

**Findings and Recommendations
of the Fair Haven Restaurant Committee
May 5, 2022**

Introduction/Background

The Restaurant Committee (“Committee”) consists of the following residents of Fair Haven – Carolyn Ferguson, Michael Nitka, Daniel Busch, Elizabeth Koch and Todd Lehder. The Borough Administrator of Fair Haven, Theresa Casagrande also participated in the Committee. The Committee received legal counsel from Michael Irene, Esq. and planning guidance from Susan Gruel and Fred Heyer of Heyer & Gruel.

The Committee was formed of a group of volunteers representing the full gamut of perspectives on the subject matter. The opinions ranged from advocacy of a largely unregulated allowance of all restaurant concepts to an unconditional limitation of fast food and similar chain restaurants. The committee member's views remained largely consistent through the process. The findings of the committee do not represent any single individual opinion or narrow approach. They reflect an exhaustive and balanced discussion of the best way to codify the interests of a broad base of the town population with regard to restaurants in town.

The Committee was established by the Fair Haven Council in September 2019, largely in response to public requests related to (then) recent activity before the Fair Haven Planning Board and Zoning Board of Adjustment. Commencing at the end of September 2019, the Committee began meeting via teleconference and in person. With few exceptions, the committee spoke weekly through the Fall and Winter of 2019 and 2020. By March 2020, this memo had been written and the committee was in the process of finalizing the document when all progress was halted by the COVID-19 pandemic. In February 2022, at the request of the Council, the Committee reconvened for the purpose of finalizing this memo for the community.

The Committee has dedicated countless hours to its work and wants the findings and recommendations of the Committee to be considered by the residents of Fair Haven and its governing body. However, in doing so, the Committee is mindful of how the world has changed since the pandemic and thinks it is important to highlight a few notable new developments. First and foremost, it is widely accepted that the pandemic has accelerated and magnified stresses on the broader retail business sector. The Committee knows the residents of Fair Haven support and value its business district and as a result, the Committee believes any policy changes adopted by the Council should be sensitive to our new economic reality. Furthermore, a number of significant businesses have both opened and closed in Fair Haven since March 2020. These changes permit the public opportunities to directly evaluate the impact of those business on the community, but given the timing, these opinions have not been captured in the Committee’s analysis below. Finally, although the Committee intended to hold another public meeting and feels strongly that additional public discussion is warranted, given the time that has passed since we commenced our work, the Committee does not wish to further delay the circulation of this memo and assumes that further public discussions about these topics can be administered by the Council.

All that being said, the findings and recommendations of the Committee are set forth below.

By way of background, the Committee reviewed relevant information regarding historical planning efforts in Fair Haven and performed extensive research related to the regulation of restaurants and formula businesses throughout the country. By way of example, the Committee reviewed the following:

- Current Fair Haven Ordinances
- Current Master Plan
- Trade periodicals, scholarly articles and ordinances related to regulating restaurant uses throughout the country
- Ordinances and legal materials related to other efforts to regulate restaurant uses in New Jersey, including those of neighboring municipalities
- Relevant legal opinions relating to the historical regulation of “fast food” in New Jersey

The Committee held a public meeting during the Fall of 2019 and engaged participants in a dialogue about the future of the regulation of restaurants in Fair Haven. As part of the public meeting members of the public were invited to place dots indicating their preference for various restaurants. Green dots indicating restaurants they wanted in Fair Haven and ‘red’ dots indicating restaurants they did not want in Fair Haven. The results of the ‘Dot Survey’ are attached hereto in Appendix A.

Also during the Fall of 2019, the Committee prepared and completed a public survey of the residents of Fair Haven. The Committee received 913 responses to the public survey. On the completion, the Committee discussed and analyzed the data collected through the survey responses. The Committee found the responses to provide clear direction on many topics that were relevant to the Committee’s work. The results of the public survey are attached hereto as Appendix B.

The committee then reviewed proposed revisions to the existing restaurant ordinances prepared by Heyer & Gruel in May and June 2019 and the related recommendations of the Fair Haven Planning Board.

The Committee’s primary focus was to review the restaurant ordinances and to evaluate whether changes were warranted. The input from the public demonstrated that residents have complaints and seek improvements to local businesses. But the resident feedback also makes clear that residents value the business district and want it to continue to exist in harmony with the surrounding community. The Committee analyzed the public feedback, evaluated the root causes of both the positive and negative reactions and attempted to evaluate how other communities were managing similar situations. The Committee’s comprehensive review of the subject took us “outside the box”, which led to the conclusion that there are a large variety of ways to support small businesses that should also improve the relationship between the residents and the business community.

Once the Committee had performed its research and engaged in extensive discussion about its findings, the Committee consulted with its legal counsel and its professional planners for additional input. The Committee discussed and debated its findings and the guidance of its professionals. The below recommendations are the result of that extensive analysis, they were inspired by our internal debate and informed by the input and guidance of our professionals.

I. Create and Implement Design Standards

- New design standards should keep the exterior appearances of businesses consistent with the existing community character.
- New design standards should endeavor to create a harmonious relationship between the business district and the adjacent residential areas and ensure that future development is limited to prevent unnecessary erosion of that residential character.
- Encourage use of natural materials echoing character of upscale residential and historical structures native to Fair Haven
- Perform an analysis of existing sign and awning regulations and implement a common scheme throughout the business districts consistent with the aesthetic goals of the design standards.

II. Evaluate and Revamp Bulk Standards/Parking Requirements

- Evaluate the existing bulk standards, modify as necessary to encourage and preserve small town character.
- Bulk standards should encourage and preserve a pedestrian friendly downtown through streetscape design and pedestrian plans.
- Updated standards should emphasize the value of pulling new small scale buildings closer to the road in order to promote automobile parking in the rear of commercial structures.
- Encourage adaptive reuse of existing structures by reviewing existing parking standards with the goal of relaxing parking requirements for smaller preexisting lots which have limited options for complying with parking standards.
- Where appropriate, encourage shared parking solutions with consenting private business owners in order to promote practical solutions to parking shortfalls.
- Promote bicycle access to business district, require businesses to provide exterior bicycle storage spaces.
- Create common public locations for bicycle parking within business districts.

III. Continue and Enhance Efforts to Support Small Businesses in Fair Haven

- Review administrative processes associated with zoning and construction approvals for new businesses and encourage simplicity and efficiency in order to ensure that we are creating opportunities for small businesses to choose Fair Haven.
- Host reoccurring public meetings with business owners and borough administrators and land use boards to discuss the “state of the union” of our business community.
- Consider public meeting(s) with the zoning and construction officials to provide “how to” guidance to existing and prospective business owners.

IV. Improve Exempt Development Ordinance

- The “exempt development” ordinance is intended to help small businesses avoid processes and costs when they are not necessary, but the existing ordinance lacks clarity and warrants improvement.
- Update the ordinance in order to make it more understandable and user friendly.
- Make it clear which criteria apply to residential properties, commercial properties, or both.

V. Lean Forward

- Acknowledge the need for regular adaptation of our rules and processes to the changing business environment through proactive and increased communication efforts.¹
- Evaluate expedited processes to permit temporary uses.
- Consider the creation of a conditional zoning status for new or small restaurants or businesses (pop-up businesses).
- Ascertain whether restrictions exist regarding food trucks and the like and consider whether same should be added or updated.
- We conclude that the public overwhelmingly supports outdoor dining and recommend where appropriate and safe, that the Borough consider processes to make the process of implementation easier.
- Consider changes to parking requirements to facilitate and promote outdoor seating.

VI. Restaurant Ordinance Changes

The Committee has developed a series of recommendations for ordinance changes that are further described below and would replace the corresponding definitions that currently exist within the Fair Haven Ordinances. The Committee concludes that the Fair Haven ordinances should be revised, based on the below factors, which the Committee finds to be entirely consistent with the purpose and intent of the Master Plan:

- The business districts in the Borough are limited in size and scope and are surrounded by heavily developed residential areas.
- Commercial users that are generators of high traffic, litter, and noise, and those that tend to be open for business over extended hours on a daily basis are inconsistent with the residential character of the Borough.
- Fast-food restaurants are generally limited or uniform in design, often requiring substantial parking areas and significant site lighting, all of which can have an adverse impact upon the aesthetics of the site and surrounding environment.

Consistent with the above, the proposed changes to the ordinances are as follows:

DRIVE-IN RESTAURANT:

An establishment or business essentially designed so that food is both served to and consumed by patrons while they are parked in vehicles on the premises (regardless of whether or not seating may also be provided at the premises).

DRIVE-THROUGH WINDOW:

¹ Recent efforts in this regard related to COVID-19 are commended.

A Drive-Through Window is a window or portal through which patrons may pick up food or beverage orders from an establishment without exiting their vehicle.²

RESTAURANT:

An establishment or business where food and/or beverages are prepared and served or dispensed to patrons and consumed at the establishment and/or taken out and/or delivered for off-premises consumption; but expressly excluding from this definition, however, the following: (a) Fast-Food Restaurants, which is a separately defined use; and (b) Drive-In Restaurants, which is a separately defined use. Further, no Restaurant may contain a Drive-Through Window.

FAST-FOOD RESTAURANT:

An establishment or business, which is essentially designed to quickly prepare, package, and dispense to customers for quick or ready consumption, a limited, uniform, or standardized variety of food and beverage products, and where the menu and/or practices of such an establishment or business are generally prescribed by contractual, franchise, or other such agreements, to facilitate rapid service and turnover of customers. Such establishments or businesses may or may not have tables, and the food and beverage products may be sold for consumption inside the building and/or on or off the premises.

RESTAURANT, DRIVE-IN; see, DRIVE-IN RESTAURANT

RESTAURANT, FAST-FOOD; see, FAST-FOOD RESTAURANT

² The Committee is cognizant, especially in the midst of the COVID-19 pandemic, that temporary exceptions to this or any other rules might well be appropriate.

Conclusion

The Committee has observed that the residents of Fair Haven care deeply about their commercial district. The majority of residents support the business district through patronage on a weekly basis and although they have concerns about future development and resulting change, they want the commercial district to remain vibrant.

Although it has several commercial districts, the Borough of Fair Haven maintains a residential character due to the fact that the business districts are comprised of largely small scale buildings that directly border residential neighborhoods. Fair Haven's "small town" feel results from the existing harmony between the residential and commercial properties that is attributable to the small scale of the commercial development. While any commercial business brings some level of disruption to residential uses, as it exists today, the scale of the business and development in Fair Haven is perceived to be "in balance" with its residential character.

Residents are largely averse to the prospects of larger scale development and larger, more corporate businesses due to the corresponding risk of increased traffic, litter, hours of operation and noise which would serve to disrupt the existing balance. Residents do not like the uniformity that comes with formula businesses and are concerned with the aesthetic consequences of embracing large scale corporate businesses. The potential disruptions are not limited to the immediate business district, but include traffic and congestion on the public thoroughfares by which the commercial district is accessed.³

The Committee finds the Borough's Master Plan to speak clearly about the goal of preserving the "small town" character of Fair Haven. It recognizes that the public perception is in line with the Master Plan and the public conclusion that increasing the scale of commercial businesses and improvements is in many ways antithetical to the preservation of that "small town" feel that many residents identify as part of Fair Haven's character. However, the Committee is also mindful of the legal limitations of local zoning as outlined in the Municipal Land Use Law. The Committee believes that changes to the retail and restaurant industry must be acknowledged and embraced by the residents of Fair Haven if they hope to preserve their commercial district for future generations. The Committee is aware of a need to strike the appropriate balance and wary of promoting new regulations that will unreasonably restrict opportunities for small businesses to develop and thrive.

The Committee believes that the flourishing public interest in the subject matter can and should be channeled in a positive and proactive manner to improve opportunities for small businesses and the residential community to grow in harmony. We believe that additional efforts can and should be made to facilitate the process of opening and operating a small business in Fair Haven. We encourage the Council and the public to take additional steps to facilitate the increased utilization of local businesses by residents which will serve to strengthen our local small businesses through patronage and reduce economic pressures to redevelop and change what exists today.

The Committee believes that much of the public displeasure surrounding the local business district relates back to aesthetics. To an extent, we conclude that what happens inside a store is almost secondary to how the store looks from the street. While the establishment of some new businesses in Fair Haven can and should be restricted, i.e. fast food, we think many changes of the future relating to formula businesses

³ It is also noted those thoroughfares are already being taxed by increased development throughout the area and the increasing appreciation for the beaches and the waterways in the immediate area over recent decades.

are inevitable and must be embraced to ensure a vibrant commercial district. As a result, we think it imperative that new regulations designed to maintain the aesthetic appeal of downtown be developed to protect the residential character of Fair Haven and reduce public concern over the introduction of chain restaurants and formula businesses to Fair Haven.

We believe the implementation of the recommendations outlined herein will strike the appropriate balance with new regulations and processes that will both encourage new small businesses and require that they “fit in” aesthetically. That harmony will be rewarded by patronage by the community and help to shape future businesses around the desired image for the Fair Haven commercial district.

Appendix A

2019 Public meeting Dot Survey results

	Number of Locations	Size of chain, S = 2-9, M=10-200, L=201+	Green Dots	Red Dots
Dunkin'	many, many	L	3	19
In-N-Out Burger	347	L	0	17
Panera Bread, over 2000 locations in US and Canada, started in Missouri	2000+	L	3	16
Jersey Mike's subs	1600	L	2	15
Charlie Brown's Steakhouse, 16 locations in NJ, PA, and NY	16	M	1	15
Subway	many	L	1	15
Uno Pizzeria & Grill, 102 locations	102	M	0	15
Perkins Family Restaurant, 371 locations	371	L	1	14
Starbucks	many. Many	L	1	14
Capital Grill Steakhouse, 57 locations	57	M	0	14
Bonefish Grill, 215 locations	215	L	2	12
Carvel's	many	L	2	12
Famous Dave's (Barbecue), 180 locations	180	M	0	12
Legal Sea Foods, 35 locations	35	M	3	11
Chipotle, 2500 locations throughout US and international	2500	L	1	11
PF Chang's	305	L	0	11
Playa Bowls, about 50 locations, 80% in NJ, first store opened in Belmar, NJ	50	M	2	10
Strollo Lighthouse Ice, 6 locations, all in NJ	6	S	5	9
Saladworks, 110 locations in 15 states and internationally, started in NJ	110	M	4	9
Surf Taco, 13 locations, all NJ except for one in FL	13	M	2	9
Windmill Hot Dogs, 5 locations in NJ	5	S	3	8
Kohr's Brothers Frozen Custard, 25 locations in NJ, DE, MD, and VA. Started in NJ	25	M	0	8
Woody's, 2 locations in NJ	2	S	5	7
Tommy's, 3 locations in NJ & NY	3	S	4	7
Rook Coffee, 12 locations, all in NJ	12	M	9	6
McLoone's, 12 locations but may not be a formula business	12	M	5	6
Hoffman's Ice Cream, 3 locations, all in NJ	3	S	4	6
Gianni's Pizza, 5 locations	5	S	1	6
10 th Avenue Burrito, 1 location in Belmar	1	NA	1	5
Local Smoke, 4 locations in NJ	4	S	1	5
Toast	3	S	12	4
Turning Point Cafes, 19 locations in NJ, PA, and DE, started in Little Silver	19	M	11	4
Salt Creek Grille, 5 locations	5	S	4	4
Ocean Café, 4 locations, all in NJ	4	S	6	3
Juanito's, 2 locations in NJ	2	S	3	3

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Appendix B
2019 Fair Haven Community Survey Results

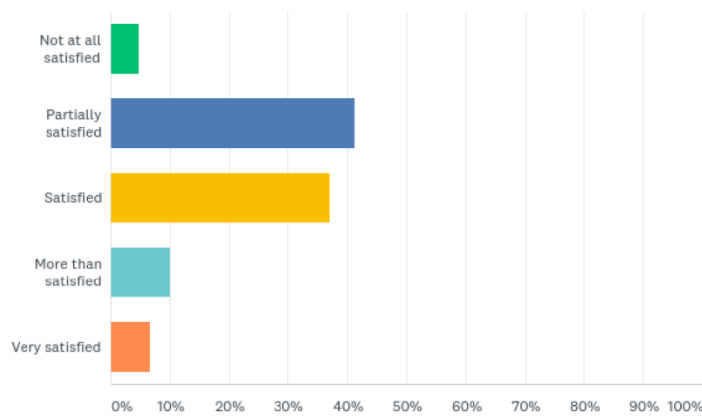
2019 Fair Haven Community Survey

913
Total Responses

SurveyMonkey

Q1: How satisfied are you with Fair Haven's current business district?

Answered: 898 Skipped: 15



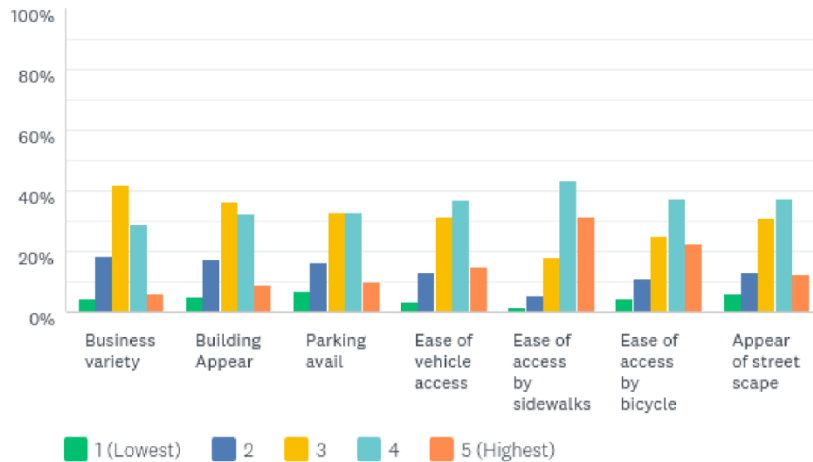
Q1: How satisfied are you with Fair Haven’s current business district?

Answered: 898 Skipped: 15

ANSWER CHOICES	RESPONSES	
Not at all satisfied	4.79%	43
Partially satisfied	41.31%	371
Satisfied	36.97%	332
More than satisfied	10.13%	91
Very satisfied	6.79%	61
TOTAL		898

Q2: Please rate your satisfaction for each of the following elements in Fair Haven's current business district on a scale from 1 to 5. (5 is highest, or most satisfied)

Answered: 899 Skipped: 14



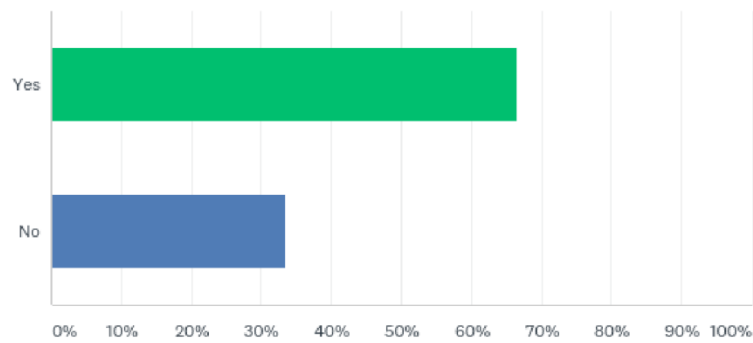
Q2: Please rate your satisfaction for each of the following elements in Fair Haven's current business district on a scale from 1 to 5. (5 is highest, or most satisfied)

Answered: 899 Skipped: 14

	1 (LOWEST)	2	3	4	5 (HIGHEST)	TOTAL	WEIGHTED AVERAGE
Business variety	4.64% 41	18.46% 163	41.90% 370	29.22% 258	5.78% 51	883	3.13
Building Appear	4.79% 43	17.28% 155	36.57% 328	32.33% 290	9.03% 81	897	3.24
Parking avail	7.25% 65	16.28% 146	33.22% 298	33.11% 297	10.14% 91	897	3.23
Ease of vehicle access	3.67% 33	12.81% 115	31.63% 284	37.08% 333	14.81% 133	898	3.47
Ease of access by sidewalks	1.34% 12	5.46% 49	18.06% 162	43.48% 390	31.66% 284	897	3.99
Ease of access by bicycle	4.41% 39	11.07% 98	24.86% 220	37.40% 331	22.26% 197	885	3.62
Appear of street scape	5.81% 52	13.07% 117	31.17% 279	37.32% 334	12.63% 113	895	3.38

Q3: Do you want Fair Haven's business district to be a destination for the residents of neighboring communities?

Answered: 890 Skipped: 23



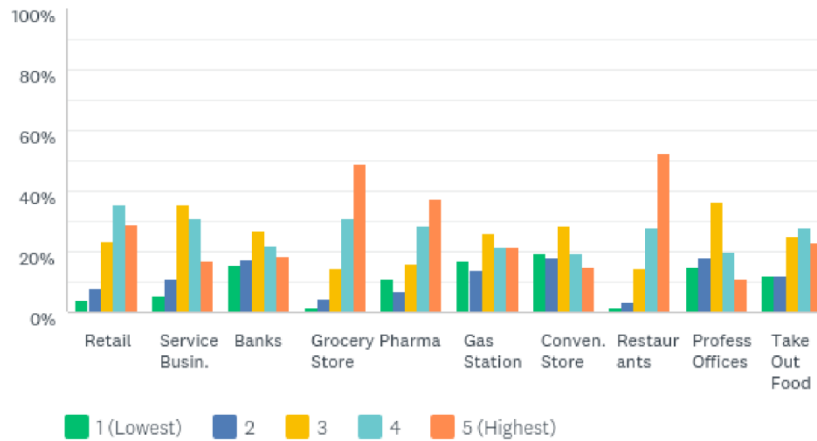
Q3: Do you want Fair Haven’s business district to be a destination for the residents of neighboring communities?

Answered: 890 Skipped: 23

ANSWER CHOICES	RESPONSES	
Yes	66.63%	593
No	33.37%	297
TOTAL		890

Q4: Please rate your interest in having the ability to patronize each of the following following types of businesses in Fair Haven's business district on a scale from 1 to 5. (5 is highest, or most interest)

Answered: 899 Skipped: 14



Q4: Please rate your interest in having the ability to patronize each of the following following types of businesses in Fair Haven's business district on a scale from 1 to 5. (5 is highest, or most interest)

Answered: 899
 Skipped: 14

	1 (LOWEST)	2	3	4	5 (HIGHEST)	TOTAL	WEIGHTED AVERAGE
Retail	4.04% 36	7.98% 71	23.71% 211	35.39% 315	28.88% 257	890	3.77
Service Busin.	5.56% 49	10.78% 95	35.04% 314	30.87% 272	17.14% 151	881	3.43
Banks	15.60% 139	17.28% 154	26.82% 239	21.77% 194	18.52% 165	891	3.10
Grocery Store	1.57% 14	4.26% 38	14.33% 128	30.80% 275	49.05% 438	893	4.22
Pharma	10.77% 96	7.07% 63	16.16% 144	28.62% 255	37.37% 333	891	3.75
Gas Station	17.10% 152	14.17% 126	26.10% 232	21.37% 190	21.26% 189	889	3.16
Conven. Store	19.48% 173	17.79% 158	28.38% 252	19.37% 172	14.98% 133	888	2.93
Restaurants	1.56% 14	3.35% 30	14.40% 129	28.13% 252	52.57% 471	896	4.27
ProfessOffices	14.96% 133	17.77% 158	36.45% 324	19.91% 177	10.91% 97	889	2.94
Take Out Food	11.86% 106	12.08% 108	25.17% 225	27.85% 249	23.04% 206	894	3.38

Q5: Please rate your preferences for each of the following categories of food establishments and dining options in the Fair Haven business district, on a scale from 1 to 5. (5 is highest, or most preferred)

Answered: 900 Skipped: 13



Q5: Please rate your preferences for each of the following categories of food establishments and dining options in the Fair Haven business district, on a scale from 1 to 5. (5 is highest, or most preferred)

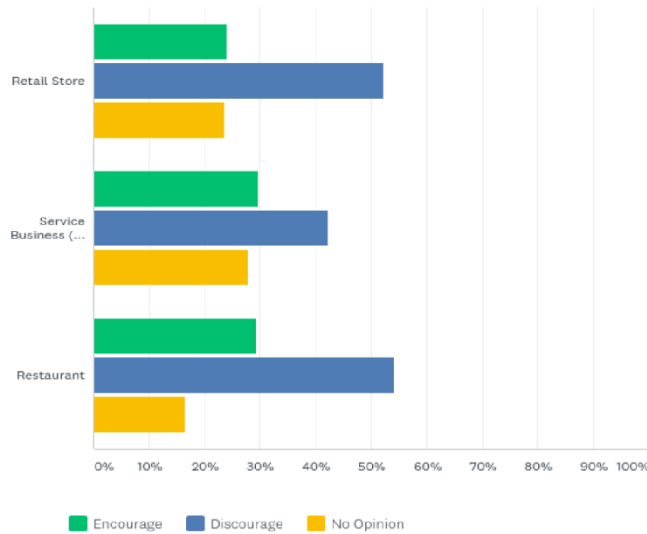
Answered: 900 Skipped: 13

	1 (LOWEST)	2	3	4	5 (HIGHEST)	TOTAL	WEIGHTED AVERAGE
Casual Sit-down Dining.	1.79% 16	2.12% 19	12.17% 109	31.03% 278	52.90% 474	896	4.31
Sit-down Fine Dining	12.18% 109	16.31% 146	26.03% 233	27.60% 247	17.88% 160	895	3.23
Fast Casual w/ Take Out	11.71% 105	12.15% 109	27.76% 249	27.96% 251	20.40% 183	897	3.33
Coffee House	7.38% 66	9.17% 82	20.47% 183	27.29% 244	35.68% 319	894	3.75
Deli/Sandwich Shop	2.23% 20	4.36% 39	18.10% 162	37.09% 332	38.21% 342	895	4.05
Fast Food / Quick-serve	50.06% 448	16.76% 150	15.31% 137	10.17% 91	7.71% 69	895	2.09

	1 (LOWEST)	2	3	4	5 (HIGHEST)	TOTAL	WEIGHTED AVERAGE
Chain 5 or less locations	38.68% 345	16.93% 151	21.30% 190	15.13% 135	7.96% 71	892	2.37
Chain 6-15 locations	59.93% 534	13.92% 124	14.59% 130	7.52% 67	4.04% 36	891	1.82
Chain 16-30 locations	72.12% 639	10.95% 97	9.03% 80	4.29% 38	3.61% 32	886	1.56
Chain 31-100 locations	78.67% 697	7.22% 64	7.45% 66	3.16% 28	3.50% 31	886	1.46
Chain 100 locations	81.13% 718	5.42% 48	6.44% 57	3.16% 28	3.84% 34	885	1.43
Outdoor Dining	5.87% 52	8.01% 71	21.11% 187	29.57% 262	35.44% 314	886	3.81

Q6: A "Formula Business" is a business that is part of a larger chain where each location has the same brand, the same exterior appearance, and generally offers the same products. Please indicate whether you think Fair Haven should encourage, or discourage, each category of "Formula Business" listed below

Answered: 899 Skipped: 14



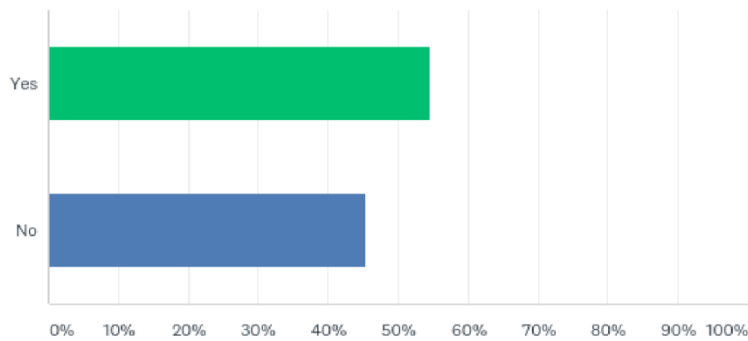
Q6: A “Formula Business” is a business that is part of a larger chain where each location has the same brand, the same exterior appearance, and generally offers the same products. Please indicate whether you think Fair Haven should encourage, or discourage, each category of “Formula Business” listed below

Answered: 899 Skipped: 14

	ENCOURAGE	DISCOURAGE	NO OPINION	TOTAL
Retail Store	24.09% 212	52.27% 460	23.64% 208	880
Service Business (Hair/Nail Salon, Exercise/Dance Studio, Spa)	29.81% 265	42.29% 376	27.90% 248	889
Restaurant	29.27% 262	54.19% 485	16.54% 148	895

Q7: Would you be more inclined to support a formula business if the façade, colors, and signage blended into a planned “Uniquely Fair Haven” business district design?

Answered: 896 Skipped: 17



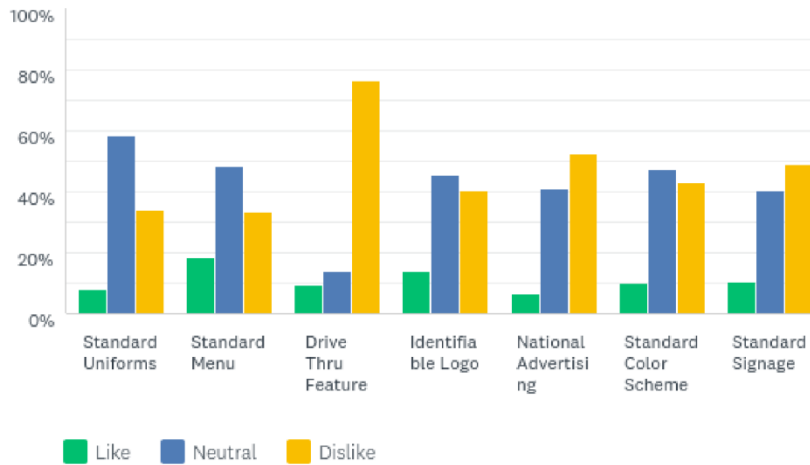
Q7: Would you be more inclined to support a formula business if the façade, colors, and signage blended into a planned “Uniquely Fair Haven” business district design?

Answered: 896 Skipped: 17

ANSWER CHOICES	RESPONSES	
Yes	54.69%	490
No	45.31%	406
TOTAL		896

Q8: What do you think about the following elements of the formula business model?

Answered: 898 Skipped: 15



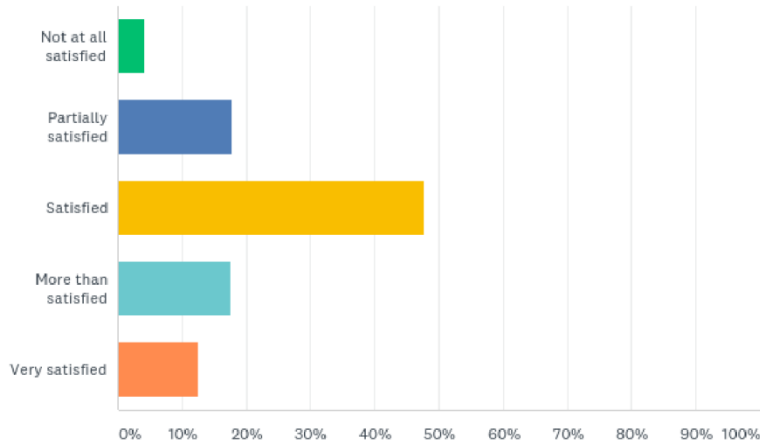
Q8: What do you think about the following elements of the formula business model?

Answered: 898 Skipped: 15

	LIKE	NEUTRAL	DISLIKE	TOTAL	WEIGHTED AVERAGE
Standard Uniforms	7.81% 70	58.26% 522	33.93% 304	896	-0.26
Standard Menu	18.31% 163	48.31% 430	33.37% 297	890	-0.15
Drive Thru Feature	9.69% 87	13.81% 124	76.50% 687	898	-0.67
Identifiable Logo	13.76% 123	45.75% 409	40.49% 362	894	-0.27
National Advertising	6.49% 58	40.87% 365	52.63% 470	893	-0.46
Standard Color Scheme	9.85% 88	47.26% 422	42.89% 383	893	-0.33
Standard Signage	10.54% 94	40.58% 362	48.88% 436	892	-0.38

Q9: How satisfied are you with the appearance of the recently built or refurbished buildings in the eastern portion of our business district? (Closest to Rumson)

Answered: 896 Skipped: 17



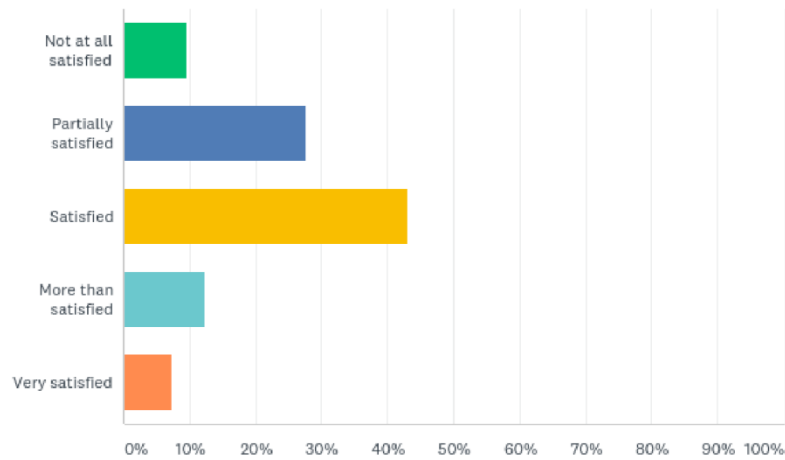
Q9: How satisfied are you with the appearance of the recently built or refurbished buildings in the eastern portion of our business district? (Closest to Rumson)

Answered: 896 Skipped: 17

ANSWER CHOICES	RESPONSES	
Not at all satisfied	4.24%	38
Partially satisfied	17.86%	160
Satisfied	47.77%	428
More than satisfied	17.63%	158
Very satisfied	12.50%	112
TOTAL		896

Q10: How satisfied are you with the appearance of the recently built or refurbished buildings in the western portion of our business district? (Closest to Red Bank)

Answered: 890 Skipped: 23



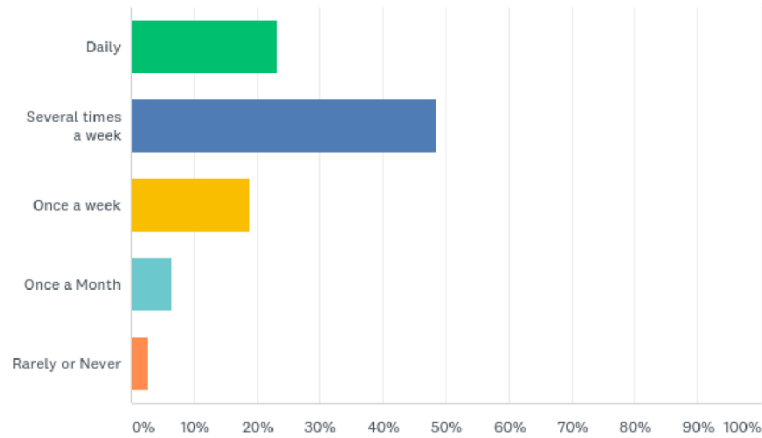
Q10: How satisfied are you with the appearance of the recently built or refurbished buildings in the western portion of our business district? (Closest to Red Bank)

Answered: 890 Skipped: 23

ANSWER CHOICES	RESPONSES	
Not at all satisfied	9.66%	86
Partially satisfied	27.53%	245
Satisfied	43.15%	384
More than satisfied	12.25%	109
Very satisfied	7.42%	66
TOTAL		890

Q11: How often do you patronize the Businesses in the Fair Haven business district?

Answered: 898 Skipped: 15



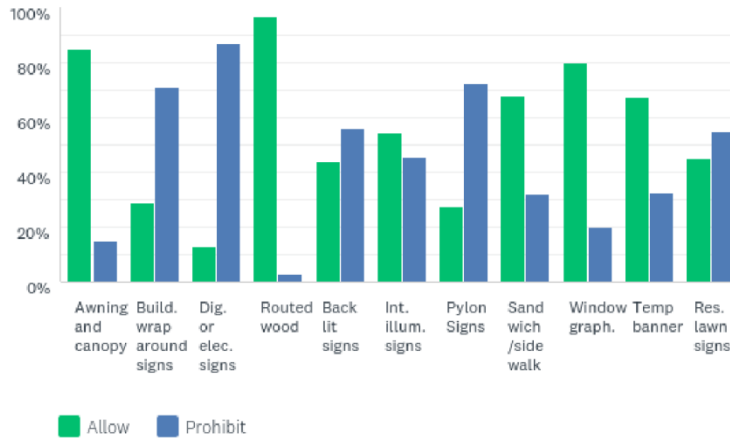
Q11: How often do you patronize the Businesses in the Fair Haven business district?

Answered: 898 Skipped: 15

ANSWER CHOICES	RESPONSES	
Daily	23.16%	208
Several times a week	48.55%	436
Once a week	18.93%	170
Once a Month	6.57%	59
Rarely or Never	2.78%	25
TOTAL		898

Q12: Please indicate if you think Fair Haven should allow or prohibit each of the following categories of exterior signage or outdoors signs

Answered: 897 Skipped: 16



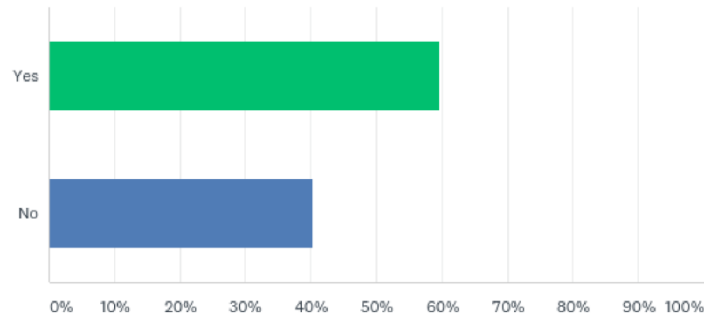
Q12: Please indicate if you think Fair Haven should allow or prohibit each of the following categories of exterior signage or outdoors signs

Answered: 897 Skipped: 16

	ALLOW	PROHIBIT	TOTAL
Awning and canopy	85.21% 755	14.79% 131	886
Build. wrap around signs	28.91% 253	71.09% 622	875
Dig. or elec. signs	12.81% 114	87.19% 776	890
Routed wood	96.97% 864	3.03% 27	891
Back lit signs	43.87% 383	56.13% 490	873
Int. illum. signs	54.47% 475	45.53% 397	872
Pylon Signs	27.45% 224	72.55% 592	816
Sand wich /side walk	68.18% 602	31.82% 281	883
Window graph.	79.91% 708	20.09% 178	886
Temp banner	67.27% 594	32.73% 289	883
Res. lawn signs	45.15% 396	54.85% 481	877

Q16: Do you think the newer homes in your neighborhood appear to be too large when viewed from the street?

Answered: 891 Skipped: 22



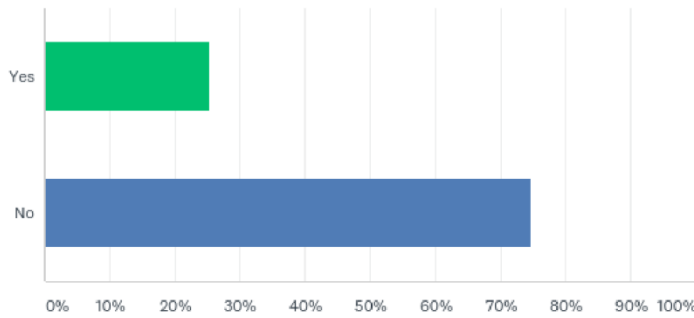
Q16: Do you think the newer homes in your neighborhood appear to be too large when viewed from the street?

Answered: 891 Skipped: 22

ANSWER CHOICES	RESPONSES	
Yes	59.71%	532
No	40.29%	359
TOTAL		891

Q17: Do you think the town's zoning laws should limit utilizing basements, attics, or areas above attached garages, as usable living space?

Answered: 885 Skipped: 28



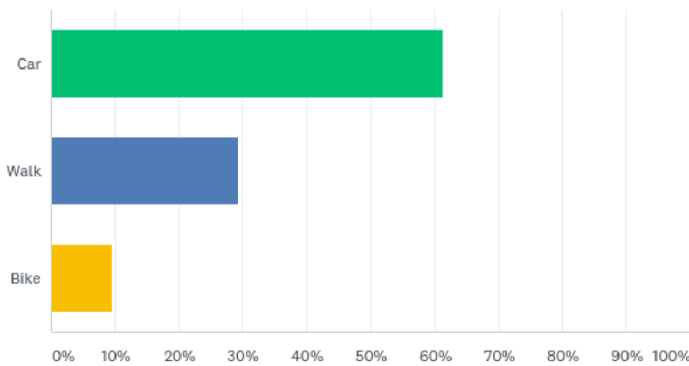
Q17: Do you think the town’s zoning laws should limit utilizing basements, attics, or areas above attached garages, as usable living space?

Answered: 885 Skipped: 28

ANSWER CHOICES	RESPONSES	
Yes	25.31%	224
No	74.69%	661
TOTAL		885

Q18: How do you typically travel to local destinations, such Fair Haven’s business district, parks, and schools?

Answered: 846 Skipped: 67



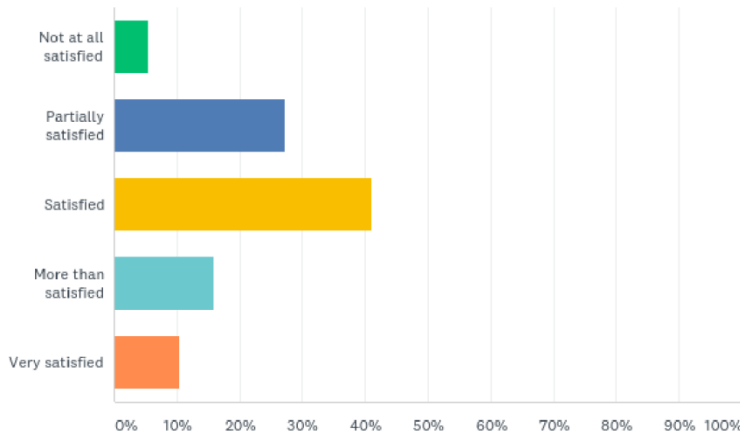
Q18: How do you typically travel to local destinations, such Fair Haven’s business district, parks, and schools?

Answered: 846 Skipped: 67

ANSWER CHOICES	RESPONSES	
Car	61.23%	518
Walk	29.20%	247
Bike	9.57%	81
TOTAL		846

Q19: How satisfied are you with the Borough’s pedestrian facilities? (Sidewalks, trails, bicycle route access, overall connectivity?)

Answered: 845 Skipped: 68



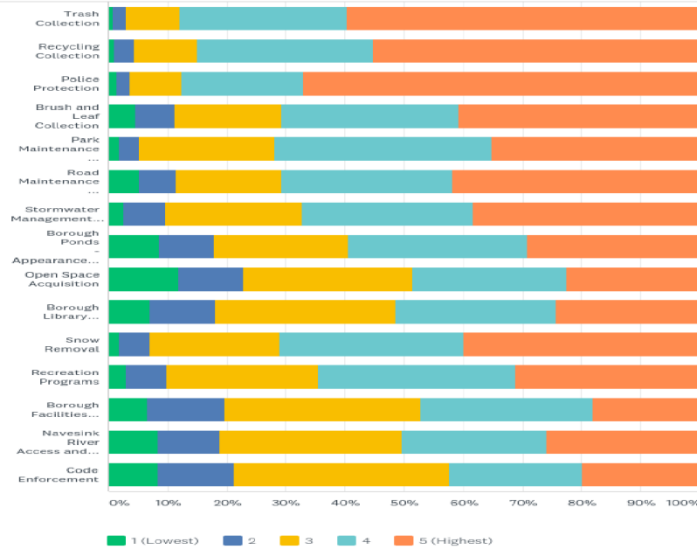
Q19: How satisfied are you with the Borough’s pedestrian facilities? (Sidewalks, trails, bicycle route access, overall connectivity?)

Answered: 845 Skipped: 68

ANSWER CHOICES	RESPONSES	
Not at all satisfied	5.44%	46
Partially satisfied	27.10%	229
Satisfied	41.07%	347
More than satisfied	15.86%	134
Very satisfied	10.53%	89
TOTAL		845

Q20: Please rate the importance of each of the following Borough services, on a scale from 1 to 5. (5 is highest, or most important)

Answered: 844 Skipped: 6



Q20: Please rate the importance of each of the following Borough services, on a scale from 1 to 5. (5 is highest, or most important)

Answered: 844 Skipped: 69

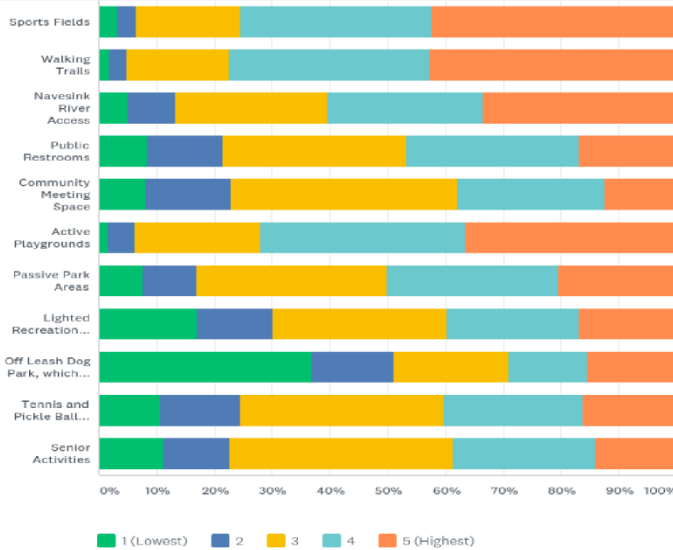
	1 (LOWEST)	2	3	4	5 (HIGHEST)	TOTAL	WEIGHTED AVERAGE
Trash Collection	0.71% 6	2.38% 20	8.91% 75	28.27% 238	59.74% 503	842	4.44
Recycling Collection	1.07% 9	3.33% 28	10.58% 89	29.73% 250	55.29% 465	841	4.35
Police Protection	1.43% 12	2.26% 19	8.82% 74	20.50% 172	66.98% 562	839	4.49
Brush and Leaf Collection	4.52% 38	6.78% 57	17.95% 151	30.08% 253	40.67% 342	841	3.96
Park Maintenance and Improvements	1.79% 15	3.46% 29	22.82% 191	36.80% 308	35.13% 294	837	4.00
Road Maintenance and Repair	5.13% 43	6.32% 53	17.88% 150	28.96% 243	41.72% 350	839	3.96
Stormwater Management Upgrades to protect the Navesink River	2.52% 21	7.21% 60	23.08% 192	28.85% 240	38.34% 319	832	3.93
Borough Ponds - Appearance and Maintenance	8.57% 72	9.29% 78	22.62% 190	30.48% 255	29.05% 244	840	3.62

	1 (LOWEST)	2	3	4	5 (HIGHEST)	TOTAL	WEIGHTED AVERAGE
Open Space Acquisition	11.91% 99	10.95% 91	28.64% 238	25.99% 216	22.50% 187	831	3.36
Borough Library Services	7.04% 59	11.10% 93	30.55% 256	26.97% 226	24.34% 204	838	3.50
Snow Removal	1.91% 16	5.13% 43	21.81% 183	31.23% 262	39.93% 335	839	4.02
Recreation Programs	3.00% 25	6.84% 57	25.69% 214	33.37% 278	31.09% 259	833	3.83
Borough Facilities Maintenance and Improvements	6.69% 56	12.90% 108	33.21% 278	29.15% 244	18.04% 151	837	3.39
Navesink River Access and Improvements	8.40% 70	10.44% 87	30.73% 256	24.49% 204	25.93% 216	833	3.49
Code Enforcement	8.42% 70	12.88% 107	36.34% 302	22.38% 186	19.98% 166	831	3.33

Q21: Please rate the importance of each of the following recreation activities and community facilities in Fair Haven, on a scale from 1 to 5. (5 is highest, or most important)

Answered: 842

Skipped: 71



Q21: Please rate the importance of each of the following recreation activities and community facilities in Fair Haven, on a scale from 1 to 5. (5 is highest, or most important)

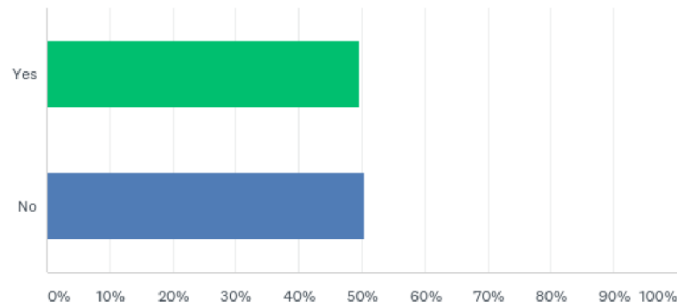
Answered: 842 Skipped: 71

	1 (LOWEST)	2	3	4	5 (HIGHEST)	TOTAL	WEIGHTED AVERAGE
Sports Fields	3.11% 26	3.35% 28	17.96% 150	33.17% 277	42.40% 354	835	4.08
Walking Trails	1.91% 16	2.86% 24	17.76% 149	34.68% 291	42.79% 359	839	4.14
Navesink River Access	5.12% 43	8.10% 68	26.31% 221	27.02% 227	33.43% 281	840	3.76
Public Restrooms	8.36% 70	13.02% 109	31.78% 266	29.87% 250	16.97% 142	837	3.34
Community Meeting Space	8.00% 67	14.80% 124	29.20% 247	25.54% 214	12.41% 104	838	3.20
Active Playgrounds	1.68% 14	4.56% 38	21.73% 181	35.41% 295	36.61% 305	833	4.01
Passive Park Areas	7.63% 63	9.20% 76	32.93% 277	29.78% 246	20.46% 169	826	3.46

	1 (LOWEST)	2	3	4	5 (HIGHEST)	TOTAL	WEIGHTED AVERAGE
Lighted Recreation Space for Nighttime Activities	17.07% 142	13.10% 109	30.17% 251	22.84% 190	16.83% 140	832	3.05
Off Leash Dog Park, which would be open to both residents and non-residents	36.69% 306	14.39% 120	19.78% 165	13.67% 114	15.47% 129	834	2.57
Tennis and Pickle Ball Courts	10.70% 89	13.82% 115	35.22% 293	23.92% 199	16.35% 136	832	3.21
Senior Activities	11.19% 93	11.43% 95	38.63% 321	24.67% 205	14.08% 117	831	3.15

Q22: Has the recent change in federal tax law, which may limit your ability to deduct local property taxes, impacted your opinion on public spending to support local services and improvements?

Answered: 833 Skipped: 80



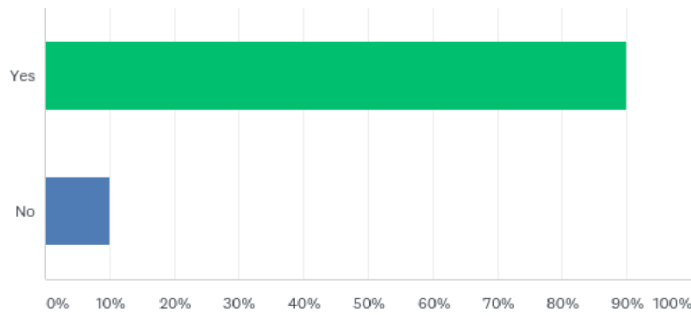
Q22: Has the recent change in federal tax law, which may limit your ability to deduct local property taxes, impacted your opinion on public spending to support local services and improvements?

Answered: 833 Skipped: 80

ANSWER CHOICES	RESPONSES	
Yes	49.58%	413
No	50.42%	420
TOTAL		833

Q23: Are you happy with the level of services and recreational programs provided by Monmouth County?

Answered: 831 Skipped: 82



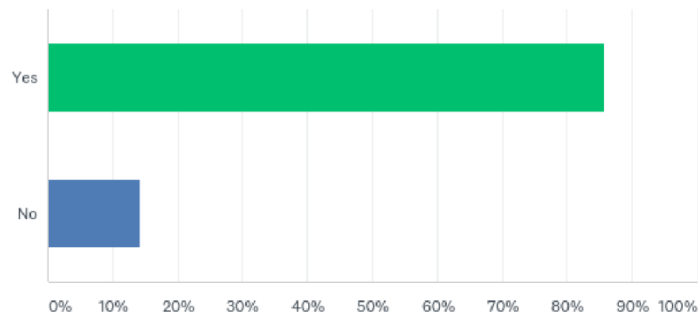
Q23: Are you happy with the level of services and recreational programs provided by Monmouth County?

Answered: 831 Skipped: 82

ANSWER CHOICES	RESPONSES	
Yes	90.01%	748
No	9.99%	83
TOTAL		831

Q24: The Borough of Fair Haven generally holds open public meetings from Monday through Thursday, with a start time between 7:00 PM and 7:30 PM. Are these days and times convenient if you want to attend a public meeting?

Answered: 838 Skipped: 75



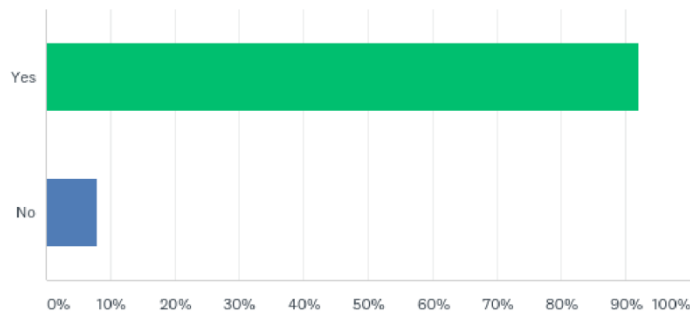
Q24: The Borough of Fair Haven generally holds open public meetings from Monday through Thursday, with a start time between 7:00 PM and 7:30 PM. Are these days and times convenient if you want to attend a public meeting?

Answered: 838 Skipped: 75

ANSWER CHOICES	RESPONSES	
Yes	85.68%	718
No	14.32%	120
TOTAL		838

Q26: Are you happy with the Borough's recent efforts to increase communication, including: Borough Facebook Page, Weekly Constant Contact Emails, Email Blasts, Electronic Sign and the Mayor's Monthly Open Forum ?

Answered: 833 Skipped: 80



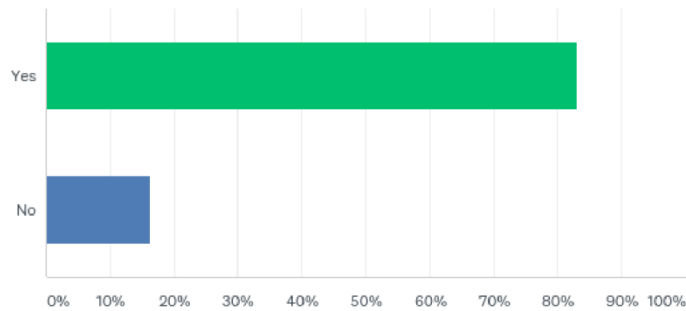
Q26: Are you happy with the Borough's recent efforts to increase communication, including: Borough Facebook Page, Weekly Constant Contact Emails, Email Blasts, Electronic Sign and the Mayor's Monthly Open Forum ?

Answered: 833 Skipped: 80

ANSWER CHOICES	RESPONSES	
Yes	92.08%	767
No	7.92%	66
TOTAL		833

Q28: Have you registered your email with the Borough so that you can receive timely e-blasts, as well as weekly emails on what is happening in town?

Answered: 830 Skipped: 83



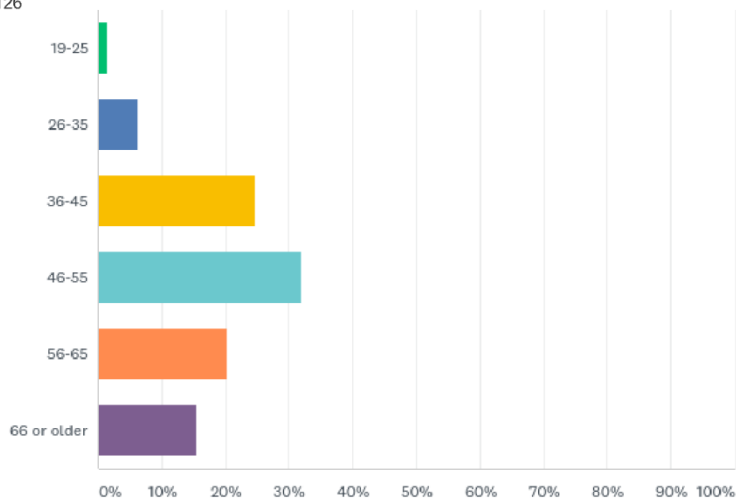
Q28: Have you registered your email with the Borough so that you can receive timely e-blasts, as well as weekly emails on what is happening in town?

Answered: 830 Skipped: 83

ANSWER CHOICES	RESPONSES	
Yes	83.01%	689
No	16.39%	136
TOTAL		830

Q31: What is your age?

Answered: 787 Skipped: 126



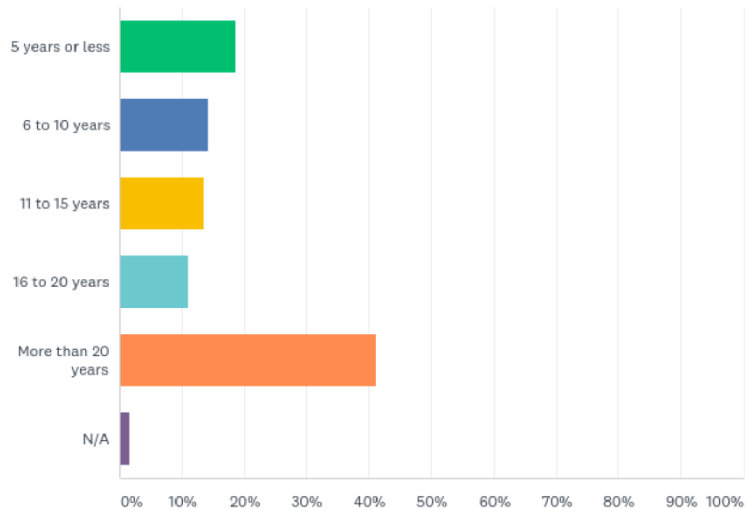
Q31: What is your age?

Answered: 787 Skipped: 126

ANSWER CHOICES	RESPONSES	
19-25	1.40%	11
26-35	6.23%	49
36-45	24.65%	194
46-55	32.02%	252
56-65	20.20%	159
66 or older	15.50%	122
TOTAL		787

Q32: How long have you lived in Fair Haven?

Answered: 810 Skipped: 103



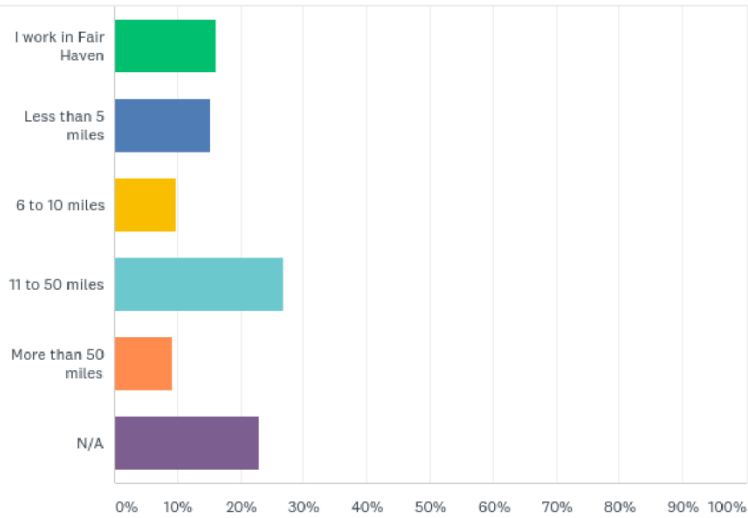
Q32: How long have you lived in Fair Haven?

Answered: 810 Skipped: 103

ANSWER CHOICES	RESPONSES	
5 years or less	18.52%	150
6 to 10 years	14.20%	115
11 to 15 years	13.58%	110
16 to 20 years	10.99%	89
More than 20 years	41.11%	333
N/A	1.60%	13
TOTAL		810

Q33: How far do you travel to work?

Answered: 807 Skipped: 106



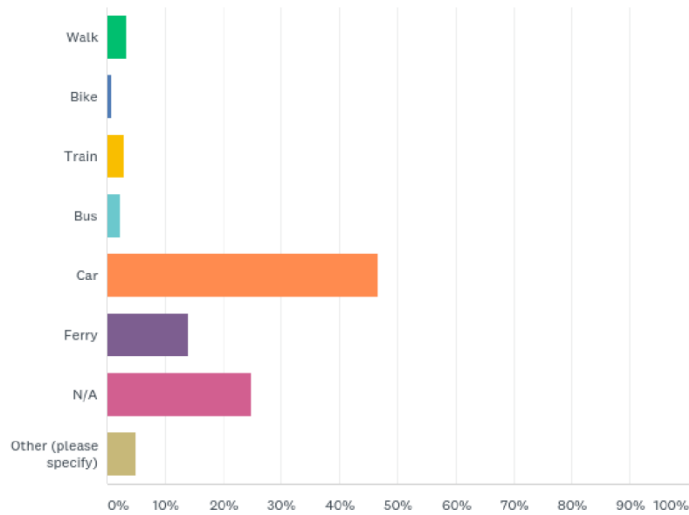
Q33: How far do you travel to work?

Answered: 807 Skipped: 106

ANSWER CHOICES	RESPONSES	
I work in Fair Haven	16.11%	130
Less than 5 miles	15.24%	123
6 to 10 miles	9.79%	79
11 to 50 miles	26.77%	216
More than 50 miles	9.17%	74
N/A	22.92%	185
TOTAL		807

Q34: How do you travel to work?

Answered: 801 Skipped: 112



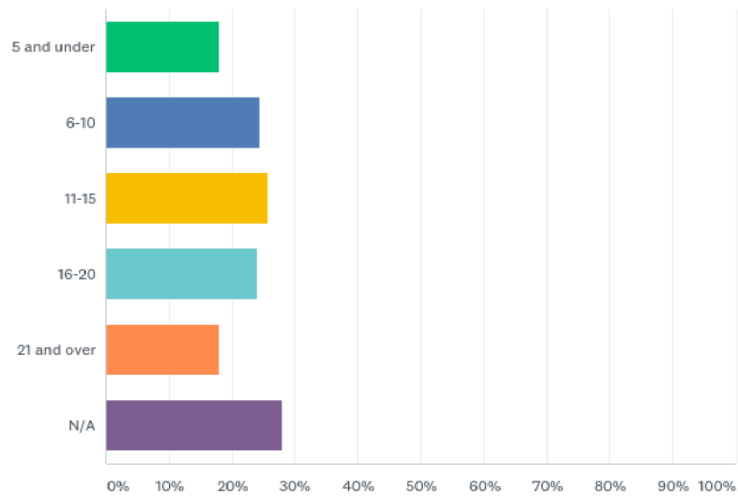
Q34: How do you travel to work?

Answered: 801 Skipped: 112

ANSWER CHOICES	RESPONSES	
Walk	3.37%	27
Bike	0.75%	6
Train	2.87%	23
Bus	2.37%	19
Car	46.57%	373
Ferry	13.98%	112
N/A	24.97%	200
Other (please specify)	5.12%	41
TOTAL		801

Q35: What are the ages of children in your home? (Check all that apply)

Answered: 803 Skipped: 110



Q35: What are the ages of children in your home? (Check all that apply)

Answered: 803 Skipped: 110

ANSWER CHOICES	RESPONSES	
5 and under	18.06%	145
6-10	24.41%	196
11-15	25.78%	207
16-20	24.03%	193
21 and over	17.93%	144
N/A	28.02%	225
Total Respondents: 803		