

Planning & Real Estate Consultants

Memorandum

To: Township of Bloomfield - Planning Board

From: Elizabeth Leheny, AICP, PP
Paul A. Phillips, AICP, PP

Date: 09.01.2023

Re: Township of Bloomfield Master Plan Community Survey Summary Memo

Introduction

The following memo provides a summary of the key findings gathered from the online community survey for the Township of Bloomfield Master Plan. The survey was conducted in both English and Spanish, with 361 responses in English and 2 responses in Spanish. Links to the survey were provided on the Township’s website, printed in other informational materials for the Master Plan, and provided at the two public meetings for the Master Plan. This summary discusses the general trends and preferences of survey respondents regarding community features and characteristics.

Respondents

The community survey received a total of 363 responses, of which 358 are Bloomfield residents. The majority of respondents are aged 25-44 years old (41%), followed closely by those aged 45-60 years old (36%). Most Bloomfield residents have been living in the Township for many years, with 44% having lived there for six to twenty years, and 34% having lived there for more than twenty years.

Detached, single-family homes are the most common type of housing among respondents, at 69%. In addition, most respondents commute to work, as only 19% work within the Township.

When asked what most influenced their decision to live in Bloomfield, the most popular responses for residents included: proximity to New York City, mass transit options, community character and neighborhoods, affordability of housing, and access to parks and open space.

Residents also rated their comparative quality of life over the past ten years, as seen below in Figure 1, where they feel it has largely remained the same.

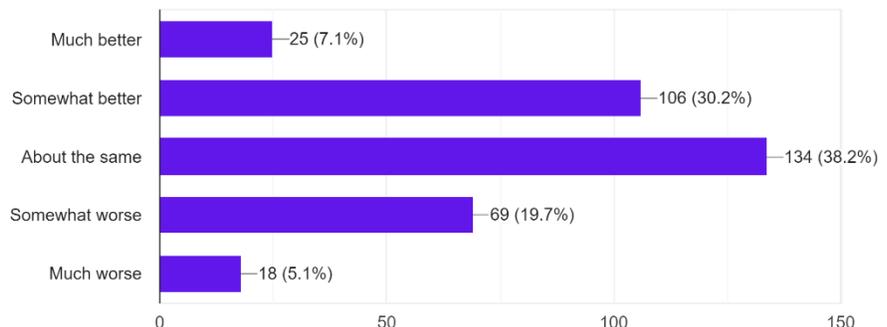


Figure 1: Comparative Quality of Life Over the Past Ten Years

Satisfaction With Neighborhood Characteristics

When asked about resident satisfaction levels with their neighborhood across a variety of different categories, the following were identified as greater strengths or concerns. (Answers were recorded as very satisfied-satisfied-neutral-unsatisfied-very unsatisfied)

Satisfied or Higher	Neutral	Unsatisfied or Lower
Access to parks	Availability of affordable housing	Amount of traffic
Access to public transportation	Building and zoning code enforcement	Roadway conditions
Cleanliness and property maintenance	Flood management and disaster readiness	Speed of traffic
Number of athletic fields/courts & playgrounds	New redevelopment projects	
Availability of parking	Preservation of historic buildings	
Attractiveness of buildings and architecture	Protection of natural resources	
Pedestrian safety*	Variety of housing	

*It is worth noting that although pedestrian safety skews toward satisfied, there were also a high number of responses which ranked as unsatisfied or lower.

Bloomfield Town Center

Respondents were asked about the frequency of their activities in the town center. There is a lack of interaction with the downtown, as reflected in Figures 2 and 3 below.

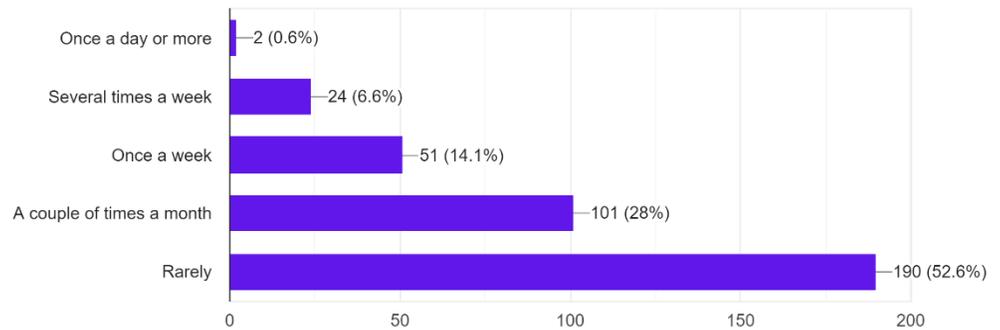


Figure 2: How Often Do You Dine Out and/or Order Take-out in Bloomfield Center?

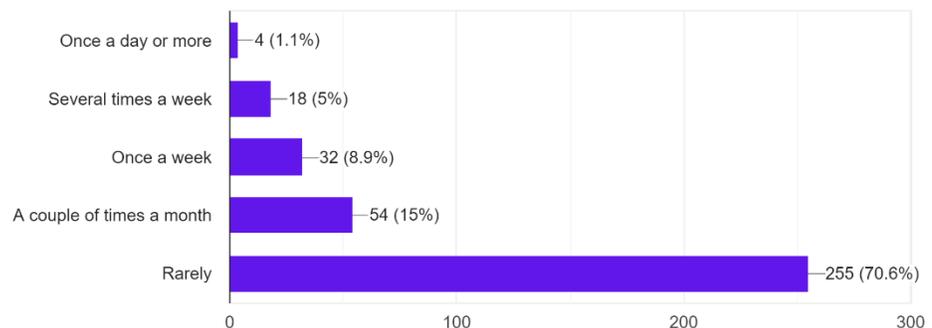


Figure 3: How Often Do You Shop at Stores in Bloomfield Center?

Respondents were also asked about their level of satisfaction with Bloomfield Center overall across several different categories:
 (Answers were recorded as very satisfied-satisfied-neutral-unsatisfied-very unsatisfied)

Satisfied or Higher	Neutral	Unsatisfied or Lower
Affordability of restaurants, stores, entertainment, etc.	Cleanliness and personal safety	Attractiveness of storefronts, streetscapes, signs, landscaping, etc.
Walkability and pedestrian safety	Events for adults	Ease of finding parking close to destination
	Events for children	Traffic flow
		Outdoor amenities (sidewalk cafes, plazas, parklets, etc.)

*Again, it is worth noting that although pedestrian safety skews toward satisfied, there were also a high number of responses which ranked as unsatisfied or lower.

Additionally, respondents were asked about their level of satisfaction with the amount/variety of activities/commercial spaces in the town center:
 (Answers were recorded as very satisfied-satisfied-neutral-unsatisfied-very unsatisfied)

Satisfied or Higher	Neutral	Unsatisfied or Lower
Dine-in restaurants and bars	Activities for children	Entertainment venues (movie theaters, performance spaces, etc.)
Grocery and other food stores	Art galleries and art studio space	Cafes and coffee shops
	Gyms/exercise studios	
	Commercial recreation (bowling, etc.)	
	Non-food stores	

Transportation

Respondents were also requested to rank potential transportation improvements according to the priority they felt was appropriate:

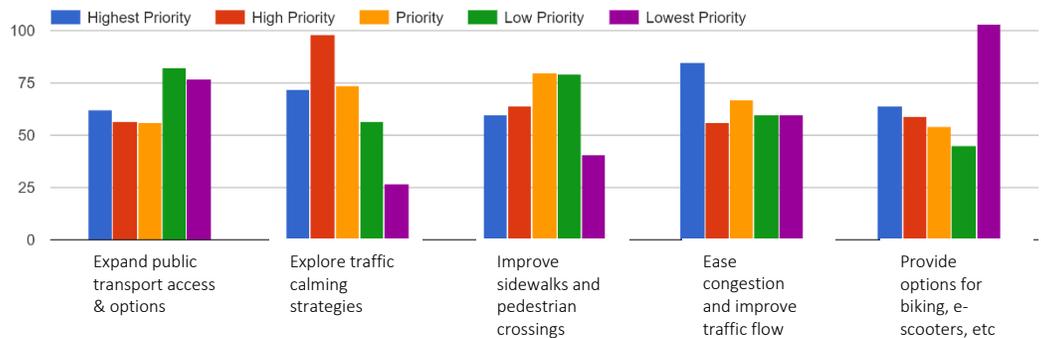


Figure 2: Transportation Improvements Preferences by Priority

Traffic calming strategies and easing traffic congestion were given the highest priority.

