

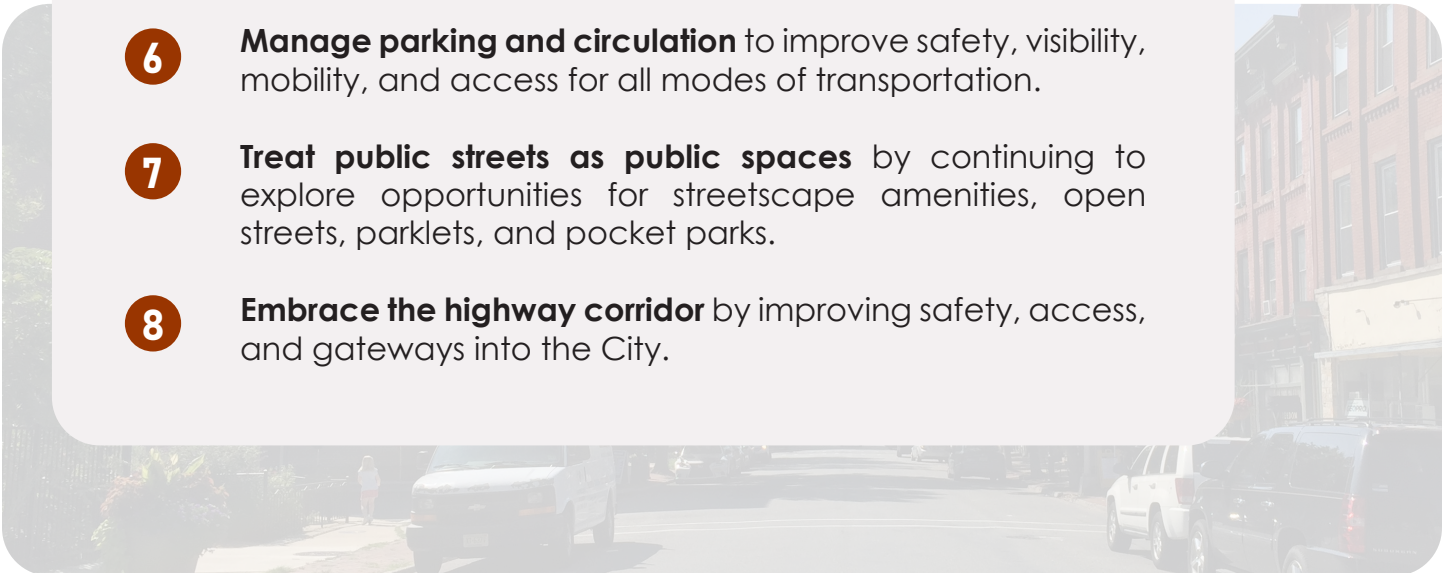
Economic Development

Master Plan Update Summary

Based on public input from the Online Survey and engagement with key stakeholders, a wide range of opportunities exists to coordinate the future of the downtown and highway corridor with other mutually-reinforcing priorities of the City. The following goals and recommendations have been identified throughout the public outreach process and are subject to change in response to additional public review prior to the Master Plan's adoption.

Identified GOALS

- 1** **Preserve and enhance** the historic, mixed-use character of the downtown and further integrate history into the City's economic development strategy.
- 2** **Improve safety and comfort** for pedestrians, bicyclists, and transit ridership through streetscape improvements and capital investment planning.
- 3** **Strengthen pedestrian activity** through a strategic balance of uses and integration with public spaces and streets.
- 4** **Enhance connectivity and wayfinding** to community assets like historic landmarks, transit stops, open space, and public parking.
- 5** **Promote opportunities for contextually-appropriate infill,** redevelopment, and adaptive reuse of historic structures.
- 6** **Manage parking and circulation** to improve safety, visibility, mobility, and access for all modes of transportation.
- 7** **Treat public streets as public spaces** by continuing to explore opportunities for streetscape amenities, open streets, parklets, and pocket parks.
- 8** **Embrace the highway corridor** by improving safety, access, and gateways into the City.



Summary **RECOMMENDATIONS**

- **Amend the zoning code** to encourage local business creativity in the downtown core and accommodate light commercial uses at the downtown fringe.
- **Explore opportunities for business development** in the downtown such as pop-up shops, entertainment, micro-retail, bed and breakfasts, and outdoor cafés by applying specific criteria and circumstances for approval.
- **Prepare a Circulation and Parking Plan** to address parking pressures, visibility issues, and improvements to streetscapes, intersections, and regional connections.
- **Continue to explore parking management strategies** through access easements, shared parking agreements, and enhanced connections for walking and biking.
- **Support traffic-calming** through roadway improvements like curb extensions, neck-downs, and depressed curbs that can increase sidewalk space and visibility.
- **Pursue green stormwater opportunities** such as rain gardens and permeable pavement to provide drainage capacity that enhances the streetscape and public spaces.
- **Promote rehabilitation of non-historic structures** and creative opportunities for integration into the historic, small-town character of the City.
- **Reactivate the Historic Preservation Commission** to strengthen local historic heritage and empower property owners through flexible historic rehabilitation efforts.
- **Expand creative use of the street** for recreation, outdoor dining, parklets, open air markets, and events.
- **Stay creative and collaborative** through continued teamwork among City officials, volunteers, residents, business owners, and organizations.
- **Proactively address the legalization of Cannabis** through amendments to the zoning code.

How to Participate

Input from the Bordentown community is an essential component of the master plan and remains an ongoing process. While the Planning Board will hold a public meeting on **May 3rd 2021 and again on June 7th**, all members of the public are warmly invited to share their comments and concerns on an ongoing basis via **office@latinigleitz.com**. Your input will help shape the City's collective vision for growth, preservation, and economic sustainability well into the future. Help make the master plan the best it can be!

