

# CAT Presentation to Council

Closson Property Community Outreach

3/2/21

# Outreach methods

- Survey
- Office hours

# Survey Development

- Drafted by CAT communications team
- Reviewed by mayor and members of council
- Reviewed by full CAT

# Distribution Details

- Survey open from 2/4 until 2/21
- Advertised through City's listserv – Lambertville Matters and 2 separate emails
- Outreach through other organizations – particularly Fisherman's Mark and school district
- Outreach conducted in Spanish and English
- Paper copies available in City Hall and through Fisherman's Mark

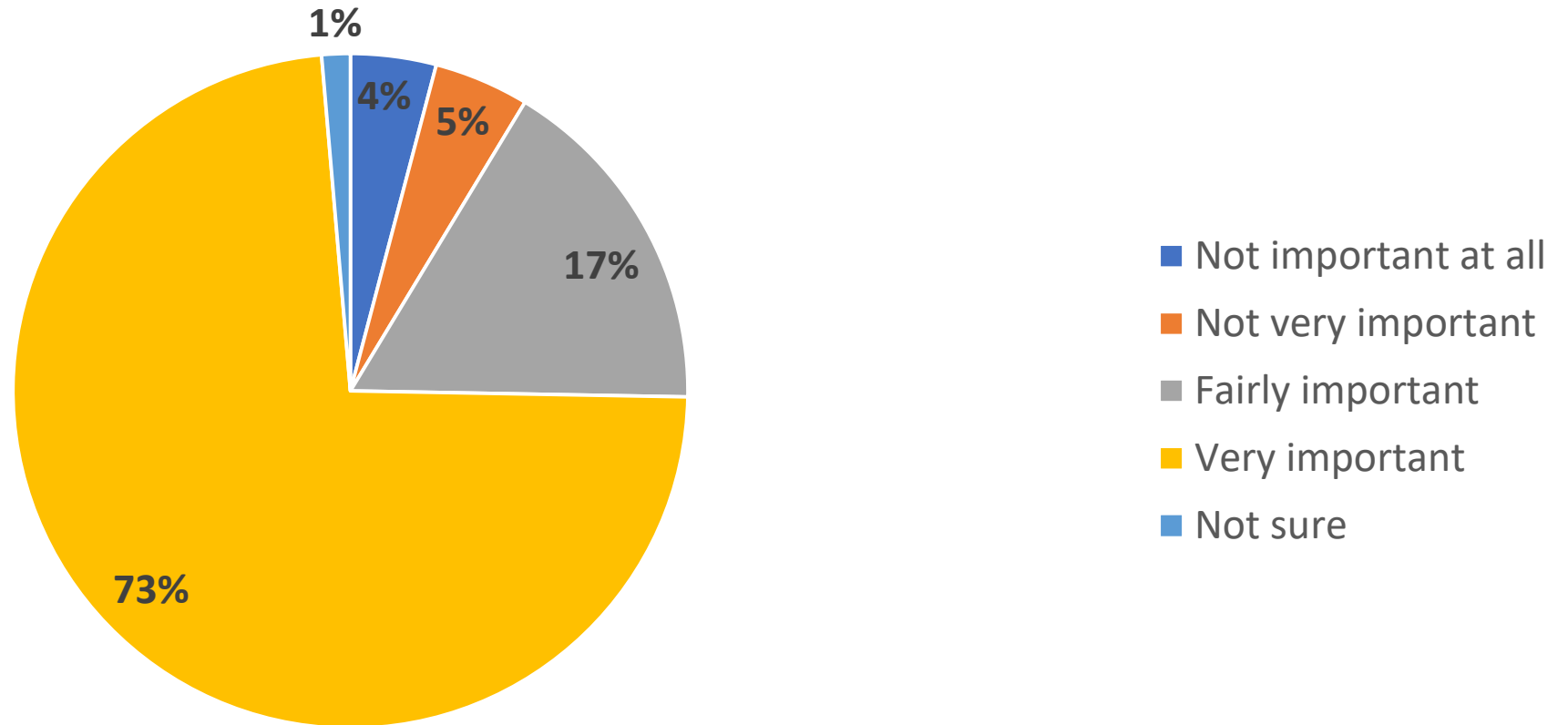
# Data Analysis

- Received 488 responses from the resident survey
  - Cleaned the data by checking for duplicates
  - 442 unique responses
  - 19 responses from business owners/organization leaders (no duplicates)
- Open-ended item analysis
  - Had 2-3 independent readers
  - After their independent analyses, met to ensure inter-rater reliability

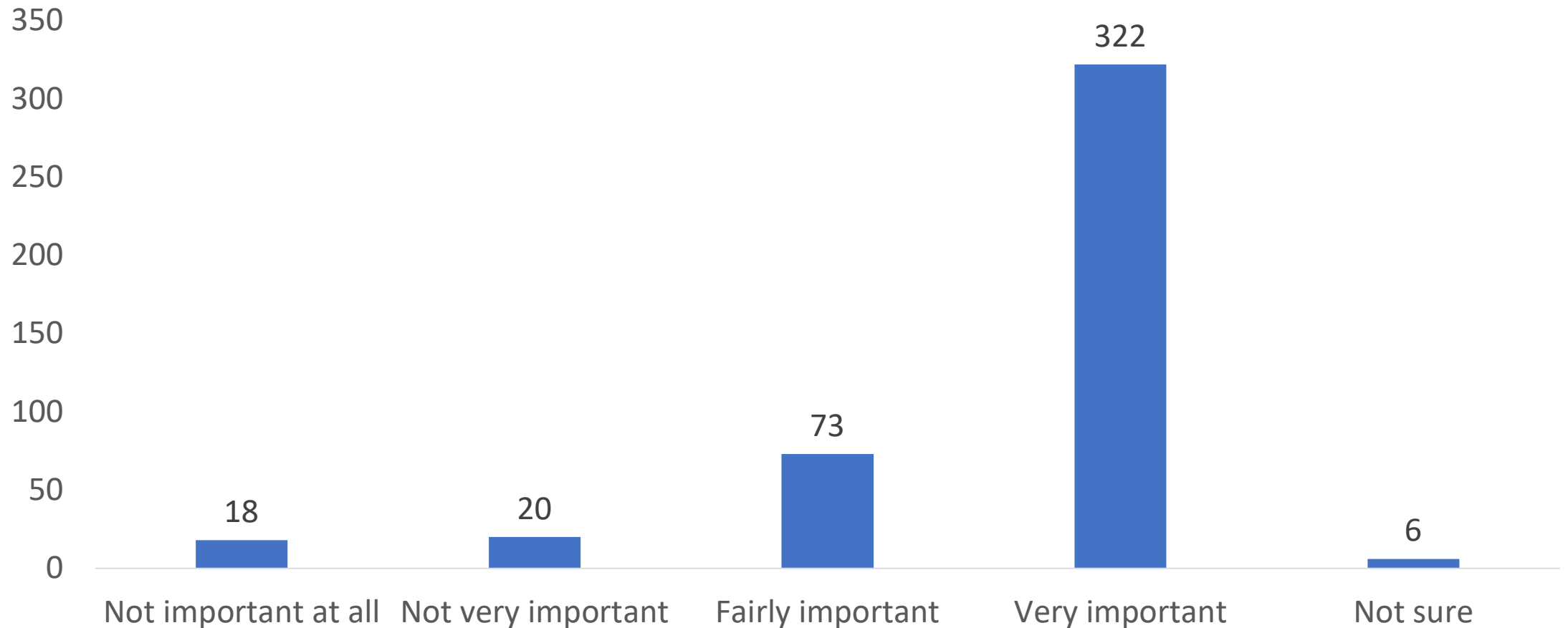
# Respondents

- 442 residents
  - 429 online
  - 13 through Fisherman's Mark
- 19 business owners/organization leaders
- **Next slides show results only for residents. We add in business owners/organization leaders in supplemental slides**

# How important is the preservation of the Closson property to you? (responses = 439)

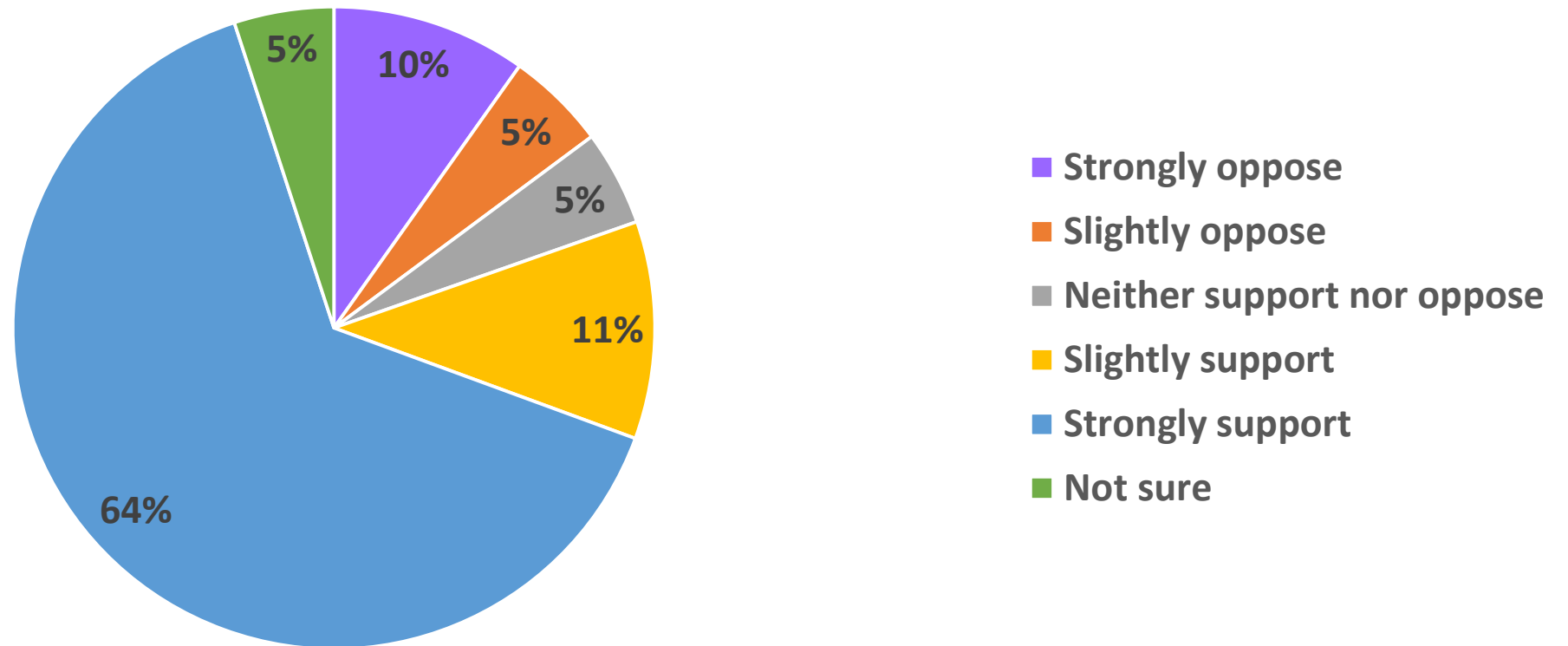


# How important is the preservation of the Closson property to you? (responses=439)

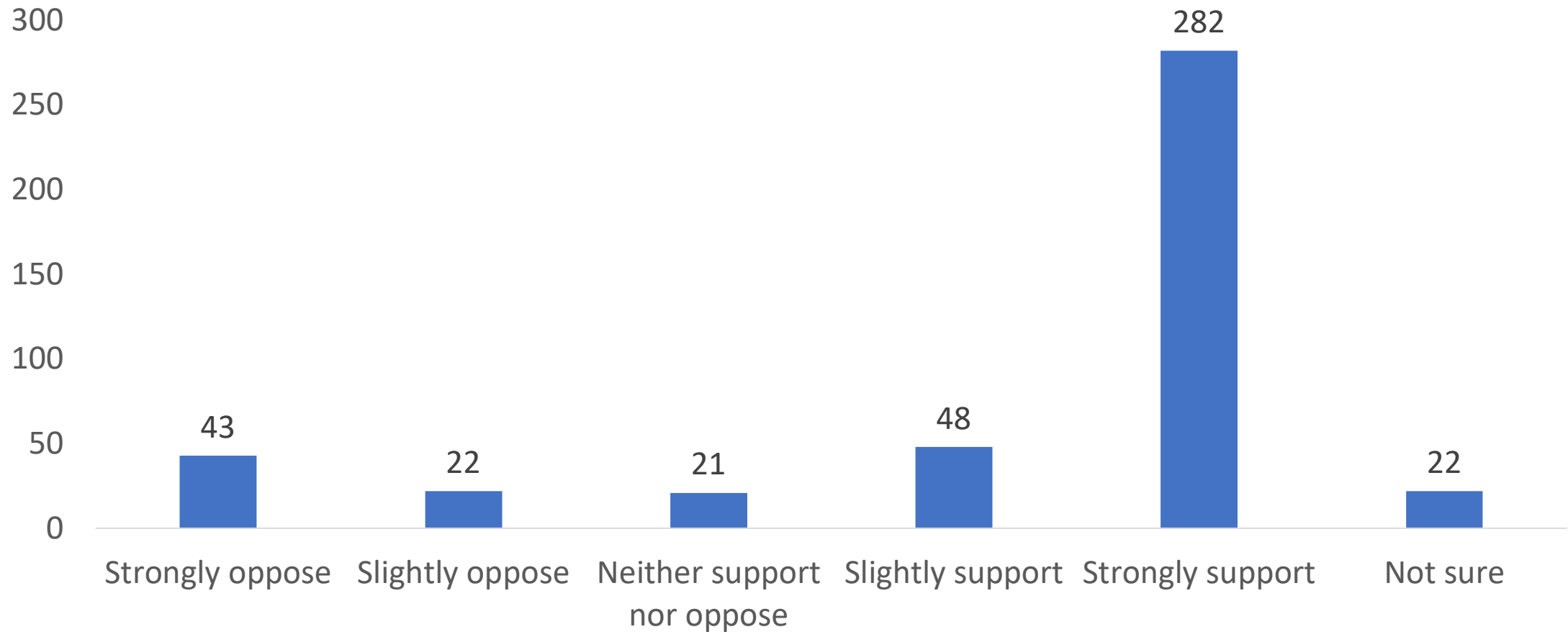




# Do you support or oppose the City purchasing the Closson site? (responses=438)



# Do you support or oppose the City purchasing the Closson site? (responses=438)



Open-ended item: Please explain why the preservation of the Closson property is or is not important to you

394 responses

Responses often touched upon multiple points outlined on the next slides

The top 3 reasons survey respondents said they support the preservation of the Closson property are:

- To preserve open, green space (166 est)
- To preserve Lambertville's history and historic buildings on the property (145 est)
- To prevent overdevelopment, which several also feared would cause increased traffic, more parking issues in town, an increased burden on schools, and issues with slope, drainage and flooding if developed (107 est)

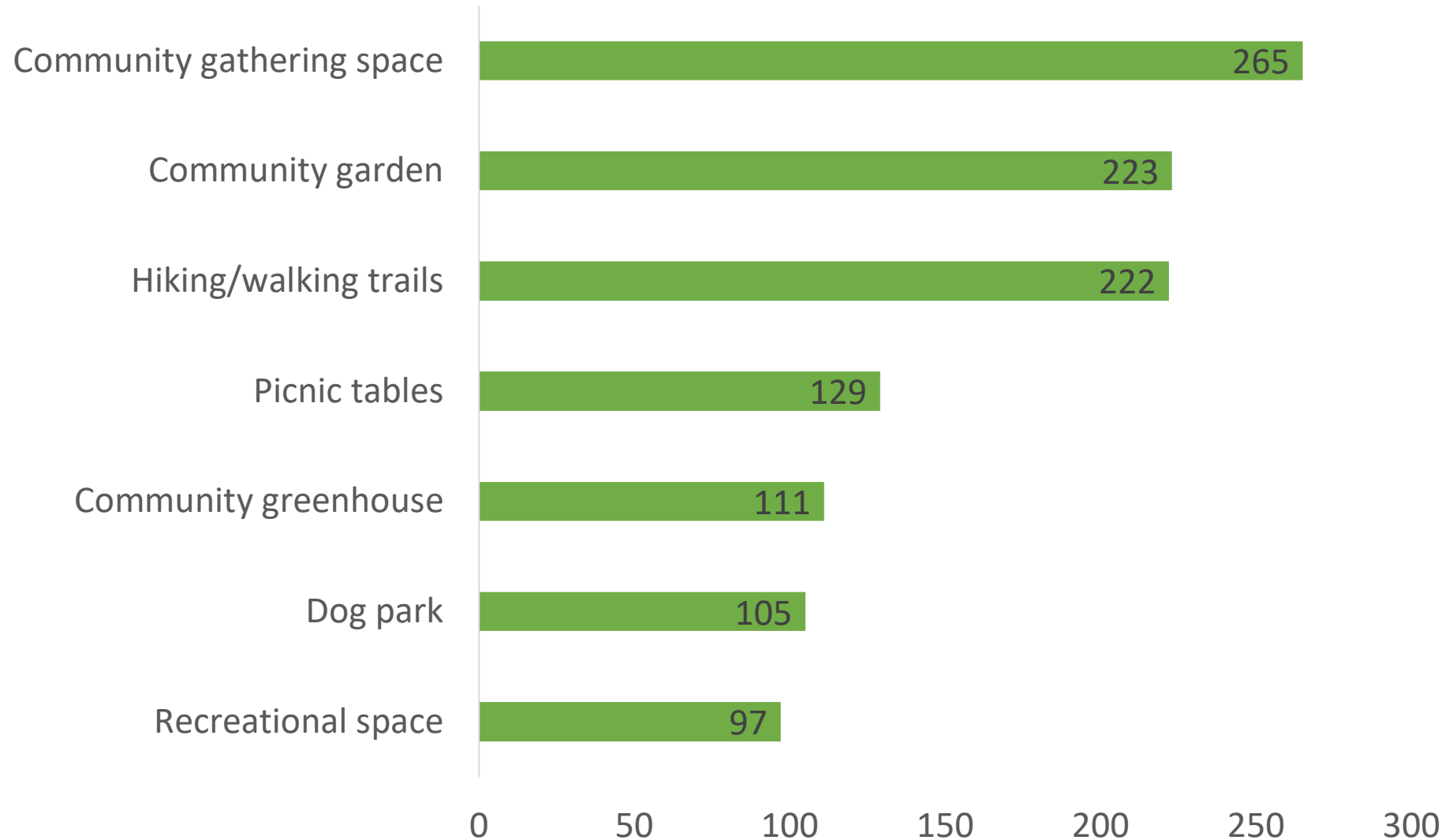
# Other reasons for supporting this project

- For community and public use (sledding, dog park, gardens, etc) / quality of life (68 est)
- Maintain farmer's market, which several noted is the only walkable source for fresh produce in town (35 est)
- Ability to address the city's facility needs (police, library, city hall) with this space (20 est)
  - *Note: There are a small group of respondents who support preservation without the location of city facilities on this site (7 est)*
- Impact as the gateway into the northern part of the City (10 est)

# Concerns about purchase/preservation of site

- Cost –feel the city can't afford it (including costs for purchase, renovation and/or maintenance) and have expressed concern about the city's debt and overall needed expenditures (building repairs, police department move, new school, etc.) and how this fits into overall costs and priorities (38 est)
- Believe the purchase will increase taxes (11 est)
- Feel it is overpriced or question the purchase price without an appraisal (6 est)

# Interests for site usage (note: pick top 3)

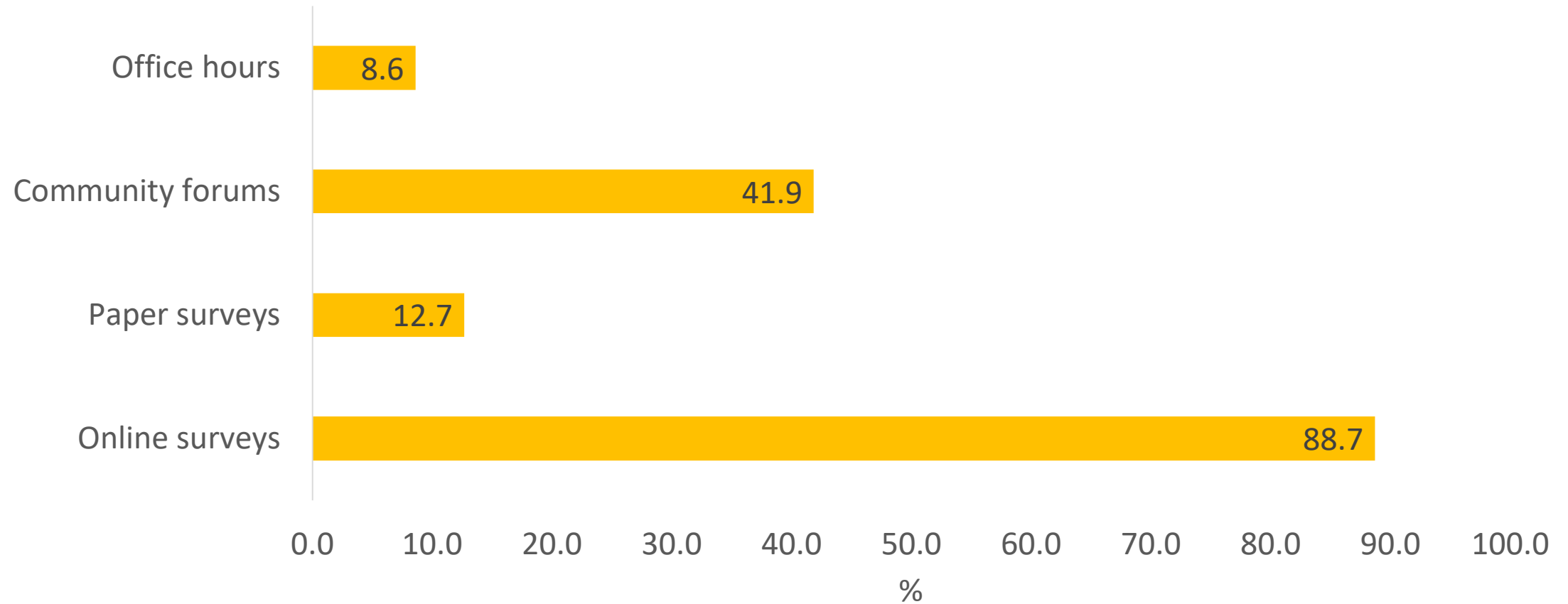


# Other ideas (responses=312)

- Strong support to preserve and expand the farmers market as it is including year-round operation (134)
- Preserve the open space/hill including Washington's Headquarters (21). Possible space rental opportunities (19)
  - The city has a need for community space for events/meetings/etc--can the buildings on the property be used for this purpose (14)?
- Move the library to the log cabin or other location (13)



# Engaging with the CAT



# Summary

- Extremely strong public support for the preservation of the Closson site and for the City purchasing the site
- Residents want to engage with open space on the Closson site

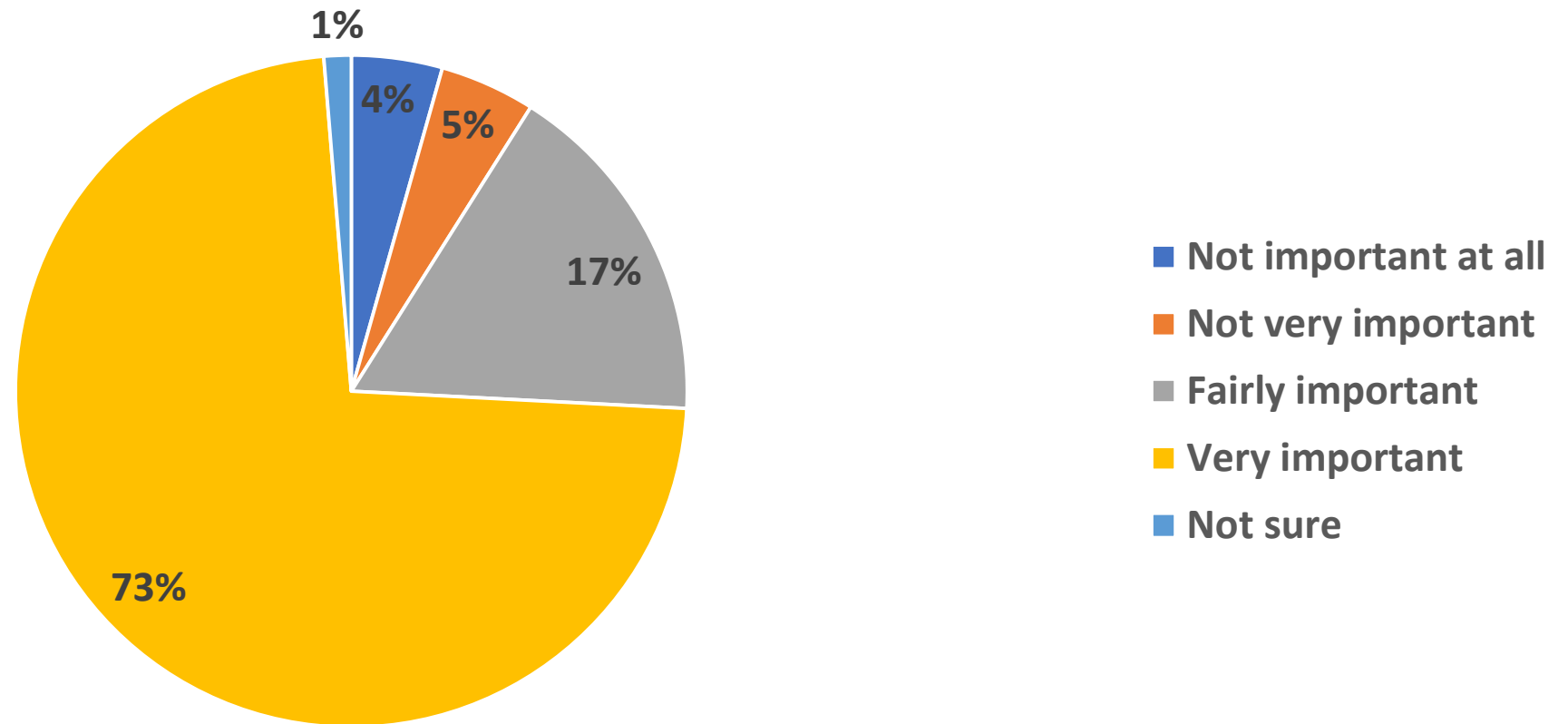
# Contact Us/Learn More

- [catchairs@lambervillenj.org](mailto:catchairs@lambervillenj.org)
- [Lambertvillenj.org/cat](http://Lambertvillenj.org/cat)

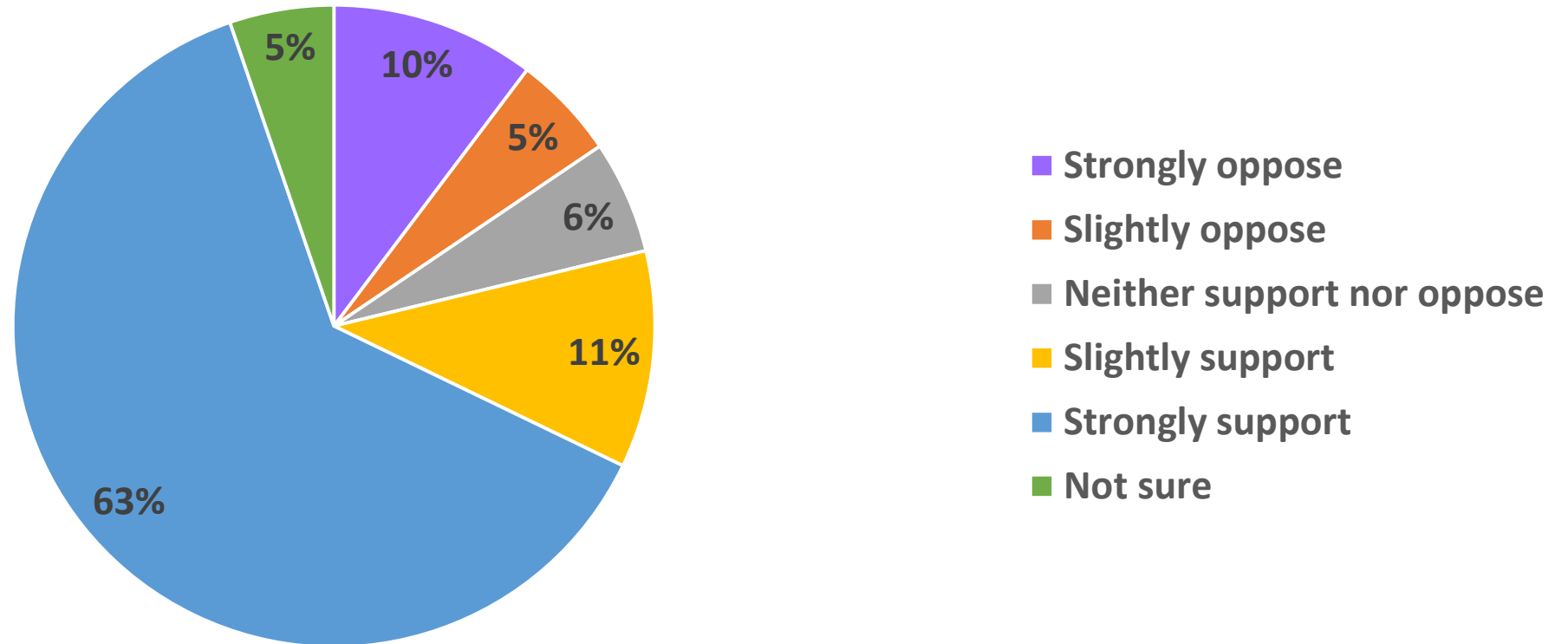
# Supplemental Slides

Additional 19 responses - results including business owners/leaders

# How important is the preservation of the Closson property to you?



# Do you support or oppose the City purchasing the Closson site?



# Interests for site usage

