

THE BOROUGH OF

FLEMINGTON

SOUTH END

COMMUNITY

IMPLEMENTATION PLAN

FLEMINGTON, NEW JERSEY | SOUTH END DISTRICT
2021-2022 NEIGHBORHOOD PRESERVATION PROGRAM



BOROUGH OF
FLEMINGTON

LOVE FLEMINGTON
SHOP · DINE · *explore*

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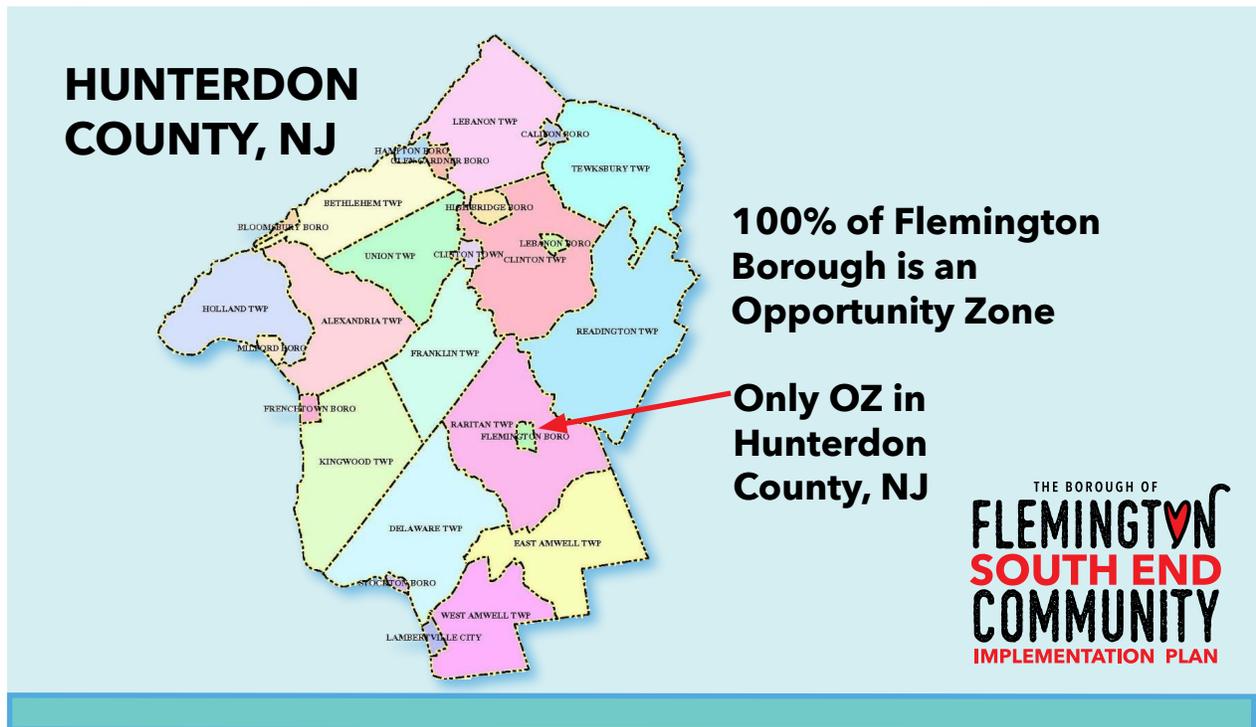
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INTRODUCTION TO FLEMINGTON BOROUGH & THE SOUTH END DISTRICT

Flemington Borough in relation to Hunterdon County



BASIC HISTORY & CHARACTER

- Flemington dates back to the 1700's when Lenape Indians lived in the hills of Hunterdon County.
- In 1712, as part of a land parcel of 9,170 acres (37.1 km²), the Flemington area was acquired by William Penn and Daniel Coxe.
- Flemington Borough is a historic County Seat established in 1785
- Flemington was formed as a town by the NJ Legislature on March 14, 1870.
- It became a village on June 11, 1894, within Raritan Township.
- Flemington became incorporated as an independent borough on April 7, 1910, and was formally separated from Raritan Township. The borough's incorporation was confirmed on April 27, 1931.
- By 1980, 65% of Flemington borough had been included on the New Jersey Register of Historic Places and is now on the National Register of Historic Places as the Flemington Historic District.
- In 2019, 2.8 Million Square Feet of Commercial Space currently exists in Flemington Borough." Costar Data.

OVERVIEW

OF HISTORIC FLEMINGTON

Flemington Borough is Hunterdon County's beautiful county seat, where 65% of our buildings are on the National Register of Historic Places. Flemington has always been a destination for retail, agriculture, manufacturing, and the arts and has grown to a regional destination for innovative restaurants.

Flemington's iconic Stangl Factory, meticulously repurposed, is a shining example of our rich artisan history and is an excellent fit for new contemporary uses. Stangl Factory at the heart of the South End District hosts concerts, a year-round farmers market, a yoga studio, a restaurant, a coffee house, a pottery studio, an art gallery, and a Welcome Center and Office for the Flemington Community Partnership.

Flemington is a regional destination for festivals including the Corn, Tomato, and Beer Festival, Car Shows, Salsa Night, Fine Artisans Show, Flea Market, Central Jersey Jazz Fest, Holiday Events and Parades, Road Races, and our newest event the Hunterdon Harvest Fest.

Visitors and residents enjoy Hunterdon's rolling hills and pastoral roads, leading to the Borough, featuring 1,600 farms, attractions and vineyards. Flemington is the gateway to all that Hunterdon County offers. Flemington is minutes from the best of country life - pick-your-own farms, hayrides, historic train rides, and beautiful vineyards -- all within an hour of New York and Philly.

Flemington Borough is a unique shopping destination with antiques, country stores, bookstores, art galleries, outlets, and national anchor stores. Flemington is home to over 450 stores, 90 health and wellness businesses, 50 distinct eateries, and one award-winning brewery. Whether you're looking for a family-owned cafe to grab breakfast,

a lovingly restored Victorian Manor for fine dining, a festive Mexican Restaurant, or vegan options, we have something for everyone.

Flemington is the gateway to all that Hunterdon County offers. Flemington is minutes from the best of country life - pick-your-own farms, hayrides, historic train rides, and beautiful vineyards -- all within an hour of New York and Philly.

We are a growing community with new housing options on the horizon and many affordable storefronts where one can open a new business.

Flemington Borough
2.8 MILLION
SQ FEET
COMMERCIAL SPACE

*data from costar

After housing and healthcare, people in Flemington spend the most money on entertainment, recreation and dining out.

*Data from ESRI

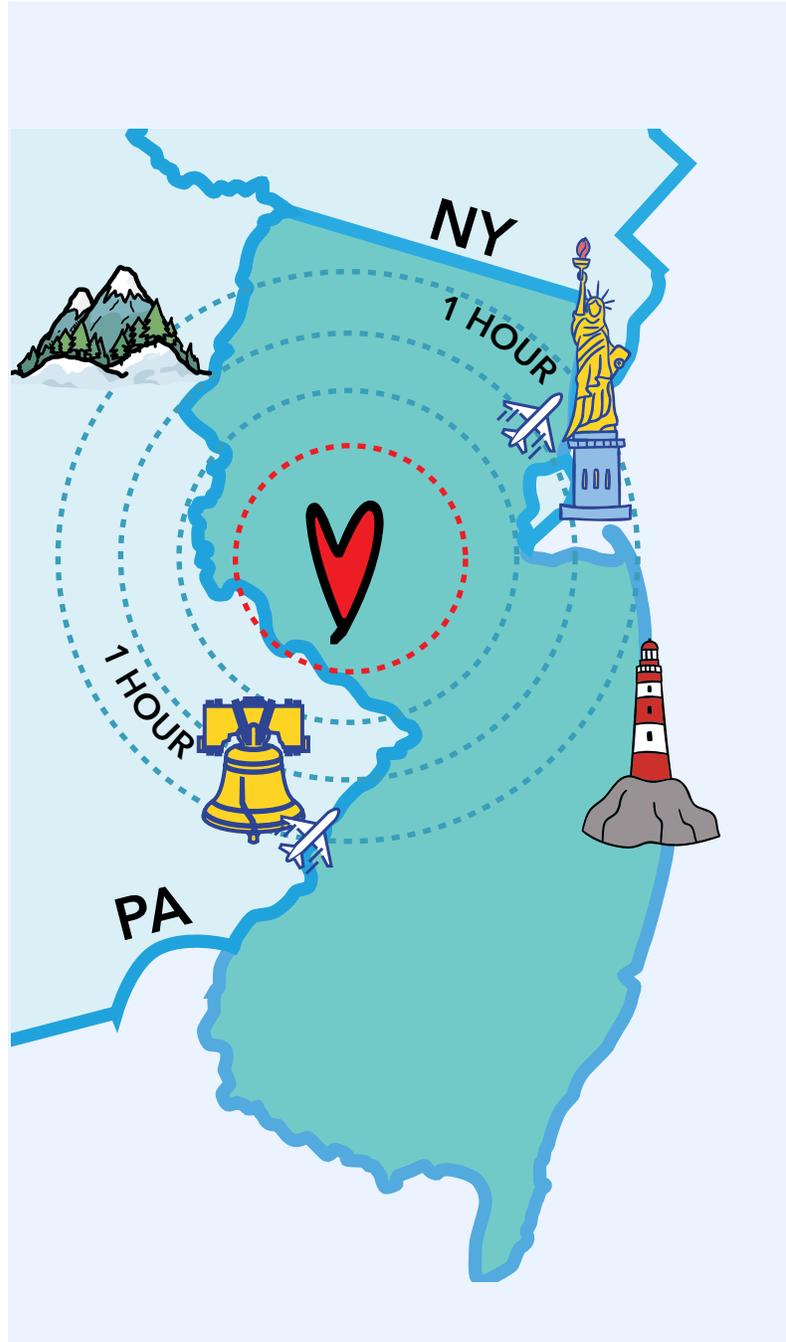
LOCATIONLOCATIONLOCATION

1 HOUR
TO
NYC &
PHILLY



1 HOUR
TO THE
JERSEY
SHORE

1 HOUR TO (2) INT'L AIRPORTS



1 HOUR
TO THE
MOUNTAINS



TRANSPORTATION

ASSETS+OPPORTUNITIES

EASY ACCESS TO:



COUNTY ROADS: 523, 12

PUBLIC TRANSPORTATION

BUS+RAIL
COMMUTER SERVICE
TO NEWARK + NYC



BUS SERVICE from Liberty Village, Flemington



RAIL SERVICE
on Raritan Valley
Line from:

- Whitehouse Station
- Lebanon
- Annandale
- High Bridge
- Raritan



77
WALK
SCORE

“Very Walkable”
“Most errands
can be
accomplished
on foot.”

PRIVATE TRANSPORTATION

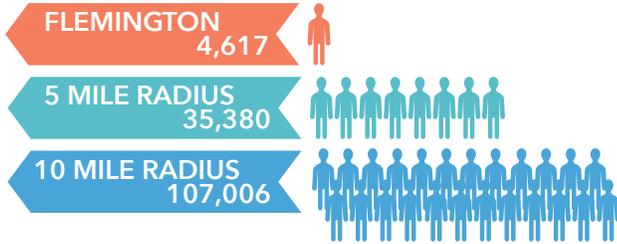
PARA TRANSIT SERVICE



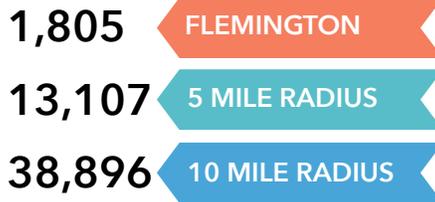
**Data from 2019 Flemington Opportunity Zone Report*

DEMOGRAPHICS

POPULATION



HOUSEHOLDS



surrounded by
WEALTH



AVERAGE HHI



HOME OWNERSHIP

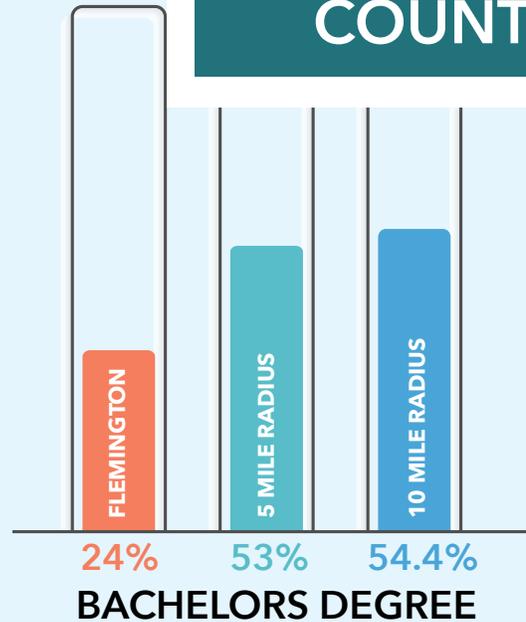


37.7%
OWN
HOMES

MEDIAN HOME VALUE

SINGLE FAMILY: \$516K
TH\CONDO: \$300K
AVERAGE: \$418K

HIGHLY EDUCATED COUNTY



"The borough-wide opportunity zone in Flemington adds great value to what is already a very attractive community in which to invest."

-Marc Saluk

Director of Hunterdon County Economic Development

FLEMINGTON BOROUGH MEDIAN AGE

36.7

YOUNGEST TOWN IN THE COUNTY

*Data from 2019 Flemington Opportunity Zone Report

DAILY TRAFFIC STUDY

In addition to ample street parking we have an abundance of conveniently located street level parking lots.

8,700 vehicles
drive down Main Street everyday

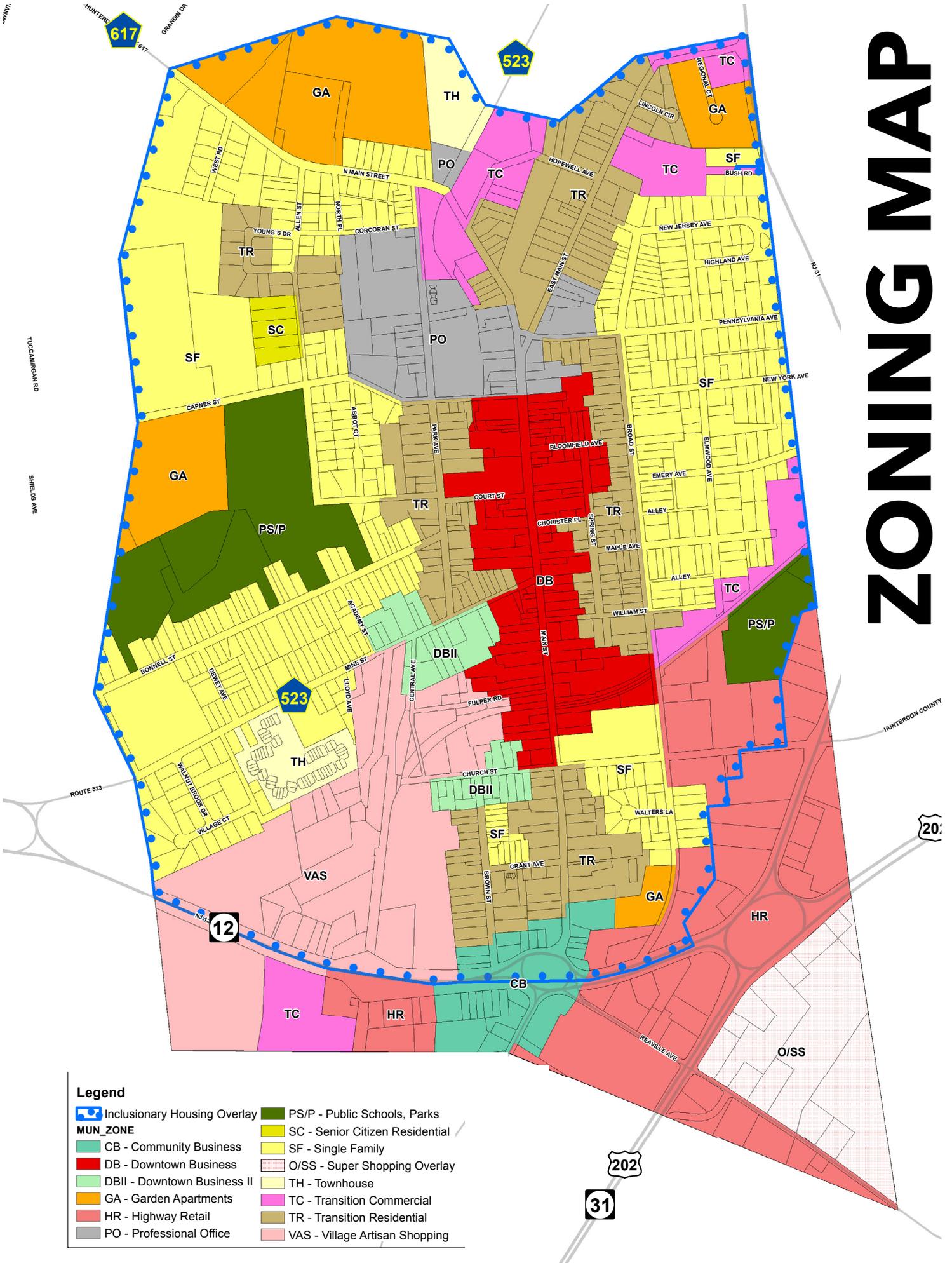
22,000 vehicles
drive down ROUTE 31 everyday

28,000 vehicles
drive down ROUTE 202 everyday

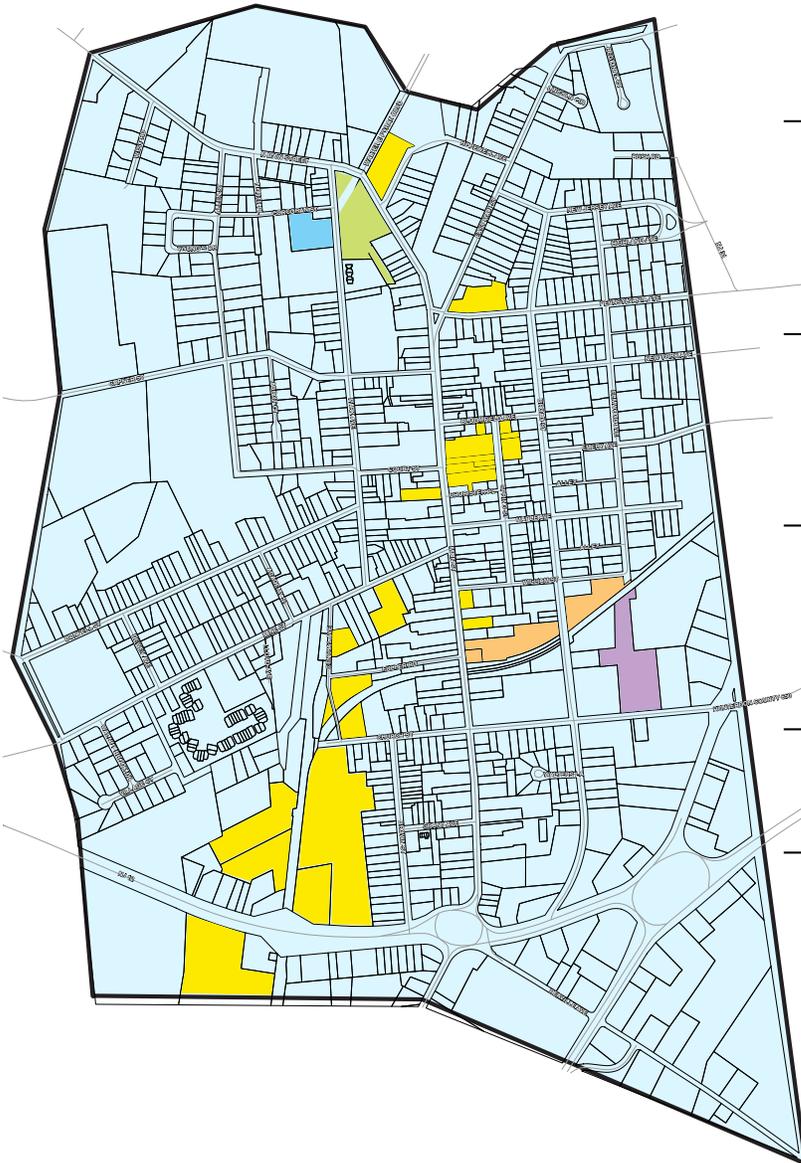
STATS FROM
JUNE 13, 2019
Data from ESRI

250 125 0 250 500 750
Feet

ZONING MAP



4 SHOVEL READY PROPERTIES



1

FLEMINGTON CUT GLASS BLOCK

158 Main Street

DB, TR, TC - 7.95 acres | Block 38, LOT 6

Approved for: 16 buildings with a total of 59 residential units and 3,789 SF of commercial space. Of the 59 residential units, 6 will be affordable housing.

2

DAIBOCH BLOCK

92 Park Avenue + 12 Corcoran Street

PO - 2.93 acres | Block 13, LOTS 15+29

Approved for: Two buildings totaling over 14,000 square feet with 80 parking spaces.

3

NILKANTH BLOCK

42 North Main Street

TC - 2.27 acres | Block 14, LOTS 1+2

Approved for: Over 21,000 SF of commercial space.

4

SPICE FACTORY

Regus Office Space, 70 Church Street

HR | Block 39, LOT 3

Approved for: Approximately 100 residential units through height expansion of an existing structure plus construction of a new building.

ADDITIONAL AREAS PRIMED FOR REDEVELOPMENT

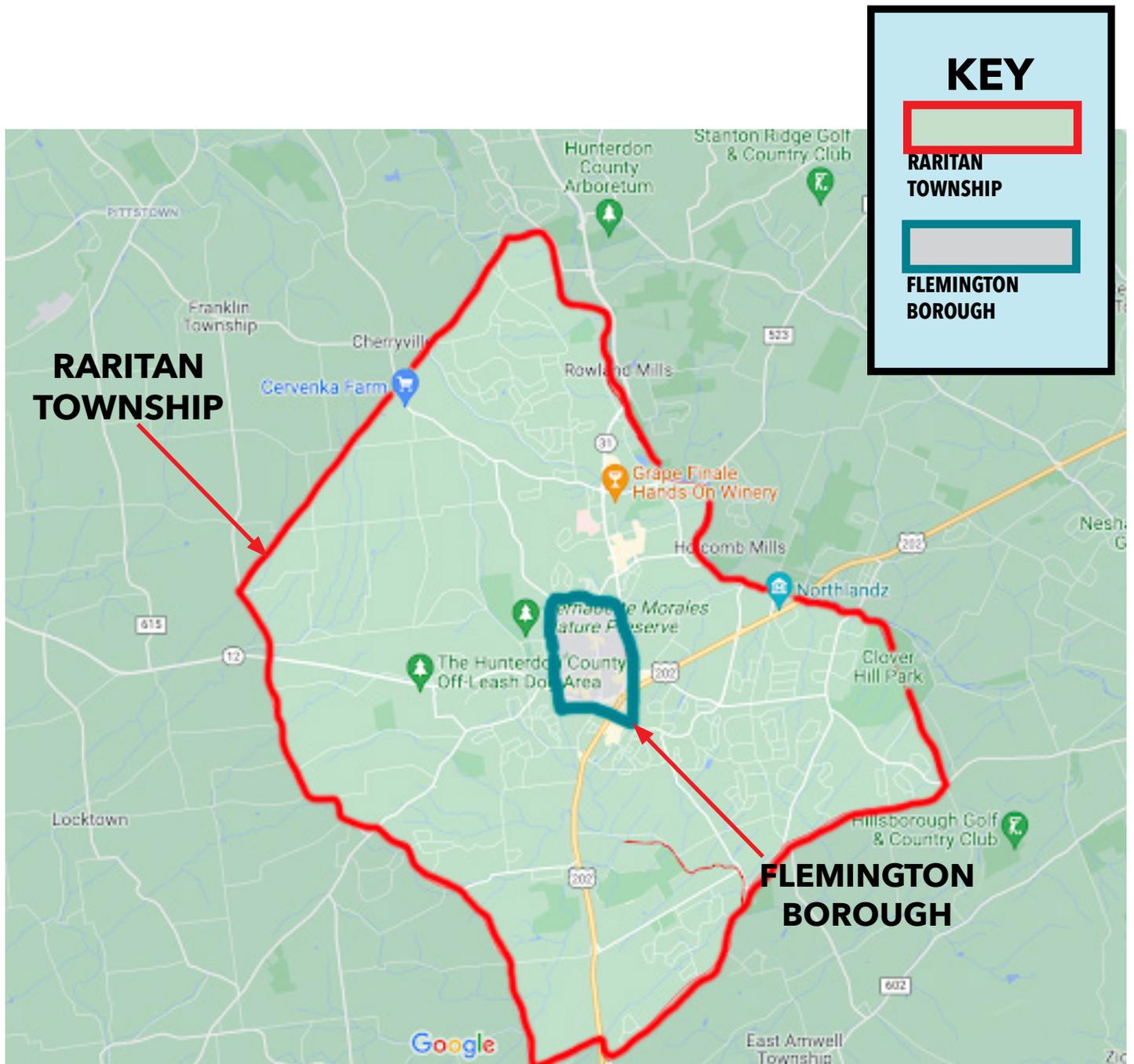
- **MULTIPLE MAIN STREET PROPERTIES**
(including Red Vanilla)
- **FULPER ROAD**
- **GLOBAL AG BLOCK | TC, 3.34 acres**
- **TURNABLE JUNCTION | DB, VAS 5.78 acres**
- **LIBERTY VILLAGE | VAS**
- **MAIN STREET FILLING STATION PROPERTY**
- **SOUTH SIDE OF ROUTE 12**
- **COMMERCIAL DEVELOPMENT IN THE TC DISTRICT**
- **VICTORIAN PLAZA**
- **24 MINE STREET**

ZONING CODE KEY

- DB - Downtown Business
- TR - Transition Residential
- TC - Transition Commercial
- PO - Professional Office
- HR - Highway Retail
- VAS - Village Artisan Shopping

FLEMINGTON BOROUGH

IN RELATION TO RARITAN TOWNSHIP



FLEMINGTON

SOUTH END DISTRICT MIX & ASSETS

The South End District represents approximately one-third of the entire 1.4 square miles comprising Flemington Borough. The South End District outlined in our grant application is not an already existing district or previously defined area. However, the need for revitalization was widely appreciated and understood by early adopters of our application. The South End District currently encompasses other distinct areas identified as Liberty Village, Turntable Junction, Stangl Area, Church Street Area, Historic Main Street, and the 12 Circle. The site had been referred to as the South End in several past Master Plans.

The name South End District has been widely adopted since our grant application.

The South End District has a mix of

- Commercial & Residential Properties
- Owned and rental properties.
- Buildings and sites are diligently preserved, and many sites can benefit from revitalization.
- There is an almost 17% Vacancy Rate for all residential and commercial facilities.

The South End District has several vital assets.

- The area is highly walkable
- It has a Public Library
- It abuts a sizable Senior Housing building.
- The South End hosts a weekly, year-round Farmers Market.
- There is an exciting mix of businesses and services.
- Two new restaurants in critical locations for revitalization are opening this spring.
- The area has potential open space and a “trail with a rail”
- Offers several places of worship, numerous social service organizations, and classes and workshops.
- Everyone loves our brewery, which has provided a destination meeting place, indoor and outdoor event space, and an economic driver that compliments other businesses.
- There are multiple meeting, event, and performance space options in the area.
- It is the location of several significant outdoor seasonal events (the largest event welcomed 12k attendees).

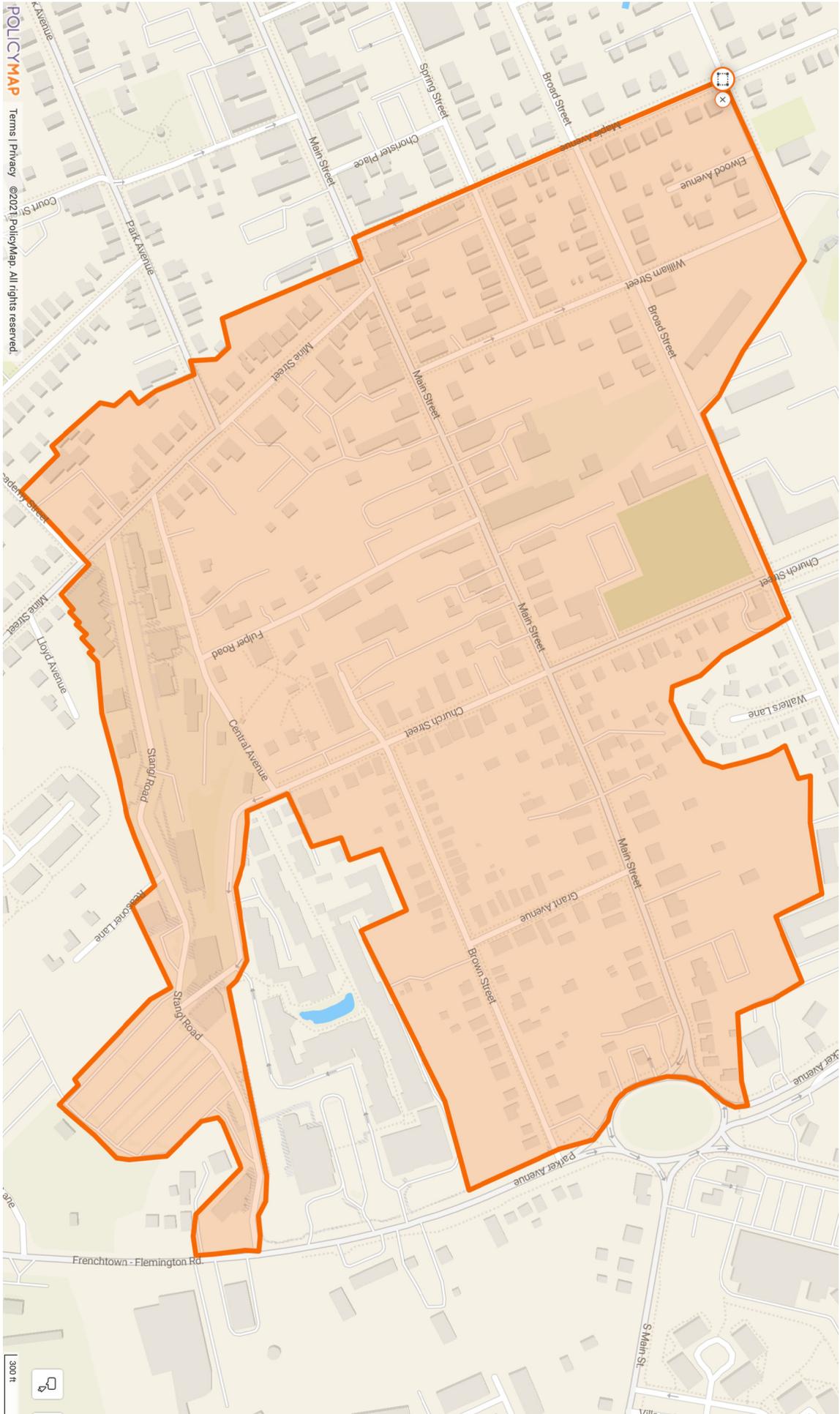
Our initial improvement focus for the South End District:

- Gateway improvements -- the impression upon entering from any direction.
- Transitions between our commercial and residential areas.
- Adding cohesive corridors to lead people efficiently from one place to another
- Improving critical intersection:
 - Main & Church Street.
 - Main & Fulper Street.
 - Main and Mine Street.
- Addressing a significant missed opportunity for connection, cultural and recreational experiences, and joy by creating a trail along the Railroad tracks through town.

SOUTH END DISTRICT AND SURROUNDING FLEMINGTON BOROUGH

South End District in relation to surrounding Flemington Borough.





SOUTH END DISTRICT BY THE NUMBERS

Block	Total Buildings on street	RESIDENTIAL			BUSINESS			
		Single Family	Multi Family	Mixed Use	Commercial Use	Business on 1st Floor	Business on Upper Floors	Type of Business
All of Brown Street	40	27	9	0	0	1	0	1 (4 fam) Apartment Buildings
All of Grant Avenue	11	8	1	0	2	0	0	2 (4 family) Apartment Buildings
All of Fulper Road	8	1	0	2	7	3	0	Retail Mix - lots of salon
Mine Street : Main between Stangl and Main between Academy	32	10	10	2	16	1	0	Mix of retail, office
All of Central Station	5	0	0	1	5	5	0	Mix retail and Service
Main Street: Between Rt 12 and Maple StreetBetween Rt 12 and Mine	67	14	14	11	26	5	0	Mix retail, service, rest, funeral home, non-prof,
Church Street between Broad to Stangl	24	10	2	4	19	0	0	Retail, Apt, Daycare, Office
Turntable Junction Interior Parcels	12	0	0	1	11	1	0	Mix of retail, rest, and service
Stangl Road (no Liberty Village proposals)	17	0	0	0	16	18	1	Mix, office, art, pottery, dance studio, rest, event space, service
Broad Street: Between Maple and Church Street	18	9	5	0	4	0	0	Mix of retail & rest, large office and apartments
Maple: Between Main and Elwood	17	12	3	0	2	0	0	Office and Law
William Street: Between Main and Elwood	10	3	2	0	3	0	0	Mix of Apartments ,
Spring Street: Between William and Maple	12	6	6	0	0	0	0	None
TOTAL	273	100	52	21	111	34	1	

SOUTH END DISTRICT BY THE NUMBERS

Block	Total Buildings on street	CONDITION		VACANCY	
		Needs Paint	Needs Repair	VACANCY	Type of Vacancy
All of Brown Street	40	15	5	1	1 for sale
All of Grant Avenue	11	5	2	12	12 for sale
All of Fulper Road	8	4	4	4	4 for rent
Mine Street : Main between Stangl and Main between Academy	32	8	2	2	4
All of Central Station	5	0	0	0	
Main Street: Between Rt 12 and Maple StreetBetween Rt 12 and Mine	67	8	9	10	
Church Street between Broad to Stangl	24	9	4	1	
Turntable Junction Interior Parcels	12	0	0	6	
Stangl Road (no Liberty Village proposals)	17	2	2	4	
Broad Street: Between Maple and Church Street	18	6	1	5	
Maple: Between Main and Elwood	17	0	0	0	
William Street: Between Main and Elwood	10	5	1	0	
Spring Street: Between William and Maple	12	5	5	0	
TOTAL	273	67	35	45	

SOUTH END DISTRICT BY THE BLOCK + PARCEL

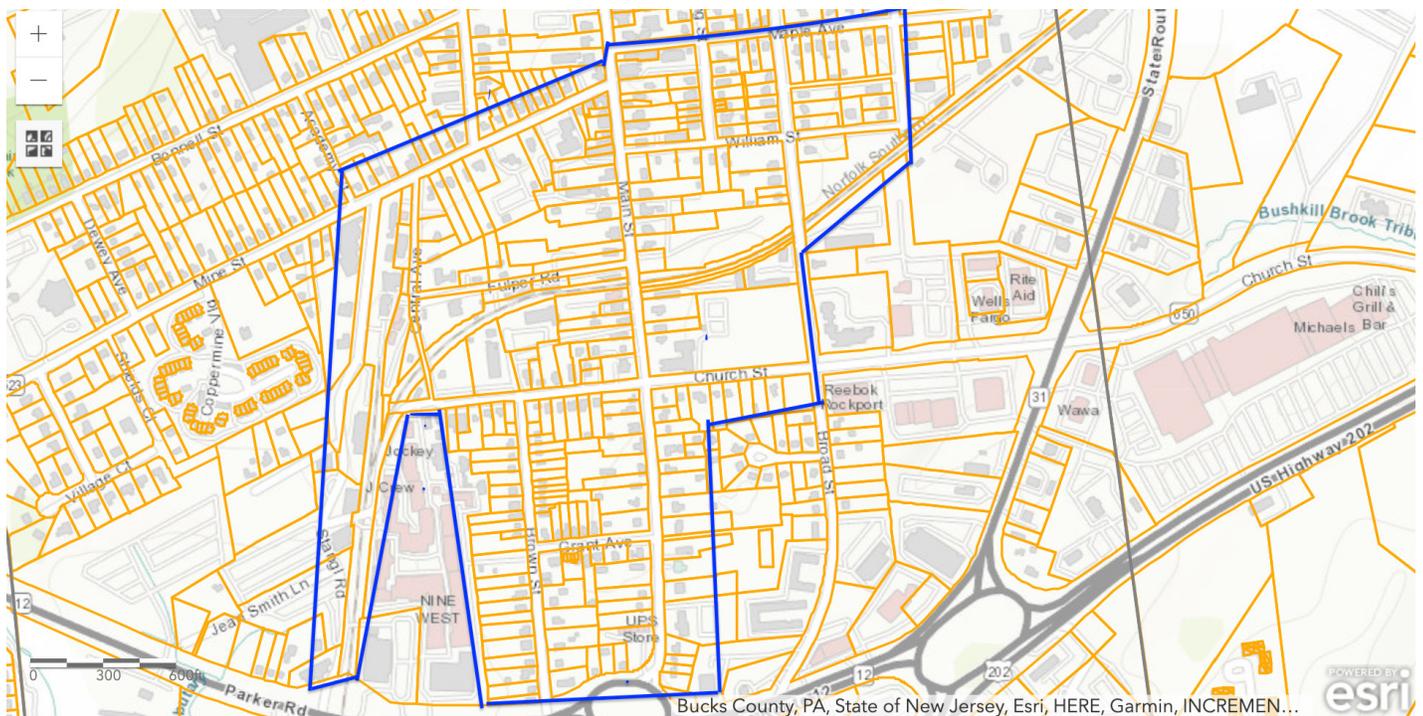
The South Main Street District encompasses parcels on the following streets:

Complete blocks:

- Brown Street
- Grant Street
- Fulper Street
- Central Station
- Turntable Junction Interior Parcels
- Stangl Road (not including Liberty Village parcels)

Partial blocks:

- Mine Street:
 - between Main and Stangl
 - between Main and Academy
- Main Street
 - Between Rt 12 and Maple Street
 - Between Rt 12 and Mine
- Church Street Between Broad Street to Stangl Road
- Broad Street: Between Maple and Church Street
- Maple Street: Between Main and Elwood
- William Street: Between Main and Elwood
- Spring Street: Between Maple and William



SOUTH END DISTRICT

The South End includes a broad mix of single-family, multi-family, and small apartments. There are numerous commercial storefronts, restaurants, and apartment buildings. Many historic homes are now elegant office buildings. District properties are primarily owned locally, although there are several absentee landlords. There are very few properties in the South End owned by Trusts, REITS, or other Investment Groups.

Many property owners have stated they wish to sell their property when the market in Flemington improves. Many have indicated that they are waiting for specific redevelopment projects (see the Shovel-Ready map on Page 11), such as the Hotel or “Courthouse Square Project” and “Liberty Village” and “Agway” to begin before they re-invest in or sell their properties.

A lack of investment in existing commercial properties in the South End is widely apparent. While there are appealing vacant storefronts, very few are rented or sold due to their condition. In addition, the amount of work needed to bring these buildings up to code is prohibitive and adds to a feeling of neglect in the area.



Liberty Village and Turntable Junction greatly impacted the entire borough and the current South End District area. Liberty Village originated in the “1960s as a popular artisan’s village where visitors observed weavers, cabinet makers, blacksmiths, and glassblowers. In 1981, Liberty Village became the country’s **First Outlet Village in America** where many designers and manufacturers opened their first outlet store.” Approximately thirty buses a day brought shoppers to the area in its heyday. Unfortunately, an adjacent and similar destination, Turntable Junction, is currently in tremendous disrepair with only a few tenants.

The heavy traffic to liberty village spawned other outlet malls in the borough on our historic Main Street and peppered along Church Street, Reaville, and The Shoppes of Flemington. The municipality created wayfinding signage to get visitors to Liberty Village and other major destinations. A cluster of home decorating, antique stores, and restaurants flourished along Main Street and en route to Liberty Village, catering to visitors who wanted to spend a day in a country town for shopping and dining.

History:

Early German and English settlers historically engaged in industries dependent on farm products. An example of early settlement families was Johann David and Anna Maria Ephland, who emigrated in 1709 from Germany through London to New York and settled on his 147.5-acre (0.597 km²) farm in 1717. They raised their seven children, and two from his previous marriage, on the farm that now makes up the core of Flemington. The South End took shape through early agricultural and craft businesses that blossomed here. Factories and utilities such as the Cut-Glass Factory, the Fulper Pottery Factory, Flemington Gas and Light



Company, Flemington Water Company, and the Railroad continued to influence jobs, housing, and the look and feel of the borough.

Today, Liberty Village went from a 33 million dollar asset to a 3 million dollar asset with six remaining stores. Turntable Junction is currently barely occupied, and while the faux-historical craft village elements are still in situ, the signage, buildings, and amenities are worn, broken, and under-used. There are a few open businesses, but the space does not feel welcoming. The former Cut Glass Factory is now a large swath of rock-laden, barren land connecting all town parts along the railroad tracks. On the other hand, Stangl Pottery Factory has been revitalized and provided new life and attraction with its Restaurant, Coffee Shop, BID Office, Spiritual Medium, Yoga Studio, Art Gallery, Pottery Studio, and BID Office.

Historic Main Street in the South End features many beautifully preserved historic homes and creates a South to West artery through town (see the Traffic Map on Page 9). Broad Street and Stangl provide a South to West travel option. Church Street is the central East to West artery, the fastest way to get from the highway into the Borough, and is parallel to other main intersections at Mine and Fulper and Main Street. Residents and business owners perceive a detrimental amount of constant fast-moving traffic as “cut-through” traffic that does not park to patronize local businesses. Additionally, the “cut-through” traffic also comes off route 12 through highly residential streets such as Brown Street and Grant Street.

Parking in the South End is currently not an issue; however, we are aware that we have a “Parking Communications” problem. We plan to address this issue quickly by making our parking signs visible and in universal “parking sign” colors. In addition, parking is an issue on Stangl, where cars park perpendicular to the curb, and it is harder to see the two-way traffic moving behind your vehicle. Parking is also an issue on Fulper, where there are several areas with no sidewalks, and people walk in the streets. We hope to address some of the problems over the 5-year grant cycle.



MUNICIPAL AND COMMUNITY PRIORITIES:

The entire Borough community has engaged in “Economic Development Planning” since our Opportunity Zone Designation in 2019. The Borough suffered from tremendous decline resulting in the tax base flipping from considerable commercial ratables to a tax burden that weighed heavily on the residents. As a result, the Borough faced decline, no development, and only a few revitalization projects in the past twenty years. The 2019 Opportunity Zone Designation, Challenge Grant, and Stantec Community Action Plan have led to a consensus around unlocking potential and much-needed economic development growth.

The proposal for the redevelopment of the Union Hotel became an intensely public, ten-year legal battle between “The Friends of Flemington” and The Borough. The contention around the hotel project had a polarizing and harmful impact on the entire community and all businesses on Main Street.

Major Economic Development Successes leading to the NPP Grant Designation:

2019 - 2020:

- In 2019, the new Mayor, Betsy Driver, engaged an Opportunity Zone Committee to begin a new campaign to attract innovative development.
- The Mayor worked diligently with the council, the developer, and community groups to improve the Courthouse square project with a scaled-back, more acceptable version. The new plan included restoration of the Historic Hotel Façade and the Potting Shed building,



reducing the scale of the project and resolving all lawsuits.

- A long-awaited Million Dollar “Main Street Streetscape Project” began bringing new side walks, benches, lighting, and trees to a large area of Main Street.
- In 2019 the borough embarked on a full-court press to take advantage of its Opportunity Zone designation to create new marketing and attract new interest in development. The FCP, The County Economic Development Office, The Borough, and the Chamber (OZCAP) partnered on a marketing campaign to gain visibility for their Shovel Ready Properties.
- Flemington Borough was the first municipality in New Jersey to execute an Opportunity Zone Summit to showcase our town to developers. Over 125 developers attended our Opportunity Zone summit to learn about our “Shovel Ready” and other properties.
- The OZCAP Group applied for the NJEDA’s Opportunity Zone Challenge grant and received \$100k as one of five recipients in the state. The grant funding was needed to implement a community consensus project and an action plan to unlock our Economic Development Potential. After a thorough RFP and interview process, we hired Stantec’s Urban Places Team to create a report on the Economic Development needs of the Borough and the key to unlocking new potential.
- We engaged Violet PR because of their specialty in Economic Development Public Relations, and we secured 36 Media Placements, which generated 445,000 coverage views, and garnered 89.6 Million Impressions.
- Simon Properties sold Liberty Village to Namdar in 2019.

2021- 2022

- The remediation of the Courthouse Square Project began in 2021, and the demolition and building of the hotel commenced in early 2022, the first phase of economic improvements to anchor Historic Main Street.
- In December 2021, the Opportunity Zone Challenge Grant Committee completed an almost two-year-long investigation, a series of community discussions, and the reporting process.
- Since then, Liberty Village has been deemed an area needing redevelopment with NJ developer George Vallone from Hoboken Brownstone Corporation.
- The developer requested the FCP’s help hosting two public meetings with the community.
- As a result, a new block group has formed within the South End on Brown Street.
- A new developer of one of the Agway Properties has also been delegated Designated Developer status and was well-received by the council for a plan with housing and mixed retail use (ideal for a specialty supermarket)
- The 2022 Master Plan work has begun.





The Challenge Grant Team was able to produce the following reports:

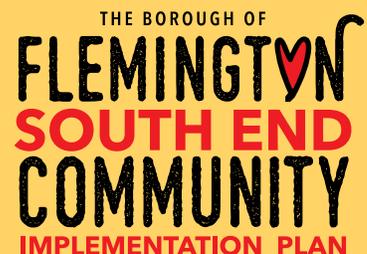
- “Flemington Community Action Plan,” by Stantec
- “An Analysis of Residential Market Potential,” a market forecasting analysis by Zimmerman & Volk Associates
- “A Strategic Report on the Zoning Ordinance: Removing Barriers and Unlocking Potential for Economic Development,” by Borough planner Kyle McManus.
- “A Cohesive Corridor Planning and Design Concept Study,” by Stantec



**FOUNDATION OF THE
SOUTH END DISTRICT
IMPLEMENTATION PLAN:**

**Stantec's
OPPORTUNITY
ZONE**

COMMUNITY ACTION PLAN



The foundation for our NPP Grant application materialized during the OZCAP Report Process. We incorporated information from the OZCAP community conversations and suggestions into our goals and objective for the South End District. The Stantec report gave credence to a shared belief that with new housing within a 15 minute walk to Main Street and Stangl, we will have a walkable bustling community, attract a better mix of businesses who will raise the bar on facade upkeep, and the borough will have necessary ratables to perform more improvements.

The following pages delve into the report and outline implementation items that overlap with South End District Goals and Objectives. In addition, each item aligns with one or more of the Four Pillar Values of NPP Implementation Strategies:

Place Value:

Enhancing the value of the buildings, streets and the entire physical realm. Anything you can see or touch is where you can realize visible, tangible change.

Economic Value:

Small business recovery, growth and sustainability, both on the street and on-line. Fostering property value stabilization, local job opportunities, and new investment.

Social Value:

Marketing the NPP District, activities, events, and assets while enrolling District stakeholders in relationship-building and fun. In a post-COVID world, cultivating social value will also be done virtually as well.

Civic Value:

Engaging the community to help address real needs. Building partnerships with public and private sector entities to leverage their time, talent, and treasure into the NPP District. Communicating the importance of the District to local elected officials and other supporters.

TOP IDENTIFIED GOALS FOR THE SOUTH END DISTRICT TO KEEP IN MIND WHILE READING THE STANTEC REPORT:

Goal #1: Improve look and feel of district business areas and transition areas.

Goal #2: Improve walkability for health, economic and community benefits.

Goal #3: Create visible art, cultural, & historic representation & encourage preservation in the district.

Goal #4: Improve look and feel of residential area and transition areas in district.

STANTEC'S OPPORTUNITY

ZONE ACTION PLAN

OZCAP 12/21
LAYS GROUNDWORK FOR NPP GRANT APPLICATION

Key metrics for success

Bustling "Main Streets"

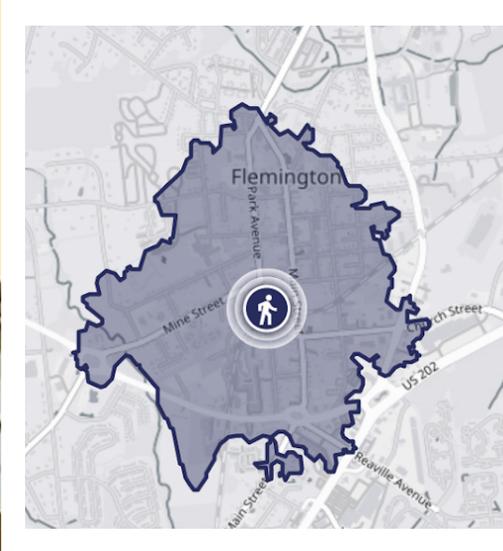
Our key metric for long-term economic revitalization success is a lively, bustling "Main Street" environment within each of Flemington's primary retail and activity corridors.

"The complete, 15-minute neighborhood"

According to StrongTowns, "a 15-minute neighborhood is a neighborhood in which you can access all of your most basic, day-to-day needs within a 15-minute walk of your home... 'Can you get to a cafe, a grocery store, a park and a library in just a 15 minute walk from your home?'"

Flemington Borough is small and compact enough that almost every household is within a 15-minute walk from the Main Street, Stangl Road, and Highway Circles retail corridors.

We would consider Flemington's neighborhood revitalization initiative a success once these corridors provide the full range of amenities, conveniences, and services that comprise a "complete, 15-minute community."



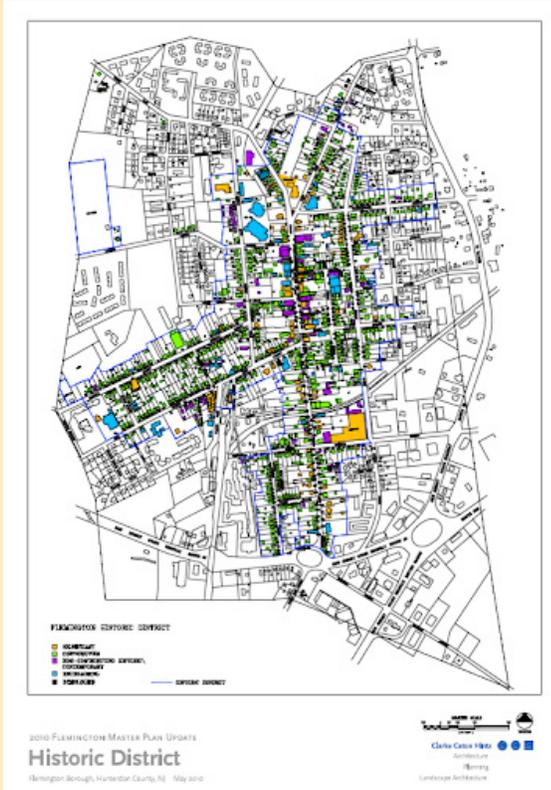
Area within 15-minute walk of Main Street and Fulper Road



EXCERPT FROM STANTEC OZCAP REPORT

OZCAP 12/21

We reviewed past plans completed over the past decade, gathering key themes and assessing the discourse for expressed consensus between efforts that we can build on during the Community Action Plan process.



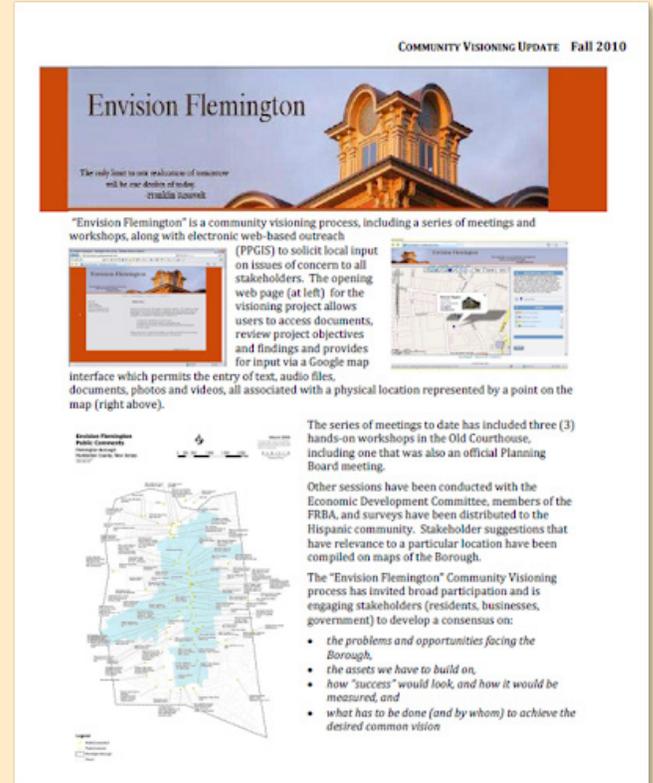
Master Plan (2010)

Completed every 10 years, the Master Plan represents the Borough's official vision and priorities for the coming decade.

Key themes:

- Foster growth and manage change
- Reinforce historic character
- Build green
- Expand arts and culture

Key takeaway: Framed the community's values and core priorities regarding growth



Envision Flemington (2010)

A supplement to the Master Plan, this effort provided a deeper dive on development and the infrastructure needed to support it.

Key themes:

- Revitalize downtown
- Guide new development
- Improve mobility

Key takeaway: Emphasized the need to improve infrastructure and mobility in correspondence with growth and development impacts.

Downtown Strategic Plan Report

Flemington, New Jersey
Prepared for the Flemington B.I.D.
February 25, 2014



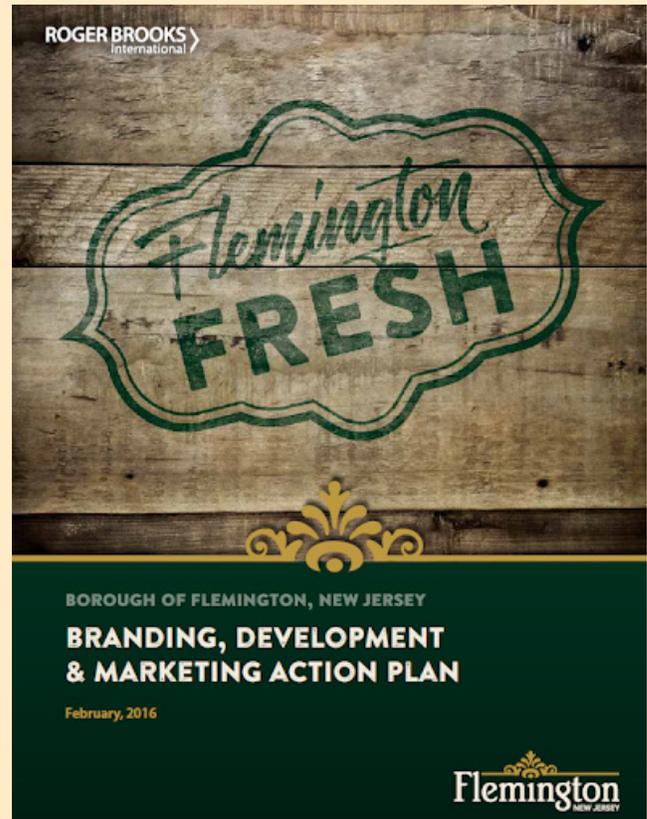
Downtown Strategic Plan Report (2014)

Terra Noble's plan focused on how strategic redevelopment can catalyze downtown revitalization.

Key themes:

- Bring downtown to life
- Introduce new housing and mixed-use development

Key takeaway: Set a target of 900-1,100 new housing units through redevelopment of many of the Borough's vacant and outmoded sites.



Branding, Development, and Marketing Action Plan (2015)

Roger Brooks' report provides a broad range of placemaking strategies to build on what makes the Flemington community special.

Key themes:

- Showcase downtown
- Attract more visitors and residents
- Make Flemington cool again!

Key takeaway: The key to Flemington's success are bustling main streets, unique retail experiences, and creating a sense of authentic culture.

INVITING THE COMMUNITY TO THE PROCESS

OZCAP 12/21

A multi-channel approach to engagement

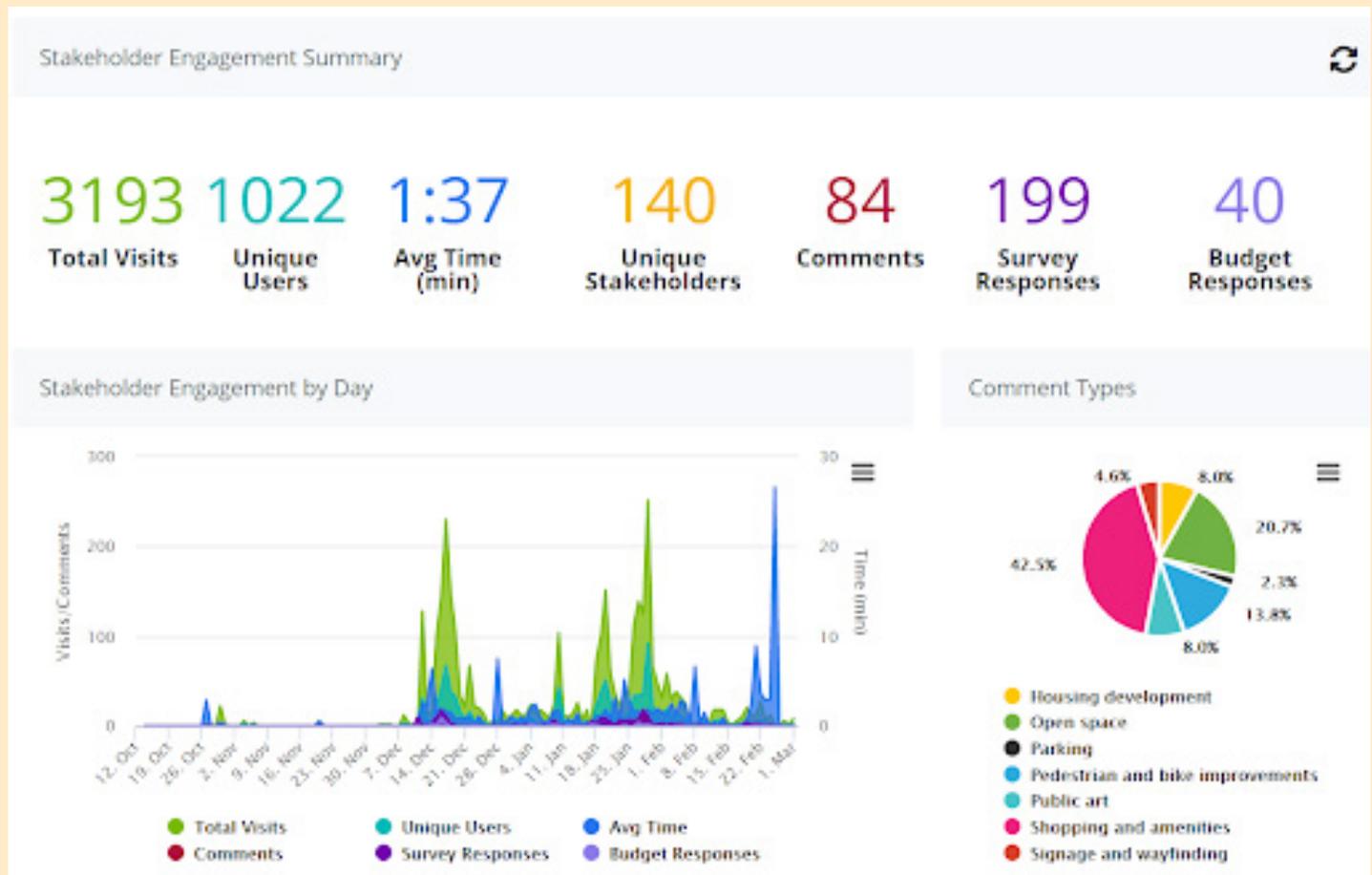
This planning process included a variety of opportunities for the community to stay involved and share their voice, including:

Dozens of interviews via video conference with Borough leadership, business owners, property owners, local developers, community groups, and other stakeholders.

Several virtual public meetings attracting over 100 participants for presentations summarizing analysis and emerging recommendations so far, followed by lively discussion.

A project website hosting surveys and an interactive map that accumulated hundreds of ideas, suggestions, and insights.

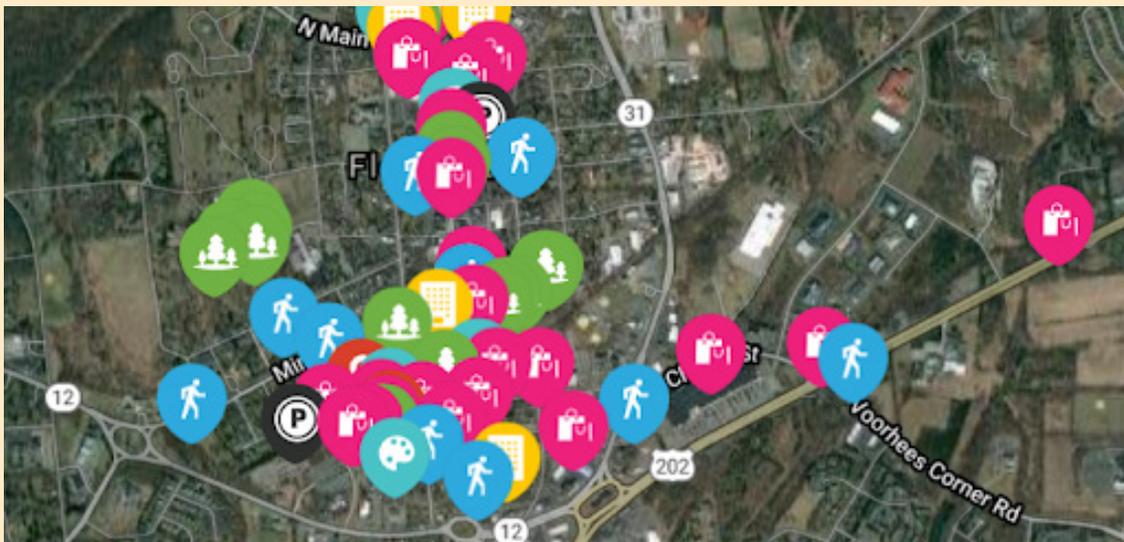
This planning process garnered as much engagement and participation as similar efforts in cities many times Flemington's size.



COMMUNITY CONSENSUS AROUND KEY THEMES

OZCAP 12/21

Throughout the engagement process, the planning team was struck by the level of consensus across demographics and interest groups regarding priorities and goals for Flemington's future. For the most part, sentiments expressed during the process echo visions and priorities stated in previous plans over the last decade. Though each had their own way of describing it, most - if not all - participants envision a vibrant, lively community with walkable streets, dynamic cultural activity, lots of local shops and businesses, and an overall high quality of life and rich community.



Points of pride

Most people felt positively about these features in Flemington:

- Small town feel
- Historic architecture
- Walkability
- Local businesses
- Arts and culture
- Strong sense of community
- Charming downtown
- Good value
- Promising potential
- Destination for visitors and shoppers

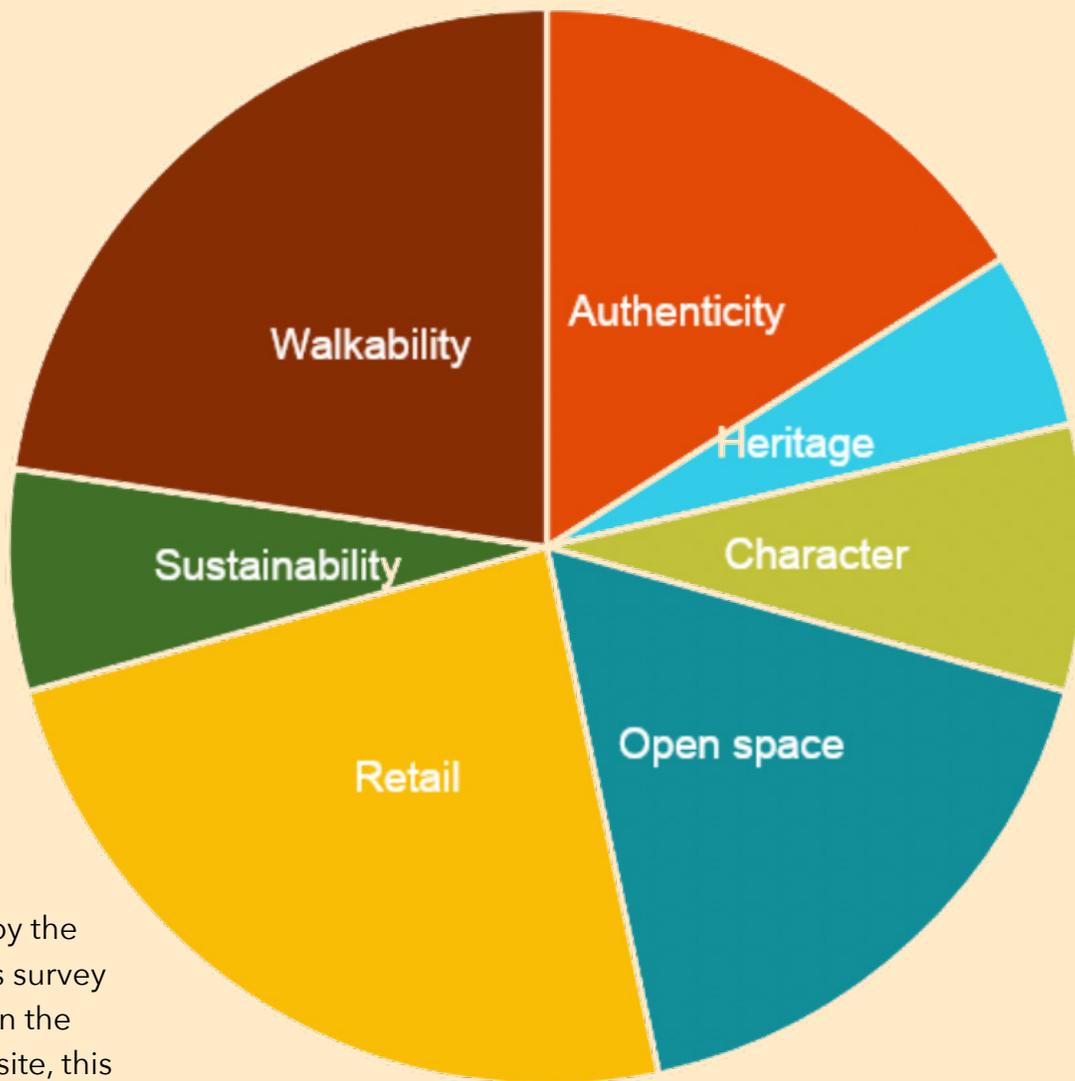
Opportunities for improvement

Many participants agreed these topics need attention:

- More diverse shops and restaurants
- New cultural destinations
- Improve walkability
- Enhance cultural diversity
- Streamline parking
- Manage traffic impacts
- More programming and events
- Improve accessibility for wheelchairs, etc.
- Better pedestrian amenities (benches, etc.)
- Distinctive public realm features (signage, fountain, etc.)

TOP PRIORITIES: OZCAP 12/21

Retail, walkability, authenticity, and open space deemed most important.



Generated by the community's survey responses on the project website, this graph indicates how respondents weighed the relative importance of different potential priorities for Flemington.

SHARED COMMUNITY VISION STATEMENT

OZCAP 12/21

The planning team distilled community input, ideas, and stated priorities into this vision statement:

Building on its historic character and innovation heritage, Flemington will become renowned in the region for its distinctive, walkable neighborhoods; unique, local retail, arts, and culture; and a diverse, welcoming community.



COMMUNITY GOALS

OZCAP 12/21

Building on the vision statement, we've distilled community feedback into the following goals for Flemington:

DEVELOPMENT

Housing

Add diverse housing choices and introduce a critical mass of new units within a short walk to the core.

Equity

Maintain housing affordability and promote an inclusive local community and economy.

Retail

Improve retail corridor cohesiveness and promote local entrepreneurship.

Sustainability

Grow greener through sustainable development practices and policies.

CONNECTIVITY

Walkability

Expand pedestrian connectivity and update local wayfinding.

Transit

Advocate for expanded transit connections to other parts of the County and region.

Open space

Establish a central square or park for gatherings and activities.

PLACEMAKING

Character

Visibly and dynamically express what makes Flemington unique.

Heritage

Reinforce Flemington's historic character while enabling new types of development.

Diversity

Reflect Flemington's ethnic and cultural diversity in the public realm.

Authenticity

Become a self-sufficient "place", not just a destination for visitors.

LOCAL ANALYSIS: HOUSING MARKET ANALYSIS FINDINGS

OZCAP 12/21

AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL



Downtown Flemington Borough of Flemington

Flemington After Five Years

545 to 760 new housing units
in Downtown and neighborhoods.

More vibrant Downtown.

New apartments for all ages.

New family ownership housing.

As an early implementation outcome of this plan's recommendations, the Opportunity Zone Grant Committee hired nationally recognized housing market experts Zimmerman Volk Associates (ZVA) to conduct an analysis of residential market potential in order to test this plan's hypothesis that 1,000 new housing units over 10 years is achievable in today's market and would have the intended impact of revitalizing downtown Flemington.

ZVA's report confirmed the market potential for 545 to 760 units in 5 years which would set development on pace to exceed our 1,000-unit target over 10 years.

The report also echoes this plan's assertion that new multifamily housing would make downtown a more vibrant place and increase housing choices for new and existing residents.

LOCAL ANALYSIS: CONCLUSION

OZCAP 12/21



A critical mass of walkable housing development is an effective and achievable catalytic revitalization strategy for Flemington.

Tested against national demographic and economic trends, local market dynamics, and an assessment of Flemington's real estate and infrastructure capacity, we believe a target of 1,000 new housing units built within walking distance of the Main Street and Stangl Road corridors is achievable and will most effectively promote the community's vision for the future.

-
- Does housing development support the community vision? - YES
 - Is this development achievable in today's market? - YES
 - Is there room to accommodate enough development? - YES
 - Can Flemington's local infrastructure and services handle this much new development? - YES

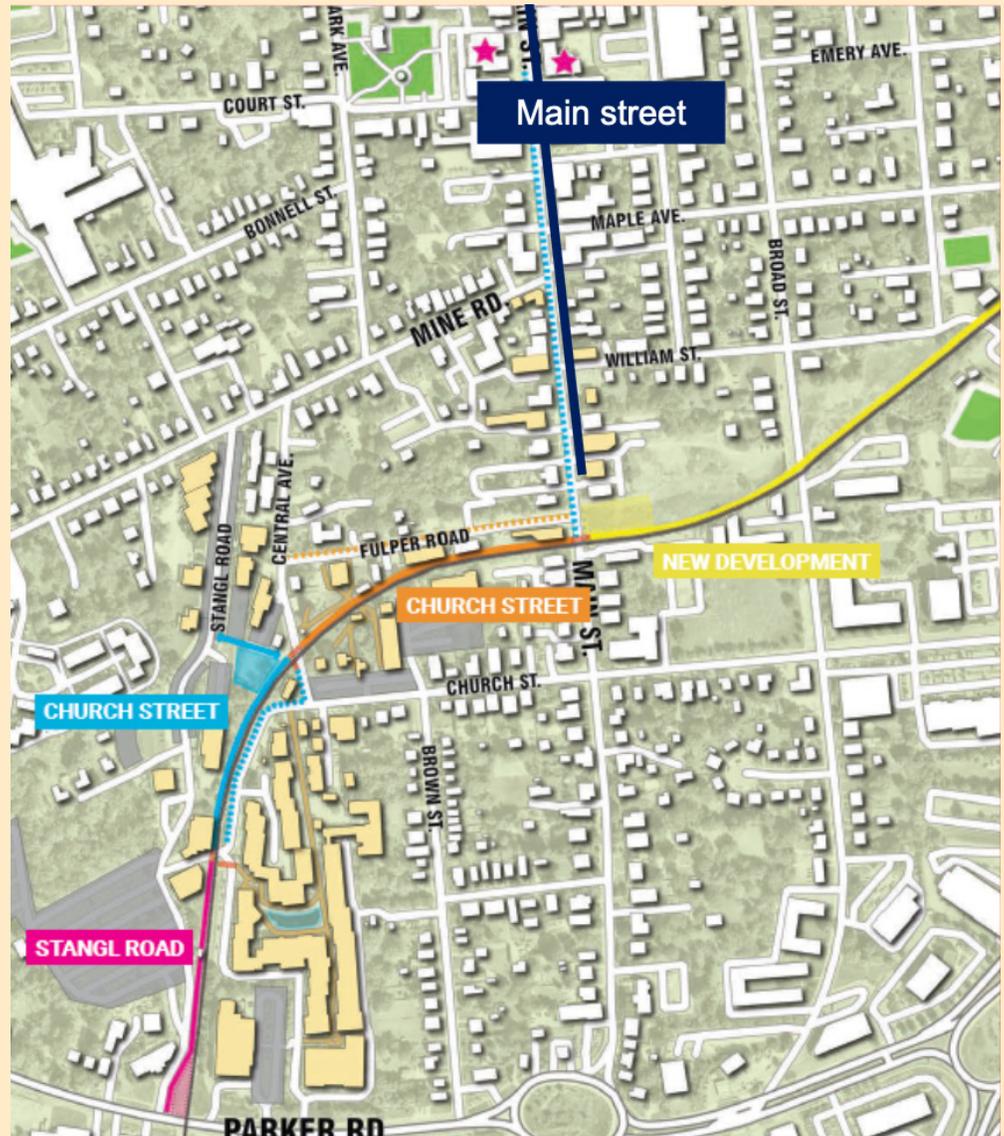
CRITICAL STRATEGY: COHESIVE CORRIDOR

OZCAP 12/21

Several recommendations coalesce along a corridor of opportunity connecting Stangl Road with Main Street alongside many of Flemington's most impactful future development sites.

Components of this "cohesive corridor" include:

- **Continuous pedestrian pathway** from Route 12 to Broad Street and beyond.
- **Potential redevelopment** of Liberty Village, Cut Glass, Turntable Junction and other sites.
- **Temporary and long-term public spaces** for events, festivals, recreation, and other programming.
- **Placemaking enhancements** along Main Street connecting the pedestrian path to the Courthouse area.



CRITICAL STRATEGY: COHESIVE CORRIDOR

OZCAP 12/21

Though the complete, contiguous pedestrian path and possible rail trail are likely longer-term ambitions that will require property negotiation and substantial funding, the corridor concept includes opportunities for near-term implementation of segments and spaces that will establish momentum for the project.

Pop-up park at Central and Stangl

Introduce a strong pedestrian link between Stangl and Turntable Junction along with programmable space for markets other events.

Gateway interventions at Fulper and Main

Create a mural crosswalk at this gateway intersection, reorient parking on Fulper to allow a sidewalk, and consider pop-up event space on the Cut Glass site.

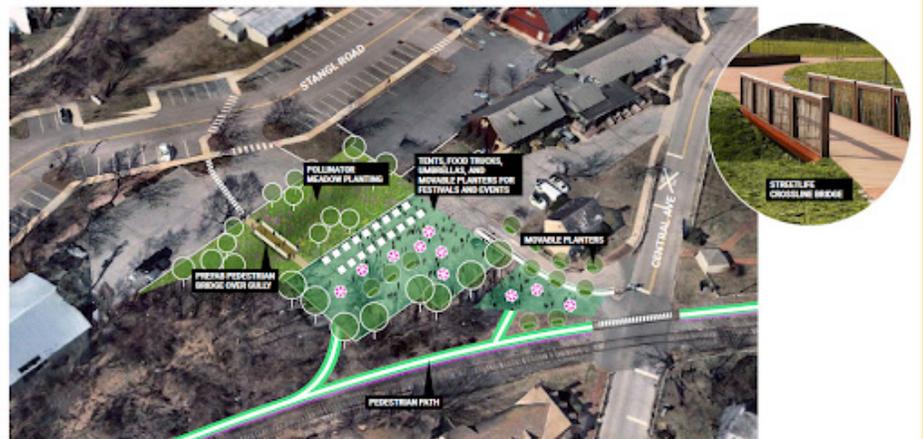
Improvements along Mine and Church at intersections with Main Street

Treat these parallel connecting streets with planters and related elements that strengthen the sense they connect important places.

NEW DEVELOPMENT: POP UP PARK



CHURCH STREET: POP UP PARK



IMPLEMENTATION MATRIX OZCAP 12/21

	Recommendation	Timing
DEVELOPMENT	Promote available development sites to the broader developer community.	Ongoing
	Improve stakeholder communications	Ongoing
	Create development process “guidebook”	2022
	Update zoning to reflect current development priorities	Ongoing
	Mitigate hurdles to business formation and development	Ongoing
	Continue proactively planning well development	Ongoing
	Pursue EPA brownfields grant funding	Ongoing
	Establish program to activate underutilized sites	Ongoing
	Develop community design standards	2022
	Establish economic development committee	2022
	Maintain list of desired community facilities and amenities	Ongoing
Establish a “live / work / play” in Flemington campaign	Ongoing	
CONNECTIVITY	Create a cohesive corridor connecting Stangl and Main areas	Ongoing
	Create a festival open space	2022 and beyond
	Perform a walk/bike audit	2022
	Conduct a parking study focused on existing supply utilization	2022
PLACEMAKING	Promote diversity in local leadership and cultural programming	Ongoing
	Install gateways at downtown entrances	Ongoing
	Update wayfinding signage and branding	2022
	Develop a public art program based local entrepreneurship, craft, and arts heritage	Ongoing
	Establish district identities for Flemington’s retail corridors	Ongoing

DEVELOPMENT: ESTABLISH PROGRAM TO ACTIVATE UNDERUTILIZED SITES

OZCAP 12/21

Summary

Establish a program to enliven vacant and underutilized sites that are negatively impacting adjacent properties such as by depressing economic value or discouraging business activity. Strategies could include imposing requirements for temporary programming allowances on vacant parcels or rotating art installations in unused retail frontages.

Next step(s)

Consult with counsel to identify an enabling legal mechanism.
Inventory vacant and outmoded sites, highlighting those in locations with highest visual and experiential impact on commercial corridors and public spaces.
Develop a menu of strategies to enliven sites of different types and on different timeframes.

Timeframe

Ongoing.

Community feedback: We need to develop properties in town like Agway area and Liberty Village.

**NPP Value: CIVIC
South End District Goal #2**

Create a cohesive corridor connecting Stangl and Main areas

Summary

Establish a visual, physical, and symbolic connection between Stangl Road and Main Street that utilizes existing and new pedestrian linkages as well as segments along or adjacent to the railroad.

Though a dedicated bike and pedestrian path may be the corridor's eventual centerpiece, the project should incorporate a variety of installations, interventions, and connections that range from pedestrian infrastructure to public art to event and programming facilities.

Next step(s)

Pilot the concept with temporarily installations such as painted crosswalks at key intersections, unique planters demarcating the corridor, and new pedestrian links such as between Church and Stangl. Advance conversations with stakeholders such as adjacent property owners and the railroad owner to establish options for long-term path.

Prioritize further planning and design for upcoming Master Plan process.

Timeframe

Ongoing.



Community feedback: I am really excited about the trail plans, UPGRADING the turntable into a small park

Community feedback: I am really excited about the trail plans, UPGRADING the turntable into a small park

**NPP Value: PLACE & SOCIAL
South End District Goal #2**

Create a festival open space

Summary

Develop a programmable open space for festivals, performances, and other local and destination events.

Consider a short-term location at an underutilized site in a central location as an interim venue until a more permanent site is developed. The Main Street side of the Cut Glass site could provide a short-term location pending upgrades such as rubble removal, an extra soil layer, landscaping, fencing, and electrical service.

Next step(s)

Identify one or more short-term candidates and develop design plans and cost estimates, moving forward with the most promising option for implementation in 2022. Develop priorities for the long-term space and work with future developers of large sites to incorporate concepts into their plans, perhaps as part of Area in Need of Redevelopment and PILOT planning and negotiations.

Timeframe

2022 and beyond.

**NPP Value:
ECONOMIC & SOCIAL
South End District Goal #2**

Community feedback: Add a traffic signal or stop sign at Main Street and Mine Street. It's difficult to navigate that crossing while walking.

Perform a walk/bike audit

Summary

Building on recent improvements such as the Main Street streetscape, assess the Borough's walkability, ADA accessibility, and cycling facilities including sidewalks, paths, crosswalks, and ramps with an emphasis on reinforcing primary pedestrian corridors within and connectivity between major centers of activity (such as Main Street and Stangl Road). Utilize an audit methodology that can be conducted by volunteers.

Next step(s)

Organize an audit committee, recruit volunteers, and conduct the audit Borough-wide or subarea by subarea.

Pursue grants focused on walkability and accessibility from organizations such as AARP to fund improvements where deficiencies are identified.

Timeframe

2022.

Community feedback: Add better more inviting sidewalks with planters, pavers, cute lamp posts. Add bike lanes.

NPP Value: ECONOMIC
South End District Goal #2

PLACEMAKING OZCAP 12/21

Promote diversity in local leadership and cultural programming

Summary

Building on success of programming such as Salsa Night, extend the Hispanic community's visibility and presence within the life and culture of downtown. More broadly, extend cultural programming to reflect Flemington's full diversity. Promote incorporating more Hispanic, indigenous, and people of color into local organizations, merchant groups, boards, and other leadership groups.

Next step(s)

Establish a standing meeting with representatives and leaders from the local community that reflects all of Flemington's diverse ethnic and cultural heritages. Focus the agenda on extending inclusivity and diversifying representation in local leadership and business groups.

As ideas take shape, spin off committees and task managers as appropriate to implement results from the committee's collaboration.

Timeframe

Ongoing.

NPP Value:
CIVIC & ECONOMIC
South End District
Goal #3

Install gateways at downtown entrances

Summary

Reinforce a sense of "arrival" to downtown's signature shopping and cultural activity areas with gateway installations at their primary entrances. Consider a range of possible gateway installation approaches, from vertical structures and monument signage to more unique and creative formats involving more artistic expression and dynamic or interactive features.

Next step(s)

Identify gateway locations and prioritize most impactful one or two to start with.

Issue a call for proposals from designers and artists to generate a range of ideas and options.

Pursue grants (or other funding) to commission and implement preferred gateway concepts.

Timeframe

Ongoing.

Community feedback:
How can we make a
more visually pleasing
welcome to Main Street?



Implementation
success:
NPP grant awarded
to fund placemaking
such as gateways

NPP Value: PLACE
South End District
Goal #1

Develop a public art program based local entrepreneurship, craft, and arts heritage

Summary

Establish a program to support arts entrepreneurs by sponsoring installations, providing workspace, and other visible promotions. Emphasize creative works and activities that enliven public spaces and reinforce Flemington's image as a progressive arts and culture destination.

Consider financial drivers such as "1% for the arts" development fees.

Next step(s)

Review precedents from similar places across the country and draft a plan that selects the most applicable ideas for Flemington.

Develop a funding mechanism that creates a reliable and sufficient stream of resources.

Shortlist locations for the first round of implementation, including a variety of site types such as vacant storefronts, open spaces, sidewalks, etc.

Timeframe

Ongoing.

NPP Value: PLACE
South End District
Goal #1 & #3



Community feedback: Make all signs standardized, more visible and historic looking. Place informational signs on Main Street and at Historic Buildings.

Update wayfinding signage and branding

Summary

Flemington's current wayfinding signage focuses on attractions that no longer exist or drive major visitation, such as Flemington Furs and Liberty Village.

Existing signage should be updated with destinations most relevant to today's visitors. Wayfinding should focus on districts like Stangl Road and Main Street, not specific businesses.

New signage graphics could include an updated style and branding.

Next step(s)

Research availability of grant funding to support wayfinding programs.

Inventory and map existing wayfinding signs. Develop a list of destinations relevant to today's visitors.

Commission a graphic designer to update signage appearance and produce revised package of signs. Apply new graphics to existing signs and consider adding new signs if popular routes are not covered.

Coordinate wayfinding and branding with downtown gateway installations.

Timeframe

2022.

Establish district identities for Flemington's retail corridors

Summary

Develop identities for each of the Borough's three primary retail corridors: Main Street, Stangl Road, and the highway shopping area.

Each should be distinct and shaped by what makes each corridor unique, but the collection should maintain some thematic cohesion to help them reinforce each other.

Next step(s)

Building on initial feedback from the Community Action Plan engagement process, develop preliminary concepts for new district identities.

Consider establishing one or more task forces to advance identity development and formalization.

As identity concepts emerge, consider hiring a consultant to develop branding, marketing, and other supporting resources.

Timeframe

Ongoing.

PUBLIC SURVEY & FOCUS GROUPS ON SOUTH END DISTRICT

THE BOROUGH OF
FLEMINGTON
SOUTH END
COMMUNITY
IMPLEMENTATION PLAN

NPP South End District Survey Process

The NPP Survey and Focus Groups helped create a better road map for visible and tangible intervention. The Advisory Committee meetings, the survey data, and our focus groups helped refine the vision for our Implementation Plan. In addition, we incorporated the information from OZCAP, and public conversations focused on Liberty Village redevelopment. They created a new lens on the South End District.

We informed all participants in this process that the South End District Grant is for “revitalization” and not “redevelopment.” There is no question for anyone that the redevelopment of Courthouse Square and Liberty Village with new housing within walking distance will have a timely and significant impact on the South End. Our community engagement activities around the NPP Grant have created a sense of renewed excitement for improving the visible and tangible to help restore a sense of place, community, and pride in the tremendous assets of the South End. Our Implementation Plan outlines improvements to aid our economic and community growth, preserve and promote our rich history, and bring together our talented group of place-makers.



We promoted the NPP Survey widely on Facebook and with targeted ads through the official Borough Website, multiple mentions at Council Meetings, and press releases to the media, resulting in several story placements about the NPP Grant and the survey. As a result, 375 individuals completed our survey, representing a healthy range of ages and relationships to the South End.

Flemington Borough is surrounded on every front by Raritan Township. For many people who live outside of the 1.4 square mile area, we have historically been the “downtown” and “business area.” Many people are unaware that the borough is a separate entity and that while they may live in Flemington, they are outside of the Borough. We are pleased to know what people living in Flemington Borough and our closest neighbors and front-line customers think.

We were very impressed with our high engagement rate. We believe that surveys focused on planning are of greater interest to our community after the past few years and the OZCAP process. We will continue to use surveys as a tool in the future. The NPP Survey results were closely aligned to the lessons learned via the OZCAP process. The survey allowed us to delve deeper and gain a more detailed understanding of issues relevant to the South End.



THE BOROUGH OF
FLEMINGTON
SOUTH END
COMMUNITY
ACTION PLAN



The Advisory Committee looked closely at the Survey Results, which we also shared with Council and other Stakeholders. Clearly, there is significant dissatisfaction with current conditions and an overarching desire to address the business mix, vacancies, and everyday needs. Our takeaway is that improvements to business mix and appearances will be remediated through redevelopment projects including: Courthouse Square Anchor Project, Liberty Village, and the Agway Projects.

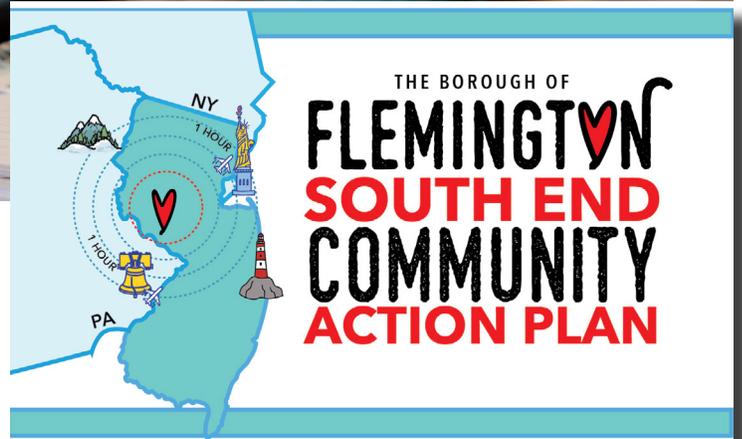
- While the Courthouse Square is outside of the South End District by a few blocks it will put hundreds of people within a very short walking distance and includes housing, destination hotel, two restaurants and new retail.
- Liberty Village is within the South End District and will have an enormous impact with 25 potential acres of new housing, but is not included in the NPP District as it is a revitalization project.
- The Agway Projects are at the Northern of the borough and are still in a short walking distance from the South End. The projects proposed for this area are mostly housing with the potential addition of a super-market.

We felt that we should focus on the immediate issues to improve, such as:

- 1) Fixing items that make us appear outdated and uncared for by updating signage, landscaping and lighting and helping our businesses and residents to perform work on their exteriors.
- 2) Acknowledging our lack of street attractions to highlight the positive - by bringing our history and arts to the streets through "Interpretive Panels" and "Murals" and "Seating and Playful Pauses" we can begin to increase walkability and positive perception.
- 3) Address traffic calming and connectivity issues through re-lining streets, adding signage, adding passageway art, creating tours, and providing a "curatorial" experience to moving people (and cars) to places in the district.
- 4) Provide street attractions and amenities that can become destinations in and of themselves to visit and explore, that help to weave the fabric of our community and all the people who come here to live, work, play, socialize and create community together in new ways and gathering places.
- 5) Last - to show that this kind of civic community engagement strategy can be effective and a model for other areas of town needing this level of engagement and improvement.

Our Focus Groups were attended by ten people, including members of the Advisory Committee. In addition, we met online for both focus groups and had a robust discussion about strengths and weaknesses and how to spend grant funds based on the Focus Group topic and our survey and OZCAP information.

The image shows a screenshot of a Facebook event page. At the top, there is a banner for 'THE BOROUGH OF FLEMINGTON SOUTH END COMMUNITY ACTION PLAN' with a map of the borough. Below the banner, the event title is 'NPP Grant Focus Group: Naming and Signage, Public Art and Performances Programs!'. The event date is 'THURSDAY, FEBRUARY 17, 2022 AT 7 PM - 8 PM'. The event status is 'Event Ended'. In the 'Insights' section, the number '1,029' is circled in red, indicating the number of people reached. Other insights include '15 Responses' and '0 last 7 days'.



We held two focus groups on the following subjects.

- 1) Naming and Signage, Public Art and Performances Programs.**
- 2) Bringing our Rich History to our Streets.**

The focus groups had great energy and enthusiasm for the grant work. We received thank you notes and offers for help and more time to execute these projects. We have subsequently planned to hold monthly South End District walkarounds with focus group members starting in March 2022. We have also met with our Historic Partners to review our plans and begin identifying a historical tour and essential sites for clean-up work and interpretive panels. Our firm belief is that regular monthly updates and engagement with the community are necessary to this project's success. Further, we plan to test the communities interest in new colors for our signage and mural designs and new approaches to maps and directories.

PARTICIPANT INFO

How long have you lived in, owned property, operated a business, shopped, dined, worshiped, gone to school or worked in Flemington?

How many years have you lived in, owned property in, operated a business, shopped, dined, worshipped, gone to school, or worked in Flemington?

	11-20years	5 or fewer years	6-10years	Over 20years	Grand Total
I live in the South End District (43)	8	13	4	18	43
I Live in Flemington but not in the South End District (128)	31	38	20	39	128
I Own/Operate a Business/Organization in the South End District (21)	4	5	3	9	21
I Own/Operate a Business/Organization in Flemington, but not in the South End District (21)	4	3	5	9	21
I Own Property in the South End District (22)	6	5	2	9	22
I Own Property in Flemington, but not in the South End District (59)	14	17	11	17	59
I shop, eat, worship, or recreate in the South End District (251)	60	52	33	106	251
I shop, eat, worship, or recreate in Flemington, but not in the South End District (74)	24	6	7	37	74
I work in the South End District (18)	7	5	2	4	18
I work in Flemington, but not in the South End District (24)	4	4	2	14	24
I am a student in the South End District (1)	1	0	0	0	1
I am a student in Flemington, but not in the South End District (6)	5	0	0	1	6
	168	148	89	263	668

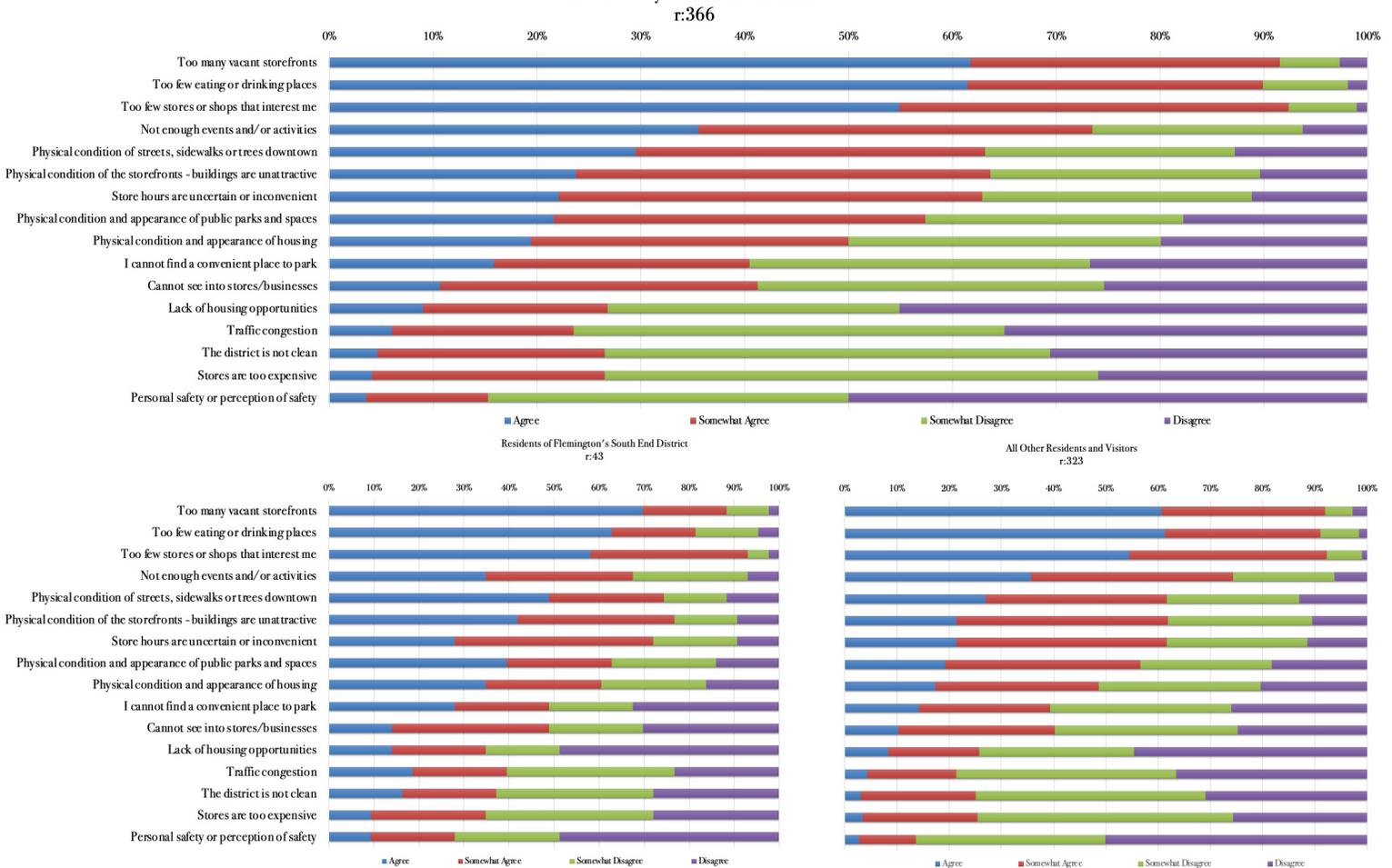
	11-20years	5 or fewer years	6-10years	Over 20years	Grand Total
I live in the South End District (43)	18.6%	30.2%	9.3%	41.9%	100.0%
I Live in Flemington but not in the South End District (128)	24.2%	29.7%	15.6%	30.5%	100.0%
I Own/Operate a Business/Organization in the South End District (21)	19.0%	23.8%	14.3%	42.9%	100.0%
I Own/Operate a Business/Organization in Flemington, but not in the South End District (21)	19.0%	14.3%	23.8%	42.9%	100.0%
I Own Property in the South End District (22)	27.3%	22.7%	9.1%	40.9%	100.0%
I Own Property in Flemington, but not in the South End District (59)	23.7%	28.8%	18.6%	28.8%	100.0%
I shop, eat, worship, or recreate in the South End District (251)	23.9%	20.7%	13.1%	42.2%	100.0%
I shop, eat, worship, or recreate in Flemington, but not in the South End District (74)	32.4%	8.1%	9.5%	50.0%	100.0%
I work in the South End District (18)	38.9%	27.8%	11.1%	22.2%	100.0%
I work in Flemington, but not in the South End District (24)	16.7%	16.7%	8.3%	58.3%	100.0%
I am a student in the South End District (1)	100.0%	0.0%	0.0%	0.0%	100.0%
I am a student in Flemington, but not in the South End District (6)	83.3%	0.0%	0.0%	16.7%	100.0%

REASONS YOU DO NOT ENJOY THE SOUTH END DISTRICT?

TOP (2) ANSWERS:

- Too many vacant storefronts.
- Not enough places to eat or drink.

The Present Day: Which one of the following are the main reasons you do not enjoy Flemington's South End District more often?
How true do you find each statement?

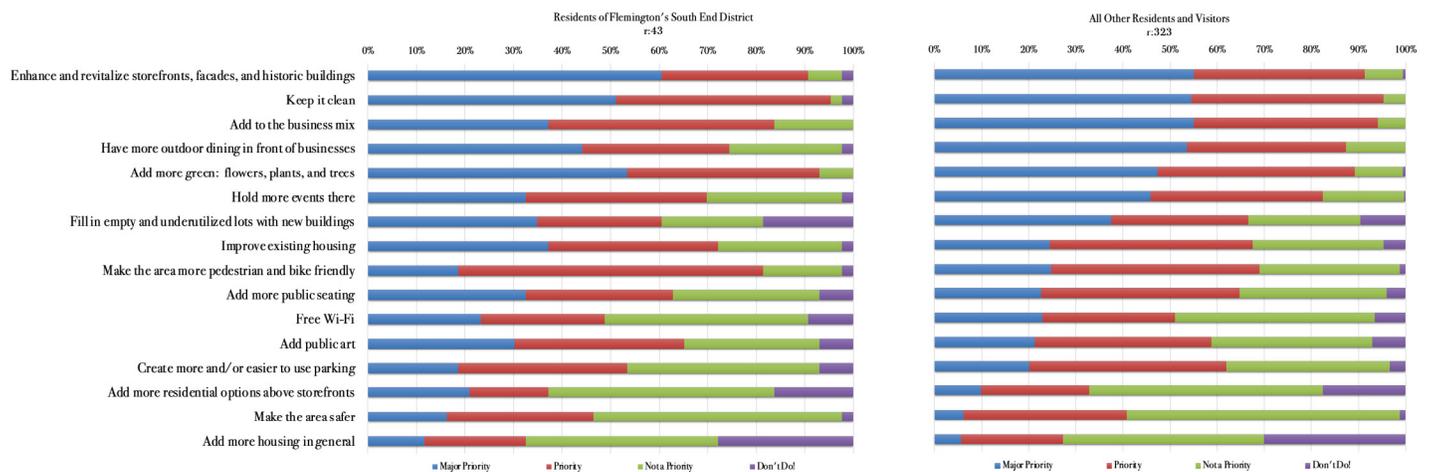
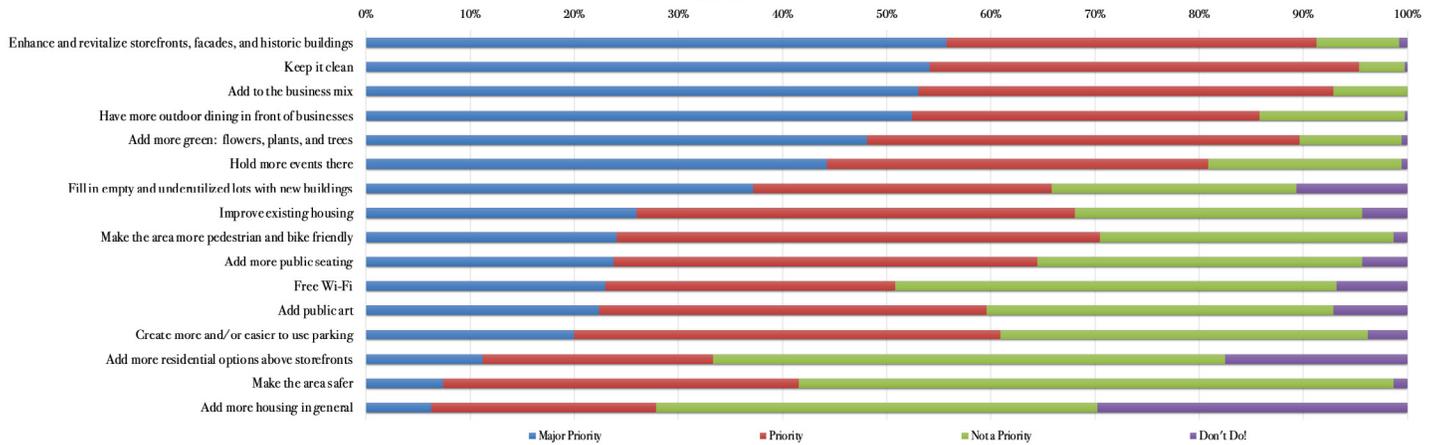


WHICH OF THE FOLLOWING WOULD YOU WANT TO SEE HAPPEN IN THE SOUTH END DISTRICT?

TOP (5) ANSWERS:

- Enhance and revitalize storefronts, facades, and historic buildings.
- Keep it clean.
- Add to the business mix.
- Have more outdoor dining in front of businesses.
- Add more green: flowers, plants & trees.

The Future: Which of the following do you want to see happen the most in Flemington's South End District?
n:366



WHICH BEST CAPTURES THE "LOOK & FEEL" YOU WOULD LIKE FLEMINGTON TO HAVE IN THE FUTURE?

TOP (3) ANSWERS

1. Eclectic Not Hectic (27%)
2. Classic Main Street (18%)
3. Leafy & Green (17%)

National/Global Destination



Seasonal Tourist District



Year-Round Entertainment Magnet



Stately & Upscale



Urban & Diverse



Classic Main Street



Quiet & Local



Leafy & Green



Artsy & Trendy



Eclectic Not Hectic



WHICH IMAGE DO YOU PREFER WHEN YOU THINK ABOUT THE KINDS OF BUILDINGS THE SOUTH END DISTRICT'S COMMERCIAL AREAS SHOULD HAVE IN THE FUTURE.

TOP (2) ANSWERS

1. Example #9 (35%)

2. Example #7 (21%)

Example 1



Example 2



Example 3



Example 4

Example 5

Example 6



Example 7



Example 8



Example 9



ADVISORY COMMITTEE MEETINGS AND FOCUS GROUPS - LESSONS LEARNED:

Strengths

- The walkability of the district, historic buildings, small-town country feel.
- A talented community that comes together for events and other supportive efforts.
- Centrally located in HC and all roads lead to Flemington.
- Multiple Events, Beer Gardens, Parades.
- Favorite eclectic businesses.
- Railroad History and BR&W Train.
- Historic features.
- Recently renovated streetscape.
- OZ Designation.
- Proximate location to NYC, Philly, Beach, and Mountains.

Weaknesses

- Not enough diverse shops and restaurants.
- Lack of street furniture/garbage cans.
- Insufficient lighting and lampposts.
- A negative perception of growth in the Borough
- Need for stricter code enforcement.
- Lack of wayfinding/ need for updated signage and directories.
- Rundown structures and stranded inventory.
- Too many vacancies and underutilized spaces.
- Business areas are too far apart for walking.
- The streets and sidewalks are not in good condition.
- Lack of parks/open spaces.
- Lack of attractions or recreational spaces.
- Hard to find connections between business areas.
- Lack of a sense of place, public art, or history on the street.
- Lack of institutional business or organizational resources in the borough.
- Cut through traffic overshadows many of our Main Streets and Residential Streets.
- Lack of liquor licenses being used in the borough. We have one Brewery; two package stores, and one restaurant with a liquor license outside of the neighborhood and downtown business areas.
-

Opportunities:

- Public art and performance programs featuring local artists.
- Preserving unique historical elements and identifying them.
- Creating walking tours to highlight arts, history, and businesses.
- Improve lighting and sidewalks.
- Working together as a community to address these opportunities.
- Creating connectivity between business areas and intersections.
- Creating a campus feeling around the Stangl Arts and Cultural District.
- Identifying passageways and paths through signage, lighting, and art.
- Creating walking paths and biking paths.
- Creating event spaces and performance pitches.
- Adding seating and benches and playful pauses.
- Improving clean-up and landscaping.
- Improving street appearance and visibility of businesses.
- Helping property owners with paint and maintenance upgrades.
- A new Hunterdon County tourism development tied to Hunterdon County Office of Economic Development is kicking off this summer.
- Traffic Calming!

Threats:

- Lack of community engagement in planning and need for more civil community dialogues.
- The proliferation and propagation of inaccurate information.
- Lack of funds to improve streets, roads, and lighting.
- Difficulties of customer sharing between business areas.
- Lack of enforcement of residential and business property upkeep.

SOUTH END DISTRICT GRANT PRIORITIES IN LIGHT OF ANCHOR DEVELOPMENT PROJECTS

PRIORITIES:

Our priorities for the NPP Grant developed in light of major economic development changes taking place simultaneously which will impact the entire borough for years to come in increased economic value, place value, social value, and civic value.

Based on all of our studies and surveys and meetings, our team is confident that our three main outcomes will be most concretely impacted by the two anchor developments outlined below.

- (1.) Busy downtown, active, and complete streets.
- (2.) A healthy retail mix.
- (3.) Revitalized facades and walkable connected streets.

Mixed-Use Main Street Project: Courthouse Square.

After overcoming ten years of lawsuits and delays this anchor project is full steam ahead.

- The complex will add a boutique hotel, 250 apartments, first floor retail, a public plaza with public art, a freestanding pub with a liquor license, a restaurant with a liquor license will be built inside the hotel, and new parking structures.
- The historic facade of the hotel is being preserved. New porches will be constructed.
- The tallest buildings will be 5 stories high.
- Brownfields Improvements.
- This is the ONLY hotel in the borough!

- Phase 1 [underway Jan 2022] - 14 months to completion - demolition/renovation of the hotel, construction of a small portion of the pedestrian plaza

- Phase 2 [has not begun] - 21 months - construction of Building 1 (new portion of hotel and residential component of building 1) and renovation of Spring St

- Phase 3 [not begun] - 23 months - construction of Building 2, renovation of Chorister Place.

NOTE: This anchor project puts hundreds of people within walking distance to our Historic Main Street and the South End District.



Rendering - aerial view of Courthouse Square project as seen from Main St., Historic Courthouse



Rendering - Courthouse Square as seen from the Historic Courthouse



Rendering - Courthouse Square plaza facing Historic Courthouse

New Neighborhood Development: Liberty Village.

Liberty Village, the first outlet mall in America with a bustling 62 stores valued at 33 Million dollars, is after years of steady decline is about to get a second life as a beautiful new neighborhood with hundreds of new homes and residents, tree-lined streets with bike paths and open spaces.

NOTE: This anchor project puts hundreds of people within walking distance to our South End District and Historic Main Street.



GOALS OBJECTIVES +BUDGET SECTION

SUMMARY OF GOALS & OBJECTIVES

GOAL 1: IMPROVE LOOK AND FEEL OF DISTRICT BUSINESS AREAS AND TRANSITION AREAS

-
- 1.1 Improve Curb Appeal and Visibility of District Storefronts and Pedestrian Experience by Enhancing Appearance and Visibility.

 - 1.2 Provide Paid Expertise and Grants to Businesses to help Improve Curb Appeal.

 - 1.3 Create an updated, attractive, uniform & informative business & transitional environment.

 - 1.4 Create uniform and updatable "You are Here" maps and business directories.

GOAL 2: IMPROVE WALKABILITY FOR HEALTH, ECONOMIC AND COMMUNITY BENEFITS

-
- 2.1 Complete Walk / Bike Audit, Engagement & Improvement Strategies.

 - 2.2 Improve Street Furniture and Playful Pause Options in South End.

 - 2.3 Improve Connectivity for Walking and Biking.

GOAL 3: CREATE VISIBLE ART, CULTURAL, & HISTORIC REPRESENTATION & ENCOURAGE PRESERVATION IN DISTRICT

-
- 3.1 Execute Mural and Public Art Program.

 - 3.2 Execute Bringing Our Diverse & Unique History to Our Streets Program.

GOAL 4: IMPROVE LOOK AND FEEL OF RESIDENTIAL AREA AND TRANSITION AREAS IN DISTRICT

GOALS & OBJECTIVES:

GOALS OBJECTIVES STRATEGIES		ECONOMIC VALUE	PLACE VALUE	SOCIAL VALUE	CIVIC VALUE
GOAL 1: IMPROVE LOOK AND FEEL OF DISTRICT BUSINESS AREAS AND TRANSITION AREA					
1.1 Improve Curb Appeal and Visibility of District Storefronts and Pedestrian Experience by Enhancing Appearance and Visibility					
	Create a Marketing- PR Strategy to attract public-facing storefront businesses with an Art and Design focus and highly visual window displays.	X	X		
	Create Local Window Art Gallery Programs for Vacant Storefronts and manage seasonal installation matching of artist and property owners	X	X		
	Purchase directional business signage placards or area names with directions at critical intersections.	X	X		
	Highlight and light passageways between areas with attractive signage, markers, and art.	X	X	X	
	Develop Matching Program with Shop-owners and Area Design Professionals or Design-Oriented College Students to help improve curbside, window-design, and signage look and feel	X	X	X	
	Create design guidelines that discourage heavily tinted windows on Storefronts on Main Business Streets - In Years 2 & 3	X	X		X
	Create a strategy to attract public-facing storefront businesses with an Art and Design focus and highly visual windows - In Years 2 & 3	X	X		X
1.2 Provide Paid Expertise and Grants to Businesses to help Improve Curb Appeal					
	Hire "Curb to Cornice" Experts to work with local businesses and then provide \$1k Grants to complete suggested work.	X	X		
	Provide Business Sign Grants through the Business Improvement District / FCP	X	X		
	Assist commercial property owners with landscape and lighting issues and small improvement grants.	X	X	X	
1.3 Create an updated, attractive, uniform & informative business & transitional environment					
	Improve new large wayfinding signage design and install	X	X	X	X
	Improve parking communication signage and install	X	X	X	X
	Re-stripe or add striping to Borough Streets to identify a) parking spots and b) narrowing traffic, and c) curbs to help with traffic calming and parking communications.	X	X	X	X
	Improve naming of areas and identification for signs, directories, maps	X	X	X	X
	Develop a plan for siting and creating Gateway Signage - In Years 2 - 5	X	X		
	Reduce visual clutter through improvement grants and enforcement - In Years 2 & 5	X	X	X	X
1.4 Create uniform and updatable "You are Here" maps and business directories					
	Site, permit, and purchase standing frame for area directories	X	X	X	X
GOAL 2: IMPROVE WALKABILITY FOR HEALTH, ECONOMIC AND COMMUNITY BENEFITS					
2.1 Complete Walk / Bike Audit, Engagement & Improvement Strategies					
	Identify immediate and future improvements to increase ease of use, flow, and pathways to and through the South End	X	X	X	X
	Identify Traffic Calming Strategies that can be achieved through art and signage and place-making	X	X	X	X
	Re-stripe or add stripes for existing on-street parking and help reduce vehicle speeds by narrowing and defining the right of way in Main Street's north and southbound lanes.	X	X		
	Create strategy to attract businesses that support recreational activities such as biking, hiking, walking etc	X	X	X	X
	Coordinate with goHunterdon for expertise and potential matching grants or programs - In years 2-5	X	X		
	Create public / private partnerships to sponsor walking & biking & trails - In years 2- 5	X	X		
	Coordinate with Developers for continuity on walking, biking, and trail opportunities for years 4 and 5	X	X		

*Facade grants will adhere to the NPP Storefront & Facade Design Standards.

	years 2-5
	years 4-5

GOALS & OBJECTIVES:

GOALS OBJECTIVES STRATEGIES		ECONOMIC VALUE	PLACE VALUE	SOCIAL VALUE	CIVIC VALUE
2.2 Improve Street Furniture and Playful Pause Options in South End					
	Identify areas within the district that are ideal for resting stations but discourage loitering	X	X	X	
	Coordinate the purchase of benches or chairs that are ideal for resting in design but deter loitering	X	X	X	
	Schedule bench or chair installations				
	Identify obstacles to current use of seating or playful pauses and reduce obstacles through improvement grants and enforcement	X	X		
	Explore site and costs of a built-in performance pitch seating area along Stangl or purchase of expandable bleacher or stadium-style performance seating in years 2- 5	X	X	X	X
	Implement solution for performance pitch in years 3-5	X	X		
	Creating Turntable Park and Preserving Historical Turntable with Longterm Lease	X	X	X	X
2.3 Improve Connectivity for Walking and Biking					
	Encourage and reward businesses that co-sponsor business partnerships to encourage recreational walking, biking or touring component between areas.	X	X	X	X
	Create public /private partnerships to sponsor walking, biking, public seating & playful pauses for years 2-5	X	X	X	X
	Explore footbridge option to connect Stangl with Central & Church Street for years 2-5	X	X	X	
	Begin to develop Trail with a Rail Strategic Plan in Sections for years 2-3	X	X		
	Execute on Aspects of Trail with a Rail from Central through Fulper years 4-5	X	X	X	X
GOAL 3: CREATE VISIBLE ART, CULTURAL, & HISTORIC REPRESENTATION & ENCOURAGE PRESERVATION IN DISTRICT					
3.1 Execute Mural and Public Art Program					
	Create RFP for Mural Program with preference to 1) Borough Artists and 2) County Artists and 3) Regional Artists and identify goals for a) abstract or b) decorative or c) historical mural content in specific locations.	X	X		
	Locate Sites for Mural Program and obtain all permits and permissions and stakeholder engagement	X	X		
	Execute First Year of Mural Program with completed installations and events to reveal.	X	X	X	
	Develop Strategic Plan for Improvements to Intersections -- Church, Fulper, Main using Asphalt Art Treatments and Repeating Images throughout South End using other media -- banners, wall prints, murals, signage, sculpture.	X	X	X	
	Identify Sculptors and/ or works of interest to potentially add to Public Art Program with preference to 1) Borough Artists and 2) County Artists and 3) Regional Artists	X	X		
	Specifically look for "artistic" treatments for passageways and trails to help lead people through South End and beyond	X	X	X	X
	Create a self-guided public art tour of existing assets and new assets	X	X	X	X
	Reinforce naming of areas and identification through Art Projects	X	X	X	X
	Develop Plan to purchase, install and manage Artist Sheds or Shacks - In Years 2-5	X	X	X	

GOALS & OBJECTIVES:

GOALS OBJECTIVES STRATEGIES		ECONOMIC VALUE	PLACE VALUE	SOCIAL VALUE	CIVIC VALUE
3.2 Execute Bringing Our Diverse & Unique History to Our Streets Program					
	Locate Sites for "Historical Interpretive Panels" (not blue markers) obtain all permits, permissions, and stakeholder engagement.	X	X		
	Execute First Year of Interpretive Panel Program with completed installations and events to reveal.	X	X	X	X
	Ensure that panels speak to a diverse and inclusive history of the Borough with an intention to include indigenuity, and all underrepresented people.	X	X	X	X
	Coordinate with Historical Society, HPC, and Carrie Fellows for their expertise and to identify potential future grants or programs	X	X		
	Add Interpretive Panel Sites to existing Self-Guided Tour - create a tour pathway.	X	X	X	
	Sponsor the creation of fun historical walking tours. Pay for wireless mics and speakers and costumes.	X	X	X	
GOAL 4: IMPROVE LOOK AND FEEL OF RESIDENTIAL AREA AND TRANSITION AREAS IN DISTRICT					
	Provide Grants to Homeowners for Materials and/or for Work.	X	X	X	X
	Provide Expertise to Homeowners for curb appeal improvements through programming and mentoring	X	X	X	X
	Improving Residential Areas and Transitions to Business Areas in Years 2-5 with signage or landscaping treatments	X	X		

***Facade grants will adhere to the NPP Storefront & Facade Design Standards.**

	years 2-5
	years 4-5

FLEMINGTON SOUTH END DISTRICT BUDGET | YEAR 1

Plan Activity	Item	NPP	Match	FCP/In-Kind	Total
Planning Process					
	Walk / Bike Audit		\$ 1,000	\$ 2,000	\$ 3,000
Architectural & Engineering Support	Plans to scale		\$ 1,000	\$ 1,000	\$ 2,000
NPP Coordinator Staff	Staff and Supervision	\$ 25,000		\$ 5,000	\$ 30,000
Leverage and Develop Assets to Drive Activity					\$ -
	District Branding	\$ 3,000	\$ 1,000	\$ 5,000	\$ 9,000
Attraction	District Event Support		\$ 5,000	\$ 20,000	\$ 25,000
	Vacant Window Art Program	\$ 1,000		\$ 5,000	\$ 6,000
	Business Attraction & Promotion (e.g. Shopper Intercept Survey, Incentives)			\$ 5,000	\$ 5,000
Improve the Look, Feel, and Function of Public Spaces					\$ -
	Wayfinding Signage		\$ 5,000	\$ 5,000	\$ 10,000
	Business Signage Improvements: 1) Individual Business or Business Area Placards on Poles or 2) Business Directories	\$ 1,500	\$ 1,000	\$ 5,000	\$ 7,500
	Gateway Gobo for District	\$ 1,000			\$ 1,000
	Thematic Art at Major Intersections of Main and Church, Mine, and Fulper & Murals	\$ 4,000			\$ 4,000
	Historic Interpretive Panels & Build-Out	\$ 15,000			\$ 15,000
	Historic Preservation and Clean-up	\$ 2,500			\$ 2,500
	Lighting	\$ 5,000	\$ 1,000		\$ 6,000
	Landscaping	\$ 500	\$ 1,000	\$ 500	\$ 2,000
	Public Art Installations & Decorative Lighting Projects	\$ 17,500	\$ 1,000	\$ 2,000	\$ 20,500
	Re-stripe or add striping to Borough Streets	\$ 2,000	\$ 3,000		\$ 5,000
Foster a Vibrant Business District					\$ -
Attraction	Tours and Walking / Recreation Incentives			\$ 2,000	\$ 2,000
	Façade & Storefront Improvement Support	\$ 20,000			\$ 20,000
	Business District Street Furniture (trash cans, planters, benches, bike racks)		\$ 5,000	\$ 5,000	\$ 10,000
Attraction	Performance Area Creation / Stadium Seating	\$ 7,000			\$ 7,000
Improve Look and Feel of Residential and Transition Areas					\$ -
	Residential Grants: 10K for materials and 10k for work	\$ 20,000			\$ 20,000
Total		\$ 125,000	\$ 25,000	\$ 62,500	\$ 212,500

FLEMINGTON SOUTH END DISTRICT BUDGET | YEAR 2 & 3

Plan Activity	Item	NPP	Match	FCP /In-Kind	Total
Planning Process					
Architectural & Engineering Support	Plans to scale		\$ 1,000	\$ 1,000	\$ 2,000
NPP Coordinator Staff	Staff and Supervision	\$ 25,000		\$ 5,000	\$ 30,000
Leverage and Develop Assets to Drive Activity					\$ -
	District Branding and Directories		\$ 2,000	\$ 2,000	\$ 4,000
	District Event Support		\$ 5,000	\$ 20,000	\$ 25,000
	Vacant Window Art Program	\$ 1,000		\$ 3,000	\$ 4,000
	Business Attract & Promotion (e.g. Shopper Intercept Survey, Incentives)			\$ 10,000	\$ 10,000
Improve the Look, Feel, and Function of Public Spaces					\$ -
	Wayfinding & Biz Directory	\$ 3,000	\$ 5,000	\$ 2,000	\$ 10,000
	Business Signage Improvements: 1) Individual Business or Business Area Placards on Poles or 2) Business Directories		\$ 2,500	\$ 1,000	\$ 3,500
	Gateway Signage	\$ 7,000			\$ 7,000
	Passageway & Intersection Art	\$ 2,000			\$ 2,000
	Historic Interpretive Panels & Build-Out, Preservation and Clean-up	\$ 10,000			\$ 10,000
	Lighting	\$ 3,000	\$ 1,000		\$ 4,000
	Landscaping	\$ 3,000	\$ 2,500	\$ 500	\$ 6,000
	Public Art Installations & Decorative Lighting Projects	\$ 10,000	\$ 1,000	\$ 2,000	\$ 13,000
Foster a Vibrant Business District					\$ -
	Tours of History and or Tours of Public Art or Area	\$ 2,000		\$ 1,000	\$ 3,000
	Façade & Storefront Improvement Support	\$ 20,000			\$ 20,000
	Business District Street Furniture (trash cans, planters, benches, bike racks)	\$ 2,000	\$ 3,000	\$ 3,000	\$ 8,000
Attraction	Work on: Rail Trail, Artist Sheds, and/or Creating Turntable Park	\$ 17,000	\$ 2,000	\$ 8,000	\$ 27,000
Improve Look and Feel of Residential and Transition Areas					\$ -
	Residential Grants: 10K for materials and 10k for work	\$ 20,000			\$ 20,000
Total		\$ 125,000	\$ 25,000	\$ 58,500	\$ 208,500

FLEMINGTON SOUTH END DISTRICT BUDGET | YEAR 4 & 5

Plan Activity	Item	NPP	Match	FCP /In-Kind	Total
Planning Process					
Architectural & Engineering Support	Plans to scale		\$ 3,000	\$ 2,000	\$ 5,000
NPP Coordinator Staff	Staff and Supervision	\$ 25,000		\$ 5,000	\$ 30,000
Leverage and Develop Assets to Drive Activity					\$ -
	District Branding and Directories		\$ 2,000	\$ 5,000	\$ 7,000
	District Event Support		\$ 5,000	\$ 20,000	\$ 25,000
	Vacant Window Art Program	\$ 1,000		\$ 1,000	
	Business Attract & Promotion (e.g. Shopper Intercept Survey, Incentives)			\$ 10,000	\$ 10,000
Improve the Look, Feel, and Function of Public Spaces					\$ -
	Wayfinding & Biz Directory	\$ 1,000	\$ 2,000	\$ 2,000	\$ 5,000
	Business Signage Improvements: 1) Individual Business or Business Area Placards on Poles or 2) Business Directories		\$ 2,500	\$ 2,000	\$ 8,000
	Gateway Signage	\$ 4,000			\$ 4,000
	Passageway & Intersection Art & Murals	\$ 4,000			\$ 4,000
	Historic Interpretive Panels & Build-Out, Preservation and Clean-up	\$ 5,000			
	Lighting	\$ 3,000	\$ 1,000		
	Landscaping	\$ 3,000	\$ 1,500	\$ 500	
	Public Art Installations & Decorative Lighting Projects	\$ 10,000	\$ 1,000	\$ 2,000	\$ 13,000
Foster a Vibrant Business District					\$ -
	Tours of History and or Public Art	\$ 2,000		\$ 10,000	\$ 12,000
	Façade & Storefront Improvement Support	\$ 15,000			\$ 15,000
	Business District Street Furniture (trash cans, planters, benches, bike racks)	\$ 2,000	\$ 5,000	\$ 5,000	\$ 12,000
Attraction	Work on: Rail Trail, Artist Sheds, and/or Creating Turntable Park	\$ 35,000	\$ 2,000		\$ 37,000
Improve Look and Feel of Residential and Transition Areas					\$ -
	Residential Grants: 7.5K for materials and 7.5k for work	\$ 15,000			\$ 15,000
Total		\$ 125,000	\$ 25,000	\$ 64,500	\$ 214,500

EXAMPLES OF POTENTIAL BUDGET PURCHASES

GOAL 1: IMPROVE LOOK AND FEEL OF DISTRICT BUSINESS AREAS AND TRANSITION AREAS

Purchase directional business signage placards or area names with directions at critical intersections.

DESIRED IMPROVEMENT



Improve parking communication signage and install



Outdoor Information Center

Outdoor Information Centers have double doors and are used for posting important notices or messages for the community. The double door message centers are divided down the middle allowing you to offer ...

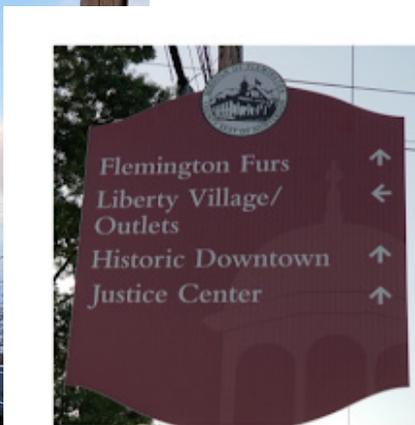


Community Message Center

Single Door Community Message Centers are used for posting important notices or messages for the community. The single door message centers swing along its full length piano hinge for a fully viewable ...

Site, permit and purchase standing frames for area directories and informative bulletin boards.

CURRENT CONDITION



Improve naming of areas and identification on wayfinding signs, directories, and maps.

EXAMPLES OF POTENTIAL BUDGET PURCHASES

GOAL 1: IMPROVE LOOK AND FEEL OF DISTRICT BUSINESS AREAS AND TRANSITION AREAS

Improve naming of areas and gateway signage.

DESIRED IMPROVEMENT



Example of
GOBO signage
on the Stangl stacks

EXAMPLES OF POTENTIAL BUDGET PURCHASES

GOAL 2: IMPROVE WALKABILITY FOR HEALTH, ECONOMIC, AND COMMUNITY BENEFITS

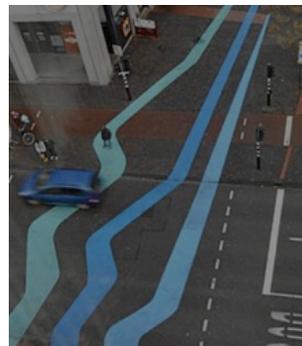
Identify improvements to increase ease of use, flow, and pathways to and through the South End. Identify Traffic Calming Strategies that can be achieved through art and signage and place-making

Improvements to Intersections -- Church, Fulper, Main using Asphalt Art Treatments and Repeating Images throughout South End using other media -- banners, wall prints, murals, signage, sculpture.

CURRENT CONDITION



DESIRED IMPROVEMENT



IMPROVE TRAFFIC CALMING BY INCREASING VISIBILITY OF STREET FUNCTIONS TO IMPROVE PEDESTRIAN SAFETY.

Re-stripe or add stripes to illustrate existing on-street parking and help reduce vehicle speeds by narrowing and defining the right of way. Add or refresh T-Parking Spaces, Crosswalks, and extend current Shoulder Boundary Markers.

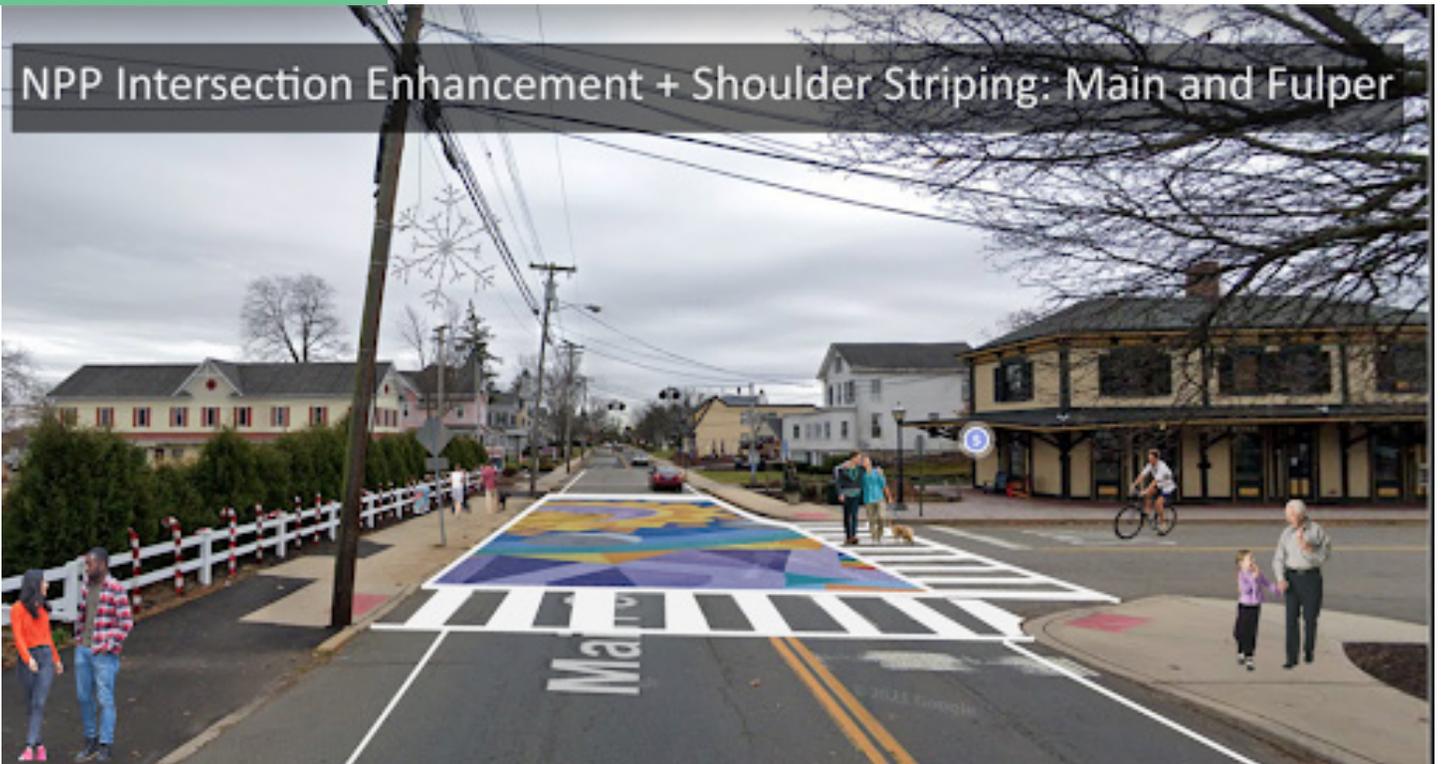
Stripe existing Crosswalks and "T-Parking Spaces" along Main Street.

CURRENT CONDITION



DESIRED IMPROVEMENT

NPP Intersection Enhancement + Shoulder Striping: Main and Fulper



GOAL 4: Improve Look and Fee of Residential and Transition Areas by adding or refreshing striping.

CURRENT CONDITION



DESIRED IMPROVEMENT



Coordinate the purchase of benches or chairs that are ideal for resting in design but deter loitering.

DESIRED IMPROVEMENT



EXAMPLES OF POTENTIAL BUDGET PURCHASES

Explore site and costs of a built-in performance pitch seating area along with Stangl or purchase of expandable bleacher or stadium-style performance seating in years 2- 5,

DESIRED IMPROVEMENT



CURRENT CONDITION

Current Condition of Historic Turntable and Surrounding Greenspace



DESIRED IMPROVEMENT



EXAMPLES OF POTENTIAL BUDGET PURCHASES

Create public /private partnerships to sponsor walking, biking, public seating & playful pauses for years 2-5

DESIRED IMPROVEMENT



GOAL 3: CREATE VISIBLE ART, CULTURAL, & HISTORIC REPRESENTATION

Execute on Aspects of Trail with a Rail from Central through Fulper years 4-5"

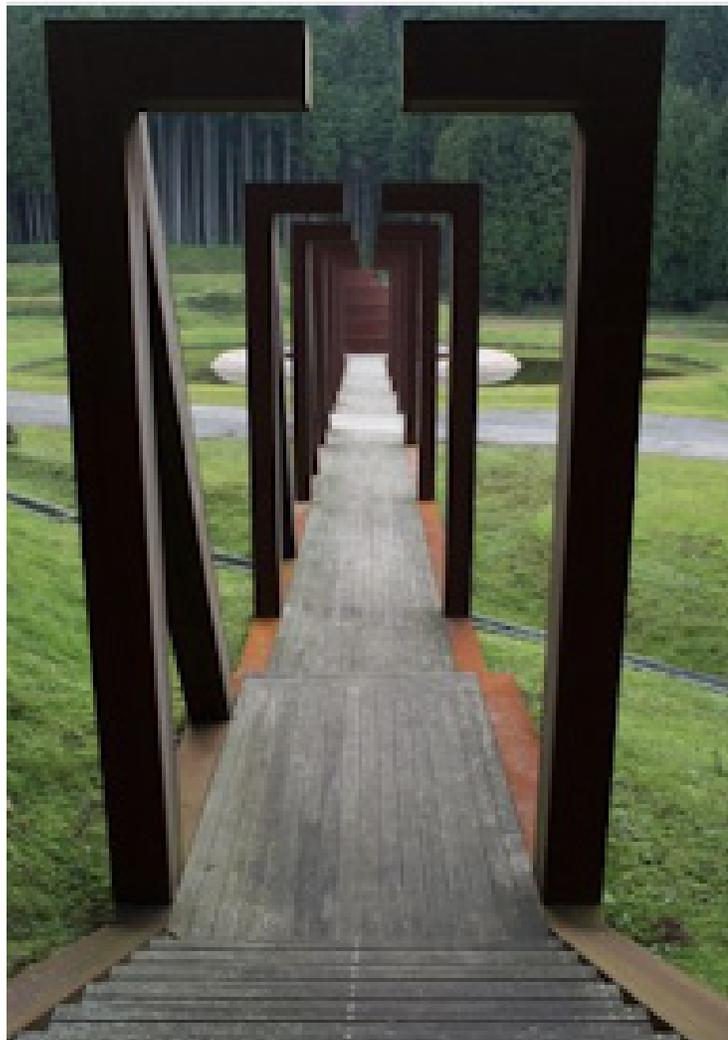
CURRENT CONDITION

Current Condition of Tracks



DESIRED IMPROVEMENT

Artistic / Industrial Path near Track



EXAMPLES OF POTENTIAL BUDGET PURCHASES

Create RFP for Mural Program and identify goals for a) abstract or b) decorative or c) historical mural content in specific locations.

DESIRED IMPROVEMENT

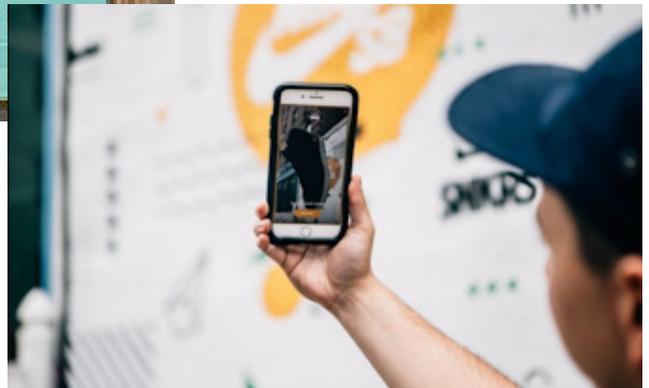
Historical Mural



Contemporary Wall Mural of Townspeople at Event

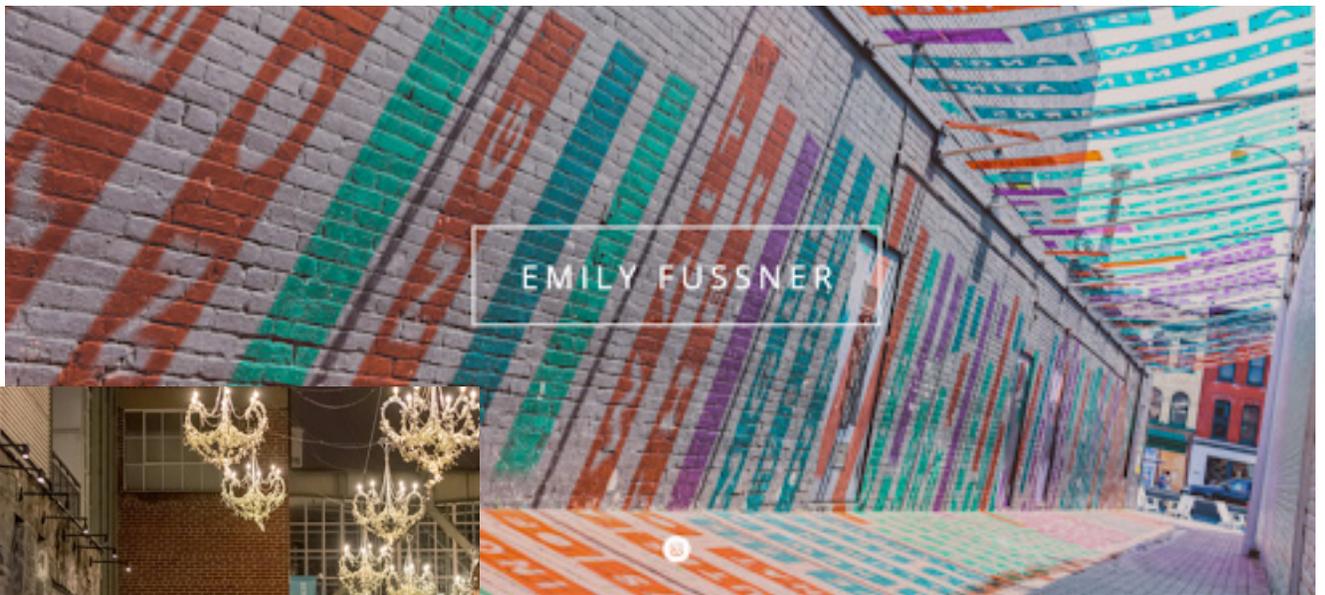


AR in Murals



Artistic" treatments for passageways and trails to help lead people through South End and beyond

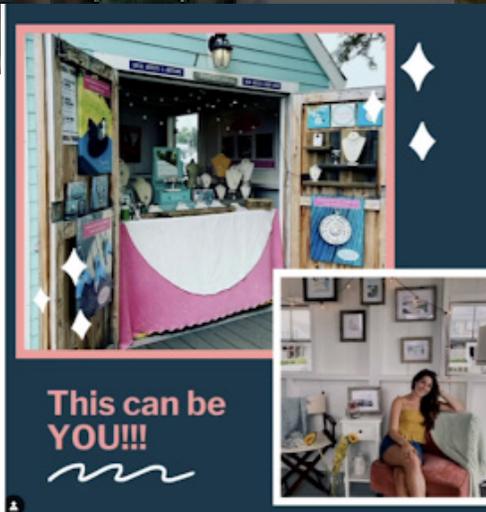
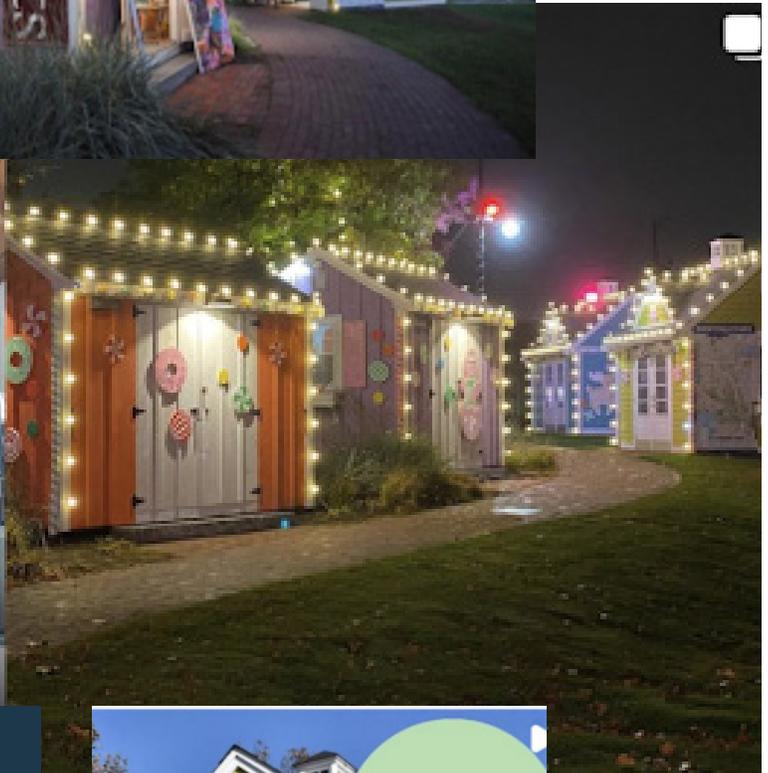
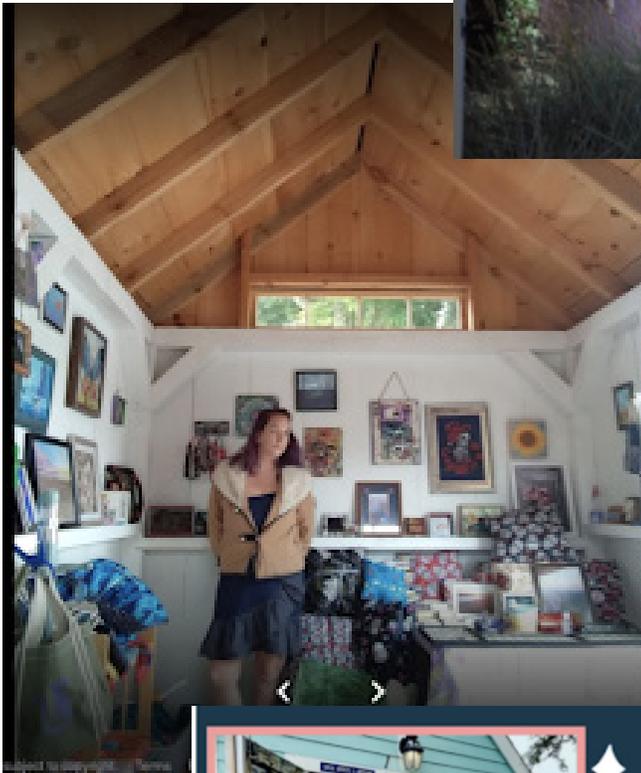
DESIRED IMPROVEMENT



EXAMPLES OF POTENTIAL BUDGET PURCHASES

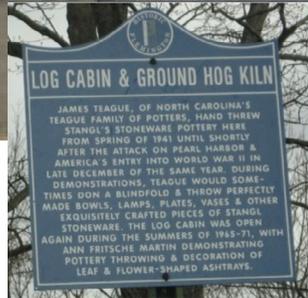
Artist Shacks or Sheds in Strategic Places to in-fill between businesses areas and add attractions. Affordable rents for 3 season attractions.

DESIRED IMPROVEMENT



Locate Sites for "Historical Interpretive Panels" (not blue markers) obtain all permits, permissions, and stakeholder engagement.

CURRENT CONDITION



DESIRED IMPROVEMENT



TIMELINE FOR YEAR ONE

PROJECT EXECUTION - SOUTH END DISTRICT GRANT

March

- Perform One or Two Walk-throughs with Committee and Advisory Group.
- Continue interviewing support staff. I have received many good resumes.
- Review Grant IP with Council
- Co-Sponsored Bag Ban Workshop

April

- Hire NPP Coordinator Support Staff
- Hire Event Staff
- Perform Walk/ Bike Audit
- Continue working with Historical Society to identify sites for Interpretive Panels.
- Further, develop walking tour being written by the Historical Society
- Update parking signs with new Vinyl Front Piece
- Cost Estimate projects requiring purchases and installation (Interpretive Panels, Directory Maps, Lighting, Landscaping).
- Identify potential sites for mural and passageway art
- Purchase gateway GOBO and Install.
- Review Grant Opportunities at Stake-holder Meetings
- Tent installed for District Events regularly - outdoor classes, music, spoken-work, art events, and special events. Events run through October and are programmed by multiple entities.
- The first tent event is THAT Tour - The Hunterdon Art Tour open house gallery tours in Flemington.

May

- Get public Feedback on New Wayfinding Signs - Colors & Fonts
- Begin installing updated way-finding signs (will take several months to complete).
- Release application For Residential Grants
- Release application for Curb to Cornice Commercial Grants
- Begin landscaping projects
- Request proposals for Mural Project(s), art lighting, or passageway art improvements.
- Begin sponsored tours - hire tour guides, start promoting tours.

June

- Work on developing new Maps and Directory Info to improve district branding
- Have Committee make decisions on Mural Proposals
 - Begin Mural Projects
 - Begin Passageway Projects
- Execute a historic preservation and clean-up project and Interpretive Panel installation
- Purchase and install new street furniture
- Get estimates on Lighting projects
- Get estimates on Seating Projects
- Get estimates on Performance Space & Seating
- Execute on Re-Striping Projects if not before now

June - October Ongoing Projects

- Ongoing management of Residential Grants
- Ongoing management Curb to Cornice Commercial Grants
- Ongoing art-project works
- Ongoing Historical Tours

July

- Execute a historic preservation and clean-up project and Interpretive Panel installation
- Begin executing on Lighting, Seating, or Performance Space Projects.
- Begin updating street and passageway signage with Business Directions.

August

- Execute a historic preservation and clean-up project and Interpretive Panel installation
- SPECIAL EVENT - Corn Tomato & Beer (12k people)
- Continue executing on Lighting, Seating, or Performance Space Projects.
- Continue updating street and passageway signage with Business Directions.
- Prepare for Art in Vacant Window Project

September

- Kick-Off Art in Vacant Windows Program
- Continue executing on Lighting, Seating, or Performance Space Projects.
- Continue updating street and passageway signage with Business Directions.
- SPECIAL EVENT - Central Jersey Jazz Festival (5k people)
- NEW History Event - "IF this Building Could Talk"

October

- SPECIAL EVENT - Hunterdon Harvest Festival (5k people)
- Fall Landscaping Projects
- Shopper Intercept Surveys

November - December

- Shopper Intercept Surveys
- Wrapping up all paperwork for all grants
- Planning for Year 2-3 Projects and ongoing projects.

ABOUT THE SOUTH END DISTRICT TEAM

THE BOROUGH OF
FLEMINGTON
SOUTH END
COMMUNITY
IMPLEMENTATION PLAN

Stakeholder Engagement: Identifying Advisors, an Advisory Committee, and Sub-Committee Teams.

The FCP partnered with our Borough Council Liaisons to identify a South End NPP District Advisory Committee. We pulled together a group of individuals in the District who are residential and commercial property owners and tenants, business, and community leaders. The committee members represent a mix of talents and professions: teachers and college professors, historians, financial advisors, public health practitioners, scientists, local and county government leaders, social service providers, historians, musicians, artists, retail shop owners, innovators, entrepreneurs, restaurateurs, artists, stylists, and a builder.

Members of the Advisory Committee reside and work in historical properties, multi-use, and single-purpose buildings, and some live over their shops. A few have re-purposed their buildings. Many have made significant moves within the borough, including several that rented to start and have since bought property. Some have grandparents who lived in the borough, a few just moved to the area, and many can't find the type of housing they desire to move into in the borough. In each case, each advisory committee member has experienced a high degree of change in their "live or work" in the borough. Each has witnessed a significant transformation of an area known for and circumscribed by a few uses to the current state of flux and potential as past uses disappear and new spaces with new potential become available.

SOUTH END DISTRICT TEAM

Advisory Committee

Marie	Kristoff	Property Owner, Flemington Décor, Owner
George	Eckleman	Property Owner; Ecklmann Brothers Construction Owner
Bonnie	Duncan	Property Owner; United Way of Hunterdon County CEO
Jeremy	Long	Resident, Flemington Borough Council President, HC High School Teacher, FCP Council Liaison,
Malik	Johnston	Resident, Flemington Borough Councilman
Jeannine	Haden	Resident, Property Owner, Mine Street Music Teacher
Mark	Pabers	Resident, Property Owner, Planner at Johnson & Johnson
Librado	Arias Guzman	Resident, Property Owner, Viva Mexico Owner
Matt	Haden	Resident, Property Owner, VP HTD Heat Trace, Inc.
Michael	Uhde	Resident, Property Owner; Act II Books Owner
Norma	Cruz Ruiz	Resident, Property Owner; Echelon Salon Owner
Dennis	Schoeb	Resident, Property Owner; Financial Analyst at AT&T
Ryan	Whitfield	Resident, Property Owner; Funeral Director Holcombe-Fisher FH
Anabela	Tavares	Resident, Property Owner; Local Elementary School Teacher
Warren	Bucklietner	Resident, Property Owner; Professor of Design and Creative Technology, NJIT; Musician.
Danielle	Panaccione RDN	Resident, Property Owner; Registered Dietician
Ellen	Indoe	Resident; Public Health Practitioner
Jeffrey	Hersh	Tenant, DIY Executive Director
Gabriella	Truppi	Tenant, Humdoo Ice Cream Owner, FCP Board of Directors
Diane	Becker	Tenant, Lone Eagle Brewing Owner
Inna	Dzhanibekova	Tenant, Small Joys Gallery, Artist and Shop Owner

Arts & Culture Committee

David	Harding	Administrator, Hunterdon County Historical Society
Barara	Kaiser	Resident; Art Director/Designer/Illustrator at Far Flying Design. Art Venture Founder.
Toni	Gushee	Resident; Owner Within Spirit.
Jarred	Oberman	Tenant; Factory Fuel Coffee Shop Owner, Musician
Kev	Von Holt	Tenant; Kev Von Holt Gallery Artist & Owner
Ben	Weinman	Tenant; Musician & Composer; Dillinger Escape Plan & Party Smasher Inc

Advisors

David	Johnston	Founder, Amwell Ridge Wealth Management, Treasurer Flemington Community Partnership
Carrie	Fellow	Director of Hunterdon County Cultural & Heritage Commission and Department of Planning and Land Use
Mark	Saluk	Director, Hunterdon County Economic Development
Tara	Shepard	Executive Director, goHunterdon
Betsy	Driver	Mayor Borough of Flemington
Janice	Armstrong	President Board of Trustees at Hunterdon County Historical Society
Kim	Ward Basco	Owner, River Valley Realty Companies, Vice-President Flemington Community Partnership
Paul	Marciano	Owner, Whiteboard, LLC , President Flemington Community Partnership

Staff

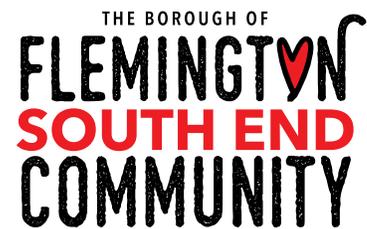
Robin	Lapidus	Executive Director, Flemington Community Partnership
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Flemington Borough Council

Betsy Driver	Mayor of Flemington, and Flemington Planning Board
Jeremy Long	Flemington Council President
Jessica Hand	Flemington Council Member
Caitlin Giles-McCormick Long	Flemington Council Member, and Flemington Planning Board
Malik Johnston	Flemington Council Member
Elizabeth Rosetti	Flemington Council Member
Kimberly A. Tilly	Flemington Council Member
Sallie Graziano	Flemington Borough Clerk

Flemington Planning Board

Jeff Doshna	Flemington Planning Board Chair
Susan Engelhardt	Flemington Planning Board Vice-Chair
Todd Cook	Flemington Planning Board Member
Michael Campion	Flemington Planning Board Member
Brian Budney	Flemington Planning Board Member
Karen Giffen	Flemington Planning Board Member
James Hill	Flemington Planning Board Member
Trent Levitt	Flemington Planning Board Member
Hannah Weitzman	Flemington Planning Board Member
Tony Parker	Flemington Planning Board Member
Kara Kaczynski	Flemington Planning Board Attorney
Bob Clerico	Flemington Planning Board Engineer
Jay Troutman	Flemington Planning Board Traffic Engineer
Beth McManus	Flemington Borough Planner



South End District Implementation Report
Prepared by The Flemington Community Partnership
Designed by Kristen Cook