



# CAPITAL CITY *Riverfront*

The Capital City Riverfront Project supports the "Reclaim and Redevelop the Waterfront" initiative of the Trenton250 Master Plan. For More information visit [Trenton250.org](http://Trenton250.org)



*This promotional material was kindly funded by the  
DVRPC Transportation and Community Development Initiative*

# RIVERFRONT *potential*

The Capital City Riverfront is more than **6 miles of unrealized potential**. It can be a local and **regional destination**, a **source of pride** for residents of the city and region, and a place that reconnects the region to its river roots.

It can be a place where people can run, relax, kayak, barbecue, or just take a really nice picture. Investments along the

Riverfront can reveal the areas **unique geological, historical, and ecological assets**, making it a place not only to have fun but also a place to learn.

The Riverfront can be a place where **people live and work**. It can be a place where people get to enjoy the serenity of living next to a river, while being minutes away from a **bustling downtown** filled



with restaurants, theaters, art studios, shopping, and more. It can be a place where people get to choose whether they **walk, bike, take public transportation, or drive** to the region's unparalleled economic and cultural opportunities.

All of this can be done in concert with improvements to the city and region's **long-term environmental resiliency**.

New investment can promote cleaner air, reduced flooding, and better management of **natural resources**. The riverfront can be a place that contributes to the health of the residents of the entire region.

The potential for the Capital City Riverfront is almost endless, it just needs your help to make it happen.





# WHY THE *riverfront?*

The Riverfront is a **unique ecological asset** in the region with the potential to be a **regional recreational amenity**.

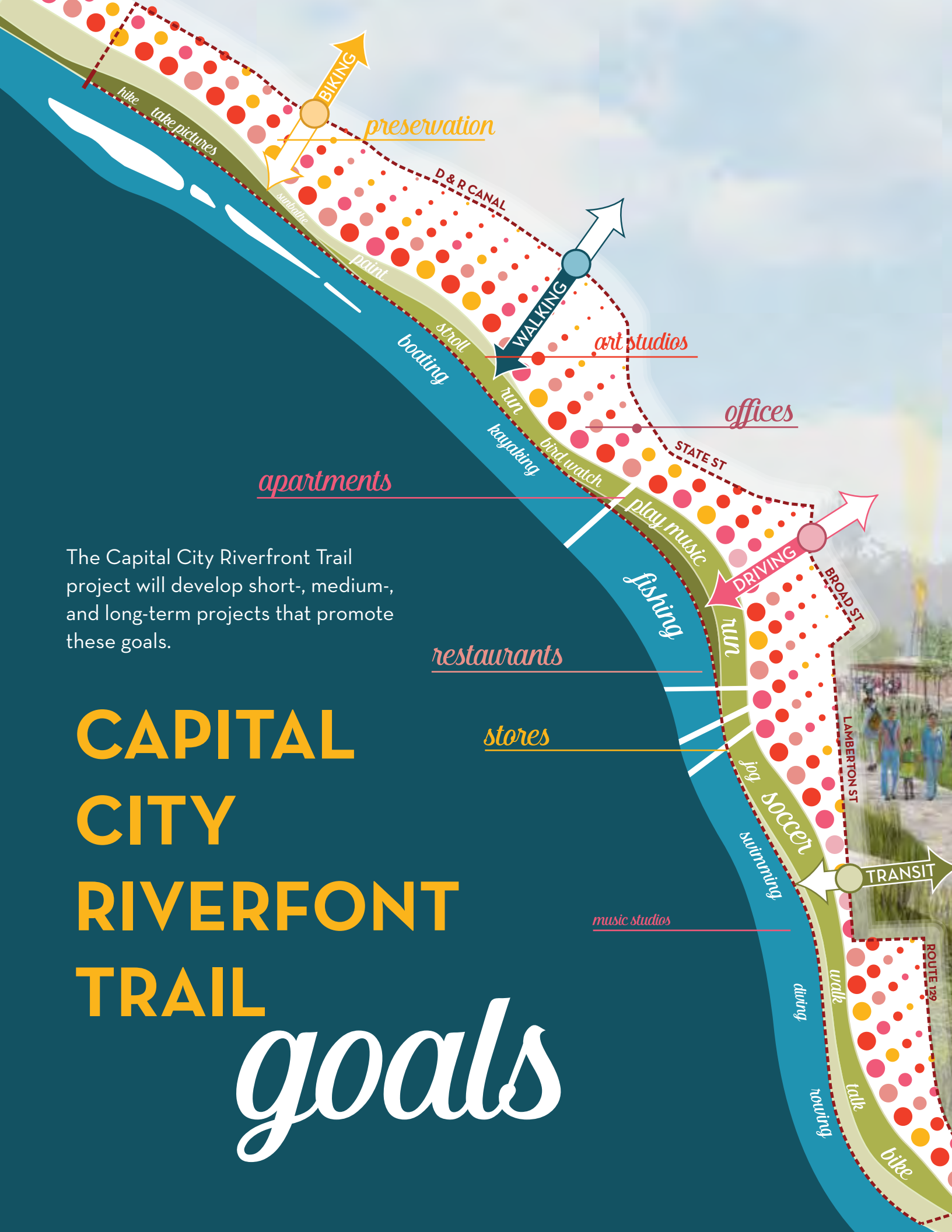
**New development will expand the market** for retailers, restaurants, and other services in the downtown.

The Riverfront is particularly well-suited to **accommodate new residents and workers** who would be attracted to living in Trenton.

**Large development sites along the riverfront** in the downtown could be attractive to large companies and anchor institutions.







The Capital City Riverfront Trail project will develop short-, medium-, and long-term projects that promote these goals.

# CAPITAL CITY RIVERFRONT TRAIL

## goals



Improve riverfront **access**



Create new **public spaces**



Promote **resiliency** & mitigate flooding



Improve the quality of the **environment**



Highlight **historic assets**



Catalyst to attract **development** to riverfront



Ensure revitalization is **equitable**



Facilitate **public involvement**



# WHAT CAN WE *learn?*

The following are lessons learned from cities that are comparable to Trenton in terms of size and history.

## CHATTANOOGA, TN

### *Lessons Learned*

- Cooperative plan making can overcome a polarized decision-making culture.
- Large-scale public engagement can create investments for everyone.
- Riverfront investments can have positive spill-over impacts on the adjacent downtowns.
- Sustained commitment from a philanthropic institution can help ensure stability over decades of work.
- Investment in public amenities can catalyze private sector investments.
- Numerous single-site successes can pave the way for major infrastructure changes.

### *Outcomes*

- One billion dollars in construction projects
- -50% increase in population since 1970
- Downtown property tax revenues have grown 39% between 2013 - 2017
- Reconstruction of a five-lane, limited access highway to a boulevard



## WILMINGTON, DE

### *Lessons Learned*

- Commitment from state and regional governments can lead to sustained investment.
- Investments in major urban areas can have state-wide benefits.
- Waterfront redevelopment can attract new residents, create new jobs, and generate revenues for the city, county, and state.
- Redevelopment can produce substantial environmental benefits.



# ALLENTOWN, PA

## *Lessons Learned*

- Open public planning encourages idea sharing and makes residents feel that the process is transparent.
- Planning that is grounded in market realities produces plans that are implementable.
- Planning documents can provide a flexible framework for redevelopment while still ensuring public goals are met.
- State and regional incentives are important drivers of change in post-industrial waterfronts.
- A variety of zoning strategies can help ensure that plan recommendations are actually built.



## **Outcomes**

“The Waterfront: Lehigh Valley” is planned to be built on a twenty-six-acre campus that will include Class A office space, modern residential units, and an active main street lined with retail and restaurant locations

- Leveraging existing transportation assets can increase the attractiveness of riverfront revitalization.
- Redevelopment can contribute to wider income inequalities; equity issues should be discussed early in the process.

## **Outcomes**

- \$402 million in net public revenues
- 1,078 new residential units and 2,950 net jobs
- Russell Peterson Wildlife Refuge



# WHY INVEST IN *trenton?*

## TRENTON'S ASSETS

**State Capital:** Trenton's visibility as the state capital makes it unique.

**Amenities:** Trenton has a strong concentration of amenities, such as restaurants, retail stores, and arts venues.

**Culture:** Trenton's culture is diverse and rich.

**Neighborhoods:** Trenton has strong neighborhoods where you can still get to know your neighbors.

**Transportation Options:** Trenton impressive bus, train, and car access to the state and region.

**Not Too big, Not Too Small:** Trenton is big enough to feel like a city but small enough not to be overwhelming.



## THE TRENDS

**Demand for Urban Living:** Interest and demand for city living and working has blossomed over the last decade.

**Demographics Changes:** "Empty nesters" and millennials in the northeast are looking for cities like Trenton.

**Affordability:** Major cities on the east coast - New York, Philadelphia, Washington DC - are becoming too expensive for many people.

**Urbanity is Back:** There is a demographic that is decidedly interested in human-scale, authentic, and walkable places with strong public transit systems.

**Employers are Responding:** Employers are increasingly responding to employees' desires for workspaces that are integrated into vibrant communities with nearby retail opportunities.



200%

**FASTER:**  
cities grew **TWICE AS FAST** as the rest of the country between 2000 - 2010

*Census Bureau*

40%

of millennials say they want to live in **URBAN AREAS**

*Nielsen Survey*

*by the*  
**NUMBERS**

60%

of millennials residing in core urban counties are **racial minorities**

*Census Bureau*

318,000

the number people from other countries who have moved to New Jersey between 2010 - 2015

*Census Bureau*

## POSITIVE IMPACTS ON NEW JERSEY

**Retain & Attract Workers:** New development in the city will help mid-Jersey and the state retain and attract high-quality workers who are looking for urban living environments.

**Relieve Pressure:** Additional options for urban living in Trenton will relieve development pressure in surrounding communities.

**Larger Tax Base:** Growth in Trenton's tax base will reduce the State's fiduciary responsibility to the City while providing the City with a strong urban core.

**A Regional Destination:** NJ Residents will have another great regional amenity that provides high-quality recreation and cultural amenities.

