

319 LaReine Avenue
Borough of Bradley Beach

**Community Survey
Analysis Highlights**

Survey Deployment

The Borough conducted a digital survey to assess the opinions and priorities of the community about the property located at 319 LaReine Avenue.

The survey period ran from July 15-31, and access was accompanied by clarifying information about possible development of the property, including a proposed budget.

The survey was accessible on computers, tablets and mobile phones with internet connectivity. Digital access to the survey was also available at the Bradley Beach Public Library.



Survey Analysis

July 15 - July 31

Who responded?

What method did they use?

Who:

- 927 verified submissions
- 88% residential property owners
- 99.8% responded in English

How:

- 604 mobile device responses
- 303 desktop responses
- 20 tablet responses



Survey Analysis

July 15 - July 31

Initial feelings

What does the community feel about the proposed project before being presented with the bulk of the survey?

Note that respondents have already been given the opportunity to review supplemental materials, with **about 80% of participants responding they have partially or fully reviewed the documents.**

Initial feelings:

- 58.1% felt ***Strongly Negative*** or ***Negative***
- 18.6% felt ***Neutral***
- 23.3% felt ***Strongly Positive*** or ***Positive***

Tax Implications

We presented estimated data based on mean and median property values.



We want to be sure the way we present these numbers is easily understood. **Please review the table below, then hit continue.**

Local Tax impact to the taxpayer for 319 LaReine Avenue					
	Assessed property value	Current Local Tax .406	Incremental 319 LaReine Avenue tax estimate	New Local Tax payment	10-year cumulative cost to the taxpayer
Borough MEDIAN residential property value	\$ 768,300	\$ 3,119	\$ 593	\$ 3,712	\$ 6,350
Borough MEAN residential property value	\$ 812,511	\$ 3,302	\$ 702	\$ 4,004	\$ 7,518

There are 1,931 taxed residential properties in Bradley Beach as of 2022. **MEDIAN** value is the *middle* value of these properties in 2022. **MEAN** value is the *average* value of these properties in 2022.

Through 2034, the tax burden increases to a total of \$14.5 million. This figure includes all projected operational costs (property acquisition, repairs, and operating) through 2034.

Continue

press **Enter** ↵



21a → There are 1,931 taxed residential properties in the Borough. The average assessed value of these properties is \$812,511. The 10 year total cost to a taxpayer with this property value would be \$7,518.

Based on the data presented here, do you understand how your taxes could be impacted if this project moves forward? *

A Yes

B No

C Not sure



Survey Analysis

July 15 - July 31

Tax implications

Respondents were presented with information regarding potential tax implications. We then asked them to answer if they understood the potential costs for their own situation.

“Based on the data presented here, do you understand how your taxes could be impacted if the project moves forward?”

- **Yes: 93.5%**
- **No: 1.4%**
- **Not sure: 5.1%**



Survey Analysis

July 15 - July 31

Project comparisons

Respondents were asked to rank six Borough projects in order of their interests/needs. This sorting exercise was meant to assess needs and priorities; it was not meant as an apples to apples comparison.

Project rankings:

- **#1** Main Street Improvements
- **#2** Beach and Dune Improvements
- **#3** Sewer System Upgrades
- **#4** Bulkhead for Storm Resilience
- **#5** Public Works Consolidation
- **#6** 319 LaReine Avenue Community Center



Survey Analysis

July 15 - July 31

Community engagement

Respondents were asked if they'd like to leave a comment or opinion on project prioritization.

Willingness to leave comments and feedback is a great gauge for engagement. Respondents were an active, articulate bunch. **These responses are an incredible resource for the Borough!**

- About 35% of respondents opted to leave a comment. **This is well over 300 responses for the Borough to read, digest and potentially act on.**

As the Borough works to keep active communication, questions, confusion, and engagement sourced from comments can be used to create FAQs, Town Hall meetings, and other useful materials for residents.





Survey Analysis

July 15 - July 31

In favor?

Respondents were asked to select a non-binding answer to if they approved of the project after reviewing the survey and materials.

“After reviewing this survey, are you in favor of the current proposed project at 319 LaReine Avenue?”

- Yes: 25.1%
- No: 74.9%



Survey Analysis

July 15 - July 31

Building uses

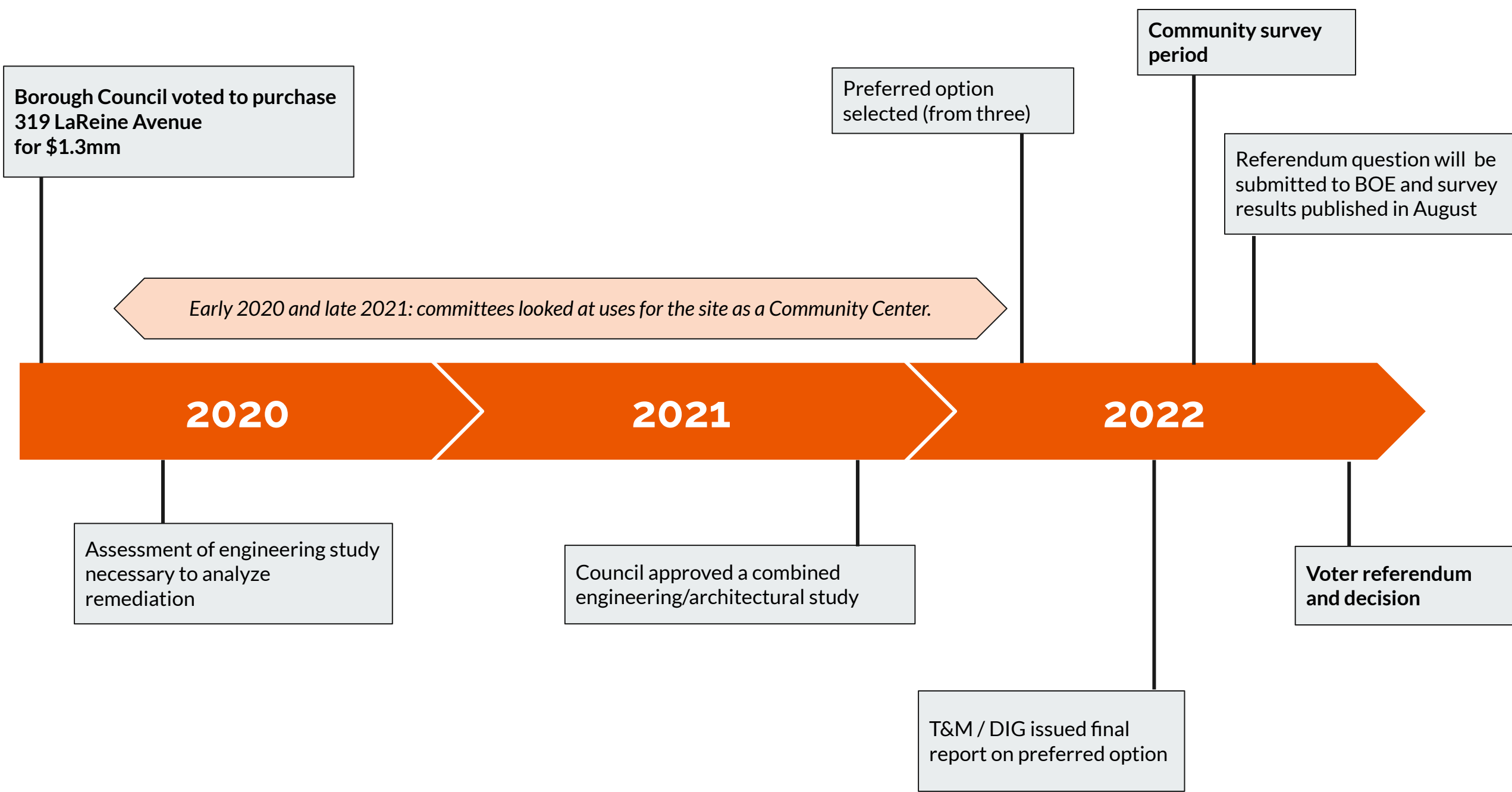
Respondents who were in favor of the project were presented with potential uses of the space to rank in order of interest.

Building use rankings:

- #1 Communal activity space
- #2 Event/exhibit/performing arts space
- #3 Welcome Center and Historical Society
- #4 Community garden
- #5 Short-term childcare
- #6 Remote work flex space
- #7 Cafe
- #8 Indoor park

**This concludes our highlights.
Let's take a quick look back at
the history.**





Looking for more? For additional data and details, please contact the Borough.

Many thanks to all who responded!

