

Leonia Comprehensive Master Plan

Project Engagement

VIEWS
5,275
RESPONSES
50,086
SUBSCRIBERS
15

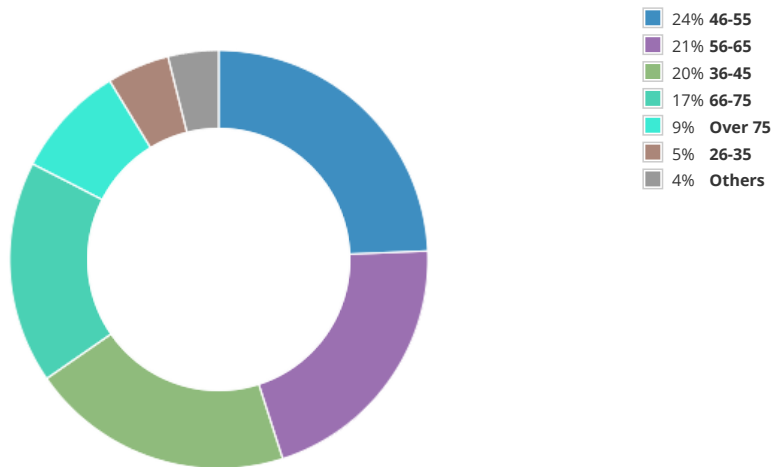
PARTICIPANTS
831
COMMENTS
6,244

MOVE

TOGGLE COMMENTS OPTIONS
1. Where do you live?

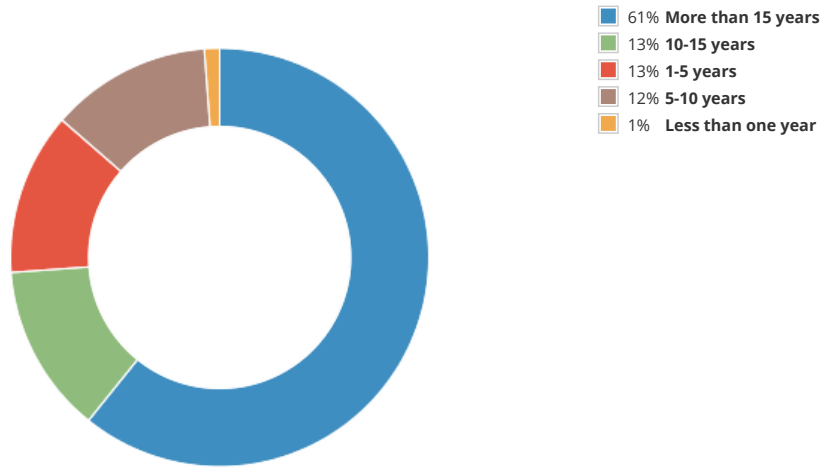
Toggle Clustering

What is your age?



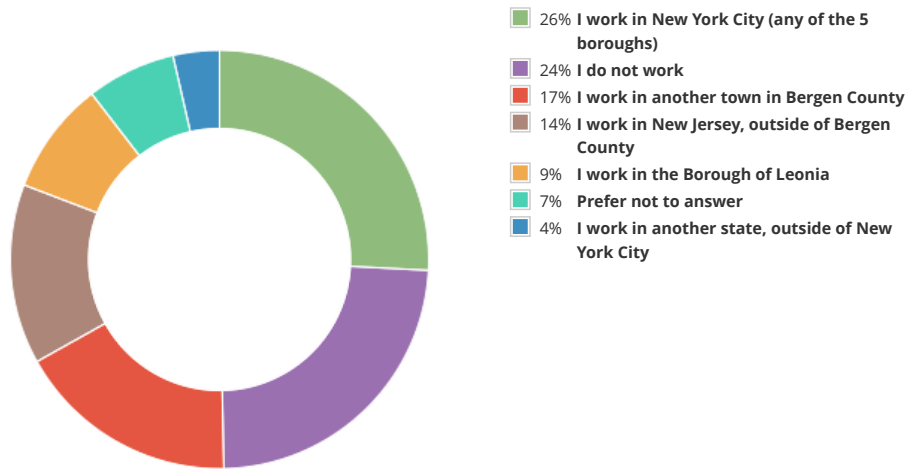
768 respondents

How long have you lived in this area?



765 respondents

3. Where do you work?



755 respondents

5. If you moved to Leonia within the last 20 years , what were the main reasons you moved here? (Select all that apply)

47%	Quality of school system	299 ✓
43%	Close to New York	276 ✓
38%	Quality of life	242 ✓
31%	I have lived in Leonia for over 20 years	198 ✓
27%	Found a home I liked	172 ✓
26%	Access to George Washington Bridge	166 ✓
25%	Availability of bus	163 ✓
25%	Close to where I work	158 ✓
23%	Close to family/friends	144 ✓
13%	Grew up in town or nearby	81 ✓
6%	Other	37 ✓

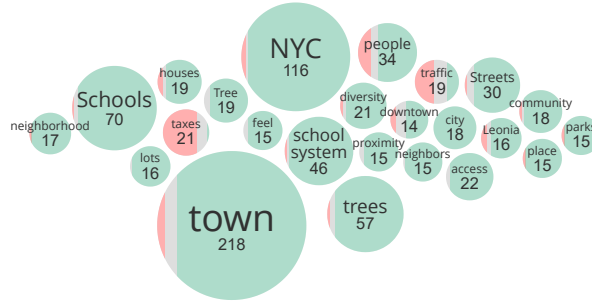
640 Respondents

What type of home do you live in?

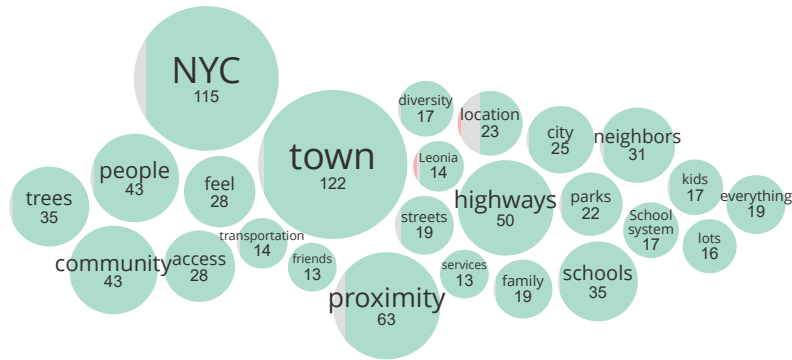
83%	Single-family home	618 ✓
8%	Multi-family building (Apartment, Condominium, etc.)	59 ✓
4%	Townhouse	30 ✓
3%	2-family or duplex	25 ✓
1%	Other	10 ✓
1%	Prefer not to answer	9 ✓

743 Respondents

1. What is the first thing that comes to mind when you think of the Borough of Leonia?



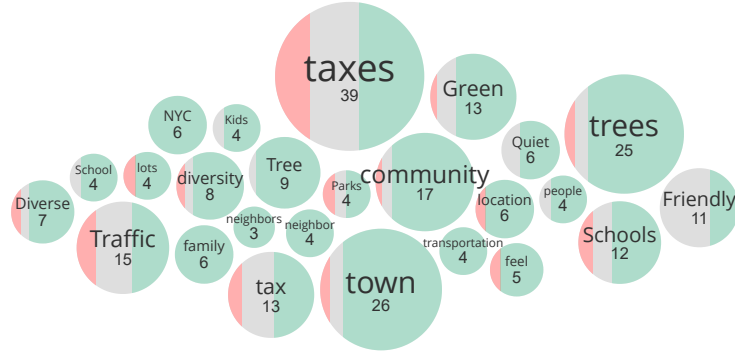
2. What do you most like about living in, working in, or visiting the Borough of Leonia?



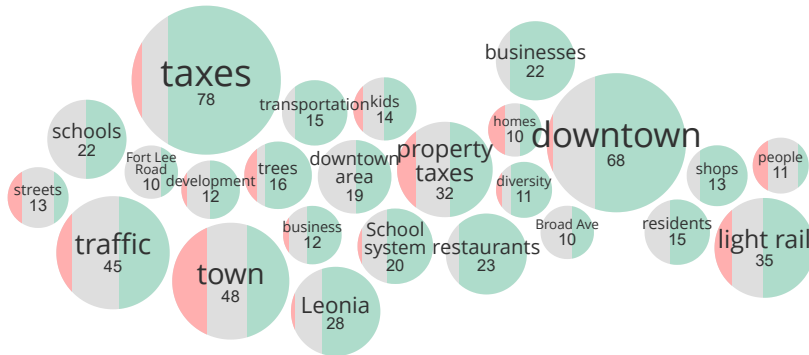
3. What do you least like about living in, working in, or visiting the Borough of Leonia?



4. What are 3 words you would use to describe the Borough of Leonia?



5. What are your priorities for making Leonia an even better place to live?



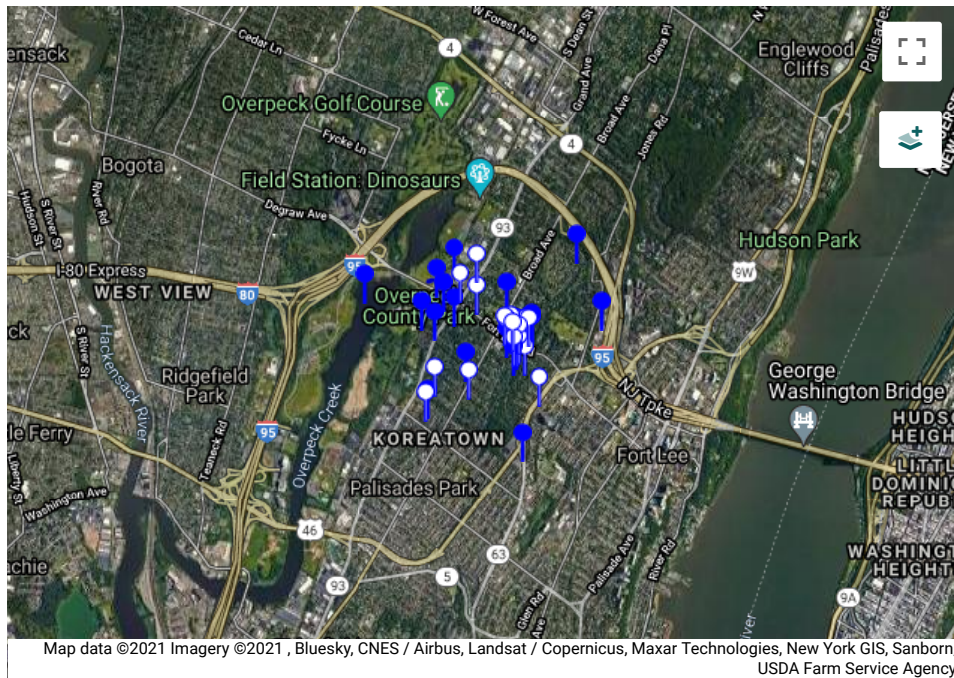
6. Rate the following issues/trends affecting The Borough of Leonia (**Choose one option per row**)

	Very important	Important	Somewhat important	Not at all important	Neutral/No opinion
Condition of Broad Avenue Commercial Corridor	47% Very important	36% Important	14% Somewhat important	2% Not at all important	2% Neutral/No opinion
Affordability of housing	30% Very important	30% Important	26% Somewhat important	10% Not at all important	4% Neutral/No opinion
Quality of public education	73% Very important	21% Important	3% Somewhat important	1% Not at all important	1% Neutral/No opinion
Traffic/ congestion	57% Very important	29% Important	13% Somewhat important	1% Not at all important	1% Neutral/No opinion
Diversity of housing stock (i.e., townhouses, apartments, single-family homes, etc.)	17% Very important	24% Important	32% Somewhat important	22% Not at all important	5% Neutral/No opinion
Residential teardowns/development of overly large new single-family homes	28% Very important	24% Important	23% Somewhat important	19% Not at all important	7% Neutral/No opinion
Access to reliable transit	50% Very important	36% Important	10% Somewhat important	3% Not at all important	2% Neutral/No opinion
Bicycle and pedestrian safety	48% Very important	31% Important	16% Somewhat important	4% Not at all important	2% Neutral/No opinion
Condition of parks and recreational facilities	51% Very important	40% Important	7% Somewhat important	1% Not at all important	1% Neutral/No opinion
Preservation of historic homes and neighborhoods	30% Very important	34% Important	25% Somewhat important	7% Not at all important	4% Neutral/No opinion
High-intensity development in surrounding municipalities	24% Very important	29% Important	29% Somewhat important	11% Not at all important	7% Neutral/No opinion
Redevelopment of underutilized parts of the Borough	32% Very important	37% Important	19% Somewhat important	8% Not at all important	4% Neutral/No opinion
Availability of goods and services downtown	43% Very important	36% Important	16% Somewhat important	3% Not at all important	2% Neutral/No opinion

	Very important	Important	Somewhat important	Not at all important	Neutral/No opinion
Access to jobs/employment	17% Very important	27% Important	29% Somewhat important	18% Not at all important	9% Neutral/No opinion
Environmental quality/protection	51% Very important	35% Important	10% Somewhat important	3% Not at all important	1% Neutral/No opinion
Northern expansion of Hudson-Bergen Light Rail	40% Very important	26% Important	16% Somewhat important	13% Not at all important	4% Neutral/No opinion

515 respondents

Please drop a pin and upload a photo of a place in the Borough that best highlights Leonia.



7. What development strategies should the Borough most focus on encouraging? (choose one option per row):

	Strongly encourage	Encourage	Neutral/No opinion	Discourage	Strongly discourage
Attract and retain major employers into the Borough	25% Strongly encourage	39% Encourage	24% Neutral/No opinion	8% Discourage	3% Strongly discourage
Redevelopment of existing buildings/areas in and around Grand Ft. Lee & Broad Avenues	41% Strongly encourage	39% Encourage	14% Neutral/No opinion	4% Discourage	2% Strongly discourage
Restoration/Rehab of existing residential homes	24% Strongly encourage	44% Encourage	28% Neutral/No opinion	3% Discourage	1% Strongly discourage
Promote new residential development within and near Grand & Broad Avenues redevelopment areas	18% Strongly encourage	31% Encourage	28% Neutral/No opinion	16% Discourage	7% Strongly discourage
Additional housing types (townhomes, senior housing)	11% Strongly encourage	25% Encourage	35% Neutral/No opinion	21% Discourage	8% Strongly discourage
Expanding and improving recreational opportunities	35% Strongly encourage	43% Encourage	21% Neutral/No opinion	1% Discourage	1% Strongly discourage
Expansion of public transit	42% Strongly encourage	35% Encourage	18% Neutral/No opinion	4% Discourage	2% Strongly discourage

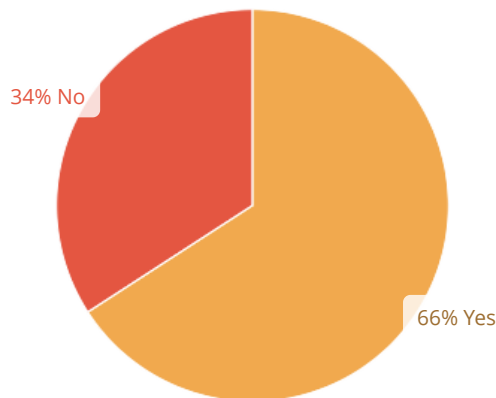
502 respondents

8. What is your opinion on the types of possible residential construction in Leonia?
(choose one option per row):

	Strongly approve	Approve	Neutral/No opinion	Disapprove	Strongly disapprove
Single-family	63% Strongly approve	27% Approve	7% Neutral/No opinion	2% Disapprove	1% Strongly disapprove
Duplex	9% Strongly approve	24% Approve	18% Neutral/No opinion	25% Disapprove	25% Strongly disapprove
Multifamily	7% Strongly approve	18% Approve	21% Neutral/No opinion	28% Disapprove	26% Strongly disapprove
Townhouse	11% Strongly approve	29% Approve	23% Neutral/No opinion	21% Disapprove	16% Strongly disapprove
Senior housing (of any kind)	18% Strongly approve	38% Approve	29% Neutral/No opinion	8% Disapprove	7% Strongly disapprove
Mixed-use	9% Strongly approve	22% Approve	36% Neutral/No opinion	17% Disapprove	16% Strongly disapprove
Affordable housing (of any kind)	14% Strongly approve	26% Approve	28% Neutral/No opinion	15% Disapprove	17% Strongly disapprove

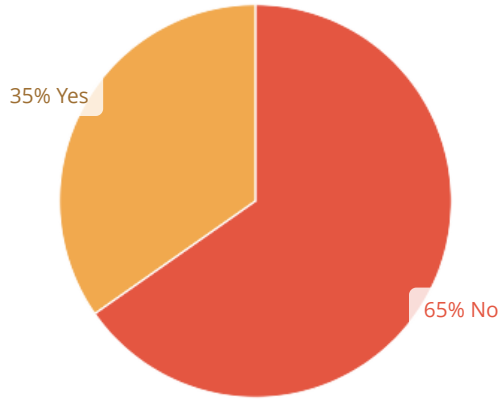
498 respondents

9. Would you be in favor of making it easier to incorporate an accessory dwelling unit into an existing single-family property?



536 respondents

10. If accessory dwelling units were permitted in Leonia, would you consider constructing one? Why or why not? Please explain in the box below.



530 respondents

11. What types of policies would you be in favor of to help senior residents remain in Leonia ? (Select all that apply)

69%	Improve pedestrian safety	352 ✓
62%	Increase public transit access and shuttle services	316 ✓
54%	Senior Programs	276 ✓
54%	Allow residents to construct accessory dwelling units (i.e. granny flats, in-law suites, etc.)	272 ✓
44%	Encourage construction of more senior housing	225 ✓
12%	I don't think this should be a priority for the Borough	60 ✓
3%	Other:(please explain)	17 ✓

507 Respondents

12. If the area around the Fort Lee Road and Grand Avenue intersection were entirely redeveloped, what would you like to see built there?

52%	Mixed-use (Residential/Commercial)	256 ✓
49%	Mixed Office and Commercial – a jobs center	237 ✓
12%	Remain the same	57 ✓
10%	Age-restricted residential	49 ✓
8%	All residential development	38 ✓

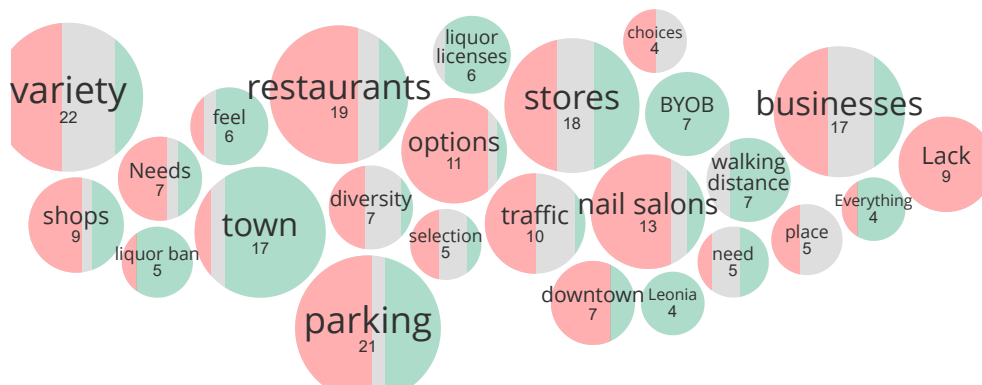
488 Respondents

13. In an average month, what do you typically do in downtown Leonia? (Select all that apply)

68%	I shop in downtown stores	345 ✓
52%	I conduct personal banking/financial business downtown	266 ✓
42%	I eat in downtown restaurants	215 ✓
42%	I visit personal care businesses (for example, salons) downtown	213 ✓
27%	I use community gathering/cultural space/religious spaces downtown	139 ✓
21%	I use government services downtown	109 ✓
9%	Other	44 ✓
2%	I work downtown	12 ✓

509 Respondents

16. When you think of Leonia's downtown, what are the first few words or phrase that come to mind to describe it?

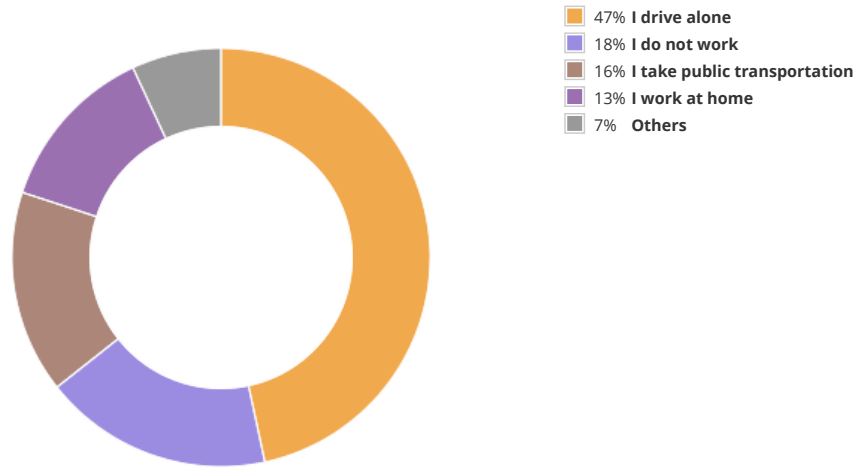


17. What are the biggest barriers that keep you from enjoying downtown now? (Select all that apply)

74%	Lack of restaurants or shops	362 ✓
54%	Lack of the businesses/services	267 ✓
18%	Lack of interest in visiting downtown	89 ✓
16%	There is no barrier that keeps me from enjoying downtown	79 ✓
15%	Lack of parking	76 ✓
13%	Lack of community gathering space	63 ✓
7%	Lack of open space	36 ✓
4%	Lack of affordability	21 ✓
2%	Lack of safety	9 ✓
2%	Lack of public transportation	8 ✓

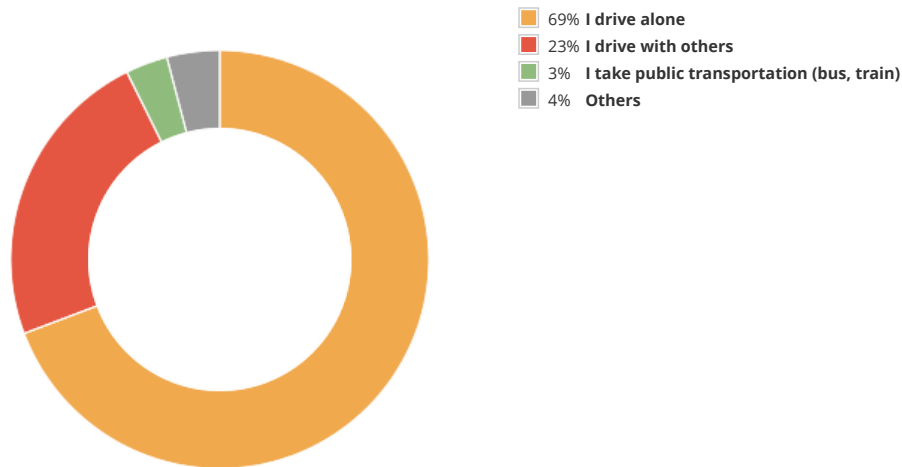
492 Respondents

1. How do you usually travel to work?



491 respondents

2. How do you usually travel to other places? (school, shopping, entertainment, etc.)



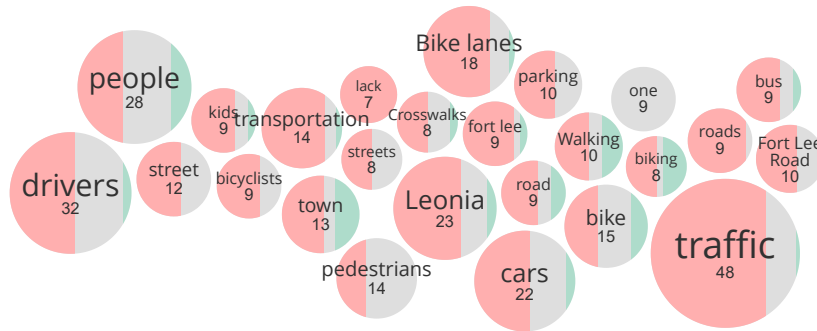
491 respondents

3. In your opinion, which of the following is true? (Select all that apply)

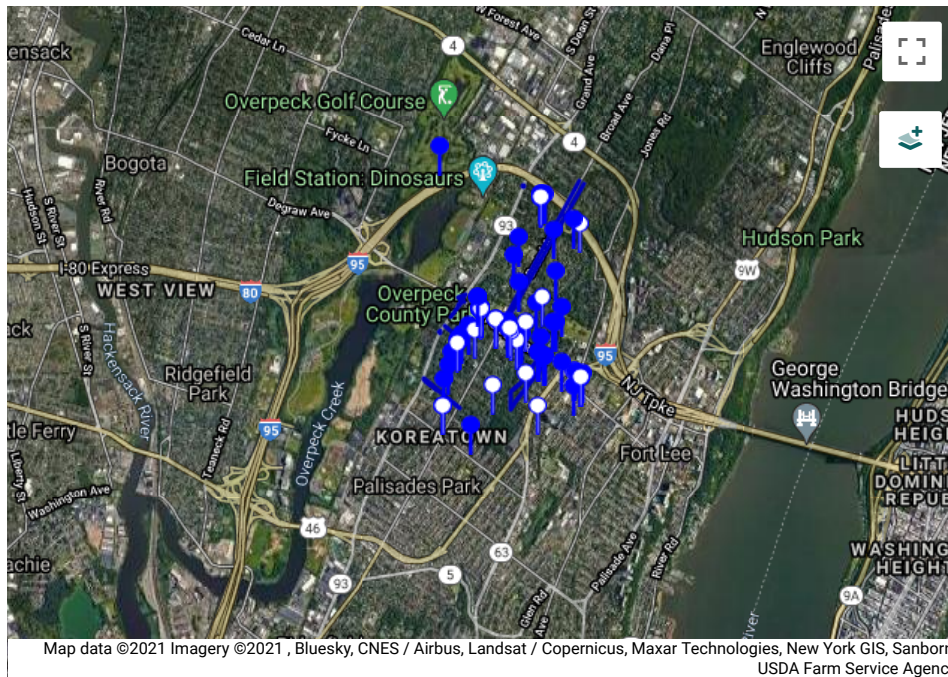
77%	Driving in Leonia is safe and easy	366 ✓
66%	Walking in Leonia in safe and easy	315 ✓
46%	Taking public transportation is safe and easy	219 ✓
14%	Bicycling in Leonia is safe and easy	65 ✓
9%	None of the above is true	44 ✓
6%	Traveling in Leonia as a person with limited mobility is safe and easy	28 ✓

475 Respondents

4. Are there reasons why you may feel that any of the transportation modes listed in Question #3 are not safe or easy?



5. Are there intersections or other locations where you feel unsafe, either as a driver, pedestrian, or bicyclist? Please provide the location and the reason why in the comments section below.

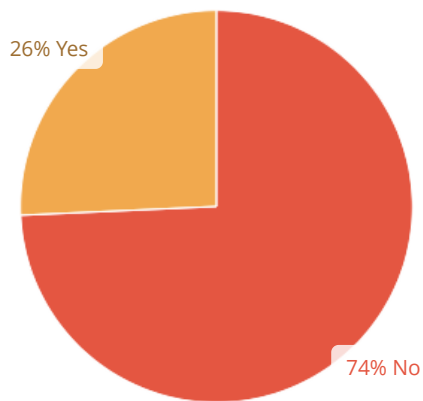


6. How should Leonia improve mobility throughout the town? (Select all that apply)

63%	Advocate for the northern expansion of the Hudson-Bergen Light Rail	283 ✓
49%	Add more streetscape amenities (benches, lighting, bike racks, etc.)	222 ✓
44%	Improve biking and walking conditions	197 ✓
35%	Improve transportation technology (traffic lights, dynamic message signs)	157 ✓
32%	Add more parking in the Downtown	145 ✓
31%	Restrict nonresidential traffic during peak traffic hours	138 ✓
24%	Increase accessibility/mobility for people with limited mobility	106 ✓
16%	Provide wayfinding signage to identify key destinations (parking, municipal buildings..etc.)	71 ✓
14%	Provide alternative transportation options such as bike shares/e-scooters	65 ✓
12%	Advocate for new bus routes (Comment below where you would like to see this)	56 ✓
11%	Partnerships with ride-sharing services (Lyft, Uber, etc.)	49 ✓
3%	Other	14 ✓

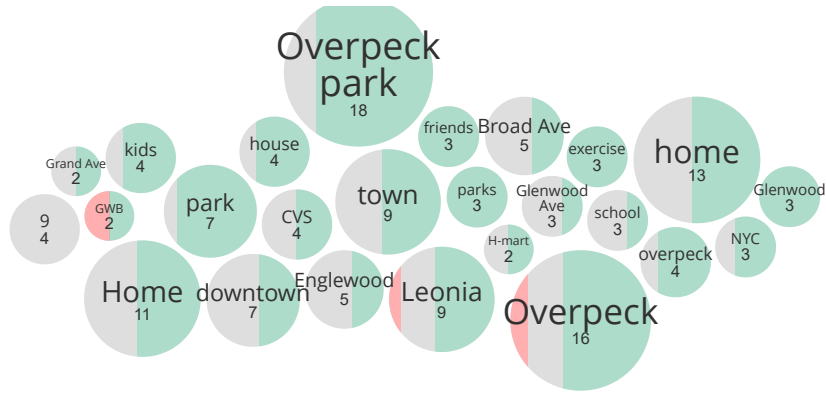
450 Respondents

8. Do you ride a bicycle around Leonia?

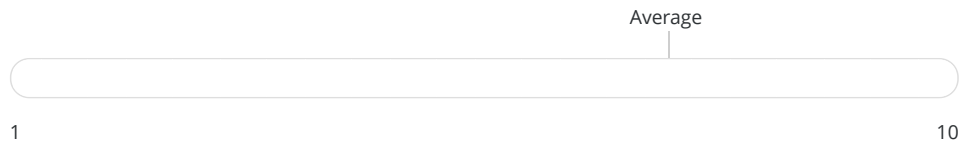


455 respondents

9. If you answered YES to Question #8, where do you ride to/from?



10. Rate the convenience of commuting/traveling to New York from Leonia



11. If you feel that travel to New York is inconvenient, what would make commuting to the City more convenient?

77%	New light rail service	237 ✓
43%	Improved traffic patterns	132 ✓
27%	Increased bus access to New York	83 ✓
4%	Other	13 ✓

306 Respondents

12. What are the reasons that you travel to New York City (Select all that apply)

72%	To go to an entertainment venue or event	318 ✓
42%	Work	188 ✓
40%	To visit a friend or family	179 ✓
33%	To go out at night	148 ✓
31%	Shopping	136 ✓
22%	To access healthcare services	97 ✓
7%	Other	31 ✓
2%	School	7 ✓

443 Respondents

13. What are other destinations that you travel to frequently?

82%	Destinations in Bergen County	352 ✓
41%	Other NJ destinations	177 ✓
15%	Hoboken	63 ✓
11%	Jersey City	46 ✓
9%	Other destinations. Please comment below	40 ✓
9%	Newark	39 ✓

430 Respondents

13. Would you utilize the following environmental/recycling programs and events (Select all that apply)

78%	Hazardous materials drop off	344 ✓
78%	Electronics Drop Off	341 ✓
69%	Curbside recycling	302 ✓
54%	Freecycle Program (exchange of free items between members)	236 ✓
45%	Request for a shade tree	199 ✓
42%	Renewable Energy Aggregation Program	185 ✓
27%	Use of the Jitney service	119 ✓
26%	Participating in a community garden	116 ✓
19%	Attendance at an Eco Fair	83 ✓
12%	Viewing at Green Film Series	53 ✓
1%	Other	6 ✓

440 Respondents

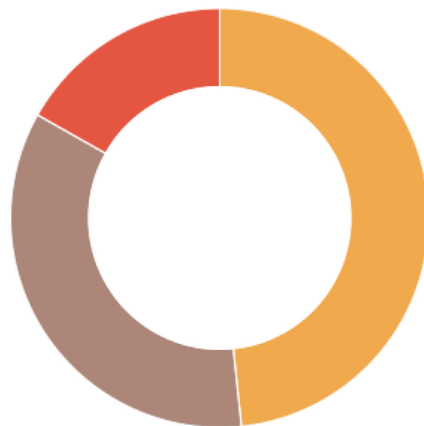
14. Which sustainability programs/actions would you be in favor of the Borough supporting? (Select all that apply)

65%	Increased tree plantings by Shade Tree Commission	255 ✓
58%	Making energy efficiency upgrades to all of its municipal buildings	229 ✓
51%	Installing electric vehicle charging stations	200 ✓
49%	Purchasing electric and/or fuel-efficient vehicles	194 ✓
46%	Sustainable Jersey (www.sustainablejersey.com) recertification	182 ✓
33%	Community garden program	130 ✓
32%	Rain barrel sales/information workshops	126 ✓
27%	Rain garden education workshops	108 ✓
27%	Conducting a Greenhouse Gas (GHG) inventory for Borough operations	107 ✓
27%	Climate change resolution	105 ✓
4%	Other	14 ✓

393 Respondents

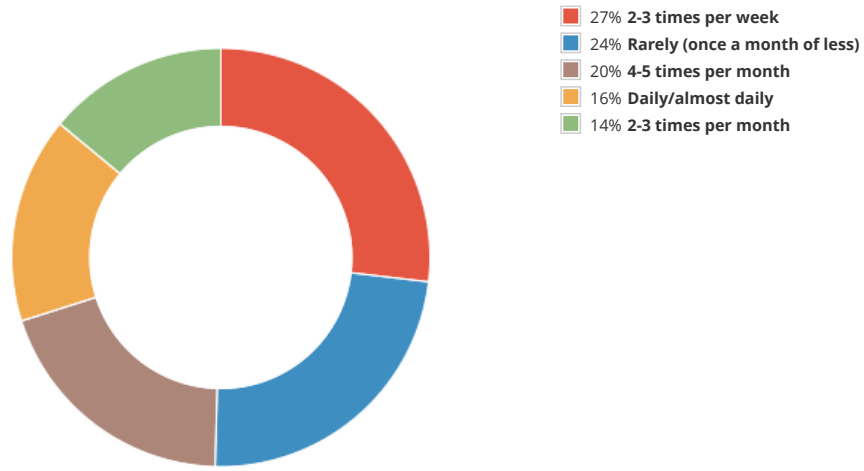
15. Should local codes require green building construction techniques (i.e. Leadership in Energy and Environmental Design – LEED/ Wellness Building) such as high efficiency heating and cooling systems, green roofs, and other green infrastructure such as rainwater harvesting and on-site re-use? Currently, the Borough has no such requirements for new construction.

48% Yes
 35% Unsure / No opinion
 17% No



422 respondents

16. How often do you go to a park in Leonia?



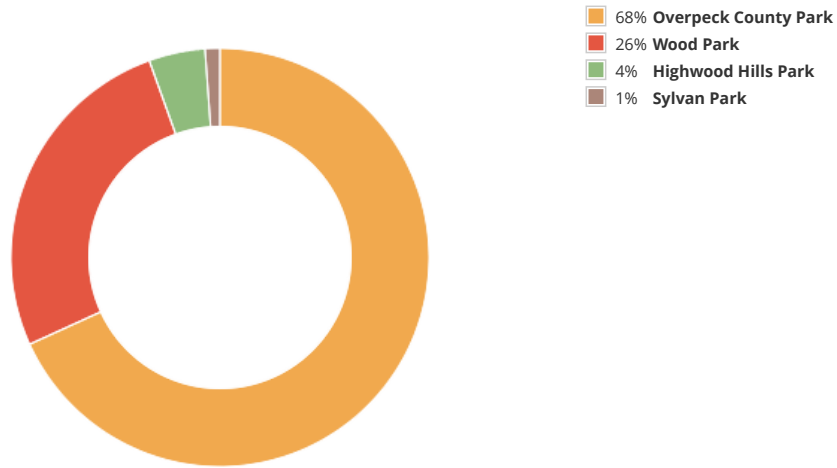
458 respondents

17. What is the main reason you go to a park?

69%	Walking/running	302 ✓
37%	Relaxation	164 ✓
25%	Playground/swings	111 ✓
16%	Sports (basketball, tennis, baseball, softball, etc.)	71 ✓
10%	Other	42 ✓
5%	Swimming	23 ✓
5%	Hiking	21 ✓
5%	Picnicking	21 ✓

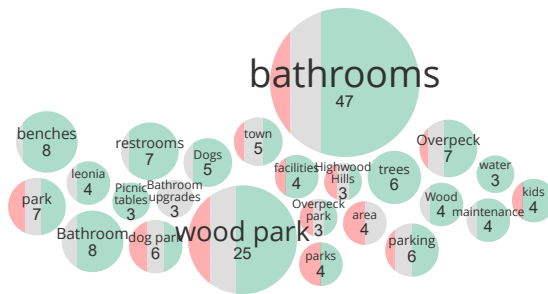
438 Respondents

18. What park do you most often use?



437 respondents

19. Are there new facilities or upgrades you would like to see in a Leonia park?



20. What parks outside of Leonia do you use often (more than once a month on average)? (Select all that apply)

35%	Other	73 ✓
27%	Central Park	56 ✓
25%	Palisades Park	53 ✓
20%	Henry Hudson Park	43 ✓
15%	Saddle River County Park	32 ✓

211 Respondents

1. Prior to the pandemic, had you been to the following public facilities at least once in 2019? (Select all that apply)

76%	Public Library	314 ✓
71%	Borough Hall	291 ✓
36%	Pool complex	149 ✓
24%	Police Station	98 ✓
18%	Leonia Drill Hall (Leonia Players Guild)	75 ✓
5%	Other	19 ✓

412 Respondents

2. How would you rate the convenience of the following facilities? (choose one option per row)

	Very Good	Good	Satisfactory	Neutral/No opinion	Fair	Poor	Very Poor
Borough Hall	25% Very Good	34% Good	22% Satisfactory	11% Neutral/No opinion	4% Fair	2% Poor	2% Very Poor
Public Library	44% Very Good	34% Good	11% Satisfactory	8% Neutral/No opinion	1% Fair	1% Poor	- Very Poor
Leonia Drill Hall	10% Very Good	16% Good	12% Satisfactory	57% Neutral/No opinion	3% Fair	1% Poor	- Very Poor
Police station	16% Very Good	23% Good	17% Satisfactory	30% Neutral/No opinion	5% Fair	6% Poor	3% Very Poor
Pool Complex	25% Very Good	26% Good	12% Satisfactory	34% Neutral/No opinion	1% Fair	2% Poor	- Very Poor
Other(comment below)	5% Very Good	8% Good	5% Satisfactory	66% Neutral/No opinion	2% Fair	8% Poor	6% Very Poor

387 respondents

Please revamp the post office.

2 months ago [12 Agree](#)

post office is a mess !

2 months ago [10 Agree](#)

The post office is an embarrassment

2 months ago [7 Agree](#)

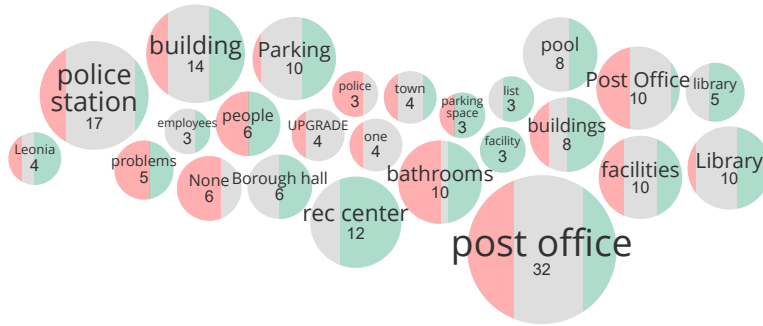
The post office and police station need to be completely revamped. The post office in particular is an eyesore on our main street.

2 months ago [3 Agree](#)

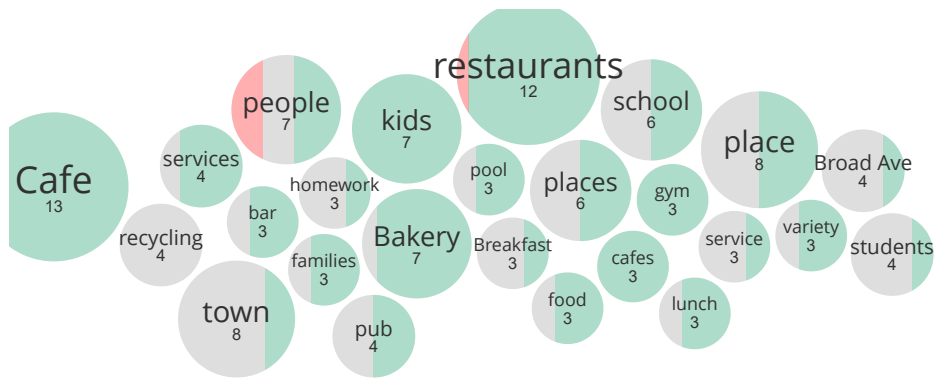
I like the old Borough Hall building and I hope that it's preserved

one month ago [1 Agree](#)

3. What ideas do you have to improve the convenience - or level of service you receive from these facilities?



4. Are there any services or facilities that are not in the Borough you would like to see added?

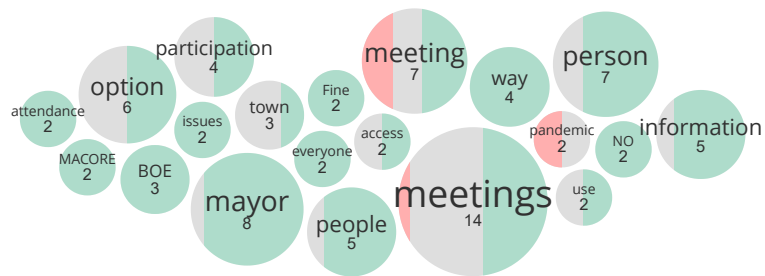


5. What additional technology services would you like to see the Borough of Leonia implement? (Select all that apply)

63%	Submit building and other permits and pay permit fees online	219 ✓
57%	Report issues and request services through online form	199 ✓
48%	Free wi-fi in the downtown	167 ✓
37%	Electric vehicle charging stations	128 ✓
31%	More transparent budgeting data	109 ✓
30%	Sign up for meeting agendas and meetings to be emailed to you	104 ✓
18%	Bike share/e-scooters	61 ✓
16%	Advanced technology for parking	57 ✓
10%	Information kiosks in key locations	35 ✓
3%	Ability to use blockchain currency (i.e. bitcoin) to pay municipal bills	9 ✓
2%	Other	6 ✓

347 Respondents

6. Have you attended any virtual public meeting since the transition to virtual meetings began? If so, what has been your perception of them?



7. What initiative(s) that the Borough undertook during the pandemic would you like to see continue into the future? (Select all that apply)

79%	Use of Nixle messenger to give daily/weekly updates	306 ✓
73%	Permitting outdoor dining	281 ✓
62%	Virtual public meetings	241 ✓
43%	Sign up for meeting agendas and meetings to be emailed to you	165 ✓

387 Respondents

8. What cultural activities do you attend/participate in ?

70%	Music/concerts	258 ✓
70%	Museums	257 ✓
68%	Festivals/events	250 ✓
60%	Theater performances	220 ✓
50%	Art galleries	184 ✓
42%	Children/youth activities	153 ✓
16%	Military appreciation activities	59 ✓

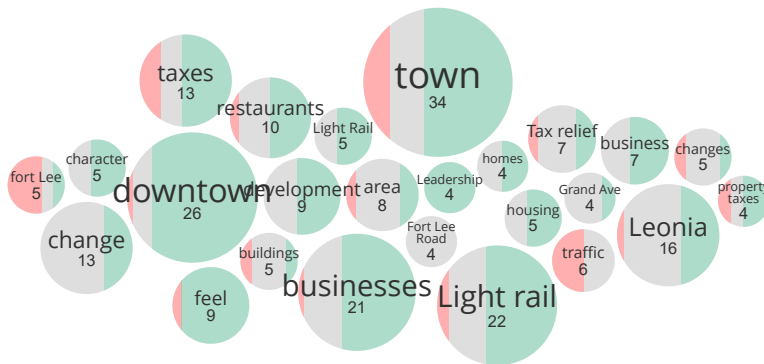
367 Respondents

1. What should be the top economic development priority? (Select all that apply)

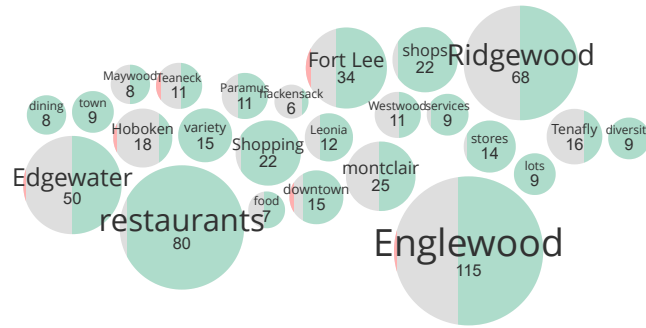
56%	Grand Avenue/Ft Lee Road and Willow Tree redevelopment	221 ✓
53%	Downtown revitalization through incentives (i.e. SID, rehabilitation, redevelopment designations)	210 ✓
47%	Diversification of uses in the downtown	188 ✓
44%	Physical rehabilitation of buildings in the downtown	176 ✓
38%	Recruit and retain employers and businesses in Leonia	150 ✓
25%	Small business support programs (technical assistance)	99 ✓
15%	Construction and development of Senior housing	60 ✓
10%	Access to capital for entrepreneurs and businesses	41 ✓
6%	Job training and workforce development programs	22 ✓
3%	Other	13 ✓

396 Respondents

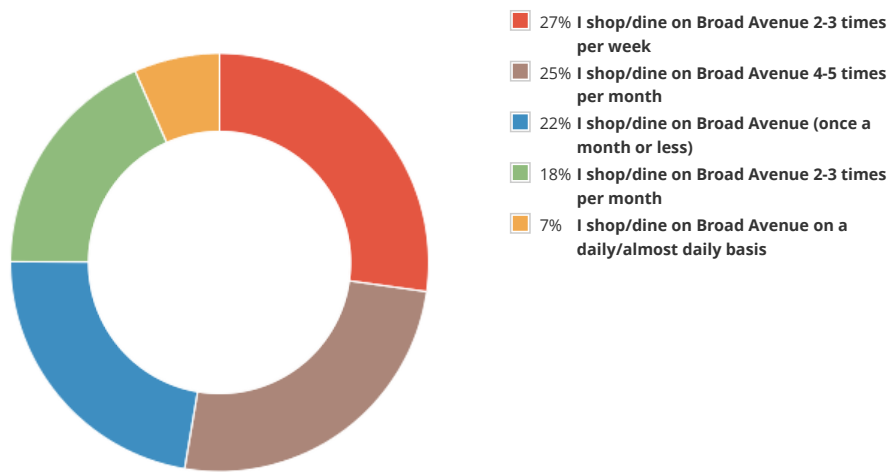
2. What are the greatest opportunities for change in Leonia ?



3. Outside of Leonia, what other downtowns in New Jersey that you enjoy visiting? What about those downtowns do you like most?



4. In a typical month prior to the pandemic, how often did you shop/dine along the Broad Avenue commercial corridor?



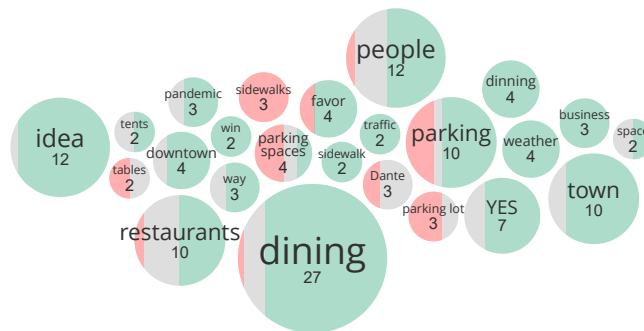
393 respondents

5. In your opinion, Leonia could use more: (Select all that apply)

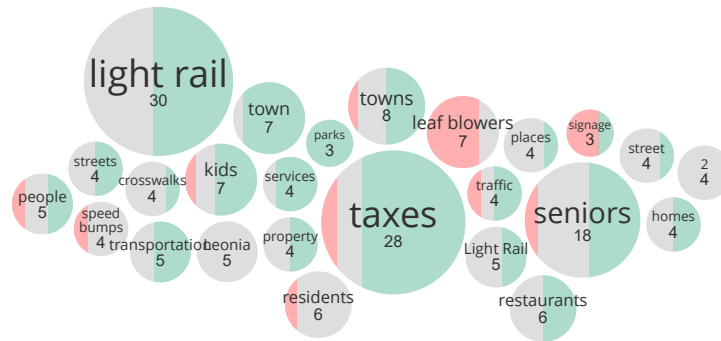
86%	Restaurants	344 ✓
76%	Retail stores	302 ✓
38%	Community gathering spaces	150 ✓
35%	Cultural facilities	140 ✓
34%	Public artwork	135 ✓
24%	Fitness services	94 ✓
19%	Professional services	76 ✓
4%	Health and beauty services	16 ✓
2%	Other	9 ✓

398 Respondents

6. What is your opinion of the Borough allowing restaurants to use sidewalks/parking spaces to provide outdoor dining? Should the Borough continue to allow this after the COVID-19 pandemic subsides?



7. What policies have other towns either in New Jersey or in the greater New York area implement that you think would also work in Leonia?



8. Which capital improvements should the city prioritize?

71%	Downtown redevelopment	275 ✓
46%	Road improvements	177 ✓
38%	Sidewalks	146 ✓
32%	Parks	124 ✓
28%	Water and sewer	106 ✓
23%	Parking	88 ✓
4%	Other	14 ✓

385 Respondents