



Municipality of Princeton

Planning Department

Princeton Municipal Building
400 Witherspoon Street
Princeton, NJ 08540

609-924-5366
609-688-2032 (fax)

SUNSHINE NOTICE

Notice is hereby given that the Princeton Master Plan & Master Plan Reexamination Steering Committee for the Princeton Planning Board will hold a meeting on Thursday, November 10th at 1:00 PM.

The following is the agenda as known at this time:

Progress to date; Student Survey Update and Economic Development Report Outline, Visioning Survey Update, Open House Preparation.

Because of the state of emergency in New Jersey regarding COVID-19 (Coronavirus), the meeting will be held electronically via “Zoom.” Instructions for how to access the meeting are below and will also be posted on the home page of Princeton’s website (www.princetonnj.gov).

When: Nov 10, 2022 01:00 PM Eastern Time (US and Canada)

Topic: Master Plan Steering Committee #5

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/84405025000?pwd=WlFZZlk5S2VZdjYvN1hIbWZMTVh3QT09>

Passcode: 247065

Or One tap mobile :

US: +13017158592,,84405025000# or +13092053325,,84405025000#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 301 715 8592 or +1 309 205 3325 or +1 312 626 6799 or +1 646 558 8656 or +1 646 931 3860 or +1 253 215 8782 or +1 346 248 7799 or +1 360 209 5623 or +1 386 347 5053 or +1 507 473 4847 or +1 564 217 2000 or +1 669 444 9171 or +1 669 900 9128 or +1 689 278 1000 or +1 719 359 4580

Webinar ID: 844 0502 5000

International numbers available: <https://us02web.zoom.us/j/kuEdapXPj>

If logging in to Zoom via computer or mobile device for the first time, please allow a few extra minutes to install the program. Once you log in, you will be asked to enter your name and an email address.

A copy of this notice was transmitted to the Princeton Packet and The Times, placed on the municipal board, municipal website and was filed with the Municipal Clerk of Princeton on the 7th day of November, 2022.

Kerry A. Philip
Secretary to the Planning Board



Clarke Caton Hintz

Architecture

Planning

Landscape Architecture

**Princeton Master Plan
Steering Committee**

Agenda

November 10, 2022

100 Barrack Street
Trenton NJ 08608
clarkecatonhintz.com
Tel: 609 883 8383
Fax: 609 883 4044

1:00 – 1:05

Introduction and Review of Agenda: Justin Lesko

1:05 – 1:10

What We Hope To Accomplish Today: CCH

- a. Review Progress To Date
- b. Review of Visioning Survey Results
- c. Planning for November 30 Open House

1:10 – 1:20

Where We Are: CCH, SGB, Justin Lesko

- a. Existing Document Update: CCH
- b. Student Survey Update, Economic Development Report Outline: CCH
 - i. Outline attached
 - ii. Student survey summary attached
 - iii. August economic development summary re-attached
- c. Engagement Hub Update: SGB, Justin Lesko
- d. Steering Committee questions

1:20 – 1:35

Visioning Survey Update: SGB

1:35 – 2:45

Open House: SGB, CCH, Justin Lesko

- a. Goals and Measures of Success: SGB, CCH
 - i. Participation
 - ii. More specific input and direction on key issues identified from responses to surveys
- b. Date, time, venue, logistics: Justin Lesko, SGB
 - i. Translation: SGB
 - ii. Media spokesperson
- d. Promotion/publicity: Justin Lesko

John Hatch, FAIA
George Hibbs, AIA
Brian Slaugh, AICP
Michael Sullivan, AICP
Michael Hanrahan, AIA
Mary Beth Lonergan, AICP



**Princeton Master Plan Steering Committee
Meeting Agenda, November 10, 2022**

Clarke Caton Hintz

- e. Key attendees from Princeton
 - i. Steering Committee members
 - ii. Mayor and Council
- f. Format
 - i. Handouts with baseline information
 - ii. Station for each focus area
 - a) Baseline information and survey responses
 - b) Key issues/questions highlighted
 - c) Interactive mechanisms for feedback
- g. Focus areas
- h. Staffing for each station and sign-in table
- i. Steering Committee discussion

2:45 – 3:00

General Q&A, Next Steps

- a. Draft economic development report for Steering Committee review: anticipated by end of November
- b. Draft report on visioning survey for Steering Committee review: anticipated by mid-December
- c. Next meeting – January 25

Municipality of Princeton

Master Plan Economic Element Update

Report contents

1. Executive Summary
2. Methodology
 - Site visits and walking tours
 - Stakeholder interviews
 - Merchant interviews
 - Consumer survey
 - Student survey
 - Data analysis
 - Competitive analysis
3. Princeton Economic Sectors
 - North Harrison / Princeton Shopping Center
 - Central Business District
 - Route 206
 - Alexander Road
 - Bunn Drive
4. Current Conditions and Challenges
 - Downtown maintenance and vibrancy
 - Town and gown relations and dependencies
 - Circulation and parking
 - Housing
 - Retail mix & markets served
 - Zoning and changes
5. Economic and demographic data
6. Consumer preferences and behaviors
 - Residents
 - Non-residents
 - College students

7. Conclusions and observations
 - North Harrison / Princeton Shopping Center
 - Central Business District
 - Route 206
 - Alexander Road
 - Bunn Drive
8. Economic growth opportunities
 - Downtown maintenance and vibrancy
 - Town and gown relations and dependencies
 - Circulation and parking
 - Housing
 - Retail mix & markets served
 - Zoning and changes
9. MLUL Economic Analysis
 - Comparison of the types of employment to be provided
 - Characteristics of the labor pool
 - Analysis of stability and diversity of economic development

Princeton Master Plan Economic Development Analysis

Preliminary observations as of November 3, 2022

Community Insights® status report: This report is updated to provide preliminary observations from the student surveys.

The survey was closed on October 18th. Our goal was to receive a minimum of 405 completed surveys, but we were able to secure 502 responses. We are still tabulating the results, but our preliminary observations include responses among all students:

1. The Central Business District (CBD) captures 58% of dining visits and 54% of non-food shopping visits.
2. Students visit downtown at least once a week to dine and 0.6 times per week to shop.
3. Among all responses, 11% never visit the CBD to dine and 55% never visit to shop.
4. The CBD captures 55% of all spending for eating, drinking and in-person shopping.
5. When visiting the CBD, 75% walk, compared to 3% that use E-scooters or public transit and 10% that drive.
6. Among the 10% that drive, slightly more than one-half say they can sometimes or rarely find adequate parking.
7. When asked what type of stores and eateries to add, the most common response was for “more affordable” places to shop and dine.
8. When asked what “other types of changes” should be made in the CBD, more/better parking was the most common response.
9. The main reasons why students don’t visit the CBD more often is too few affordable stores (72%) and too few affordable places to eat/drink.
10. Students have high satisfaction levels issues related to safety, walkability, cleanliness, historic preservation, and arts & culture.
11. Students are dissatisfied with the mix of stores and parking.
12. The best features of the CBD are walkability and the presence of Palmer Square.
13. The worst features of the CBD are parking and expensive stores and eating/drinking places.

14. When asked the most important initiatives to accomplish town-wide, the most often received responses were attract more affordable eating/drinking places, create more off-campus housing, and redevelop underutilized buildings and lots.
15. Only 34% of students say there is sufficient lodging for visitors.
16. Two-thirds of all respondents are between 18 and 22 years of age.
17. Females account for 57% of all responses.
18. 49% of respondents are in their first or second year of education, while 29% are in their third or fourth year, and 19% are graduate or post-graduate students.

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Princeton Master Plan Economic Development Analysis

Community Insights® status report: Currently in the fact-finding phase. Analysis and recommendations are next steps. The fact-finding phase includes site visits, merchant and stakeholder interviews, and consumer and student surveys.

Preliminary observations as of August 19, 2022

Site visits: Central business district (CBD), Princeton Shopping Center, Route 206 (State Road), Princeton Theological Seminary, Alexander Road, Bunn Drive professional offices

1. Directional and wayfinding signage is inconsistent and could be enhanced
2. CBD and Princeton Shopping Center in need of maintenance and updating
3. Alexander Road retail development may draw consumers away from CBD
4. State Road and Bunn Drive are auto-dependent and increase vehicle demand

Stakeholder interviews: Originally asked to interview 19 stakeholders, but added others from Princeton SID, Princeton Future and Edens Group. A total of 32 interviews revealed:

1. Concerns over signage, notice and timing of Witherspoon and Graduate Hotel projects
2. Substantial disagreement over optimal redevelopment of Witherspoon Street
3. Remarks about lack of CBD maintenance including tree pit and sidewalk conditions
4. Concerns about retail mix and which markets to target (upscale v. everyday)
5. Substantial disagreement on the role of Princeton University in local commerce
6. Consensus that housing market serves only two markets: wealthy and poor, and debate about the need and procedure to serve a middle-market
7. Zoning regulations are viewed as outdated and in need of sweeping change

Merchant Interviews: Visited nearly every merchant but many were reluctant to speak for various reasons. A total of 19 merchant interviews were conducted to learn:

1. Majority of merchants rent their space, even among long-tenured merchants
2. Average tenure of businesses is over 18 years indicating favorable economic conditions
3. Most businesses draw customers from a trade area of 25 miles or more
4. Few merchants rely primarily upon University consumers
5. Most merchants have seen revenue decline in the past year and CBD merchants faulted construction, traffic flow and parking for revenue declines
6. Merchants stressed the need for more sit-down dining and wider variety of retail goods

7. Nearly all CBD merchants complained about construction and lack of parking and signs
8. Merchants perceive the availability of parking in CBD hinders ability to attract employees
9. Other suggestions include: public bathrooms, façade improvements, need for short-term parking for pick-ups, and less strict parking enforcement

Consumer surveys: Survey was closed on August 15th. Our goal was to receive a minimum of 405 completed surveys, but we were able to secure 3,778 responses. We are still tabulating the results, but our preliminary observations include:

1. Princeton captures 49% of dining spending but only 24% of non-food shopping
2. Consumers want more dining including outdoor and more affordable options, as well as more retail stores, especially clothing stores
3. Non-residents visit the CBD 30% less than residents but spend 12% more per visit
4. 61% of consumers drive their personal vehicles when visiting the CBD and less than 1% use a train, bus, taxi/Uber/Lyft, or shuttles
5. 4 in 10 consumers say it is difficult to find parking in the CBD
6. 82% of consumers say CBD streets are fair, poor, or very poor for bikes and scooters
7. 71% of consumers say there is a need to improve traffic controls and crosswalks
8. 49% of consumers say there is a need for more parking garages
9. 49% of consumers think vehicle traffic should be banned from entering certain areas of the CBD
10. Consumers are highly satisfied with safety and security, arts and culture in the community, overall appearance, and condition of parks and public spaces
11. More than 6 in 10 consumers say it is important to improve streetscapes and revitalize storefronts, retain existing businesses, attract more independent shops, and attract new retail stores and restaurants and eateries
12. Most consumers say it's important to provide more mid-rise apartments, townhomes and condos in a walkable setting near shops
13. 51% of consumers say it's important to provide option for smaller, less costly housing units such as secondary housing or micro-housing of 600 sf or less
14. 63% of consumers say Princeton lack sufficient lodging choices
15. 65% of consumers say Princeton is not business-friendly