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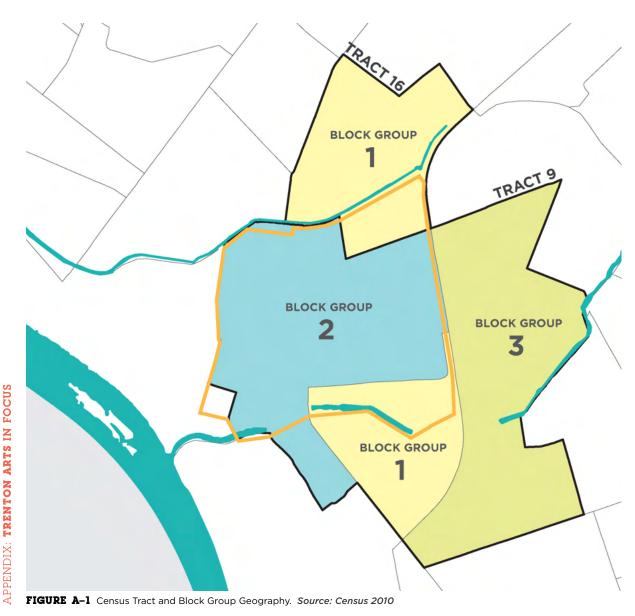
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I DEMOGRAPHIC PROFILE

I DEMOGRAPHIC PROFILE



The following tables provide a demographic snapshot and baseline for the recommended Creek to Canal Creative District, outlined in orange. The Census geography that most closely aligns with the Creative District boundary is Tract 9, Block Group 2 (blue).

- Data presented from Census 2010 and American Community Survey (ACS) Five-Year Estimates (2009-2014) pertain to Tract 9, Block Group 2.
- In Census 2000, the same geographic area was covered by two Census Block Groups: Tract 9, Block Groups 5 and 7.

The Creative District boundary overlaps slightly with two other Census geographies (yellow), which were excluded from the demographic profile because the bulk of their residents live outside the Creative District boundary. These include:

- Tract 9, Block Group 1 (2010) which covers the area south of Front Street and all of the Mill Hill neighborhood. In 2000, the same area was covered by Tract 9, Block Group 4.
- Tract 16, Block Group 1 (same in 2000 and 2010), which covers the area north of Perry Street and east of Montgomery, spanning from Princeton Avenue to Route 1 north to Wayne Avenue and Southard Street.

Note that the data presented in the following tables contain some unusual trends, particularly at the scale of a single Block Group studied for this process. The 2010 Census data reflect a full survey of the population. The 2000 Census data reflect either a full survey or a survey of one out of six households, depending on the data indicator. In contrast, the 2014 data are pulled from the ACS Five-Year Estimate (2009-2014), which samples one out of 40 households on an annual basis. Due to the much smaller sample size of the ACS, the data contain a greater margin of error, which may explain some of the inconsistencies.

TABLE AI.1 POPULATION

	Creative	District	City of T	renton
Population		% △		% △
2000	1,924		85,403	
2010	1,692	-12%	84,913	-1%
2014	1,180	-30%	84,459	-1%
Households		% △		% △
2000	598		29,437	
2010	732	22%	28,578	-3%
2014	509	-30%	27,998	-2%
Average Hou	sehold Size			
2000	2.80		2.80	
2010	2.19		2.79	
2014	2.20		2.80	

A	ge		% share		% share
00	Under 18	632	33%	23,646	28%
2000	18-24	214	11%	8,634	10%
	25-44	680	35%	27,256	32%
	45-64	329	17%	16,151	19%
	65+	69	4%	9,716	11%
10	Under 18	472	28%	21,278	25%
2010	18-24	184	11%	9,380	11%
	25-44	571	34%	27,637	33%
	45-64	393	23%	19,176	23%
	65+	72	4%	7,442	9%
014	Under 18	253	21%	21,567	26%
20	18-24	167	14%	9,151	11%
	25-44	375	32%	26,812	32%
	45-64	316	27%	19,558	23%
	65+	69	6%	7,371	9%

	Creative District		City of T	renton
Race				% share
African Amer	ican			
2000	1,063	55%	44,465	52%
2010	1,137	67%	44,160	52%
2014	607	51%	43,007	51%
Caucasian				
2000	471	24%	27,802	33%
2010	272	16%	22,549	27%
2014	386	33%	27,196	32%
Other				
2000	390	20%	13,136	15%
2010	283	17%	18,204	21%
2014	187	16%	14,256	17%

Hispanic or L	atino			% share
2000	725	38%	18,391	22%
2010	499	29%	28,621	34%
2014	473	40%	28,690	34%

Sources:

Census 2000 & 2010, American Community Survey 5-Year Estimate (2009-2014)



TABLE AI.2 HOUSING

	Creative	District	City of	Trenton
Housing Units		% △		% △
2000	744		33,843	
2010	888	19%	33,035	-2%
2014	898	1%	34,531	5%
Owner Occupied		% share		% share
Units				
2000	58	10%	13,386	45%
2010	56	8%	10,953	38%
2014	63	12%	10,635	38%
Renter Occupied		% share		% share
Units				
2000	540	90%	16,051	55%
2010	676	92%	17,625	62%
2014	446	88%	17,363	62%
			-	
Vacant Units		% share		% share
2000	146	20%	4,406	13%
2010	156	18%	4,457	13%
2014	389	43%	6,533	19%

TABLE AI.3 EDUCATION / EMPLOYMENT

	Creative	District	City of Trenton		
Educational Attainment	, 25 years	% share		% share	
and over					
2000					
Less than HS	556	48%	19,938	38%	
HS Grad/Equiv	397	34%	16,962	32%	
Some College	170	15%	11,217	21%	
Bachelor's Degree	20	2%	3,070	6%	
Master's Degree	-	0%	1,192	2%	
Professional Degree	8	1%	429	1%	
Doctorate Degree	8	1%	213	0%	
2010 (no data)					
2014					
Less than HS	209	28%	15,399	29%	
HS Grad/Equiv	223	29%	20,952	39%	
Some College	154	20%	11,642	22%	
Bachelor's Degree	69	9%	3,672	7%	
Master's Degree	6	1%	1,605	3%	
Professional Degree	6	1%	166	0%	
Doctorate Degree	-	0%	305	1%	

	Creative District City of Trenton			renton
Employment, 16 years and Over		% share		% share
2000				
In Labor Force (LF)	723		36,283	
Employed (in LF)	599	83%	32,470	89%
Unemployed (in LF)	124	17%	3,813	11%
Not in Labor Force	678	48%	27,559	43%
2010 (no data) 2014				
In Labor Force (LF)	566		40,333	
Employed (in LF)	484	86%	32,877	82%
Unemployed (in LF)	82	14%	7,456	18%
Not in Labor Force	398	41%	25,154	38%

Sources:

Census 2000 & 2010, American Community Survey 5-Year Estimate (2009-2014)

TABLE AI.4 INCOME

For an explanation on the lack of data in 2010,

visit: http://lwd.dol.state.nj.us/labor/lpa/industry/incpov/2010income.html

	Creative District		City of Trenton	
Household Income Break	down	% share		% share
2000				
Less than \$10K	148	24%	5,294	18%
\$10K - \$25K	241	38%	6,507	22%
\$25K - \$50K	193	31%	8,905	30%
\$50K - \$100K	39	6%	6,927	24%
+\$100K	5	1%	1,737	6%
2010 (no data)				
2014				
Less than \$10K	131	26%	4,531	16%
\$10K - \$25K	220	43%	6,113	22%
\$25K - \$50K	53	10%	7,010	25%
\$50K - \$100K	95	19%	7,455	27%
+\$100K	10	2%	2,889	10%

	•		
\$20,000	64%	\$31,074	
\$28,420		\$44,156	
\$19,718	55%	\$35,647	
	\$20,000 \$28,420	## Income \$20,000 64% \$28,420	\$28,420 \$44,156

^{*} For comparison purposes, the 2014 median household income of Mercer County was \$74,118, and the 2014 median household income of the State of New Jersey was \$72,062. This means that the Creative District's median household income in 2014 was equal to 27% of that of the State and 26% of that of the County.

	Creative	District	City of T	renton
Housing Cost Burdened F	Renters	% share		% share
2000				
Paying 30% of monthly income or more	283	50%	6,881	43%
Paying 50% or more	119	21%	3,617	23%
2010 (no data)				
2014				
Paying 30% or more	338	76%	10,236	59%
Paying 50% or more	214	48%	5,778	33%
Housing Cost Burdened (with and without a mort		% share		% share
2000				
Paying 30% of monthly income or more	6	12%	3,832	31%
Paying 50% or more	-	0%	1,611	13%
2010 (no data)	NA		NA	
2014				
Paying 30% or more	109	48%	4,232	40%
Paying 50% or more	59	26%	1,655	16%
Families Living below Pove	erty Level			
2000	146	37%	3,328	18%
2010	NA		NA	

II ATLAS OF ANALYSIS MAPS

II ATLAS OF ANALYSIS MAPS

The following pages provide the full catalog of analysis maps produced over the course of the *Trenton Arts in Focus* planning process, from context mapping to detailed parcel-based maps that reflect field survey data. The maps in this appendix supplement those that are included in the body of the plan.

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STUDY AREA



FIGURE A-2 Base Map of the Proposed Creek to Canal Creative District

CONTEXT

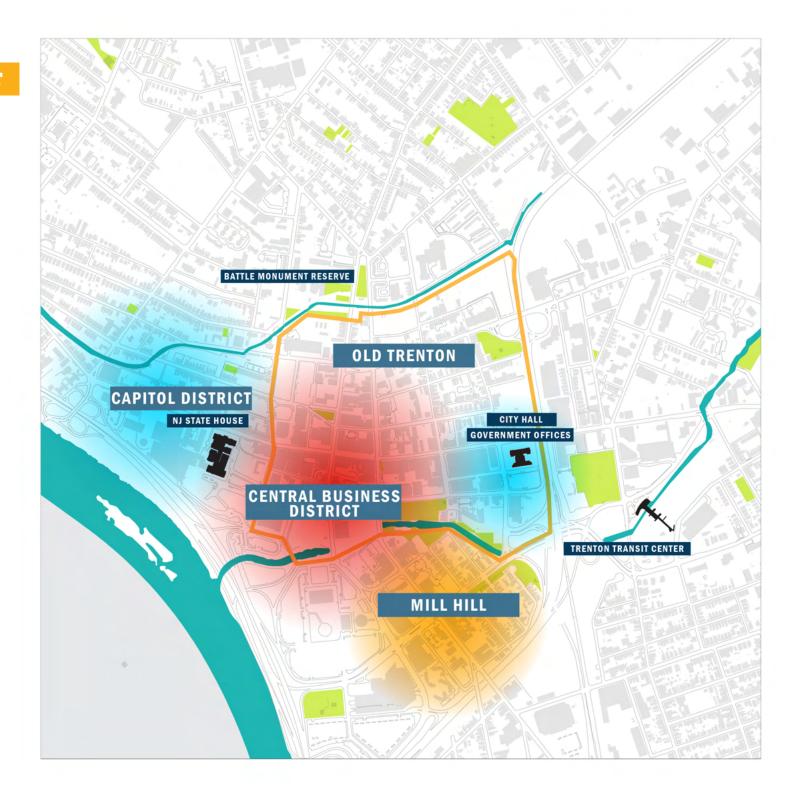


FIGURE A-3 Context Map

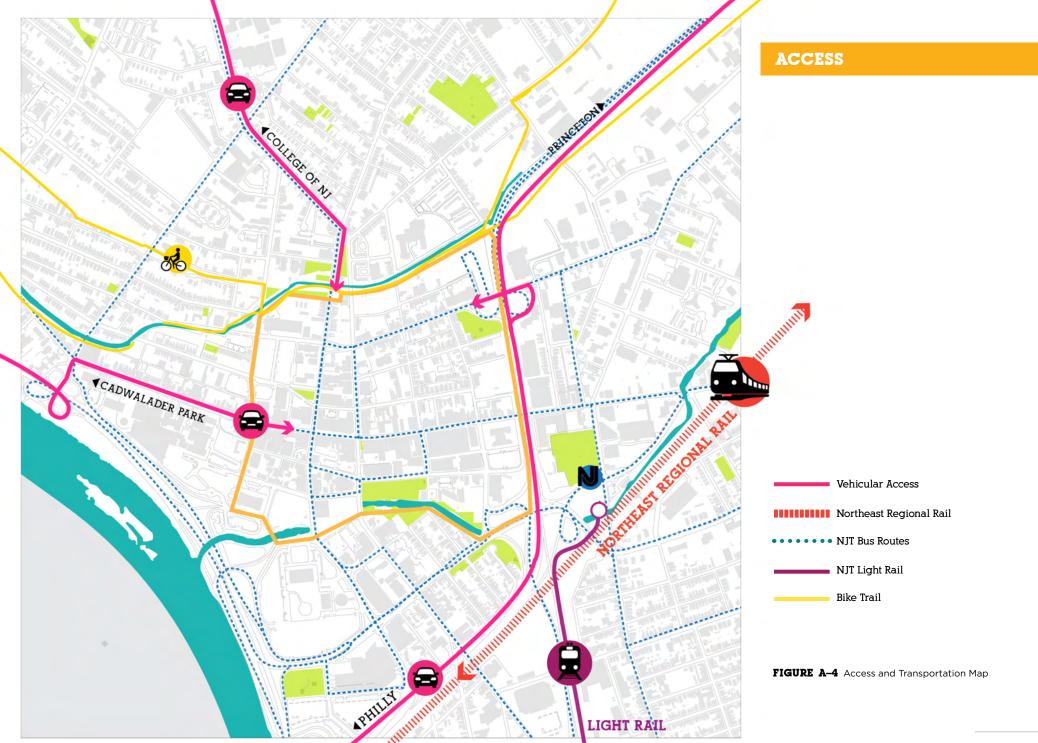


FIGURE A-5 2015 Vacancy Hotspots Map Source: Trenton Neighborhood Restoration Campaign, 2014-15 http://www.restoringtrenton.org/



FIGURE A-6 2008-2013 Aggravated Assault Hotspots Map *Source: City of Trenton, 2008-13*

ARTS IN FOCUS

TRENTON

OVERLAY: VACANCY + ASSAULTS

FIGURE A-7 Overlay of Vacancy Hotspots +

Assault Hotspots

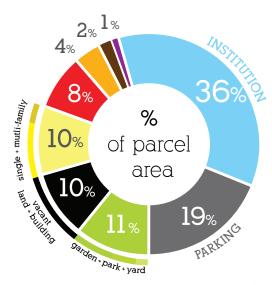
Source: Trenton Neighborhood Restoration

Campaign, 2014-15

http://www.restoringtrenton.org Source: City of Trenton, 2008-13

LAND USE

FIELD SURVEY NOV 2015, MARCH 2016



institutional

parking

vacant land

vacant building

park

garden

yard

FOCUS

ARTS IN

single family housing

multi-family housing

mixed-use

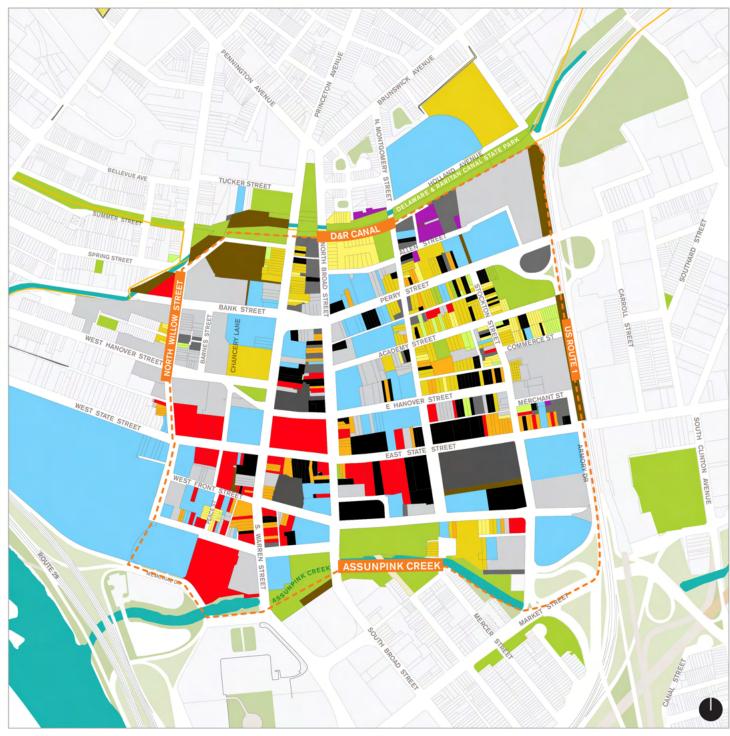
commercial

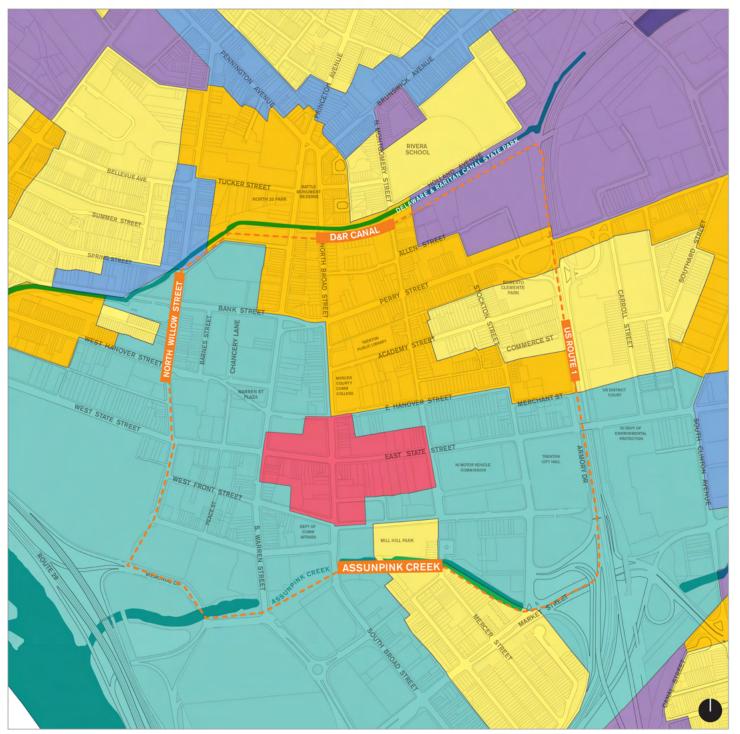
industrial

garage

utilities

FIGURE A-8 Land-Use Map Source: Field Surveys by Interface Studio and Isles, Inc.





ZONING

Trenton's Zoning Map went into effect in 1988 and was updated in 2007. It will be updated again on the heels of Trenton250, the comprehensive planning process currently underway.

RB - residential

MU - mixed-use

BA - business

BB - business

IA - industrial

IB - industrial

PM - pedestrian mall

FIGURE A-9 Zoning Map Source: City of Trenton

BUILDING CONDITIONS

FIELD SURVEY NOV 2015, MARCH 2016

COUNT:

132

170

193

219

25



PERCENT SHARE:

22%

28%

36%

11%

4%

CRITERIA:

new construction recently rehabbed

new paint

sound condition

good maintenance

no visible need for immediate

repairs

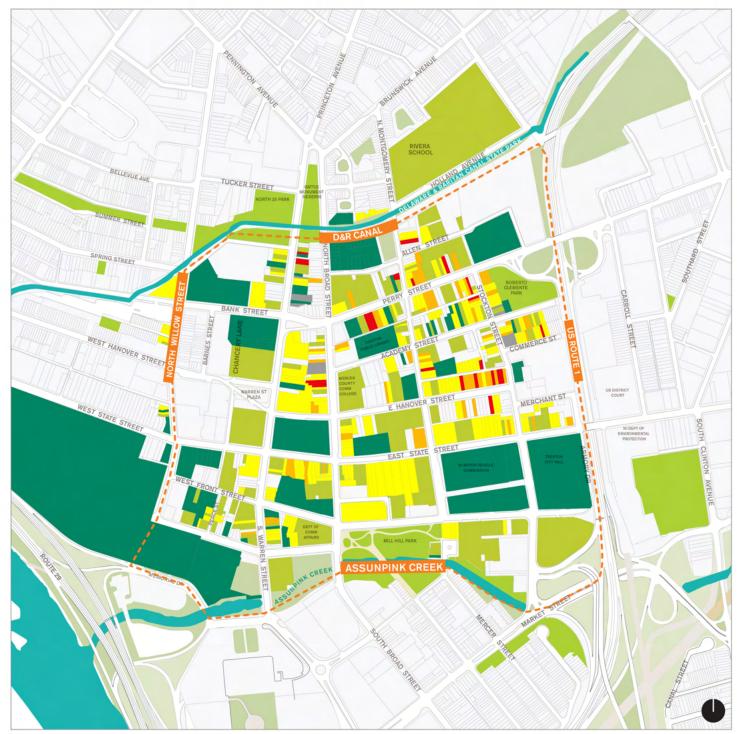
need for basic cosmetic repairs such as painting trim, stoop, or fence repair

need for substantial improvements to address bulging walls, sagging foundations, broken windows,

etc.

abandoned, fire damaged, boarded up, and possibly unsuitable for rehabilitation

FIGURE A-10 Building Condition Scale

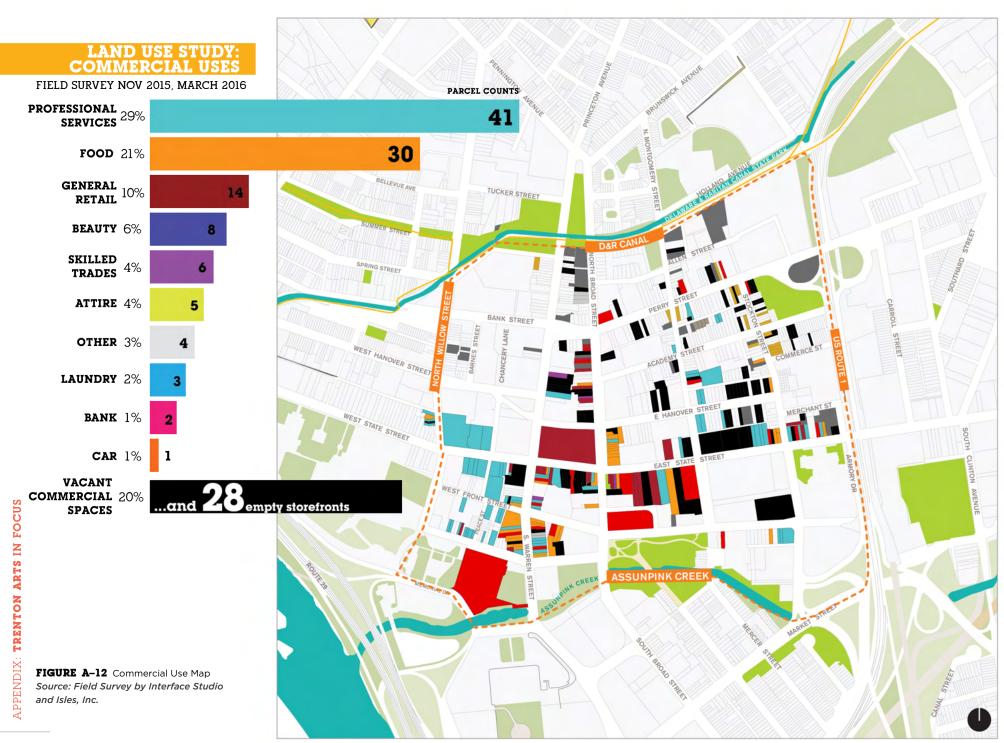


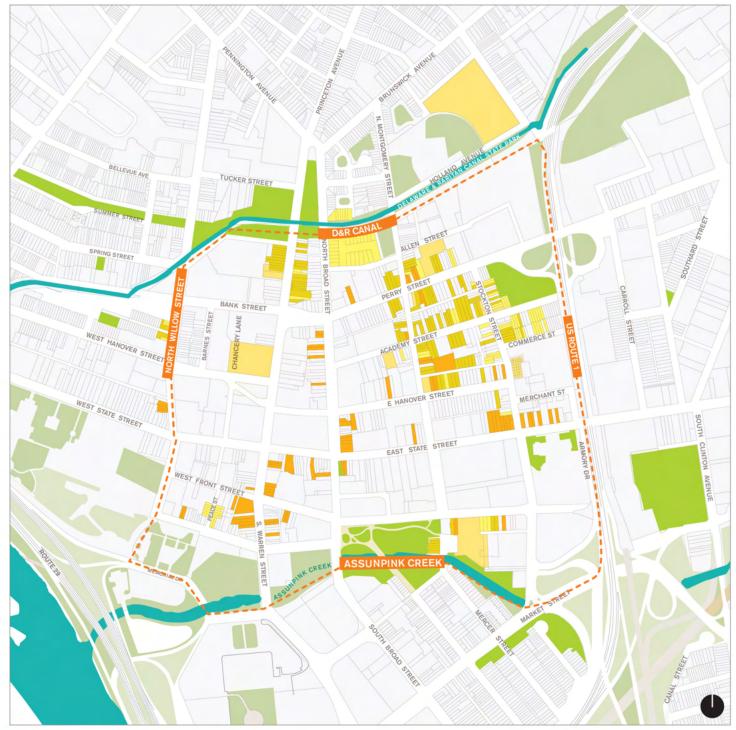
BUILDING CONDITIONS

FIELD SURVEY NOV 2015, MARCH 2016



FIGURE A-11 Building Conditions Map Source: Field Survey by Interface Studio and Isles, Inc.





LAND USE STUDY: **RESIDENTIAL USES**

FIELD SURVEY NOV 2015, MARCH 2016

- single family housing
- multi-family housing
- mixed-use

Residential buildings along Academy St





Stockton Arms Apartments

FIGURE A-13 Residential Use Map Source: Field Survey by Interface Studio and Isles, Inc.

LAND USE STUDY: INSTITUTIONAL USES

FIELD SURVEY NOV 2015, MARCH 2016

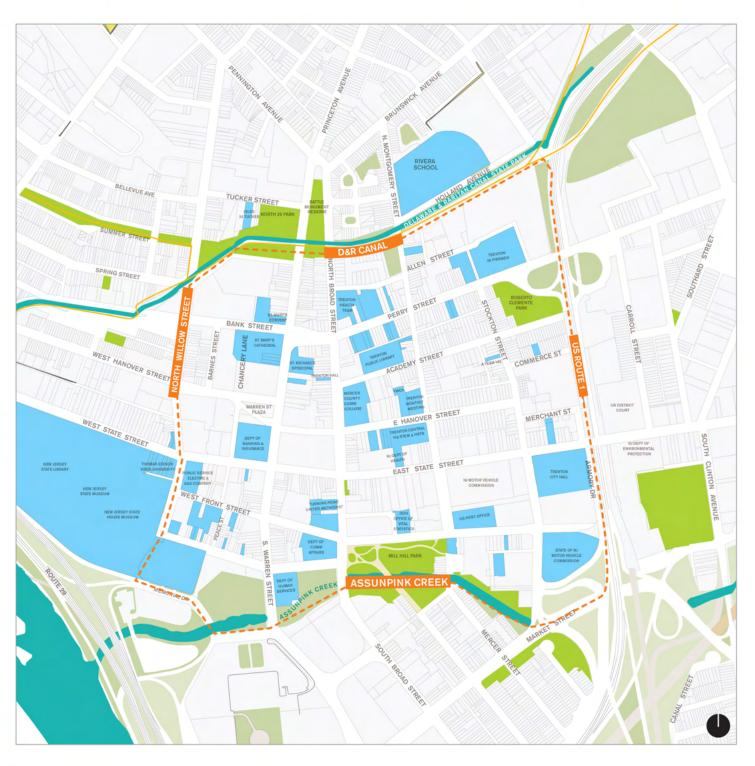
Trenton Free Public Library

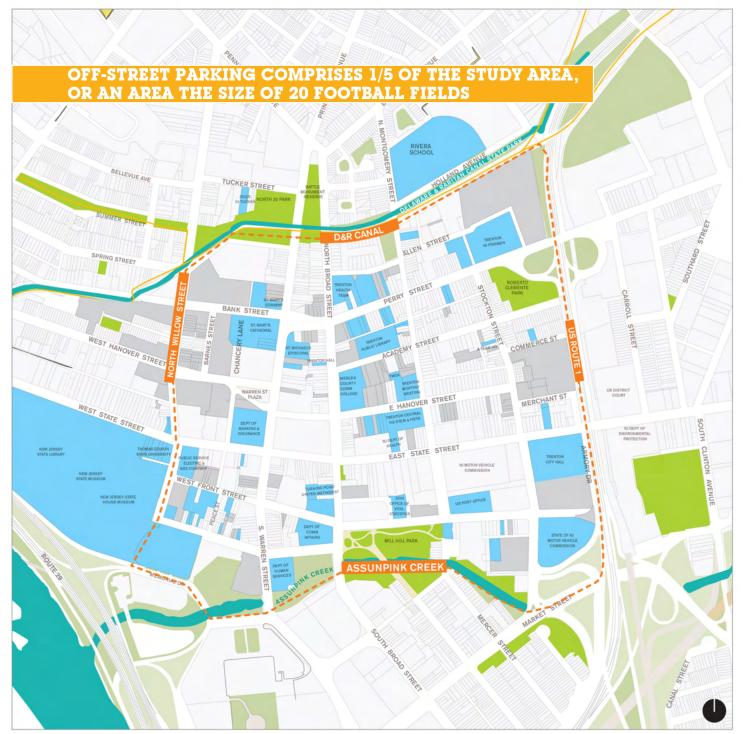




Trenton Friends Meeting

FIGURE A-14 Institutional Use Map Source: Field Survey by Interface Studio and Isles, Inc.





LAND USE STUDY: SURFACE PARKING

FIELD SURVEY NOV 2015, MARCH 2016

Institutional land uses comprise 36% of the area, more than any other land use. Much of the area's off-street parking serves nearby institutional uses such as places of worship that are only active for portions of the week. Other parking areas serve government offices, which are closed after 5 pm. The inactive hours translate to underutilized surface lots and structures in the area at times.

Merchant Street Parking





Parking lot on East Hanover Street behind Mercer County Community College

FIGURE A-15 Surface Parking Map Source: Field Survey by Interface Studio and Isles, Inc.

INDIX: TRENTON ARTS IN FOCUS

VACANCY

FIELD SURVEY NOV 2015, MARCH 2016

Vacant structures (and Windows of Soul) on East Hanover Street





Former Trenton Pops Building on N. Broad Street

vacant building

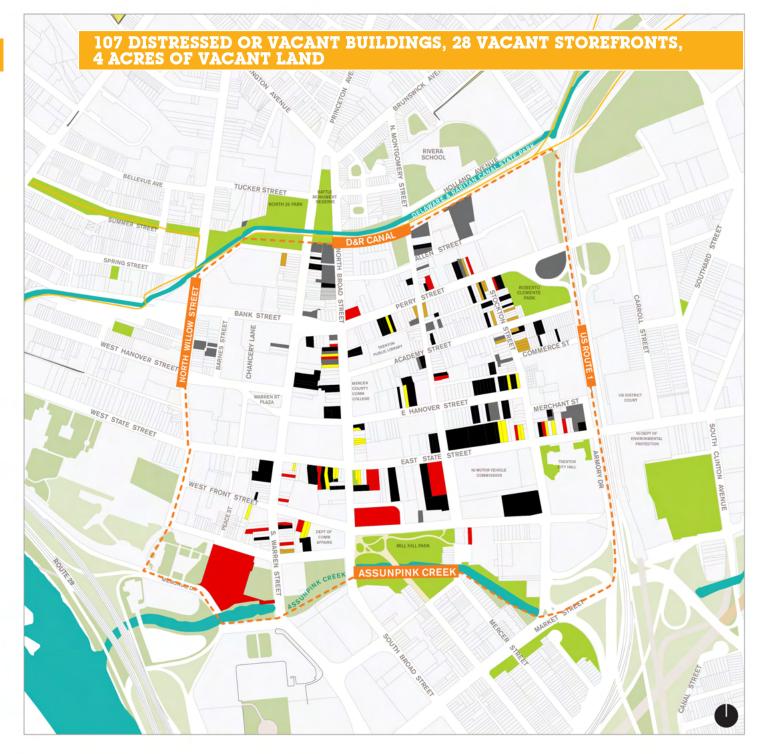
vacant land

ground floor vacancy

upper floor vacancy

under construction

FIGURE A-16 Vacancy Map Source: Field Survey by Interface Studio and Isles, Inc.



TUCKER STREET EWING/ CARROLL **HANOVER** WEST HANOVER STREET ACADEMY STATE EAST STATE STREET HOUSE SOUTH WARREN ASSUNPINK CREEK **MILL HILL**

HISTORIC DISTRICTS



FIGURE A-17 Historic Districts of Trenton Source: City of Trenton

RELATIONSHIP OF OTHER BOUNDARIES TO STUDY AREA

The following organizations, incentive zones, and regulatory boundaries overlap with the Creative District:

GREATER TRENTON is a new economic development entity whose formation was announced in October 2015. Greater Trenton is an independent non-profit that will serve as a collaborative of private-sector, institutional, and philanthropic organizations that have made an initial five-year financial commitment to fund economic revitalization efforts in the City of Trenton, specifically within the area outlined to the right.

TRENTON DOWNTOWN

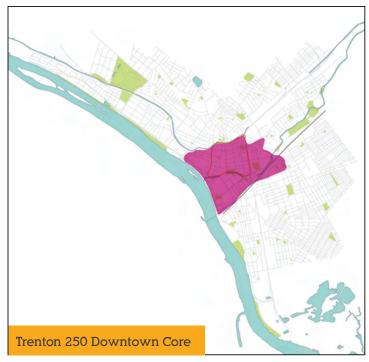
ASSOCIATION (TDA) is a non-profit Special Improvement District dedicated to making New Jersey's capital city a more competitive location for business owners and a more engaging center for workers, residents, and visitors. Within the Special Improvement District, TDA provides street cleaning, administers a façade improvement grant program, supports artists and emerging or existing businesses, and hosts events and programs, including the Capital City Market and other activities.

TRENTON 250 DOWNTOWN CORE

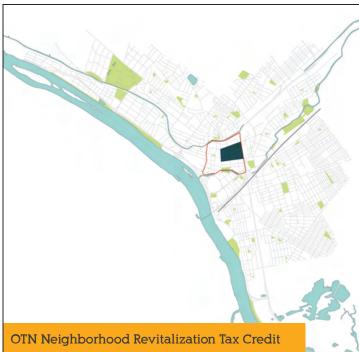
is a portion of Downtown defined through the Trenton 250 planning process to include Mill Hill, Ewing-Carrol, Hanover Academy (Old Trenton), Battle Monument, and the Central Business District. Trenton250's vision sees the Downtown Core as the center of commerce and home to a large and economically diverse residential community, known for signature retail and restaurant opportunities, and a vibrant arts and culture district that serves as a major regional attraction.

FIGURE A-18 Relationship of Study Area to other boundaries in Trenton





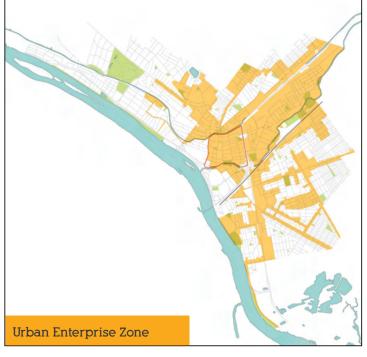












OLD TRENTON NEIGHBORHOOD -NEIGHBORHOOD REVITALIZATION

TAX CREDITS secured by Isles, Inc. may be spent to fund housing and economic development activities as well as supportive services and other activities that promote neighborhood revitalization within these boundaries, Route 1 to Broad Street, Perry to East State Streets.

CAPITAL CITY REDEVELOPMENT CORPORATION was created to plan, coordinate, and promote public and private development within this portion of the capital district, which acts as the commercial center of the community and hosts public buildings and historic sites.

HISTORIC DISTRICTS designated by the Trenton Landmarks Commission for Historic Preservation trigger Commission review of all improvements to the exterior of designated historic properties as well as the design of new infill buildings within district boundaries.

NEIGHBORHOOD REVITALIZATION STABILIZATION AREA is a HUD-

approved area that enables greater flexibility in the expenditure of Community Development Block Grant (CDBG) funds such that housing built need not benefit solely low- and moderate-income households. Rather, to support a greater mix of incomes, 51% of the housing units built must benefit low- and moderate-income households.

URBAN ENTERPRISE ZONE offers financial incentives for Trenton businesses. residents and consumers to help drive capital improvements, business expansion, and employment in the city. Incentives include, but are not limited to, no sales tax on building materials, services, and most tangible personal property; 3.5% sales tax on in-person purchases (one-half the normal rate); and eligibility for financial assistance including low-interest loans.

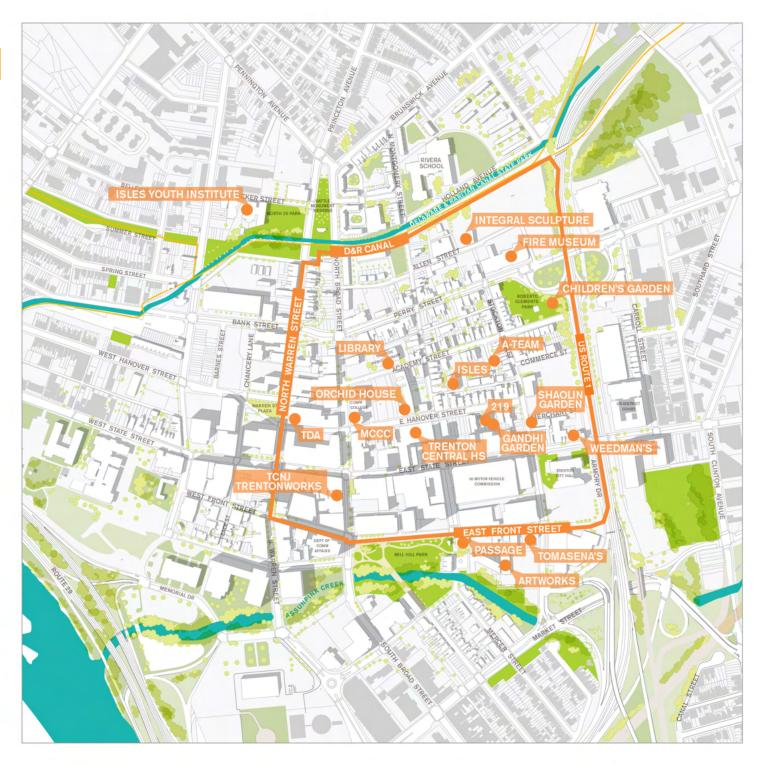
STUDY AREA EVOLUTION

- cultural and creative destinations, arts advocates, and partners
- Original study area boundary

The original study area for *Trenton Arts* in *Focus* encompassed the Old Trenton Neighborhood (OTN). The area was chosen for several reasons, including:

- The City's stated interest in focused, artsbased revitalization in this portion of the Trenton
- The Neighborhood Revitalization Tax Credits (NRTC) that Isles has secured to support revitalization activities between Route 1 and Broad Street, Perry and State Streets
- The cluster of creative partners and institutions in the area, coupled with developer interest and momentum
- The proximty to Downtown and access to major transportation networks.

FIGURE A-19 Original Study Area with focus on Old Trenton Neighborhood



& FAMILY CENTER CANDLELIGHT THOMAS EDISON STATE UNIVERSIT **OLD BARRACKS** VISITOR'S CENTER CAPITAL GREEN WAR MEMORIAL ASSUNPINK CREEK HOTEL & CONFERENCE CENTER MILL HILL AMPHITHEATER

STUDY AREA EVOLUTION

- cultural and creative destinations, arts advocates, and partners
- additional sites captured by boundary expansion
- Original study area boundary
- Modified study area boundary

The Steering Committee discussed the pros and cons of such a small boundary for the Creative District, and debated the merits of having a boundary at all. Ultimately, the Steering Committee decided that the Creative District boundary should run from Creek to Canal and Willow Street to Route 1, picking up the city's primary historic and cultural destinations in the southwest quadrant of the expanded boundary. This way, the Creative District can offer a diverse experience as a walkable, bikeable destination for tourists and visitors to Trenton. The Committee decided in favor of a boundary to help focus investments to make a visible impact.

FIGURE A-20 Creek to Canal boundary expansion

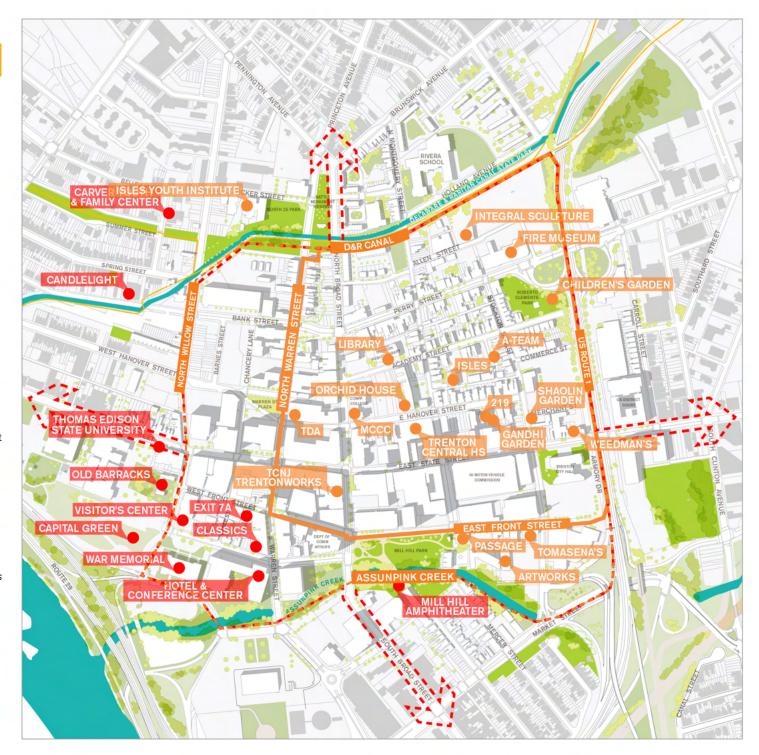
STUDY AREA EVOLUTION

- cultural and creative destinations, arts advocates, and partners
- additional sites captured by boundary expansion

The Steering Committee also acknowledged the importance of the State and Broad Street commercial corridors, which intersect in the proposed Creative District. These corridors host creative and cultural destinations outside the Creative District in all four directions - north, south, east, and west. The Committee decided that the Creative District's boundaries should be permeable, enabling marketing efforts, streetscape improvements, and economic incentives associated with the Creative District to extend north on Broad Street to the Battle Monument and south to Route 129, east on State Street to Chestnut Street and west to Calhoun Street.

These corridors draw people in and help connect the Creative District with other arts and culture hubs within the city.

FIGURE A-21 Creek to Canal boundary expansion, with extensions along Broad and State streets



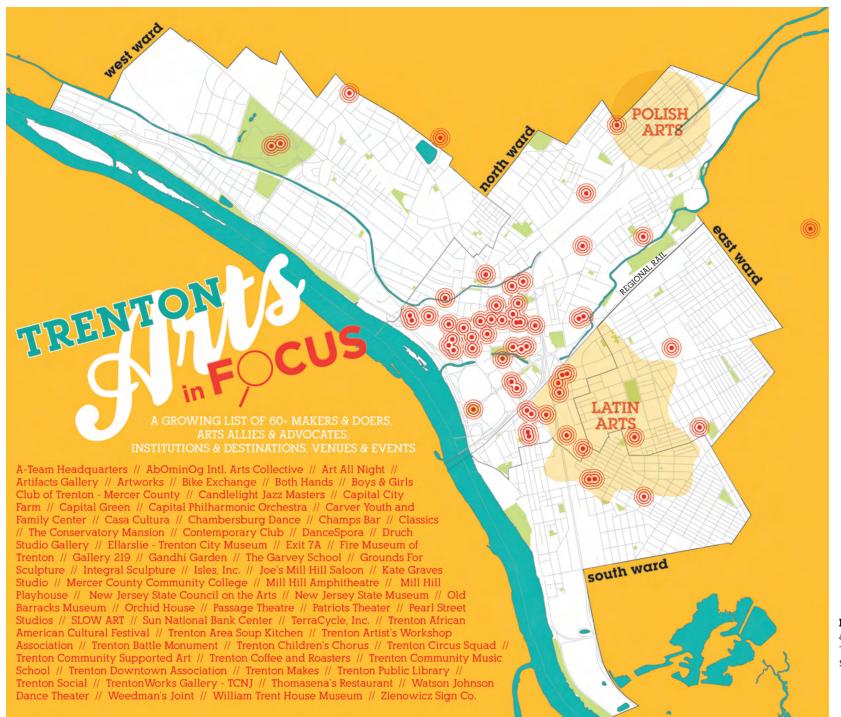


FIGURE A-22 Creative and cultural destinations in Trenton identified by the Steering Committee

FIGURE A-23 Creek to Canal Creative District in Context

III CONSISTENCY & ALIGNMENT WITH PRIOR PLANS & ON-GOING INITIATIVES

III CONSISTENCY AND ALIGNMENT WITH PRIOR PLANS AND ON-GOING INITIATIVES

The 1985 New Jersey State Planning Act¹ mandates coordinated planning between state and local governments to ensure that planning and implementation efforts reinforce and complement prior initiatives in order to achieve comprehensive and coordinated development, redevelopment, revitalization, and conservation efforts over time. *Trenton Arts in Focus* supports the goals and priorities of the following prior plans and ongoing initiatives:

AT THE STATE LEVEL

New Jersey State Development and Redevelopment Plan (SDRP)

The 2012 State Development and Redevelopment Plan provides an updated strategy to achieve the goals of the State Planning Act. As the Trenton Arts in Focus study area overlaps with municipally designated Areas in Need of Redevelopment and is a Priority Growth Investment Area, redevelopment in keeping with Trenton Arts in Focus will help to achieve seven out of ten Garden State Values, or best management practices, espoused by the SDRP:

- Concentrate Development and Mix Uses in a Priority Growth Investment
 Area, providing culturally enriching experiences within convenient walking
 distance of homes and jobs, and built with suitable designs and densities that
 support walking, biking, and public transportation
- Prioritize Redevelopment, Infill, and Existing Infrastructure through the reuse and remediation of existing sites and structures
- Increase Job and Business Opportunities near housing, infrastructure, and transportation
- Create High-Quality, Livable Places that are environmentally healthy
 places to live, work, and recreate, enhancing community character, especially
 in historic areas, but reusing significant buildings, incorporating art,
 pedestrian friendly streetscapes, and public spaces
- **Protect** (or enhance) **Equity** of nearby property owners through redevelopment
- Diversify Housing Opportunities through the construction of homes that meet the needs of households of varying sizes and income levels, located near jobs and transit
- Protect, Restore and Enhance Agricultural, Recreational, and Heritage

 Lands by promoting locally-grown food consumption and providing

 accessible neighborhood parks and recreational systems²

² The New Jersey State Development and Redevelopment Plan, 2012. pp. 8-9.

Arts Plan NJ: a blueprint for a better NJ through and for the arts

The 2013 update of the original 1998 Arts Plan NJ, envisions a New Jersey where:

- Everyone supports and participates in the arts
- High quality arts education is an essential part of lifelong learning
- The arts are embedded in economic and community development strategies
- Artists are universally viewed as invaluable assets to the well-being of our communities
- The arts sector is well-capitalized and uses the full power of technology to achieve its very best
- The arts are our greatest source of New Jersey pride and our strongest thread connecting people of all races, cultures, beliefs, and abilities.

Trenton Arts in Focus can be considered a companion document to the statewide Arts Plan, working to translate the broad vision to actionable strategies within a specific area of the State Capital. Implementation of Trenton Arts in Focus will advance all of the goals of Arts Plan NJ:

- Grow thriving and vibrant communities by harnessing the power of the arts to create better and more attractive communities
- Build the very strongest arts community possible and the capital base necessary to sustain that community
- Increase access to lifelong arts education
- Broaden, deepen, and diversify cultural participation through direct outreach, culturally relevant programming, new relationships, and increased marketing
- Foster a strong network of support for artists including recognition and job opportunities, professional development, technical assistance, and fair compensation
- Integrate technology.3

New Jersey Comprehensive Statewide Historic Preservation Plan

The 2013-2019 Statewide Historic Preservation Plan views historic preservation "as both a tool for building economically and environmentally sustainable communities and a means of understanding how our past shapes who we are today and who we will be tomorrow." The Creative District boundary overlaps with four historic districts in Trenton (see Figure A-18 in Appendix II):

- Hanover Academy Historic District
- South Warren Historic District
- State House Historic District
- Delaware & Raritan Canal Historic District

By renovating or adaptively reusing salvageable historic structures, reinvestment according to this plan will help retain the Creative District's unique sense of place, achieving five out of six statewide historic preservation goals, including to:

- Use historic preservation as a tool to strengthen and revitalize the local economy in a sustainable manner
- Demonstrate that historic places have economic value
- Expand understanding and appreciation of history and historic preservation among New Jersey citizens, elected officials, students, and organizations across the State
- Build a stronger, more cohesive and diverse preservation community
- Increase stewardship and support to protect the authentic places that tell the stories of New Jerseyans.4

²⁰¹³⁻²⁰¹⁹ New Jersey Comprehensive Statewide Historic Preservation Plan. pp. 3, 29-32.

New Jersey Bill A2801 - https://legiscan.com/NJ/text/A2801/id/1340896

Introduced by Assemblyman Ralph Caputo to the State Assembly in February 2016, Bill A2801 requires the New Jersey State Council on the Arts to establish an "Artist District" designation and up to 25 municipalities or areas within municipalities to receive such designation. The bill empowers the Council on the Arts to establish criteria required for Artist District designation, including "the minimum number of art related services and venues, such as businesses, galleries, museums, organizations, performance halls, studios, theaters, or other facilities" that must be located within a designated Artist District. The Council will adopt guidelines for advertising and promoting a District's "creative, diverse, entertaining, and other notable services and venues."

Trenton Arts in Focus positions Trenton to join the advocacy conversation as the New Jersey State Council on the Arts works to identity criteria for Artist District criteria. This plan also positions Trenton's application for at least one such Artist District.

New Jersey Bill A4892 - https://legiscan.com/NJ/text/A4892/id/1277127

Introduced by Assemblyman Reed Gusciora to the State Assembly in December 2015, Bill A4892 establishes an Artist Bank to provide interest-free loans to "artist colonies in development" in areas with an emerging art presence. The New Jersey State Council on the Arts would be charged with establishing the bank and administering the program and funds. The interest-free loans would be available in eligible communities that have:

- At least five practicing artists with a demonstrable body of work or portfolio
- A proposed location for the artist colony
- A landlord or landowner who is cooperative and supportive of the goals of the artist colony
- Cooperation and application for the designation of artist colony from the local municipality

The Creek to Canal Creative District proposed in *Trenton Arts in Focus* has the necessary elements – a group of practicing local artists committed to the neighborhood, eligible vacant buildings, property owners interested and at the table as partners supportive of the Creative District, and support from the City. An application to the State Council on the Arts would need to prove each criterion, but the foundation provided by this community-driven plan for the Creative District would help make the case, and would help advance implementation efforts by providing enhanced access to resources to support artists and artists' live/work space.

AT THE COUNTY LEVEL

Mercer County Master Plan⁵

The 2010 Mercer County Master Plan outlines a vision for balanced growth and municipal cooperation, prioritizing redevelopment of existing built areas as mixed use centers that offer employment options, housing, transportation alternatives, food, recreation, and natural and cultural resources, which together contribute a sense of place within the County. The Trenton Arts in Focus study area and Creative District boundary is already one such mixed use center within the State's Capital District, and a model of balanced growth spurred by arts-based revitalization will only strengthen Trenton's walkable urban core as a place to live, work, play, and visit.

Mercer County Master Plan – Historic Preservation Element⁶

The 2002 Mercer County Master Plan Historic Preservation Element was readopted in its entirety in 2010. One of the primary goals is to encourage historic preservation and rehabilitation of historic resources throughout Mercer County, whether County-owned or not. The plan contains policies and recommendations as well as a listing of historic sites and properties by municipality. The Creative District boundary contains the following sites:

Known Historic Sites Listed in the Plan

- Academy Hanover Historic District
- Benevolent Protective Order of Elks, Trenton Lodge 105, 120 North Warren Street
- Clark Building, 123-127 North Warren Street
- Delaware & Raritan (D&R) Canal Historic District, 300 feet on either side of the centerline of the canal
- Douglass House, Front and Montgomery Streets
- Old Barracks, Barrack Street
- Old City Hall/Sentinel Office, 2-8 North Broad Street
- Saint Michael's Episcopal Church, 140 North Warren Street
- State House Historic District, West State and Barrack Streets
- Third Presbyterian Church, 131-137 North Warren Street

^{5 2010} Mercer County Master Plan - Framework.

²⁰¹⁰ Mercer County Master Plan - Historic Preservation Element.

- Trenton Battle Monument, Broad and Warren Streets
- Trenton City Hall, 319 East State Street

Significant Sites Listed in the Plan

- Mount Zion AME Church, 135 Perry Street
- Kelsey Building, 101 West State Street
- Old Masonic Temple, South Willow and West Lafayette Streets
- First Presbyterian Church, 120 E. State Street
- Friends Meeting House, Montgomery and East Hanover Street
- Ackerman Building, 210 East Hanover Street
- NJ National State Bank, 1 West State Street
- Trenton Public Library (interior)

Historic County-Owned Sites Listed in the Plan

- South Broad Street Bridge over Assunpink Creek
- Montgomery Street Bridge over Assunpink Creek
- Mercer County Community College, 102-120 South Broad Street Haveson Building, façade only

Efforts to stabilize, preserve, and complement historic structures within the Creative District will help maintain the integrity of Old Trenton and Downtown's built form and building stock into the future.

Mercer County Master Plan – Open Space Element⁷

The 2010 Mercer County Master Plan Open Space Element contains policies and strategies for preserving open space as well as for enhancing connections between people and open space. The plan's vision speaks to the need to preserve land for nature and the environment, for people, for recreation and public health, and for the community and economy. The overarching goals include:

- Close to home open space and parkland available to all people of all ages and economic status
- Access for all to safe and convenient places to exercise, play, and enjoy fresh air and a clean natural environment

Flanked by the Assunpink Creek and the D&R Canal, the Creative District has excellent access to Mill Hill Park and a stretch of the East Coast Greenway as it traverses Trenton. While Mill Hill Park is well maintained, programmed, and utilized, the D&R Canal trail is less maintained, less traveled, and can feel less safe and welcoming. Investments in the Creek to Canal Creative District will increase the visibility of both of these parks and waterways and will support enhanced community use and exploration of these unique green spaces that provide a beautiful escape and natural habitat within Trenton's urban landscape.

The Open Space Master Plan supports land acquisition for open space in urban areas, particularly the reuse of vacant land as community green space, plazas and green space associated with urban redevelopment projects, community gardens, greenway and open space connections. The Creative District hosts opportunities for all such open space uses.

The Open Space Master Plan also calls out two specific park projects within the Creative District:

- The New Jersey Capital Park designed by Wallace Roberts & Todd (WRT) that will connect the capital district with historic sites and existing parks and the Delaware River. The first phase of this park includes improvements near the State House Commons and is currently under construction, offering an improved green amenity within and adjacent to the Creative District.
- Mercer County is also working closely with the City to acquire lands along the Assunpink Greenway, a portion of which comprises the southern boundary of the Creative District.

²⁰¹⁰ Mercer County Master Plan - Open Space Element. pp. 1, 20, 30, 31

AT THE MUNICIPAL LEVEL

Capital City Cultural Assessment

Commissioned by the NJ State Council on the Arts and the Mercer County Cultural Heritage Commission, the goal of the 2000 *Capital City Cultural Assessment* was to determine the size and breadth of Trenton's cultural community, including fine and performing arts, literary arts, media, historic architecture, folk-based and ethnic arts, professional artists and hobbyists. Beyond the State Capital Complex with the State House, War Memorial, and State Museum, the census identified 130 working artists and 80 arts organizations with 371 paid staff and a volunteer base of more than 3,000 people.

One of the plan's recommendations was live/work/play cultural districts with targeted marketing, arts corridors, adaptive reuse of buildings and lots, community programming, and arts education, which together would offer greater cultural access, and all of which are addressed in the *Trenton Arts in Focus* vision for the Creek to Canal Creative District.

Arts Build Downtown Trenton

A "Business and Cultural Blueprint for Action" and the first cultural plan for New Jersey's capital city. It addressed five key needs of the arts community and Downtown Trenton: facility development and design; public art and art programming; improved image and marketing; additional support and funding; leadership and coordination.

Key recommendations include:

Facility Design and Development

- Repurpose vacant structures as artist housing and live/work spaces (and offer grants to property owners to facilitate such conversions)
- Establish an art/business incubator and gallery
- Facilitate high-density housing, particularly for artists (Bell Telephone Building)

Public Art and Art Programming

- Launch an artist in residence program
- Create a Downtown public art fund to incorporate art and interesting architectural features in the streetscape

Image and Marketing

- Create an advertising campaign that uses art to improve the image of the City
- Publish a quarterly arts and cultural calendar of events
- Develop and maintain a website to represent the arts community as a whole and promote opportunities for artists
- Host First Fridays to encourage Downtown evening entertainment
- Transform ordinary spaces through art

Support and Funding

- Minimize fragmentation and increase coordination
- Share the plan and its strategic vision for the arts in Trenton's future

Community Leadership and Coordination

- Adopt a City vision statement and policies to promote the arts
- Support the arts in the planning and economic development of Trenton

Canal Banks Redevelopment Area Plan

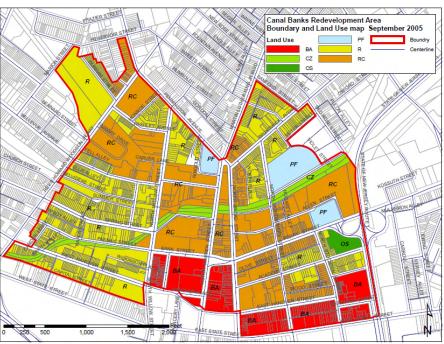
The 2005 Canal Banks Redevelopment Area Plan produced by the City of Trenton Department of Housing and Economic Development is a redevelopment plan that encompasses much of the Trenton Arts in Focus study boundary. It identifies future land uses (primarily mixed residential/commercial, with single-use residential and business areas as well recreational lands along the D&R Canal) as well as guidelines for sustainable design. While still the official ordinance informing land use, zoning, and as-of-right development within the Redevelopment Area, redevelopment plans across the city are under evaluation in the context of Trenton250. Trenton250 proposes changes to zoning within the Creative District for consideration.

Calhoun Street/West Hanover Street Redevelopment Study

The 2007 Calhoun Street/West Hanover Street Redevelopment Study focuses on the blocks immediately west of the Trenton Arts in Focus study area, spanning from Willow Street to Prospect Street, West State Street to Bellevue Avenue. The study explores the redevelopment potential for residential infill (between 25 and 50 units) and offers recommendations for streetscape and intersection improvements along West Hanover Street and other streets west of Willow Street, which would complement and reinforce investments and redevelopment within the Creek to Canal Creative District.



West Hanover Street Streetscape Plan, Calhoun/Hanover Redevelopment Study Source: Clarke Caton Hintz



Canal Banks Redevelopment Area Land Use Map

Source: City of Trenton



Development Alternative 3, Calhoun/Hanover Redevelopment Study Source: Clarke Caton Hintz

Capital Park Master Plan

The 2007 Capital Park Master Plan is an open space master plan for the State Capital campus and grounds that extend south from Lafayette and State Streets to meet the Delaware River; these grounds provide the backdrop to many of Trenton's best known cultural destinations, including the Old Barracks and War Memorial, and the plan's design strategies recommend improvements for the Capital Green, Assunpink Park, and connective greenways that tie into the Creek to Canal Creative District.



Illustrative Site Plan
Source: WRT

Old Trenton Neighborhood Plan

The purpose of the 2007 Neighborhood Revitalization Tax Credit (NRTC) Plan for Old Trenton was "to increase the self-sufficiency of its residents and families and improve the overall physical and social conditions" of the neighborhood. The community-driven plan presents the following goals: increased safety; improved public space; a cleaner; greener and more beautiful neighborhood; mixed-income housing; support for small businesses; and capacity building with residents and stakeholders. Marked implementation progress has been made; with investments in new gardens and public art, renovations to create new high-quality affordable rentals; social service programs; and sustained organizing and advocacy efforts through the Old Trenton Stakeholders group that meets monthly to discuss progress, projects, and ongoing issues of concern. Isles partners with and subgrants to other area organizations assisting with implementation.

Downtown Capital District Master Plan

The 2008 Downtown Capital District Master Plan encompasses Downtown and the Hanover-Academy neighborhood (also known as Old Trenton). The plan envisions Downtown as a hub of arts, culture, and entertainment, and explores redevelopment potential to reach full build-out.

The vision for the Central Business District describes a reinvigorated center of employment, shopping, and entertainment with a mix of housing that together create a residential community of choice. Key redevelopment sites include the Commonwealth building, the Bell Telephone building, the Aleda, and the Broad Street Bank. Recommendations also address design guidelines and streetscape improvements.

The vision for the Hanover Academy (also known as Old Trenton) depicts a historic mixed-use neighborhood that is revitalized to become one of Trenton's most desirable neighborhoods.

Trenton250 (ongoing) - www.trenton250.org

Trenton250 is Trenton's long-range Comprehensive Master Plan that will guide change in the city from now through the 250th Anniversary of Trenton's incorporation in 2042. A community-driven planning process yielded Phase One of the Plan, the Vision Element, adopted in October 2014. Trenton 250's Vision Statement and eight Guiding Principles recognize the role of arts and culture as catalysts of change and central drivers of progress in the city, envisioning:



Trenton First: A Premier Economic and Cultural Center Built on Arts, Industry, and Education

Moving forward. Trenton will:

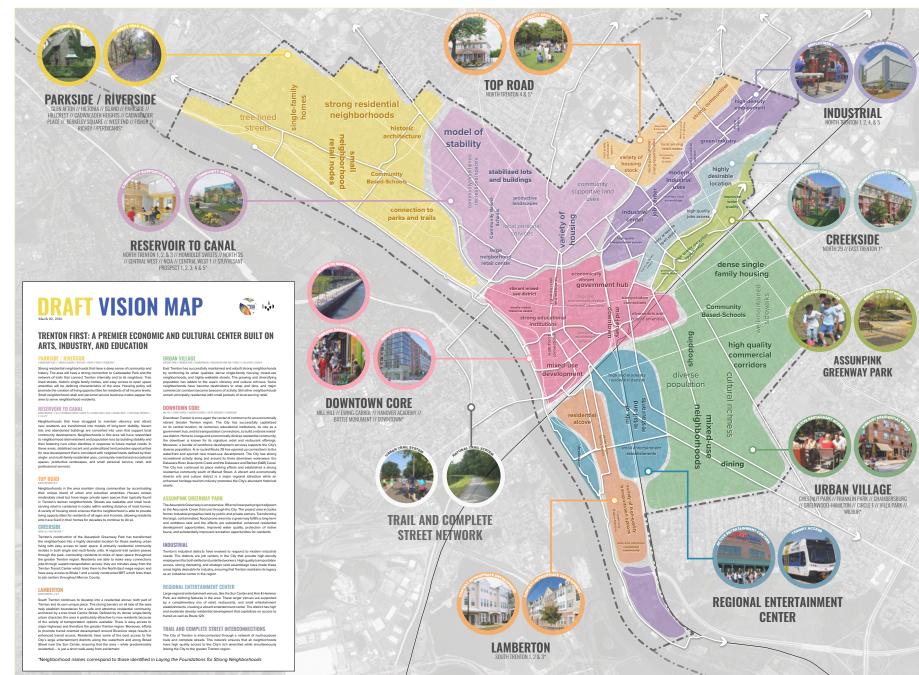
- Foster Social Opportunity and a Vibrant Economy through Education
- Establish a Preeminent Arts and Culture Destination
- Build a Safe City
- Advance Good Governance
- Promote Civic Unity and Pride
- Cultivate a Healthy City
- Reinforce High-Quality Neighborhoods and a 24/7 Downtown Trenton
- Capitalize on Location and Urban Form to Support a Multi-Modal

Transportation Network

The overarching vision statement and supporting guiding principles bolded in the list above speak directly to the goals and strategies proposed in Trenton Arts in Focus. All efforts to implement pieces of Trenton Arts in Focus will mark steps toward achieving the citywide vision.

Phase Two of Trenton250 is currently underway, with seven plan "Elements" in progress, including: Economic Development, Housing, Land Use, Circulation, Environment, Education, and Health. Ultimately, Trenton 250 will function as one unified plan for the city that integrates all issue- or neighborhood-based plans. Trenton 250 will guide change at the citywide scale with policy and program recommendations complemented by district-specific strategies tailored to five distinct districts in Trenton. The Downtown Core is one such district, and the Creative District boundary comprises one pocket or sub-neighborhood within the Downtown Core.

Issue- or neighborhood-based plans with place-based strategies such as those proposed in Trenton Arts in Focus will be incorporated into Trenton 250 through a process of plan adoption or integration, which remains to be defined. Trenton Arts in Focus will likely be the first opportunity to align and integrate a new issue- or neighborhood-based plan with the organizing framework of the city's Comprehensive Master Plan.



IV RECORD OF THE PUBLIC PROCESS

IV RECORD OF THE PUBLIC PROCESS

This chapter of the Appendix contains a record of all of the meetings, interviews, and public workshops hosted over the course of the *Trenton Arts in Focus* planning process, as well as a count and tabulation of all of the surveys received.



Photo Credit: Interface Studio

STEERING COMMITTEE MEETINGS

- October 12, 2015
 6PM at TCNJ, 5 South Broad Street
- November 9, 2015 6PM at TCNJ, 5 South Broad Street
- February 1, 2016 6PM at TCNJ, 5 South Broad Street
- March 7, 2016 6PM at The Conservatory Mansion, 540 E State Street
- March 21, 2016 6PM at The Conservatory Mansion, 540 E State Street

MEETINGS WITH OLD TRENTON NEIGHBORHOOD STAKEHOLDERS

- October 12, 2015 1PM at Pennrose Management, 125A Olive Street
- November 9, 2015 1PM at Pennrose Management,
 125A Olive Street
- January 7, 2016 6PM resident focus group at Pennrose Management, 125A Olive Street

INTERVIEWS

- Dan Aubrey, U.S. 1
- David Austin, DanceSpora
- Marisa Benson, Ellarslie, Trenton Cultural Resource Network, Princeton University
- Dan Brenna, Ajax Management
- Jonathan Conner, SAGE Coalition
- Carol Cronheim, formerly New Jersey Department of State
- Walter Denson, Director of Real Estate, City of Trenton
- Iana Dikidjieva, formerly of Trenton Downtown Association
- Michael Goldstein, HHG Developers
- Jim Gordon, Content Trenton
- · Jon Gordon, Isles, Artist, Advocate
- Aylin Green, Artist, West Windsor Arts Council
- Winifred Howard, Trenton Cultural Resource Network, WWFM JazzOn2
- Lori Johannson, Artist, Champs Bar, Greenwood Farm Market
- Baye Kemit, Egun Omode/The Garvey School
- David Kilpatrick, The Kennedy Center, Any Given Child – Trenton
- Wills Kinsley, Artist, SAGE Coaltion, Z Signs
- Yusef Komunyakaa, Poet
- Marc Leckington, Chief of Housing Production, City of Trenton
- Bruce Lindsay, Integral Sculpture
- Elizabeth Murphy, Creative New Jersey
- Jon Naar Artist

- Lauren Otis, Artist, Artworks
- Diana Rogers, Director of Economic & Industrial Development, City of Trenton
- Tim Rosenblum, Ajax Management
- Michelle Russo, Young Audiences
- Carolyn Stetson, Trenton Cultural Resource Network
- Adam Tecza, Group Melvin Design, Trenton250
- Addison Vincent, Artworks
- Jeff Wilkerson, Principal Planner, City of Trenton
- Andrew Wilkinson, Wilkinson Media

PUBLIC PLANNING WORKSHOPS

- Workshop 1 an interactive visioning session during Art All Day, November 14, 2015 at 141 E State Street
- Remained open the following week, November 16 - 20
- +400 sign-ins
- Workshop 1 Road Show conducted by Isles staff who brought the Workshop 1 activities to the following eight venues to collect additional input:
- Trenton Council of Civic Associations
- North 25
- Rowan Towers
- Mercer Street Friends
- A-Team/Trenton Area Soup Kitchen (TASK)
- Trenton Historic Development Collaborative
- Trenton High Creative Arts Class
- Isles All Staff Meeting
- Workshop 2 a session designed to welcome feedback about strategies and priorities on March 4, 2016 at TrentonWorks Gallery, 5 South Broad
- +85 visitors

For more on Workshop 1, see pages A46-A59. For more on Workshop 2, see pages A68-72.

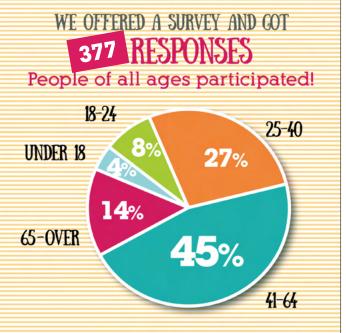
SURVEYS

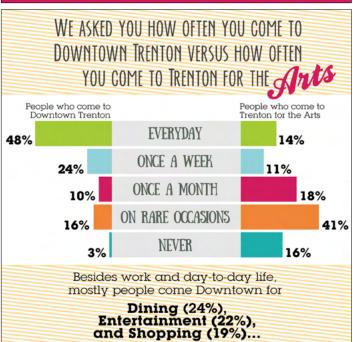
- Replicating the questions posed at the first Public Planning Workshop, for those who missed it
- Available in English and Spanish
- 377 total responses
- 151 completed at the Public Planning Workshop
- 156 completed at a Road Show event
- 70 completed online

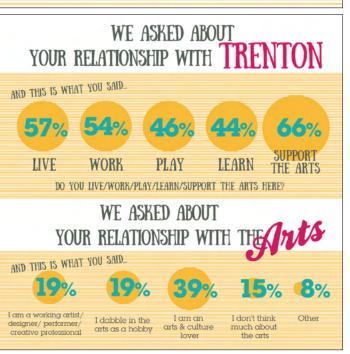
For more on the Survey and results, see pages A60-A67.















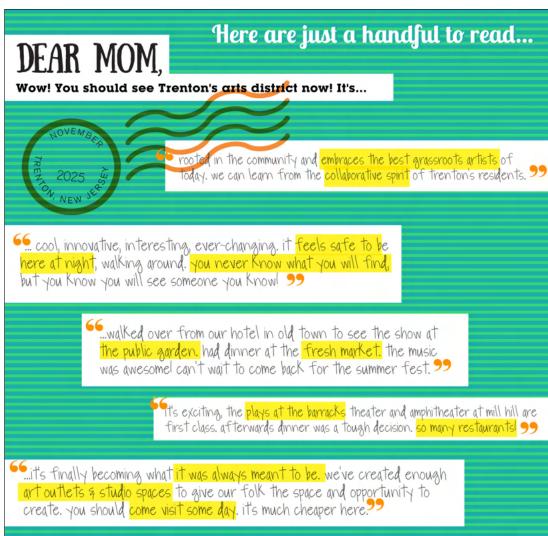
BASED ON THE SURVEY RESPONSES, HERE'S A LIST of all the cool arts and culture-related events and venues that bring people to Trenton already:

ART ALL DAY / ART ALL NIGHT / ARTWORKS / ELLARSLIE (TRENTON CITY MUSEUM) / TRENTON SOCIAL / NJ STATE MUSEUM / PASSAGE THEATRE (MILL HILL PLAYHOUSE) / TRENTON WAR MEMORIAL (PATRIOTS THEATER) / SAGE COALITION / TRENTONWORKS / CAPITOL GREEN / ARTIST STUDIOS / PUNK ROCK FLEA MARKET / GANDHI GARDEN / WEEDMAN'S JOINT / CONSERVATORY MANSION / TRENTON FILM SOCIETY / TERRACYCLE / RESTAURANTS / A-TEAM / OLD BARRACKS / NJ CAPITAL PHILHARMONIC / TRENT HOUSE / LEVITT AMP SUMMER CONCERTS / HISTORIC SITES / CANDLELIGHT / MILL HILL SALOON / CHAMPS BAR / BOYS & GIRLS CLUB / CHAMBERSBURG / OLD MILL NEIGHBORHOOD / SOCIAL RIDE (AND BIKE TOURS) / MCCC ART PROGRAMS / RUN FREE RANCH / TRINITY EPISCOPAL / MASONIC TEMPLE / PORK ROLL FESTIVAL / HERITAGE DAY / TRENTON SUN NATIONAL BANK CENTER / GROUNDS FOR SCULPTURE / CADWALADER PARK / TELL US WHAT WE MISSED...





To read all the postcard vision statements, see pages A52-A53.



Plazin Block
Party
Wisual arts

Pour shared...

Party
Wisual arts

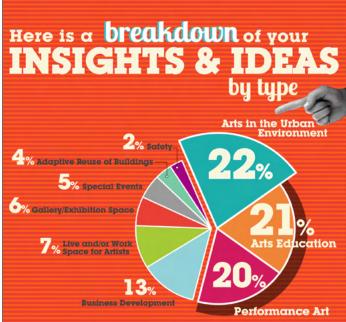
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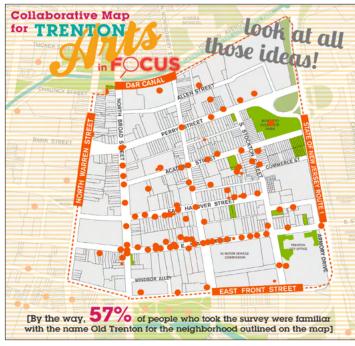


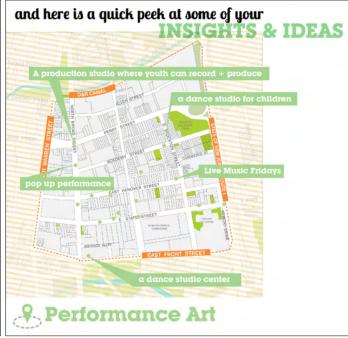
To see all of the big ideas, see pages A54-A55.

To read all of the sitespecific insights and ideas, see pages A56-A59.





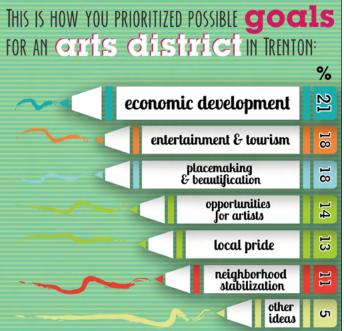












YOU IDENTIFIED **overlaps** AS WELL AS **differences**BETWEEN THE NEEDS OF ARTISTS AND THE NEEDS OF THE NEICHBORHOOD

TO SUPPORT ARTISTS

- _
 - Arts Education for All Ages
- 👍 Affordable Live/Work Space for artists
- ♣ Programs to Support Local Artists
- 👍 Adaptive Reuse of Existing Buildings
- 📥 Studio / production / light manufacturing space

TO SUPPORT THE NEIGHBORHOOD

More businesses, jobs and services



- More events and things to do
- Programs that involve community members 📥
 - Improved public space 📥
 - Creative Public Safety Initiatives

AND FINALLY, YOU SHARED YOUR

CONCERNS and EXCITEMENTS

ABOUT THE CONCEPT

GREATEST CONCERNS

- Real or perceived safety issues
- Lack of support and follow up
- Revitalize with the community, do not displace

MOST EXCITED BECAUSE

- Source of inspiration and new ideas
- Restored vibrancy and beauty in Trenton
 - Opportunity for all, especially youth



POSTCARDS FROM THE FUTURE

#	POSTCARD ENTRY
1	Dear Princeton, Wow! You should see Trenton's arts district now! It's rooted in [the] community and embraces the best grassroots artists of today. We can learn from the collaborative spirit of Trenton's residents. With love, the Ghost of Future Past
2	Dear TCNJ, Wow! You should see Trenton's arts district now! It's AMAZING. All throughout the city there is engaging, thought-evoking, culturally based artwork! Definitely check it out. With love, RLM
3	Dear out of town friends, Wow! You should see Trenton's arts district now! It's alive day and night! Cool, innovative, interesting, ever-changing. It feels safe to be here at night, walking around. You never know what you will find, but you know you will see someone you know!
4	Wow! You should see Trenton's arts district now! They have programs geared for the mobility impaired. They also have a collaborative project incorporating ideas from three different industries! With love, Alberta.
5	Wow! You should see Trenton's arts district now! Walked over from our hotel in Old Town to see the show at the public garden. Had dinner at the Fresh Market. The music was awesome! Can't wait to come back for the summer fest.
6	Wow! You should see Trenton's arts district now! It's more than we could possibly cover this weekend. We ate at great restaurants and finished most of our Christmas shopping at Trenton's museums shops! There was music everywhere, great theater last night and I think we'll come back next weekend for more. With love, Shan
7	Wow! You should see Trenton's arts district now! It's vibrant and world- renowned. You are lucky to be near a city with such creativity, acceptance, and excitement. With love, Raj
8	Wow! You should see Trenton's arts district now! It's so amazing! So many beautiful people came together to create something even more beautiful. Trenton is now more vibrant. It's awesome!

9	Wow! You should see Trenton's arts district now! It's really catering to young, up and coming artists. It's really supportive as they launch their careers.
10	Wow! You should see Trenton's arts district now! It's dope, happening, making \$\$ everyone from its inception five years ago through to today are happy viewing this landscape - happy to be part of your success! Way to go! #sustainedmission
11	Wow! You should see Trenton's arts district now! It's a place where the young are inspired by the seasoned. Everyday we dance, we sing, we write, we protest, we collaborate, we grow, we drink the best coffee together and have led by example. Many cities have followed our inclusive path. With love, Kelly. PS I'm now 75 and we downsized to an amazing apartment with brilliant light. I paint daily. The young help me with my groceries and walking our dog.
12	Wow! You should see Trenton's arts district now! With luck and effort the change has happened and Trenton is alive and vibrant now.
13	Wow! You should see Trenton's arts district now! It's Saturday and you just can't to that Trenton Arts in Focus event. It was ill and inspirational. Hope this inspirational event got your fears turning even more to live out your dreams. Hopefully the New Jersey Nets are back and Trenton is popping.
14	Dear Creative natives of NYC, Wow! You should see Trenton's arts district now! It's finally becoming what it was always meant to be. We've created enough art outlets & studio spaces to give our folk the space and opportunity to create. You should come visit some day - it's much cheaper here.
15	Wow! You should see Trenton's arts district now! Innovative, dynamic, and maybe magical.
16	Wow! You should see Trenton's arts district now! It's full of love, pieces, art, clothes, and of course people. You should stop by when you get the chance. You won't regret it.
17	Wow! You should see Trenton's arts district now! It's exciting, the plays at the Barracks theater and amphitheater at Mill Hill are first class. Afterwards dinner was a tough decision. So many restaurants. Love, Mom.
18	Wow! You should see Trenton's arts district now! So vibrantly colorful and it speaks deeply to life's beauty in you and around you. The very young children are expressively great.
19	Wow! You should see Trenton's arts district now! It's really starting to shape up. As time is going on more art galleries are popping up.
20	Wow! You should see Trenton's arts district now! It's time for you to contribute to your community and join the forces in making a change.
21	Wow! You should see Trenton's arts district now! It's a kick, lively, edgy, unique, a hot bed of creativity. If you're not here, you're nowhere.
22	Wow! You should see Trenton's arts district now! It's coming alive.
23	Wonderful! Lots of exhibits and performances with plenty of beautifully restored living spaces!

24	Such a great place to just wander through at night and be out on the street. There's always someone or something to watch.
25	Alive and happening and helping to change the face of Trenton
26	Finally given us a downtown population after the state workers depart, not to mention a lively place to visit and enjoy. Pottery is no longer just history in Trenton, now we have a place where you can take classes or just book your own time on a kick wheel or one of the smaller electric ones. You know how exciting it seemed when Thomas Edison joined the 19th century townhouse facades and one or two rooms by backing them with a corridor and new construction in the State House block? They've done that on East Hanover, maintaining the look and feel of the original structures but providing a range of modern facilities. So there are small practice rooms that solo musicians and small groups can book, and a larger space with flexible seating where you can listen when they sit in to listen to performers who want to have an audience. Ticketing is part of your membership level, but you can always buy a day or week. Art classes are side by side with studios (both live-in and just workspaces), and there's a great crafting program. There are more galleries now, and more shops. The MCCC fashion program spun off the classes in felting and embroidery and the other old-school skills (button-making!) into shops they set up with some of their graduates. So the shop fronts the class space and you can earn the tuition for classes by working in the shop. That's kept some wonderful artisans here. And some of the specialties have spun off small fabrication businesses. Having so many creative people of different disciplines in a small area has had a big impact. MCCC started a video lab in one of its buildings, and a few donors underwrote the cost of weekend instruction for Trenton middle schoolers. That's been a huge success. Some of the schools give kids iPads and they can do a lot on those, but taking it to another, more professional level at that age has been great to watch. Always new things going on here now.
27	Alive with activities for all ages!
28	An absolute renaissance town!
29	It's amazing with so many different artists in a very SAFE community.
30	As welcoming and supportive to artists of all kinds as any in the U.S maybe the world :)
31	Healthy.
32	Withholding judgment at this point
33	Proved me wrong that it's all about the posers from the suburbs. There are cool things happening by and for the Trenton community with their needs and hopes in mind. Trenton folk have creative vision and the district is inclusive rather than exclusive. Love the great adaptive reuse of the abandoned store fronts and buildings, and there's even a great art house that shows indie films.

34	It is so alive!!
35	Full of interesting people and artists that are creating and exhibiting and making art. There's something happening every night of the week!
36	I'm going rogue here - this site doesn't allow going backwards - I should have added Mill Hill Playhouse to venues that bring me to Trenton.
37	Failing
38	Vibrant, eclectic, and full of life!
39	It is teeming with studios and galleries and small shops all catering to artists and small businesses. It has become a must see spot as the capital of NJ on the river with a historically rich base with the Old Barracks and frequent amazing live performances on the capital grounds with so many festivals and fairs there is something going on almost every week.
40	Already full of interesting mid-career artists with established studios and foundries that rock.
41	Ahead of its time. The range of artistic style is fantastic. Every form of art, whether it is music, dance, poetry or visual is one hundred percent unique. Once abandoned buildings have been restored to their original splendor, and colonial brick alleys uncovered and repaired. The place is abuzz with energy and mutual support. Come here now!
42	An explosion of creativity. Artists from all around the country and world make their way to Trenton as a must see on their lists. The communities have changed from abandoned boarded up buildings to thriving gardens and vibrant colors. So many artists have been discovered right here! Where drugs and violence once ruled, there are now little children being taught by ex addicts how to paint. Crime has gone way down. Neighbors are friendly and inviting to share art styles. It's lovely!!!
43	Clean, beautiful, and full of great art
44	Really happening and fun!
45	A great place to hang nearly every night of the week. Hangouts full of friends taking about art, festivals and events so many weekends, and enough galleries and shops to spend an afternoon. People visiting New Hope for the day have even started coming down!
46	Buzzing with excitement and creativity. Come hear the music, and see the artwork people in the community are presenting.
47	Official!





COLLABORATIVE MAPPING





Card No	DESCRIPTION
1	Online galleries. Events can entice buyers from NYC/Philly but what about the other days of the year? Establish strong online presence for the Trenton art scene. Galleries, promotions, social media, viral videos.
2	Cadwalader Park used to decorate at Christmas. A driving tour where your car lights lit decorations in trees. It was wonderful.
3	TCNJ TrentonWorks at 5 S. Broad has space for arts-based programming and a storefront gallery that is always looking for new opportunities.
4	I would like to see more events at lunch time at the Mil Hill Park like Capitol Market.
5	With the abandoned factories, make into art studios and something for the community who needs a positive light
6	Dance Studio
7	Limited Trust movie
8	A dance studio/center. The city is filled with dancers that are forced to travel to NYC or Philly just to have access to a studio or open space.
9	Musical Street Lights
10	Limited Trust movie
11	More buildings that provide studio space for local artists in the city
12	MCCC, Public Library, Hanover create a learning community with a focus on the arts.
13	Art studio with classes for art instruction and to showcase artwork.
14	See if there's any potential to partner with the State to utilize Old NJN Studio for the arts community
15	Murals throughout the Old Trenton community
16	Food Truck Park where various food trucks regularly help with healthy food desert and create attraction and foot traffic.
17	Promote Fire Museum
18	Pop Up performance
19	Library space as art venue
20	Public Piano
21	Open Space art gallery
22	The Conservatory Mansion has been a functioning conservatory for 80+ years.
23	A production studio where youth can record and produce their own TV show, radio, music, movie, film to express themselves.

26	The Caliber. Pop up cuisine. Test kitchen for restaurant possibilities.
27	Close off traffic street, permanent art location. Display art.
28	Hosting national talent search competition in the Trenton Area.
31	Free art classes
32	Art gallery, photo studio
33	A social awareness building for African American Arts Education
35	More cops and places for the young kids to be for safety reason.
37	Arts and craft
38	Drawing Groups
39	Rollerskating Rink
40	Pocket Public Art Park
41	3D Sidewalk Art
42	Supported organic growth
43	Old buildings can make cool housing and work spaces
44	Central Business Corridor for the Arts District, East State Street. Between Broad + Stockton.
45	Performance space that will leverage MCCC programs, high school and the community.
46	Repair and add more ENVals
47	Dance studio offering open adult dance class: ballet, jazz, latino,etc.
48	More recreational center for kids, dance studios, basketball clubs, music studios
49	Musical lights
50	Arts and Crafts Festival
51	Safe passage from the train station to the art district
52	Music District
53	Art gallery on Bellevue Ave.
54	Gateway to Trenton Arts District
55	After school programs occupy a vacant store for activities for kids.
57	Higher education school for art, theater, music
58	Fashion district
59	Needs help
60	Mural locations at this intersection - Olden and Clinton

61	We should integrate our history with arts because historical knowledge promotes engaged citizenship. Start with murals.
62	Artwork near St. Mary's Assumption Church.
63	Great area but should also look at studios and spaces outside the boundary.
64	Artist Studio
65	TCNJ has this space to help facilitate student involvement in Trenton.
66	A block party consisting of music from various live artist vendors, fashion show on stage and artwork showcase.
68	Include Western boundary
69	Art displayed in storefront windows as part of walking tours downtown.
70	Vision of a vibrant city with many jobs, cultural and art.
71	Kill the parking lots. More contiguous space.
72	Preserve the beautiful historic buildings.
73	Artistic streetscapes and street signs to identify arts district business corridors
74	Skating Rink
75	Wayfinding to arts district from the rail station.
76	Dance Studio
77	BUSie House
78	Poetry Café with music and free wifi
79	Art workshops for adults and also community projects and better media from Mill Hill, Cadwalader Park
80	Performing Arts Day: cookout, block party
81	Music District
82	No borders
83	More freedom sculptures.
84	Develop bike paths on and off city streets. Bike parking
85	St. Mary's Church exposure
86	Creative arts class for children with special needs
87	Apartments converted to artist condos who can purchase within 1-5 years.
88	More opportunities available in our South Trenton District
89	Reopen Marina. Have it operate and have gallery there
90	Wine+cheese art exhibits/gallery, music in Mill Hill Park at lunch time.
91	Farmers market

92	Have music and arts concerts
93	Concerts
94	Citywide art
95	Outside Paint
96	Prehistoric Dinosaur Ārea
97	Game school on West State St.
100	Performing Arts
101	Activate Merchant Street
102	Central Park for the arts community
103	Annual gallery event for clothing designers, photographers, painters.
104	Inspirational messages on walls. A way to express poverty with art hip hop, and culture.
105	Trenton Walk of Fame Footprints
105	Paint vacant buildings and clean grounds
107	Skating Rink
108	Fabric Stores ranging from discount to high end.
109	More music programs in Trenton
110	Art and music for the children that is affordable
111	Live Music Fridays
112	Music café, computer art museum
113	Condemned Building
114	Library
115	Tutoring center along with art and music for ages of 4-15
116	PR music
117	Hair School
118	Art gallery showing, local music artists perform for free that would be a great event for everyone
119	Skating Rink
120	Skating Rink
121	Music venue and ongoing art exhibit
124	Performance art in more unconventional spaces
125	Jazz Club
126	Music District

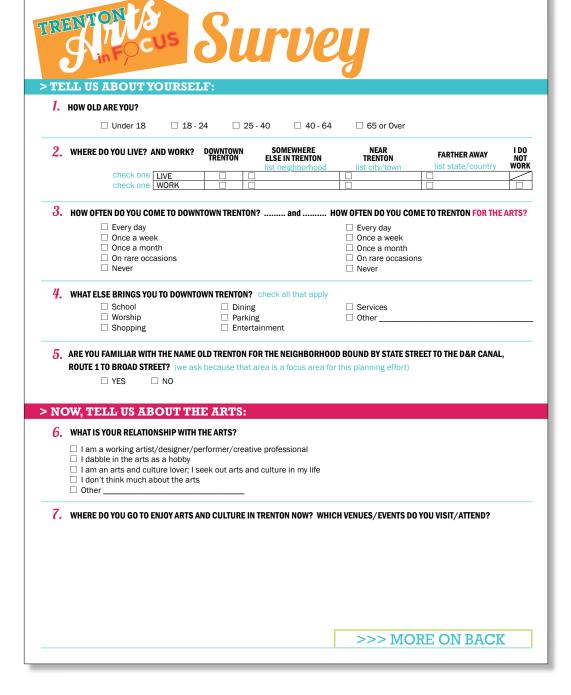
128	More spoken word that educates the surrounding
129	Jazz Festival on the street
130	Arts in the community is very important.
132	Music, Poetry
133	Reopen as industrial arts space (220 Allen St)
134	Jobs learning center
135	Eliminate Weedman's joint.
136	Sculptures
137	Promote youth involvement through school integration into a broader arts BUSement.
137	Trenton Pops Building
139	Rehabbed, low-cost, low rent buildings for homeless.
140	Mill Hill district has been forgotten
141	More community centers like Shiloh
142	Arts / craft
143	Jobs
144	Dance Studio
145	Dance Studio
146	Artist Studio
147	Dance Studio for children: jazz, hip hop,
148	More arts programming after the age of 13
150	Programs for children under the age of 13.
151	Culture Library
152	Anything that can and will stimulate the minds of the youth.
153	Jazz, study area, photos
155	Sonny's music studio on Hanover St.
156	Regular cleanups for Trenton. Accountability of all dilapidated buildings.
157	Police Station
158	Cleanup Market Street from Greenwod Avenue
	Formula the out district to include the Mill IIII over
159	Expand the art district to include the Mill Hill area
159 160	Free art Painting

162	Library as community hub like it was
163	Bakery, food store, small coffee shop
164	Summer events that target families better use of parks
165	Small companies
166	More activities.
167	Build a youth center.
168	Stereograms
169	Memorial for Native Americans.
170	Housing for Artists
171	Housing for artists, outdoor gathering spaces, policing, galleries, open exhibits, dog park
172	Be inspired
173	Bus people in from Princeton and other nearby towns
174	Preserve the Belgium block and history of the Revolutionary War
175	Storytellling to children
176	Art in the Park where different artist show off their work at farmers market at Mill Hill Park
177	Need more live music and arts in public places
178	The Stadium draws outsiders
188	Poetry Club, sister to sister program
189	A room full of small gallery with all empty canvases
190	A movie theater
191	Theater
192	Quilt and fabric store
193	Coffee house for music and poetry
194	Incorporate preservation of historic buildings
196	Include state workers as potential artists.
197	Build affordable live/work space for artists
198	Help teens better themselves by giving them music, shopping and bible study.
200	A jazz venue and record store
201	Post inspirational mantras on abandoned buildings to encourage and uplift people through the power of word

268	Tutor programs
269	Art workshops
223	Housing for artists working in local studios
224	Rental housing above storefronts
225	Store for art supplies
227	Vinyl Store
228	Art and music studio for lessons
229	Artist housing
232	Writing Center with computer access for graphic arts and gaming design
233	Music store for instruments and song books
234	Movie Theater
279	Poetry Slams
281	Spoken word café
261	Art gallery and public art display
278	Drive in movies

APPENDIX: TRENTON ARTS IN FOCUS

THE SURVEY: ONLINE & HARD-COPY ENGLISH & SPANISH



	WHAT KINDS OF OPPORTUNITIES/EXPERIENCES WOU select 5	LD BRING YOU T	O AN ARTS DISTRICT	TO SUPPORT THE ARTS MORE OFTEN?
	☐ Music	☐ Design		☐ Creative Streetscape
	□ Dance	☐ Design	lia	☐ Networking Events
	☐ Theater	☐ Storytelling		☐ Independent Retail
	☐ Visual Art (galleries/openings)	☐ Classes and		☐ Entertainment
	☐ Literary Events (readings, poetry slams)	☐ Festivals ar		☐ Restaurants / Coffee Shops
	☐ Film Viewings		Community Events	☐ Activities for Kids
	☐ Fashion	☐ Urban Agric	culture	☐ Other
	☐ Culinary Arts	☐ Public Art		
9.	WHAT TYPES OF PROGRAMS/INVESTMENTS WOULD Y	OU LIKE TO SEE I	N AN ARTS DISTRICT	TO SUPPORT ARTISTS?
	☐ Studio/Production/Light Manufacturing S	pace	☐ Arts Education	for All Ages
	□ Rehearsal/Performance Space		 Programs to Su 	pport Creative Entrepreneurs
	☐ Affordable Live/Work Space for Artists		☐ Adaptive Reuse	of Existing Buildings
	☐ Cooperative Work Space with Shared Tool	ls/Technology	☐ New Construction	on
	☐ Programs to Support Local Artists	,	☐ Branding and M	
	☐ Artists Residencies for Non-Local Artists		Other	
0.	WHAT TYPES OF PROGRAMS/INVESTMENTS WOULD Y		N AN ARTS DISTRICT	TO SUPPORT THE LOCAL COMMUNITY?
	for example, the Old Trenton Neighborhood; again, se	elect 3		
	□ New Housing		☐ Improved Public	Space (ex. lighting, beautification, etc.
	☐ Facade Improvements			e Programs for Community Members
	□ Creative Public Safety Initiatives			
	•		☐ Training and Apprenticeship Opportunities	
	 More Businesses, Jobs, and Services 		Other	
	 ☐ More Businesses, Jobs, and Services ☐ More Events and Things to Do 		☐ Other	
11.		RTS DISTRICT IN		
11.	☐ More Events and Things to Do		TRENTON?	
	More Events and Things to Do DO YOU HAVE ANY CONCERNS ABOUT CREATING AN AI WHAT EXCITES YOU MOST ABOUT THE OPPORTUNITY TO DO YOU THINK AN ARTS DISTRICT IN TRENTON WILL BE	O START AN ART	TRENTON?	
12.	☐ More Events and Things to Do DO YOU HAVE ANY CONCERNS ABOUT CREATING AN AI WHAT EXCITES YOU MOST ABOUT THE OPPORTUNITY T	O START AN ART	TRENTON?	
2.	More Events and Things to Do DO YOU HAVE ANY CONCERNS ABOUT CREATING AN AI WHAT EXCITES YOU MOST ABOUT THE OPPORTUNITY TO DO YOU THINK AN ARTS DISTRICT IN TRENTON WILL BE	O START AN ART	TRENTON? S DISTRICT IN TRENT	
2.	☐ More Events and Things to Do DO YOU HAVE ANY CONCERNS ABOUT CREATING AN AI WHAT EXCITES YOU MOST ABOUT THE OPPORTUNITY TO DO YOU THINK AN ARTS DISTRICT IN TRENTON WILL BE ☐ YES, here's why:	O START AN ART	TRENTON? S DISTRICT IN TRENT	
2.	More Events and Things to Do DO YOU HAVE ANY CONCERNS ABOUT CREATING AN AI WHAT EXCITES YOU MOST ABOUT THE OPPORTUNITY TO DO YOU THINK AN ARTS DISTRICT IN TRENTON WILL BE YES, here's why: MAYBE, here's what would need to happen to make	O START AN ART	TRENTON? S DISTRICT IN TRENT	

SURVEY RESULTS

TELL US ABOUT YOURSELF

	Art All Day - 11/14		1-week	1-week exhibit		l Outreach	TOTAL	
How old are you?	#	%	#	%	#	%	#	%
Under 18	8	12%	1	1%	19	9%	28	8%
18-24	9	13%	9	11%	11	5%	29	8%
25-40	20	29%	29	35%	43	21%	92	25%
41-64	27	39%	35	43%	94	46%	156	43%
65 - Over	5	7%	8	10%	37	18%	50	14%
Where do you live?	#	%	#	%	#	%	#	%
Downtown Trenton	12	19%	29	41%	16	8%	57	17%
Somewhere else in Trenton	11	17%	25	35%	91	46%	127	38%
Near Trenton	36	56%	16	23%	74	37%	126	38%
Farther Away	5	8%	1	1%	18	9%	24	7%
Where do you work?	#	%	#	%	#	%	#	%
Downtown Trenton	18	33%	35	65%	54	32%	107	47%
Somewhere else in Trenton	4	7%	5	9%	32	19%	41	18%
Near Trenton	18	33%	3	6%	38	23%	59	26%
Farther Away	7	13%	0	0%	12	7%	19	8%
Do not work	8	15%	11	20%	32	19%	51	
How often do you come to	#	%	#	%	#	%	#	%
Downtown Trenton?								
Everyday	22	35%	55	74%	82	41%	159	48%
Once a week	15	24%	11	15%	53	30%	79	24%
Once a month	12	19%	2	3%	20	10%	34	10%
On rare occasions	13	21%	6	8%	35	16%	54	16%
Never	1	2%	0	0%	7	3%	8	2%

SURVEY RESULTS

TELL **US ABOUT YOURSELF**

* Percentages do not add up to 100 because participants were invited to select more than one response.

	Art All I	Day - 11/14 1-week exhibit		Additiona	l Outreach	TOTAL		
How often do you come to Trenton for the arts?	#	%	#	%	#	%	#	%
Everyday	4	7%	16	31%	24	13%	44	15%
Once a week	4	7%	1	2%	25	14%	30	10%
Once a month	20	36%	7	14%	23	13%	50	17%
On rare occasions	21	38%	16	31%	77	42%	114	39%
Never	6	11%	11	22%	34	18%	51	18%
*What else brings you to Downtown Trenton? (check all that apply)	#		#		#		#	%
School	9	15%	11	15%	17	10%	37	12%
Worship	2	3%	7	9%	18	10%	27	9%
Shopping	9	15%	42	56%	59	33%	110	35%
Dining	30	48%	33	44%	72	41%	135	43%
Parking	5	8%	3	4%	6	3%	14	4%
Entertainment	31	50%	28	27%	65	37%	124	39%
Services	7	11%	18	24%	41	23%	66	21%
Other	18	29%	4	5%	33	19%	55	18%
Are you familiar with the name Old Trenton for the neighborhood bound by state street to the D & R Canal, Route 1 to Broad Street?	#	%	#	%	#	%	#	%
Yes	27	41%	45	59%	118	59%	190	55%
No	39	59%	31	41%	83	41%	153	45%
What is your relationship with the arts?	#	%	#	%	#	%	#	%
I am a working artist/ designer/ performer/ creative professional	12	14%	21	24%	36	18%	69	19%
I dabble in the arts as a hobby	20	23%	21	24%	31	16%	72	19%
I am an arts & culture lover; I seek out arts & culture in my life	43	49%	33	38%	68	35%	144	39 %
I don't think much about the arts	5	6%	11	13%	44	22%	60	16%
Other	8	9%	2	2%	18	9%	28	8%

Where do you go to enjoy arts and culture in Trenton now?

Which venues/events do you visit/attend?

218 out of 377

participants answered this question. The top seven responses were:

Art All Day / Night
Artworks
Passage / Mill Hill Theatre
Ellarslie + Trenton City Museum
Trenton Social
NJ State Museum
War Memorial

Counts:

29% 26% 17%

> 16% 13% 11%

Art All Day / Night	63	Both Hands	4	Heritage Day	1
Artworks	57	Gandhi Garden	3	Bike Tours	1
Passage / Mill Hill Theatre	36	TerraCycle	3	Dunch Gallery	1
Ellarslie + Trenton City Museum	35	Trinity Episcopal	3	SLOW ART	1
Trenton Social	34	Pork Roll Festival	3	Integral Sculpture	1
NJ State Museum	29	Cadwalader Park	3	DanceSpora	1
War Memorial	24	Trenton Film Society	2	Pearl Street	1
SAGE / 219 / Windows of Soul	15	Restaurants	2	Friends Meetinghouse	1
A-Team	11	The New Jersey Capital Philharmonic		Cast Iron Collective	1
Trenton Works Gallery	9	Orchestra	2	Abominog	1
Old Barracks	9	Social Ride	2	Classics	1
Candlelight Lounge	8	MCCC art programs	2	Casa Cultura	1
Punk Rock Flea Market	7	Masonic Temple	2	American Pride Festival	1
Levitt Amp Summer Concerts	7	Sun Center	2	Puerto Rican Parade	1
Capitol Green	6	Grounds for Sculpture	2	Lawrenceville	1
William Trent House	6	HIVE	2	Hamilton	1
Artists studios	5	Orchid House	2	Circus Squad	1
Conservatory Mansion	5	Historic Sites	1	Capital City Food Truck	1
Champs Bar	5	Boys & Girls Club	1	Trenton Thunder	1
Roebling Wireworks	5	Chambersburg	1	Poetry night	1
Weedman's Joint	4	Mill Hill Neighborhood	1	Shiloh Baptist Church	1
Patriots Theater	4	RunFreeRanch	1	Rho	1
Mill Hill Saloon	4	Wyndham Hotel	1		

SURVEY RESULTS

TELL US ABOUT THE ARTS

* Percentages do not add up to 100 because participants were invited to select more than one response.

	Art All Day - 11/14		1-week	1-week exhibit		l Outreach	TOTAL	
*What kinds of opportunities / experiences would bring you to an arts district to support the arts more often? (select 5)	#	%	#	%	#	%	#	%
Music	40	63%	54	73%	150	77%	244	74%
Theater	32	51%	41	55%	121	62%	194	59%
Restaurants / Coffeeshops	31	49%	39	53%	98	51%	168	51%
Visual Art	34	54%	33	45%	100	52%	167	50%
Dance	19	30%	43	58%	103	53%	165	50%
Festivals and Art Markets	30	48%	31	42%	96	49%	157	47%
Entertainment	23	37%	35	47%	88	45%	146	44%
Culinary Arts	22	35%	41	55%	73	38%	136	41%
Art-based community events	26	41%	21	28%	84	43%	131	40%
Film Viewings	28	44%	29	39%	62	32%	119	36%
Classes and Workshops	20	32%	34	46%	63	32%	117	35%
Public Art	24	38%	31	42%	62	32%	117	35%
Fashion	10	16%	40	54%	57	29%	107	32%
Literary Events	16	25%	28	38%	48	25%	92	28%
Urban Agriculture	16	25%	23	31%	53	27%	92	28%
Creative streetscape	22	35%	22	30%	44	23%	88	27%
Activities for kids	9	14%	28	38%	51	26%	88	27%
Design	13	21%	29	39%	37	19%	79	24%
Independent Retail	12	19%	27	36%	33	17%	72	22%
Networking Events	14	22%	20	27%	36	19%	70	21%
Digital Media	14	22%	21	28%	25	13%	60	18%
Storytelling	10	16%	22	30%	27	14%	59	18%
Other	4	6%	0	0%	5	3%	9	3%

TELL US ABOUT THE ARTS

* Percentages do not add up to 100 because participants were invited to select more than one response.

	Art All Day - 11/14		1-week	1-week exhibit Ad		Additional Outreach		TAL
*What types of programs / investments would you like to see in an arts district to support artists? (select 3)	#	%	#	%	#	%	#	%
Arts Education for All Ages	34	57%	49	69%	122	63%	205	63%
Affordable Live/Work Space for artists	37	62%	40	56%	107	55%	184	56%
Programs to Support Local Artists	28	47%	38	54%	94	48%	160	49%
Adaptive Reuse of Existing Buildings	32	53%	33	46%	87	45%	152	47%
Rehearsal/Performance Space	18	30%	29	41%	86	44%	133	41%
Studio / production / light manufacturing space	17	28%	37	52%	73	37%	127	39%
Programs to Support Creative Entrepreneurs	20	33%	26	37%	72	37%	118	36%
Cooperative Working Spaces with Shared Tools/Technology/Resources	22	37%	24	34%	69	35%	115	35%
Artists Residencies for Non-Local Artists	13	22%	24	34%	54	28%	91	28%
Branding and Marketing	15	25%	22	31%	36	18%	73	22%
New Construction	4	7%	21	30%	33	17%	58	18%
Other	4	7%	1	1%	5	3%	10	3%
*What types of programs / investments would you like to see in an arts district to support the local community? (select 3)	#	%	#	%	#	%	#	%
More businesses, jobs, and services	26	45%	48	66%	134	69%	208	64%
More events and things to do	31	53%	51	70%	114	59%	196	60%
Arts and culture programs for community members	23	40%	41	56%	107	55%	171	53%
improved public space (ex. Lighting, beautifications)	27	47%	36	49%	101	52%	164	50%
New Housing	14	24%	44	60%	93	48%	151	46%
Creative Public Safety Initiatives	23	40%	36	49%	86	44%	145	45%
Training and apprenticeship opportunities	22	38%	39	53%	82	42%	143	44%
Façade Improvements	18	31%	24	33%	67	35%	109	34%
Other	5	9%	0	0%	8	4%	13	4%

SURVEY RESULTS

SURVEY RESULTS

Do you have any concerns about creating an arts district in Trenton?

Below are the top concerns by community members:

- 1 Real or perceived safety + comfort after dark
- 2 Long-term sustainability / Actually be effective for the community in the future / Getting the word out and staying interested
- 3 City is not able to support / Questionable leadership / competition for funding
- Displacement of the current community. Gentrification.
- No support for a local business economy. Employment. Patrons.
- · Engage the community as a whole. Integration with existing community.
- Increase the Trenton downtown area for the youth.
- Bad rep of Trenton. No one will come.
- · Vacancy. Convert unused old buildings.
- · Parking.
- · Bring the theater district back.
- · Individuals with disabilities.

What excites you most about the opportunity to start an arts district in Trenton?

These are the top reasons to be excited.

- 1 Attractiveness of the city. Make the city exciting + vibrant. Improve the quality of life of community members and their families. Physical changes + neighborhood beautification.
- 2 New ideas. Being inspired. Have something to do. New people. New talent. New art. New exposure.
- 3 Our capital city living up to expectations. Love and support from the residents of Trenton. Transforming Trenton's bad rep. Building on a new revival. Local pride.
- · Art brings prosperity to cities. New Industry. New opportunity and new businesses. Economic development / Job opportunity.
- Potential for investment in the community. More funding for Trenton's progress.
- · Educating youth about / through the arts. Give them new outlets other than crime. Self expression.

Do you think an arts district in Trenton will be successful? Why?

YES! - 63%

We have the talent. We have dedicated people.

People will come.

Artists in Jersey need a platform.

It's an affordable city with an already existing art scene.

People need a place to be inspired.

Feel ownership of making something happen.

Everyone can relate to art.

Maybe - 31%

Safety, Protection, the City supporting in a major way.

Need financial backing to be sustainable.

Need to have critical mass.

Businesses need support to thrive first.

Reestablishing a thriving middle class in Trenton won't

Possible, but not without local artists' input, planning and benefit.

As long as the City funds artists.

Change stigma of city.

No - 6%

That it will start then end due to lack of vision and money.

Funding and sustainability.

Kids nowadays aren't interested.

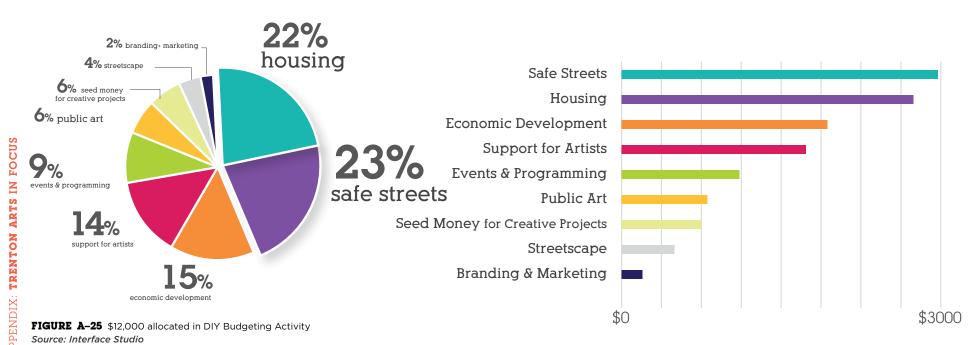
WORKSHOP 2 SUMMARY, INCLUDING ONLINE INPUT

Take a set of play money.



Help us spend it wisely in the categories you think are most important. You can spread your money across different categories or spend it all in one place.





WORKSHOP 2 SUMMARY, INCLUDING ONLINE INPUT

For this exercise, participants received three stickers, which they could deploy as thumbs up or thumbs down to vote for or against creative precedents from other Trenton neighborhoods or other cities.

In total, we received 561 sticker votes, and 94% of the results were thumbs up, reflecting people's enthusiasm for the range of ideas. Due to the number of options, the results were diffuse, with few clear winners and instead general support for creative interventions in the District.

THUMBS UP! THUMBS DOWN?



Open mic night	9%
Block Party	8%
Art Walk	8%
Playful Playgrounds	7%
First Fridays	7%
Food Truck Rally	6%
Art Workshops	6%
Sign Restoration	6%
Scavenger Hunt	5%
Pop-Up Shops	5%
Planter Seating	5%
Mural Making	5%
Crosswalk Murals	4%
Up-lit buildings	4%
Storefront Gallery	4%
Iconic Gateway	4%
String Lights	4%
Lit Sculpture	4%



List of Strategies

1	Update the arts, culture,
	and creative inventory
2	Build a website to share the results of the
	Creative Census and more
3	Consolidate and maintain
	a central creative calendar
4	Develop open source
-	branding
F	Join the Statewide arts
5	advocacy conversation
	advocacy conversation
6	Support the Citywide arts
	advocacy conversation
7	Foster a full-service community for artists
	and creative entrepreneurs
8	Develop a welcoming and supportive
	creative community
9	Integrate the arts in all aspects
	of programming and development
10	Offer financial incentives
-10	to strengthen the appeal
11	Connect practicing artists
	with arts education providers

12	Make the Creative District safe ,						
	first and foremost						
13	Re-establish a homebase for the arts on						
	Hanover; then explore the feasibility of						
	satellite sites						
14	Welcome residential development to restore						
	critical mass in the Creative District						
15	Expand programming to integrate creativity						
	into needed social services						
16	Infuse commercial corridors with creative						
energy, starting with East State Street							
17	Populate the public realm with art						
18	Establish physical connections						
	with nearby institutions						
19	Integrate art in the parks at the perimeters						
	to draw people in						
20	Strengthen physical connections						
	between arts and culture destinations						
21	Encourage arts exploration						
	of Trenton's assets						

WORKSHOP 2 SUMMARY, INCLUDING ONLINE INPUT

Trenton STILL Makes (Citywide Strategies)

Strategy	1	2	3	*4	**5	***6	****7	*****8
				# of res	ponses			
Which strategy is most important?	12	12	6	1	4	8	2	10
What would you do first?	10	9	5	1	2	6	3	7

CONCERNS

"Not enough cultural arts in Trenton."

"Getting buy-in from both local and broad community both critical."

"Keeping a clear eye on existing things that could be ample."

"Public and government may prefer to put funding into direct service to population rather than arts."

"Keep in mind the websites, calendars, and planning, interest groups that already exist."

"A lot of this seems it is for non-Trentonians."

"Involvement of the youth."

"Publicizing and building public trust might be the biggest hurdle."

"Keep people focused."

"It is imperative that the community owns this process from start to finish, and instead this entire process has been owned, branded and guarded. You are acting as gatekeepers, and restricting access to this project, which is being represented as a singular representation of Art in the city. The more boundaries you draw, the more you create a

branding boundary that people are either in or out of, the more you will damage the arts community not support it. By looking outward to draw in an artist's market, you will create further divide between Trenton artists that your organizations are unaware of and the ones you preference for subsidy and benefit within the district. DO NOT brand this. Do not take all the work to own and do yourselves and place your name and stamp on it. You will create animosity and divisions."

"My concern is that you are picking one or two of these things. Most of these concepts are basic things and should be done together."

IDEAS

"Work with Trenton school district."

"Beacons."

"Free outdoor concerts."

"Update the arts and culture inventory."

"Figure out how to reach people through non traditional means."

"Showcase for local music."

"Use technology for outreach about different art genres."

"Keeping things personal and as local as possible can help with getting people to trust us. The same faces at events and surveys introducing new people, etc."

"Show art work to Trenton schools and ask students if they want to join."

"People seem to love competitions."

"Start with after school programs."

"Literary Center."

"Make this plan permeable. Create a structure by which it can change, and be fluid as people continue to hear about it for the first time, let them also participate. Create a tax for consumption based businesses in the district (anything but artists themselves and existing residents), and take a percentage (10-15) of all funding you receive through this district and its plan. and allocate the funds form that tax to supporting artistic activities and spatial improvements outside the district. Do not own the process of planning how those funds are spent. Allow it to be used to match other funding opportunities people outside the district apply for to support artistic activity elsewhere so they can build connections to the district from where they are. Fund transportation that will take people along these routes. And for god's sake,

*former Strategy 4 is now Strategy 21.

**former Strategy 5 is now Strategy 4.

*** former Strategy 6 is now Strategy 20.

**** former Strategy 7 is now Strategy 5.

***** former Strategy 8 is now Strategy 6.

stop focusing on visitors, look toward Trenton's neighborhoods and figure out how they can be encouraged to go downtown. For half a century money has been pumped into the same organization and the same blocks downtown to woo visitors and it hasn't worked. Find out what people who live in Trenton's neighborhoods want for the downtown, not just what people who visit Trenton or who live in Mill Hill and the West Ward want, ONLY SPEND MONEY TO HIRE RESIDENTS. Do not hire outside entities. Otherwise, you are just repeating the mistakes of the past. If you don't like the artwork of Trenton's artists enough to let them design the artistic spatial elements, then your whole effort will be noticeably hypocritical and lose credibility."

"The arts district should offer housing and workspace to qualified artists. Tax incentives, subsidized rents and loan assistance to purchase properties should be examined."

WORKSHOP 2 SUMMARY, INCLUDING ONLINE INPUT

Make Your Art Here

Recommendation	*9	**10	***11	****12	****13
Which strategy is most important?	24	7	10	8	10
What would you do first?	10	6	15	10	8

- *former Strategy 9 is now Strategy 7.
- **former Strategy 10 is now Strategy 10.
- *** former Strategy 11 is now Strategy 9.
- **** former Strategy 12 is now Strategy 10.
- ***** former Strategy 13 is now Strategy 11.



Photo Credit: Interface Studio

CONCERNS

"Yes, seems like we want to bring new artists which is fine but let's support the ones that live here for years."

"Make Trenton financially and practically appealing."

"Safety being perceived by artists as a concern."

"Being really conscious of overall artist population and needs and of space management difficulties."

"That if the youth do not get involved the arts in Trenton will not flourish and continue."

"Main concern is that in trying to get more artists, that locals will lose art."

"How do you get the artists to stay longterm?"

"Raising funds."

"Don't push people out of where they live. Much housing move black and brown people."

"Needs to be implemented in schools."

"We need concrete examples of how we value and treat artists to inspire more to come here."

"How fast can people spread the word. And will it happen soon."

"Getting the word out, communication."

"Several of these strategies need to be done at the same time. Picking one doesn't seem to make sense."

IDEAS

"Collective co-op housing."

"Temporary out of town artists in residencies."

"Affordable live/work space with places to show and perform work is essential to move things forward."

"Stop focusing outside Trenton. Support who is here first, and let them own this. How are you going to choose who gets contracts to do this work? Engage the public in answering this question and design how you will mediate decisions like this moving forward in a way that doesn't place the decision making power in the hands of just a few people."

WORKSHOP 2 SUMMARY, INCLUDING ONLINE INPUT

Creek to Canal Creative District

Recommendation	*14	**15	***16	****17	*****18	*****19	******20
			#	of respon	nses		
Which strategy is most important?	27	5	4	6	1	2	2
What would you do first?	15	8	4	7	4	0	3

CONCERNS

"Unsafe."

"Give credit to SAGE Coalition for making 219 what it is today."

"Where will Uncle Al Live? Actually making the whole thing work for people in the rooming houses for Uncle Al and other homeless folks, etc is key. The current list of strategies would push them away, incarcerate them, etc. The reason things worked as well as they did on East Hanover really was that the arts community and a lot of the interventions were inclusive for all that have fallen down the cracks. I recall an amazing concert in the Gandhi Garden that had everyone - tough ladies, addicts, artists, people from the region, and that was awesome. Some of the shinier interventions either don't want, wouldn't work with, or ignore the marginalized folks on the ground. We have to have an explicit focus on what happens to Uncle Al and Timmy and all."

"Displacement and disenfranchisement of local community."

"Neighborhood resistance may be a factor."

"I would ask/encourage local business to sponsor art."

"Too many drug dealers."

"Do not displace. Well intentioned but can get quickly out of control."

"Public damage."

"14 will probably the most timeconsuming and expensive part of the entire plan. Worth it, but hard."

"How would you have people interact during this event."

"Streets need to be striped and crosswalks."

"Misunderstanding of gentrification."

IDEAS

"Disrupt drug activity all through Downtown not just Hanover."

"Artist series in Mill Hill Amphitheater."

"Week long events at various artistic venues."

"Trenton's demographic is largely Latino and African American. Diversity in the program is key in the management side. Make sure to have people of color in managing and hosting these events. People will gravitate more and feel more welcomed if someone of color is helping organizing their events."

"Maybe we could do an art tour of Old Trenton to build excitement."

"Shed the dangerous image with police presence and beautification."

"Create an art project to upgrade Old Trenton."

*former Strategy 14 is now Strategy 12.

**former Strategy 15 is now Strategy 13.

*** former Strategy 16 is now Strategy 14.

**** former Strategy 17 is now Strategy 16.

***** former Strategy 18 is now Strategy 17.

****** former Strategy 19 is now Strategy 18.

******* former Strategy 20 is now Strategy 19.

"We need more community gardens and food trucks and making Trenton a 24 hour city."

"All the ideas above are exciting and would love to see this list implemented and involve our youth talent."

V ARTS DISTRICT **CASE STUDY RESEARCH**

V ARTS DISTRICT CASE STUDY RESEARCH

The Steering Committee reviewed and discussed eight case studies of arts districts across the country. The purpose of the research was to share best practices and stimulate debate about the pros and cons of district boundaries – fixed or permeable, and of different shapes and sizes.

Additional precedents researched by community partners leading up to the Trenton Arts in Focus process include:

BISHOP ARTS DISTRICT DALLAS, TX

CENTER FOR CULINARY ENTERPRISES PHILADELPHIA, PA

CHICAGO CULTURAL PLAN 2012 CHICAGO, IL

CHINATOWN NORTH-PEARL STREET PHILADELPHIA, PA

COLORADO CREATIVE DISTRICTS

COLUMBUS ART DISTRICT COLUMBUS, IN

FOREST PARK FOREVER ST. LOUIS, MO

GATEWAY ARTS DISTRICT RT. 1, MD

GLASSTOWN ARTS DISTRICT MILLVILLE, NJ

GORDON SQUARE ARTS DISTRICT CLEVELAND, OH

HENNEPIN CULTURAL DISTRICT MINNEAPOLIS, MN

JERSEY CITY POWERHOUSE JERSEY CITY, NJ

LINCOLN PARK COAST CULTURAL DISTRICT NEWARK, NJ

MURAL ARTS PROGRAM PHILADELPHIA, PA

NEXTFAB PHILADELPHIA, PA

PARKWAY MUSEUMS DISTRICT PHILADELPHIA, PA

PROJECT ROW HOUSE HOUSTON, TX

RIVERVIEW ARTS DISTRICT JERSEY CITY, NJ

THE VILLAGE OF ARTS AND HUMANITIES PHILADELPHIA, PA

case studies	LOCATION	POPULATION 2013	SIZE of district (acres)	Relationship TO DOWNTOWN	DISTANCE TO NEAREST CITY	TYPE	STRUCTURE	WHY IS IT INCLUDED?
WYNWOOD WALLS	MIAMI, FL	417,650 (pop. of Miami)	646	removed	N/A	street art, entertainment, tourism	Wynwood Arts District Association (WADA) (non- profit)	arts district as destination; street art mecca
RICHMOND ARTS & CULTURAL DISTRICT	RICHMOND, VA	214,114 (pop. of Richmond)	260	within	110 mi to DC	place-based economic development, revitalization	Economic and Community Development (City) + ArtBusiness Richmond (city fund)	capital city, inclusive boundaries with incentives targeted in sub-district
SHORT NORTH ARTS DISTRICT	COLUMBUS, OH	822,553 (pop. of Columbus)	166	adjacent	N/A	arts-based revitalization; live, work, play, with art	Short North Alliance (non- profit) + Special Improvement District (SID)	neighborhood once very distressed turned around through grassroots efforts by artists
SALT DISTRICT	SYRACUSE, NY	144,669 (pop. of Syracuse)	158	adjacent	250 mi to NYC; 90 mi to Rochester	community / neighborhood based; holistic approach	PPP: Syracuse University + Near West Side Initiative (non-profit)	partnerships, infill + rehab within historic area, emphasis on community revitalization
STATION NORTH ARTS DISTRICT	BALTIMORE, MD	622,104 (pop. of Baltimore)	111	adjacent	N/A	entertainment / tourism	Station North Arts And Entertainment District Inc. (arts organization)	diversity in business mix, placemaking
CREEK TO CANAL CREATIVE ZONE	TRENTON, NJ	84,349 (pop. of Trenton)	165	within	30 mi to Philly; 60 mi to NYC	-	-	-
PENN AVE ARTS DISTRICT	PITTSBURGH, PA	305,841 (pop. of Pittsburgh)	52	removed	250 to Baltimore	economic development	Penn Avenue Arts Initiative (non- profit)	corridor improvement initiative, special programs
WORCESTER ARTS DISTRICT	WORCESTER, MA	182,544 (pop. of Worcester)	48	adjacent	40 mi to Providence; 50 mi to Boston	economic development	Arts District Task Force + City of Worcester (public/ private partnership)	gateway to downtown, retail corridor, and entertainment, all in one
WATERLOO ARTS DISTRICT	CLEVELAND, OH	390,113 (pop. of Cleveland)	41	removed	140 mi to Columbus	placemaking, artists living in neighborhood	Northeast Shores Development Corporation (non-profit) & Community Partnership for Arts & Culture (Arts Org)	transplanting artists, housing, economic development, art as key to community health





7,277 (2010)

(pop of Wynwood neighborhood)



within: Miami



Wynwood neighborhood



district size: 646 acres



http://www.wynwoodmiami.com/about.php

WYNWOOD WALLS MIAMI, FL

IDEA

Former manufacturing warehouses transformed as canvases for world class street art and converted into studio space to establish an identity for the arts district.

PROGRAM

The Wynwood Walls project invited 18 artists from around the world to install murals. This art piece became the heart and soul of the Wynwood Art District.

POLICIES

Established and implemented the NRD-1 (Neighborhood Revitalization District) concept to allow for an industrial zoned area to include industrial, retail, and residential uses. The regulation also protects and preserves the street art within the arts district boundaries, and leverages funds for public open space.

AMENITIES

70 art galleries, retail stores, antique shops, eclectic bars, and one of the largest openair street art installations; hosts Art Basel, an internationally renowned art conference.

Relevant to Trenton:

- Embraced street art and achieved a recognizable identity
- Adopted regulations to facilitate mix of uses and public realm improvements
- WADA community association (a staffed non-profit) promotes district and works to enhance its character

Differs from Trenton/Old Trenton:

- · Hot market city, already a tourist destination
- · Industrial fabric of neighborhood
- Separated from downtown by highways

MORE INFO

http://www.miamigov.com/planning/wynwood.html http://www.wynwoodmiami.com/about.php





02

RICHMOND ARTS & CULTURAL DISTRICT RICHMOND, VA

IDEA

With the goal of targeted economic development, the City designated an area within Downtown to serve as an arts and cultural district as well as a hub of civic and commercial activity; aimed to strengthen the area's identity in doing so.

POLICIES

District wide-incentives include: yearly funding for marketing and promotion, funding for arts-focused live/work space, fee waivers (for citywide revolving loan fund) for creative entities needing gap financing. Targeted incentives for the sub-district/core include: expedited building permit review, permit rebates to increase street activity and encourage outdoor dining, and re-zoning and building permit application fee rebates.

PROGRAMS

ArtBusiness Richmond funded with additional resources earmarked for redevelopment and beautification in the district (not mandated by ordinance).



214,114 (2013)



nearest city: Washington DC



district boundary to target marketing resources and grants for artist live / work spaces; sub-area creates incentive zone



district size: 260 acres



http://yesrichmondva.com/ neighborhood-revitalization/Broad-Street-ArtBiz-District

Relevant to Trenton:

- capital city; adjacent to government offices and a university
- district is the city's first arts and culture district, but may not be the only such district
- ordinance established boundaries for district; inclusive to leverage foot traffic drawn to nearby anchor institutions
- ordinance also established sub-district boundaries to target specific incentives in core of district

Differs from Trenton/Old Trenton:

 resources committed specific to arts district implementation

MORE INFO

http://yesrichmondva.com/sites/default/files/documents/ Richmond%20Arts%20Culture%20District%20 presentation%201-30-2013.pdf







822.553 (2013)

(pop of Columbus)



Columbus = biggest city in OH



North High Street between Nationwide St and Seventh St



district size: 166 acres



http://shortnorth.org/

SHORT NORTH ARTS DISTRICT

COLUMBUS, OH

IDEA

An arts-based revitalization of this once abandoned and distressed corridor has yielded a vibrant and balanced mixed use cultural district, with Special Improvement District (SID) to address quality of life issues.

POLICIES

SID Ambassadors are responsible for clean, safe, and hospitality functions in the district. The Short North Alliance (SNA) advocates for Statewide income tax exemption for artists and businesses that sell 100% artisan or handmade goods.

PROGRAMS

Gallery Hop arts crawl where businesses keep their doors open after hours and artists show new work was the initial program, originating in the mid 80s through grassroots efforts. SNA now also hosts events, plants trees, installs holiday decor, coordinates public art, parking, a jitney service, liaises with the police, and participates in a Social Service Working Group.

Relevant to Trenton:

- capital city
- in the 70s and 80s crime rates were high; neighborhood suffered gang violence
- historic district, between downtown and a major
- emphasis on redevelopment, beautification, and programming

Differs from Trenton/Old Trenton:

- focused on one key corridor
- managed by dedicated non-profit and special improvement district

MORE INFO

http://shortnorth.org/about/

http://shortnorth.org/see-experience/history/

https://www.youtube.com/watch?v=7HHQmW41Gcc

http://tcfapp.org/PortraitView/ PrintPortrait?portraitKev=4412





04



144,669 (2013) (pop of Syracuse)



next nearest city: Rochester nearest big city: NYC



Near Westside neighborhood boundary



district size: 158 acres



http://www.saltdistrict.com/

SALT DISTRICT SYRACUSE, NY

IDEA

The Syracuse Art, Literacy, Technology (SALT) District undertook comprehensive neighborhood stabilization through art, redevelopment, economic development, job creation, technology, creative entrepreneurship & innovation; leverages resources of SU, state, city, foundations, businesses, non-profits and neighborhood residents. SALT uses art and culture to unite and revitalize the community.

POLICIES

Adopted holistic approach – greening, workforce training, commercial, residential, streetscape – and welcomed blend of historic restoration and contemporary infill.

PROGRAMS

core focus areas include: neighborhood engagement, commercial and residential development, creative placemaking, community health, student service projects

Relevant to Trenton:

- historic, now distressed neighborhood, adjacent to downtown
- neighborhood-based approach with community involvement; residential area with two commercial corridors
- embraced public private partnerships

Differs from Trenton/Old Trenton:

- · managed by dedicated non-profit
- strong institutional support from Syracuse University

MORE INFO

http://www.saltdistrict.com/publications/

http://www.saltdistrict.com/2012/02/near-westsidestory-dwell-magazine/

http://www.saltdistrict.com/2010/11/lincoln-supply-building/





STATION NORTH ARTS DISTRICT

BALTIMORE, MD

IDEA

Builds on its reputation as a creative hub to attract new residents and visitors.

POLICIES

Offers Statewide tax credits including: income tax credit for artists producing and selling work in the district, property tax credits for renovations for artistic purposes in the district, and admission/amusement tax exemptions for certified arts and entertainment activities in the district. Enabled live-work.

PROGRAMS

Promote area artists and businesses with goals of connecting artist and performers with new audiences and engaging local residents. Programs include: Open Walls Baltimore, Final Fridays, exhibition support, as well as placemaking and streetscape investments.



1,151 in Station North 622,104 (pop of Baltimore)



within: Baltimore



Station North neighborhood



district size: 111 acres



http://www.stationnorth.org/

Relevant to Trenton:

- successful in opening insular community of artists for community to experience
- activated underutilized sites
- Maryland developed a tool for evaluating the success and impact of Arts and Entertainment Districts in the state (Maryland Arts and Entertainment Districts Impact Analysis). It evaluates the fiscal impacts of MD's 20 districts, and offers an example of evaluation criteria.

MORE INFO

https://snohist.wordpress.com/

www.msac.org/sites/default/files/files/Maryland%20 Arts%20and%20Entertainment%20Districts%20 Impact%20Analysis(1).pdf





PENN AVE ARTS DISTRICT

PITTSBURGH, PA

IDEA

Corridor revitalization through the arts and streetscape to induce pride within the Penn Avenue neighborhood. Attract artists to live and work here, and maintain Penn Ave as a community-serving corridor.

POLICIES

Pursue programs that celebrate diversity and foster social exchange.

PROGRAMS

"Art at Home" exhibition in historic industrial warehouses, streetscape improvements and signage, public art opportunities, Worcester Trail walk to promote historic and architectural landmarks, facade improvements, gallery nights and walks.

305,841 (pop of Pittsburgh)



nearest city: Baltimore





Penn Ave Commercial Corridor



corridor length: 1.3 miles



A Five-Year Strategic Plan 2014-2019



http://www.pennavenue.org/sites/default/files/pageattachments/StrategicplanFINAL.pdf



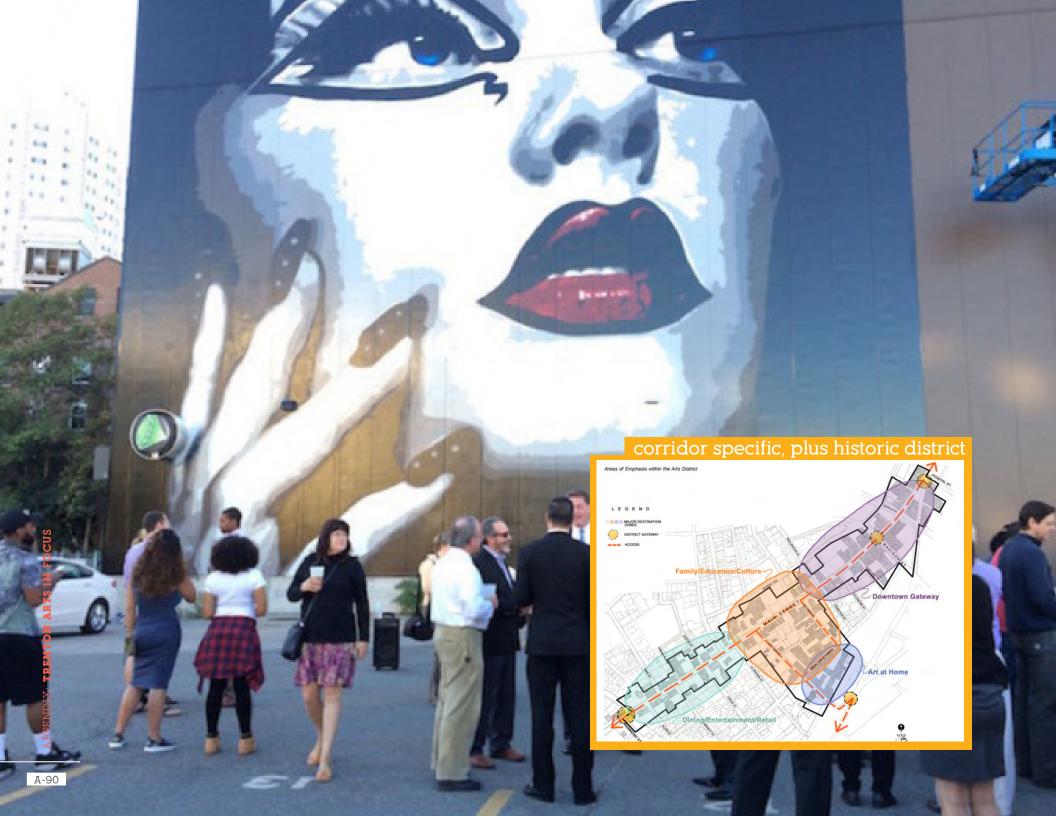
https://www.facebook.com/pennave. artsinitiative/

Relevant to Trenton:

- Public-private partnership
- · Worcester consists of many historic and significant buildings that adds to the character to Main Street and the historic downtown.
- District boundaries are exist, but they are invisible. The arts district needed boundaries for the purposes of zoning regulations and to target city initiatives. However, the "hard lines" of the boundary will not resonate with an average visitor.

MORE INFO

http://www.worcestermass.org/uploads/U0/e2/ U0e2aC4MjSDft_-Sx92Lrw/ArtsDistrictMasterPlan.pdf





WORCESTER ARTS DISTRICT

WORCESTER, MA

IDEA

The Arts District functions as an economic development and revitalization tool. By creating a downtown gateway, promoting family education, and providing diverse dining options, Worcester became a destination for new visitors and residents.

POLICIES

The Artist Overlay Zone enables artist live/work spaces as well as exhibition space in areas designated as "Commercial Artist Lofts." The overlay also allows for former manufacturing warehouses converted into business and residential uses.

PROGRAMS

Unblurred First Fridays, classes and design competitions, branding and marketing, support for young entrepreneurs and start-ups, and goal of increasing the number of live-work artists in the area.

IMPACT

More than 15 small art galleries and studios, several private design firms, a dance company, coffee shops, a co-working space, and a cluster of non-profits have opened along the Avenue.



182,544 (2013)

(pop of Worcester)



nearest city: Boston



half-mile stretch of Main Street between the civic center and Clark University



district size: 48 acres



Master Plan for the Arts District

http://dusp.mit.edu/sites/dusp.mit.edu/files/attachments/project/worcester-arts-district-master-plan.pdf

Relevant to Trenton:

- renaming facilitated rebranding
- active marketing of available properties
- initially run by two CDCs, now has dedicated non-profit

Differs from Trenton/Old Trenton:

focused on a commercial corridor

MORE INFO

http://pennavenue.org/





WATERLOO ARTS DISTRICT

WORCESTER, MA

IDEA

Real art in a real neighborhood, built upon draw of existing music venues and recruited artists to live and work in community

POLICIES

Historic homes rezoned to "semi-retail" to allow creative reuse of residential properties.

PROGRAMS

\$2.2M in grants to attract artists to live & work in area (home rehab, subsidized home sales, rental location assistance) plus artist residency focused on community projects and pedestrian experience

IMPACT

storefront vacancy down to 6% from 40%, city invested in \$5.5M streetscape project



182,544 (2013)

(pop of Worcester)



nearest city: Boston



half-mile stretch of Main Street between the civic center and Clark University



district size: 48 acres



Master Plan for the Arts District

http://dusp.mit.edu/sites/dusp.mit.edu/files/ attachments/project/worcester-arts-district-masterplan.pdf

Relevant to Trenton:

- compact area
- historic, gritty, but dilapidated neighborhood
- grassroots art scene
- began with a vision, an art show, arts education... now home to 15 arts related businesses from galleries to cafes, along with improved streetscape

MORE INFO

http://welcometocollinwood.com/

http://www.cleveland.com/dining/index.ssf/2014/07/waterloo_ districts_project_lig.html

APPENDIX: TRENTON ARTS IN FOCUS

OTHER CREATIVE HUBS







CREATIVE SKILLS SHARING & ART WITH THE COMMUNITY

SPACES artists' residency at The Village of Arts & Humanities

Philadelphia, PA

http://villagespaces.tumblr.com/Projects

Youth Program | Papermaking + Criminal

Record Expungement | Community Radio & Record Label

CHECK OUT THE VIDEOS:

PLAYBACK MUSIK WITH KING BRITT: https://vimeo.com/103941357

PEOPLE'S PAPER CO-OP:

https://vimeo.com/139748366

YOUTH PROGRAM:

https://vimeo.com/147620193

THIRD PLACE EAT & DRINK EVENING HANG-OUTS

Pawtucket Rising

Pawtucket, RI

http://www.pawtucketrising.info/

howtobuildanartistfriendlycommunity.php

Revolving Loan Fund for Restaurants | New class of Liquor Licenses tied to location, not business

SHARED WORK SPACES

Philadelphia, PA

NextFab (fabrication/innovation)

http://www.nextfab.com

Mascher Space Cooperative (dance)

http://www.mascherdance.org/about-us

Philadelphia Sculpture Gym (sculpture)

http://philadelphiasculpturegym.com

The Headroom (music production) http://theheadroomphiladelphia.com/about

VI IMPLEMENTATION MATRIX

VI IMPLEMENTATION MATRIX

COMMUNITY PRIORITY*	EARLY ACTION	NO.	STRATEGIES FOR ACTION	TRENTON250 ELEMENT	PLANNING DISTRICT	TIME FRAME	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES	ESTIMATED COSTS
I.) CITY	WIDE A	WARE	NESS CAMPAIGN: Trenton STILL MAKES						
>>>		1	Update the arts, culture, and creative inventory	Arts & Culture, Economic Development	Citywide				
		1.1	Conduct a Creative Census, capturing cultural history and the full range and diversity of current creative activity						
		1.2	Hire artists to help administer the Census						
>>		2	Build a website to share the results of the Creative Census and more	Arts & Culture, Economic Development	Citywide				
		2.1	Explore opportunities to expand or tailor existing websites to serve as a digital hub for Trenton's arts and culture scene						
		2.2	Develop content on Trenton's cultural and arts history						
		2.3	Develop and maintain content that profiles today's arts and creative scene						
		2.4	Build and maintain an interactive map with venues, parking information, nearby restaurants and retail						
		2.5	Include an inventory of rentable spaces - for one-time use or longer-term						
		2.6	Include a registry of artists for people seeking creative services						
		3	Consolidate and maintain a central creative calendar	Arts & Culture, Economic Development	Citywide				
		3.1	Integrate a central creative and cultural calendar with the website; link to existing blogs						
		3.2	Share the word via local radio						
		3.3	Provide content for inserts in playbills, flyers at museums, at bars, etc.						

COMMUNITY PRIORITY*	EARLY ACTION	NO.	STRATEGIES FOR ACTION	TRENTON250 ELEMENT	PLANNING DISTRICT	TIME FRAME	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES	ESTIMATED COSTS
		4	Develop open source branding	Arts & Culture, Economic Development	Citywide				
		4.1	Organize a competition for a graphic identity, name, and slogan for the Creek to Canal Creative District						
		4.2	Generate marketing content for use by those in the city and District						
		4.3	Purchase stickers/stamps/swag featuring the logo - for sale and for show						
		5	Join the statewide arts advocacy conversation	Arts & Culture, Economic Development	Citywide, Downtown				
		5.1	Present the plan to NJ State Council on the Arts						
		5.2	Advocate for the proposed Artist Bank and Arts District legislation						
		5.3	Weigh in on the criteria that defines an arts district for designation						
		5.4	Lobby for designation(s) in Trenton						
		5.5	Share case study research and advocate for economic incentive tools in the "district" tool box (such as new class of liquor licenses tied to district, not business owner; property tax abatements for rehabs for creative uses/users; state income tax exemptions for artists/ artisans; and revised commercial kitchen licensing regulations)						
		6	Support the citywide arts advocacy conversation	Arts & Culture	Citywide				
		6.1	Work with Greater Trenton to ensure that the arts and Creative District are central to its mission and early economic development efforts						
		6.2	Lobby to lift the ban on food trucks in Downtown						
		6.3	Work with the City to develop incentives for Resident Artists, including low-interest loan and grant programs that can be paired with the new homesteading program						
		6.4	Advocate for shared parking arrangements and improved parking regulations that make parking more readily available in the evening hours for residents and visitors						

COMMUNITY PRIORITY*	EARLY ACTION	NO.	STRATEGIES FOR ACTION	TRENTON250 ELEMENT	PLANNING DISTRICT	TIME FRAME	POTENTIAL PARTNERS	POTENTIAL FUNDING SOURCES	ESTIMATED COSTS
		6.5	Support efforts to bring a new venue to town (ex. another live music venue or a pottery museum)						
		6.6	Coordinate with youth arts providers to link Creative District resources with arts education in schools and other settings						
II) SUPPO	ORT FOR	ART	ISTS: Make YOUR Art HERE						
>>>		7	Foster a full-service community for artists and creative entrepreneurs						
		7.1	Evaluate all vacant or underutilized buildings in the District for potential future use	Housing, Historic Preservation	Downtown				
			Prioritize key buildings such as the YWCA						
		7.2	Develop artist housing in different shapes and sizes	Housing, Historic Preservation	Downtown				
			Tiny homes/tiny studios						
			Rowhome rehabs						
			Modern construction						
			Adaptive reuses of historic structures						
			Temporary housing for artists in residence						
		7.3	Increase access to work space, shared tools and equipment for multiple genres	Economic Development, Arts & Culture	Downtown				
			RFP to develop studio flex space - visual, writing, recording, rehearsal, performance space						
			Develop a maker-space and tool library						
			Integrate gallery space for exhibiting/sales						
		7.4	Cultivate a built-in social life	Economic Development, Parks & Open Space	Downtown				
			Encourage a density of restaurants, bars and cafes						
			Create outdoor gathering spaces (parklets, sidewalk seating, reclaimed gardens)						
		8	Develop a welcoming and supportive creative community	Community Engagement	Citywide, Downtown				
		8.1	Welcome dinners for newcomers or new acquaintances						
		8.2	Mini-talks/show and tell to share work and ideas						
		8.3	Artist to artist skills exchange						

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		8.4	Provide technical support and professional development for artists and emerging creative entrepreneurs (ex. business planning, resume/portfolio/web documentation, etc.)						
		8.5	Tie artists in with promotional efforts via the website						
		8.6	Host events for the full community						
>>		9	Integrate the arts in all aspects of programming and development	Arts & Culture, Economic Development	Downtown				
		9.1	Collectible posters to advertise events, concerts, etc.						
		9.2	Custom signage and window displays for area businesses						
		9.3	Art for entryways of new residential development						
		9.4	Art for storefront interiors						
		9.5	Signage and wayfinding						
		9.6	Menu design, graphic design for restaurants						
		9.7	Soundtrack design for area businesses						
		9.8	Custom streetscape elements (bike racks, benches, bollards)						
		10	Offer financial incentives to strengthen the appeal	Economic Development, Arts & Culture	Downtown				
		10.1	Support/share information about Assemblyman Gusciora's "Artist Bank" no-interest loans						
		10.2	Administer challenge grants for community-based projects						
		10.3	Develop an Artist in Residence program for temporary stays						
		10.4	Work with the City to establish Resident Artist loans or grants to foster ownership in the District for artists						
		10.5	Expand the Trenton Community Supported Art concept to build a public collection for the Creative District and a conduit for artists to connect with this art marketplace						
		10.6	Compile a user-friendly How To guide that lists the programs and resources available in the Creative District						

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>		11	Connect practicing artists with arts education providers	Education, Arts & Culture	Citywide				
		11.1	Identify opportunities for artists and creatives to teach or mentor						
		11.2	Host opportunities for apprenticeships and learning though community projects						
		11.3	Collaborate with teen course work options at MCCC						
		11.4	Continue to build a relationship with Mercer Street Friends, operating a Community School at Rivera Middle School						
		11.5	Work with the Board of Education to integrate Trenton Central's STEM and HRTB programs with Creative District initiatives						
		11.6	Encourage youth arts programs or satellite sites to locate in the Creative District, such as Trenton Central's arts program						
III) Canal	o Creek	CREA	ATIVE DISTRICT						
>>>		12	Make the Creative District safe, first and foremost	Public Safety	Downtown				
		12.1	Reclaim and maintain the park and gardens						
		12.2	Bring Clean & Green to the Creative District and/or extend TDA's Clean & Safe across the whole District						
		12.3	Disrupt drug activity on East Hanover with a sidewalk improvement and beautification project						
		12.4	Work with Police, Code, etc. on a Creative District Quality of Life Task Force						
		12.5	Build resistance through grassroots efforts (ex. stoop lights, Stoop Theatre, food truck rally, neighborhood watch parade, motion activated lights/music)						
>		13	Re-establish a homebase for the arts on Hanover; then explore feasibility of satellite sites	Arts & Culture, Economic Development	Downtown				
		13.1	Renovate 219 East Hanover as a collaborative work space						
		13.2	Consider refurbishing and relocating the HOME sign from Warren Street						
		13.3	Reach out to the City, MCCC, TCNJ, the Trenton Free Public Library, the Board of Education, and the new owner of the YWCA to explore opportunities to create a Downtown all-ages arts and education campus						

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		13.4	Do a feasibility study for the Walter Smith & Co. Building						
		13.5	Do a feasibility study for the Trenton Pops Building						
		13.6	Do a feasibility study for the Nevius Building						
>		14	Welcome residential development to restore critical mass in the Creative District	Housing, Historic Preservation	Downtown				
		14.1	Support the redevelopment of the iconic Bell Telephone building						
		14.2	Support the redevelopment of the iconic Commonwealth building						
		14.3	Support mixed use infill and greater density along Front Street, overlooking Mill Hill Park						
		14.4	Rezone the Creek to Canal Creative District to encourage multi-family rehabs and live/work spaces						
		14.5	Work with the City and Landmarks Commission to ease regulations for new infill construction within the Hanover-Academy Historic District						
		14.6	Work with the City to develop supplemental live/work design guidelines						
		14.7	Create an inventory of deed-restricted affordable homes, including when the deed restrictions sunset						
		14.8	Develop a plan to preserve existing affordable housing and build new affordable homes						
		14.9	Consider a Community Land Trust model to help preserve affordability and protect vulnerable land uses						
		14.10	Develop financial tools to be offered by the State, City, and nonprofits that facilitate investment and ownership by artists						
>>		15	Expand programming to integrate creativity into needed social services	Community Engagement	Downtown				
		15.1	Nurture partnerships with area service providers						
		15.2	Secure resources to establish or reinforce programs that engage neighbors through social practice and creativity						
>>		16	Infuse commercial corridors with creative energy, starting with East State Street	Economic Development	Downtown				
		16.1	Establish incentive zones along State and Broad Streets						

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>		16.2	Light up East State Street						
		16.3	Develop a coordinated, block by block, façade improvement and streetscape design program						
		16.4	Keep hosting pop up shops to incubate creative, independent businesses						
		16.5	Work with property owners to allow temporary galleries in vacant storefronts						
		16.6	Work with businesses to extend evening hours						
		16.7	Create a revolving loan fund to white-box storefronts so that they are move-in ready						
>		16.8	Recruit hang-out spots (café or bar)						
		16.9	Recruit evening spots (music, restaurant, night club)						
		17	Populate the public realm with art	Arts & Culture	Downtown				
		17.1	Develop a process for curating public art to help guide artist selection and placement, particularly in Downtown; consider a local committee for the District, a more formal citywide Arts Commission, and/or support from a professional in the art world						
		17.2	Mark the entrance to the Creative District with signage and painted crosswalks						
		17.3	Fabricate and install functional art, fabricated locally - benches, bike racks, trash bins, fencing, etc.						
		17.4	Grow the collection of high-quality murals on blank surfaces						
		17.5	Refurbish old signs as objects of art						
		18	Establish physical connections with nearby institutions	Ārts & Culture	Downtown				
		18.1	Transform the routes from established arts and culture institutions to lesser known and emerging creative destinations in the District with artful investments or details embedded in the sidewalk, greening, and cleaning						
		18.2	Connect the District's unique green spaces and waterways with sculptural elements as trail markers along "artwalks"						

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		19	Integrate art in the parks at the perimeters to draw people in	Parks & Open Space, Arts & Culture	Downtown				
		19.1	Activate an the D&R Canal as an artwalk						
		19.2	Bring more programming to the Mill Hill Amphitheater						
		19.3	Beautify the empty lots along Perry						
IV) PART	OF THE	WHOL	E: CONNECT THE DOTS						
		20	Strengthen physical connections between arts and culture destinations	Arts & Culture	Citywide				
		20.1	Commission sculptural beacons to identify destinations						
		20.2	Integrate art in the streetscapes along key routes to destinations in and around downtown and farther afield						
		21	Encourage arts exploration of Trenton's assets	Arts & Culture, Community Engagement	Citywide				
		21.1	Create an arts, culture, and creative passport						
		21.2	Host an arts and culture bicycle scavenger hunt						
		21.3	Offer a "ghost" signs tour that highlights past businesses as well as some creative up-starts						
		21.4	Organize a history walk or guided historical or arts tours						
		21.5	Bring geo-caching to Trenton's creative landscape						

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			1	Steering Committee into an Action Comm	nittee					
		>>		Select a lead entity to coordinate implementation efforts among various partners						
		>>		Recruit representation from multiple City departments						
		>>		Recruit additional participants						
			2	Map out an action plan for Year 1						
		>>		Set a meeting schedule and process for accountability						
		>>		Identify and prioritize early action strategies						
		>>		Assign responsibilities to organizations, individuals						
		>>		Consider a sub-committee structure to break out implementation tasks						
4			3	Make it official						
+		>>		Pursue adoption as Trenton250 neighborhood plan						
ö	1	>>		Apply for Arts District designation						
7		>>		Re-zone						
$\mathcal{L}_{\mathbf{L}}$		>>		Relax design standards						
5			4	Take the Creative District on tour						
1		>>		Present the plan to civic associations and neighborhood groups						
		>>		Present to State government officials and agencies						
		>>		Present to foundations						
		>>		Present to private investors						
		>>		Present to arts organizations						
			5	Develop a Marketing Strategy for the Crea	ative District					
		>>		Undertake a marketing plan						
		>>		Build a set of communications tools						
		>>		Organize the Name / Logo / Slogan competition						
			6	Take action in the Creative District						
		>>		Fundraise for and launch a challenge grant program for creative projects inspired by the plan						
		>>		Host opening night events with Art All Day 2016						
		>>		Track progress with annual reports						

Trenton Arts in Focus:

a shared vision and action steps to celebrate creativity and culture, CREEK to CANAL and CITYWIDE

is a joint effort of Passage Theatre Company and Isles, Inc., with significant support from the City of Trenton, The College of New Jersey, and the nearly 50-member Steering Committee that guided the planning process. Funding for this project was generously provided by the National Endowment for the Arts and by New Jersey Manufacturers via the New Jersey Neighborhood Revitalization Tax Credit Program. This plan is based upon the community's shared commitment to and passion for arts, culture, and creativity in Trenton, today and tomorrow.

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