

**Route 1 Regional Growth Strategy
Trenton Sub-Area Workshop #2, May 12, 2009
Summary of Input**

Comments on the Vision

- What were our assumptions about available land and redevelopment potential for Centers?
- Lawrence is interested in developing a walkable community along Business Route 1 and is interested in similar improvements in other areas, eg, bike-ped connections in the Mercer Mall / Quakerbridge Mall area.
- Lawrence would like to know what is happening with the General Growth property.
- Our concepts look good, but much work will be necessary to translate into design level
- Center locations largely a function of stakeholder input.
- Are we aware of WMP work? Our Centers are largely consistent with draft SSAs.
- Need to improve various local connections / linkages. Explore how to retrofit Centers. Could we identify various smaller-scale projects and promote them?
- What is breakdown of job types by Center?
- Need to know more about future job type prospects. Don't want more retail!
- We need to maintain competitive edge, keep high quality jobs.
- Consider educational requirements / resources for new economy.
- What is the nature of the county road improvements that the future transportation network assumed? Estimated costs may be prohibitive to Counties.
- The proposed BRT plan, starting with increased bus service, could support Centers.
- Consider possibility of incorporating housing into corporate office parks?
- Is there value in talking to major employers about their business outlook?
- Trenton Station area redevelopment could have major impacts.

How to Sell and Implement the Vision

- How does NJDOT intend to use the final plan internally? NJDOT has various initiatives – this plan could push further in right direction.
- Do we know the status of municipal planning efforts relative to Centers?
- Have we assessed fiscal impacts?
- Need someone in charge – a planning czar?
- Acceptance process may take a while – can we get a simultaneous acceptance process?
- Need long-term continuity in the participants on all sides
- Regarding fiscal impacts and workforce housing needs, how about an employer wage tax dedicated to funding employee housing?
- Do we need transportation investments first in order to attract economic development?
- Towns see a matter of trust – if they do their part, will NJDOT and others?
- Need to recognize that “state” is not monolithic.
- Will we propose new zoning? Would entire towns need to rezone?
- Can we better show negative impacts of Trend – present for general audience
- People won't be concerned if there is no major problem
- Note sense of cynicism – this is just a plan.
- Need to show that plan won't hurt them and provides some benefits
- Note challenge of coordinating many decisions on different levels. Need “matrix of interdependent decisions”
- Is TDD a possible implementation mechanism? In its current form, the process has very detailed planning requirements.
- Will there be any penalties for towns not buying into the plan? The pace of implementing the BRT system will depend upon the extent of center-based development, which will generate ridership.
- A general plan summary for public distribution may be helpful. Perhaps a newsletter?