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“Redevelopment enables a municipality to get what it wants and not settle for either what is or what someone else says must be.”

**The Redevelopment Handbook:
A Guide to Rebuilding
New Jersey’s Communities**

The Princeton Junction Redevelopment Plan: A Brief History

Converting one of West Windsor’s most valuable assets—the area around the Princeton Junction train station—from a disjointed series of surface parking lots into a vibrant, mixed-use town center, is not a new idea. As early as **1992**, the Township commissioned the Princeton Junction Town Center Plan, which recommended a mix of residential, commercial, open space and public uses on both sides of the railroad line to create a focal point for the community.

The **1998** Princeton Junction Village Center Plan incorporated many of these same recommendations “to create a sense of place and to enhance the economic vitality of the Junction core area.”

The Township’s **2001** Master Plan established a goal of developing the area around the train station as “a center to enhance the community identity and pride and to serve as a commercial, civic and cultural focal point.” A **2004** Columbia University study concluded that “despite township policies and plans to the contrary, traffic congestion, a lack of connectivity (pedestrian and otherwise), a lack of housing choices and lack of identity plague the area.”

And the **2005** Station Area Vision Plan called for “a vibrant, mixed-use, pedestrian-oriented village centered around the station.”



Boundaries of the 350-acre Princeton Junction Redevelopment Area

All of these plans identified the same set of opportunities and problems in West Windsor:

- A premier central New Jersey location, midway between New York and Philadelphia, along the busy Northeast Corridor rail line.
- The existence of a vibrant transit hub in the heart of the community.
- The predominance of scattered surface parking lots and a dysfunctional road system that created a disjointed and random pattern of development around the train station.

The process for creating the Redevelopment Plan that is now under consideration began in **2007** with a series of highly visible public meetings designed to solicit input from all sectors of the community and ensure broad public participation. The Plan has undergone considerable modification over the past two years—and will likely see more changes in the weeks and months ahead.

About this newsletter ...

This is the first of three newsletters the Township of West Windsor will produce over the next several months regarding the Redevelopment Plan for Princeton Junction. The newsletters will be supplemented by regular updates on the Township website, www.westwindsornj.org, describing the progress of the Plan and answering frequently asked questions about it. The newsletters, website postings and other public education and outreach activities are being funded by a grant from the Delaware Valley Regional Planning Commission and are being prepared under the auspices of the Municipal Land Use Center at The College of New Jersey. No Township funds are being expended in the preparation or dissemination of these materials.

The Goals and Policies of the Princeton Junction Redevelopment Plan

The following goals and policies have been established for redevelopment of the 350-acre site surrounding the Princeton Junction train station, and were the direct product of the public participation process begun in 2007:

- 1) The Redevelopment Plan will be **tax positive** or **tax neutral**.
- 2) The Redevelopment Plan will be **scaled to be consistent with the desires of West Windsor residents**, including the number and diversity of housing units.
- 3) The **growth share** (affordable-housing commitment) generated by the redevelopment should be satisfied within the Redevelopment Area.
- 4) The Redevelopment Plan will **remediate traffic congestion** within, around and through the Redevelopment Area.
- 5) The Redevelopment Plan will at least **preserve, if not strengthen, the neighborhoods** in and around the Redevelopment Area.
- 6) The Redevelopment Plan will **provide more parking** for West Windsor residents.
- 7) The Redevelopment Plan should **facilitate the location of parking garages** serviced by the 'Dinky' and by Bus Rapid Transit.
- 8) The Redevelopment Plan will **maximize preservation of open space**, protect environmentally sensitive land and minimize impervious cover.
- 9) The Redevelopment Plan will strive to **remediate contaminated sites** within the designated area through the use of private capital and/or state or federal funding.
- 10) The size, scale and aesthetic design of the redevelopment area will be **consonant with the nature of West Windsor Township**.
- 11) The Redevelopment Plan will create **iconic and active public spaces** for the West Windsor community and a **pedestrian-oriented** street life.
- 12) The Township will strive to **incorporate input from all key stakeholders** during the redevelopment process.
- 13) The Township will strive to **mitigate the effects** of the Redevelopment Plan on the West Windsor-Plainsboro Regional School District.
- 14) The Redevelopment Plan will incorporate economic, environmental and social **sustainability planning principles** for conservation of West Windsor's natural resources.
- 15) The Township pledges to conduct an **open and transparent redevelopment process** that will consider the concerns of the residents, taxpayers and businesses in the West Windsor community.