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Hillier ARCHITECTURE

To: **West Windsor Township**

From: **Hillier Architecture**

Date: **March 12, 2007**

RE: **Township of West Windsor Redevelopment Plan Phase 1 Report**

Project Schedule

Hillier has organized the Township of West Windsor Redevelopment Plan process into four distinct phases: Phase 1 (Learning Background Information), Phase 2 (Community Visioning), Phase 3 (Developing Regulatory Controls and Design Guidelines), and Phase 4 (Preparation of Final Document for Submission). Together, these tasks will span approximately ten months, January through October 2007. The schedule on the following page shows a detailed breakdown of each phase and its tasks.

Phase 1 was conducted during January and the first week of February. Phase 2 is currently ongoing and will be completed by the latter half of April. The first public workshop scheduled for Phase 2 was conducted on February 22nd. The second and third public workshops will be help on March 17th and April 19th. Phase 3 will begin immediately upon completion of Phase 2 and finished by the second half of May. Phase 4, the longest phase, will begin in May and reach completion in October.

PROJECT SCHEDULE

Township of West Windsor, New Jersey
Town Center Redevelopment Plan

January 2007

Hillier ARCHITECTURE

Task	Description	Months										
		12/06	1/07	2/07	3/07	4/07	5/07	6/07	7/07	8/07	9/07	10/07
0.1	Finalize Agreements and Work Plan with Township											
Phase 1	**Learning Background Information**											
1.1	Assemble Relevant Past Plans/Concepts and Base Map											
1.2	Map Site Constraints and Opportunities											
1.3	Review Determination of Need Study											
1.4	Review NJ Transit Vision Plan											
1.5	Review Existing Traffic and Circulation Issues											
1.6	Market Assessment and Supply/Demand Analysis											
1.7	Summary of Existing Conditions											
1.8	Meet with Steering Committee											
Phase 2	**Community Visioning**											
2.1	**COMMUNITY WORKSHOP: Ideas**											
2.2	Develop Goals and Objectives											
2.3	Develop Strategies in Response to Community Ideas											
2.4	Meet with Steering Committee											
2.5	**COMMUNITY WORKSHOP: Possibilities**											
2.6	Refine Concepts in Response to Community Input											
2.7	Develop Preferred Plan											
2.8	Zoning and Land Use Plan											
2.9	Infrastructure Plan											
2.10	Development Projects Plan											
2.11	Multimodal Transportation and Circulation											
2.12	Open Space											
2.13	Brownfields											
2.14	Community Impact											
2.15	Market Analysis											
2.16	Meet with Steering Committee											
2.17	**COMMUNITY WORKSHOP: Plan**											
Phase 3	**Developing Regulatory Controls & Design Guidelines**											
3.1	Refine and Prioritize Plan Recommendations											
3.2	Develop Strategic Action Plan											
3.3	Property Use Controls											
3.4	Site / Design Controls											
3.5	Statutory Requirements											
3.6	Document Implemenation Roles and Responsibilities											
3.7	Meet with Steering Committee											
3.8	**PRESENTATION: Joint Meeting of Council + Planning Board**											
Phase 4	**Preparation of Final Document for Submission**											
4.1	Draft final report											
4.2	Public Notice as Required by Statute (by Township)											
4.3	Meet with Steering Committee											
4.4	**PRESENTATION: Draft Report to Planning Board**											
4.5	Written Comments from Township											
4.6	Revise and Issue Final Report											
4.7	Public Notice as Required by Statute (by Township)											
4.8	**PRESENTATION: Present Final Plan to Twp Council**											

Previous Studies and Plans

To learn the project background, the Hillier team reviewed previous studies and plans. Following is a list of those reports with the key points of each.

- 1992 Princeton Junction Town Center Plan

  This plan created seven planning goals for the future of the Princeton Junction area:

  - Link land use with transit, creating a town center focal point around the Princeton Junction train station.
  - Provide for the integration of both sides of the Princeton Junction train station area through the strategic location of new commercial, office, and residential areas.
  - Encourage a mix of residential and commercial, open space and public uses to locate within reasonable walking distances of one another in order to increase the convenience for residents and employees to travel by bicycle, foot, as well as by car.
  - Ensure the creation of a pedestrian-oriented town center with direct pedestrian connections to the train station.
  - Ensure the preservation of important natural resources, such as the Acme Woods, the pond at Wallace Circle, and the greenbelt.
  - Preserve established residential neighborhoods that are adjacent to the town center core area, allowing for compatible infill residential development, as appropriate.
  - Provide for road and bridge improvements to support rather than discourage pedestrian movements. Included is a recommendation for a new vehicular bridge over the railroad tracks, connecting Alexander Road with North Post Road in the vicinity of the Library.

  Development strategies and design guidelines were developed for land use, parking, a pedestrian network, and a circulation plan to further the planning goals.

- 1998 Princeton Junction Village Center Plan

  This plan incorporated much of the information presented in the 1992 Town Center Plan, but updated the goals to reflect the planning environment in 1998. It presented recommendations for policies and public actions in support of the following goals:

  - Enhance the importance of the Princeton Junction area as a “Village Center” by capitalizing on the unique resources associated with the train station, existing mix of retail, office, public and residential development and the ability to access various areas via pedestrian movement.
  - Provide a development framework in which future development and/or redevelopment efforts can be focused over the next twenty years in order to create a sense of place and to enhance the economic vitality of the Junction core area.
  - Develop guidelines to influence the design, layout, and mix of uses and emphasizing a pedestrian-oriented environment.

- Encourage a mix of retail and office uses at a community scale, integrating open space, public and residential uses within or linked to the commercial village. All uses are to be within reasonable walking distances of one another, thereby increasing the convenience for residents and employees traveling by bicycle or foot, as well as by car, to frequent Princeton Junction.
- Preserve established residential neighborhoods that are within and adjacent to the proposed "Village Center" core area and avoiding over-intensive uses in the core which would have a substantial detrimental impact on these areas.
- Promote an implementation strategy which combines both public and private initiatives to forward revitalization of the Princeton Junction area.

Despite the common goals of the 1992 and 1998 plans, the Princeton Junction area remains unfriendly to pedestrians, has large tracts of vacant or undeveloped land, and does not function as a town center.

- 2001 Township of West Windsor Master Plan

  The Princeton Junction area of West Windsor Township (in which Hillier's Study Area is located) is recognized as a unique district within the Master Plan. The following goals were set for the district.

  - Develop a center to enhance the community identity and pride and to serve as a commercial, civic, and cultural focal point that can integrate the diverse needs of various residential neighborhoods, local commuters, and employees.
  - Protect and enhance the quality of life of the existing residential neighborhoods.
  - Develop multi-modal transportation solutions to deal with peak hour traffic congestions.
  - Improve the circulation connections of all modes of travel within the center and from the center area to key community points.

  The primary impact of the Master Plan on the Princeton Junction station area can be seen in the form of circulation improvements such as the upgrade underway to the existing Alexander Road bridge and the planned extension of Vaughn Drive to Route 571.

- 2003 Penns Neck Area EIS (A review of this plan is contained in the Traffic Inventory, Parking, and Analysis of Existing Circulation Conditions section of this report.)

- 2004 Columbia University Study

  Columbia's Urban Planning Regional Studio studied the area surrounding the Princeton Junction train station and determined that, despite Township policies and plans to the contrary, traffic congestion, a lack of connectivity (pedestrian and otherwise), a lack of housing choices, and lack of identity plague the area. They recommend five types of strategic interventions to improve conditions in the area.

  - Infill and retrofitting of some of the existing suburban fabric to reinforce neighborhood centers and create small "Main Street" environments.

- Large scale redevelopment of certain, already developed, areas to create places of greater character, bring housing closer to employment and services and more accessible by transit, bicycle, and on foot.
- New development, such that each new building helps redress existing land use imbalances.
- Strategic preservation and conservation measures that create networks rather than isolated parcels of undeveloped land.
- Reinforcing community identity through a comprehensive program of both physical interventions and cultural initiatives that emphasize the area's unique history and features.

- 2004 West Windsor Township Bicycle / Pedestrian Plan (A review of this plan is contained in the Traffic Inventory, Parking, and Analysis of Existing Circulation Conditions section of this report.)
- 2005 Princeton Junction Redevelopment Study Area Determination of Need

  This report established the boundary of the Redevelopment Area and the legal framework for issuing a determination of need for the area. Existing land uses, zoning characteristics, and relevant planning studies were examined and all the parcels within the area were analyzed to determine conformity with the required redevelopment criteria. The study found that parcels within the area met Criteria C, D, E, and H, only one of which other than Criteria H is necessary for a determination of need. A summary of the redevelopment criteria met by the study area is below.

  - Criteria C: Land that is owned by the municipality, the county, a local housing authority, redevelopment agency or redevelopment entity, or unimproved vacant land that has remained so for a period of ten years prior to adoption of the resolution, and that by reason of its location, remoteness, lack of means of access to developed sections or portions of the municipality, or topography, or nature of the soil, is not likely to be developed through the instrumentality of private capital.
  - Criteria D: Areas with buildings or improvements which, by reason of dilapidation, obsolescence, overcrowding, faulty arrangement or design, lack of ventilation, light and sanitary facilities, excessive land coverage, deleterious land use or obsolete layout, or any combination of these or other factors, are detrimental to the safety, health, morals, or welfare of the community.
  - Criteria E: A growing lack or total lack of proper utilization of areas caused by the condition of the title, diverse ownership of the real property therein or other conditions, resulting in a stagnant or not fully productive condition of land potentially useful and valuable for contributing to and serving the public health, safety and welfare.
  - Criteria H: The designation of the delineated area is consistent with smart growth planning principles adopted pursuant to law or regulation.
- 2005 West Windsor Township Route 571 Streetscape Study for the Village of Princeton Junction

  This study makes recommendations designed to promote walking and bicycling throughout the Princeton Junction area, to improve safety for motorists,

pedestrians, and bicyclists, to accommodate existing and future traffic flows, and to improve the appearance of the Princeton Junction area. It identifies obstacles to creating a sense of place and recommends a context sensitive design approach based on the NJDOT publication "Flexible Design of New Jersey's Main Streets." Transportation improvements and upgrades to streetscape elements and gateways are central to this plan.

- 2005 Station Area Vision Plan

  As stated in the Plan, "The vision for the Princeton Junction Station Area is of a vibrant, mixed-use, pedestrian-oriented village centered around the station. It is conceived of as an integral part of the existing Township, rather than a "project" or exclusive enclave."

  The key principles of the plan are:

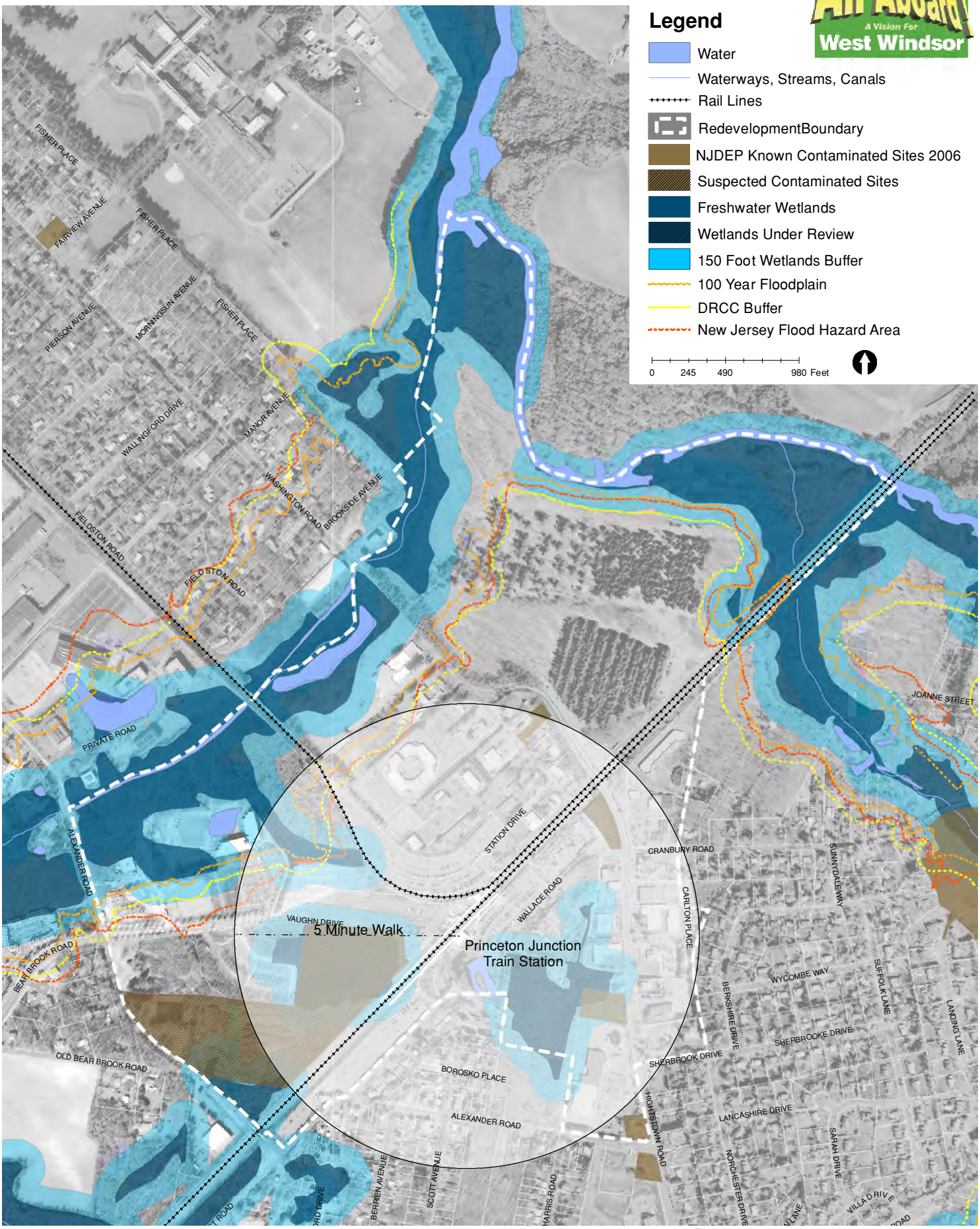
  - New intermodal transit plaza and new "Main Street" for existing and new residents
  - Creation of new open space
  - Accommodation of the present curved Dinky alignment for future flexibility
  - New pedestrian linkages to northwest portion of the site
  - Vaughn Drive Connector as an addressing street
  - Three Districts: a Mixed use Village Core, Washington Road Neighborhood/residential, and Alexander Road – Office
  - Density tapers away from station area
  - Flexibility on height and density limits
  - Incremental development
  - Increased pedestrian and bicycle connections to, around, and through the station area

  This plan established a vision that will take years to realize. One of the implementation actions in this plan recommended undertaking a "Determination of Need Study" for the Princeton Junction train station area. This was completed and Hillier's current work is on a Redevelopment Plan for the area.

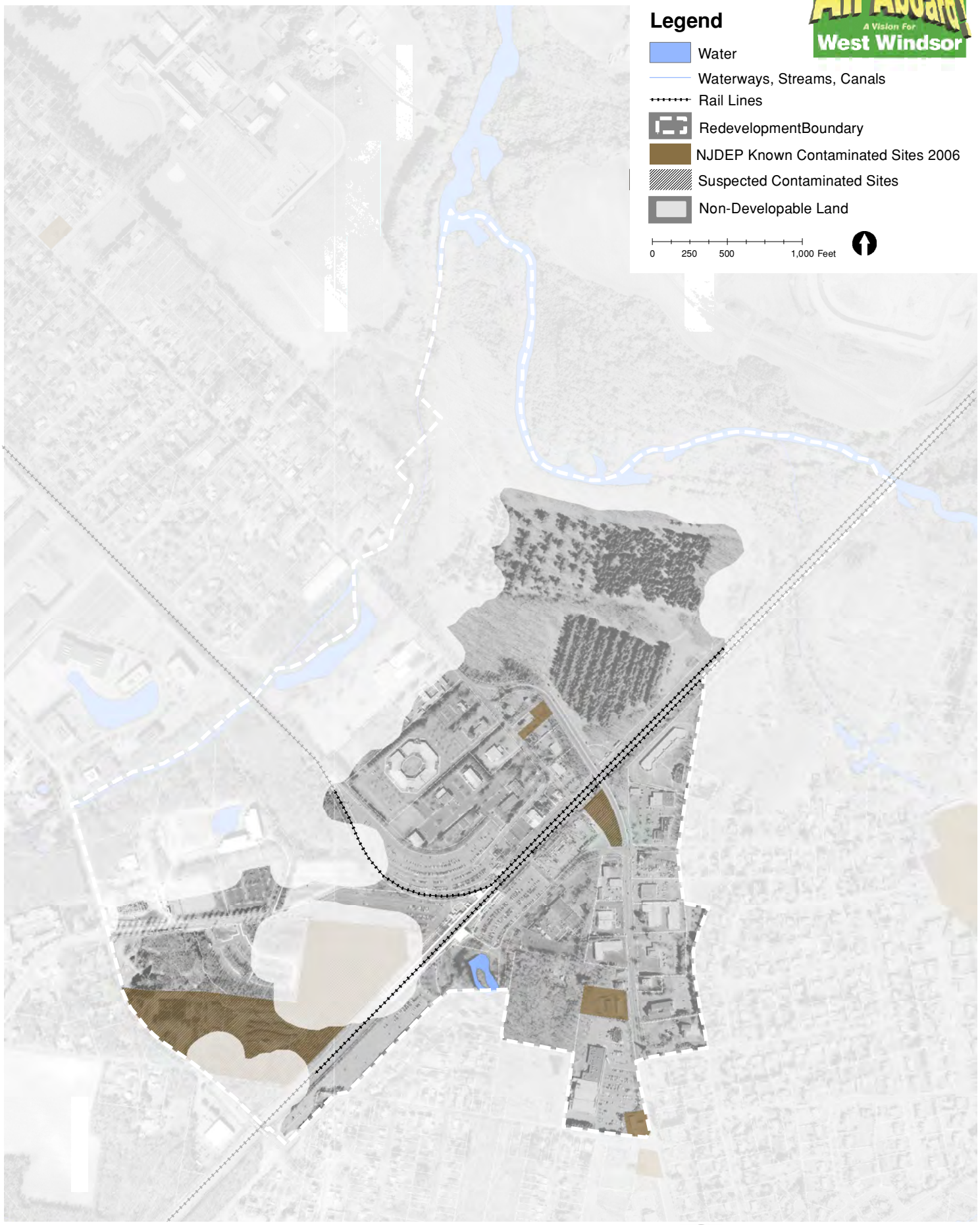
- 2005 Route 571 Corridor Planning Study (A review of this plan is contained in the Traffic Inventory, Parking, and Analysis of Existing Circulation Conditions section of this report.)
- 2006 Central New Jersey Route 1 BRT Alternatives Analysis Study (A review of this plan is contained in the Traffic Inventory, Parking, and Analysis of Existing Circulation Conditions section of this report.)

Base Mapping

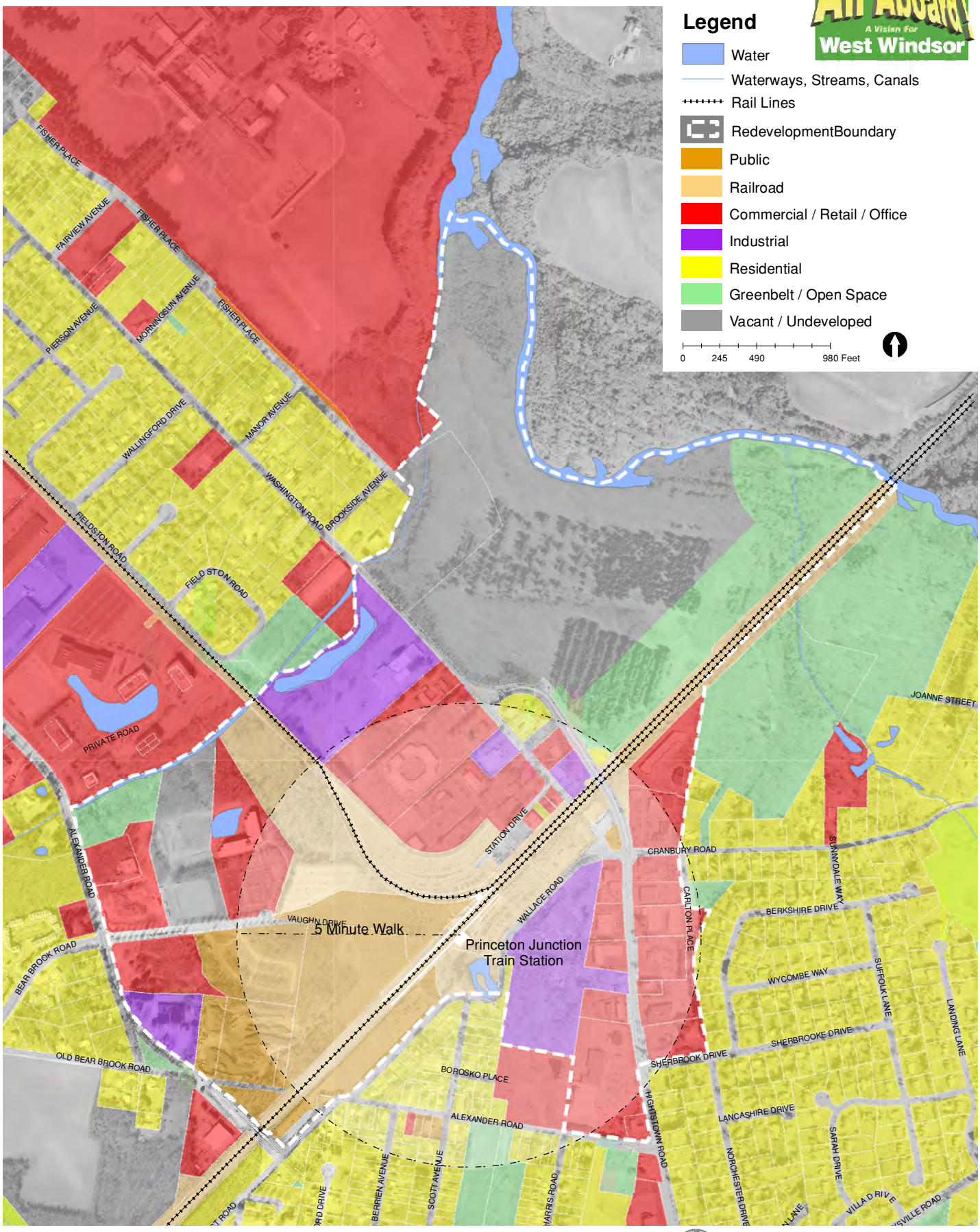
Hillier created a series of base maps for use in the planning process. The following Environmental Constraints Map shows existing constraints (wetlands, wetlands under review, wetlands buffer, floodplain, flood hazard areas), known contaminated sites and sites suspected to be contaminated by the Township.


Legend
Water
Waterways, Streams, Canals
Rail Lines
RedevelopmentBoundary
NJDEP Known Contaminated Sites 2006
Suspected Contaminated Sites
Freshwater Wetlands
Wetlands Under Review
150 Foot Wetlands Buffer
100 Year Floodplain
DRCC Buffer
New Jersey Flood Hazard Area
0 245 490 980 Feet
5 Minute Walk
Princeton Junction Train Station
FISHER PLACE
FAIRVIEW AVENUE
PIERSON AVENUE
MORNINGSUN AVENUE
WALLINGFORD DRIVE
MANOR AVENUE
WASHINGTON ROAD
BROOKSIDE AVENUE
FIELDSTON ROAD
FIELD STON ROAD
PRIVATE ROAD
ALEXANDER ROAD
BEAR BROOK ROAD
OLD BEAR BROOK ROAD
VAUGHN DRIVE
STATION DRIVE
WALLACE ROAD
BOROSKO PLACE
CRANBURY ROAD
CARLTON PLACE
SUNNYDALE WAY
JOANNE STREET
WYCOMBE WAY
BERKSHIRE DRIVE
SUFFOLK LANE
LANDING LANE
SHERBROOKE DRIVE
LANCASHIRE DRIVE
HIGHSTOWN ROAD
NORCHESTER DRIVE
SARAH DRIVE
BERRIEN AVENUE
SCOTT AVENUE
HARRIS ROAD

The following Developable Land Map shows the developable land remaining within the Redevelopment Area after all of the environmentally sensitive areas are removed.

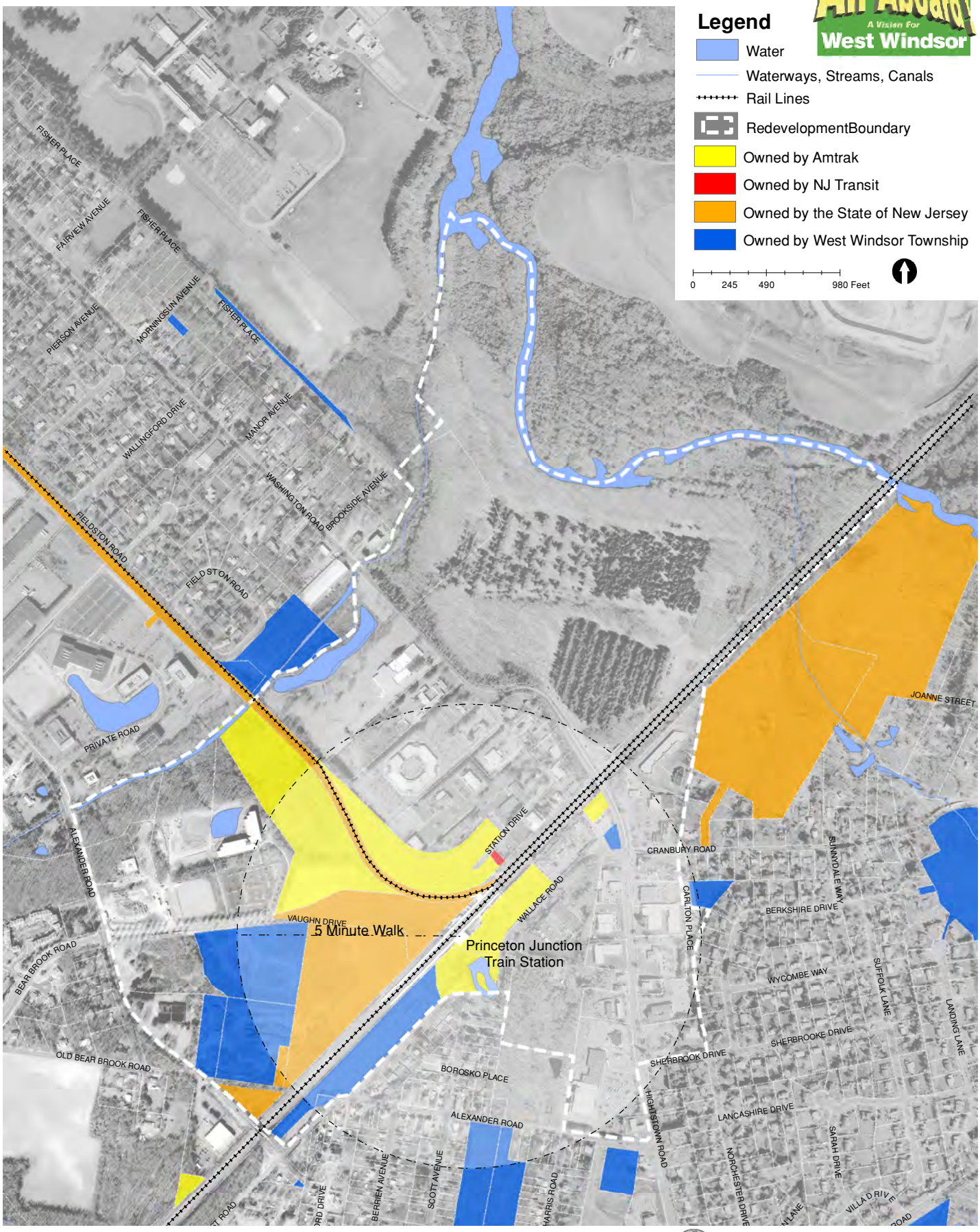

Legend
Water
Waterways, Streams, Canals
Rail Lines
RedevelopmentBoundary
NJDEP Known Contaminated Sites 2006
Suspected Contaminated Sites
Non-Developable Land
0
250
500
1,000 Feet

The Existing Land Use Map, shown on the following page, illustrates the different uses by color. There is a significant amount of public land and vacant and/or undeveloped land within the Redevelopment Area.



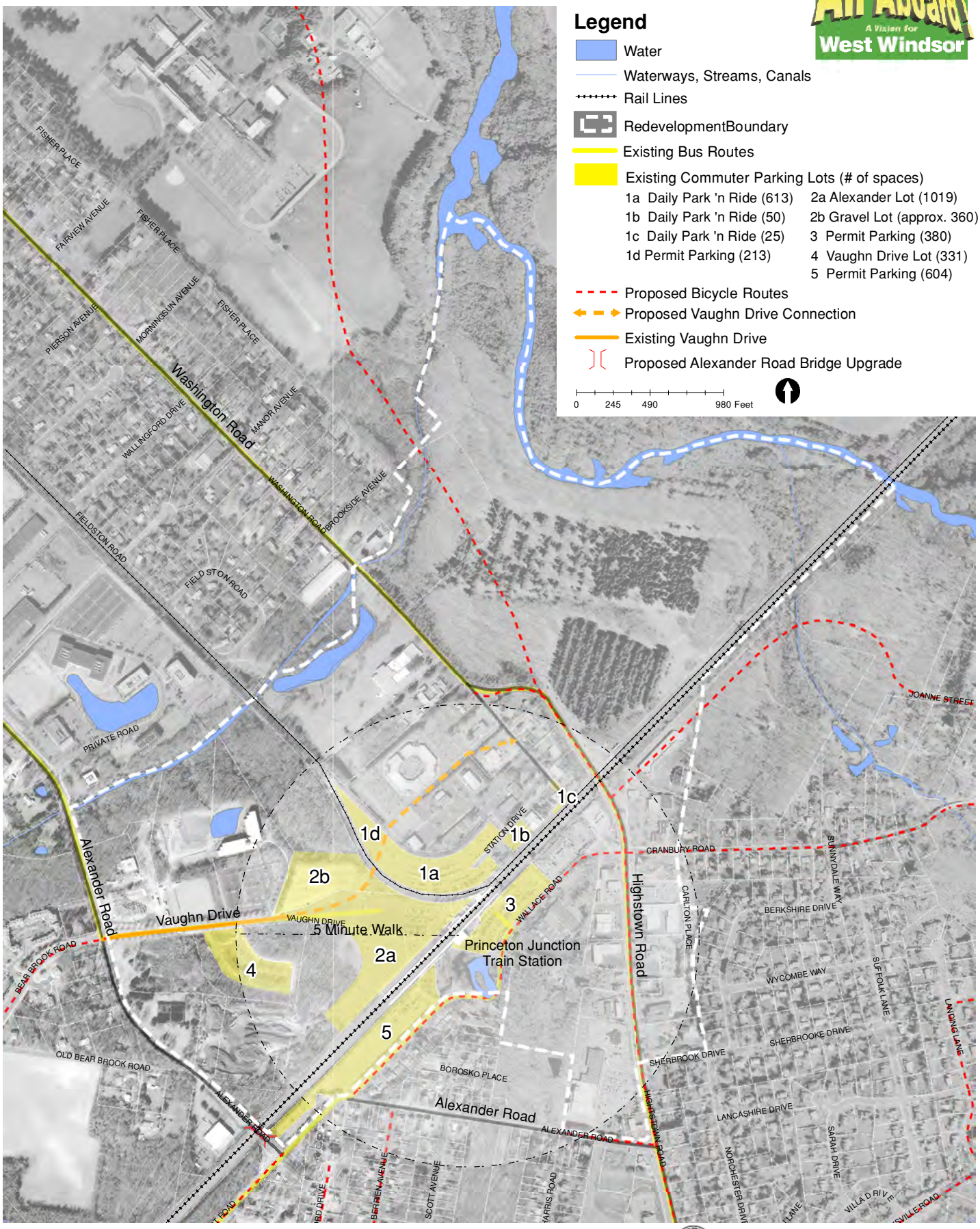
Existing Land Use Map I 02-22-2007 I I Hillier ARCHITECTURE

As illustrated by the following Public Entity Ownership Map, much of the land in and around the Redevelopment Area is owned by the Township and the State, including the land surrounding the Princeton Junction/West Windsor train station.



Public Entity Ownership Map I 02-22-2007 I I Hillier ARCHITECTURE

The following Parking and Circulation Map shows the existing roadways, bus routes, and surface parking lots as well as proposed bike routes and roadway improvements. This map is very helpful in understanding the context of the traffic and parking analyses presented in the next section of this report.



Parking & Circulation Map I 02-22-2007 I I Hillier ARCHITECTURE

Traffic Inventory, Parking, and Analysis of Existing Circulation Conditions

Orth-Rodgers Associates (ORA) was hired by Hillier to examine the traffic situation in the Study Area in the overall context of the Township and the ongoing improvements planned for the area. The following report, prepared by ORA, details the circulation and parking conditions within the Study Area.

VEHICULAR CONDITIONS

Traffic Volumes

The roadways in the study area include:

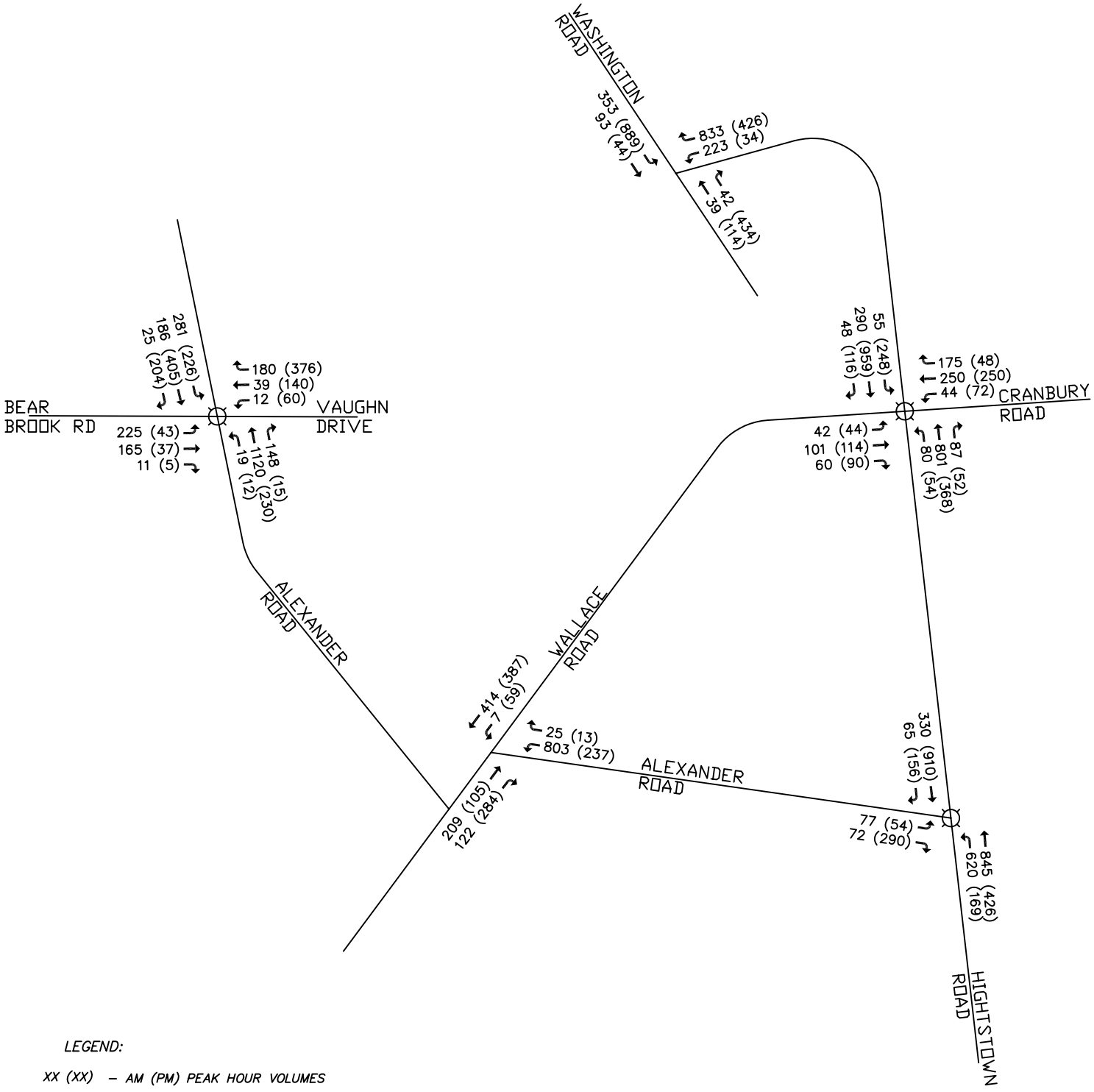
- Washington Road (CR 571), a two-lane roadway posted at 40 mph;
- Hightstown Road (CR 571), a two-lane roadway posted at 40 mph;
- Alexander Roadway, which is a five-lane roadway from Route 1 until just south of Vaughn Drive, posted at 40 mph, and a two-lane roadway from this point south, posted at 30 mph;
- Wallace Road, which is primarily a two-lane roadway, but with a three-lane section (one eastbound and two westbound lanes between Hightstown Road and Wallace Circle), posted at 25 mph;
- Vaughn Drive, a two-lane roadway posted at 25 mph;
- Station Drive, a two-lane roadway.

Manual turning movement traffic counts were conducted by Orth-Rodgers & Associates in the study area in January 2007. These were supplemented by traffic counts conducted by Orth-Rodgers & Associates at the intersection of Hightstown Road and Wallace Road/Cranbury Road in June 2004, and traffic counts conducted by Urbitran Associates along Hightstown Road in 2004 for the *Route 571 Corridor Planning Study*. Based upon the January 2007 traffic counts, on weekdays the morning peak hour peak traffic is from 7:45 AM to 8:45 AM, and the evening peak hour is from 5:30 PM to 6:30 PM.

Existing volumes in the peak traffic hours are shown in Figure 1. Volumes are strongly oriented toward Route 1 in the morning, and away from Route 1 in the evening. For example, 446 vehicles travel southbound on Washington Road into the study area in the morning, with 872 vehicles, or close to double the southbound volumes, travel northbound. In the evening, 933 vehicles travel southbound on Washington Road, while 540 travel northbound.

The train station is the largest traffic generator in the study area, and patterns around the arriving and departing trains heavily influence traffic volumes. With close to three-quarters of the train station parking spaces on the west side of the NEC (Northeast Corridor) rail line, the patterns are more conspicuous on roadways in this area. In the morning peak hour, 316 vehicles travel southbound toward the southern end of Washington Road, while 81 travel northbound. (Some motorists are traveling to the commercial uses in the area, but the majority appears to be destined to the train station.) In the evening peak hour, the volume of vehicles traveling southbound to the lower end of Washington Road drops to 78, even as 548 vehicles travel northbound on Washington Road from the train station area.

PRINCETON JUNCTION TOD
2007 EXISTING VOLUMES
AM PEAK HOUR (7:45–8:45 AM), PM PEAK HOUR (5:30–6:30 PM)
WEST WINDSOR
MERCER COUNTY, NEW JERSEY



LEGEND:

XX (XX) – AM (PM) PEAK HOUR VOLUMES

– DENOTES EXISTING TRAFFIC SIGNAL

At Alexander Road and Vaughn Drive – on the other side of the major parking field by the train station – 594 vehicles enter during the morning peak hour, while 264 vehicles are exiting. It should be noted that some of these volumes are generated by motorists heading toward the office buildings along Vaughn Drive. However, for the most part, these volumes illustrate the traffic patterns created by the train station during peak hours.

Levels of Service

The peak hour volume counts conducted by ORA were used to determine the "level of service" of key intersections. While traffic volumes provide an important measure of activity on the area road system, it is even more important to evaluate how well the roadway system accommodates those volumes. Traffic engineers thus compare peak traffic volumes to available roadway capacity. Capacity represents the maximum number of vehicles which can be accommodated given the number of lanes, traffic characteristics and controls. This is typically measured at intersections, since conflicts are most prevalent there.

Traffic flow at an intersection is described by a concept called Level of Service, which "grades" intersections by expected traffic delay. At unsignalized intersections, levels of service range from Level of Service 'a' (indicating average delays of 10 seconds or less) to Level of Service 'f' (indicating average delays of greater than 50 seconds). Level of Service 'e' is generally considered as the acceptable limit of delay for most drivers in a suburban setting. Table 1 summarizes levels of service for unsignalized intersections.

Table 1: Level of Service for Unsignalized Intersections

Level of Service	Average Total Delay per Vehicle (seconds)
a	0 to 10.0
b	10.1 to 15.0
c	15.1 to 25.0
d	25.1 to 35.0
e	35.1 to 50.0
f	over 50

At signalized intersections, factors that affect the various approach capacities include width of approach, number of lanes, signal 'green' time, turning percentages, truck volumes, etc. Delays cannot be related to capacity in a simple one-to-one fashion. It is possible to have delays in the level of service 'F' range without exceeding roadway capacity. Substantial delays can exist without exceeding capacity if one or more of the following conditions exist:

- Long signal cycle lengths;
- A particular traffic movement experiences a long 'red' time; or,
- Progressive movement for a particular lane group is poor.

Table 2 below describes the level of service for signalized intersections.

Table 2: Level of Service for Signalized Intersections

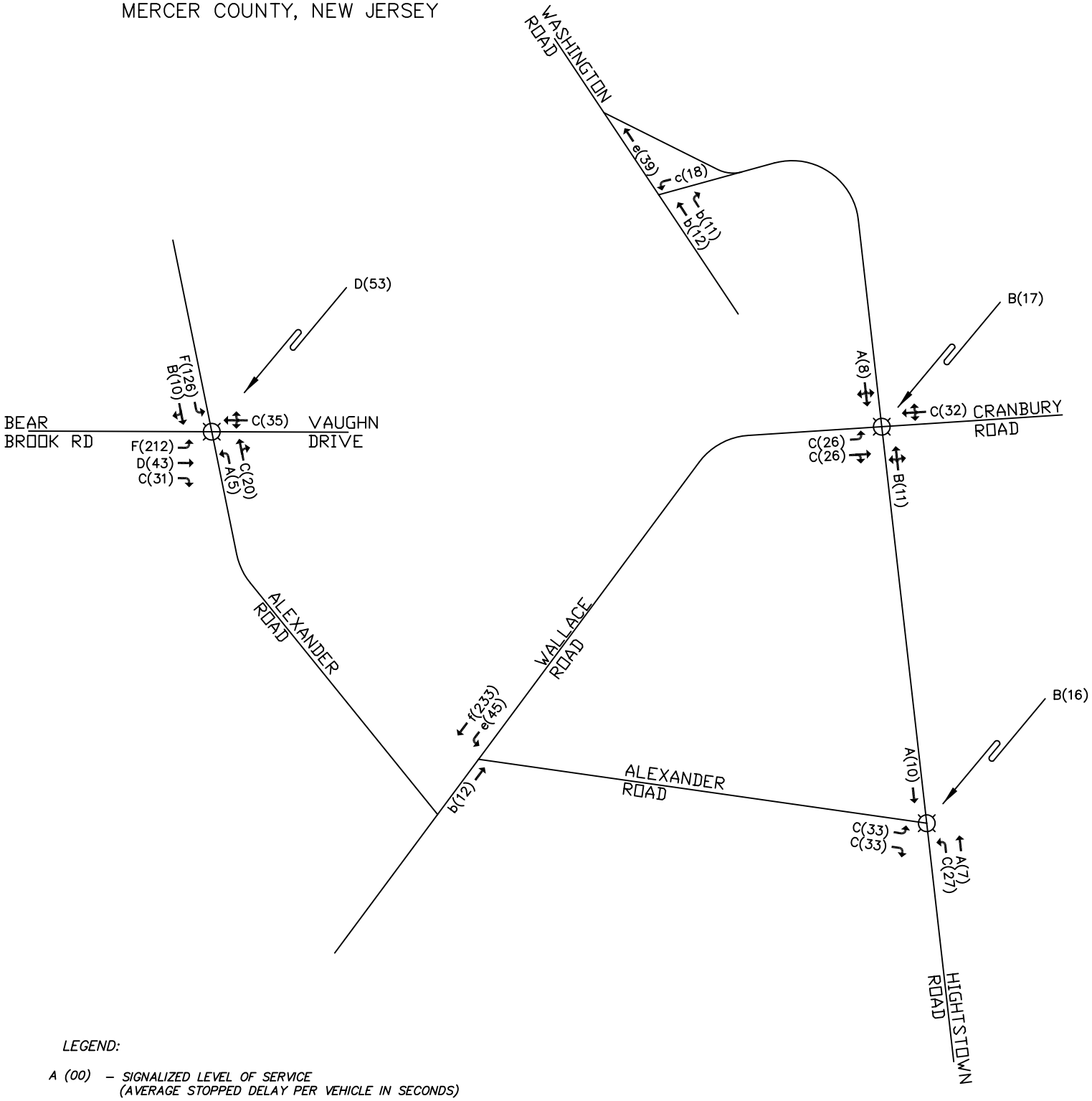
Level of Service	Average Total Delay per Vehicle (seconds)
A	0 to 10.0
B	10.1 to 20.0
C	20.1 to 35.0
D	35.1 to 55.0
E	55.1 to 80.0
F	over 80.0

Note: In this report, the levels of service for signalized intersections are indicated in upper-case type, and the levels of service for unsignalized intersections are indicated in lower-case type.

Levels of Service at study area intersections are depicted in Figures 2 and 3 for morning and evening peak hours, respectively.

Fig 2

PRINCETON JUNCTION TOD
2007 EXISTING LEVELS OF SERVICE
AM PEAK HOUR (7:45–8:45 AM)
WEST WINDSOR
MERCER COUNTY, NEW JERSEY



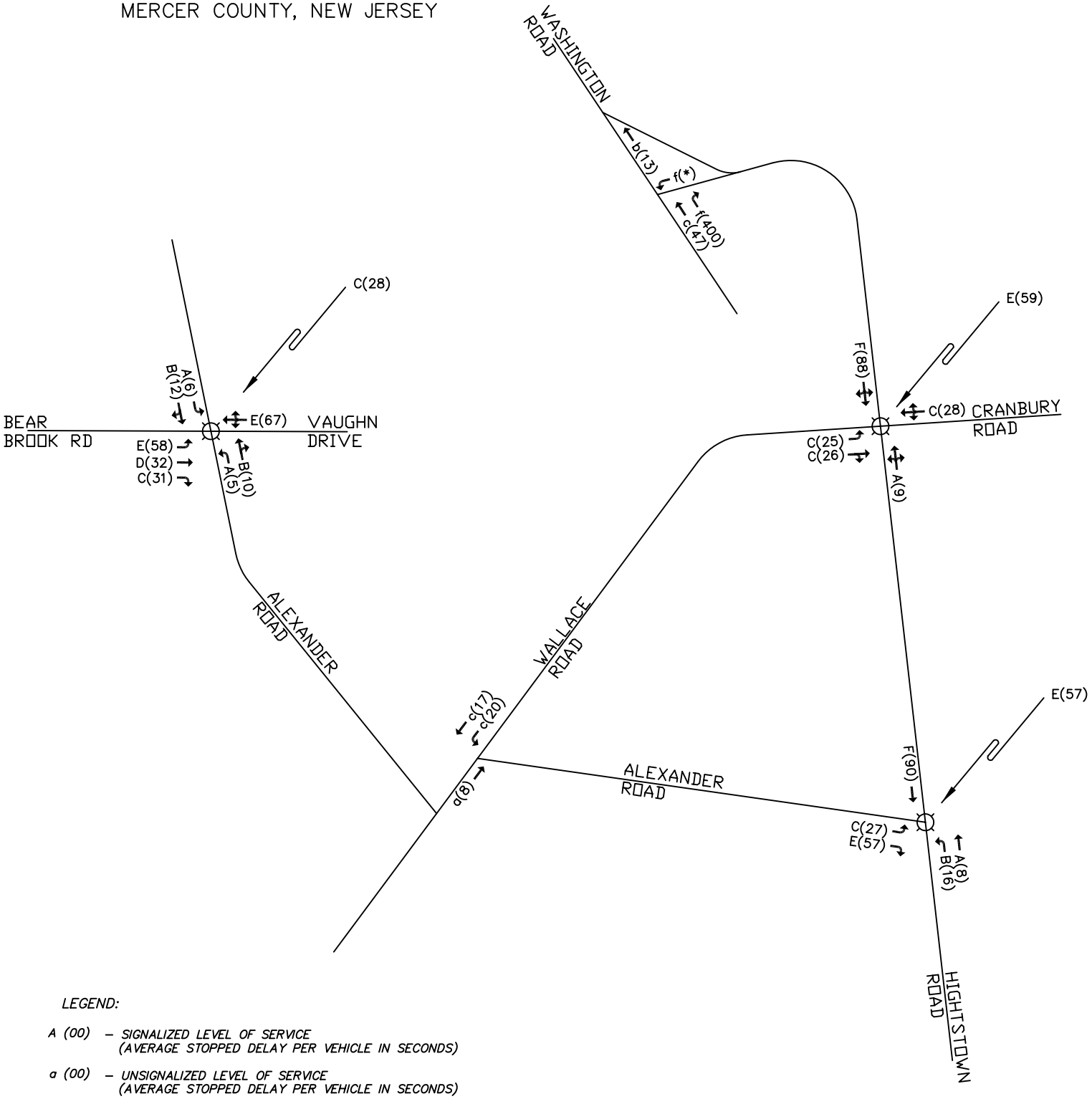
LEGEND:

A (00) – *SIGNALIZED LEVEL OF SERVICE (AVERAGE STOPPED DELAY PER VEHICLE IN SECONDS)*

a (00) – *UNSIGNALIZED LEVEL OF SERVICE (AVERAGE STOPPED DELAY PER VEHICLE IN SECONDS)*

– *OVERALL INTERSECTION LEVEL OF SERVICE (AVERAGE STOPPED DELAY PER VEHICLE IN SECONDS)*

PRINCETON JUNCTION TOD
2007 EXISTING LEVELS OF SERVICE
PM PEAK HOUR (5:30–6:30 PM)
WEST WINDSOR
MERCER COUNTY, NEW JERSEY



LEGEND:

A (00) – *SIGNALIZED LEVEL OF SERVICE (AVERAGE STOPPED DELAY PER VEHICLE IN SECONDS)*

a (00) – *UNSIGNALIZED LEVEL OF SERVICE (AVERAGE STOPPED DELAY PER VEHICLE IN SECONDS)*

– *OVERALL INTERSECTION LEVEL OF SERVICE (AVERAGE STOPPED DELAY PER VEHICLE IN SECONDS)*

*** – *AVERAGE STOPPED DELAY PER VEHICLE EXCEEDS VALUES CALCULATED BY HCS*

In the morning, heaviest delays in the study area are seen for southbound vehicles on Wallace Road turning right onto Alexander Road, operating at an LOS 'f''. At the intersection of Alexander Road with Bear Brook Road/ Vaughn Drive, the eastbound Bear Brook Road left turn onto Alexander Road northbound operates at an 'F', as well as the southbound left turn movement from Alexander Road onto Vaughn Drive.

With the heavier volumes in the evening peak hour, vehicular delays become much more pronounced. The longest delay in the study area is seen for the northbound vehicles on Washington Road turning right onto Hightstown Road, at the NEC overpass. This movement operates at LOS 'f.' Particularly after express trains from New York City discharge their passengers, queues here often extend from Washington Road into Station Drive, and well into the train station parking lot. Once motorists make it past the intersection of Washington Road and Hightstown Road, they typically confront another queue, for southbound vehicles on Hightstown Road at Wallace Road/Cranbury Road. This approach operates at an LOS 'F.' Delays continue on Hightstown Road through the intersection with Alexander Road, where the southbound through movement also operates at 'F'. This Level of Service assumes that eastbound left-turning and right-turning vehicles on Alexander Road at Hightstown Road typically form two lanes, despite the fact that there is only one approach lane; and that northbound through and left-turning vehicles on Hightstown Road also typically form two lanes, despite the presence of only one lane on that approach. These traffic patterns were observed on regular field views.

Movements operating at an LOS 'E' include the westbound Vaughn Drive approach at Alexander Road; left turn from Bear Brook Road onto Alexander Road; and the right turn from Alexander Road onto Hightstown Road.

TRANSIT

NJ Transit Northeast Corridor

On weekdays, this train makes 64 stops at Princeton Junction en route to New York City from Trenton, and 53 trips from New York City to Trenton. NJ Transit defines the morning peak period for NYC-bound trains as encompassing Princeton Junction departures from 5:41 AM to 8:23 AM. During the morning peak, headways are as little as 5 minutes. NJ Transit considers the evening peak period for Trenton-bound trains as encompassing Princeton Junction arrivals between 4:53 PM and 7:55 PM. Headways are as little as 5 minutes in the evening.

There are nine express trains to New York City, departing Princeton Junction between 5:23 AM and 8:23 AM; and nine trains from New York City, arriving at Princeton Junction between 2:52 PM and 6:59 PM.

On weekend days, the Northeast Corridor Line makes 36 trips to New York, and 37 trips to Princeton Junction.

On a typical weekday between July 2005 and June 2006, there were 7,020 passengers boarding trains at Princeton Junction. This represents the second heaviest passenger traffic on the NJ Transit system, second only to Metropark, with 7,116 boardings.

The heaviest passenger boarding and deboarding volumes on individual runs are always accounted for by the express trains between Princeton Junction and Newark/New York.

Passengers boarding the northbound Northeast Corridor Line (to New York City) during the morning peak period were counted by NJ Transit in 2004. The highest boarding volume was on the 8:20 AM train, with 490 passengers; the second highest was on the 7:51 AM train, with 413 passengers; and the third highest was the 8:35 AM train, with 379. Of the seven trains between 7:13 AM and 8:35 AM, five trains exceeded 340 boardings.

Passenger counts on southbound trains were conducted by NJ Transit in April 2006. The highest volume of passengers deboarding was 544, on the 6:59 PM train. The 5:30 PM train was second, with 502 deboardings; the 6:21 train was third, with 434; and the 7:34 train fourth, with 429. The number of passengers boarding any westbound train to Trenton during the evening peak period is minimal, typically below five. From 5:30 PM to 8:04 PM, 9 of the 18 trains stopping at Princeton Junction exceeded 300 deboardings. Six of these trains were express trains, and the other three stopped only at New Brunswick and Jersey Avenue after leaving Newark.

ORA conducted counts to determine which side of the station passengers exit from. When deboarding from the New York City express trains in the peak period, typically from 225 to 350 passengers exit the train station on the west side, and from 150 to 200 passengers exit on the east side. The arrival of the express trains is always indicated by the queues of vehicles waiting to pick up passengers on both sides of the train station, and by the immediate spike in the number of vehicles entering area roadways.

Although not at the high levels seen in the morning, the number of passengers boarding the northbound Northeast Corridor Line in the evening is not insignificant. According to NJT, there were 141 passengers boarding the 6:06 PM train, and 136 passengers boarding the 5:38 train. The deboardings on the northbound train were as high as 68 at 8:07 PM, and 33 at 6:34 PM.

Dinky Line

The Princeton Branch of NJ Transit, locally known as the “Dinky,” is an important source of passengers at the train station. On weekdays, there are 43 scheduled trips between Princeton Borough and Princeton Junction, and 34 trips on Saturdays and Sundays. The headways are about 20 minutes in the peak morning and evening commute periods, and about 30 minutes at other times.

On a typical weekday in 2006, 977 passengers boarded the Dinky in Princeton Borough, and 926 passengers boarded the Dinky in Princeton Junction. Boardings drop to about 720 to 740 on Saturday, and 620 to 650 on Sundays. The heaviest flows eastbound (from Princeton Borough to Princeton Junction) occur in the morning, with 53 passengers on the 8:16 AM train from Princeton Borough representing the highest count. Relatively heavy volumes are also seen on the 4:04 PM and 4:53 PM trains from Princeton Borough, with 49 passengers on each.

The heaviest flows westbound (from Princeton Junction to Princeton Borough) occur in the evening, with 52 passengers on the 7:14 PM and 8:10 PM trains from Princeton Junction. However, the single heaviest volume was seen in the morning, with 55 passengers taking the 9:01 AM train from Princeton Junction to Princeton.

Virtually all of the passengers on the Dinky connect to the Northeast Corridor, with the large majority of these heading to or coming from destinations north of Princeton.

Amtrak Service

Amtrak's Northeast Corridor service from Washington to New York City makes 10 stops at Princeton Junction on weekdays between 7:54 AM and 8:33 PM, with the service from New York to Washington making five stops between 6:16 AM and 3:58 PM.

Amtrak's Keystone and Pennsylvanian services stop at Princeton Junction en route between Harrisburg, PA and New York City. On weekdays, this service makes seven stops between 10:18 AM and 5:51 PM en route from Harrisburg to New York City, and four stops between 6:16 AM and 3:58 PM en route from New York City to Harrisburg.

Other Transit

The Princeton Junction Shuttle bus runs between Old Cranbury Road in East Windsor Township and Princeton Junction, stopping in Hightstown Borough on the way. Operating only on weekdays, it makes three trips to Princeton Junction in the morning peak period, and two trips in the evening peak period. It stops on the east side of the station. This service is supported by East Windsor Township, the Borough of Hightstown, and Mercer County.

The NJT #600 bus runs between Princeton Forrestal Village in Plainsboro Township and the Trenton Rail Station, stopping at Princeton Junction on the way. It makes 20 to 22 trips per day in both directions. Headways to Plainsboro are 25 minutes in the peak morning period and 30 minutes in the peak evening period, with headways over one hour at other times. Headways to Trenton are 30-60 minutes in the morning, and 15-40 minutes in the evening. It stops on the west side of the station.

The NJT #976 "Wheels" service runs between the Princeton Junction train station and several sites in Lawrence Township. There are five trips to the train station in the morning, and five trips from the train station in the evening. Headways are 35 to 40 minutes. It stops on the east side of the station. During field views, ORA noted that 29

passengers deboarded from the #976 at 7:30 AM, to board the northbound NEC line in turn.

Private transit services also operate in the area. "A1 Limousine" service drops off and pick up passengers on both sides of the station. A van serving the "Mews of Princeton Junction" stops on the west side.

Kiss and Ride Areas

Places where vehicles discharge passengers to board the train, and pick up passengers after deboarding, are popularly known as "kiss and rides." The Princeton Junction train station has kiss and rides on both the east and west sides of the station. On the east side of the station, Wallace Circle is used for dropping off passengers . A total of 22 20-minute parking spaces line Wallace Circle. A 132-ft. long section of curbline adjacent to a stairway up to the main waiting area is signed as a "Drop-off area," with no parking permitted. NJ Transit buses are signed to stop in this area. The left curbline of Wallace Circle is painted yellow, to prohibit parking or standing. However, based upon field views, motorists waiting to pick up passengers often stand along the left curbline just past the entrance to Wallace Circle. This is a common practice even when there are 20-minute spaces available past the signed "Drop-off area." Apparently, when motorists cannot immediately identify available spaces at the entrance to Wallace Circle, they often decide to stand along the left curbline, rather than drive around the Circle to investigate.

On the west side of the station, there are 13 parking spaces with 15-minute limits signed as a "Pick-Up Area." A 135-ft. long section of curbline adjacent to the main stairway is signed as a "Passenger Drop-Off Area," with no parking permitted. NJ Transit buses are signed to stop in this area. A 40-ft. section of the curbline is signed as "No Parking" adjacent to a ticket vending booth. A 60-ft. section of the curbline is signed as the "Taxi Stand," with room to accommodate three taxis. To the south of the Taxi Stand area, a 400 ft. section of the curbline is also available for use by waiting taxis. The queue here typically does not exceed 12 taxis.

Mode Split

Largely because of the presence of the Princeton Junction train station, the percentage of West Windsor residents whose use public transportation to travel to work is unusually high. According to the 2000 Census of Population and Housing, 21.6% of Township residents travel to work via public transportation, versus 6.8% for Mercer County residents and 9.6% of New Jersey residents. Virtually all of these residents – 20.6% - travel on the railroad, with another .5% using the bus and .4% using "subway or elevated" rail (perhaps a reference to the Dinky). Another 1.2% of West Windsor residents walk to work, and .2% bicycle to work.

Parking

Both permit parking and pay parking is available at the Princeton Junction train station. The West Windsor Parking Authority charges $100 per quarter for their permit lots, and NJ Transit charges $165 per quarter for their permit lots. Pay parking costs $4 per day.

Following is a summary of parking available in the station area, based on information provided from field views, the 2005 *West Windsor Princeton Junction Station Area Vision Plan*, and the West Windsor Parking Authority:

West Side of NEC:
Private lots at Station Drive and Washington Road: 75 (approximately)

North side of Dinky tracks
NJ Transit permit lot: 213
NJ Transit pay-by-day lot: 613

South side of Dinky tracks
NJ Transit permit parking, gravel lot: 360 (approximately)
NJ Transit permit parking, paved: 1,041
On-Street - Vaughn Drive: 88 (approximately)
West Windsor Parking Authority permit parking: 331

Total on West Side: 2,721

East Side of NEC:
NJ Transit pay-by-day lot: 384
West Windsor Parking Authority permit parking: 604

Total on East Side: 988

Total Spaces: 3,709

These official spaces are supplemented to a small extent by the presumably unsanctioned use by NJ Transit passengers of commercial parking lots in close proximity. During field views in the morning, pedestrians were observed heading to the Train Station after parking their cars in the office building lots on Vaughn Drive, or after parking in the Ellsworth Shopping Center.

On the typical weekday, parking at the train station is generally at capacity. The West Windsor Parking Authority maintains waiting lists for permits at the lots owned both by the Authority and by NJ Transit. Following is their status as of February 2007:

- NJ Transit permit lots – waiting list for 4,075 persons, with a projected wait of five years.

- West Windsor permit lot on Wallace Road – waiting list for 2,222 persons, with a projected wait of eight years.
- West Windsor permit lot on Vaughn Drive – waiting list for 876 persons, with a projected wait of three years.

Pedestrian and Bicycle Facilities

Existing sidewalk facilities within the study area are varied. Sidewalks are missing from both sides of Hightstown Road from the intersection with Washington Road on the west side of the NEC rail line, to just north of Sherbrooke Drive. Sidewalks are also missing on Alexander Road between Vaughn Drive and Wallace Road, and along Cranbury Road. They are absent from several other roadways in the greater area. Several roadway segments have sidewalks on only one side of the road, such as Hightstown Road east of Sherbrooke Drive; Vaughn Drive; Alexander Road east of Wallace Road, and much of Wallace Road.

The *West Windsor Township Bicycle/ Pedestrian Plan*, prepared in October 2004, called for an expansion of pedestrian and bicycle facilities throughout the township. Within the Princeton Junction TOD study area, the Plan recommends:

- Bike lanes on Washington Road and Hightstown Road, including the NEC overpass;
- Bike compatible shoulders on Alexander Road north of the NEC line, as well as the small segment between the railroad bridge and Wallace Road, and Wallace Road;
- Roadway compatible for shared use with bicycles on Station Drive, Vaughn Drive, and Alexander Road from Wallace Road to Hightstown Road;
- Multi-use trail running generally adjacent to, and to the west of, the NEC line; and along the Dinky line.

The West Windsor Bicycle and Pedestrian Task Force outlined sidewalk improvement priorities, and these were included in the 2004 Plan. Within the study area, the priorities include:

- Alexander Road/ Wallace Road intersection
- Alexander Road from Vaughn Drive to Roszel Road
- Highstown Road from Wallace Road to Washington Road
- Wallace Road from Hightstown Road to train station entrance off Wallace Circle

The Plan called for improvements at several intersections in the study area, as noted:

<u>Highstown Road/ Wallace-Cranbury Road</u>

- Add dedicated left turn lane to northbound, southbound, and westbound approaches;
- Install sidewalks on all four corners.

- Installation of sidewalks in the area between guiderails on the Northeast Corridor bridge.

Wallace Road and Scott Avenue

- Reduce corner radius on eastern curb of Wallace Circle.
- Install sidewalks where missing.
- Install bike lanes from Scott Avenue to Hightstown Road.

Hightstown Road

- Install sidewalks on both sides.

PLANNED PROJECTS

Transportation conditions in the study area vicinity will be heavily influenced by a number of planned projects. Following is a summary:

Penns Neck Area EIS

This study had the goal of addressing traffic congestion, mobility constraints and safety concerns on Route 1 and east-west cross streets in the Penns Neck area of West Windsor. A Record of Decision was issued in early 2005, with the following major components:

- Route 1 in-a-cut at Washington Road with Washington Road crossing over Route 1 at its existing grade and a new single-point interchange at Washington Road;
- A new grade-separated single-point interchange in the vicinity of Harrison Street;
- A new westside connector road running parallel to Lower Harrison Street, connecting the new Harrison Street interchange with existing Harrison Street;
- A one-way frontage road system on both sides of Route 1 between Washington Road and the new Harrison Street interchange, with two travel lanes in each direction; and,
- A Vaughn Drive connector road located west of existing Station Drive, connecting Washington Road and existing Vaughn Drive.

The Vaughn Drive Connector will have a significant impact on the Princeton Junction TOD study area. Although other roadways should be constructed by developers as part of the eventual development at Princeton Junction, the Vaughn Drive connector will likely have the highest capacity. It is intended to not only accommodate traffic generated by the Princeton Junction TOD, but to also accommodate area residents on regional trips. For example, it will likely be attractive to motorists traveling residential areas east of the NEC rail line and destinations to the west, such as Carnegie Center and Route 1. The Penns Neck Area EIS documents stated that alternatives with a Vaughn Drive connector road generally decrease traffic on Alexander Road east of the NEC rail line, Wallace Road and North Post Road, and increase traffic on Alexander Road between Vaughn Drive and Roszel Road and Bear Brook Road.

The importance of Vaughn Drive stems not only from its capacity, but from its potential role as a major commercial street through the heart of the TOD. Its appearance will be key to the kind of development planned for Princeton Junction.

Complementary travel demand management strategies were also advanced as part of the Penns Neck EIS. The study assumes that 4 to 5% of peak period work trips will be diverted from single-occupant vehicle travel to other modes of commuting. Enhanced transit, public and private jitney/shuttle services, and pedestrian and bicycle facility improvements in the study area are all envisioned.

Alexander Road over Amtrak NEC

The Alexander Road bridge over the NEC rail line is scheduled to be replaced, with construction starting this year. The existing bridge with two 10 ft. lanes will be replaced by a bridge with two 12 ft. lanes, 4 ft. shoulders, and 6 ft. sidewalks. A roundabout will be built at the intersection with North Post Road, greatly facilitating traffic flow in this area.

Route 571 Corridor Planning Study

A conceptual improvement plan for Route 571 (Princeton-Hightstown Road) from the NEC rail line to Clarksville Road was prepared by Urbitran Associates for West Windsor Township in August 2005. Improvements in the plan include:

- Design of Route 571 as a 50 ft. cartway with two 12 ft. wide through lanes, one 14 ft. wide continuous left turn lane, and two 6 ft. wide bike lanes.
- A 10 ft. wide planting strip, 4 ft. wide sidewalk, and 6 ft. wide utility strip on each side of the roadway.
- Bicycle and pedestrian crossing of the NEC rail line.
- Bikeways on Wallace Road and Cranbury Road.
- Possible future traffic signal on Route 571 at Sherbrooke Drive, tied to redevelopment of the Acme shopping center.
- Improvements at the intersection of Route 571 and Wallace Road/Cranbury Road include two through lanes plus a left turn lane in both directions on Route 571, and widening the approaches on both Wallace Road and Cranbury Road to include separate left, through, and right turn lanes.
- Provision of one left turn lane and one right turn lane on Alexander Road at Route 571. Northbound Route 571 at Alexander Road would be striped as one left turn lane and one through lane.

Central New Jersey Route 1 BRT Alternatives Analysis Study

This study, completed in February 2006, was conducted with the goal of relieving congestion and enhancing transit facilities on the Route 1 corridor between Trenton and South Brunswick Township. The preliminary bus rapid transit (BRT) service concepts include BRT routes, preferably on an exclusive guideway, to pick up riders from park-

and-ride lots and feeder routes. The Princeton Junction train station would be serviced by one of these routes.

The BRT guideway was planned in conjunction with the *West Windsor Princeton Junction Station Area Vision Plan* (June 2005). Within the study area, a possible route would travel along the Dinky line from Carnegie Center into the train station area, and head north through the Sarnoff property to Route 1. A variety of options for construction of the BRT in the train station area are still under consideration, including replacement of the Dinky Line with paved bi-directional BRT, or a paved bi-directional BRT adjacent to the existing Dinky Line. The study also discussed double-tracking the Dinky Line in order to improve service frequency. Although the design will be under consideration well into the future, the Princeton Junction TOD should accommodate an area to accommodate two to three stopped buses, and an exclusive guideway adjacent to the Dinky line.

The Alternatives Analysis concluded that a BRT system would add 17,000 to 19,000 average weekday trips to the transit system in the Route 1 corridor.

Market Assessment

Economics Research Associates (ERA), the marketing consultant hired by Hillier, had three objectives during Phase 1. First, they examined the economic and real estate trends affecting West Windsor Township. Next, they evaluated market support for office, retail, and residential land uses within the Redevelopment Area. Then, they provided preliminary market-based guidance on transit-oriented development. The following report was prepared by ERA detailing their findings.

ERA

General and Limiting Conditions

Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible. These data are believed to be reliable. This study is based on estimates, assumptions and other information developed by Economics Research Associates from its independent research effort, general knowledge of the market and the industry, and consultations with the client and its representatives. No responsibility is assumed for inaccuracies in reporting by the client, its agent and representatives or any other data source used in preparing or presenting this study.

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This study is qualified in its entirety by, and should be considered in light of, these limitations, conditions and considerations.

ERA

Introduction

As part of a comprehensive analysis for the Township of West Windsor, Hillier Architecture retained Economics Research Associates (ERA) to conduct a Market Opportunities Analysis to inform the redevelopment of a 350-acre site located in the Princeton Junction section of West Windsor, New Jersey. As part of this effort, ERA examined demand for specific real estate products and estimated the amount, type, and absorption of these products that may be achievable in the future.

The project site, located on land surrounding Princeton Junction Station, is approximately 12 miles northeast of Trenton, four miles southeast of Princeton, and 50 miles south of Manhattan, New York. The site is accessible from Route 1 by car and is about one hour from Manhattan by train.

As part of this analysis, ERA examined real estate development opportunities including office, retail, and residential uses. Overall, ERA finds that there is good potential for residential and retail uses at the Princeton Junction Site. While a small amount commercial office could be supported by the market, there are so many office projects under construction, approved, and proposed for development that the competitive landscape appears highly challenging.

Residential Demand

- Current residential projects in West Windsor reported strong sales in 2006, an indication of a health residential market.
- A transit-oriented development at Princeton Junction has the potential to attract consumers from market segments that are currently under-represented in West Windsor.
- ERA believes that commuters, young urban professionals, and empty nesters will be attracted to housing options located in close proximity to Princeton Junction Station.
- In order to capture interest from a broader market, residential development should include unit types that appeal to smaller households seeking easy-access to public transportation.
- Flats, apartments, and residential units over retail are relatively rare in West Windsor and would compliment the transit-oriented development concept.

Bottom-Line: Strong market performance suggests good potential for transit-oriented residential development.

Office Market Analysis

- Employment projections provided by the New Jersey Department of Labor and Workforce Development indicate that industry sectors requiring office space will add approximately 1,700 jobs per year in Mercer County.
- Assuming 250 square feet per office employee, ERA estimates annual demand for approximately 420,000 square feet of office space per year in Mercer County.

- ERA estimates that the Princeton Junction Submarket can achieve net absorption of about 26,000 square feet of office space annually over the next five years.
- Roughly three million square feet of office space is under construction, approved, or proposed for West Windsor.[1]
- The amount of office development currently in the pipeline suggests a highly competitive environment for office development.
- It is important to note that office space located near Princeton Junction Station may enjoy a locational advantage due to accessibility from mass transit.

Bottom-Line: Demand exists but there are numerous other office sites with significant development potential.

Retail Analysis

- ERA estimated the supportable square footage of new of retail space in the Princeton Junction trade area based on unmet demand within specific retail categories.
- ERA compared the total spending potential of the trade area to existing retail sales, by retail category. When positive, the difference between total expenditure potential and the level of sales represents unmet sales potential that may be captured by new retailers in the trade area.
- ERA estimates that Princeton Junction is capable of supporting between roughly 300,000 and 600,000 square feet of retail space across a variety of retail store types, including convenience and comparison retail.
- Only about 90,000 square feet of retail is approved or currently under construction.

Bottom-Line: There is market support for a significant retail amenity if it is appropriately positioned and marketed.

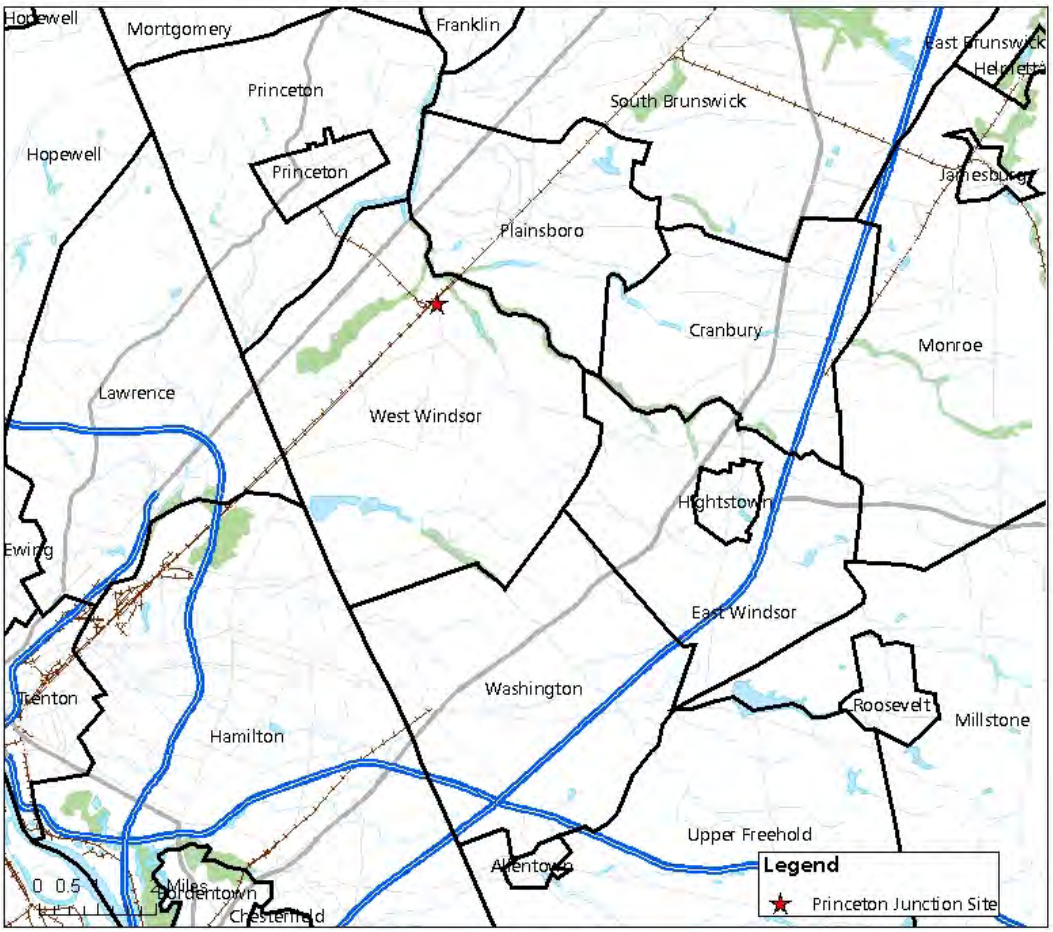
[1] Excludes mixed-use development proposals for which the office component is unknown.

West Windsor Demographic Trends and Residential Demand

Overview

The Township of West Windsor is located at the eastern border of Mercer County. It is bordered by the Princeton Township to the north, the Plainsboro Township and East Windsor Townships to the east, by the Washington Township to the south, and the Hamilton and Lawrence Townships to the west.

Figure 1: Map of West Windsor and Vicinity



Source: Economics Research Associates

Findings from Census 2000

The total population of the West Windsor Township was approximately 22,000 in 2000. Census 2000 reports that the Township has a median age of 37.0, similar to the statewide median age of 36.7. The Township's population is 72 percent white, 23 percent Asian, and three percent African American. About four percent of the West Windsor population is of Hispanic or Latin origin. By comparison, over 73 percent of the New Jersey population is white and 13 percent report Hispanic or Latin origin.

Educational attainment in West Windsor is significantly higher than in New Jersey overall. A greater proportion of the Township's population age 25 and over has graduated from high school than in the State as a whole. In addition, a greater percentage of West Windsor residents age 25 and over have earned a bachelor's degree or higher than in New Jersey.

Households in West Windsor earn considerably more than households in the State of New Jersey. Census 2000 reports that the median household income in West Windsor was about $116,000 in 1999, as compared with $55,000 in New Jersey. Per capita income in West Windsor was approximately $48,500 in 1999, as compared with $27,000 in New Jersey. The Census estimates that only four percent of West Windsor residents were living below the poverty line in 1999.

Household ownership and home values are higher in West Windsor than in New Jersey as a whole. About 79 percent of housing units are owner-occupied in West Windsor, as compared with over 61 percent in New Jersey. Census 2000 reports that the median value of single-family owner-occupied housing units in West Windsor was $333,000 in 1999. In New Jersey, the median value of owner-occupied housing units was approximately $171,000.

ERA

Figure 2: West Windsor Demographic Overview, Census 2000

Demographic Characteristics	West Windsor	Mercer County	New Jersey
Population			
Population 2000	21,907	350,761	8,414,350
Age			
Median age (years)	37.0	36.0	36.7
Under 5 years	7%	6%	7%
18 years and over	68%	76%	75%
65 years and over	6%	13%	13%
Race			
White	72%	69%	73%
Black or African American	3%	20%	14%
American Indian and Alaska Native	0%	0%	0%
Asian	23%	5%	6%
Native Hawaiian and Other Pacific Islander	0%	0%	0%
Persons Reporting Some Other Race	1%	4%	5%
Persons Reporting Two or More Races	2%	2%	3%
	100%	100%	100%
Ethnicity			
Hispanic or Latino (of any race)	4%	10%	13%
Education			
High school graduate or higher [1]	97%	82%	82%
Bachelor's degree or higher [1]	74%	34%	30%
Households			
Households	7,282	125,807	3,064,645
Average Household Size	3.01	2.62	2.68
Median household income (1999$)	$116,335	$56,613	$55,146
Per capita income (1999$)	$48,511	$27,914	$27,006
Individuals below poverty level	3%	9%	9%
Housing			
Housing Units	7,450	133,280	3,310,275
Owner-occupied housing units	79%	63%	61%
Renter-occupied housing units	19%	31%	32%
Vacant housing units	2%	6%	7%
Median value (1999$) [2]	$333,800	$147,400	$170,800

Source: U.S. Census Bureau, Summary File 1 (SF 1) and Summary File 3 (SF 3); Economics Research Associates

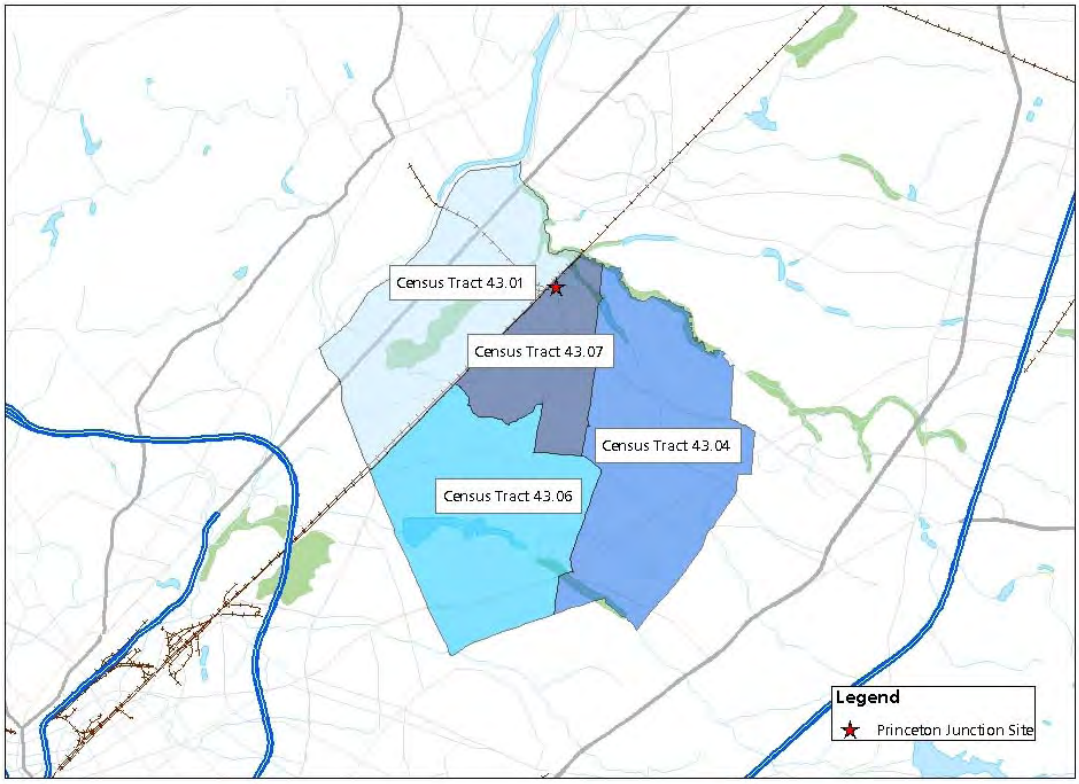
[1] Percent of persons age 25 and older.

[2] Single-family owner-occupied housing units.

Current Estimates and Projected Demographic Trends

Figure 3 presents a map of Census Tracts in West Windsor. Figure 4 presents the associated demographic trends and projections.[2] Current data indicate that West Windsor's population was 25,700 in 2006 and project growth to roughly 27,500 by 2011. The number of households in West Windsor is expected to grow from about 8,500 in 2006 to over 9,100 in 2011.

Figure 3: West Windsor Census Tracts



Source: US Census Bureau; Economics Research Associates

[2] As part of this analysis, ERA relies on household growth projections provided by ESRI, a national data provider. ESRI acquires and reviews data from a variety of sources to estimate current and future demographic trends.

ERA

Figure 4: West Windsor Demographic Trends and Projections by Cenus Tract

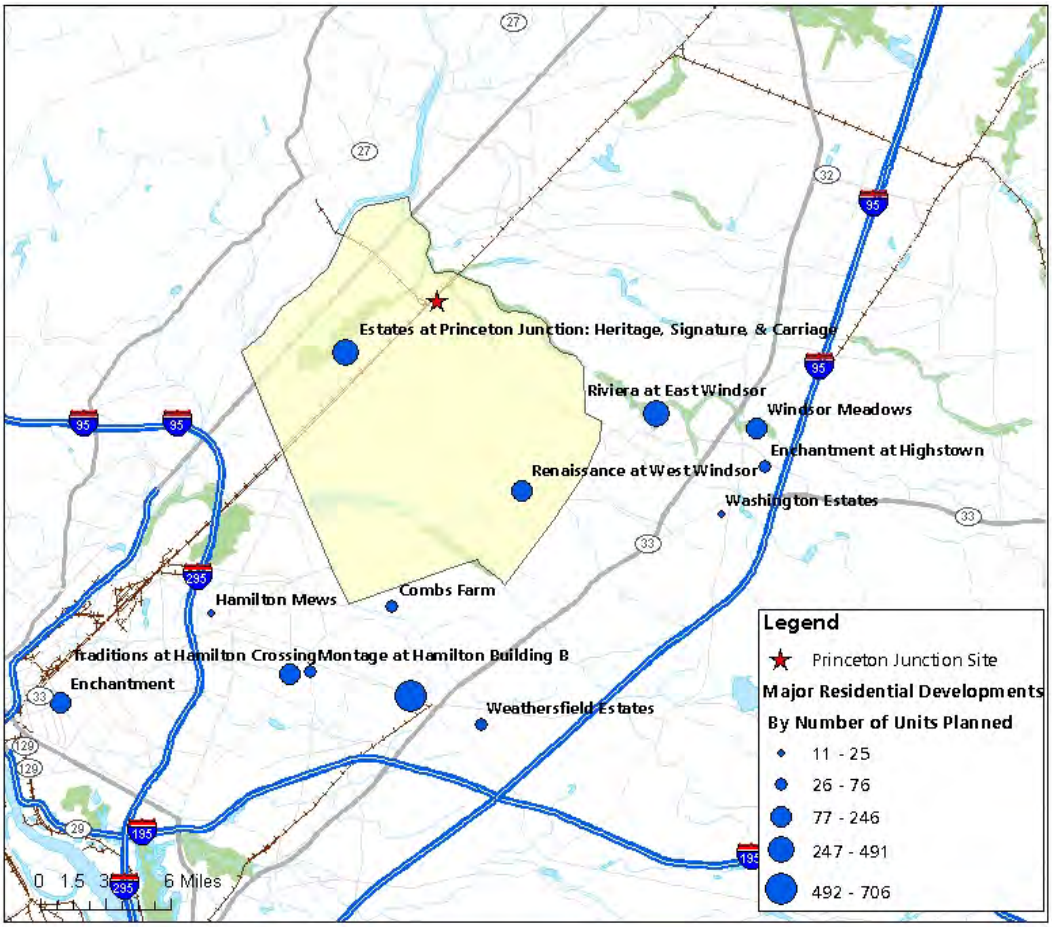
	1990	2000	2006	2011	Annualized Growth 1990-2006	Annualized Growth 2006-2011
Population						
4306	2,970	4,084	5,366	5,980	3.8%	2.2%
4301	3,167	4,241	5,040	5,427	2.9%	1.5%
4307	5,887	5,987	6,094	6,236	0.2%	0.5%
4304	3,997	7,595	9,203	9,900	5.4%	1.5%
Township Total	**16,021**	**21,907**	**25,703**	**27,543**	**3.0%**	**1.4%**
Households						
4306	853	1,180	1,548	1,727	3.8%	2.2%
4301	1,356	1,798	2,138	2,306	2.9%	1.5%
4307	2,007	2,149	2,179	2,231	0.5%	0.5%
4304	1,147	2,155	2,618	2,823	5.3%	1.5%
Township Total	**5,363**	**7,282**	**8,483**	**9,087**	**2.9%**	**1.4%**
Average Household Income						
4306	$ 93,299	$ 169,665	$ 236,695	$ 317,102	6.0%	6.0%
4301	60,422	97,677	126,358	157,834	4.7%	4.5%
4307	107,136	129,748	176,481	227,009	3.2%	5.2%
4304	96,488	179,854	245,010	331,145	6.0%	6.2%
Township Total	**$ 90,847**	**$ 143,126**	**$ 195,986**	**$ 258,928**	**4.9%**	**5.7%**

Source: US Census Bureau; ESRI Business Analyst; Economics Research Associates

Residential Development Projects

To better understand demand for new residential units, ERA examined data from a number of large for-sale housing developments located within and nearby the West Windsor Township. Figure 5 and Figure 6 present the location and size of these residential developments. In addition, Figure 6 reports the number of sales that have occurred at each of these developments and the percent of units sold.

Figure 5: For-Sale Residential Development Projects



Source: Hanley Wood Market Intelligence; Economics Research Associates

Figure 6: For-Sale Residential Project Detail

Project Name	Location	Units Sold [1]	Percent Sold [1]	Units Planned
Riviera at East Windsor	East Windsor	256	68%	375
Windsor Meadows	East Windsor	200	100%	200
Montage at Hamilton	Hamilton	36	58%	62
Enchantment	Hamilton	219	94%	232
Hamilton Mews	Hamilton	11	100%	11
Weathersfield Estates	Hamilton	10	23%	43
Traditions at Hamilton Crossing	Hamilton	152	62%	246
Enchantment at Highstown	Highstown	31	41%	76
Washington Town Center	Robbinsville	652	92%	706
Combs Farm	Washington	21	46%	46
Washington Estates	Washington	5	20%	25
Estates at Princeton Junction	West Windsor	436	89%	491
Renaissance at West Windsor	West Windsor	40	26%	156

Source: Hanley Wood Market Intelligence

[1] Units sold through December 2006.

ERA considered the two residential developments located in West Windsor in detail. These projects, the Estates at Princeton Junction and Renaissance at West Windsor, both succeeded in achieving significant sales in 2006.

- The Estates at Princeton Junction consists of 400 single-family homes, 130 townhomes, and 635 apartments. The for-sale home products are marketed to move-up and empty nester home buyers. Estate homes range from 3,100 to 3,700 square feet, more modest single-family homes from 2,050 to 3,180 square feet. The townhomes range from 1,985 to 2,220 square feet. Prices range from roughly $600,000 to $1.3 million. During 2006, 84 new homes were sold at the Estates at Princeton Junction, seven units per month.

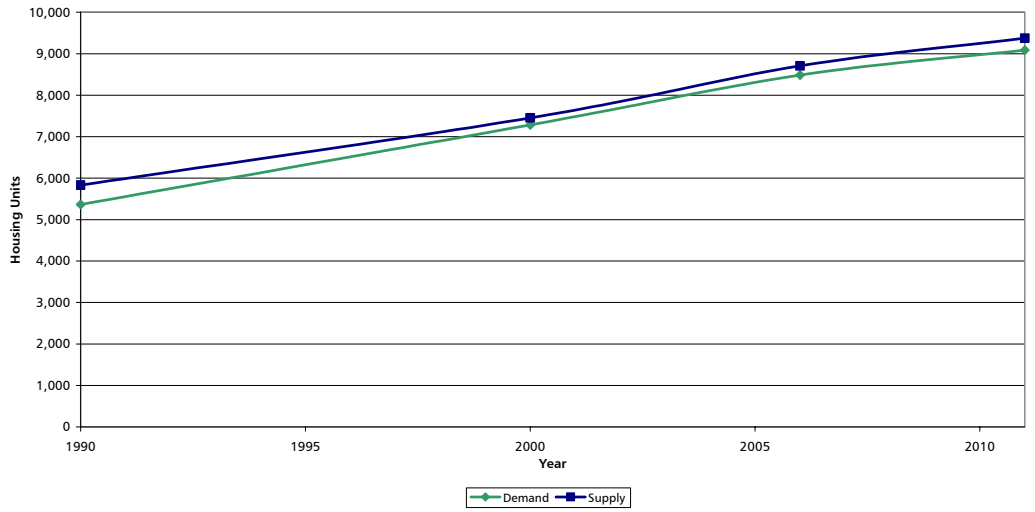
- The Renaissance at West Windsor is a resort-style community for adults age 55 and older consisting of 156 homes. The up-scale home designs range from 1,754 to 2,230 square feet, each with two bedrooms, two baths, a garage. Base pricing ranges from about $410,000 to $445,000. During 2006, 34 new homes were sold at the Renaissance at West Windsor, nearly three units per month.

Housing Supply and Demand

To analyze potential for residential development at Princeton Junction, ERA compares West Windsor's housing inventory to the number of households for the period 1990 through 2011. Historical data are based on information from the US Census Bureau. Future projections of demand for housing are provided by ESRI. The future supply of housing is based on the Township data regarding residential units that are currently approved and under construction in West Windsor.

As shown in Figure 6, housing supply in West Windsor is keeping pace with projected demand. As in any housing market, supply exceeds demand due to frictional vacancy (i.e., a small amount of vacancy caused by migration). Overall, the market for residential units is very healthy and in-check with the projected household growth.

Figure 7: Supply and Demand for Housing



Source: ESRI Business Analyst; Township of West Windsor; Economics Research Associates

ERA expects that new residential units at Princeton Junction would attract households beyond those reflected in the ESRI projection. Projected growth is based on historical trends which do not reflect the presence of transit-oriented development. A transit-oriented development at Princeton Junction has the potential to attract consumers from market segments that are currently under-represented in West Windsor.

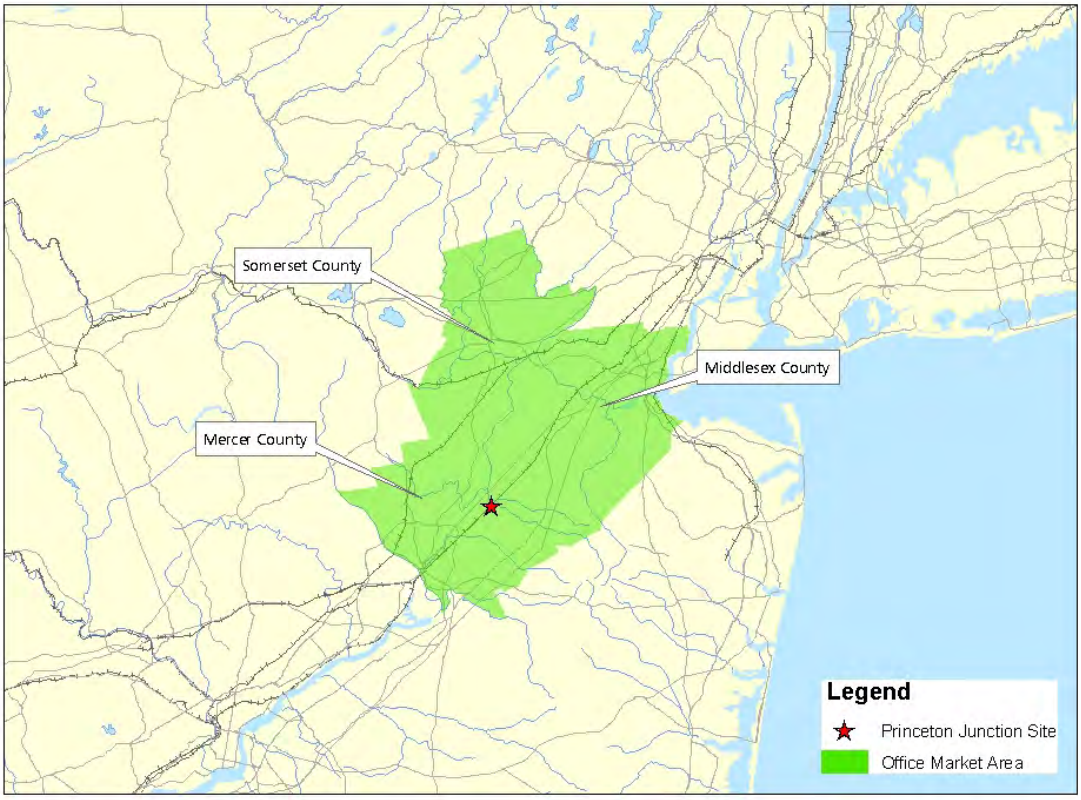
ERA believes that commuters, young urban professionals, and empty nesters will be attracted to housing options located in close proximity to Princeton Junction Station. In order to capture interest from these potential residents, the residential development should include appropriate unit types that appeal to these market segments. For example, flats, apartments and residential units over retail are relatively rare in West Windsor, would compliment the transit-oriented development concept, and would appeal to smaller households seeking easy-access to public transportation.

Office Market Analysis

Overview

The Princeton Junction site is located in Mercer County but in close proximity to both Middlesex and Somerset Counties. To evaluate the potential for the Princeton Junction site to support office development, ERA examines the office market in Mercer, Middlesex, and Somerset Counties.

Figure 8: Office Market Area



Source: Economics Research Associates

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Office Market Trends

Currently, the Mercer County office market is experiencing relatively low vacancy. With 2.6 million square feet of vacant office space and 24.2 million square feet of office space in total, the County's vacancy rate is less than 11 percent. As shown in Figure 9, the vacancy rate in Mercer County is lower than Middlesex County (14 percent) and Somerset County (18 percent). In the market area (i.e., the three-county area described in Figure 8), the vacancy rate is approximately 14 percent. Nearly 13 million square feet of office space are currently vacant within this market area.

Figure 9: Office Market Overview, Fourth Quarter 2006

Market/Submarket	Existing Square Feet	Number of Buildings	Vacancy (Square Feet)	Vacancy Rate
Mercer County	24,218,067	713	2,600,986	10.7%
Middlesex County	40,014,445	973	5,454,174	13.6%
Somerset County	27,478,126	555	4,821,383	17.5%
Tri-County Subtotal	*91,710,638*	*2,241*	*12,876,543*	*14.0%*
State of New Jersey	**297,829,572**	**8,219**	**37,901,026**	**12.7%**

Source: CoStar Group; Economics Research Associates

Over the past nine years, the office market area has added approximately 241 office buildings (net of demolitions). This office development yielded over 13 million square feet of office space. Net absorption of office space has been volatile with positive net absorption occurring 1997 through 2000, 2003, 2005, and 2006. Net absorption was negative in 2001, 2002, and 2004. Vacancy has ranged from about 5.9 million square feet in 1998 to over 15.6 million square feet in 2004.

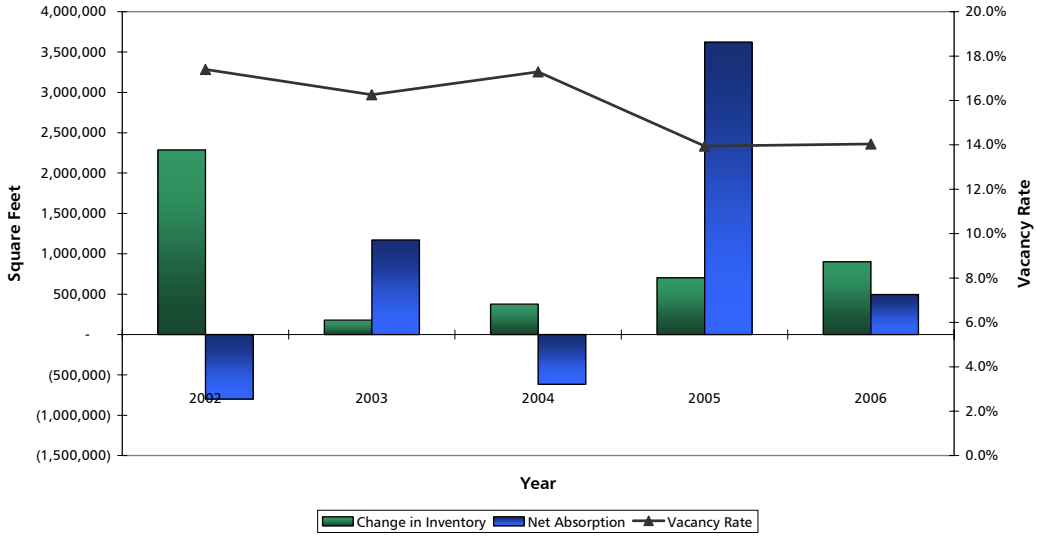
Figure 10: Office Market Trends 1997-2006

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Inventory										
Buildings	2,000	2,020	2,045	2,070	2,113	2,142	2,157	2,174	2,185	2,241
Square Feet	78,616,564	81,001,415	83,464,556	85,132,642	87,266,986	89,552,518	89,730,528	90,106,606	90,810,129	91,710,638
Change in Inventory		2,384,851	2,463,141	1,668,086	2,134,344	2,285,532	178,010	376,078	703,523	900,509
Vacancy										
Square Feet	6,006,210	5,934,221	6,639,233	6,574,246	12,499,405	15,584,204	14,590,665	15,584,636	12,663,665	12,876,543
Vacancy Rate	7.6%	7.3%	8.0%	7.7%	14.3%	17.4%	16.3%	17.3%	13.9%	14.0%
Net Absorption	3,211,478	2,456,840	1,077,129	1,733,073	(3,790,815)	(799,267)	1,171,549	(617,893)	3,624,494	494,140

Source: CoStar Group; Economics Research Associates

In the past five years, the office vacancy rate peaked in 2002 at 17.4 percent and has recovered somewhat since then. Figure 11 graphically presents trending in office space inventory, absorption, and vacancy in the office market area from 2002 through 2006. As shown, vacancy rates were driven down from 17.3 percent in 2004 to 13.9 percent in 2005 due to net absorption of almost 3.6 million square feet in that year. Despite positive net absorption of about 500,000 square feet of office space the following year, an increase in office space inventory of almost one million square feet pushed vacancy rates up to their current level of 14 percent.

Figure 11: Office Market Inventory, Absorption, and Vacancy 2002-2006



Source: CoStar Group; Economics Research Associates

The office market area absorbed an average of roughly 775,000 square feet of office space, annually, over the last five years. Figure 12 presents average net absorption in office products located in the office market area. All three counties considered experienced positive average annual absorption over the last five years. Mercer, Middlesex, and Somerset Counties averaged net absorption of 235,000 square feet, 139,000 square feet, and 401,000 square feet, respectively, between 2002 and 2006.

Figure 12: Office Market Average Annual Net Absorption

Market/Submarket	Average Annual Net Absorption (2002-2006)
Mercer County	235,116
Middlesex County	138,884
Somerset County	400,605
Tri-County Subtotal	*774,605*
State of New Jersey	**2,329,695**

Source: CoStar Group; Economics Research Associates

Mercer County added approximately one million square feet of office space 2002 through 2006, about seven percent of the total office square footage added in the State. Middlesex County added over 1.3 million square feet of office 2002 through 2006. This accounts for 9 percent of the State total. Somerset County added over 1.9 million square feet of office, about 13 percent of the State delivery total. Across all three counties, roughly 4.3 million square feet of office space or nearly 30 percent of the State total, have been delivered since 2002.

Figure 13: Office Market Product Deliveries

Market/Submarket	Delivery Total (2002-2006)	Share of State Delivery Total
Mercer County	1,005,241	7%
Middlesex County	1,319,325	9%
Somerset County	1,929,995	13%
Tri-County Subtotal	*4,254,561*	*28%*
State of New Jersey	**15,328,891**	**100%**

Source: CoStar Group; Economics Research Associates

Princeton Junction Office Submarket Trends

To better understand the potential for office space at Princeton Junction, ERA evaluated market performance within a submarket area, defined as 2.5 miles from the Princeton Junction Station (See in Figure 14). The Princeton Junction office submarket contains approximately 121 buildings containing over 8.9 million square feet.

Figure 14: Princeton Junction Submarket

Source: CoStar Group; Economics Research Associates

Over the past nine years, the Princeton Junction office submarket area added approximately 19 office buildings (net of demolitions). This development yielded nearly 1.9 million square feet of office space. Similar to the larger three-county office market, net absorption of office space within the Princeton Junction submarket has been volatile. Net absorption peaked in 1999 at 585,000 square feet and hit a low in 2002 with negative net absorption of 281,000 million square feet. Vacancy has ranged from about 114,000 square feet in 1997 to over one million square feet in 2002.

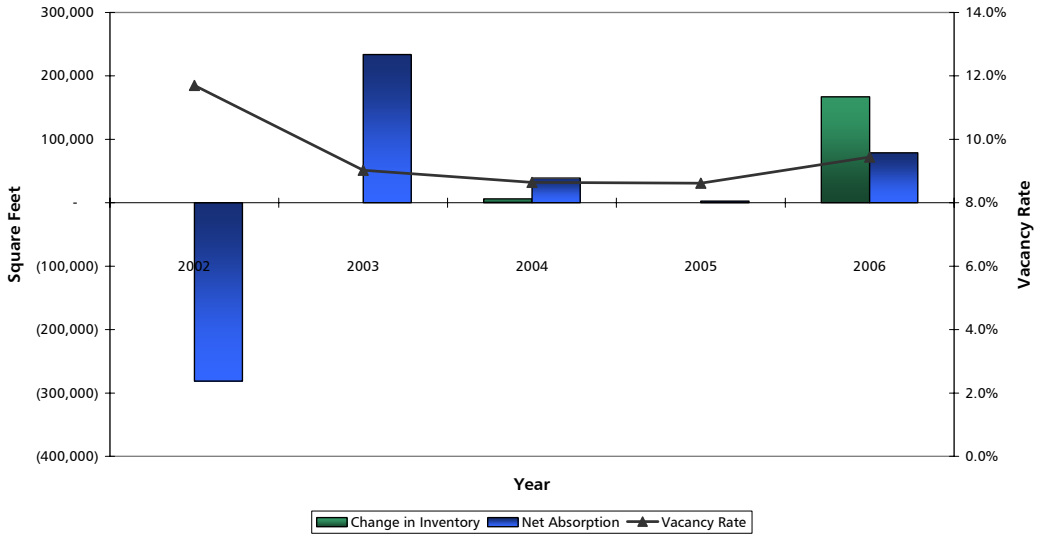
Figure 15: Princeton Junction Office Submarket Trends 1997 – 2006

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Inventory										
Buildings	102	104	108	114	119	119	119	120	120	121
Square Feet	7,046,644	7,442,567	8,028,309	8,422,211	8,735,687	8,735,687	8,735,687	8,741,687	8,741,687	8,908,687
Change in Inventory		395,923	585,742	393,902	313,476	-	-	6,000	-	167,000
Vacancy										
Square Feet	113,742	227,129	227,377	346,025	741,163	1,022,368	788,466	755,551	752,956	841,149
Vacancy Rate	1.6%	3.1%	2.8%	4.1%	8.5%	11.7%	9.0%	8.6%	8.6%	9.4%
Net Absorption	315,016	282,536	585,494	275,254	(81,662)	(281,205)	233,902	38,915	2,595	78,807
Average Lease Rate	$21.81/fs	$24.81/fs	$27.40/fs	$29.90/fs	$28.79/fs	$27.88/fs	$26.69/fs	$28.91/fs	$29.22/fs	$29.35/fs

Source: CoStar Group; Economics Research Associates

During the past five years, vacancy rates in the Princeton Junction office submarket fell as inventory held steady and the area enjoyed positive net absorption, then increased slightly as new inventory exceeded net absorption. Figure 16 graphically presents trending in the inventory, absorption, and vacancy within the office submarket area from 2002 through 2006.

Figure 16: Princeton Junction Office Submarket Inventory, Absorption, and Vacancy 2002 – 2006



Source: CoStar Group; Economics Research Associates

The Princeton Junction office submarket area absorbed an average of roughly 14,600 square feet of office space, annually, over the last five years. In Figure 17, ERA presents average net absorption of office products located in the office market area. As shown, net absorption of Class A office in the submarket area averaged about 8,500 square feet annually while other office classes accounted for 6,100 square feet annually, 2002 through 2006. In Mercer County, net absorption averaged approximately 235,000 square feet annually 2002 through 2006. Net absorption in the submarket area accounted for approximately six percent of the net absorption in the County.

Figure 17: Office Submarket Average Annual Net Absorption

Market/Submarket	Average Annual Net Absorption (2002-2006)
Princeton Junction Submarket	
Class A Office Space	8,512
Other Classes of Office Space	6,091
All Office Space	14,603
Mercer County	
Class A Office Space	123,939
Other Classes of Office Space	111,177
All Office Space	235,116

Source: CoStar Group; Economics Research Associates

Since 2002, the Princeton Junction submarket has added about 173,000 square feet of office space. By comparison, Mercer County added about one million square feet of office 2002 through 2006.

Figure 18: Office Submarket Product Deliveries 2002 - 2006

Market/Submarket	Delivery Total (2002-2006)
Princeton Junction Submarket	
Class A Office Space	167,000
Other Classes of Office Space	6,000
All Office Space	173,000
Mercer County	
Class A Office Space	750,164
Other Classes of Office Space	255,077
All Office Space	1,005,241

Source: CoStar Group; Economics Research Associates

Projected Future Demand for Office Space

Employment Trends and Projections

Figure 19 presents historical employment trends in the office market area (i.e., Mercer County, Middlesex County, and Somerset County). As shown, employment growth in the office market area has been minimal, with annualized growth in total employment between 1990 and 2005 of slightly less than one percent. More recently, employment growth has been even more sluggish, increasing only 0.2 percent per year between 2000 and 2005.

Industry sectors driving the market for office space include the Information, Financial Activities, Professional and Business Services, and Education and Health Services sectors. As shown in Figure 19, the Information sector has not performed well since 1990, shedding over 12 percent of employees. Financial Activities, Professional and Business Services, and Education and Health Services have contributed to job growth since 1990, increasing their employment by 13 percent, 63 percent, and 47 percent, respectively. In recent years however, the Information, Financial Activities, and Professional and Business Services sectors have all shed jobs, decreasing employment by roughly 16, one, and four percent respectively, between 2000 and 2005.

Figure 20 presents historical employment trends in the Mercer County. As shown, similar to the office market area, employment growth has been minimal. Annualized growth in total employment in Mercer County between 1990 and 2005 was 0.6 percent. Unlike the office market area, employment growth has improved recently, increasing by 1.3 percent per year between 2000 and 2005. Figure 21 graphically presents employment trends in office-using industry sectors in Mercer County for the years 2000 through 2005.

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Figure 19: Employment Trends in the Office Market Area

	Employment				Employment Growth 1990-2005		2000-2005	
	1990	1995	2000	2005	Cum.	Annualized	Cum.	Annualized
Total Employment	*681,988*	*703,635*	*776,441*	*783,344*	*14.9%*	*0.9%*	*0.9%*	*0.2%*
Total Government Employment	*128,546*	*126,305*	*127,957*	*133,737*	*4.0%*	*0.3%*	*4.5%*	*0.9%*
Total Private Employment	*553,443*	*577,329*	*648,485*	*649,607*	*17.4%*	*1.1%*	*0.2%*	*0.0%*
Private Sector Breakdown by Industry Group								
Natural Resources and Mining	1,643	1,232	1,009	1,094	-33.4%	-2.7%	8.4%	1.6%
Construction	22,049	18,815	22,681	26,220	18.9%	1.2%	15.6%	2.9%
Manufacturing	104,381	93,563	88,872	70,310	-32.6%	-2.6%	-20.9%	-4.6%
Trade, Transportation, and Utilities	141,467	140,291	158,428	162,229	14.7%	0.9%	2.4%	0.5%
Information	31,097	36,240	32,626	27,337	-12.1%	-0.9%	-16.2%	-3.5%
Financial Activities	45,616	46,698	52,309	51,562	13.0%	0.8%	-1.4%	-0.3%
Professional and Business Services	89,707	114,270	152,564	146,109	62.9%	3.3%	-4.2%	-0.9%
Education and Health Services	61,383	70,363	78,752	90,196	46.9%	2.6%	14.5%	2.8%
Leisure and Hospitality	37,676	37,399	41,171	46,252	22.8%	1.4%	12.3%	2.4%
Other Services	17,183	16,965	19,036	23,500	36.8%	2.1%	23.5%	4.3%
Unclassified	0	0	0	4,798	-	-	-	-

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages; Economics Research Associates

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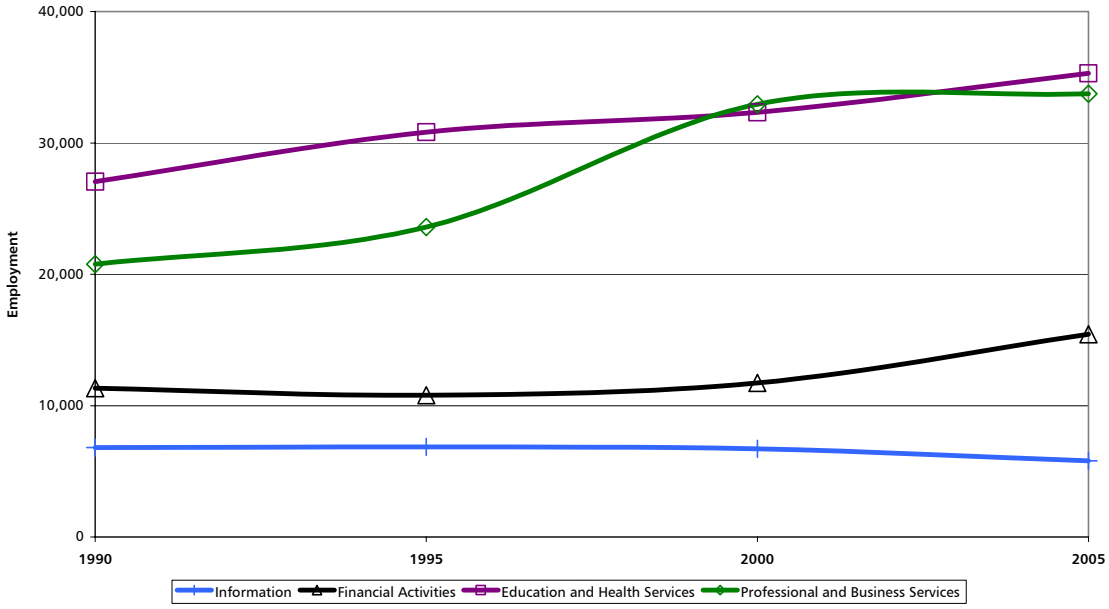
Figure 20: Employment Trends in Mercer County

	Employment				Employment Growth			
					1990-2005		2000-2005	
	1990	1995	2000	2005	Cum.	Annualized	Cum.	Annualized
Total Employment	*203,127*	*198,327*	*209,484*	*223,062*	*9.8%*	*0.6%*	*6.5%*	*1.3%*
Total Government Employment	*69,715*	*64,489*	*64,405*	*63,488*	*-8.9%*	*-0.6%*	*-1.4%*	*-0.3%*
Total Private Employment	*133,412*	*133,838*	*145,080*	*159,574*	*19.6%*	*1.2%*	*10.0%*	*1.9%*
Private Sector Breakdown by Industry Group								
Natural Resources and Mining	138	194	188	288	108.7%	5.0%	53.2%	8.9%
Construction	4,509	4,142	5,068	5,560	23.3%	1.4%	9.7%	1.9%
Manufacturing	20,496	16,628	11,164	9,565	-53.3%	-5.0%	-14.3%	-3.0%
Trade, Transportation, and Utilities	26,419	25,890	28,218	31,859	20.6%	1.3%	12.9%	2.5%
Information	6,810	6,853	6,716	5,802	-14.8%	-1.1%	-13.6%	-2.9%
Financial Activities	11,334	10,793	11,723	15,432	36.2%	2.1%	31.6%	5.7%
Professional and Business Services	20,775	23,590	32,944	33,738	62.4%	3.3%	2.4%	0.5%
Education and Health Services	27,059	30,825	32,328	35,297	30.4%	1.8%	9.2%	1.8%
Leisure and Hospitality	9,709	9,128	11,051	14,284	47.1%	2.6%	29.3%	5.3%
Other Services	5,896	5,508	5,433	6,950	17.9%	1.1%	27.9%	5.0%
Unclassified	0	0	0	799	-	-	-	-

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages; Economics Research Associates

Figure 21: Office-Using Sector Employment Trends in Mercer County



Source: Bureau of Labor Statistics; Economics Research Associates

To estimate demand for office space in the future, ERA examined employment projections provided by the New Jersey Department of Labor and Workforce Development. Figure 22 presents these employment projections. As shown, employment projections indicate that the industry sectors requiring office space will each add employees in the future. The projections indicate that Professional and Business Services, Financial Activities, Information and Education and Health Services will add a total of 1,700 jobs per year in Mercer County.

Figure 22: Mercer County Employment Growth Projections

Office-Using Industry Sector	Projected Employment Growth (Annual)
Professional and Business Services	555
Financial Activities	170
Information	5
Education and Health Services	965
Total	1,695

Source: New Jersey Department of Labor and Workforce Development

Assuming 250 square feet per office employee, ERA estimates annual demand for approximately 420,000 square feet of office space per year in Mercer County. To estimate future demand for office space in the Princeton Junction office submarket area, ERA allocated projected demand for office space in Mercer County to the Princeton Junction office submarket based on recent net absorption there. In the past five years, the Princeton Junction submarket has accounted for approximately six percent of the net absorption of office space in Mercer County. ERA estimates that the Princeton Junction Submarket can achieve net absorption of about 26,000 square feet of office space annually over the next five years.

Figure 23: Annual Employment and Office Space Projection for the Princeton Junction Submarket Area

Industry Sector	Mercer County: Annual Employment Growth 2007 - 2012	Mercer County: Annual Demand for Office Space (Square Feet) 2007 - 2012 [2]	Princeton Junction Submarket: Annual Demand for Office Space (Square Feet) 2007 - 2012 [3]
Professional and Business Services	555	138,750	8,603
Financial Activities	170	42,500	2,635
Information	5	1,250	78
Education and Health Services	965	241,250	14,958
Total	**1,695**	**423,750**	**26,273**

Source: New Jersey Department of Labor and Workforce Development; Economics Research Associates

[1] Demand for office space assumes that 250 square feet of space is required for each new job.

[2] The share of office space allocated to the Princeton Junction Submarket is estimated at 6 percent, based on the Submarket's share of net absorption of office space 2002 through 2006.

ERA also considered the office development pipeline in order to determine the level of competition for office absorption. As shown in Figure 24, nearly 2.76 of office space is under construction, approved, or proposed for West Windsor. Clearly, given projected absorption of 26,000 square feet per year, the amount of office development in the pipeline will make additional office development challenging. However, it is important to note that office space located near Princeton Junction Station may enjoy some locational advantage.

Figure 24: Office Development Pipeline

Office Project [1]	Square Footage	Status
Maneely Princeton LLC	12,500	Proposed
Windsor Business Park West	26,446	Approved
Princeton Overlook	140,000	Approved
University Square	303,798	Under Construction
PJ Metro Office Park, Phase II	97,024	Approved
Carnegie Center II	335,069	Preliminary SP Approval
Carnegie Center Building 300	106,000	Approved
Carnegie Center Building III	956,130	GDP Approval
Carnegie Center Building 901	130,000	Approved
Carnegie Center Building 902	130,000	Under Construction
West Windsor Commerce Center	186,606	Approved
CDNJ	10,000	Approved
Wilshire	39,675	Approved
RBA Associates	100,500	Approved
Aqueduct Assoc.	29,414	Approved
PNC Bank	3,650	
Hilton Office Park	128,414	Approved
Scokim Enterprises	24,754	Proposed
	2,759,980	

Source: West Windsor Township

[1] Excludes mixed-use projects.

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Retail Analysis

Overview

ERA estimated supportable square feet of retail space by developing a model encompassing the following:

- Identification of the Trade Area;
- Assessment of Purchasing Power within the Trade Area;
- Examination of Existing Retail Sales within the Trade Area; and
- Estimation of Supportable New Retail Space above Existing Retail Sales.

The total spending potential supported by the trade area was calculated based on consumer spending patterns, as reported by Claritas, Inc., a national data provider. ERA compared total potential retail spending with existing retail sales, also provided by Claritas. The level of potential retail spending above existing retail sales provided the basis for estimating supportable square feet of additional retail space.

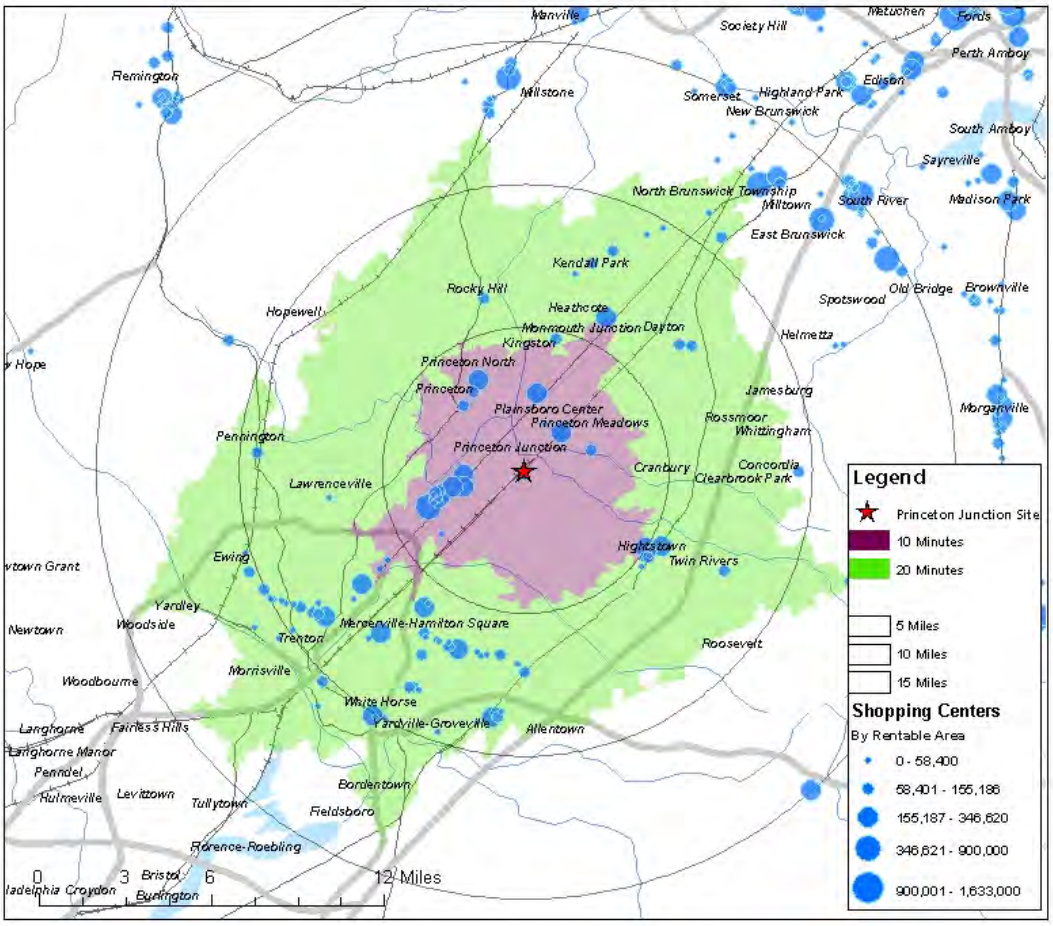
Definition of the Trade Area

The trade area represents the geography from which the retail development would draw the majority of sales. To determine the appropriate extent of the trade area, ERA considered the following factors:

- The amount of time a consumer is willing to travel for a particular type of retail, which is impacted by local traffic conditions and other physical barriers such as rivers and major highways;
- The natural flow of traffic in a given market area (i.e., north-south versus east-west transportation corridors); and
- The type and location of retail establishments available to the consumer, considering that given the choice between two stores providing similar goods and a similar shopping experience, the consumer is likely to choose the store closer to their home.

ERA defined Princeton Junction trade area using drive times. ERA expects consumers in this area to drive approximately ten minutes for convenience goods (e.g., food or personal care items) and approximately 20 minutes for comparison goods (e.g., furniture, electronics, or clothing). Figure 25 present an overview of existing retail centers around Princeton Junction within the context of the ten- and 20-minute trade areas.

Figure 25: Major Retail Centers around Princeton Junction



Source: CoStar Group; Economics Research Associates

Demand Analysis

The ERA model of retail demand relies on consumer spending potential and existing retail sales to estimate supportable square feet of retail space in the trade area. Spending potential and retail sales data are categorized by retail format to determine supportable retail space by format type.

Market Expenditure Potential

According to Claritas, there were approximately 14,900 households within a 10-minute drive and 143,200 households within a 20-minute drive of Princeton Junction in year 2000. In 2006, Claritas estimates that there were roughly 16,900 households within a 10-minute drive and 153,900 households within a 20-minute drive. Projections indicate that by 2011, the number of households within the 10-minute and 20-minute drive will grow to about 18,500 and 162,700, respectively.

Figure 26: Trade Area Household Trends and Projections

					Annualized Growth	
Trade Area	1990	2000	2006	2011	1990-2006	2006-2011
10-Minute Drive	11,381	14,900	16,936	18,513	2.5%	1.8%
20-Minute Drive	126,956	143,196	153,894	162,718	1.2%	1.1%

Source: Claritas, Inc.; Economics Research Associates

Consumer Spending and Existing Retail Sales

ERA relied on consumer spending pattern data provided by Claritas to estimate potential retail expenditures by households in 2006. These spending patterns are derived from the Bureau of Labor Statistics' Consumer Expenditure Survey. The total retail expenditure potential of trade area households is estimated by aggregating household spending patterns across the number of households in the trade area.

ERA relied on data from Claritas regarding estimated annual gross retail sales in the trade area in 2006. These data rely on the Census of Retail Trade, a component of the Economic Census conducted by the U.S. Census Bureau.

ERA examined consumer spending and retail sales in a number of different retail categories. These Include:

- Furniture and Home Furnishings Stores
  - Furniture Stores
  - Home Furnishing Stores
- Electronics and Appliance Stores
  - Appliances, TVs, Electronics Stores
  - Camera and Photographic Equipment Stores
- Building Material, Garden Equipment Stores
  - Building Material and Supply Dealers
  - Lawn, Garden Equipment, Supplies Stores
- Food and Beverage Stores
  - Grocery Stores
  - Specialty Food Stores
  - Beer, Wine and Liquor Stores
- Health and Personal Care Stores
  - Pharmacies and Drug Stores
  - Cosmetics, Beauty Supplies, Perfume Stores
  - Optical Goods Stores
  - Other Health and Personal Care Stores
- Clothing and Clothing Accessories Stores
  - Clothing Stores
  - Shoe Stores
  - Jewelry, Luggage, Leather Goods Stores
- Sporting Goods, Hobby, Book, Music Stores
  - Sporting Goods, Hobby, Musical Instrument Stores
  - Book, Periodical and Music Stores
- General Merchandise Stores
  - Department Stores Excluding Leased Departments
  - Other General Merchandise Stores
- Miscellaneous Store Retailers
  - Florists
  - Office Supplies, Stationery, Gift Stores
  - Used Merchandise Stores
  - Other Miscellaneous Store Retailers
- Foodservice and Drinking Places
  - Full-Service Restaurants
  - Limited-Service Eating Places
  - Special Foodservices
  - Drinking Places

ERA defined an appropriate trade area for each of the major retail categories listed above. Figure 27 presents the trade area definition for each retail category considered by this analysis.

Figure 27: Trade Area by Retail Type

Retail Category	10-Minute Trade Area	20-Minute Trade Area
Furniture and Home Furnishings Stores	✓	✓
Electronics and Appliance Stores	✓	✓
Building Material, Garden Equip Stores	✓	✓
Food and Beverage Stores	✓	
Health and Personal Care Stores	✓	
Clothing and Clothing Accessories Stores	✓	✓
Sporting Goods, Hobby, Book, Music Stores	✓	✓
General Merchandise Stores	✓	✓
Miscellaneous Store Retailers	✓	
Foodservice and Drinking Places	✓	✓

Source: Economics Research Associates

Unmet Spending Potential

To determine the unmet spending potential in the trade area, ERA compared the total spending potential in the trade area to existing retail sales in the trade area, by retail category. When positive, the difference between total expenditure potential and the level of gross sales represents unmet sales potential that may be captured by new and existing retailers in the trade area.

Figure 28 presents expenditure potential in the trade areas. As shown, ERA estimates that households within 10 minutes and 20 minutes of Princeton Junction will have an annual retail spending potential of $670 million and $2.99 billion (2006$), respectively, in 2011. Figure 29 presents existing retail sales within the trade area (2006$).

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Figure 28: Household Expenditure Potential in 2011

Expenditure Category	2011 Expenditure Potential ($2006) 0 To 10 Minutes	10 To 20 Minutes	Market Extent
Average Household Expenditure			
Furniture and Home Furnishings Stores	$1,786	$1,274	$1,504
Electronics and Appliance Stores	$1,453	$1,114	$1,300
Building Material, Garden Equip Stores	$6,004	$4,934	$5,704
Food and Beverage Stores	$5,946	-	$5,946
Health and Personal Care Stores	$2,046	-	$2,046
Clothing and Clothing Accessories Stores	$3,391	$2,371	$2,806
Sporting Goods, Hobby, Book, Music Sto	$1,220	$890	$1,047
General Merchandise Stores	$7,132	$5,655	$6,571
Miscellaneous Store Retailers	$1,533	-	$1,533
Foodservice and Drinking Places	$5,664	$4,492	$5,219
Total	**$36,175**	**$20,729**	**$33,676**
Estimated Aggregate Household Expenditures in 2011			
Furniture and Home Furnishings Stores	$33,071,593	$183,741,957	$216,813,550
Electronics and Appliance Stores	$26,897,426	$160,587,975	$187,485,401
Building Material, Garden Equip Stores	$111,149,858	$711,455,542	$822,605,401
Food and Beverage Stores	$110,082,396	-	$110,082,396
Health and Personal Care Stores	$37,879,080	-	$37,879,080
Clothing and Clothing Accessories Stores	$62,774,158	$341,936,367	$404,710,526
Sporting Goods, Hobby, Book, Music Sto	$22,588,461	$128,358,199	$150,946,660
General Merchandise Stores	$132,026,206	$815,487,369	$947,513,575
Miscellaneous Store Retailers	$28,383,869	-	$28,383,869
Foodservice and Drinking Places	$104,853,847	$647,721,473	$752,575,319
Total	**$669,706,894**	**$2,989,288,882**	**$3,658,995,776**

Source: Claritas, Inc.; Economics Research Associates

Figure 29: Existing Retail Sales

Retail Category	Total Sales (2006$) 0 To 10 Minutes	10 to 20 Minutes	0 To 20 Minutes
Furniture and Home Furnishings Stores	50,987,299	161,086,790	212,074,089
Electronics and Appliance Stores	77,891,823	120,986,887	198,878,710
Building Material, Garden Equip Stores	99,188,636	532,907,484	632,096,120
Food and Beverage Stores	147,208,464	-	147,208,464
Health and Personal Care Stores	133,173,664	-	133,173,664
Clothing and Clothing Accessories Stores	197,621,082	396,502,971	594,124,053
Sporting Goods, Hobby, Book, Music Stores	38,553,946	123,020,750	161,574,696
General Merchandise Stores	217,781,925	325,651,417	543,433,342
Miscellaneous Store Retailers	4,966,558	-	4,966,558
Foodservice and Drinking Places	146,544,363	552,320,941	698,865,304
Total	**$ 1,113,917,760**	**$ 2,212,477,240**	**$ 3,326,395,000**

Source: Claritas, Inc.; Economics Research Associates

Projected Demand for Retail Space

ERA estimated supportable new square feet of retail space in the trade area based on unmet demand within specific retail categories. To do this, ERA relied on data from the Urban Land Institute (ULI) to estimate retail productivity (i.e., gross sales per square foot) for each retail category. As shown in Figure 30, ERA estimates that Princeton Junction is capable of supporting between roughly 300,000 and 600,000 square feet of retail space across a variety of retail store types. According to the West Windsor Township, only about 90,000 square feet of retail is approved or currently under construction.

Figure 30: Unmet Expenditure Potential and Supportable Square Feet in 2011

Retail Category	Unmet Expenditure Potential (Millions$) *(a)*	Retail Productivity *(b)*	Retial Potential *(c)=(a)/(b)*	Capture of Retail Potential (Square Feet) 10% *(Low)*	15% *(Medium)*	20% *(High)*
Furniture and Home Furnishings Stores	$4.7	$280	17,000	2,000	3,000	3,000
Electronics and Appliance Stores	$0.0	$320	0	0	0	0
Building Material, Garden Equip Stores	$190.5	$340	560,000	56,000	84,000	112,000
Food and Beverage Stores	$0.0	$410	0	0	0	0
Health and Personal Care Stores	$0.0	$400	0	0	0	0
Clothing and Clothing Accessories Stores	$0.0	$280	0	0	0	0
Sporting Goods, Hobby, Book, Music Stores	$0.0	$210	0	0	0	0
General Merchandise Stores	$404.1	$200	2,009,000	201,000	301,000	402,000
Miscellaneous Store Retailers	$23.4	$240	98,000	10,000	15,000	20,000
Foodservice and Drinking Places	$53.7	$310	172,000	17,000	26,000	34,000
Total	**$676.5**		**2,855,000**	**286,000**	**428,000**	**571,000**

Source: Claritas, Inc.; Economics Research Associates

[1] Sales productivity is reported as gross revenue per square foot

School District Historic Enrollment and Projections

The West Windsor-Plainsboro Regional School District (District), formed in 1969, served 1,502 students in grades K-8. In 1973 the district's enrollment expanded to 2,367 students and the high school grades (9-12) were accommodated within the district. Enrollment has steadily increased to the current enrollment (2007) of 9,496 students. Growth has recently slowed and the District's long-run estimates predict modest enrollment increases over the next few years, peaking at 9,625 students in the 2009-2010 school year. After that, a gradual decline in enrollment is projected until the year 2020. The existing enrollment and long-run estimate chart (which takes into consideration currently approved residential development projects) for the District may be viewed on the following page.

In a February 2, 2007 meeting, representatives from the District (Stan Katz, Hemant Marathe, and Robert Johnson) briefed Hillier Architecture on their current findings and conclusions regarding school capacity and transit villages. The School Board estimates that for-sale residential townhouses and single family homes generate 0.35 and 0.70 children per unit, respectively. Rental apartments with an affordable housing component generate 0.30 children per unit while units without the affordable housing component generate 0.22 children per unit. The District does not support development projects that will raise enrollment above 9,700 to 9,800 students, the current District capacity.

Based on current enrollment projections, Stan Katz estimates that the District has the capacity to absorb students generated by the development of for-sale housing units in a new transit village at the following rates*:

- 800 to 1000 for-sale units (6-year build out / occupancy)
- 1500 for-sale units (10-year build out / occupancy)
- 2000 for-sale units (12-15-year build out / occupancy)

*Estimates are for new developments without "child-friendly" amenities such as swimming pools, playgrounds, tennis courts, and locations east of Route 1.

Since apartments (either rental of condominium) will likely generate even fewer children than for sale townhomes and single-family homes, the numbers above may be revised depending on the ratio of for-sale and rental units planned for development in the new transit village.

Long-run estimates for WW-P Regional School District, by School and by Grade

	2006-07 (actual)	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
Dutch Nk	691	671	699	728	718	706	702	697	693	689	685	683	681	681
Hawk	788	823	824	819	833	825	822	821	821	821	821	821	821	821
Town Ctr	690	693	677	669	667	663	662	661	661	661	661	661	661	661
Wicoff	365	372	369	366	354	347	340	335	331	328	325	324	323	323
Mil Rvr	845	798	730	761	741	716	711	701	695	691	690	689	688	688
Village	700	689	682	672	654	640	627	614	609	605	602	599	596	593
Comm MS	1168	1218	1246	1257	1206	1162	1115	1095	1051	1039	1018	1009	1004	1000
Grover MS	1184	1165	1164	1108	1078	1008	1006	977	966	953	947	941	938	934
HS North	1444	1511	1610	1663	1693	1721	1687	1641	1593	1513	1472	1438	1390	1375
HS South	1621	1615	1606	1582	1563	1564	1494	1457	1407	1336	1326	1295	1281	1267
Kdgn	551	569	571	580	580	576	576	572	572	569	569	569	569	569
Gr 1	651	635	653	656	654	650	646	646	642	642	639	639	639	639
Gr 2	663	671	654	672	661	654	650	646	646	641	641	638	638	638
Gr 3	669	684	691	674	677	661	654	650	646	645	641	641	638	638
Gr 4	777	690	704	711	679	677	661	654	650	645	645	641	641	638
Gr 5	768	797	708	722	716	679	677	661	654	649	645	645	641	641
Gr 6	770	785	814	725	726	716	679	677	661	653	649	645	645	641
Gr 7	801	784	799	828	728	726	716	679	677	660	653	649	645	645
Gr 8	781	814	797	812	830	728	726	716	679	676	660	653	649	645
Gr 9	793	792	825	808	814	830	728	726	716	678	676	660	653	649
Gr 10	783	801	798	831	809	814	830	728	726	715	678	676	660	653
Gr 11	742	788	804	801	832	809	814	830	728	725	715	678	676	660
Gr 12	747	745	789	805	801	832	809	814	830	727	725	715	678	676
TOTAL	9496	9555	9607	9625	9507	9352	9166	8999	8827	8636	8547	8460	8383	8343

Note: "Long-run" includes completion of Toll developments (2006-11), and Axelrad development (352 units, available 2008-10, assigned DVCN).

LEED-ND Rating

The United States Green Building Council (USGBC) has joined with the Congress for the New Urbanism (CNU) and the National Resources Defense Council (NRDC) to launch a pilot program for a new Leadership in Energy and Environmental Design (LEED) rating system – LEED-ND. The new rating system will allow neighborhood development projects to achieve a LEED rating for incorporating smart growth principles and green design.

A pilot program is being launched to test whether the new rating system is practical and will be of use to planners and developers. Up to 120 projects will be selected to participate in the pilot program. Since the West Windsor Redevelopment project may qualify for the pilot program, the following Project Checklist and Expression of Interest forms should be reviewed by the project team and by the Township to determine whether to submit the project for inclusion. This decision will need to be made by April 1st to give the team time to complete the paperwork required for entry into the pilot program which is due on April 6, 2007.

LEED for Neighborhood Development Pilot
Project Checklist

Project Name:
Primary Contact:

Instructions: In the Points Earned column, enter "Yes," "No," or "Maybe" for prerequisites and the expected number of points earned for credits. For prerequisites with more than one compliance path, enter the compliance path option # in column E, in the row under the prerequisite's name.

Points Earned			
	Smart Location & Linkage		**30** Points Possible
	Prereq 1	**Smart Location**	Required
		Option #:	
	Prereq 2	**Proximity to Water and Wastewater Infrastructure**	Required
		Option #:	
	Prereq 3	**Imperiled Species and Ecological Communities**	Required
		Option #:	
	Prereq 4	**Wetland and Water Body Conservation**	Required
		Option #:	
	Prereq 5	**Farmland Conservation**	Required
		Option #:	
	Prereq 6	**Floodplain Avoidance**	Required
		Option #:	
	Credit 1	**Brownfield Redevelopment**	2
	Credit 2	**High Priority Brownfields Redevelopment**	1
	Credit 3	**Preferred Location**	10
	Credit 4	**Reduced Automobile Dependence**	8
	Credit 5	**Bicycle Network**	1
	Credit 6	**Housing and Jobs Proximity**	3
	Credit 7	**School Proximity**	1
	Credit 8	**Steep Slope Protection**	1
	Credit 9	**Site Design for Habitat or Wetlands Conservation**	1
	Credit 10	**Restoration of Habitat or Wetlands**	1
	Credit 11	**Conservation Management of Habitat or Wetlands**	1
	Neighborhood Pattern & Design		**39** Points Possible
	Prereq 1	**Open Community**	Required
	Prereq 2	**Compact Development**	Required
	Credit 1	**Compact Development**	7
	Credit 2	**Diversity of Uses**	4
	Credit 3	**Diversity of Housing Types**	3
	Credit 4	**Affordable Rental Housing**	2
	Credit 5	**Affordable For-Sale Housing**	2
	Credit 6	**Reduced Parking Footprint**	2
	Credit 7	**Walkable Streets**	8
	Credit 8	**Street Network**	2
	Credit 9	**Transit Facilities**	1
	Credit 10	**Transportation Demand Management**	2
	Credit 11	**Access to Surrounding Vicinity**	1
	Credit 12	**Access to Public Spaces**	1
	Credit 13	**Access to Active Public Spaces**	1
	Credit 14	**Universal Accessibility**	1
	Credit 15	**Community Outreach and Involvement**	1
	Credit 16	**Local Food Production**	1

Green Construction & Technology — 31 Points Possible

	Prereq 1	**Construction Activity Pollution Prevention**	Required
	Credit 1	**LEED Certified Green Buildings**	3
	Credit 2	**Energy Efficiency in Buildings**	3
	Credit 3	**Reduced Water Use**	3
	Credit 4	**Building Reuse and Adaptive Reuse**	2
	Credit 5	**Reuse of Historic Buildings**	1
	Credit 6	**Minimize Site Disturbance through Site Design**	1
	Credit 7	**Minimize Site Disturbance during Construction**	1
	Credit 8	**Contaminant Reduction in Brownfields Remediation**	1
	Credit 9	**Stormwater Management**	5
	Credit 10	**Heat Island Reduction**	1
	Credit 11	**Solar Orientation**	1
	Credit 12	**On-Site Energy Generation**	1
	Credit 13	**On-Site Renewable Energy Sources**	1
	Credit 14	**District Heating & Cooling**	1
	Credit 15	**Infrastructure Energy Efficiency**	1
	Credit 16	**Wastewater Management**	1
	Credit 17	**Recycled Content for Infrastructure**	1
	Credit 18	**Construction Waste Management**	1
	Credit 19	**Comprehensive Waste Management**	1
	Credit 20	**Light Pollution Reduction**	1

Innovation & Design Process — 6 Points

	Credit 1.1	**Innovation in Design**: Provide Specific Title	1
	Credit 1.2	**Innovation in Design**: Provide Specific Title	1
	Credit 1.3	**Innovation in Design**: Provide Specific Title	1
	Credit 1.4	**Innovation in Design**: Provide Specific Title	1
	Credit 1.5	**Innovation in Design**: Provide Specific Title	1
	Credit 2	**LEED® Accredited Professional**	1

Project Totals (pre-certification estimates) — 106 Points

Certified: 40-49 points, **Silver:** 50-59 points, **Gold:** 60-79 points, **Platinum:** 80-106 points

OVERVIEW OF LEED FOR NEIGHBORHOOD DEVELOPMENT PILOT PROGRAM

LEED for Neighborhood Development is a rating system that integrates the principles of smart growth, new urbanism, and green building into the first national standard for neighborhood design. It is being developed by the U.S. Green Building Council in partnership with the Congress for New Urbanism and the Natural Resources Defense Council. After pilot, this rating system will become part of the comprehensive suite of LEED assessment tools to promote sustainable design, construction, and operations of the built environment.

Objectives of the Pilot:
The objectives of pilot testing LEED for Neighborhood Development are to ensure that the rating system is practical for application and is an effective tool for introducing smart growth, new urbanist, and green building practices to developers.

Schedule:
Expressions of interest for participation in the LEED for Neighborhood Development Pilot Program will be accepted through April 6, 2007. Up to 120 pilot projects will be selected and notified by early May. An orientation workshop is anticipated to take place soon after projects are notified (details to be announced). The pilot program will continue for 9 to 15 months, after which the LEED for Neighborhood Development Core Committee will begin assessing the experience gained from the pilot program in order to revise the rating system for public comment and ballot.

Benefits to Pilot Participants:
Pilot participants may benefit from participation through the following opportunities:
- Demonstrate leadership in the design of neighborhoods that encompass smart growth, new urbanist, and green building design.
- Help shape the LEED for Neighborhood Development Rating System by providing feedback regarding implementation issues for the LEED for Neighborhood Development Core Committee.
- Possible recognition, through a case study and other promotional efforts, as an early adopter in sustainable neighborhood development .

Application Requirements for Participation in the Pilot:
Potential applicants who wish to participate in the pilot for LEED for Neighborhood Development will need to:
- Submit the following form and a completed LEED for Neighborhood Development project checklist for a specific neighborhood project. Projects must anticipate meeting all prerequisites and earning the minimum number of points through credits to acheive certification based on the pilot version of the rating system, posted, as of February 2007, on the LEED for Neighborhood Development webpage: www.usgbc.org/leed/nd. (The "Preliminary Draft," posted in September 2005, should not be used for this purpose).
- Identify and commit the resources required for participation in the training and certification process.

If selected to participate in the pilot program, participants:
- Must register the project in the pilot program.
- Must submit the certification fee after acceptance into the pilot program. No refunds will be available. (See fee schedule on p. 2). Financial assistance may be available for certain projects. (Details will be announced and posted on the webpage).
- Are strongly encouraged to have at least one member of the team attend the LEED for Neighborhood Development Pilot orientation workshop that is anticipated to take place soon after after projects are notified of acceptance.

Participant Selection Criteria:
Pilot applicants will be selected to participate in the LEED for Neighborhood Development pilot program based on the following criteria:
- Project teams anticipate that all prerequisites can be met and the minimum number of points through credits to acheive certification can be earned.
- Completeness of information provided in the application.
- Potential to contribute to the variety of projects tested during the pilot program.
- Opportunities for project to raise public awareness of LEED for Neighborhood Development and its goals.

Pilot Application Contact:
If you have any questions about this application, please contact Dara Zycherman, LEED Program Coordinator, USGBC, phone: 202-828-1156, or email: nd@committees.usgbc.org.

Additional Information

The term "project" is defined as the land and construction that constitutes the basis for your LEED for Neighborhood Development application.

Please see the definitions section of the pilot version of the LEED for Neighborhood Development Rating System for further explanation of terms.

Certification Fees

Project Size	Certification Fee
Less than 20 acres	$8,000
20 - 100 acres	$14,000
Greater than 100 acres	$20,000

Three-Stage Certification Process

LEED for Neighborhood Development has three stages of certification. In the following form, projects will be asked to indicate which stage best fits the project.

Optional Pre-Review (Stage 1)

This stage is available but not required at any point before the entitlement process begins. If pre-review approval of the plan is achieved, USGBC will issue a letter stating that if the project is built as proposed, it will be able to achieve LEED for Neighborhood Development certification. The purpose of this letter is to assist the developer in building a case for entitlement among land use planning authorities, as well as a case for financing and occupant commitments.

Certification of an Approved Plan (Stage 2)

This stage takes place after the developer has been granted any necessary entitlements to build the project to plan. Any changes to the pre-reviewed plan that could potentially affect prerequisite or credit achievement would be communicated to USGBC as part of this submission. If certification of the approved plan is achieved, USGBC will issue a certificate stating that the approved plan is LEED for Neighborhood Development certified and it will be listed as a LEED for Neighborhood Development Certified Plan.

Certification of a Completed Neighborhood Development (Stage 3)

This stage takes place when construction is complete or nearly complete. Any changes to the certified approved plan that could potentially affect prerequisite or credit achievement would be communicated to USGBC as part of this submission. If certification of the completed neighborhood development is achieved, USGBC will issue plaques or similar awards for public display at the project site and it will be listed as a LEED Certified Completed Neighborhood Development.

EXPRESSION OF INTEREST FORM

Section 1: PILOT PROJECT CONTACT INFORMATION

* Denotes a Required Field

* Primary Contact First Name

* Primary Contact Last Name

* Primary Contact Title

* Primary Contact Email Address

* Primary Contact Phone Number

* Organization Name

* Organization Address

* Organization City

* Organization State/Province *(US & Canada Only)*

United States

* Organization Country

* Organization Zip Code

* Alternate Contact Name

* Alternate Contact Email Address

Section 2: PILOT PROJECT TEAM EXPERIENCE

(For informational purposes only; not part of the basis for selection)

* Has any member of the team worked on other LEED Certified projects?

* Is a LEED-ND Core Committee member a paid team member of or paid consultant to this project?

* If so, what is his/her name and what is his/her role?

* Is a firm/ organization affiliated with a core committee member serving as part of the paid project team or as a paid consultant to this project?

* If so, what is the firm/ organization name and what is its role in the project?

Section 3: PILOT PROJECT CHARACTERISTICS

NOTE: Responses to the questions below will be considered to determine which projects fit the objectives of the LEED for Neighborhood Development pilot program and provide the best overall opportunities to evaluate the applicability of the rating system.

* Denotes a Required Field

All numeric fields should be entered without commas

* Project Title
* Project City
* Project State/Providence *(US & Canada Only)*
* Project Zip Code
United States
* Project Country
* Project Size (in acres)
* Total Developed Square Feet
* Non-residential Square Feet
* Number of Dwelling Units
* Previous Use of Site
* Regional Location
* If Other, please define

* Types of Uses (Select ALL Uses that apply)

- ☐ Commercial Office
- ☐ Recreation
- ☐ Park
- ☐ Military
- ☐ Laboratory
- ☐ Transportation
- ☐ Industrial
- ☐ Healthcare
- ☐ Public Order & Safety
- ☐ Library
- ☐ Retail
- ☐ Stadium/Arena
- ☐ Restaurant
- ☐ Animal Care (e.g. veterinary)
- ☐ Hotel/Resort
- ☐ Higher Education
- ☐ Single-Family Residential
- ☐ Special Needs Housing
- ☐ K-12 Education
- ☐ Other
- ☐ Multi-Unit Residential
- ☐ Interpretive Center (e.g. museum)
- ☐ Campus
- ☐ Daycare
- ☐ Assembly (e.g. conv. center)
- ☐ Financial/ Communication

* If Other, please define

* Describe any opportunity the project has to raise public awareness of the goals of LEED for Neighborhood Development (character limit: 375)

* Project Description- this is your opportunity to provide any information about your project not already requested in this form (character limit: 1750)

Section 4: PILOT PROJECT DEVELOPMENT TIMELINE

NOTE: Responses to the questions below will be considered to determine which projects fit the objectives of the LEED for Neighborhood Development pilot program and provide the best overall opportunities to evaluate the applicability of the rating system.

* Estimated Construction Start Date

* Estimated Construction Completion Date

* Current Stage of Development

* Do you anticipate submitting for Optional Pre-Review (Stage 1) during the pilot program?

* Do you anticipate submitting for Certification of an Approved Plan (Stage 2) during the pilot program?

* Do you anticipate submitting for Certification of a Completed Neighborhood Development (Stage 3) during the pilot program?

Section 5: COMMITMENTS BY APPLICANT

Please confirm that your organization is able to commit to the following requirements if selected to participate in the pilot program of LEED for Neighborhood Development:

- Register the project and submit certification fee after acceptance into the pilot program.
- Deliver a high-quality, well-documented submission for certification.
- Provide prompt answers to any follow-up questions on the submission for certification.
- Permit your pilot project to be featured in promotional activities and materials.
- Respond to research questions and surveys about the project and pilot experience.

○ * I AGREE & ACCEPT COMMITMENT STATEMENTS

*Name, Title & Date

Please submit your completed form with the project checklist no later than **5:00 p.m. (Pacific time) on April 6, 2007** to: nd@committees.usgbc.org

Reset Form

Next Steps

The Hillier team is currently working through Phase 2 of the Redevelopment Plan.

Public Workshop 1 (Ideas) has already been conducted and input gathered from the community has been tabulated for use in the creation of three conceptual development scenarios. A summary of findings from this workshop is contained in a report titled "Summary of Findings from Public Workshop 1." These scenarios developed from the findings of the first public workshop will be presented to the public at the second workshop, detailed below.

Public Workshop 2 (Possibilities): Saturday, March 17, 2007; 9:30am to 12:30pm; West Windsor-Plainsboro High School South

- Hillier will present at least three conceptual plans that respond to the goals and issues raised during the first workshop. This will be the first hour of the workshop.
- Similar to the first workshop, we will then break the audience into smaller groups of ten people or so at separate tables within the room. Each group will be provided with a blank base map, copies of the concepts developed by Hillier, and drawing tools, including trace paper, markers, scales, etc., and each table will be staffed by someone from the consultant team. The small groups will be asked to consider the different concepts suggested, and propose modifications, improvements, or alternatives. This will be the second hour of the workshop.
- After this "group think" exercise, the public will re-assemble again as a group to discuss the results of the group design sessions. A representative from each group will be selected by the group to present their recommendations to the design team and public. This will be the third hour of the workshop.

After the second workshop, the community's input will be used to create one preferred alternative. This plan will be presented at the third public workshop, detailed below.

Public Workshop 3 (Plan): Wednesday, April 19, 2007; 7:00pm to 10:00pm; Grover Middle School

- Similar to the prior Possibilities Workshop, the Plan Workshop begins with a Hillier presentation. Hillier will present a single, consolidated plan building on the input from the previous workshop. This will be the first hour of the workshop.
- Again, we will break the audience into smaller groups of ten or so, situated at separate tables. Each group will be accompanied by a member of the design team, and again provided with drawing tools. The groups will be asked to consider the plan as proposed, and make recommendations for improvement. This will be the second hour of the workshop.
- The audience will re-assemble and each group will again present their recommendations. This will be the third hour of the workshop.

Finally, the input from the third public meeting will enable Hillier to further refine the preferred alternative for inclusion in the Redevelopment Plan. Ideas for the Plan will be presented to the Township Council and Planning Board in May. After the Redevelopment Plan document is completed it will be presented to the Planning Board in September and to the Township Council in October.