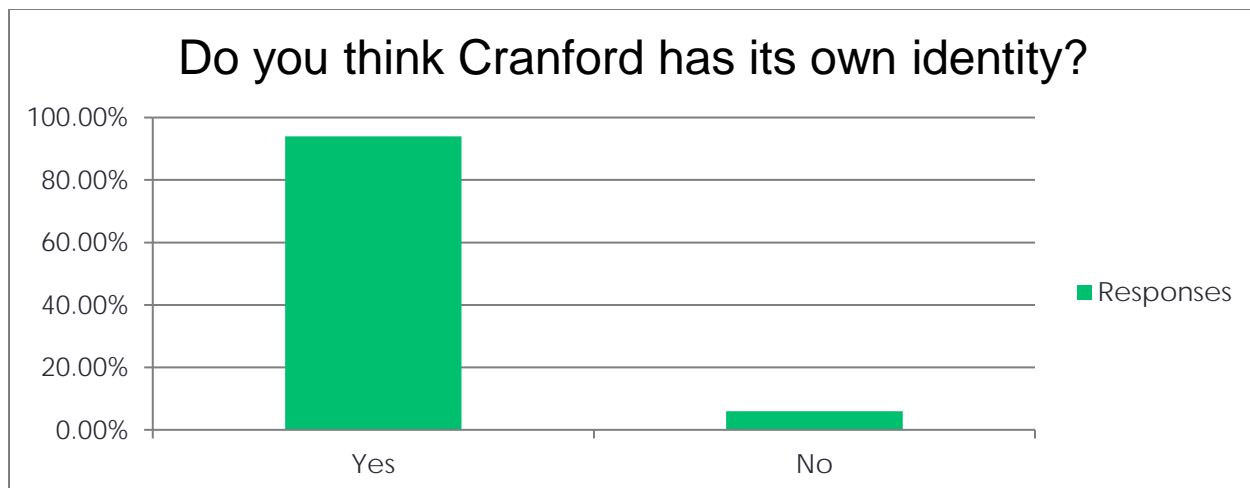
Answer Choices	Responses	
Home	80.22%	73
Private Charging Station	15.38%	14
Work	10.99%	10
	Answered	91
	Skipped	546

## Do you think that the Township's public parking lots should offer charging stations?



Do you think that the Township's public parking lots should offer charging stations?

Answer Choices	Responses	
Yes	64.43%	393
No	35.57%	217
	Answered	610
	Skipped	27



Do you think Cranford has its own identity?

Answer Choices	Responses	
Yes	94.00%	595
No	6.00%	38
Answered		633
Skipped		4

How would you define it in 5 words or less?

Answered	552
Skipped	85

Respondents	Responses
1	Family-oriented with desirable downtown
2	pride, clicky, safe,
3	great town for dining and shopping
4	Home
5	family oriented
6	Family Friendly, closed town.
7	Great community spirit
8	Friendly, supportive not pretentious
9	Up to date Norman Rockwell
10	Quaint warm and welcoming
11	More for younger people
12	Safe, compact, lively, thriving
13	river, downtown, restaurants, schools
14	Familiar, small town, walkable
15	Young, vibrant, family friendly

Respondents	Responses
16	Known for its restaurants
17	Small town feel until you guys ruin it with apartments and more traffic
18	Eclectic, comfortable & welcoming
19	A charming town, now negatively changing due to apartments
20	Beautiful, Safe, Clean, Friendly, & Accessible!
21	Community
22	Family friendly, relaxed
23	Friendly, stylish and inviting in an unpretentious way.
24	Zero degrees of separation
25	Quaint, predominantly white, needs more diversity
26	Not inclusive
27	Charming, quaint, family friendly
28	lovely town being hurt by overdevelopment
29	Overcrowded
30	Old fashioned family town
31	Used to be quaint
32	Viable downtown supporting quality suburban lifestyle
33	the river
34	Quaint
35	Caring Community
36	Fun, safe, good restaurants, easy to get around
37	Quaint, beautiful, Ideal, Outdoorsy, Young
38	Quaint, friendly and safe
39	Cute crowded white commuter town
40	another Mayberry, which is good!
41	Quaint, family town.
42	Not sure. I'm just guessing it does for long time residents. Like the high school championships or other town pride.
43	Suburban, wealthy, non-diverse, upscale and safe
44	Quaint. Safe. Active.
45	A nice town.
46	strong downtown
47	Small town strong community
48	Family friendly
49	Close knit community with mom and pop shops
50	Strong sense of community
51	It used to be a nice quiet town.
52	great family community
53	Crowded yet cute
54	Family-friend enclave
55	was Victorian losing that identity
56	Home community small

Respondents	Responses
57	Friendly and quaint
58	It has a small town charm with worldly dining influences. However, the small town charm is fading away due to big construction projects.
59	Cottage town (but changing)
60	Small town, friendly, quirky
61	Family /community based commuting town
62	Cute
63	A great place to live
64	All-American vivacious Family friendly supportive
65	Quaint, charming and eventful
66	Lively, picturesque downtown
67	Quaint, family friendly, neighborhood feel
68	Character
69	Quaint, Vibrant, Picturesque, local and small
70	Boutique, unique, clean and welcoming.
71	small businesses
72	Small feel and friendly
73	Quaint town with dedicated locals.
74	The Rent Is Too High
75	Cranford is quaint and family friendly
76	Family friendly, quaint, expensive
77	Yes
78	Small town charm
79	Great place to raise families
80	Homey and nice town.
81	Small town feel with options
82	Affordable, friendly, pedestrian-friendly But with over development is losing all three aspects.
83	Authentic, friendly, not suburban sprawl
84	evolving
85	friendly, quaint, nice downtown
86	Small town great restaurants
87	Family friendly
88	Little Hoboken
89	Quaint, with a great shopping district
90	Quaint
91	When people find out I live in Cranford, the first thing they say is "That is really a beautiful town". It reminds people of Mayberry.
92	Classic Caring Small Town
93	great
94	Friendly, Family-oriented, not stuffy
95	Quaint town
96	Quaint, mix of architecture,

Respondents	Responses
97	quaint, rising taxes, building overkill
98	Good feel
99	WAlkable, friendly, up and coming unique
100	Friendly, family oriented, commuter town
101	Quaint town; strong community
102	Welcoming and comfortable
103	Small business friendly
104	Familytown USA
105	Used to be a quaint picturesque town.
106	Friendly, easy to get around
107	Uppidy, quaint
108	Quaint, family-oriented, involved community, good schools
109	A safe and pleasant community
110	middle class neighborhood feel with small town vibe
111	Walkable social inviting
112	Family oriented; strong sense of community
113	Family friendly
114	adequate for commuting
115	Community orientated
116	Family friendly
117	Nice but getting too crowded
118	Family friendly town
119	Great community and downtown.
120	Quaint, fun, has character
121	Historic, Proud, Family-Centered, Oasis
122	Cool family centered town
123	Friendly
124	Charming family friendly town
125	vibrant
126	very nice but stuck behind
127	Historic river town
128	Small Town New jersey
129	Strong community Small businesses
130	Upper middle class, white, homogenous
131	Hoboken in Cranford
132	A community looking after each other
133	Welcoming, community-centered, family-friendly
134	Old-fashioned community values in an evolving and up and coming downtown
135	Lack of "specialness" other than a number of not so great restaurants. Very few stores. There is an uncool vibe in Cranford
136	Small-town charm
137	overall friendly

Respondents	Responses
138	Happy
139	Suburban cuteness
140	Commuter town
141	Nice but not pretentious
142	Quaint, charming, family oriented
143	Comfortable downtown with historic neighborhoods
144	Charming suburban town
145	Charming, density will change this!
146	Historical, friendly, energetic and safe
147	quaint, inviting
148	Cute Charming All American tow
149	Family centered, local owned, community involvement
150	Charming mom and pop small businesses
151	Suburban, dense, downtown, commuter, growing
152	Family oriented, mom and pop, walkable
153	Family friendly and traditional
154	Family
155	Small town community focused
156	Nice and affordable with good downtown.
157	Charming
158	Family-friendly, fun
159	Family friendly, safe and quaint.
160	Family friendly. Honest.
161	Overcrowded
162	great downtown and schools
163	Quaint, commuter, expensive, young
164	Used to be better
165	Homey
166	Family-oriented, supportive, charming
167	Quaint small town
168	Quaint & family friendly
169	Clean Safe Honest All employed
170	charming, unique, relaxed
171	Quaint
172	Family oriented suburban community centered charming town with a "small town" feel. Unfortunately all of the high density housing is eroding that feel and cranford is becoming "citified" this is a trend that is not positive for the community and not why I moved to cranford. The idea that you are considering using tax dollars to cater to renters at the expense of homeowners is extremely disappointing
173	Typical bedroom community with active downtown.
174	Family friendly fun, not pretentious
175	A lovely place to live
176	Friendly community focused town



Respondents	Responses
177	Lovely place to live
178	Community oriented, Family friendly
179	charming suburban atmosphere
180	hometown friendliness
181	Small quaint town much traffic
182	Decent town subject to overpopulation
183	Community
184	Good schools great community
185	Charming
186	Charming but changing for worse
187	People who love it here
188	The River
189	Family oriented
190	Community variety upcoming
191	Family friendly working class neighborhood
192	Trees, nice neighborhoods, friendly people, nice downtown, tennis club.
193	Ideal
	Perfect for families
	Close knit
194	Dining destination
195	Overtaken by affordable housing.
196	charming classic
197	quaint
198	Cute, close community
199	Great as is.
200	Cozy,friendly,eco friendly
201	Community, down to earth
202	Small town, commute to nyc,
203	Great family town
204	Crowded, looking like Elizabeth.
205	Home. Friendly community small town feel
206	River community with old and new charm
207	It's homey and quaint.
208	Cranford used to be quaint
209	Quaint
210	Best downtown in need of parks
211	Small Town with Big Feel
212	Small Town Vibrant Community
213	single family homes
	walkable downtown
214	Old fashion
215	Small town charm, modern options

Respondents	Responses
216	Charming and friendly
217	Not as good as it used to be.
218	Quaint
219	small urban downtown
220	Small town, eclectic, quaint, beautiful old homes
221	Charming
222	MID SIZE QUAIN
223	Suburban bedroom community, treed with parks and a vibrant expanding downtown, quaint, charming housing stock.
224	Upper middle class suburban town
225	family friendly
226	Small town, family oriented
227	Community, charm, eventful, unique, evolving
228	Small town charm
229	Property tax burden is obscene.
230	river and downtown
231	Nice downtown
232	Small safe friendly
233	Community focused through family, neighbors.
234	livable, quiet, family friendly
235	Victorian and suburban charm with crushing property taxes and good old fashioned New Jersey corruption.
236	Small town with variety
237	Close-knit, vibrant, changing
238	Hometown with a bright future!
239	Family oriented and charming
240	Friendly, cozy, fun
241	Quaint, Family oriented, Awesome, Precious.
242	Small town feel, family oriented
243	Adult Version of Hoboken
244	Upper middle class, cozy, seen in movies and tv shows
245	hOME
246	Banks, nail salons, and pizzerias.
247	Old town feel
248	Political Infighting
249	Excellent dining options
250	Quaint, middle class, historic, resilient
251	Friendly
252	Quaint
253	Quaint, friendly, loyal
254	Quaint
255	Young, families, river
256	friendly small town
257	Charming family driven community

Respondents	Responses
258	Quaint, upscale, family-focused
259	Charming, safe, character
260	Residents think Cranford is unique
261	A hometown community
262	Family friendly awesome community.
263	Cramped
264	Family oriented with a great downtown
265	homey, closeknit, fun night life
266	Good town center
267	Crowded. Congested
268	A walkable historic community
269	historic; central river
270	Quaint, family-friendly river town
271	crowded overdeveloped little town
272	Beautiful and quaint. Hope it stays that way. Too much over-building going on
273	Community oriented caring
274	A friendly, down-to-earth town
275	Good suburb
276	Small town- lots to offer
277	Artsy with character and charm
278	Quaint, historical, charming
279	History, river, families, NY access
280	Best friendly beautiful downtown
281	Relaxing and friendly vibe, easy on the eyes
282	Picturesque
283	Beloved, quaint, safe, family friendly.
284	Community, Great schools, Small businesses
285	Changing to urban city like similar to East Orange
286	Friendly
287	Great community
288	Nail salons and rude drivers
289	Safe Community
290	Family oriented community
291	Affordable friendly community
292	Community, family, events
293	Sense of community
294	Friendly, vibrant small town
295	Nice community
296	Family-friendly, welcoming, happy, change-adverse
297	Venice of NJ
298	Great community, not diverse
299	Charming
300	Quaint

Respondents	Responses
301	Brick pavers, planters
302	Strong sense of community
303	History schools community sports downtown
304	Friendly but needs further development
305	Feels like Family
306	Compassionate suburban small town
307	Respectful. Familiar. Friendly.
308	Small town charm
309	Community and family
310	Charming town great for families.
311	Quaint hometime feel
312	Family friendly small town America
313	Small town, big heart.
314	Charming, family Oriented, diverse
315	Cozy, small,
316	quaint, friendly, overcrowded, traffic,
317	Family friendly
318	Quaint, Friendly, Proud, Supportive, Safe
319	Family, close-knit
320	Cozy, community oriented, eclectic fun
321	Quaint and personable
322	Good downtown, nice people
323	Unique small town feel
324	Quaint, fun, walkable
325	Small town feel
326	Small business, family oriented
327	Suburban-urban
328	Small town, great community.
329	Normal family oriented suburban town
330	Old hometown feeling
331	Plentiful but needs community interaction
332	Small town feel
333	Nothing specifically stands out
334	charming
335	Westfield number two aka crap
336	Small town big heart
337	Overtaxed and nothing much to offer in retail.
338	Friendly, supportive, attract community
339	Caring community
340	Local, growing, wholesome, variety
341	Small town charm, friendly
342	To many apartments
343	Reserved and welcoming.

Respondents	Responses
344	An involved community that believes in community-based activities and supporting the town.
345	A Family-Friendly Small town
346	Quaint, Friendly, Family, Community, Small-town
347	Friendly, neighborly, pleasant
348	Great town for families/seniors
349	Family friendly
350	Small town
351	tight-knit walk-able community
352	Independent, leafy, diverse, safe, cuisine
353	Community oriented
354	Charming friendly neighborly
355	Tight-knit, friendly, family oriented, relaxed, fun!
356	Quaint
357	Small community feel with active residents
358	Quaint, small town feel
359	Community
360	charming town with lovely architecture
361	New suburban - midburbs - evolving historic -
362	Safe and Friendly
363	Funky yuppies and old people
364	quite
365	trendy
366	Quaint but growing downtown area
367	Upscale small town comfort
368	Nail salons, pizza joints and apts.
369	Family oriented and friendly
370	Attractive Downtown.....Pools.....River
371	Lovely tree-lined town.
372	Where everybody knows your name
373	community centered vibrant friendly non-corporate
374	Main Street American Suburbs
375	Hometown fun and vibrant
376	Feel right at home
377	Unique
378	Small town, restaurants, commuter nyc town, family orientated. (Getting too congested too much speeding of cars/safety becoming an issue)
379	Charming, family-friendly
380	small town big offerings
381	Charming
382	Quaint friendly & sense of community
383	Friendly, relaxed, vibrant, youthful
384	Small town feel with wonderful establishments

Respondents	Responses
385	Confused. Stop building apartments.
386	its a balance between nature and human activities
387	Family oriented
388	Great neighborhood and cute downtown
389	Basic design
390	Small town close to city
391	Strong community and affordability
392	A great place to live and raise a family
393	Close knit community
394	Booming downtown, high taxes
395	Active
396	Cozy small downtown
397	Charming, historical, quaint, becoming overdeveloped
398	Tight knit caring community
399	Comfortable small town vibe
400	a welcoming, family friendly atmosphere
401	Charming and friendly
402	Hometown feeling.
403	Small town quaint
404	Quaint, upper-middle class, nyc area transplants
405	Honey comfortable simple
406	Charming , quaint , historic , unique, forever
407	Unique, quaint
408	Tight knit informed
409	Nice people, ineffective leadership
410	Friendly, pretty/cute, great schools
411	Mom and Pop small businesses
412	Quaint but interesting and growing
413	Rude. Entitled. Overcrowded. Selfish. Phony
414	Community oriented
415	Becoming too crowded & overdeveloped
416	Quaint family town
417	Quaint. Not Hoboken.
418	Downtown dining destination on river
419	Family friendly and fun downtown events
420	Charming, welcoming, homey, pretty
421	Commuter suburb
422	Attractive friendly familiar
423	nice downtown, family friendly
424	Small town home
425	Quaint and homey
426	caring community

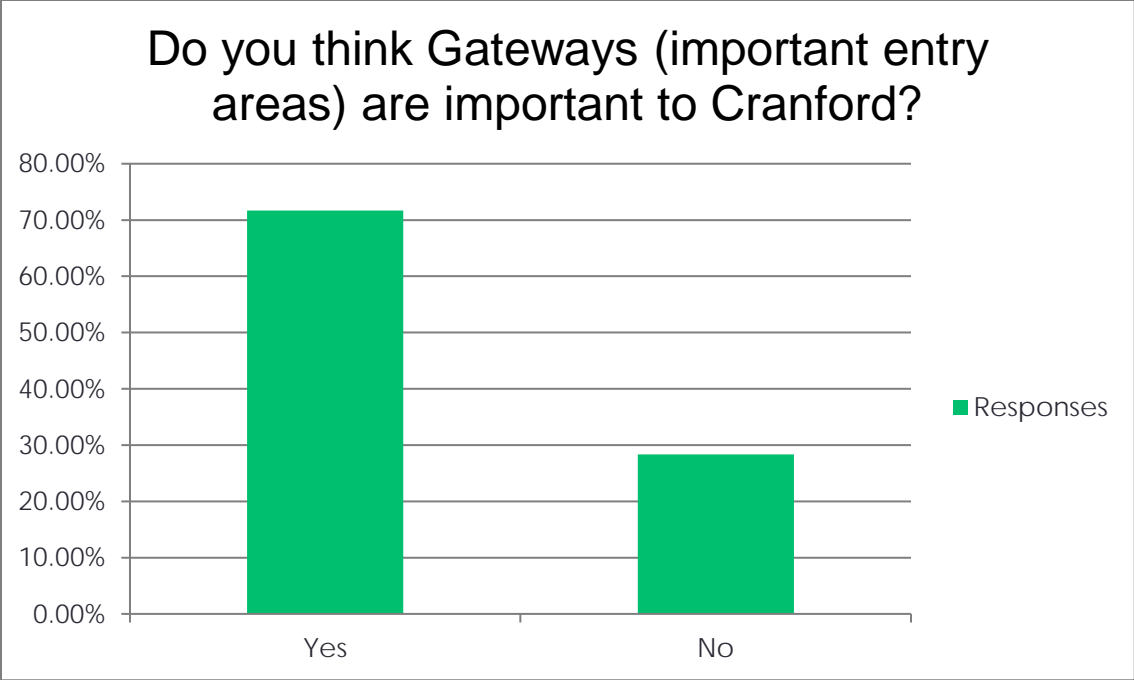
Respondents	Responses
427	Home, great community spirit.
428	Small town lots to do!
429	Neighborly, friendly, fun, personable
430	Restaurant town
431	Growing. Community. Family. Caring. Amazing.
432	None
433	Charming and comfortable
434	high quality of life
435	Quant charming and family friendly
436	Laid back, strong community spirit, fun
437	Quaint family-friendly
438	Quaint, family-friendly, wholesome, and welcoming
439	Community based where most people know each other
440	Small town feel
441	Quaint family community
442	Proud
443	Welcoming. Down to earth.
444	Changing in a bad way
445	Charming and family oriented
446	Hometown but visionary
447	Family, food, community
448	Welcoming, fun, interesting
449	family oriented
450	Neighborhood
451	Community focused, small town vibe
452	Quaint, charming, close knit and safe
453	Friendly
454	Comfortable downtown
455	Family-oriented, supportive, friendly
456	Quaint and friendly
457	Genuine, educated, non-elite, involved, progressive
458	Charming,
459	small town feel, near city
460	Quaint and down to earth
461	Small town feel
462	Quaint, historic, fun, community
463	everybody knows everybody
464	Charming and family oriented
465	Safe, comfortable , nice community
466	Great restaurant and bar scene
467	close community family town
468	Home sweet home
469	Quaint and livable.

Respondents	Responses
470	residential around transit village & river
471	A town with community pride.
472	quaint
473	Family Oriented
474	quaint, vibrant, high potential
475	Small quaint walking town
476	Quaint. Family oriented, friendly
477	involved
478	Planning Board will ruin it
479	Quaint, clean , great PD, everyone looks out for each other
480	Charming downtown and family friendly
481	Venice of New Jersey!
482	A charming, vibrant, tight-knit community
483	Great dining downtown
484	Family oriented quiet town
485	Smallish cohesive community
486	Friendly. Family Oriented
487	Small town, family owned
488	Strong sense of community
489	Small town, charming, homogenous, insular
490	Quaint, Charming, Fun, Family, Educated
491	Loosing identity fast many apts
492	Charming
493	Suburban community! Family friendly!
494	Charming with family focus
495	quaint, small town america.
496	Quaint
497	Small town USA
498	Had it as a unified small suburban town but has lost its history and tradition and soon will becoming what the greedy in town want it to be-the next Hoboken. We do not have the space, the funds nor the residents want any of the change that is being forced down out throats by greedy and disingenuous out of town developers as well as a certain group in town. It is not what people want and yet it is happening behind closed doors. How do these plans get the go ahead without the transparency of who and why they are getting pushed forward???
499	Tight knit friendly community
500	Midsized, quiet suburban town
501	Mix of old and new
502	Down to earth
503	Small town community pride
504	Quirky hometown feel
505	Quaint, Family friendly
506	getting worse due to congestion



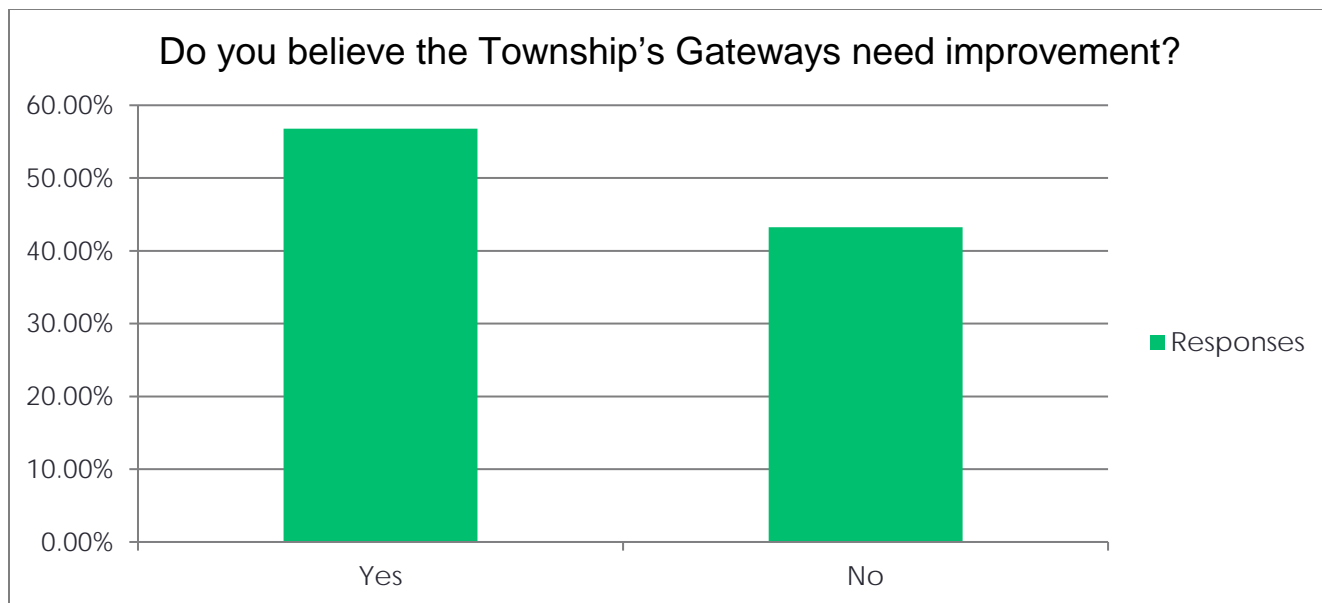
Respondents	Responses
507	Quaint, quiet, suburb with great schools and people who own and are looking to stay away from the over congested areas like Hoboken or NYC
508	Family and community oriented
509	Eclectic and Friendly
510	family friendly with great downtown
511	cliquish but good dining
512	Small but vibrant and social
513	Welcoming. Fun. Open.
514	Cozy
	Unique
	Family
515	Active community
	Good dining scene
	Family friendly
516	Red white blue little town
517	walkable, bikeable, parks, downtown, folksy
518	Cute yet getting too crowded
519	Family oriented, Friendly, Cool
520	Small, friendly town
521	very good community
522	Friendly and quaint
523	Comfortable, cozy, nostalgic, thriving, tight-knit
524	Quaint, communal, family-oriented
525	Nail salons and food places
526	All American suburb
527	Family focused community
528	Small town vibe, big town services
529	quaint
530	Small town feel
531	Quaint, friendly
532	Downtown-centric
533	Quaint & family oriented
534	Small suburban town feel
535	Quaint, supportive community, family friendly
536	Local
	Vocal
	Crowded
	Divided

Respondents	Responses
	Changing
537	Neighborhood, unique, intimate, safe
538	Warm, supportive, quaint community
539	River restaurants events Nomehegan park family
540	Family oriented at all cost
541	Small town charm (losing it)
542	Quaint, picturesque, lovely, family friendly
543	Friendly energetic blue collar
544	quant, community, old-school, authentic
545	Quaint. Till you allowed all this building
546	Friendly, family-focused
547	Community minded, Family friendly
548	Charming downtown. Not overly commercialized.
549	Congested over building
550	Friendly small town feel
551	Norman Rockwell with cell phones
552	friendly small town



Do you think Gateways (important entry areas) are important to Cranford?

Answer Choices	Responses	
Yes	71.66%	445
No	28.34%	176
	Answered	621
	Skipped	16



Do you believe the Township's Gateways need improvement?

Answer Choices	Responses	
Yes	56.77%	348
No	43.23%	265
	<b>Answered</b>	<b>613</b>
	<b>Skipped</b>	<b>24</b>

If Yes, which ones?

Answered	285
Skipped	352

Respondents	Responses
1	Lincoln and South Avenues
2	all of them
3	Noth avenue
4	Near each parkway entrance and north ave and Springfield ave.
5	North and Centennial avenues
6	parkway exits are not friendly and often congested
7	Centennial ave from exit 136 and north ave (swan cleaners) area
8	South Ave. both from Garwood and Roselle
9	none
10	Garwood-Cranford; Roselle Park-Cranford
11	All
12	North at GSP and Centennial at Raritan
13	Lincoln park
14	North Avenue & Lincoln Avenue
15	More options to get around especially during drop offs at CHS

Respondents	Responses
16	Na
17	PO Plaza
18	The main entryways need to be policed for speeders and people who don't yield to pedestrians
19	Cranford should never have allowed the drive through Starbuck's nor the Quick Check on North Ave. The site across from Walgreen's needs to be improved. That abandoned gas station looks awful.
20	I don't know what a gateway is??
21	Don't know what you mean by Gateways
22	Centennial
23	Parkway on north ave and parkway on centennial
24	Walnut Centennial
25	All of them
26	not sure
27	n/a
28	North Avenue
29	Separate from Clark Commons area
30	Centennial Ave
31	North ave. And quick check isn't an improvement.
32	south union and north ave intersection
33	I don't know what gateways are
34	North Ave
35	None
36	South Union by the dance studio.
37	A few small, tasteful, signs, consistently designed (not sponsored by companies), at each gateway would add appeal and differentiation. Artist murals are big attractions in cities like Asbury Park, NJ, Montclair, NJ, etc.
38	Dont know what a gateway is.
39	moreStore aDollar Tree
40	North Ave West, South Ave East, Centennial
41	North Avenue between Springfield and Alden St
42	Lincoln Avenue West
43	North Ave
44	North Avenue entering town
45	Walgreen
46	All, North, South, Centennial, Springfield
47	North and South Ave
48	North Avenue from Garwood, Swan Cleaners area.
49	All of them... North Ave, South Ave, Centennial Ave
50	eastern south ave, office park
51	North Avenue East
52	Centennial ave
53	rariton/walnut entry is too congested; north ave is outdated
54	All
55	north ave, centennial

Respondents	Responses
56	Eastern border
57	From the parkway
58	.
59	All of them
60	North Avenue and South Avenue
61	trainstation
62	I don't think it is a high priority but all could be improved
63	North Ave
64	Centennial and North/South, Lincoln and North/South
65	i dont
66	North ave west
67	North avenue, South Ave, centennial, Springfield, train station
68	NA
69	I believe the ease of commuting into and around Cranford has diminished greatly. Possibly an evaluation of the traffic flow, lights, would help elevate some of the congestion, particularly driving along North and South Aves, especially from Elizabeth Ave to John St. The drive from Garwood to Roselle/Roselle Park, about 1.5 miles can take 15 minutes or more!
70	Coming into downtown on North Ave from the east (i.e., the old Swan Cleaners and triangle lot)
71	Springfield and North Avenue
72	Along North & South Aves.
73	n/a
74	North Ave, specifically at centennial ave.
75	Abandoned cleanrs
76	N/A
77	North Avenue
78	Entrances from Parkway onto North Avenue
79	North and south ave
80	North and south aves!
81	Would have picked something other than a WAWA an Quick check for the already congested gateway on North Ave
82	All of them.
83	Off 137
84	Train
85	North and south avenue
86	Repaint overpass by clock, paint overpass on walnut ave - it looks awful
87	North and South Aves
88	South and North Avenues
89	N/S. Ave, Springfield, Centennial
90	North Avenue
91	The river needs to be dredged, it is terrible!
92	North ave going into downtown
93	All of them actually
94	N/a
95	The hideous new gas stations as the first view off the parkway. As it is new, nothing can be done

Respondents	Responses
96	All
97	North and south aves
98	garwood going into cranford, clark into cranford
99	On north and south avenues
100	North ave, south ave, centennial, I think this is a big problem
101	Springfield Ave, Centennial Ave
102	All
103	North ave..going west
104	North and South ave
105	South Ave and Centennial Av. North Ave and Centennial Av
106	Not sure
107	Centennial off parkway and Lincoln and South/North Ave
108	Western and eastern gateways on North and South Avenues, South gateway on Centennial, south gateway on Walnut at Raritan
109	All
110	South Avenue into downtown
111	All
112	South Ave - Gas station and Walgreens
113	noth and south ave
114	South ave and Lincoln
115	North Ave. by Swan Cleaners
116	N/A
117	Both entrances into Cranford Downtown N. Ave
118	All of them! Potholes are everywhere
119	North Ave, South Ave, Walnut, centennial Ave
120	Idk
121	No
122	North Ave by the dive- north ave needs to be redeveloped
123	North Ave by old Swans cleaners
124	Too much traffic
125	Not sure
126	Centennial Ave @ North Ave
127	All
128	North ave from Springfield ave and north union. The buildings look like they are condemned and in disrepair
129	Centennial & North & South Ave
130	North Ave Needs WAWA ASAP
131	Swan Cleaners is an eyesore and needs to go.
132	north avenue
133	No
134	South Ave and Lincoln, Centennial light
135	Centennial Ave, South Ave
136	Bet garwood and cranford

Respondents	Responses
137	Springfield Ave going into North. Parkway exit 136 to Centennial Ave and parkway 137 into North Ave.
138	Traffic near HAS bc of GSP
139	Exit from parkway to cranford needs to be cleaned up
140	All. I live by 137 and it's a nightmare with the drive-thru Starbucks and drug use at Dunkin Donuts
141	North Ave/ Centennial Ave
142	Most
143	Major entries into Cranford
144	South near exit 136
145	CENTENNIAL AVE
146	North Ave (both of ends), South Ave (east end)
147	North Ave, Centennial
148	Parkway exit 137
149	Southside
150	By DQ
151	All, lots of traffic
152	Off the parkway exits both 136 & 137
153	None I can think of are particularly appealing.
154	North Ave, both points of entry
155	Both parkway entrance areas
156	The old dry cleaning near Marino's, but don't take away the Dive
157	North & South Ave are too congested.
158	Train station
159	South Av and Centennial Avenue
160	Parkway 136 to Centennial Ave
161	Parkway 137
162	Parkway entrance, north Ave/Lincoln, centennial/parkway 136
163	Parkway
164	Most of them
165	North ave Coming from the Parkway
166	North Ave/GSP, South Ave/Roselle, South Ave/Garwood
167	Across from Walgreens, tunnel by Indian age could use a mural,
168	Coming in from roselle park
169	north ave near the parkway
170	All
171	Most of them
172	north ave
173	1
174	North Ave
175	Signage and pathways
176	North Ave and Springfield
177	South Ave & North ave
178	South Avenue at the abandoned gas station. North Avenue Swan Cleaners, it was a mistake not to take that property by eminent domain



Respondents	Responses
179	Eastern entry is in progress, western is still in need
180	All
181	North Ave by the Parkway
182	Parkway 137 entrance ramp
183	North ave from the Parkway
184	There are no gateways. They are too congested and people walk across the street and double park on South Ave by the River and Rail so often that its dangerous and blocks traffic. On north ave the drive through starbucks blocks traffic. We used to have gateways but they are all blocked now.
185	route 28 and Springfield ave for Union County College
186	Off parkway
187	Na
188	Traffic patterns all around town are congested
189	Centennial avenue starting at parkway 136
190	Better signs
191	I always thought it would be a great idea to close off the street in front of Track 5 from Urban Burger to under the bridge. I know it would take away about 5 parking spaces but they could be added along North Ave in continuance of the ones there already in front of the clock. How great that would be to have seating there at all times for music, bands, dancing, bring your "take out" orders, etc. Also, coming into town by the movie theater, always has too much traffic at a stand still. Something needs to be done there.
192	North ave west
193	South Ave - Both ends
194	Parkway entrance on south- lights are crazy, Starbucks traffic, etc
195	Exit 137. 136. North south aves
196	I think north ave needs the most updating. Just as you reach downtown, some of the infrastructure is in dire need of change, especially the old Swan building and the building next to the gas station (behind firehouse) is a disgrace
197	Exit 137 is very congested and back up because of the Starbucks and soon to come quick check
198	Most
199	All entries from parkway could be improved
200	North Ave & South Ave from both sides
201	South and Lincoln
202	North Ave on Eastside of town.
203	Exit 136
204	North ave
205	All
206	All of them
207	Name them. D All of the above.
208	North Avenue and South Avenue at both ends
209	North to south
210	garden state locations
211	Not really sure what these questions are referring to about gateways.
212	No
213	South Ave/Lincoln Ave corne
214	No

Respondents	Responses
215	Both south and north avenues by centennial
216	From Clark on walnut
217	all on North Ave east and west, same applies to south ave
218	South Ave towards Roselle, North ave by the horrible new Quick Check
219	North Ave east
220	North Ave entrance
221	Entering into Cranford on North Avenue after Riverside Inn
222	Disappointed ZBA allowed WaWa and Quickchek so we are left w/addressing centennial and south Ave. at Garwood Border
223	west
224	Exit 137 going into town
225	Not sure
226	All
227	coming from exit 137... NO EMINENT DOMAIN though!
228	North avenue into town
229	North ave (east) South Ave (east and west)centennial
230	North avenue
231	NJ Transit stations & bus stops, N/S Ave approaches from East and West
232	North & South Aves., East and West, Centennial and Walnut need improvement, orange and springfield are good
233	The freight train underpass on Walnut is awful. Slightly better now with fencing gone, but it is an eye sore. Let's paint one side "Welcome to Cranford. Visit the Best Downtown in NJ" and the other with a mural scene depicting Hiistoric sunny acres!
234	North Ave - both sides
235	North ave dawn cleaners entrance. Centennial village can use improvement
236	North and south Ave
237	Exit 137 heading towards town.
238	The ramp on GSP 136 which says Welcome to Linden.
239	Coming from roselle park
240	North Ave by exit 137 and centennial ave by exit 136
241	Walnut Ave, South Avenue, Centennial, North Ave
242	North ave (Swan cleaners and across the street)
243	Lincoln and South Aves at both ends of Lincoln
244	Centennial from Linden, South and North Ave both directions
245	I don't know if any
246	All of them
247	South Avenue/Lincoln
248	Swan cleaners
249	North avenue by town hall
250	Main arteries!
251	North and south avenues from parkway/Roselle park
252	You have already destroyed the eastern gateway with the atrocity of both Starbucks and across the street with WAWA ect. And now with nearly wanting to destroy the western end with another gas station and drive-in when residents are shouting over the Starbucks debacle and no one wants to tell the truth and stop this craziness. How do we make so many mistakes and worse, never learn from past mistakes but keep adding problem after problem. 750 Walnut was a total

Respondents	Responses
	disaster and should have been stopped years ago when this secret project was accelerating. Cranford Master Plan is being trampled on and destroyed. Residents are extremely unhappy and are correct to being suspicious and untrusting. NO MORE DRIVE_INS< NAIL SALONS< HIGH DENSITY PROJECTS DRIVEN BY OUT OF TOWN AND INTOEN GREEDY DEVELOPERS.
253	North/South Avenue arteries
254	illuminated cross walks throughout nomahegan and lenape
255	North Avenue
256	Centennial by exit 136
257	NA
258	all
259	south and lincoln. build the DD/Gas station! also north ave by swan cleaners / gas station. abandoned properties are an eyesore!!
260	centennial avenue
261	Both ends of north ave, both ends of south ave, centennial ave and the parkway, Raritan road by the parkway
262	Entering Cranford on North Ave where all the dilapidated buildings are (Swan cleaners, etc). Both sides of North ave are an eyesore and embarassing to our community
263	Entrances off Parkway exits
264	South Ave from Garwood, North Ave from Roselle Park
265	Parkway entrances
266	Near Parkway
267	None
268	North Ave from Roselle Park
269	Entries to Cranford via north and south aves. Walnut at Raritan road and centennial by the parkway
270	All
271	All of them
272	North ave, south ave
273	North ave east and west & kenilworth blvd
274	Direct train service to NYC
275	South Ave corner across from Walgreens (abandoned gas station) and north ave/Springfield area by swan cleaners
276	all of them
277	all
278	Not sure
279	I only know the one off the parkway on Centennial
280	South and North Ave borders with Roselle/Roselle Park
281	N
282	Exit 137, South Ave Garwood
283	North ave
284	North Ave just past centennial, driving through town the first thing you see is the abandoned swan cleaners building. And a big empty wall behind the gas station. Also, South and Lincoln Park East entrance to the walking trail could use some love.
285	North Ave (from GSP)

What are the places that “make” Cranford? (Please list the locations that you most identify with Cranford)

Answered	540
Skipped	97

Respondents	Responses
1	Rahway River, County parks, downtown, train station, Parkway (2 Exits!), good schools, Dreyer's Farm, Union College, proximity to NYC & Newark Airport
2	downtown, nomahegan, pools
3	Eastman Plaza, Nomahegan Park, Downtown
4	Parks,
5	Downtown and the train station
6	Memorial Field, walking trails, rahway river
7	parks, community pool, library, First Presbyterian Church
8	River, downtown, canoe club, Eastman plaza, train
9	Clock, post office triangle with flag, water falls ( north and south) memorial park, canoe club, downtown in general
10	Downtown eating establishments
11	I would love to use library more frequently
12	Track 5, Rathskeller, Kilkenney House, Nomahegan Park, Rahway River
13	Kilkenney House, Cranford Hotel, Nomahegan Park, Williams-Droescher Mill, Presbyterian Church
14	The public spaces downtown and the restaurants
15	Restaurants, downtown overall, events and walkability
16	Parks; restaurants
17	Clock, nomahegan park, community center
18	Riverside, dairy queen, nomahegan park, Perotties. Not starbucks or 7-11
19	Eastman Plaza, Nomahegan Park
20	Neighborhoods, parks, downtown
21	Parks, Canoe Club, Museum, Schools & Churches
22	River, Dreyers, Theatre, Cranford Hotel
23	Library, downtown, schools
24	The Rahway River, the development along South Avenue across from the railroad station, the parks.
25	The river, old homes, the farm, the bike path
26	Plaza clock, train station, canoe club, dreyer's farm, vanilla bean, Track 5
27	Clock
28	Hanson Park and House
29	parks, library, community center
30	The clock
31	Eastman St. Clock area
32	Downtown, Eastman Plaza, Nomahegan Park, Hanson Park, communal areas and parks
33	The river walk, the Mill, the Crane Phillips House, Nomahegan Park, the old Victorian houses, Hanson Park, First Presbyterian Church, Dreyers Farm, Unami Park, Cranford Hotel, train overpass
34	Cranford hotel, Nomahegan park, dryers, Mohawk park, riverside inn, clock in center of town
35	the downtown, Sperry Park and the river, the library and community center, Nomahegan Park, Droscher's mill, community pools

Respondents	Responses
36	quaint little town on the river
37	Rahway River, Dreyer Farms, Movie Theatre, Downtown
38	Downtown, parks, community center, library
39	Eastman Plaza (Track 5), Movie Theater, Parks and Open Spaces, River and Canoe Club, Community Center and Library, Pools
40	Rivers, parks, great downtown
41	Nomo Park, Canoe Club, Downtown
42	Train station, clock plaza, Track 5
43	Dairy Queen, Dreyer Farm, Nomahegan Park, Vinnys pizza, Centennial
44	High school
45	Parks, downtown area
46	Train station, parking lot behind vanilla bean and wells fargo
47	The clock. Nomahegan.
48	Clock plaza. Gazebo.
49	Dreyer farm, clock
50	Town square, track 5, parks
51	Downtown, parks
52	Riverside, Nomahegan,
53	Clock area
54	Downtown small businesses that support each other
55	Downtown, walking trails, parks
56	Track 5, the downtown clock, North/South Ave in town
57	river parks, canoe club, old buildings, TREES
58	Parks, eateries, SCHOOLS
59	The parks
60	Eastman plaza
61	The clock, Nomahegan Park, the movie theater (even though we don't go there anymore because they show crappy movies)
62	Downtown, canoe club, parks, schools
63	The Mill, Dreyer Farm, downtown plaza
64	Train station north and south Ave nomahwgan park excellent t schools town center
65	Nomahegan Park, downtown, the hotel
66	Nomahegan Park, Downtown, Events
67	Downtown triangle by track 5, library, restaurant row north
68	The dive, the canoe club, Eastman plaza, Nomahegan Park
69	Cranford hotel, vanilla bean creamery, track 5
70	Movies, clock
71	Cranford Hotel, Nomahegan Park, restaurants in general
72	Downtown both north and south, Dreyers Farm, parks, and community engagement
73	Riverside Inn, The cranford hotel, Witch Baby, river and rail
74	Clock plaza, rahway river canoe club, Riverside Inn,
75	The new stores and apts on the south side of town
76	The downtown, the Dive, the Hotel, Adams Ave and Memorial fields, Nomahegan Park, school playgrounds after school, the Bike Path, the pools.

Respondents	Responses
77	If people are saying "the clock circle" or the train overpass painted "Cranford", it's because that's all they've been given. The places in Cranford I identify with are mostly the walkable areas.
78	Downtown and train station
79	The parks, bike trails, community pools, Dreyer Farms
80	Dollar Tree
81	Cougar Headquarters
82	Clock, Memorial Field, St. Mike's, Kilkenny House, Track 5
83	Schools and easy access, downtown and St. Michael's.
84	Eastman Plaza, Train station and surrounding area
85	The Clock, the library, the restaurants
86	King Strength and performance, Track 5, Jungle Juice
87	school system, parks and recreation, downtown, events
88	The Plano
89	Downtown, Movie theater, restaurants and bars, local shopping
90	Downtown and the river
91	Our downtown, parks, canoe club, movie theater and in general the town is very pretty with its well kept properties a
92	Small eclectic downtown buildings
93	river & rail, riverside, nomahegan
94	the downtown -- a real town center
95	Local retailers
96	clock tower, river locations
97	Clock plaza, train station
98	Clock tower walking to schools restaurants parks
99	Canoe Club, south ave restaurants, nomahegan park, post office plaza
100	Nomahegan, downtown (kilkenny's, Riverside, Track 5); Indian village/sunny acres, Unami park, Dreyer's farms
101	Downtown area, neighborhood parks
102	The riverside inn
103	Misu Sushi, Vanilla Bean Creamery, New Condos downtown, Train Station (Just need direct NYC train during weekdays!)
104	Nomahegan Park. Indian Village. Mohawk Park. Downtown.
105	Restaurants and stores
106	Parks, schools, downtown
107	The Cranford Library, Dreyer Farms
108	cranford hotel, river & rail, mr js, c best, kilkenny, garlic rose
109	Canoe club, north ave-eastman clock
110	Track 5, Vinny, Cory Matthews
111	Eastman plaza.
112	parks and downtown
113	Downtown, Nomahegan Park, Crane House
114	Theater, coffee shops, restaurants
115	Mr J's
116	First Presbyterian Church, Old City Grill, Canoe Club
117	Dining, parks and school

Respondents	Responses
118	All restaurants, track 5, vanilla bean, clock tower circle, nomahegan park
119	River Parks, Core Downtown (not overrun by asphalt), Droescher's Mill
120	The parks like nomahegan, canoe club and the clock
121	Track 5, Library and Community Center, Train Station
122	Hotel, community pool, parks, downtown plazas
123	downtown
124	Eastman Clock Plaza Park, Rahway River, Nomahegan Park
125	Downtown clock square, canoe club, parks, historic homes and buildings
126	Mr. Jay Riverside Inn The Cranford hotel
127	Our downtown, Dreyers Farm, Rahway River, Nomahegan Park
128	Rahway River, Train Station
129	The Hotel, River & Rail, The Riverside, Clock
130	Plaza
131	Downtown, Nomahegan and all parks
132	Canoe club, nomahagen park, track 5
133	Canoe Club
134	Downtown restaurants and bars, parks (Nomo, Unami)
135	train station
136	The Riverside Inn, Cranford Hotel, Mr. J's
137	Both downtown squares, the train station, and the store fronts on Union Ave N
138	Downtown shops/restaurants, mill, Hansen House and Miller Cory House, canoe club on the river,
139	Cranford Parks: Lincoln, Nomahegan, Sperry, Roosevelt, Sherman, Rahway River Parkway. Cranford Community Center, Library, Pools, Schools. Downtown eateries and libation establishments.
140	The clock, Track 5, Dreyer Farms, First Presbyterian Church, Nomahegan Park, Crane-Philips House, Hanson House and Park, Canoe Club
141	The river, the parks, Downtown area
142	River, NJT station, Eastman plaza, parks
143	Downtown, Nomahagen Park, tree lined streets
144	Eating establishments, personal services, parks
145	Downtown, the Rahway River and the parks
146	Riverside Inn, Cranford Hotel, St. Michael's Church
147	Train Station, KilKenny's, Mizu Sushi, Ambeli, Thirsty Turtle, Vanilla Beanery, Track 5
148	Schools, downtown, centennial ave pool/fields, parks
149	Downtown, parks, train station, well-maintained homes
150	Town, parks, library/comm center, canoe club, any/all open space
151	Nomahegan Park, Dreyer Farm, Downtown
152	Track 5, Hot Yoga Revolution, Library
153	Clock tower, river park on north Union, the mill, Mohawk park,
154	Parks, downtown,
155	Downtown
156	Cranford Hotel, Riverside Inn, Ambeli, Track 5, Pastosa Ravioli
157	Track 5, Clock
158	Track 5 Coffee, Vanilla Bean Creamery, KilKenny House

Respondents	Responses
159	Clock tower, train station, parks
160	Nomahegan park, garlic rose, pastosa
161	Downtown is nice to walk. But the roads are congested
162	parks and downtown and bike path
163	Historic sites
164	There are none anymore
165	Nomahegan, Dryer Farms, Downtown plazas, parks, bike paths, Presbyterian Church, 9/11 Memorial, train station
166	Eastman plaza, The Mill (Alluem), the many parks
167	Dreyer Farms, Nomahegan Park, Downtown, Schools
168	Downtown Parks
169	Track5, the clock, walking trails, events in downtown, jaycees events
170	Parks. Houses
171	Riverside, downtown
172	Parks the clock plaza Used to be downtown now it is too congested. WE ARE NOT Hoboken!!!!
173	Active, engaged downtown.
174	The downtown core surrounding the train station.
175	Clock, nomahegan park, Mohawk park, Dreyers farm, Mizu Sushi, rogue comics, track 5 coffee, Pastosa,
176	Neighborhoods,Schools, parks and downtown
177	Nomehegan Park. Rivers variety of restaurants
178	Cranford Hotel, Nomahegan Park, Canoe Club, Dreyer Farms, Memorial Park, Rahway River footbridge, The Mill, the train station, the clock,Track 5, the wells fargo building on North Ave
179	Clock, movie theatre, Hotel, new South Ave. stores including Starbucks
180	canoe club, nomahegan park, downtown
181	The clock. Nomehegan park. The canoe club area
182	Nomahegan, Downtown area
183	Clock, downtown
184	Downtown, The Dive, Kilkenny House
185	Old City Cafe
186	Cranford hotel. The dive the train bridge the down town area the canoe club
187	Eastman clock by the train
188	The Mill, the Clock, The train station
189	Eastman plaza , the Mill, movie theatre
190	Downtown area
191	Clock tower, train station, nomahegan park
192	Clay courts Club, canoe club, bikepath, downtown
193	Center of town. Clock. Piano. Movie theater. Corner restaurants. Downtown holiday festivities.
194	Downtown
195	Old Peppy. Oh, wait.
196	canoe club, downtown center, many of the streets with hold victorian homes
197	Little Buffalo
198	downtown
199	Downtown, Dryers Farm, Cranford Hotel, Neighborhood Schools



Respondents	Responses
200	Parks, downtown
201	the clock
202	Resturants, bars, town businesses
203	Dreyer, the mill, nomahegan, train station, shops and businesses
204	Downtown, Dryer farms, nomahegan park
205	Nomahegan Park
206	River. Sport fields downtown events
207	River, Canoe club, Nomehegan park, DREYER's Farm, train station
208	The dive
209	Train station. Rahway River. Clock Plaza. Flag Plaza. Nomahegan Park.
210	public parks
211	Kilenny House, Nomahegan Park, Train Station
212	Cranford Hotel Riverside vanilla bean Kilkenny
213	Downtown. Neighboring towns do not have downtowns like Cranfords. Example Clark (no downtown) Westfield (more shops than downtown)
214	Downtown
215	Eastman Plaza, Nomahegan Park, Canoe Club, Downtown area
216	The restaurants
217	Downtown areas, parks, community pools and community center
218	The dive. Restaurants. Community.
219	eastman clock, south ave shops near train station
220	Old homes, small businesses, friendly neighbors, downtown
221	Rahway River
222	The clock, restaurants, schools
223	DOWNTOWN AREA EATERIES
224	Our parks/open spaces, charming neighborhoods, downtown area
225	Downtown, Rahway River
226	downtown, dining, shops
227	The clock
228	Riverside inn, track 5, The Clock, Cranford Hotel, The Cellar, the River, Hanson Park, Canoe Club, train station, Yale Terrace Brewery, movie theater
229	Canoe Club, Hotel, Nomahegan Park
230	Cranford does not have a cogent identity
231	river, downtown, nomahegan
232	Eastman Clock, Digiplex Cranford, Track 5 coffee
233	downtown
234	Town clock area
235	Downtown, Dreyer Farms, Nomahegan Park
236	River & Rail, Starbucks, Cranford Bagel Shop, Lydia's Cuban Cafe
237	Movie theater, Killkennys, NJWinesellers, Riverside
238	The clock at the town center with the circular masonry. St. Michael's, the big wooden Presbyterian church, The Cranford Hotel, the big American flag across from the bike shop. Nomahegan Park. The canoe club and clay courts. The bridges and Rahway River. Families walking with strollers. Kids riding their bikes. Dreyers Farm.

Respondents	Responses
239	Mom and pop stores, local shopping, outdoor spaces within the downtown, kids can walk around town and to schools
240	Cranford Hotel, Kilkenny, Track 5, Perottis, River & Rail, Clock Tower, Cranford Barber
241	The clock in the center of town, mr jays, local dive
242	Schools, town
243	None
244	Cellar waterfall river The Dive eateries the train
245	Riverside Inn, Mr. J's
246	Canoe Club, the Mill, Nomahegan Park
247	Train station, Nomahegan Park, Memorial Park, Cranford Bike Trail, Riverside Inn, Canoe Club, Hanson Park,
248	Riverside.
249	Movie theater, clock, restaurants
250	all the parks
251	Rahway River
252	diners
253	Dreyer's Farm, Cranford Hotel, Nomahegan Park
254	Downtown
255	The clock and downtown area
256	Nomahegan, Canoe Club,
257	Eastman Plaza, Canoe Club, Nomahegan Park
258	Rahway River, Canoe Club, all of Downtown, Hanson House, Cranes House
259	The local restaurants and businesses. Perottis, Kilkenny house
260	Not sure how to answer, it's the community not specific places for me.
261	The Riverside Inn/ The Dive
262	The plaza, pool complex, Firehouse,Community ctr, The Dive
263	Dining establishments. Piano
264	Dive, Kilkennys, Eastman Plaza
265	The downtown, the river, historic neighborhoods
266	Canoe club/river
267	public facilities- library, pool, community center
268	Canoe club, clock tower,
269	nomahegan park before the coolege took over the parking
270	Downtown, parks and the river
271	Downtown, Nomahegan Park
272	The Hotel, Riverside Inn, River and Rail
273	Track 5
274	Downtown, nomahegan, dryer farm
275	The clock, nomahegan Park, track 5, movie theatre, train, the riverside inn
276	River areas, canoe club, downtown, library/community center
277	Historical Sunny Acres
278	Clock tower, track 5, Nomahegan, canoe club
279	Clock, train station area and n. Union ave

Respondents	Responses
280	Cranford Hotel. Township Building , Presbyterian Church, scenic River and water fall, canoe club. Myrtle Ave athletic fields, community pools and indoor facility. Many Victorian homes. Nomahegan park and lake, cranford high school structure.
281	Nomahegan Park, Dreyer Farms, Urban Burger
282	Parks, Schools, Restaurants, Movie theater
283	Post office plaza, clock plaza and memorial park
284	Parks, downtown
285	Victorian homes and historic areas. Dreyers. Parks. Neighborhood schools.
286	Downtown
287	Clock tower in center of town and river
288	Cranford Inn, River and Rail, Vinny's Pizza
289	Clock tower, Nomahegan Park, Dreyer Farms, downtown
290	Neighborhoods, parks, schools
291	Eastman Plaza, canals
292	Train, clock, river
293	Track 5, Eastman Plaza, movie theater, historical society, canoe club, Nomahegan Park
294	Nomahegan Park , downtown shops, Mohawk Park , CHS Kilkenny Bar Americana River and avail Thirsty Turtle
295	Nomahegan
296	Home yoga
297	Riverside Inn
298	The downtown
299	Crane Phillips House, Library, Schools,
300	River, canoe club, riverside inn, Eastman plaza, block of development with river and rail cantina, movie theater
301	Eastman Plaza, Kilkenny House, Cranford Hotel, Track 5, the Mill
302	Cranford Hotel, Riverside Inn, the Mill, the river, Nomahegan Park,
303	Mr. J's, Periwinkles, library
304	Town clock, nomahegan park, town center
305	Canoe club. Downtown stores and restaurants.
306	canoes, restaurants
307	The Eastman clock plaza and the various parks
308	The Mill, all of downtown, the library
309	Track 5, clock tower,
310	Cranford Hotel, Eastman Plaza, Cougar Headquarters, The Riverside Inn
311	River and rail
312	Parks, river, downtown area around the train station
313	Eastman clock, The Mill, The Dive, The Canoe club, Nomahegan Park
314	Clock tower, river, nomahegan, pools
315	Clock tower
316	The downtown area
317	Track 5, the hotel, Eastman plaza
318	The clock, river & rail
319	The Hotel, the Riverside Inn the Clock plaza

Respondents	Responses
320	The Riverside Inn, Track 5, Cranford Hotel, the canoe club, nomahegan park
321	Eastman plaza, Cranford hotel, train, canoe club and park in that area
322	Track 5, Nomahegan, Kilkenny's, Ducky race/river activities
323	Riverside, Cranford Hotel, Marino's, Eastman Plaza, Artist Framer
324	The parks and the center of town
325	Riverside tavern, river and rail
326	Eastman plaza, cranford hotel, Rialto
327	Clock Plaza. Train station. Parks. River
328	Downtown North and South Ave, The parkland. I wish there was more upkeep of the parland on the south side. Crane Parkway, Hillside Ave
329	downtown, parks
330	Local historic spots, the places people grew up on and knew everyone not random clowns taking over and the town conforming to the 1% of clowns
331	Dive bar, clock area, nomahrgan, canoe club
332	The clock, mill, river, established bar/ restaurants like the Riverside and the Hotel
333	The Riverside, Mane Event
334	Clock!
335	Riverside inn, cranford hotel, downtown area, track 5, movie theater, canoe club
336	Perrottis, the library, vinny pizza, pool
337	It use to be a small town friendly place now it's over run by apartments and tons of traffic. Taxes way to high
338	Downtown, the clock, the mill, and the restaurants
339	Clock, Pools, CHS, The Hotel
340	Nonahegan park, downtown.
341	Memorial Field, Clock Tower, Nomahegan, Schools, River, Canoe Club, Kilkenny, Mane Event, Theater, Post Office, St Michael, Track 5, Rustic Mill, Hyatt Hills, Hotel, Mizu, PAL
342	Track 5, train station, Eastman plaza
343	Parks, downtown
344	Eastman clock, dreyers, nomehegan, track 5
345	Kilkenny, Hotel, Presbyterian church, memorial fields, mill
346	Wonderful parks, Canoe Club, River, walkability and great restaurants/town (could use more retail or shops thought for necessities - would love a SMALL grocer shop or deli too)
347	A Toute Heure, Pairings, Canoe Place, Cranford Hotel, nomahegan Park
348	Downtown
349	Clock Tower, Nomahegan Park, Track 5, our local restaurants
350	Library /Rec center, schools, Mill, parks
351	The Dive, Periwinkles, Parks, Schools
352	The Riverside Inn, police station, The Hotel, The Clock
353	The Hotel, River and Rail, Tablespoon Cafe, Le Petite Temptation, Cory Matthews
354	The river
355	canoe club, hanson house, crane phillips house, victorian neighborhoods
356	Rahway river, Eastman Clock, PO Plaza, historic homes, parks, the people make the places
357	The Cranford Hotel, Emma's, Dreyers, Nomaheegan, the riverside inn,, and even though it's a chain, Dairy Queen because the cranford one is an old school standalone
358	Colorful piano, water views
359	Cranford Hotel

Respondents	Responses
360	downtown
361	Eastman Plaza, Track 5, train station
362	Downtown
363	1
364	The downtown and center or town like Eastman Plaza
365	Downtown, River, Pools
366	The clock downtown, funky movie theater, track 5 coffee
367	Downtown Clock
368	Track 5, the clock, the movie theater, Dreyer's, Cranford Hotel
369	Movie theater, restaurants, Parks,
370	The Dive, Cranford Hotel, Cranford Canoe Club, Nomahegan Park
371	Nomahegan, the clock, track 5, breadsmith
372	Hotel, train, mill, downtown, movie theatre, restaurants, nomahegan park
373	Cranford Hotel, Cranford movie theater, clock
374	Downtown, Parks (ALL), Community Center, Canoe Club
375	Downtown, bike/walking paths, river
376	Downtown Clock & old opera building where the Breadsmith is located.
377	Canoe Club
378	750 Walnut and Birchwood. There is nothing of value at the moment in Cranford.
379	canoe club, Parks, schools and the great people of Cranford
380	Parks, restaurants, River
381	Cranford hotel, vanilla bean, track 5,
382	The Clock
383	Parks, downtown, quaint streets with sidewalks, right Community, great schools
384	Track 5, Eastman plaza, Riverside inn, movie theatre
385	Parks, river, downtown
386	The clock, nomo, canoe club, great schools, downtown events, 4th of July events
387	Cougar headquarters, movie theater, Cranford hotel, perottis
388	Downtown, nomahegan, Roosevelt park(CWL Wiffle field)
389	Movie theater, clock area, mom and pop shops
390	The "clock", the brick sidewalks, Cranford Hotel, Movie theater, churches, Canoe Club, The Rahway River, 911 Memorial, etc.
391	Clock, movie Theater Presbyterian church
392	Train Station, Clock, Downtown ( Both North & South Ave, North Union), The Hotel, Presbyterian Church, The Parks( Nomo) 9/11 Memorial and of course the Rahway River
393	Riverside, Cranford hotel, kilkennys, track 5, river and rail, etc
394	Clock. Nomahegan. Memorial field. Downtown area. River and Hanson park
395	Mill, nomehegan park, the clock , cranford barber , crane Phillips house, canoe club
396	Canoe club,movie theatre and clock
397	Nomahegan and downtown
398	The schools
399	Downtown, Dreyer Farms
400	Downtown, pools, local establishments/businesses
401	Center of town with piano

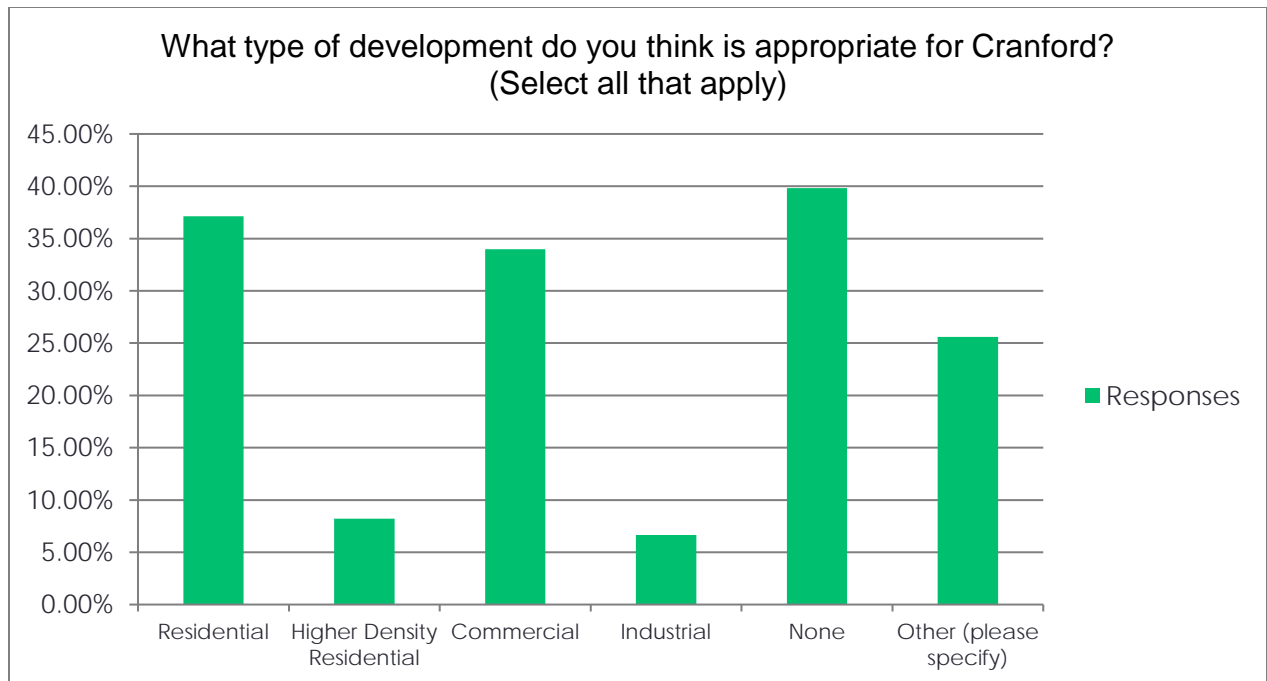
Respondents	Responses
402	Sadly, we've lost them all
403	Downtown, parks
404	Small businesses, the clock plaza with the giant connect 4. The parks everywhere
405	Clock, post office plaza, nomahegan, the Dive
406	Clock, Rhaway River
407	Clock tower, scarecrow stroll, community center,
408	rivers, parks, downtown, theater
409	The Hotel, the Clock Plaza, post office, River and Rail, the ball fields, parks
410	Cranford Hotel, riverside inn, schools, pools, community center, st. Michael's
411	Town clock, parks, Sunny Acres, canoe club
412	Eastman plaza, dreyers
413	Downtown clock
414	Memorial field, OAS, Orange Ave pool, CHS, St. Michaels Church
415	The clock, Track 5, Unami Park, Lincoln Park, Mr Js, the river, Noma, the train station
416	Cranford hotel, Parks, schools, people
417	Downtown, parks, community events, churches, civic groups, familes, river, architecture
418	Nomehegan Park, Kilkennys, the Dive
419	Nomahegan Park
420	Clock, downtown charm
421	Cranford Hotel, clock tower, track 5
422	Eastman plaza, high school, beautiful neighborhoods, canoe club
423	parks, sports complex, community/lib center
424	Move theater, the clock, the dive, nomahegan, dryers
425	Nomahegan Park, Downtown
426	Downtown area
427	Cougar headquarters, the Dive, Eastman Plaza, Adams Ave Softball complex, tree lines streets (Walnut Ave)
428	The clock. Nomahegan. Downtown shops.
429	Clock, Cranford Hotel, Mr. J's, Track 5
430	River, hotel, farm
431	Canoe club, downtown, memorial field, Hanson house,
432	The residents! Also places like Cranford Hotel, Eastman Plaza
433	Track 5, Nomahegan Park,
434	Downtown, parks, river
435	Clock tower. Parks. Schools.
436	The clock, Restaurants
437	Eastman clock, nomehegan, dreyers
438	Parks and river
439	Downtown, river, park
440	Walking paths along river, clock, dryer farm, track 5, Hanson house, canoe club
441	Eastman Plaza, train station and Cranford Hotel
442	Canoe club, North Union betwee Springfield and North.
443	Nomahegan park, Presbyterian church, Adams softball fields, the Riverside

Respondents	Responses
444	Downtown, riverfront
445	Clock, nomahegan, river
446	Downtown area, Memorial Field, Nomahegan, UCC, Track 5, fountain & clock areas
447	Downtown Plazas, river, movie theater
448	track 5, Breadsmith, The Clock, Cranford Hotel, Thursty Turtle, Lost & Found tattoo Studio, Home Power Yoga, Vanilla Bean
449	River, parks, churches, neighborhoods
450	Downtown
451	Dreyers, downtown, train station, hotel
452	Downtown and parks
453	Track 5 area, canoe club, Nomahegan Park
454	Downtown, library
455	Canoe Club, River and Rail, Kilkenny's, The Porch & Cellar, A Toute Heure, the churches, Bar America, Marinos, The Riverside, Nomahegan, July 4th fireworks and run, the great school system, train station, Eastman Plaza, movie theatre, down town, neighborhoods, ...
456	Downtown, First Pres. Church, The Dive!, Cranford Hotel, Kilkenny's, Memorial Field....
457	downtown and parks
458	Downtown, the river, The Riverside, Parks
459	Eastman plaza, train station, Hotel, Kilkenny's
460	Schools,parks, downtown , pool , library
461	Clock, downtown, shops and restaurants
462	downtown
463	Neighborhoods and neighborhood schools
464	Clock, Downtown area identified by long time restaurants, Schools
465	The river, the train station, the downtown, the variety of restaurants
466	The Hotel, The Riverside, Kilkenny's, Artist Franers, Augusta Mae, Perrottis, Butcher Block
467	Downtown
468	Kilkenny House, Riverside Inn, movie theatre,
469	K House, Hotel, Dive, train station, clock, Mill
470	Clock, movie theater, tennis courts, Centennial Sports Complex, Canoe Club, train station, river, high school
471	Cranford Hotel, The "scarecrow walk", River and Rail, Mr. J's
472	Dreyer Farms, the downtown area as a whole
473	Plaza/downtown, Vanilla Bean, the Dive
474	Not the apartments
475	The hotel, nomahegan, pairings,
476	Eastman plaza, gazebo, nomahegan park
477	Downtown. Parks. Neighborhoods.
478	canoe club, hotel, the mill, memorial park,
479	Downtown, high school, nomahegan
480	Nomahegan Park, unami Park, downtown, memorial field, UCC, community center
481	The Hotel, Kilkenny, Mr J's
482	Rahway River and Downtown
483	Droescher's Mill, The Heritage Corridor, St. Michael's Church, Canoe Club, Crane House

Respondents	Responses
484	Downtown and the river
485	Downtown, private businesses, Nomahegan park
486	Eastman clock tower, movie theater, train station
487	Downtown clock area, nomahegan Park
488	Nomahegan, The Clock
489	Piano area
490	Food
491	Clock tower, down town in general.
492	Downtown/Pool
493	Kilkenny House, Milk Money, Nomahegan Park, Schools
494	eastman plaza, hotel, kilkenny, north union strip
495	track 5, clock, emma's, fire me up, nomehegan park
496	Downtown, Rahway River, nomahegan park, train station
497	River (should integrate it more with the town, perhaps open waterfront bar/restaurant somewhere on the river)
498	Clock, parks, canoe club, schools, track 5
499	Nomahegan park, Dreyers farm, Cranford hotel, the dive
500	Safety, Children Friendly, Events, Community, the people
501	River, parks, downtown, movie theatre
502	Perrottis - Augusta Mae - Kilkenny
503	Vanilla bean, Emmas, Cranford hotel, Mr J's, Marinos
504	Downtown, the Mill, Parks, The River, The Canoe Club, The Schools
505	Downtown, Nomahegan Park
506	Train station downtown area
507	The river, clock, downtown,
508	Downtown, parks, river
509	The clock, the river, the canoe club, Nomahegan park
510	Vanilla bean and Cougar HQ
511	The pools, the downtown
512	The clock at Eastman plaza, nomahagen, the river
513	Vanilla Bean, The Dive, community center and library, clock plaza, the river
514	the downtown
515	Parks
516	Eastman Clock, Track 5
517	Downtown, canoe club, gazebo
518	The downtown
519	downtown's small business
520	Downtown restaurants, track 5 coffee, canoe club, CRanford swim and tennis club, our schools
521	Clock, hotel, movie theater, train station, vanilla bean creamery
522	Clock tower, canoe club, Nomahegan Park, pool complexes and the Mill
523	Restaurants, coffee shops, art studios
524	The clock, Nomahegan Park, the Old Mill and river walk
525	Nomahegan dryers farm town center



Respondents	Responses
526	River, Downtown, Canoe Club, Parks
527	downtown. school system, train access
528	The farm, mill, canoe club, downtown, neighborhood schools,
529	Schools, library, periwinkles, Kilkenny's, Thirsty Turtle, Cougar HQ
530	The River, The Clock, Downtown, Nomahegan, Dryers, Perroti's
531	The Dive, the Ratt and down town
532	Nomahegan, river, downtown
533	Downtown, The Dive, Nomahegan Park
534	Clock plaza, Nomahegan Park, Leafy streets with historical homes, the River, iconic NJ places like Riverside Inn
535	Kilkenny's, Rover and Rail, Nomahegan
536	Great town. Just too much building and politics involved
537	Riverside, clock. Nomahegan
538	the clock, nomahegan, droeschers mill, dreyers
539	Corridor from PO to train station - river
540	Clock plaza, Track 5, Canoe Club



What type of development do you think is appropriate for Cranford? (Select all that apply)

Answer Choices	Responses	
Residential	37.12%	235
Higher Density Residential	8.21%	52
Commercial	33.97%	215
Industrial	6.64%	42
None	39.81%	252
Other (please specify)	25.59%	162
	<b>Answered</b>	<b>633</b>
	<b>Skipped</b>	<b>4</b>

#### Respondents

#### Other (please specify)

1	OVER 55 residential - very much in need
2	Residential development is overwhelming roads & infrastructure
3	over 55
4	Low density office complex
5	Limited where vacant/run-down properties are located.
6	Traffic flow getting into downtown from North Ave
7	Over 55 developments
8	Really, choice 1 is residential and choice 2 is high density residential. Bullshit joke survey. Only someone who is getting a kickback from the developer would say they want this town more crowded than it already is
9	I'm concerned about overdevelopment
10	Senior housing
11	1 and 2 family homes

Respondents	Other (please specify)
12	Please stop allowing developers to build these huge generic mixed use buildings. They're an eyeseore and the town and schools are already ridiculously congested.
13	Single and two family homes. No more high density residential units. Enough already. Traffic is a nightmare, the schools are crowded, NJ Transit is totally unreliable so even if you lived in the train, it might not run. Forget building more multiple family housing! .
14	(Update Pools)
15	park/play area
16	Dying for a grocer, good produce store and a good drug/variety store near down town. Would love to not have to get in my car for everyday shopping needs.
17	Senior housing and maybe a sports complex
18	improvements on homes, not additional places
19	Less development- out of hand!!!
20	Would love to see a 55 and over condo complex that is not "luxury" considered
21	The walnut complex should be used for a grocery store or a senior complex, like the ones built in Monroe. No impact on school system and not high rise.
22	Overdevelopment is happening and no consideration to the roads
23	3-story mixed use downtown
24	Mixed residential like some houses, townhouse, condos
25	What about something natural? A fountain? A curated art installation? Something to enjoy that doesn't cost people something to come and see.
26	Residential and limited commercial downtown.
27	I believe in the concept of transit friendly development, but all new such developments have been very upscale and prohibitively expensive: approx \$2500 for 1-bedroom apartments.
28	Restrict more high density housing
29	At this point in time I feel our town is over saturated with large development. The traffic is out of control. The Starbucks on North Avenue is causing many traffic problems. Building should have been built so that traffic exited onto Elizabeth Ave. not North Avenue.
30	Small individual development of properties downtown.
31	Parks, open spaces, some sort of recreation for older kids, confine commercial to certain spaces, and make some practical choices rather than boutique
32	Luxury Higher Density Residential
33	Something for the kids. A true recreation center that offers lots for the kids (like Woodbridge rec)
34	improve schools & stop allowing high density housing! its killing cranford
35	Open public spaces for gathering. A bigger public square downtown
36	complete streets, walkability; mixed-use buildings. ADUs if not currently allowed
37	Mixed use
38	Add a town Super Market
39	Educational infrastructure needs improvement
40	Must be limited in scope and aesthetically appropriate for a town filled with older homes
41	Rehabilitate buildings in downtown. Infill where vacant properties exist according to zoning. Keep the scale and context of the neighborhood and downtown.
42	Higher density residential in our Downtown
43	Single family homes, small businesses
44	small stores, FREE parking
45	Better train service and infrastructure
46	I believe Cranford does not need to expand, enlarge or build out. Cranford needs to conserve the existing open space and improve the existing structure. There are plenty of existing commercial and industrial sites already. There are several vacant lots/buildings downtown that

Respondents	Other (please specify)
	could benefit the town; eg the building on North Ave behind the fire house adjacent to the parking lot could be improved to expand the existing firehouse and in turn increase the value of the neighboring businesses.
47	Retail
48	Cranford is building way too many apartment buildings.
49	All of the above but only with proper planning that guides the development to appropriate available locations for such development activities.
50	Not supportive of increasing density. Worry the vibe of town will change and considering if that long view works for my family
51	Fix the blight downtown
52	How about more green space and flood mitigation I.e. dredging the river and making it deeper, building up the banks higher and maybe some for sale townhomes
53	More variety of stores and retail
54	No more residential or commercial! Cranford has already become too big!
55	STOP HIGH DENSITY RESIDENTIAL!
56	The stipulation is that this development occurs where currently zoned!
57	We need to be very careful with over development. We have lived here for 13 years and have seen daily congestion increase. There are times the day that are very difficult to get through town. Can we also please address the eyesores in town, like Swan Cleaners and other vacant, boarded up buildings. Why have they been permitted to simply sit vacant? They really detract from all of the improvements that have been made in the downtown!
58	Any residential and commercial development needs to be balanced with preserving some open spaces and historic sites and buildings/homes
59	High end retail
60	NOT large apt complexes like Walnut or Birchwood
61	The town does not need additional development!!
62	Revitalize the abandoned unused properties like swan cleaners and across the street from it. The abandoned gas station on centennial by triestinas
63	Improve flood areas
64	Utilizing and improving existing infrastructure
65	No more buildings. Cranford has too much traffic and take 1/2 hour to get cross town.
66	Southside needs a better downtown. There should be two downtowns. The current downtown and one on the south side with a bike/walking path between them
67	Too many High Density-town has lost its charm
68	Development in human scale focused on quality of life, not growth in revenues of quick profits.
69	more age 55+ apts
70	Stop affordable housing
71	Please leave the town as is. There is too much development in my opinion.
72	Small development limited to the downtown area
73	More independently owned retail options & variety as well as more upscale and mid level restaurant options
74	We need more fields and playgrounds
75	Family owned restaurants
76	Retirement community
77	It would be nice if the DPW building got an upgrade since it's the first big building you see when getting off the gSP
78	Less condos and Apts, more preservation of historic homes and buildings
79	Some apartments but not 905 proposed at 750. A retirement community would be a big draw for several neighbors.

Respondents	Other (please specify)
80	CONDOMINIUMS NOT APARTMENTS
81	public services
82	Over 55 housing, instead of apartment rentals that are going to impact the overcrowding of our school system.
83	less Apartments
84	Over 55, single family starter homes and some condos
85	Eco-friendly development that allows for green spaces and water absorption. Open to lower income housing, but just not with the accompanying volume of proposals like 750 walnut
86	55 and older !!
87	Enlarging schools
88	Affordable housing for seniors
89	Roads - traffic is awful
90	Medical, educational, recreational facilities
91	Those that would provide needed rateables
92	Parks and a splash park
93	Cranford needs Senior Housing
94	We should redevelop areas that need it and stop over developing when we do
95	Somehow adding another main road, more parks
96	I'm all for improvement, but we seem to be at a tipping point of over-development, and ruining our quaint community. House are torn down and built to the limit of their plots. High-density housing and an influx of population/over crowded old schools. Jokers who try to reorganize our school district without forethought, cell towers with huge power lines and haphazardly cutting down the old trees that help our flooding town and distinguish or ancestral charm
97	i think we should quit... it is nearing overdevelopment
98	Cranford is losing its small town appeal. We are over building! I've lived here 35 years on Walnut Avenue. It is becoming problematic getting out of my driveway!!!
99	No more development. We can't handle any more apartments. There are so many vacant storefronts
100	Where it needs ONLY, like swan cleaners
101	nothing too crazy but newer (still small scale) properties both residential and commercial
102	Shared space office, "work from home" stations
103	New evolving technologies - uber air - auto vehicles - corporate office park needs to be re-imagined to innovation park
104	Arts and Entertainment
105	Clean Commercial example: Office Buildings.
106	We are putting to many larger buildings to replace old ones. Birchwood, Walnut & High St..
107	Parks in the downtown for kids to play in.
108	specialty parks, open amphitheater
109	Senior housing and it is sad that it is not one of these choices
110	Making sure already standing storefronts are rented
111	Housing for Seniors so they can stay in Cranford & not "senior housing" ...affordable condos so we can stay!!!!
112	Mom and Pop Stores,small businesses, Senior Housing
113	Small shops, houses- no more apts, no "Westfield" style chains/brands
114	Bring the school buildings up-to-date. The kids, faculty and staff should have a/c.
115	55 and over
116	55 and over and shops

Respondents	Other (please specify)
117	Stop developing
118	High Density only in near the trains
119	Dear Lord, develop the dumps on North Avenue
120	Higher density in downtown area.
121	55+
122	No more "high-density residential". Improve existing infrastructure before increasing residential housing.
123	There is too much development happening already creating increased traffic, increased strain on infrastructure, with little \$ coming into the town (PILOT at Birchwood is a joke and a horrible decision)
124	Stop building apartments it's ruining the town
125	W
126	Cutting edge retail/ micro-industrial (makers)
127	Anything is appropriate as long as it keeps with the theme and feeling of Cranford and doesn't hurt our schools or infrastructure
128	Commercial and apartments only in downtown
129	Livelier downtown, more color and variety
130	Mixed Use, High Density down town not 750, but max affordable of all kinds (more senior, more special housing [supervised apartments, halfway houses, and group homes for people with developmental disabilities, the mentally ill, or other special needs], limit market rate & builders' remedy
131	Senior housing w/ townhomes / higher density in downtown area.....
132	over 55 or senior housing that won't effect school system
133	schools and open space
134	Leave it as is.
135	Enough with the High Density Residential- if I wanted to live in a city we wouldn't of moved here.
136	One family, senior housein. Maybe a hospital!
137	Professional; I think industrial belongs only in the outskirts
138	Additional store fronts
139	Low density residential buildings
140	We are full enough, too much development will turn our town into a city!!
141	Improved community center and outdoor spaces.
142	Affordable housing for Senior age restricted
143	Absolutely NO place for high density residential
144	The entire town is being ruined by the mass apartment building
145	Industrial and commercial in certain areas
146	Senior living
147	The roads are already congested and the schools packed
148	high school
149	Stop With the building Cranford is being destroyed
150	Senior housing to keep our elder residents in the town they love for a fraction of the high tax costs
151	please stop ruining the soak of cranford with overdevelopment
152	Fixing what we have, replacing unused or crumbling buildings with new business. Fix abandoned single family homes. School systems cannot handle a major influx of kids, no high density housing, traffic as it stands now cannot withstand major influx of new residents, no high density housing!!!! Ok with new business that brings revenue to town in current commercially zoned locations.

Respondents	Other (please specify)
153	No more apartment buildings
154	A moderate amt of high-density residential to meet affordable requirements, yes. Big for-profit developments far from the train, no.
155	No more development! It's getting too overcrowded and overdeveloped as is
156	mixed use retail office and aptartments
157	No more development should take place. Congestion is already ridiculous. Now need to look at ways of alleviating it.
158	Residential only or small businesses. Keep Cranford Quaint!
159	Low Density At the center of town
160	We have enough
161	work on downtown
162	only dense in downtown, not outskirts

Where should this development be focused?

Answered	389
Skipped	248

Respondents	Responses
1	750 Walnut Ave or any eligible land in compliance with the applicable COAH plan
2	anywhere they want high density
3	Commercial parks on Hillside Avenue and Walnut Street.
4	downtown (south ave) and walnut ave area
5	don't know - too crowded already
6	Outskirts
7	More variety in shops downtown
8	Downtown apartments. The current trend of downtown development is a reasonable approach.
9	Downtown, office park
10	downtown
11	750 Walnut
12	Somewhere else but cranford.
13	Town is already overdeveloped and once the committee screws up and we end up with 750 walnut it will be way over developed.
14	N/a
15	In places where apartments are, or are coming
16	On open/abandoned lots
17	It should not be focused, but spread throughout town in a sensible manner.
18	Commercial downtown
19	on lots that meet the zoning code; not on lots where a zoning change is needed to squeeze in an additional building
20	No more developments!!!!
21	No additional development - the town is already too crowded and congestion on the roads is terrible
22	Residential development should occur throughout but the town needs to have some limit on the size of the structure as it relates to the property. New construction that towers over the neighborhood and is built right to the property line is obnoxious. Old homes should be preserved if they can be, homeowners need to be educated on conservation. We are losing too many victorian homes.
23	Cranford is being over-developed
24	Residential
25	Commerical - Downtown Area, Industrial - Walnut Avenue/Centennial
26	Downtown
27	Southside
28	Along North Ave and Centennial
29	On empty buildings/ businesses
30	near or in downtown Need thus much more than restaurants. Also some shop fronts are sad and uninviting. What happened to the fresh fish store.? Would love more like that
31	South Ave
32	Downtown



Respondents	Responses
33	Myrtle
34	Where they want to put all those 900 apts!
35	Downtown
36	Downtown area. The further away from trains, the less development
37	I don't know
38	740 Walnut. Lincoln and south.
39	Convert existing footprints
40	Downtown
41	N/a
42	Vacant buildings. Downtown surrounding public transportation
43	Existing zoned areas
44	750 Walnut
45	Well I answered none:)
46	Replace the most unsightly, ancient, abandoned, low rise commercial buildings of the past and build attractive live/work environments that are for the future. Make them affordable. Not affordable alternatives to living in Manhattan.
47	Downtown
48	Dwnt own cranford
49	Industrial park, renovate outdated retail structures
50	Downtown
51	Need to keep commercial businesses near center of town. Residential neighborhoods should only contain residential homes
52	Near train line, but existing structures, esp housing, shd not be knocked down (as they were on Walnut Ave)
53	Underused or abandoned property that is not producing income for the town (ie not a ratable)
54	South Ave
55	Center of town, North and South Avenues, close for commuters
56	Neglected unused lots
57	750 Walnut & downtown
58	downtown
59	We do not need any larger development. Keep our town quaint
60	Downtown areas around train station
61	Varied, depending -- industry on the outskirts (near the Parkway), high-density residential near downtown, commercial near downtown, centennial
62	Downtown
63	Along centennial avenue and empty storedronts
64	Idk.
65	downtown, centennial village, some lunch restaurants in business/office district could attract more businesses. Also, apartments are going to happen -- they'll continue to happen. Focus them as mixed-use in commercial areas and plan to develop them slowly, MAKE the developers contribute to infrastructure and school funding and upgrades in exchange for building here
66	In appropriate areas, relative to the community's current layout
67	Springfield Ave, and South Ave and parts South
68	All over
69	?
70	Somewhere mutual to the center of cranford

Respondents	Responses
71	In an accessible area
72	renovate our schools!!!
73	North ave east of train station
74	Downtown
75	downtown for complete streets
76	Northside
77	Not sure
78	Downtown
79	Outer limits
80	North And South Ave, Near Raritan Road, Springfield Ave
81	Between Cranford and Garwood downtown
82	Downtown
83	downtown
84	Downtown for retail/some residential above shops. Utilize office park when appropriate.
85	Downtown
86	Lower income housing, apartments
87	Spread around town
88	Infused throughout.
89	Downtown in the currently vacant spots (swan cleaners, open store fronts)
90	downtown
91	Public transportation especially to NYC
92	Stop building housing
93	As appropriate
94	Cranford has a lot of commercial and industrial sites that are not in use. Helping to market these sites as desirable locations to own/run a business would be a good starting place.
95	Existing developed/formerly developed areas
96	Downtown
97	on the perimeter of town
98	away from downtown
99	Finding industry businesses that will foster the Green Ideas needed for the next decades. Recruiting small business that offer the variety that makes Cranford special
100	Depends on the type of development. For example, high density should only be downtown. Industrial only in existing industrial zones. Commercial in existing commercial zones, etc.
101	Public space improvement (parks, open space)
102	Abandoned stores downtown
103	Downtown
104	Upgrades to existing structures and facades
105	Walnut; south Avenue
106	South Ave East. Springfield Ave
107	Swan building is an eyesore and the property across then street firm it has been vacant since we moved here. That is an eyesore and needs to fixed
108	no new development!!
109	In another city
110	Cranford has become far congested. We need less development, not more. The town is become ugly and has lost the small town feel that I once loved.

Respondents	Responses
111	THERE IS TOO MUCH TRAFFIC CONGESTION! TOO MUCH BLOCKING THE BOX AT INTERSECTIONS.
112	Downtown only
113	North side
114	Where currently zoned
115	High density mixed use development should be placed downtown in walking distance to train station. Lower density infill development farther away from downtown.
116	In the downtown near the train station, especially South Avenue and underutilized properties on North Avenue.
117	Nowhere!!!!!!
118	Hold all business/building owners accountable to maintain their properties.
119	Not sure
120	Small scale commercial / residential development in the abandoned buildings downtown
121	Out of Cranford
122	?
123	downtown
124	Decreasing congestion. Lowering taxes. Make town center automobile free on certain days for people to enjoy walking to retail shops
125	Downtown, Cranford industrial Park
126	Business park and near the conservation center
127	Why do we need more development
128	Smaller commercial or green space on the way into town where thrvabandoned buildings are
129	750 Walnut, but at a smaller scale
130	Near downtown. Attract more people that commute to nyc. Make the town more walkable
131	Industrial on outskirts/ outlying areas. Absolutely no more high density housing. I do not live on South side, but increased traffic , especially I. Front of Walnut Ave school is hazardous. Crossing through Cranford in the am or pm rush hour had gotten significantly worse
132	Downtown
133	Flood areas
134	where residential stand alone homes fit in appropriately
135	Too many townhomes
136	Improving current buildings and utilizing what is already here
137	Flood control
138	On the edges of down town
139	flow of Traffic needs to be improved
140	750 walnut
141	Industry
142	Empty and or undeveloped areas
143	depends what it is. We need a little bit of each type for a substainable tax base. Residential/commercial/industrial
144	All over
145	750 Walnut should be left as commercial and we should look to attract businesses that will help offset taxes. Otherwise it should be converted to green space
146	North Ave. E. Swan cleaners area
147	Anywhere outside of the SID
148	High density in or near town

Respondents	Responses
149	In PROTECTING residents and their home values. Not catering with bleeding hearts to the "less fortunate" that are setting up to invade our town in the Birchwood LIH. An abomination to see the size of that!! Socialism sucks!
150	Carefully thought out, with public transparency along N and S avenues
151	any vacant lot or redev site
152	Downtown, above retail. Smaller "maker" spaces.
153	None
154	Downtown, near Commerce Drive
155	750 Walnut for a 21st century commercial site, because everywhere else in my town of Cranford is spoken for. Unless the town wants to start developing on the small green spaces in town. There is no where to develop period!
156	Border streets and flood zone areas that look dingy in comparison to other areas
157	Any future development should be weighted against the character of the town
158	In another town far far away from Cranford.
159	Independent Retail and More variety of restaurants
160	Downtown area with access to public transport
161	Not downtown
162	In town renting out abandoned stores
163	Business Park of Cranford
164	Commercial district
165	115 N Union Ave, 27 North ave East
166	Downtown
167	Downtown or along North Ave
168	Vacant properties, 750 walnut
169	North Ave
170	Around train station
171	downtown
172	Downtown for retail - Vacant space for retirement community like 750 Walnut
173	N/a
174	Commerce Park - there are some large spaces that could be reconfigured. Also bringing in new businesses like indoor batting cages, etc...
175	Wherever old, run-down properties persist
176	Preserving what we have- not adding more of what we don't need
177	North ave near the train station. Have something similar to the commercial-residential buildings in south ave
178	Not on the outer edges of town. Everything in moderation and scaled to town size.
179	In appropriate existing commercial and industrial areas
180	near the train station
181	where there is suitable space and roadways.
182	Walnut avenue and Centennial Avenue
183	Commerce Drive
184	nowhere
185	Nowhere. Too much over-building going on
186	Retail
187	We are overdeveloping

Respondents	Responses
188	North ave (area next to the riverside inn)
189	Near downtown, repurposing property
190	Downtown
191	Parts of downtown need refurbished
192	It would have been great on Birchwood or on The Walnut Ave. project.
193	Roads, sidewalks, flooding
194	A reduction of apartments
195	Downtown and within commercial areas
196	Downtown
197	No more apartments.
198	Downtown
199	Nowhere
200	South side and west towards Garwood
201	Shops, restaurants, improvements to single family houses
202	None needed. Just maintain the current infrastructure
203	Anywhere that's under-utilized but not in any green spaces.
204	55 and older
205	Nowhere. I don't think we need more development. Would like better roads and infrastructure.
206	Where there is access to transportation
207	On property that is available. Lincoln Ave soccer field.
208	Expand dining and shopping options
209	Town center
210	NOWHERE
211	750 Walnut, Commerce Ave area
212	nowhere in town
213	Single home residential.
214	don't know
215	Commerce st area
216	750 Walnut Street
217	Not sure
218	Near train station
219	Downtown or 750 Walnut
220	Too much overdevelopment going on
221	Not sure
222	N/A - Cranford doesn't need more development. We need to diversify the commercial spaces that we have but we don't need new spaces or residential areas
223	Commerce drive
224	The industrial parks area. More industry to keep taxes under control
225	Dilapidated sections of the downtown and outskirts
226	Downtown
227	The. Existing. Downtown. Area. Update and improve the existing buildings. We live on a flood plain, we should act like it. There is no "if" about future flooding.
228	A green park closer to downtown.
229	Outskirts

Respondents	Responses
230	In the entire town. High density housing is getting out of control
231	Westfield
232	STOP DEVELOPMENT
233	Fill the vacant storefronts first.
234	Only in areas that are in need of an uplift, but AREN'T taking away from the traditional community
235	Walnut Avenue
236	Along North/South Ave
237	Downtown near train
238	No more apartments
239	Empty storefronts
240	near town!
241	Near downtown
242	Westfield Ave. near Riverside Inn where the empty laundromat is
243	Near town
244	Outskirts of town
245	Downtown
246	Current home improvements to increase the quality of our existing housing and improved infrastructure
247	Evenly distributed throughout the town.
248	scattered through town
249	Downtown - Corporate Office Park
250	Downtown
251	north ave
252	Some of the run down areas along town lines
253	no where
254	Museums, cultural forum, food co-op
255	downtown
256	750 walnut, outer edges of town. or anywhere developers want to but high density res.
257	Downtown and current open areas. need to increase the tax base
258	Density downtown, decreasing as you move outward
259	None
260	Downtown
261	Township Borders, away from neighborhoods
262	Old bikeshop property that is currently vacant,
263	In structures that are removed. Enough with the constant building of apartments, condos and splitting lots into multiples.
264	Adding more stores to downtown
265	In the empty buildings around town
266	Na
267	Downtown and near other mass transit options (or encouraging walking/biking). Traffic is already bad, so important to avoid adding more cars
268	No development-too much already
269	750 walnut where people can walk to shopping
270	Houses, not low income

Respondents	Responses
271	In town, centennial avenue
272	Maybe Birchwood since it's already being built. Offer it to newly retired Cranford Seniors that are getting taxed out of their homes!
273	No e
274	In appropriate zones
275	Centennial Ave, south side downtown
276	Redevelop dilapidated residences near downtown. North ave near centennial
277	Replace vacant buildings
278	Schools
279	Abandoned commercial buildings, entries into town should not have abandoned buildings
280	Outskirts of town - there is so much in town all ready, may lose small town feel if too much more
281	By the train station
282	Downtown and industrial areas
283	Where there is room
284	Nowhere
285	No more developing
286	On not existing, Cranford is developed already
287	Any abandoned buildings or lots should be occupied or repurposed. The florist on north union burned down how many years ago?
288	Downtown, and some other areas
289	North Ave. (Swan, et. al.) AND Kilkenny's block
290	Downtown
291	Downtown. A reduction in minimum parking should accompany it.
292	Not in Cranford
293	Existing property
294	I don't think knthere should be more development! With all the flooding I think we need more green space!
295	industrial closer to gsp and residential spiraling from downtown
296	Rehab the buildings on North Ave bear the dive.
297	No further development. Too congested
298	Parks, open spaces, road repair, bike routes, pedestrian safety,
299	Stop over developing.
300	Downtown and any unused industrial or office sites
301	Downtown only; commercial off commercial ave
302	nowhere, the town has become over developed
303	Nowhere.
304	Not sure
305	Limited downtown area
306	750 Walnut Avenue and Commerce Drive
307	Downtown core, Centennial Ave.
308	Downtown
309	Not feeling very pro development right now. 😞
310	Single family homes and commercial/apartments in downtown
311	Favor small businesses. Fulfill AH obligations without PILOTS or high density

Respondents	Responses
312	In areas where high density housing is going up or planned
313	Down town. Only. Maybe centennial. No where else
314	By transportation and industrial park
315	Downtown
316	Don't want any more.
317	in areas already zoned for same, limit downtown creep like at corner of walnut and cherry,
318	Higher density in downtown. 750 Walnut would be a great space for affordable senior housing townhomes,, patio homes....
319	over 55 or senior at 750 walnut
320	Outskirts of Cranford, Jackson Drive area, Downtown
321	downtown
322	Commercial in the downtown and business park.
323	We have enough. We don't need more housing.
324	recreational and educational
325	It shouldn't be, we are already overwhelmed with our infrastructure and development.
326	Neighborhoods
327	Existing residential only
328	Cranford is congested enough, no more development
329	Downtown. Stop piling on certain areas!
330	In the current commercial industrial zones
331	We should encourage commercial development anywhere we can. Industrial development should be kept to the outskirts. I don't think we should have any more high-density residential development. Our infrastructure is becoming strained.
332	Downtown
333	All over
334	Downtown, Centennial Ave
335	Linden
336	Neighborhoods.
337	N/A
338	750 walnut, commerce drive
339	Well thought out logical and reasonable locations not further crushing our schools, infrastructure , traffic and overall quality of life. We can not afford large development. WE DONT HAVE SPACE NOR THE INFRASTRUCTURE NOR THE FUNDS
340	Higher density & Commercial downtown
341	not in a flood zone like 750 walnut or the new development by orange ave school
342	North Side - South Side has too much!
343	Downtown
344	Homes should be the focus of development not apartments
345	Downtown areas
346	Clothing and grocery
347	single family homes at 750 walnut
348	Uneven sidewalks and blocked sidewalks all over town are a problem. Traffic on Lincoln by the bridge at the mill is dangerous and consider a new traffic pattern or light @ High Street and Lincoln.
349	nowhere



Respondents	Responses
350	commerce drive
351	Residential - downtown, industrial and commercial - existing office parks like Raritan road
352	Downtown
353	downtown
354	If anything in retail, schools and public spaces
355	City center
356	First, focus on empty commercial areas especially the eyesores downtown.
357	not sure
358	on the edges of town
359	Somewhere else.
360	downtown and commerce drive area
361	No development
362	?
363	Downtown or business parks
364	Downtown
365	in places where high density housing would seek to go
366	It's already overdeveloped. The traffic through town is insane
367	Downtown and gateway
368	Vacant properties
369	North,south,centennial ave
370	improving public spaces
371	Where there are existing structures that need restoration/revitalization
372	Fix up the north ave stretch at swan cleaners. Stop building residential. Fix/add onto schools-bring in new technologies to become competitive
373	Roads and other infrastructure
374	Not in Cranford.
375	Downtown
376	No more building. Taking away our small town look. Too much traffic.
377	By the train, and North Ave near GSP
378	Even distribution
379	downtown
380	Don't know
381	Alleviating congestion. It now takes 20+ minutes to get across town. That is unacceptable and will only get worse with more development.
382	Residential throughout town. Commercial in town center. No high density homes outside center of town
383	In areas that are being underutilized perhaps, but don't cut down trees or build giant apartment buildings!
384	Downtown
385	Downtown
386	Around schools/public transportation
387	North ave
388	Downtown
389	downtown

What brought you to Cranford?

Answered	593
Skipped	44

Respondents	Responses
1	Moved here with parents as a teen and moved to my own home after college
2	cheaper than westfield
3	family
4	Schools, trains, parkway
5	The quality of public schools, downtown and transportation infrastructure.
6	been here since I was 3, so my mother brought me
7	friends had bought homes here
8	Lived here entire life
9	Lifetime resident
10	Small size and excellent reputation
11	Looking for a safe place to live. But Cranford Library continues to allow the criminal's group NHN to be here.
12	Work but it was the quality of life the town offered which made Cranford stand out.
13	I was born here.
14	schools, transportation to nyc, walkable downtown
15	central location
16	affordable homes
17	Schools and small town feel with great community.
18	I was born here. But I bet the most common answer will be that people come here for the schools, ruin the town and leave when their kids graduate.
19	Family history
20	We've lived here for 55 years. A good school system and nice neighborhoods
21	Cranford
22	Born here
23	Good schools
24	Schools
25	Convenient location mid-way between NYC and Pennsylvania. (We have family in both of these places.) Relatively affordable housing (compared to Brooklyn in the 1980s), good schools.
26	Grew up here and returned after 25 years to be near aging parents
27	Schools, walkability, use to be no crowding for parking and seat on train, bought house at a semi affordable price
28	Schools, smaller town, downtown, safety
29	Schools and location
30	pretty small scale town close to NYC
31	Family oriented town
32	Wanted a town with a down-town and nice people
33	Good school (walking district), charming downtown, nice parks, family friendly
34	The community center, pools, old homes, schools and parks. Easy to get to parkway.
35	The quiet/quaintness and central location Cranford

Respondents	Responses
36	I moved to Cranford to be near where I worked in Kenilworth. I liked that Cranford was a nice suburban town with a downtown. One of the best features was the round bank which was hastily demolished so that a high density residential retail building could be built on that site.
37	schools and the house
38	Husband's job
39	School
40	Low Key Feel, Great downtown that you can walk to , great community programs
41	Affordability and ease of access to NYC
42	Ideal place for raising children, safe, good schools, people with similar values, proximity to NYC, airport, family
43	Schools and downtown
44	Schools and downtown
45	Good schools, commute to NYC, affordable homes
46	Closeness to family in NY
47	my father's sickness
48	My parents
49	Nice apartment near town and convenient to my work and family
50	Family
51	The small town feel.
52	Schools
53	Affordability. Close to work.
54	work
55	Commute community town
56	The feel is the town
57	Family
58	Schools , downtown , community
59	Schools
60	community and schooling
61	The downtown, housing, and location
62	Family-friendly, walkable town with good schools
63	job
64	Lived here all my life
65	Location and appearance
66	I grew up here
67	Mayberry feel
68	Good schools, affordable housing
69	School system and proximity to NY and family in Bayonne and Jersey City
70	Location
71	Family is here
72	To raise a family in a safe walkable place
73	Good schools, walkability, access to the train, diversity of food and retail options, safe neighborhoods
74	The parks
75	Proximity to train

Respondents	Responses
76	Schools
77	Commute, small town feel and housing affordability
78	The school systems and the feeling of community
79	Walkability and small town feel
80	The small town feel and location to our jobs
81	My husband is from the area and only wanted to live here and I also loved it here so we are happy Cranford
82	12 years ago, it was affordable housing. Today, the overpriced new developments are specifically the reason I want to leave. No two bedroom apartment in Cranford should cost \$3K+.
83	, real estate value and school district
84	Parents moved here in 1984
85	senior housing
86	Born Here
87	Hometown feel and good commute to NYC
88	My aunt and uncle lived here for over 50 years and I always like it along with proximity to Bayonne and Staten Island to visit family.
89	Schools, neighborhood, townspeople
90	low-key atmosphere, walkable downtown n train commute
91	Affordability combined with the schools
92	Demographics
93	downtown, homes, parks, events, school system
94	Small town feel and family
95	Good school reputation, and the feel of safety since there aren't any scumbags walking around
96	Downtown. Close to parents.
97	The energy of the town
98	insurance agent
99	it's quaintness & school system
100	It was a beautiful small quaint town. People were very friendly. Good schools.
101	Caring community with events that occur around town
102	schools, community
103	Nice downtown, great schools
104	Close to my work and my husband job in Staten Island
105	schools, small town feel, variety of retail and restaurants
106	We found a house we could afford
107	a home
108	Love the feel of the town
109	Neighborhood and school system
110	Married resident
111	Quality schools, green spaces, sense of community
112	Wanted to raise family where we were raised
113	Safety and quiet
114	The School System, family atmosphere, amenities such as the pools, and safety
115	The quaint town it used to be.
116	Parents moved here in 1953 when I was 7. They wanted to get out of the city (Bayonne)

Respondents	Responses
117	Family has been here for many generations
118	The cute downtown and the schools' reputation
119	Work
120	neighborhood feel and lower taxes than westfield
121	Born and raised in Cranford
122	School district
123	Work and family friendly town
124	adequate school system
125	family
126	Sense of community, downtown, commute to NY
127	Good school district, family oriented, walkable downtown
128	It's my home
129	Schools, cute downtown
130	Schools commute
131	Schools and community
132	Great schools, walkability, nice downtown
133	Historic character, commute, friendly people
134	I grew up here
135	Walkability
136	Schools, great people and being able to walk to everything we need if desired
137	my wife grew up here
138	proximity to employment
139	Victorian architecture and beautiful river, trees, and parks. Also train station access to NYC and walkability.
140	Schools
141	Downtown, parks, schools, walkability, Dreyers Farm, housing selection and cost
142	Lived in cranford my whole life, would like to leave
143	Schools
144	Work
145	Downtown, school system, walkability, personality
146	Commute to NYC, proximity to parkway for central jersey commute, beautiful downtown and park system
147	price of rowhouse in 1984
148	Life
149	location
150	Lived here as a child, moved away, moved back because I love the town the way it is
151	I was born here
152	Life long resident, but I stayed for the schools and community.
153	Cheaper than Westfield
154	Good schools and location, reasonably priced houses (at the time)
155	Small town feel. Walkability to downtown. Good schools
156	Married a cranfordite
157	Schools, neighborhoods, proximity to NYC
158	It's a beautiful town with nice people.

Respondents	Responses
159	Ease of transportation to nyc and schools.
160	We were kicked out of Westfield. Kidding! It was the value of homes vs other communities
161	work
162	Downtown and school system
163	Schools and reputation as a great family town
164	Walkable community with train to NYC, great downtown, parks, quality and well-maintained older homes
165	Town, schools, centrality to friends and family
166	A walkable setting with easy access to downtown. A town where you don't need to be relianten on your car to get around.
167	Safety and schools
168	Train, community
169	I have lived here all my life
170	School system
171	It's affordable and commuting distance to Manhattan. Also, the nice downtown was very important. We wanted to live in a town that had a downtown with good restaurants, bars, stores, etc.
172	Walkable town and good schools
173	Affordable and proximity to Manhattan
174	Schools, safety and community
175	Train and schools
176	Found the right house
177	born and raised
178	Family, schools
179	Quiet areas, good schools, suburban life
180	A small town feel. I grew up and moved back when I could afford it. I am now seriously considering leaving.
181	Husband grew up here.
182	Small town feel
183	Born here, raised here & stayed and raised my own family
184	Walking streets Quiet Walking great schools
185	walkable schools, an Irish pub, and a train to NYC.
186	Quaint town. Schools
187	School system
188	The small town community feel
189	Downtown character and ability to get into Manhattan as well as excellent school system. 15 years ago the ARC tunnel project was happening and one-seat ride was anticipated. Biggest problem today is that we are still waiting for one-seat ride.
190	Family
191	Family. Grew up here. Moved back after college
192	We visited the town years ago and thought it was a lovely place to raise our family.
193	Reputation/schools
194	School system,quiet town,location of house
195	Grew up here
196	Nice residential, train to NYC
197	near husband's place of business; access to highways

Respondents	Responses
198	nice small town
199	Close to family. Consistently being a safe town. Clean.
200	Born/Raised
201	Schools
202	Born here
203	My parents 55 yrs ago
204	Our house, walkability to downtown/train, and proximity to city
205	I've lived here my entire life
206	The charm of the town... the sense of community
207	Small town atmosphere and good School system
208	NYC train good value for purchasing a home and a nice downtown
209	Small town affordable housing
210	Location
211	Close to parkway, small community
212	schools
213	I was born here unlike most of you opportunistic interlopers who are intentionally sabotaging this town and in turn its homeowners.
214	family based community for starting a family
215	commute and schools
216	good community, proximity to NYC
217	Good schools, beautiful town.
218	Character of the town and school system
219	Walkable downtown, quiet, quaint
220	Born and raised here
221	It's charm
222	Family town and school system
223	Close to work, cost of house was reasonable 20 years ago.
224	Schools. Safety small town feel
225	Grew up here
226	Grew up here
227	A private home that we could afford. No prior knowledge of Cranford prior to purchase
228	schools and central location
229	Family
230	All my life
231	good schools, beautiful town
232	My parents
233	The small town community, highly ranked skills, Kindergarten program, access to nearby towns
234	Spouse
235	School
236	Love the downtown, the schools and family
237	downtown and commuting options
238	Work
239	Community. Schools.

Respondents	Responses
240	affordable when I purchased my house in 1986
241	The small town, the local businesses, the quaint houses and downtown
242	Lifetime Resident
243	Schools, great neighborhoods, sense of community
244	QUAINT NOT CROWDED
245	1983...the safe charming town with good schools and municipal services
246	I've always been here
247	family
248	School system
249	The downtown, school system, safety, events, and sense of community
250	Family, transit convenience
251	Was once quiet, will soon be overcrowded. No thanks to CoAH!
252	Schools, small town feel
253	Parents
254	proximity to nyc
255	work
256	Priced out of Brooklyn, Husband's family from Brooklyn.
257	Schools, community, commute to NYC
258	Born and raised in Cranford
259	Downtown, how close it was to the city, neighborhood feel
260	My wife.
261	Schools and raising my family
262	Good schools, easy commute, quaint town, good down-town
263	The schools, the neighborhood feel, the small town feel and the proximity to NYC.
264	Schools, family was here and we always loved the town
265	Downtown, Schools, & the people
266	I was born and raised and reside here
267	My family
268	Opportunity to buy family members home to stay close to aging family
269	Grew up here
270	Schools.
271	Grew up here
272	Great schools, family centric atmosphere, parkway & public transportation access, historic non "cookie cutter" homes,
273	Vibe
274	Schools
275	Wife grew up here
276	Nice downtown and transportation to NY
277	walkability, mass transit
278	School
279	I grew up in Cranford and chose to live here after I got married. I have raised my kids here and would like to stay here as long as possible. I also like the access to NYC and Newark Airport.
280	School system
281	Community, great downtown, great schools, not overdeveloped



Respondents	Responses
282	It was always my goal to move to Cranford. Cranford has always been known as a great town.
283	Grew up here!
284	Proximity to NYC, new construction availability
285	The charming downtown and hometown feel
286	Quality schools and the downtown
287	Schools, first time home buyers, cousins in town.
288	The Charm of the homes and the schools
289	generations of family
290	Wife liked town, start a family.
291	Schools
292	Good schools, sense of community, downtown
293	Recommended by a family member who worked here, the 19th century home we decided to purchase, good commute to our New York City jobs.
294	Was born here.
295	delightful apartment
296	Great schools, walkable downtown
297	left a crowded city
298	The quaintness and the downtown.
299	Job relocation, rented here first and fell in love with the town.
300	Family
301	The small town feel
302	Family
303	Train line, suburban feel
304	Husband's grandparents lived in Cranford
305	The small town feel, the fact that it was "done" - that there wasn't new building being done, that people walk to dinner and to the park
306	Good schools, more affordable than Westfield and close to parkway
307	School system and the suburban way of life,
308	Family and schools
309	Friends were from Cranford
310	We moved from towns that were turning urban like Cranford is now.
311	Town centre and walkability
312	Great area
313	My family has lived here since 1913.
314	Loved here my entire life
315	Family
316	Community feel
317	Schools, community
318	Family
319	Small town feel, friendly neighbors
320	Downtown walkable, family oriented
321	Location convenient to highways, airport and NYC
322	Schools, proximity to NYC. Family-focus. Right socioeconomic mix to match our own family. Growing diversity. Proximity to gsp and I-95. Nice surrounding towns.

Respondents	Responses
323	Born and raised here living in the house I grew up in
324	Location to the city, nice community
325	Schools
326	Marriage
327	1975 the low taxes no longer low taxes
328	Affordability of housing and sense of community
329	Small town life with great schools
330	Downtown walkability, train access to Newark/NY, good schools, friendly neighborhood
331	That it is a small, family-friendly town that's still fairly affordable with excellent schools. We also love the idea of having a downtown, as my husband and I both come from large towns without a central "downtown" area.
332	Proximity to Jersey City and NYC
333	Victorian homes, downtown
334	Small town feel, walkability, kids can walk to schools
335	School system and walkability
336	Born in Cranford
337	community
338	Schools and people
339	Family Friendly, small town feel, business district, safe community and excellent schools
340	Moved here when i was 5. Moved back in 2013 bc i wanted my kids to grow up herer
341	Commute
342	lived here all our lives
343	Schools
344	Lower housing cost vs. our previous home, balanced with familiarity (I grew up nearby) and convenience
345	Family connections and favorable commutes for me and my husband.
346	We moved from NYC for better schools and more space
347	Schools and community
348	School sytem
349	Small town feel, nice downtown, good schools.
350	School system
351	Schools, quality of life
352	Business
353	Commute, downtown and small town feel
354	The quaint downtown, picturesque river, and riverfront activities, neighborhood schools
355	Partner
356	Schools/ special education
357	Family
358	Born here
359	Train to NYC, restaurants
360	Born and raised
361	Nest town from where i grew up. Nice neighborhood. Quite, and safe.
362	Community and schools
363	proximity and charm

Respondents	Responses
364	Born in 1990 at overlook so, my parents who are now happy to leave due to lack of community
365	Small town feel, safety, walkability for my children - all which seem to be going away
366	Commute to NYC for my husband.
367	Born and raised here
368	Schools, downtown feel
369	Work, downtown, family, attractiveness
370	Easy train, walkable neighborhoods, not too crowded
371	My parents
372	My neighborhood and school system
373	Husband's Work
374	Family oriented neighborhoods, schools and services.
375	Walkable downtown, transport to city. Good schools.
376	Schools, feel
377	Town identity, train/bus to nyc
378	Suburban atmosphere which is slipping away
379	Community
380	Small town with walkability. Lived in two houses here and our focus was sidewalks and ability to walk to town and elementary schools
381	we came from hoboken and wanted a downtown and decent accessibility to NYC
382	Town Center, train to NY
383	Schools and community
384	Schools, community, affordability
385	Family feel
386	The friendliness of the people and safety of the town.
387	Schools. Access to train.
388	Small quaint town and my wife grew up here
389	Moved back to NJ and wanted a walkable community.
390	historic home, downtown, public transportation, people
391	charming and friendly feel
392	Lively, safe, less expensive than NYC
393	Grew up in Kenilworth and found a gorgeous old house that I loved
394	my wife
395	downtown
396	Neighborhood and downtown area
397	work
398	Schools and downtown
399	The downtown and train line
400	Large Family, lovely house on the river
401	Our realtors
402	A love of the area
403	community, downtown restaurants, quiet streets
404	Small Town Feel, Commute to NYC, Great Schools,
405	Commute to NYC

Respondents	Responses
406	Family oriented, great schools, safe, train service.
407	The community feel and the schools
408	Small town feel
409	Nice area, good schools
410	Family. Downtown, Town-feel - moved from Hoboken and needed a downtown
411	Walkability of the town, downtown & NYC commute
412	Grew up here until high school and sense of community and accessibility to work.
413	Grew up here, moved back as a young adult
414	I was born here and loved the small town feel. I am trying to convince my family and friends to move as it is not worth the price, constant battles with builders and raising taxes.
415	school and commute by train to the NY city
416	Lived here all my life
417	The school system and downtown
418	Relocation
419	Close to city, GSP to get to shore
420	Cute downtown, good schools, affordability
421	Commute to NYC was easier than from Somerset
422	Husbands job and commutability to NYC at the time
423	The quaint town
424	Born here
425	Born and raised and now raising my own family blocks away from where I grew up
426	Husband is lifelong resident
427	The small feel
428	School system, location to job
429	Came with my parents @ 4 years of age, 59 years ago. Now their great grandchildren also live in Cranford.
430	Nice town close to work
431	Born and raised
432	The charm, size , schools and at the time ,easy commute to NYC
433	Loved the town, quaint feel, no chains, suburbs that didn't feel too "sleepy" (young families etc)
434	Number of parks. Downtown. Schools. Near jobs
435	Schools
436	Friends
437	Neighborhood schools and downtown
438	Schools
439	We felt at home the minute we drove into town.
440	Location
441	Small walkable town with good schools and restaurants
442	My parents, born and raised and still here as a homeowner. And hating it now.
443	Friends
444	School - small town
445	Quaint town and good schools
446	Schools, downtown, word of mouth from people who live here
447	Schools

Respondents	Responses
448	Quality Public Schools
449	Township character and small town feel
450	location, NYC commuting options, school system
451	My sister in law
452	Grew up here, moved back after ten years away
453	good schools, family friendly
454	Grew up here
455	Born and raised here
456	Great place to raise kids
457	Family
458	Access to train/NYC, walkable vibrant downtown, good schools
459	Friendliness reputable, schools, location to work, transportation, housing
460	Midway between my job & wife's job at the time, good schools, living on a cul de sac
461	Communtiy, schools, family orientation, beauty, proximity to the City
462	The architecture
463	Schools
464	Work
465	Small town charm
466	Schools, close to family and friends
467	I love the town and neighborhood we moved into. Walkability to schools and downtown.
468	schools
469	Sense of community
470	Small town feeling, good public school system
471	Lived here all my life
472	The school system and small, hometown feel
473	It's commutable to nyc. Good schools. Small town feel. Community center. Town pool.
474	Being born
475	Loved the town
476	Good schools
477	Quaintness, family fun, schools
478	Friend lives in nearby town, proximity to NYC via train, schools rated well
479	The schools
480	Schools, nyc commute
481	Small town. Walkable to schools. Close to NYC
482	Schools, train commute to NY unfortunately not 1 stop though
483	Moved here when I was 3
484	Distance to the city and shore and the walkability and food
485	School
486	Schools, walkability, community, price point
487	Education and small town atmosphere
488	Parents
489	Commuting to NYC
490	small town, independent education system, relatively low taxes

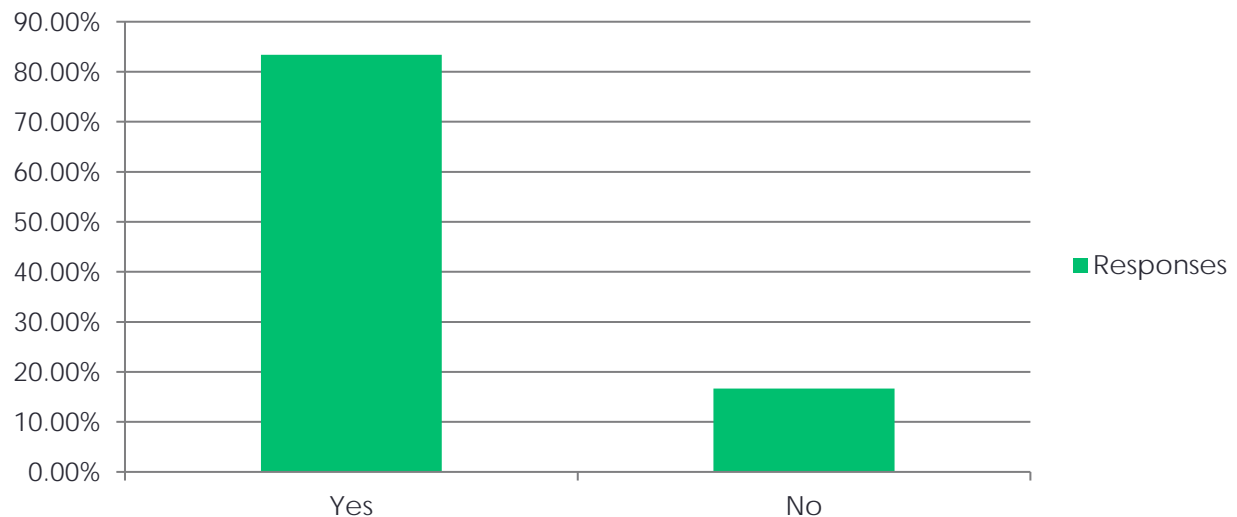
Respondents	Responses
491	After looking for a year at the usually commuting towns, we kept coming back to Cranford bc we loved the small-town and down-to-earth feel of Cranford. The community events and seeing people walking around. It was a great next step after Hoboken.
492	commutability to NYC, affordability, area with stores/shops and similar towns like Westfield nearby, good schools,
493	Community, schools, downtown, location
494	Childhood home
495	House buying
496	I grew up here. Moved back because of town and schools
497	Sense of Community, neighborhoods, schools, downtown
498	Small town feel. Great community and transportation
499	Schools, downtown area
500	Born here
501	grew up here, loved it, great mix of old and new, can get out, want to stay, folks want to move here, wish diversity was greater, good riddance to folks that want to leave for the wrong reasons and they're wrong, folks are buying their house so it must be desirable!
502	We were looking to find an affordable house in a town the felt like homes we wanted in another area of NJ--one with an actual downtown with bars shops, food, etc.
503	Marriage to a life long resident
504	always liked Cranford
505	My parents moved here when I was in the 3rd grade
506	good schools, walkable schools/downtown
507	Neighborhood Schools, access to nyc, quality of life for the family based on everything offered
508	My parents
509	people like me
510	A moving truck, ha ha ha but seriously the school system as it is now.
511	Lifelong resident
512	Location close to employment & hometown.
513	Born here, stayed to raise my family
514	The schools, the tree lined streets, the community feel, and the downtown
515	A wide variety of things
516	School system
517	Moved here as a child
518	My husband grew up here. I liked the small size of the town and the variety of beautiful architecture. I also knew that the school system was a good one. I love the fact that there are tree-lined streets and several beautiful parks, especially Nomahegan.
519	Small neighborhoods with small schools
520	Commute to NYC access
521	Location and reputation of schools
522	Location, good schools, cheaper than Westfield
523	Neighborhoods and schools
524	Low taxes great schools Victorian houses
525	Downtown
526	Safe place to live and raise a family.
527	Bought Affordable two family house 47 years ago
528	small town feel, ability to walk everywhere

Respondents	Responses
529	Born and raised here
530	my parents
531	The Cranford of 20 years ago. The small town friendly and manageable town that I bought into. This expansion and destruction is just not acceptable
532	Family and schools
533	Community, schools, and character
534	great schools which are walking distance. Real estate value
535	A town that was quiet, friendly, not densely developed and a good town for commuting to NYC to raise my growing family. My wife and I raised our 9 children here.
536	Walkable, easy commute to N y c and schools
537	School systems
538	Walkability of a differentiated downtown
539	Accessibility to the City and housing prices at the time (2013)
540	Affordability and Good Schools
541	Downtown
542	Downtown, great schools and parks
543	Quaint, quiet, good schools, good people, lots of single family homes and an OK amount of space
544	The community
545	Grew up in Westfield and liked the concept of a downtown but wanted nicer people
546	my wife grew up here
547	needed an apt
548	Good schools, proximity to work, proximity to family and friend, not as snobby as Westfield
549	Schools. Location. Downtown
550	Family
551	Good schools, proximity to NYC and GSP, downtown, train
552	My parents and grandparents. Lived here all my life and raising my family here now.
553	Rented Madison - Cranford was more affordable and more down to earth
554	Family
555	Spouse works for the town
556	School district, neighborhood, parks
557	Schools, neighborhoods
558	schools
559	Town reputation, parks, shops, good schools
560	Location, walkability, schools
561	Good schools, beautiful downtown, transportation to NYC
562	The school system prior to Dr Rubin
563	Schools, proximity to jobs, parks, reputation
564	access to nyc transportation and family environment/school reputation
565	Schools, close to the city, charming
566	the downtown and the school system
567	the downtown and commute-ability into the city
568	The small town feel now it is being over developed
569	I wanted a town that has an actual downtown and sidewalks. A town that wasn't urban but not too suburban. Schools were also important.

Respondents	Responses
570	Closer to Work & school system
571	Born here
572	community. lack of Hoboken feel
573	School, small town, community, proximity to nyc
574	Grew up here- wanted to raise family here.
575	Downtown and walkability
576	Neighborhood schools and proximity to work
577	Good schools, cute downtown and neighborhood feel
578	Community feeling. Kids could walk to friends houses and school
579	Community atmosphere
580	Schools, downtown
581	The upbringing I had here made me return to give that to my own family.
582	Schools, safe neighborhoods
583	Centrally located to all areas of work, and school system
584	The family friendly neighborhoods, school system, unique downtown , and proximity to NYC.
585	Parents moved us here
586	Grew up here and only wanted to move back here
587	Good community and downtown, train lines into NYC
588	I was born into Cranford, my parents moved here for the school system
589	Grew up there
590	Buy a home
591	Wife
592	cute houses, close to city, lots of parks, and a walkable downtown
593	born here



## Are you satisfied with the housing options available to you?



Are you satisfied with the housing options available to you?

Answer Choices	Responses	
Yes	83.36%	526
No	16.64%	105
	Answered	631
	Skipped	6

If no, what options do you believe Cranford currently lacks?

Answered	198
Skipped	439

### Respondents

### Responses

1	Over 55 rentals - seniors would be able to stay near their families; there would be no strain on the schools, would provide "walking wallets" to retail/commercial entities
2	55 plus housing.
3	lacks affordable family housing. Too many new EXPENSIVE non-family oriented housing units
4	need over 55 housing
5	More rentals
6	I would like more options for older people who want to downsize but stay in town. Very few exist now. Also more housing for 70+ seniors.
7	Over 55 housing
8	Small units with private backyards.
9	55+ housing options for independent adults

Respondents	Responses
10	Too small to fit in all the apartments and the volume of people it will bring, schools have to AC whereas all other NJ town's school has AC, CHS is overcrowded
11	None
12	Cranford lacks the ability to control overdevelopment and new construction. We need to focus on preservation. We are losing our charm.
13	lower taxes.
14	Need more affordable housing
15	Lower taxes.
16	More affordable options
17	More senior housing
18	Over 55 condos
19	More retail and places to go for younger people and teens. Would keep them off the streets more. Arcade? Pool hall? Something like that.
20	There are a large group of people whose kids may be done with school or working who would like to downsize and live in town but maybe in a condo or 55 and over community without having to move down the shore or south
21	Senior Combes like the type they have in Monroe. With amenities (55 and over).
22	Senior condos not rentals
23	N/a
24	town houses and more upscale condos
25	Only a few rental homes are available at any given time. They are often in disrepair and neglected by greedy landlords who are not held to adequate standards by officials. As a result, they get away with charging high, unsustainably rising rent, while their properties are not properly cared for. This results in a lower quality of life and is creating a widening gap in town.
26	Dollar tree
27	Affordable apartments for our younger residents.
28	affordable studio and 1-bedroom apartment for single people (hard to afford on one income)
29	Affordable housing
30	Younger Generation
31	New single family
32	Would like to see over 55 community - with single family homes.
33	This survey is screwed up because you have to answer questions that are not supposed to be answered like this one.
34	Better flood control so more residential isn't in flood zones
35	Mother/daughter homes
36	Pet friendly housing
37	None.
38	While I'm satisfied for myself, there is a lack of modern, affordable housing for the middle class.
39	None
40	Affordable taxes
41	Affordable housing for younger people
42	55 and over
43	No complaints
44	senior living
45	mixed-use and missing middle housing
46	Newer homes

Respondents	Responses
47	Affordable taxes
48	Senior Housing
49	Cranford lacks lower income housing almost entirely, apartments are expensive and small
50	affordable housing
51	Affordable apartments and small houses.
52	Cranford could use affordable housing. Possibly rezoning some of the smaller commercial/industrial lots along North and South Ave to mixed residential/commercial/ industrial zones to allow for duplex or small multi-family affordable housing to meet our required affordable house needs and compensate for the decrease in commercial/industrial businesses.
53	Over 55
54	NA
55	n/a
56	Townhomes
57	Not applicable
58	A senior-oriented facility
59	No more apts, for sale properties, townhomes,
60	Affordable rental. The prices are the same as downtown Brooklyn!
61	Senior housing
62	More modern/transitional apartments adjacent to the train station.
63	The town could use additional affordable senior housing
64	Lower priced apts for seniors
65	Affordability Now too many apts that just line the pockets of a few individuals or corporations.
66	None
67	Affordable Apartments
68	Affordable housing for young people and empty nesters
69	affordable rentals
70	N/a
71	Senior housing with amenities
72	Condos
73	taxes are too high for small properties
74	a small general store in doentown where you can grab basic needs, fresh produce etc that isnt closed at 6 pm. Would be great to be able to run into town for egg s or milk when you need and not need to go to shoprite or further. Pastosa closes very early and is limited in what they offer.
75	N/a
76	Need flood control/improvements. Taking way too long, since the late 60's?!?!
77	I do think housing pricing could be more varied
78	Size of property.
79	More single family homes
80	Lower property taxes
81	Over building
82	a proper tax structure
83	+55 would be great addition
84	small inexpensive homes
85	Affordable housing that is NOT an apartment.

Respondents	Responses
86	Senior housing for those who want to downsize
87	None.
88	55+ housing
89	Highly overpriced apartments
90	Vision to lower taxes - creative ways to handle the overpopulation of schools - schools can be improved without adding unnecessary taxes
91	Over 55 options
92	affordable housing
93	N/a
94	We are happy
95	Condos and Town homes for purchase
96	Condos
97	None
98	open space
99	Good
100	Condos for purchase. Townhouse's for purchase. (Under 600k)
101	Starter homes for young people, town houses for empty nesters
102	Over 55 housing. Also I think there was a need to own condos ,but instead of condos rentals became more prevalent.
103	Property taxes are high
104	Over 55, single family starter homes and condos to buy
105	We have too many apartments.
106	Newer housing
107	N/A
108	None
109	NA
110	Senior housing
111	This is our forever house so it's not a concern for us.
112	55 and older so we can downsize and stay here
113	In future may want a senior townhouse
114	space
115	Newer homes
116	na
117	Parks and splash park
118	Senior Housing so we can stay in Cranford
119	N/A
120	Affordable homes
121	Affordable apartments
122	Cranford is a beautiful town FULL of old, out of date houses. Everything needs work. But we realize that and choose to live here anyway until the right property for renovation comes up. Our town needs updating, the residents want to rehab our properties, the permit situation is daunting if not discouraging. Encourage improvement, set limits not to destroy our environment/first flooding defense
123	Condos for sale/ no more rentals please

Respondents	Responses
124	nothing that is fixable. the house inventory isn't great. people need more 4-5 bedroom options with more expansive layouts but generally these are rare
125	More single family homes
126	Lowering taxes
127	None.
128	Decent housing for Active Seniors
129	I think we should have more places for our seniors and single parents to stay in town when getting divorced that aren't apartments. Like the townhouses on centennial.
130	I like it, but it lacks 55+ housing
131	.
132	1
133	affordable housing at all income levels
134	More senior housing for people that want to stay here
135	Na
136	More 55 and old communities for people that have lived here their entire homes but want to downsize.
137	I chose yes, but have to put something here because the survey won't allow me to move on without enter soemthing.
138	It's just market conditions
139	Senior housing and places young teens to have fun and socialize.
140	Senior housing that is not affordable housing
141	Right now we are putting our home up for sale as we have just retired. I wish we could stay, but we will not be able to pay the high taxes with our retirement income!
142	Low taxes
143	Affordable senior housing
144	More reasonably priced single family homes
145	55 and older communities.
146	Well maintained streets, sidewalks, power lines and drainage. All are in terrible shape for the amount of taxes we pay.
147	Too expensive tax-wise to renovate, yet can't move because prices have gone up dramatically
148	Larger houses with larger property
149	Senior housing
150	Na
151	None
152	More Senior housing. There is an acute shortage of options for people over 65.
153	Too MANY apartments
154	55+
155	None.
156	Expensive.
157	Taxes are high. If there was more houses/condo/townhouses instead of all the apartments, we would be less over crowded and be bringing in revenue
158	Too many apartments.
159	Tax rebates!
160	.
161	Would be wonderful to have 55+ housing to downsize after kidshav3 grown
162	Affordable apt rentals

Respondents	Responses
163	Senior housing
164	We need to stop allowing variances for large additions so that single family homes that are affordable to young families are available.
165	Larger property
166	Over 55 Independent living that is affordable
167	More 4+ bedrooms with more land.
168	Senior housing to buy. In-laws want to buy senior housing in Cranford to be close to grandchildren
169	Owner occupied housing should be encouraged and preserved
170	Affordable over 55 options
171	N/A
172	that said, wished there were more affordable units especially for seniors and low income without increasing market rate in ridiculous ways
173	For me, I'm fine. But Cranford lacks independent senior housing alternatives. Something for empty nesters who want to stay but don't want. upkeep, or stairs.
174	We lack nothing in terms of housing
175	Affordable housing for seniors or those who are looking to downsize when students finish college
176	I would love to be able to retire to a senior community in 10 or 15 years
177	None
178	Affordable housing--and not tied to high density apartments
179	Direct train to nyc is needed
180	55 and over
181	None
182	affordable for 55 +
183	More housing for empty nesters
184	N/A
185	Affordable rental
186	Senior living for my mom - or lower cost apt availability for our Seniors
187	n/a
188	Nothing.
189	Nothing is lacking housing wise in Cranford
190	everything is too expensive. I think we'll be stuck in our small house because we can't afford \$800+
191	More affordable
192	stopping apartment builders
193	Possibly senior focused housing but I don't know enough about what's available to say that.
194	Nothing- no more housing development!!!! Too crowded!!! Stop.
195	Nothing in terms of housing
196	N/a
197	NA
198	townhomes for downsizing w/i walking distance of downtown

Any Additional Comments?	
Answered	290
Skipped	347

Respondents	Responses
1	Concerned about Cranford's NIMBY culture. Reasonable, controlled development is needed to keep the town vibrant. Can PILOTs be used to coerce developers to contribute to new school facilities? Single story school buildings (without air conditioning) are very outdated. Bicycle lanes would be lovely but is such a goal realistic? Like crosswalks, they can give a false sense of safety. In addition, on-street parking would likely have to be eliminated in spots where parking is already at a premium. I'd rather see walking paths.
2	all the high density housing that seems to be getting built has me worried that this town will get more transient and the ppl will have less invested in the community, I also think we should limit the number of outside residents to our pools and facilities.
3	No more high density building!!
4	Cap residential (apartments) development.
5	Love my town
6	Improvement to the library and more open space down for young children would be great
7	As I stated in a letter to library Director, I have always been involved in library programs. But because my criminal, sexual predator ex spouse was able to get his fake program into library, I am afraid to go there. I have requested it's removal, as it really doesn't exist anymore, but have been ignored by Director. Very dissatisfied with this situation & lack of decency.
8	Almost no efforts have been made in decades to improve bicycle and pedestrian infrastructure. Average person is scared to ride a bicycle because there is no clear dedicated walking or cycling route. This is adding a huge volume of unnecessary traffic during school. School kids could be walking or riding if an effort was made to make parents feel that this was a safe option. One day a year of ride or walk to school is not enough. In addition, there is a severe lack of enforcement of dangerous, speeding, failing to yield driving. CPD is entirely uninterested in enforcement.
9	please don't clutter downtown trying to offer too many amenities
10	I've never had children and still pay a property tax that includes a high school tax.. Am willing to pay something, but wish it were reduced.
11	To much development in residential areas.  Downtown is booming but no police presence to help with additional cars and pedestrians.  Illegal parking causes traffic at intersections.
12	Stop the overdevelopment, we dont want any more apartment complexes. Make parks and open spaces where developers could potentially fuck up our town so there is no question that we will not turn in to scotch plains with all the projects
13	Too many apartments are changing this town for the worse. It's become difficult to park downtown. Traffic has become terrible.
14	Separate areas for kids in the parks. No toys downtown.
15	This is not the town I and my family grew up in. The township has been ruined by politics and politicians who don't do what is best for Cranford. They are worried about their own agendas and party politics.
16	Too much high density housing
17	We've been in Cranford since 1985 and I have no serious complaints. The downtown is vibrant and there is great community spirit. I am retired now and ride my bike a lot. I would really like to see a push toward making the town more bike friendly. At present, there are very few bike racks in town--the Municipal Building doesn't even have one!--and no bike lanes anywhere. I know NJ is a car-centric state, but there is no reason it needs to remain that way.

Respondents	Responses
18	Stop building more apartment building
19	None
20	Cranford is a beauty....I would've liked open-flame gas lamps as they really would've made Cranford unique....like the ones at River and Rail...more of those would bring more people into the retail and restaurant district...if just for the ambiance.
21	We love this town but feel like it's getting too congested and overdeveloped. The police need to make the town more pedestrian friendly by ticketing drivers more. The buildings downtown should not exceed 3 stories and should look charming and old, not generic and huge. Stop allowing people to knock down beautiful old structures. Create more greenspace. Build more parking lots, do not rely on street parking. We need more variety with the retail and restaurants.
22	Please no more development!
23	Let me repeat--do not approve/build any more high density residential units anywhere in town!! The transit village concept is a joke because the transit system is unreliable. And, one needs to change trains in Newark. That's fine if you are going to Newark, but if you want to get to New York Penn, it's a big problem. Then, there are always delays, canceled trains, service disruptions, etc. Also consider that with more people comes more traffic. Who really believes that people who move here from the city won't want/need vehicle(s)? That means more congestion and less parking. Increased capacity for water, sewer and electrical services is already an issue. PSEG wants to run a gazillion volts of power along residential streets. Why? In order to power these new high density units. High density residential units is a bad idea. Sadly, we will have to live what has been and is being constructed. So let's not make things worse by building more of them. And one final thought, it would be beneficial if development near towns borders could be done in a more cooperative manner. Look at how Clark built Clark Commons after urging Cranford not to build a shopping center at Hyatt Hills. Thanks
24	We've been waiting for flood control for over 35 years and it's been all talk/no action. Now the town is "improving" to the point that it won't be quaint anymore. And BUSING the kids???? I wouldn't move to this town if that happened and I had young kids. Sad!
25	I think Cranford is being ruined by politics and that the township committee should start thinking about what is best for the town and not what will help further their agenda.
26	Would be great if we had direct access to NY Penn station
27	Large apartment complexes should be avoided. The town is focused on single family homes and any large increase in housing will impact the schools.
28	Dog Park?
29	Empty buildings on North Avenue as you enter town from East are an eyesore- in particular the one that used to be a dry cleaners and the building across the street a little further down has been empty since I moved here 12 years ago. Enough nail and hair salons! Track 5 coffee is fantastic except for the parking.
30	taxes should be lowered so seniors can stay here longer. No more developments, only hinders small town feel. Keep the fireworks on 4th of July, amazing tradition for many. Stop with tax incentives for businesses and help new start ups in downtown area. Make it easier rather than harder to be a Cranfordite
31	Retail drug variety and grocery please. Advise it help retailers to market themselves better. No more sad storefronts.
32	We need less hair salons and banks and more pubs and diners
33	Enough with all these AOTA. Traffic is ridiculous on Centennial, Nort and South an Lincoln already!
34	lots of new young families with children are going to need new schools, not more apartments
35	We don't need any more nail salons, hair salons, or pizza places. :)
36	Building in a town that floods, when the town cannot seem to implement timely flood control measures, goes against common sense
37	Cranford has and continues to be a great town. I don't mind the housing going up. I think though, should consider those in the 55 and over close to retirement age or even as seniors. People are working longer but don't necessarily want the upkeep of a house and also the taxes. Something that they could still enjoy the amenities of Cranford, the ease of commuting, but still



Respondents	Responses
	live in their town rather than have to co sided moving. They would still support the town y patronizing the businesses. I just feel it's an untapped market
38	Cranford's Development does not appear to be planned. It is a mish mash. Nothing should be any higher than 2 stories, and nothing should be built without ample parking. That apartment complex on south and walnut that Kilkenny house was cheated out of, is ugly and needs parking. Too many rentals are being developed in town, creating too many transients.
39	If the taxes continue to go at the current rate up I will be unable to afford to stay here where my children and grandchildren are
40	It would be nice to somehow unify Centennial Avenue businesses with downtown. Rooftop bars could attract more people. Any development should avoid a sterile aesthetic.
41	One seat ride to NY pleaseeeeeee  Full day kindergarten pLeaseeee
42	Crosswalks and sidewalks for the bridge crossing the river over to Nomahegan Park. The crosswalk from the train station going across Walnut/North Union to the Cranford Hotel is just poor placement. It's a definite blind spot heading south and there are too many distractions there that could cause a walker to get hit. Pedestrian traffic should be corralled to cross at the traffic lights where there are better line sights
43	Improve downtown safety by putting a box on the North Ave and N. Union Ave intersection. Also North Union traffic is horrendous with cars pulling up to the side of Emma's Brick Oven pizza when it should be no parking and no stopping zone.
44	Stop the building. Stop trying to make it Hoboken-ish. Bring back the 4th of July fireworks and keep things the way they are or the town will just be ruined:(
45	Many streets on the South Avenue side have been neglected and ignored. As a result, large cracks, holes, and sections of the streets are missing! Roosevelt Avenue and entry points from both Rankin and Burnside are bumpy and unpleasant to drive on. Where exactly do the property taxes go?  Also, there is a pit at the driveway of the North Avenue Starbucks drive thru that needs to be repaired.
46	need adollar tree
47	Please stop the over-development. Please stop telling everybody how good we are - it will change the core of what we are.
48	It is my hope that Cranford maintains that "hometown" feel but I fear with all this development that it will just become an overcrowded, congested suburb. It would be a shame if that happens.
49	We do not need any more high density apartments and no low income housing. If you cannot afford to live here, you should not and you should not live here subsidized by tax dollars for all of this Diversity BS that is being jammed down our throats!
50	Would like to see Cranford maintain single family homes outside of town center. Apartments should only be for commuters near train station in center of town. Restaurants/eating facilities are great and abundant; need more shopping options and less personal spa/nail treatment facilities.
51	Pedestrian safety getting very hazardous - town should enforce existing laws when careless drivers threaten pedestrian life and limb. Ticket drivers who speed through crosswalks while pedestrians cross. Ticket "block the box" driver behavior in downtown. Get the word out that Cranford is serious about pedestrian safety and illegal parking/stopping-standing.
52	Concerned that sometimes the "Keep Cranford Quaint" is a fig leaf for Keep Cranford White. We also need to make sure all the land is part of the tax base. We need more commercial operations so that homeowner taxes remain flat. My monthly tax bill is higher than my mortgage payment.
53	The Dumpsters in Lot 7 Behind Garlic Rose need to be maintained better.
54	Stop the over development
55	Limit large apartment and high density housing. It is ruining the small town feel of Cranford— the reason we moved here
56	I realize there are always going to be changes, but most people want to keep Cranford they way it was - we do not want a Hoboken or Brooklyn. The young people moving in came here because of the town - now that they are here, they want to change us to a Hoboken - they should move to Hoboken. People that have lived here for many years remember the traditions of Cranford and

Respondents	Responses
	we want to keep it the beautiful community it was. We enjoy our downtown, being able to walk around our town and meet our neighbors, etc.
57	This is a very poor and biased survey.
58	Would like to see improvement in variety of retail shopping in downtown. So many of the new businesses are nail, hair, etc. and we have enough of those.
59	I like the town. I've lived the greatest portion of my life here
60	Keep Cranford quaint
61	None
62	I love Cranford. Any commercial upgrades are great, but focus on infrastructure; focus on funding and upgrading schools. Make the greedy developers taking advantage of laws and the lack of actual legislating from legislature in Trenton contribute to the community instead of bankrupting it
63	Cranford should do more with its town parks. They are woefully underutilized as gathering and community spaces, simply because there is nothing to do in them. Even something simple as a dog run or playground would instantly galvanize people to utilize them more.
64	Our taxes are very high and we aren't offered much
65	<p>please renovate the schools!!!</p> <p>regardless of the vote or redistricting; the schools are all outdated and completely run down. they should be renovated and have the latest technologies (LEED), including A/C BoE gets \$59 million a year in tax revenue and the schools have not been updated since they were built! (Except Brookside after in was submerged) its shameful!</p>
66	No
67	Complete streets are necessary for all populations- children, schools, older adults, persons with disabilities, and adults. Cranford has all these populations, and it would be in Cranford's best interest to attract and retain the population. Having streets designed for pedestrians and public transportation use would increase Cranford's walkability, safety, community involvement, as well as reduce the need for parking and traffic congestion. Having a walkable and livable town will allow young families to move in and allow older adults to remain in their homes in town. Need to shift streets from being designed for cars only (increase ped and biking use & safety) and need to shift from single family and condo housing to "missing middle" housing. Housing can support Cranford's walkability and allow aging residents -which we all become- to remain in Cranford [while paying into the schools and not using its resources :)] <a href="https://missingmiddlehousing.com/">https://missingmiddlehousing.com/</a>
68	Beautiful homes, but highly over priced!!!
69	Stop building Condos
70	<p>Street crossings need to improve for pedestrians.</p> <p>We need a Farmers market</p>
71	The area around Swan Cleaners is a disgrace. This is a major gateway to our downtown and should be remediated and developed as a new, mixed use property to match the quality of many other properties downtown. The intersections near it (Springfield & North / Centennial & North) should also be improved along with the properties there to create safer and more accessible walking conditions.
72	1) Your survey only offers male/female options for gender. shameful. 2) If cranford would like to bill itself as an "artists town" it should look to encourage artists of different backgrounds and identities instead of well off landscape painters. 3) Theres almost no reason large sections of downtown cranford could not block off automobile traffic, all parts of downtown are very accessible from nearby parking / lots, and nice open pedestrian spaces could be a major draw.
73	Traffic on Springfield Ave is a major concern of mine, particularly since the school survey resulted in the area off of the bike path that can currently walk to OAS be redistricted to BPS. Springfield Avenue is a huge concern at our house and right now we can luckily avoid it most of the time. Knowing that the families of the students redistricted bc of Birchwood will now be adding to the traffic on an already dangerous road should be a concern for the entire town, particularly for any residents who live off of a street off of Springfield, as they will inevitably see the backup of traffic as so many more families will now need to head to BPS, and busing is now off of the table. The

Respondents	Responses
	walkability to town, particularly on Riverside Avenue, is a big concern. I'd like to see the part of that street closer to Springfield Ave either being one-way traffic only or pedestrian only as I've seen many near accidents there with walkers and bikers as there are blind spots and not enough room for two way traffic. Also, I'd like to see something done about the traffic situation by the light onto North Avenue by Eastman. You can veer right towards Track 5 or left onto North but it gets so backed up so hoping something can be done to remedy this situation? Thank you for listening to our input!
74	Great town, great character, improved public transportation to NYC and more bike lanes would be wonderful
75	development on Birchwood is going to be a disaster on multiple levels
76	Stop the high density development. The development on Birchwood is an abomination. More is not better.
77	Bike protection in downtown would make it much more accessible and less frustrating for pedestrians and drivers alike. It is unfortunate that there is no day parking permits reserved for downtown residents. Many apartments downtown lack good parking options and 12 hour permit spaces are limited or sold to commuters (even if they live in Cranford, they have alternative options to get to the train).
78	<p>Tree Conservation and Reforestation- Tree Preservation from Master plan 2009 (CO-21, CO-22) should be enforced</p> <p>Re-analyse recycling practices, separating more efficient recycling.</p> <p>Work on more community awareness especially in the schools. The students of today will be the future of Cranford. Most colleges/universities look highly on students with community service. Create and promote community service opportunities; ie environmental steward programs, community outreach-students helping residence in need and make it easy for people to find out about programs</p>
79	We really need more retail, with evening hours, to keep people downtown. We have the restaurants (although a little more variety would be good), but there's nothing to do after dinner. Antique stores? A good independent bookstore? More clothing options? A good microbrewery? I don't advocate turning into Westfield -- too many chain stores -- but there's definitely more to do there. Partner up with towns like Metuchen and Scotch Plains that have a similar vibe, and exchange ideas.
80	Cranford has numerous empty building downtown and empty houses in the neighborhoods. More should be done to stimulate reuse of these properties. Historic character should be preserved.
81	Hopefully Hartz mt. will not build, even a reduced amount of apartments. Between, birchwood, centennial ave, and walnut ave developments , IT IS ENOUGH.
82	No
83	Cranford needs a scalpel approach to planning and zoning and there shouldn't be any one size fits all solutions. Improving pedestrian safety with better signage at busy crossings would also be desirable.
84	Beware the Westfield story. One person's success is another's cautionary tale.
85	I believe Cranford must put more focus on pedestrian and bicycle safety. I walk to the train everyday from Normandie Pl and each week I either see or personally have a close call with a motorized vehicle. I moved to Cranford from NYC and feel safer crossing the street in the city. Here, people don't seem to be on the lookout for pedestrians. In addition, I see vehicles blowing red lights and stop signs way too often. I think it starts with 1) reduce speed of streets incoming to downtown (e.g. Springfield Ave should be 25 mp/h near downtown, not 35 mp/h), 2) implement "yield to pedestrians" laws similar to Westfield, 3) visibly enforce speed and pedestrian laws.
86	Cranford is also lacking in diversity--racial, socio economic. I think it's important to make all groups feel welcome so the addition of the Rainbow Flag during Pride Week was a great first step.
87	Keep our taxes down, continue to find ways to help those in a flood prone area, flood talks have been going on since Floyd and so far nothing has happened. When it rains and with nothing being done the water each time it rains fills the river faster, sewers cannot hold the water and we are just waiting for another diaster. People may forget but the really don't. There has to be

Respondents	Responses
	something that can be done, but instead we allow another project to be built in a flood zone. Where is the water going to go?
88	Need one seat NJ Transit service into Manhattan!
89	At the risk of opening a can of worms, I think that Cranford lacks racial and economic diversity. I think more apartments would allow more working class families - who also statistically tend to be non-white - to live in the community, bringing more diversity of thought and experience to the area.
90	I really support bike lanes. Springfield Ave gets really busy and unsafe, the sidewalks are in very poor condition in some areas along Springfield.  Traffic between the UCC light and Springfield/Blvd light gets really backed up and dangerous in the mornings. Please review this traffic pattern.
91	750 walnut should be left alone no housing development. If anything the town should purchase it from Hartz and build a new air conditioned high school. In fact all if the schools should be air conditioned. It's ridiculous that in this day and age the town can't find the money to upgrade. I pay high taxes as well as others in this town- and to have torn broken down buildings like the swan cleaners is unacceptable
92	In my 20+ years in Cranford I've seen a quiet, cute commuter town grow into a thriving commercial area with many new, young families with an overcrowded downtown commercial space. The circle bank was replaced with apartments and several business in one fell swoop. Cranford is loosing its quaint-ness and charm. The big apartment buildings going up are just increasing the number of people, and schools are overcrowded. When I moved here, Bloomingdale Ave was the rec center - now its a school again. We will need a new school with all the new families moving in, and taxes have already increased at an alarming rate - and they will have to rise again. In an attempt to be more modern, Cranford will be pushing out the very people that give this town its character to make room for rich, trendy people. Don't let the desire for "cool" take away from the beauty and charm the town has had for so many years!
93	Yes. As I've already mentioned, Cranford is no longer a quaint small town. The condos are ugly, as are those cement gulags that pass for parking structures. There are too many traffic lights, and too much development. It is time to stop! Some little shops in vacant existing structures would be great, but WE DO NOT NEED ANY MORE NEW CONSTRUCTION!!! ENOUGH!!!! I thought Cranford was the town I was going to live in for the rest of my life, but when it takes nearly 25 minutes to go from the Centennial Avenue Pool to the Post Office because of traffic and lights, I begin to have second thoughts. I pay high taxes and still pay a sewer tax and for my garbage pick up - so what is the financial advantage of all of the new construction? I like Cranford a little less everyday - and that truly hurts my heart.
94	Please don't make Cranford loose its small town, personal feel. We don't need to be Hoboken.
95	Downtown crosswalks are insane for both walkers and the people driving. They are in dire need of improvement. They are both dangerous and add to the horrible congestion
96	Stop overdevelopment ,rezoning . we're good as is
97	Please stop high  Density housing and think things through. Have you tried to get through cranford on north and sough avenues. A nightmare. The Starbucks causes traffic problems the high density housing is for the most part an eyesore and detracts from the cranford I wanted to live in. Any of the initiatives undertaken should be tax expense neutral. Taxes are critically high and officials like the school superintendent are rather cavalier about tax increase. All changes should be self funded or not done at all
98	Affordable housing options must be incorporated into every development. Builder's Remedy (750 Walnut) can not be an option any longer. The approved Fair Housing Plan is a major step in the right direction. Cranford needs to be responsible and forthcoming with affordable housing opportunities to maintain orderly and appropriate development.
99	The master plan needs to be updated to reflect practical parameters that are representative of the changing times. For instance, the density, parking ratios, liquor licensing, taxation, and COAH requirements make redevelopment and the enhancement of Cranford an arduous process that inhibits the true growth potential needed for the township to prosper.

Respondents	Responses
100	Atop trying to build more and be happy with what we have. There's too much traffic and congestion already.
101	Taxes are making Town unaffordable .
102	No more large housing developments, no further expansion of Union College,, no change to school sy
103	Residential congestion , densely populated residential buildings / complexes should be stopped
104	I do not like seeing over development and apartment housing cropping up -
105	I have lived in this town for 45 years and all I asked is to stop the flooding. Nothing of significance has been done in all this time. Sgroi at least desilted the river. I see no action on the Army Corp of Engineers plan which still may or may not help my home.
106	No more apartments. Things to do for middle age people not just kids with families. If you want people to age here ; too much traffic!!!!
107	Please limit additional residential/commercial building. The town is going to become overcrowded and will negatively impact ingress/egress b/c of traffic. The infrastructure cannot handle a significant increase in population.
108	Cranford has enough housing. We need bike lanes that are safe and secured enclosed bicycle lockers. Cranford is to congested by increasing bicycle safety and having a secured area to leave your bicycle would reduce congestion. Dredge the river.
109	I think the people that run this town are slowly ruining it. It won't be long till we are not cranford any more and are just like every other large town around us. I don't understand why we have to build on every piece of open space and why they people that run this town think upwards of 1200+ apartments in town is a good think. I think they should all be voted out of office. Between cranford elected officials and those in trenton I am glad I am a short timer and will be glad to leave this town and this state in the near future. Not something I thought I would have ever said 10 years ago
110	I think the town is great and there are lots of events downtown which are excellent for families.
111	Not affordable to retire in
112	downtown area is too congested with traffic. the sidewalks are too congested with outside dining making it unsafe for pedestrians, especially with kids. too many apartment buildings being built all over town.
113	Our population is increasing at twice the state average. We cannot take on additional residents without straining our school system and congesting our roads even more. No more monolithic monstrosities aka developments. No more affordable housing in which rapacious developers build 1000 unit buildings under the guise of allocating a specific number for low-income. No more cookie-cutter stores which take away the unique character of this town and make us look like Hoboken. If I wanted to live in Hoboken I'd move to Hoboken. Oh, and congrats on the spike in our crime rate. NO MORE. Enough is enough.
114	Enough progress already just enjoy our community
115	No
116	Flood control, flood control, flood control. And stop with the building of apartments and banks. Why so many banks?
117	Love living in Cranford, sad to see all the over development that has happened in the past 5 years! It takes away from that small town feel.
118	We need parking enforcement officers more visible and issuing tickets. People make up their own spots, double park with their lights blinking. Not safe! I guess when there's a serious accident there will be a town meeting to discuss it. I've been coming to Cranford since a young child. The town is not the same. My husband is retiring 5-7 years. He grew up, lives and works in Cranford. Our youngest child will finally be out of CHS and the unorganized school district in two years. Looking forward to leaving Cranford. This town is not that great.
119	Good people working for the town every ones opinion counts
120	Due to high property taxes we will be leaving in 2 years when we fully retire.
121	We've lived here for 46 years and loved the town until recently when low income housing came to our street. The homes are not being maintained as well as they should. With all of the negative

Respondents	Responses
	issues going on - 750 Walnut Ave; power towers, etc I'm glad we'll be leaving Cranford. We never do anything in town - we shop in many other towns...
122	I am concerned about the lack of safe bike routes through downtown
123	avoid the mistakes of the Westfield downtown which is to crowded by shops. Cranford's area is walkable and friendly.
124	To much over developing
125	Too many high density structures.
126	Please stop building! No need for 795 walnut avenue and please Put a stop to the tower at union county college
127	Need to see one development go through before we build another one. Too much development at once going on.
128	BECOMING TOO OVERDEVELOPED
129	Thank you
130	High density residential development at 750 Walnut would have a negative impact
131	REPAVE/FIX THE BIKE PATH BETWEEN OAK AND HERNING!! Or is there no money to be found for that????
132	I believe we are about maxed out for development. I love seeing the downtown apartments but traffic has gotten worse in the 6 years we've lived here. We need to say we've reached our max. I would also like to see speed bumps on busy residential streets, especially along N Union Ave and Walnut Ave.
133	Too many people are increasing the values of their homes rather than moving into a better one. This prevents lower income people the opportunity to move into our community and to move out of an apartment.
134	Walking safety needs dramatic improvement. It is currently very unsafe to walk downtown, in particular, the area around the train station. Drivers frequently speed and are reckless near walking areas. Speed bumps would help.
135	Keep Cranford, Cranford is all I can say. If the town overdevelops and becomes more of a city than it already is than Cranford's niche best town/downtown in NJ will be gone forever. Nathanael Lowe
136	Thank you for taking my feedback into consideration. We love Cranford and hope it can retain as much of its charm and values.
137	Just fix the potholes
138	It's a great town. The need to shut down these huge appear buildings theyare trying to build
139	No
140	Safe bike paths, and a few more restaurant options, other than that Cranford is pretty perfect.
141	I love this town!
142	Work on reducing stormwater runoff into the Rahway River. Buy out property owners along the river that flood and turn the land into open space.
143	I would like to see more senior housing availability as opposed to high density development for younger commuters.
144	Don't allow 750 Walnut to become an appartement complex. It would kill the culture of our community and schools.
145	Don't overdevelop this town. We have enough housing. No more big apartment complexes. Focus on home ownership, not renting, and commercial development that brings tax benefit to our town
146	No more high density housing! The whole character of the town will change if this continues.
147	More stoplights on major streets, more crossing guards for our children to bike/walk safely, more variety of small business (no more nail/hair salons!!), and preserve our historic architecture and buildings!!! We don't like seeing things knocked down and condos and apartment going up! Keep Cranford Quaint!!!
148	Review all commercial properties to make sure they cannot be made into apartments. Cranford as allowed an extensive amount of apartments in town. I still call our community as the "Township



Respondents	Responses
	of Cranford" however with the additional apartments going in to our community we may have to change the name to "The City of Cranford".
149	Town getting too congested, traffic.
150	Cranford needs to add an Historical Element to its Master Plan and do more than the present lip service approach to protecting historical assets that give Cranford an important element of its charm.
151	The new Master Plan needs a section on historical preservation! This would help the Planning Board in control of over-development, improve property values, & enhance quality of life.
152	its a4.5 square mile town that keeps adding apartments and condos. now they want to add buses to move kids around, cell tower at the over done college, 900 units at Hartz etc. I glad my first years here we're good. I've seen it change and not for the better.
153	Cranford is a beautiful town. Stop over-building and keep it that way. Cranford should focus on planting trees and maintaining them around town and along riverfront walking paths and also maintaining the roads and curbing.
154	No
155	We need to stop overdeveloping Cranford. It is causing our town to lose its small town feel, adding too much traffic, and causing overcrowding in the schools.
156	There should be a Historic Preservation Element in the Master Plan
157	High density residential cannot be the only development that is considered.
158	Cranford downtown is what draws people, I think having some more retail would be great and making sure that there are not the same restaurants and service (too many pizza places and nail places but not healthy food options or affordable clothing options). I think cranford needs to be careful about building too much and losing the small town feel that is such a draw.
159	We really need a kids shoe store and a true southern bbq restaurant.
160	Yes. I ran my RE business in Cranford for over 40 years and loved showing our lovely town. Relocated many families here and number one resin they bought was our school system and the proximity of their home to the elementary school their children could easily access.
161	Nomahegan Park needs to be better maintained.
162	Please shop building apartments
163	We as well as Over 50 couples we know are moving from this town . We have seen what urbanization that you are planning does. What to make sure that we get a good price for our house because 5 Year's from now we will not.
164	Memorial park needs an overhaul. A fence alongside Springfield Ave to provide a barrier with shrubs and flower beds, new cast iron lighting and matching trash cans, all new paths in bluestone to replace old hex pavers and finally new memorial to military lost in Iraq and Afghanistan
165	Please repair sidewalks
166	Would love more park options on the North side with playgrounds for kids.
167	We love Cranford!
168	Too much "through" traffic in Cranford = too many accidents. It would be nice to find a way to divert Roselle, Union County College and other through traffic away and out of our town to make that town safer for pedestrians.
169	I love this town and hope to see an influx of more diverse families and hope we all become more open to the kinds of change that can make Cranford even better.
170	cranford Is a wonderful town .. let's keep the small town feeling
171	I would like to see greater diversity in Cranford with people of color and LGBTQ+ outreach.
172	QTHERE is too much traffic on Walnut,Raritan,South and North Avenues.
173	Too many residents have a knee jerk reaction of "no development." There are ways to responsibly develop the downtown (especially all the run down and shuttered commercial spaces) that will only contribute to the town appeal and character and net positive economic benefits for all. I hope the town continues to try to push to maximize those opportunities as well as stay vocal in the fight for full time one seat rides into New York

Respondents	Responses
174	I would like to add that when my husband and I moved here almost 9 years ago, part of the appeal of Cranford was the lack of high rise apartment buildings and condos. I grew up in South Brunswick, and I know firsthand what can happen to a town when development gets out of control. While I appreciate the town council and mayor's office voting against the re-zoning of 750 Walnut, it still worries me that something residential could be built there. 2 of my children currently attend Walnut Ave School, and building an apartment complex in that location would have a direct effect on WAS. I understand that people want to move to Cranford, it is an amazing town with a lot to offer. But the shine will dull if more and more apartments continue to be built, as the dynamic of the town, the "feel" of the town will ultimately change—and not for the better.
175	Add an Historical Preservation to the Plan
176	no
177	No
178	The traffic is terrible.
179	We need to make smart use of the space that we have before any additional developments are created. We don't want monster running power lines through town. We have enough hair and nail salons for the whole state. Safer and more even sidewalks would be great. Please no more drive thru businesses that will back up main streets through town.
180	Help with mitigating flood zone options
181	Stop the high density development!
182	I'd like to see more diversity in business downtown, less hair and nail salons
183	It is starting to feel too crowded here. The traffic issue is becoming nearly unmanageable.
184	Cranford is a small town. Let's keep it that way. Stop building up, and encourage our townspeople to take care of what we already have.
185	Downtown is great. There really needs to be more outdoor events during the warmer months. Concerts, car shows, festivals, etc
186	We love Cranford! But the train station is old, dark and does not reflect cranford's Identity. It should be more like Westfield's. Updated and clean.
187	Need Historical Section to the Master Plan
188	Cranford is becoming over housed, and it is losing its charm as a small home town. Too much traffic, and constant helicopters flying overhead because of accidents that occur everyday at exit 136/137. Those accidents create traffic jams along Centennial Ave in the morning and evening. Adding more dense housing will create a nightmare, not only for traffic, but for schools, Police and Fire.
189	Stop trying to become Hoboken, you are cranford, own it
190	"Development " must be curtailed if Cranford is to remain the beautiful, desirable place to live. That small town atmosphere is already being lost.
191	Stop building!!
192	I wouldn't be able to afford Cranford if I purchased today. All of the houses being flipped are pricing people out of the town.
193	Hope that Cranford retains retains it charm.
194	Stop all of these apartment buildings. Enough already!
195	No
196	We are a great downtown for a reason. But we must always be forward thinking and not be stale in our ways.
197	Need to add other sections to the master plan to guide development in all subject areas
198	In question 22, why aren't cars listed. Haven't you noticed the streets from 3pm to 7pm.
199	I love the downtown area and that it's very focused on shopping local, however a smaller brand store might be nice to have as well.
200	Cranford in need of 55 and under housing
201	Fix the unbearable congestion of our streets. No more building!



Respondents	Responses
202	Leave Cranford the way it is in terms of housing. We dont need more housing. Dont need the town turning into a jersey city or hoboken. Stop subdividing too. Tired of such small land sizes for homes.
203	Too much development downtown of large buildings. Need helmet laws, speeding needs to be controlled all over town
204	We need to consider the aging population and give them an affordable option to remain in town.
205	The community is being depleted of his identity due to all the affordable housing mandates and higher density proposed development. We need to keep it quaint and less congested.
206	We should focus on improving what we have, not growth and expansion
207	I understand the focus on people walking and riding bikes, but please try to make town friendly for drivers too. If the traffic is allowed to flow and the bikes/pedestrians obey the law it will be much safer and less stressful for all.
208	We should not add more housing complexes as school are over saturated and there is no plans of expanding schools
209	Let's focus on making it a more walkable and bike friendly town.
210	Future development should incorporate green space, alternatives to cars, and include flood mitigation.
211	Cranford is a great town. It is concerning that it is becoming very crowded and too much new housing. Would love some additional dining options (with liquor license). Love the idea of adding the biking paths!
212	The outside dining is very distracting and creates congestion. Patio dining on South Ave E was designed for foot traffic and esthetics. Sidewalk dining forces people to the edge of the sidewalk. We have many families with strollers. And have you considered people in wheelchairs? This is a lawsuit waiting to happen from the agencies/groups protecting disabled people.
213	It is upsetting to see the overdevelopment and crowding happening in Cranford.
214	Thank you for letting me share my thoughts! I really love Cranford and so hope there is a way that I'll be able to stay.
215	Hannen should be Mayor.
216	I hope Cranford continues to follow The MP ( zoning and appropriate development)so that future changes and development is smart and is appreciated in 30 years.
217	Love Cranford ♡ All the Jaycee events also really help make this town- those traditions (Santa visits, duck racing, scarecrow stroll, etc) really make it feel like home!
218	Zoning laws should be stuck to and not changed. No 750!! It will destroy the very the very reasons why they are moving here.
219	I think cranford would benefit from a rotating bus during spring / summer months on Thursdays to Sunday that loops around from north side (Springfield ave ) downtown , south side (walnut ave) , south ave. That Gets locals around shopping, dining without needing to drive into town and out of Towners would have more parking options and use the bus also. With several stops , it can be possible. Make the parking lots a stop. A free loop bus . (Or small fee). Maybe residents can fee a Lower fee .
220	Direct train lines to NYC and improved bus stops in town. Residential parking rates for meters- utilize apps for this instead of charging more for using app. Maintain roadways throughout town to promote travel and stopping at businesses.
221	Teach our students about domestic violence and establish a real place for them to go to for help and safety as we currently ignore this yet we give free Narcon to drug addicts. Shameful.
222	Please stop overdevelopment and overcrowding. It is changing this town forever and not in a good way.
223	The only downside to Cranford is the lack of street sewers. There are puddles on many streets at all times and they should be addressed.
224	Senior housing can solve the problem of empty nesters leaving Cranford while also supplying low income housing.
225	Remember to keep Cranford quaint
226	Na

Respondents	Responses
227	Stop the housing developments, apartments. Enough is enough
228	Please for the love of all things let's improve the walking and biking safety. People complain all the time about over development but I'm not one who will complain about that - the population is growing and we can't stop it. But let's try and make safety a priority. Do like Times Square and get the cars out of downtown. Put in a pedestrian walk way along the tracks elevated to cross the road. Make the bike route a proper route that doesn't dead end. Give bikers a lane on north or south aves. Put in some green spaces where there have been vacancies for years. Thank you!
229	750 Walnut development should be fought at all costs as it is against our master plan
230	Most of the complaints of growth are about 2 things: Traffic congestion and impacts to our school system. A big part of the traffic problem is people making unnecessary short trips without thought. People are driving everywhere without considering walking or riding even short distances of 1/2 mile or less. Solving this is difficult.
231	Stop allowing Apartments to be built, this town is TOO congested
232	Keep Cranford quaint
233	No more building please!!
234	Keep Cranford quaint. Other than developers and maybe the town (for tax purposes), no one wants more multi-family housing. Listen to the public and keep this town the way it is.
235	Preserve what's here. Don't add more people
236	Please don't let greed ruin this town.
237	Please stop the overdevelopment of our town!
238	Stop building massive apartment buildings and ruining the town. This is Cranford. Not Hoboken, not Jersey City, not Montclair. Let Cranford be Cranford.
239	No
240	Keep Cranford quaint. No new mega structures. It's too crowded as it is now. It takes forever to get through town.
241	I moved here 6yrs ago, made some wonderful friends here and hope to stay for a very, very long time!
242	The town is now overdeveloped and taxes are too high. Once I retire in the next few years we will leave Cranford and NJ
243	Please take into consideration the size of our town and do not make changes which would make over development which will affect our infrastructure.
244	Walkability across North Ave. use River more for recreation, cheaper entry level single family homes, HOTEL downtown (we keep the taxes), north Avenue core. Get it done!!!
245	Downtown playground!!!!
246	Update for the times. Favor small and independent business and home ownership. Allow Air BNB's !
247	It is important that we have one seat ride to NY. Also more transportation and activities for seniors
248	No
249	Stop letting developers try to turn this place into Weehawken (re: 750 Walnut). Build a facility like the Woodbridge Community Center (ice rink, pools, basketball courts) and also a STEM and arts center
250	All these apartments and overcrowding situation makes me want to put a For Sale sign on my house.
251	Cranford should focus on improving the infrastructure in place. And enhance with the correct expansion
252	750 Walnut should be kept as commercial. If not it should be taken over by the town and used to develop a beautiful new recreational facility for our sports programs. NO more high density housing!! No more!
253	Please please please stop the overdevelopment.
254	The town is looking it great personality it had no one is knowing each other anymore due to all the new construction going up. It's going to be the city of cranford soon instead of a small township. Loved living hge e're in the 70s and 80s now you can't get from one side of town to other side without 20 minutes of unbearable traffic

Respondents	Responses
255	We love Cranford and are glad we moved here 22 years ago. Our children had a great town to grow up in. But they are almost done with their higher education and due to ever increasing taxes, high density housing, 750 Walnut, PSEG proposal, School Reimagining etc etc, we don't plan on staying into retirement. It's a shame because our children are embedded and we've great neighbors but we can get more for our hard earned money elsewhere. The garbage should be included in our taxes instead of having to pay more, no bulk waste, and numerous disposal companies driving all over town. Our taxes have doubled since we moved in but our services have not increased. Too bad there's no senior housing community for say 55 and older.
256	Be fair to ALL parts of town.
257	We need more commercial and industrial development to pay taxes without putting increasing the school age population
258	Please stay quaint. This is what people love about Cranford.
259	I was horrified at the idea that a developer could push on us something so out of character and damaging as 750 Walnut. We need to figure out another way to fulfill our affordable housing quota. Vouchers?  We need to stop granting parking variances; parking is difficult.  We need to hold on to trees, which absorb water when the river rises.
260	1. North ave is significantly more crowded now verses 15 years ago.  2. If we didn't have our "walkable" schools, I would have moved to a different town.
261	Stop overdevelopment!!
262	The town is all but gone. Outside developers are ruining everything. You will not recognize the town in 7 to 10 years!
263	Direct train to nyc is needed
264	The major problem with downtown right now is the traffic at rush hour and in the morning. Specifically by Eastman and North. Whoever designed the north avenue turn by the train station should be fired, ever since it was built it has backed everything up.  Stop worrying about building (i know you have to) and worry about cleaning up what we have.
265	N/A
266	Very concerned about past decisions and the current number of huge decisions being forced on residents by powerful and greedy entities. Don't know how these decisions are being made or by who but it is lacking transparency, accountability, logic, and the will of the residents. There is NO LONG TERM PLAN OR REASONABLE AND LOGICAL DECISION MAKING and the fact that we are a round robin government with unaccountable officials, misuse of funds particularly involving engineering and lack of doing the right thing with addressing significant longstanding problems such as infrastructure, sewers, flood control that we overlook year after year and instead get focused on street paving projects when the underneath problems are ignored and a history of engineering nightmares and misuse of funds and priorities goes on year after year is mind boggling. Inefficiency and incompetence and lack of logical and reasonable change is our worst enemy. We never learn and never demand better of local officials and we are now paying the price for this.
267	The Master Plan's "gateway" zoning has been ineffective. Focus on the downtown and allow the gateways that are far from the downtown to have more intense uses that we don't want downtown.
268	Cranford must avoid more dense development, which could ruin the character of the town.
269	Stop trying to add so many apartments. Add Single family homes and get the train to go direct to NYC during rush hour. This is a middle class, family town. Focus on schools, a direct train and adding single family homes to the town. NO apartment buildings.
270	Stop over crowding the schools and community with apartments

Respondents	Responses
271	traffic is getting very bad. my idea is to extend Elizabeth Ave under the tracks to link up to Lincoln... creating a loop around downtown, and another viable way to cross the tracks. big \$\$ though :)
272	The abandoned buildings in downtown need to be addressed. They should be knocked down and replaced with first floor retail and several floors of residential with parking in the basement.
273	Thanks for having a survey for community's opinions
274	Car traffic has become ridiculous. UCC commuters cause jams and accidents. Traffic flow through downtown needs improvement (synchronize lights). Flood control is way behind! Eight years post Irene and no change!
275	It would heartbreaking to see the town change dramatically. And please for the love of Jesus cap the permits for nail salons like you do for liquor licenses.
276	The township needs to have more recreational opportunities available. Maybe a community center like the Woodbridge community center which has ice rink, pool, roller skating, mini golf gym, b-ball courts etc...
277	No
278	Stop putting nail salons, banks and apartment buildings on every corner Cranford is being over developed and losing its charm.
279	Something has to be done with the traffic can take up to 15/20 minutes to get from parkway exit 137 to downtown lights are out of sync and to short only a few cars get through and grid lock most afternoons
280	Please stop turning Cranford into Hoboken
281	Please revitalize what's run down, bring new businesses to town that support the community, don't over populate. Cranford is a great place let's build on its strengths and not lose what makes it so special.
282	Please do something with the old hardware store on south ave. Find a biz to rent it. All the vacant shops/ abandoned buildings look terrible. Stop over crowding with residential units. The schools are too crowded as is. Build a new- technology driven, science lab in high school- or even in the middle schools. Chatham's middle school has a DRONE LAB! We need to keep up with surrounding towns.
283	We can meet affordable housing needs with a moderate increase in center-of-town building without giving developers free rein. Bike lanes that would allow kids from South side to get to the high school would be great. My kids bike to school on the South side but I worry about them crossing North/South Ave on a daily basis as they get older. What about using the river walk as a safe bike trail that could ultimately connect to the high school? Perhaps even a bike bridge?
284	No we need to stop ● messing with what already makes this town great. Not so many of the same store types no more apartments. We complain about pedestrian safety but keep adding more residents. The apartment on the corner of N Lehigh and Centennial will make traffic on that corner a nightmare.
285	Our streets are in serious need of repair
286	Don't change my town. People were drawn to Cranford from more urban places because of its small town charm. Now it's seems those same people are pushing to make it more like the places they left.
287	Safer walking and biking conditions throughout town are paramount. There is little to no infrastructure or enforcement
288	Focus on improving downtown and surrounding areas. Allow high density in city center with commercial on bottom. No high density outside of the center!!!
289	Cranford is a great town and while some cosmetic changes or extra facilities would be nice in some areas, overall most people I talk to don't want high density housing or more traffic on our roads. So no over development. Keep the family friendly feel!
290	Stop overbuilding. Stop nail salons stop adding banks and create more a diversity. Get the corrupted officers out

## APPENDIX D: LAND USE PLAN MAP FROM THE 2009 MASTER PLAN

