



OFFICE OF THE MAYOR

News

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CITY OF TRENTON'S AWARD-WINNING TRENTON250 MASTER PLANNING INITIATIVE ENTERS PHASE II ON MARCH 12

Trenton, N.J. — Mayor Eric Jackson announced today that the city's award-winning Trenton250 master-planning initiative will begin Phase II on Thursday evening. The initiative will be introduced to the members of the Trenton Council of Civic Associations at its regular meeting on March 12 at 7 p.m. at Thomas Edison State College.

"An important feature of Trenton250 is community participation," noted Mayor Jackson. "Residents should have the ability to share their opinions on how their city will look and evolve in the years ahead. Those perspectives then help to shape policy development."

The outreach component of Trenton250 is in full swing as staff from the city's Division of Planning participate in several upcoming community events, including the St. Patrick's Day Parade on March 14, the Living Local County Expo on March 28 and the Trenton Punk Rock Flea Market on March 29.

In April, the Jackson administration will seek public input for its "Issues and Opportunities Report," to be released this summer that will reflect the culmination of work conducted during the first "Vision Element" phase of Trenton250. Each of the city's four wards will host open houses on **Saturday, April 25** from 10 a.m. to 3 p.m. at Shiloh Baptist Church, 340 Rev. S. Howard Woodson Jr. Way; West Ward Recreation Center, 351 Prospect Street; Westminster Presbyterian Church, 1140 Greenwood Avenue; and the Catholic Youth Organization, 920 South Broad Street. Residents attending these events can participate in raffles and win prizes, including gift certificates and tickets to local sporting events. The East Ward and South Ward meetings will have Spanish translators.

Last year, through a community-driven process, an overall vision for the city was identified as "**Trenton First: A Premier Economic and Cultural Center Built on Arts, Industry and Education**," a blueprint that will guide economic development strategy driven by innovative land use, the protection of Trenton's natural resources, the production of new housing and remediation and reuse of existing housing, and a health and food system that gives Trenton residents access to fresh, quality food and health care. Improved transportation is also a key goal. Residents will have an opportunity to discuss the report's findings during the four April 25 open houses organized by the city.

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Those interested in getting involved in the Trenton250 conversation can participate in a cell phone-based survey that asks "Do you think Trenton can become the economic center for the region in 10 years?" Participants can text one of three answers—yes, no or not sure—to (609) 557-3200 from their cell phones with an opportunity to win tickets to a Trenton Freedom indoor football game at the Sun National Bank Center. Spanish-language participants can text to (609) 496-5661.

Publicly launched in April 2014, Trenton250 is a comprehensive community-driven, master-planning initiative that focuses on land use, environmental impacts, transportation, education and economic development. Through targeted events, paper-based surveys and its website **trenton250.org**, the initiative gathered input from the community, asking residents what they would like to see Trenton become by the year 2042, the city's 250th anniversary.

On January 29, 2015, Trenton250 received the "President's Award" from the New Jersey Chapter of the American Planning Association for its original, creative and visionary approach to planning and its efforts to engage and empower residents in the process of rebuilding their city.

The initial "Vision Element" phase of Trenton250 organized a Youth Summit that involved 200 Trenton high school students in the master-planning process; Trenton250's website, trenton250.org, has had more than 3,000 visits; and thousands of people from the greater Trenton community attended open forums in order to share their ideas about the future of the city.

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