



Community Development Attitudinal Survey
conducted for
Princeton Coalition for Responsible Development

July 2022

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Background & Objectives

Background

The Tennant-Roberts-Whiteley campus is currently owned by the Princeton Theological Seminary (PTS). Originally, PTS was planning to redevelop the property to build student housing. In 2018, PTS requested that the property be characterized as blighted and designated as an “Area in Need of Redevelopment” (ANR) to build student housing. That request was approved by the Princeton Council. PTS subsequently decided not to build student housing on the property and is now under contract to sell the TRW property to a private real estate developer.

The Princeton Coalition for Responsible Development, or PCRDR, is a non-profit organization that was formed to advocate for and enable a more effective and collaborative approach to land use development and redevelopment in Princeton. As part of that mission, the PCRDR strives to reflect current sentiment of its community as it advocates for its points of view.

Study Objective

This study was undertaken to solicit input from a community of citizens who had previously identified themselves as being interested in being kept informed on development issues in Princeton with focus on the proposed redevelopment of the TRW campus.

Methodology

- A mailing list comprised of individuals who signed up to be kept informed about development issues was used to recruit respondents for this survey
- Any member of the mailing list was eligible to receive a survey invitation inviting them to respond within 48 hours
- Email recipients wishing to take the survey were taken to a survey site hosted by SurveyMonkey (a division of Momentive)
- Anyone with a direct connection to the TRW redevelopment project was screened out
- Question areas included: nature of connection to Princeton, likes and challenges faced by Princeton, attitudes towards various issues related to redevelopment, awareness/attitudes of the TRW redevelopment, potential impact on political action
- Upon completion of the survey, responses were collected by the SurveyMonkey hosting tool
- Results were collated and analyzed by an independent market researcher with multiple decades experience in the market research/survey administration industry

Note: Approximately 48 hours after the initiation of the survey, the project owner became aware of a mass invitation to respond to the survey sent to people outside of the desired target audience. The pattern of engagement deviated almost immediately from industry-wide observed patterns of response norms and answers to a number of consecutive questionnaires were virtually identical leading to the conclusion that the survey pool had become contaminated. The decision was made to shut the survey down at the point where the contamination occurred since a usable number of responses had already been obtained, the survey had been open for a significant time and the ability of the survey to honestly and accurately reflect the opinions of the intended audience was now in question.

Executive Summary (1)

Princeton is a community with many “things to like” according to the group responding to this survey. At the same time, there are challenges – both currently and on the horizon – that this group identified and for which there is no agreement on single solution. The diversity of the community, reflected at least somewhat even in this survey’s specific audience, is demonstrated by the diversity of opinion in what redevelopment should look like and what it should encompass.

The Town

Princeton’s history and its academic institutions (47%) are highly valued and engender a small-town feel (39%) anchored by an attractive downtown (44%) and good schools (39%) with significant open space (32%). This has combined to create – or perhaps, is the result of – a diverse community (41%) attracted to these qualities. However, there are also numerous challenges identified by the respondents to this survey relating both to what might be characterized as preservation and management of growth-driven issues. Chief among the latter is traffic (44%) along with the attendant parking issues (27%) which inevitably result from many cars seeking to occupy a limited space. Of equal overall concern is maintaining the vitality of downtown (44%) followed by the potential to lose Princeton’s small-town feel (38%), overdevelopment (37%), historic preservation (33%) and storm water management (33%).

Executive Summary (2)

Respondents' engagement with and commitment to Princeton is apparent.

They generally are quite engaged, have a commitment to and a knowledge of Princeton with 58% working here and with 82% having lived here for more than 5 years. One-in five (19%) have chosen to retire in Princeton.

What do they think?

They are balanced and thoughtful about what they see as the challenges facing Princeton related to balancing maintaining the vitality of downtown and managing development in an environmentally sensitive way. Overdevelopment and changing the character of the town will impact many of the reasons why they like living in Princeton. The attitudes towards how existing properties should be developed also shows a balance between fitting in with the existing neighborhood (52%) while incorporating affordable housing (43%) and doing redevelopment in a sustainable way (41%). This group is generally aware of the use of ANR designations for development with 70% being aware of the benefits of such a designation, but that still leaves a significant opportunity for further education of the public on this question.

Executive Summary (3)

What are their views on the TRW campus development?

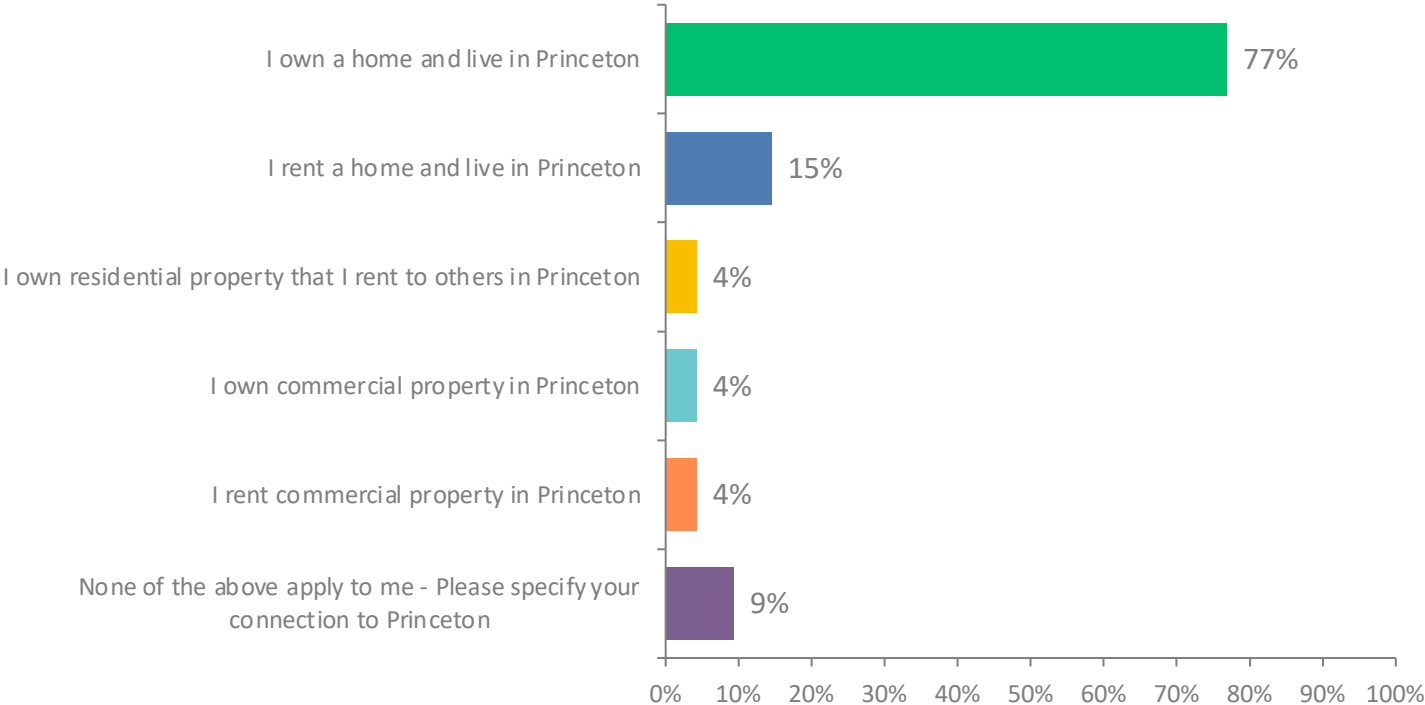
This is a reasonably informed group with (91% having heard of ANR), and they are widely spread throughout Princeton (32% living more than one mile away from the TRW site). Their views on the use of the site are balanced between a desire to see a mix of adaption and new development (61%) with a desire to see affordable housing being a major use (43%) in the form of apartments and town houses (65%). At the same time, they believe that key issues which should be taken into account in terms of the overall impact are complementing the character of the existing area (56%), 54% environmental factors (54%) and the scale to fit with the existing neighborhood (53%). Both traffic and parking scored 40%+ as concerns. There is an equal split between those wanting to see zoning kept the same (52%) and those happy to see an expansion (48%).

Views on the handling development in Princeton...

There are fairly clear views in terms of soliciting public input with 64% believing the council should draw up a development plan with public input and 54% wanting any demolition paused until that plan is drawn up. Three-quarters (74%) believe that these new buildings should be taxed under normal property tax rules versus using a PILOT. There is notable dissatisfaction in terms of the way development issues are being managed by the council (61% are dissatisfied) with an almost equal proportion (57%) saying they would look to vote in the future for individuals that were for more “balanced” development.

Overwhelming majority of respondents own their home in Princeton but there is a measurable level of renters

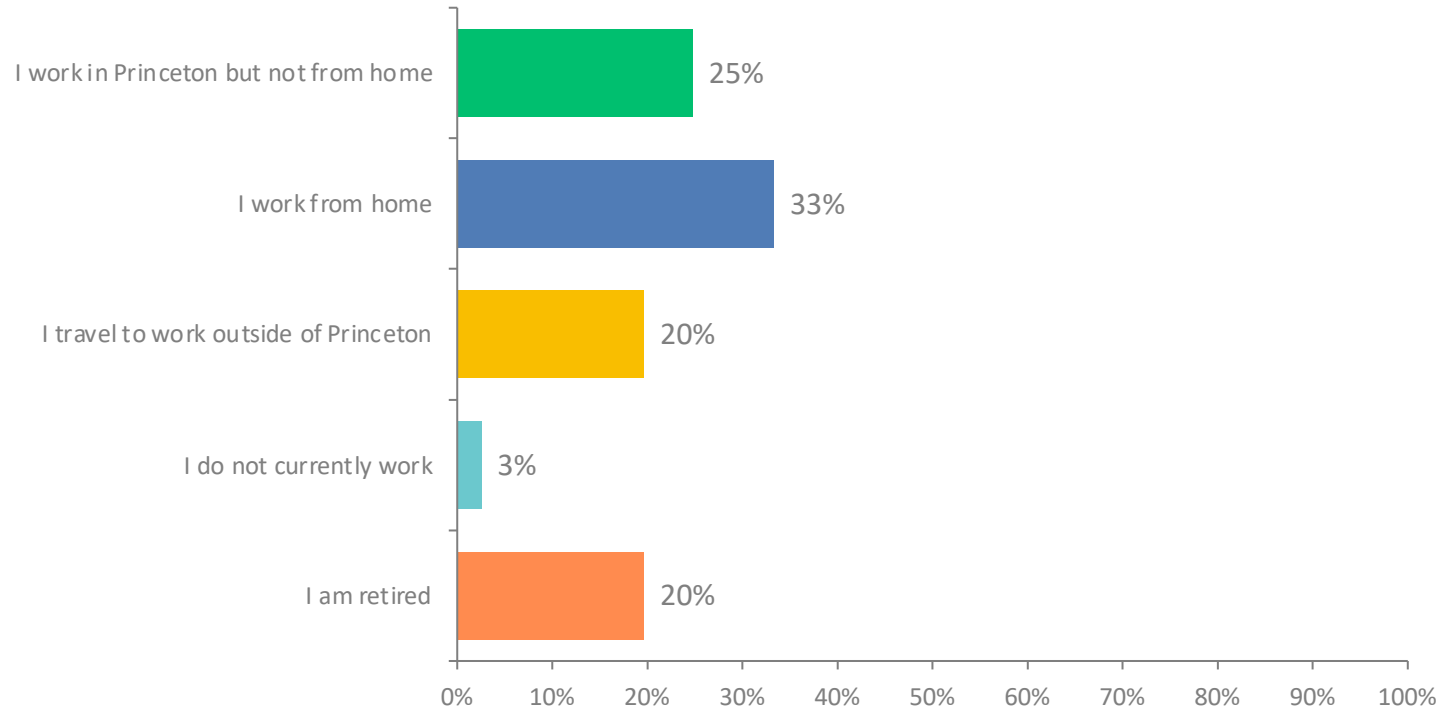
N=117



Q1: Which of the following statements, if any, apply to you? Check as many as apply.

One-third work from home with a quarter working in Princeton, although not from home. A fifth work outside of Princeton and an equal proportion are retired

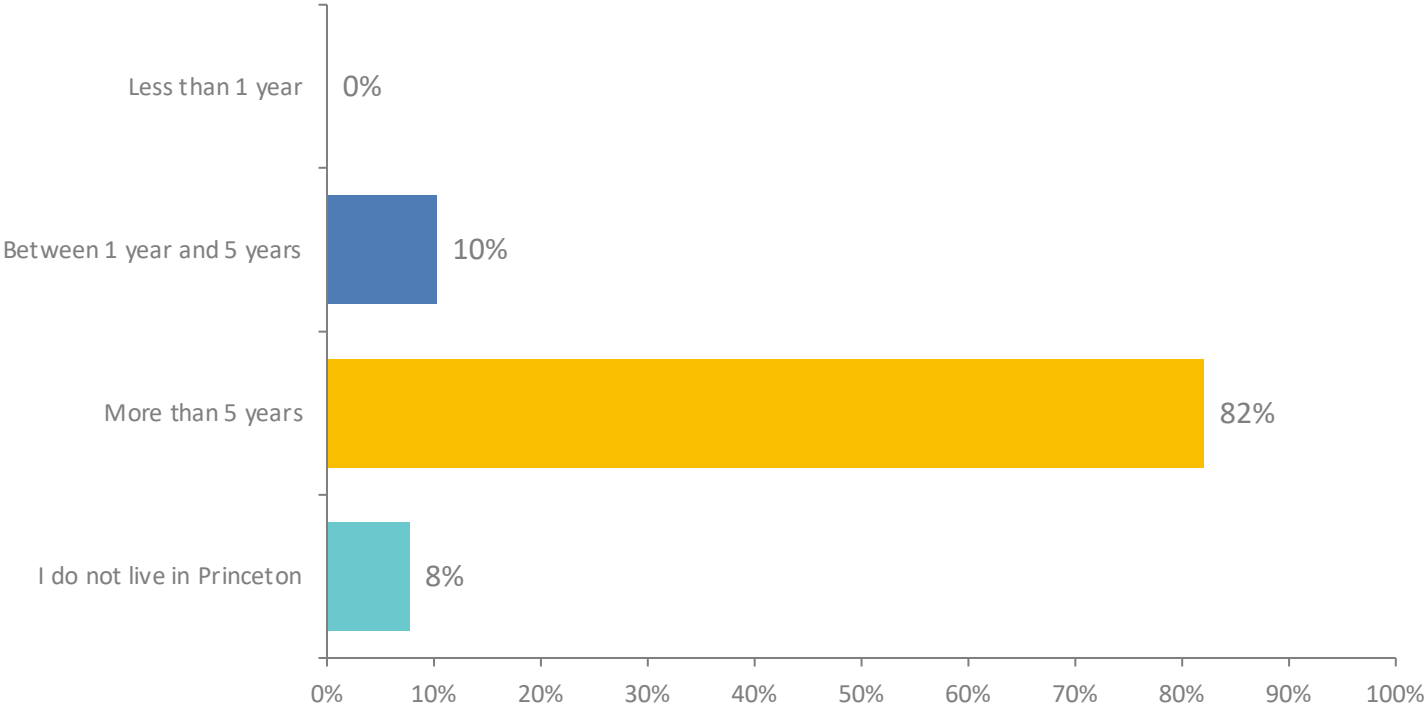
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Q2: Which one of the following statements best describes your work situation?

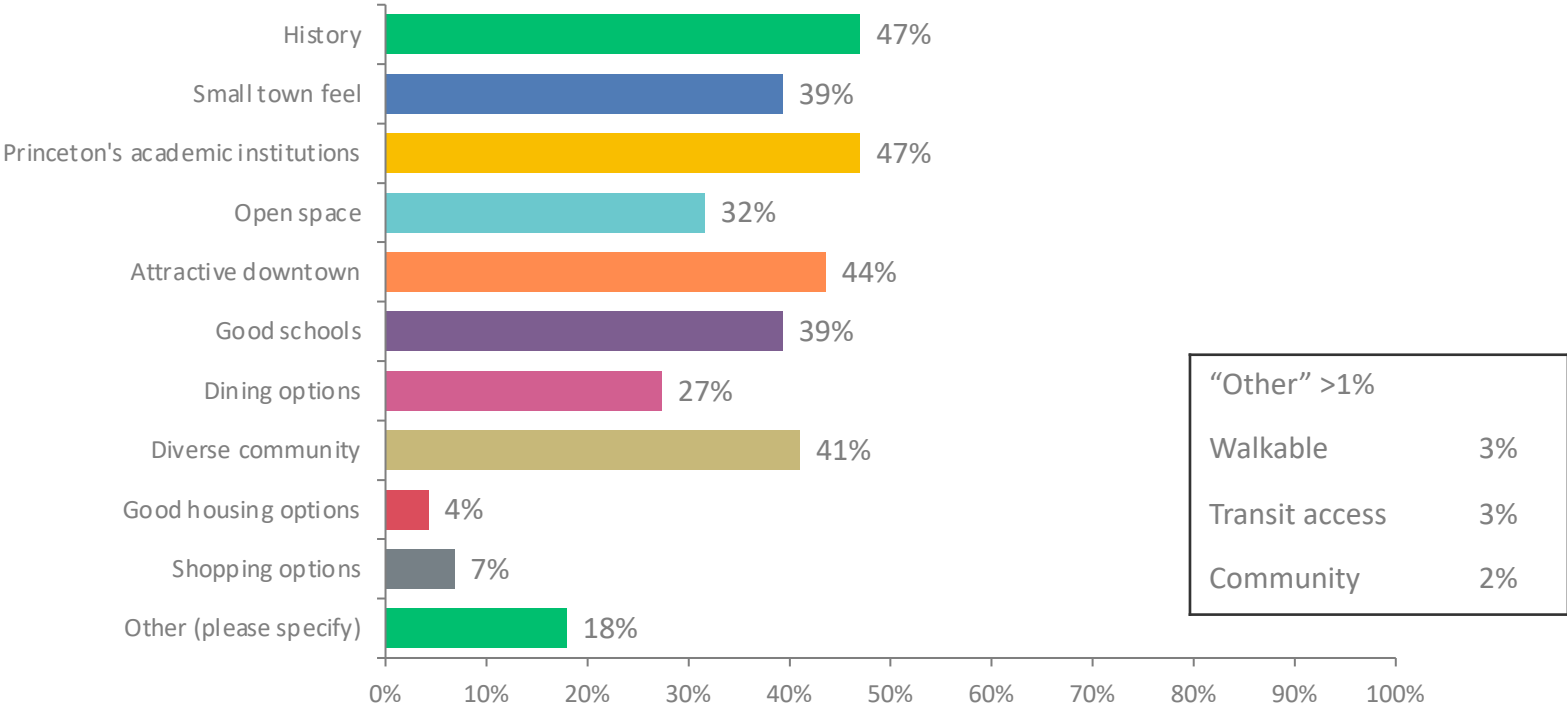
Most have lived in Princeton for more than 5 years

N=117



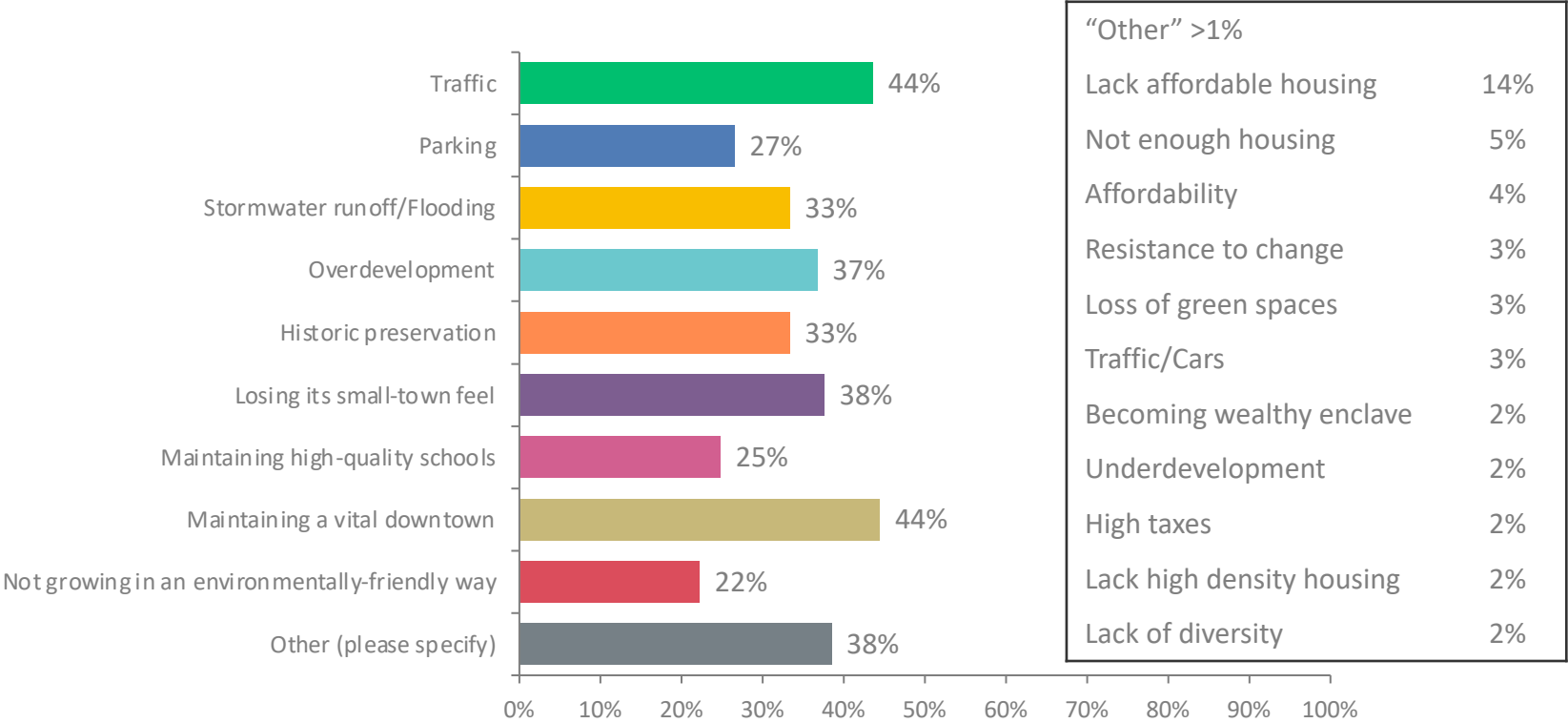
The history of Princeton and its academic institutions are the most frequently mentioned likes about the town followed closely by the downtown and community diversity. Small town feel and good schools also contribute strongly.

N=117



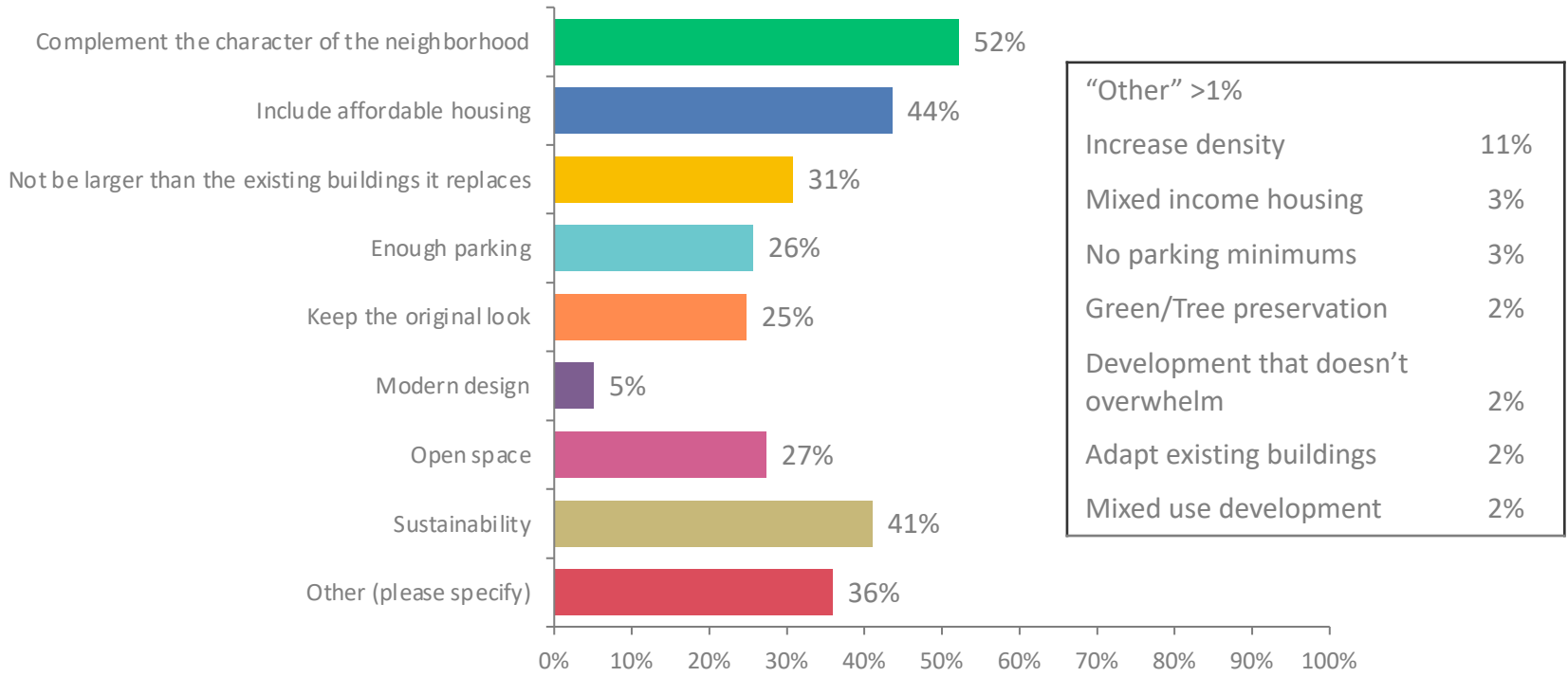
Traffic (and separate but related, parking) and maintaining the vitality of downtown are key issues. Losing its small town feel and perhaps, relatedly, losing its small town feel along with overdevelopment are issues receiving frequent mention.

N=117



When redevelopment or repurposing of existing properties is undertaken, a majority express sentiment that it complement the character of the existing neighborhood but a large percentage also want affordable housing included as part of the redevelopment. Sustainability is a goal for a large segment.

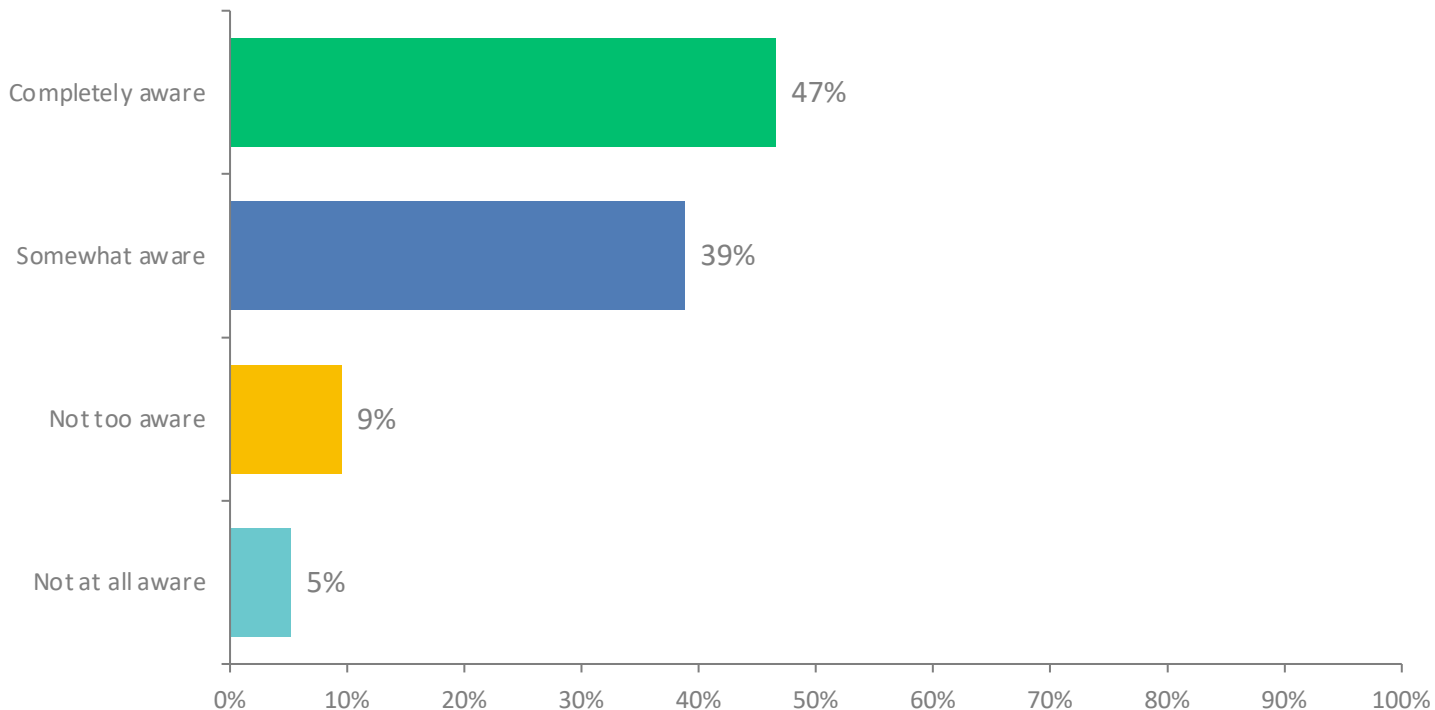
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Q6: When existing properties are redeveloped or repurposed/adapted, which of the following things would you like to see taken into account as part of that change? Please select as many as apply.

The majority are at least somewhat aware of the “Area in Need of Redevelopment” designation used around town. About half consider themselves to be completely aware of ARN use.

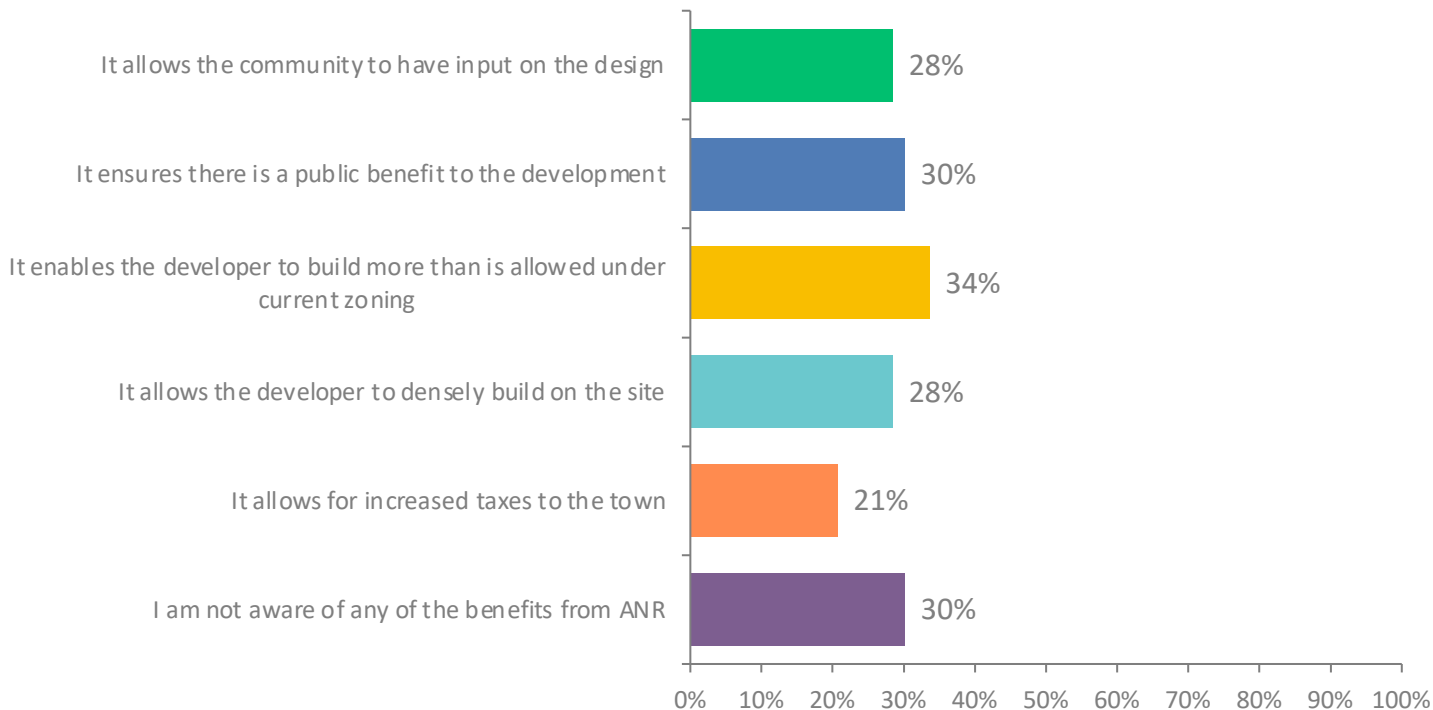
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Q7: How aware are you of the use of the “Area in Need of Redevelopment” (ARN) designation being used throughout town to redevelop properties such as the Princeton Shopping Center, Thanet Road, and the Princeton Theological Seminary TRW campus?

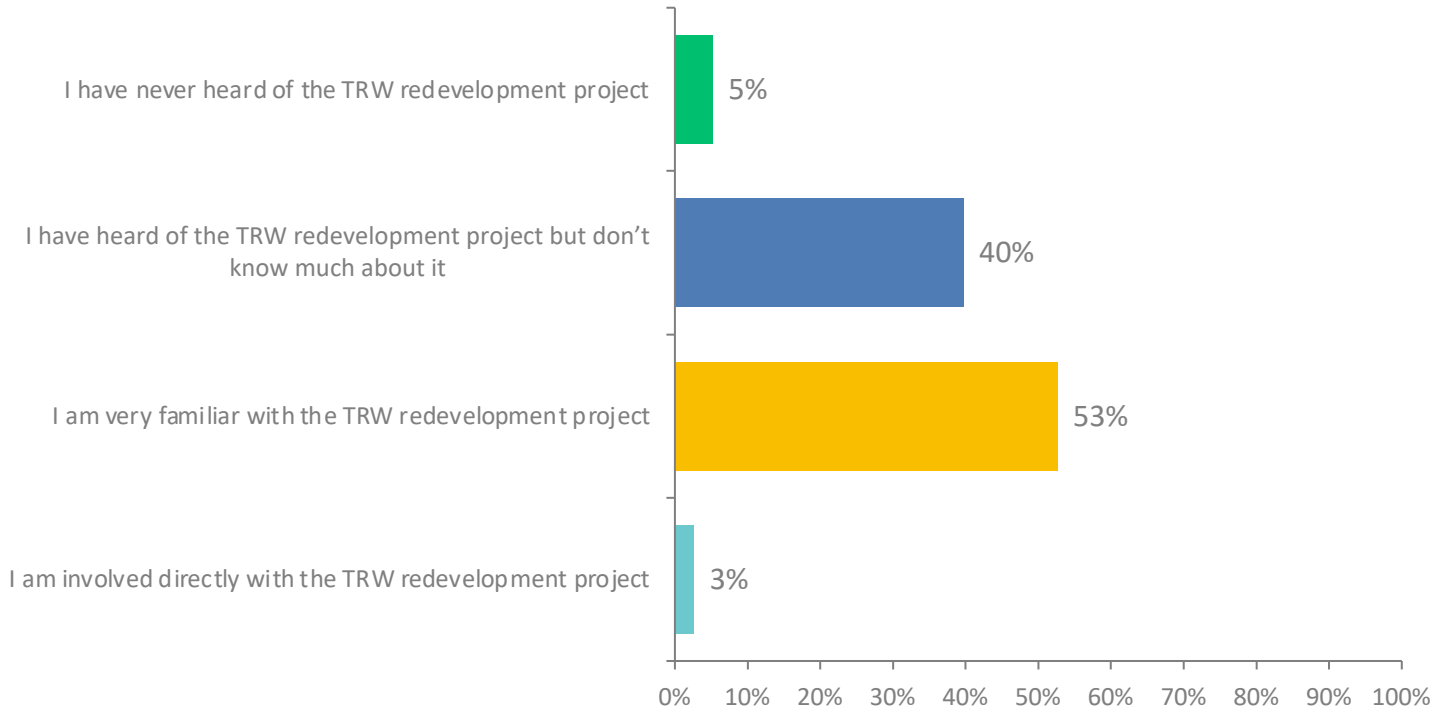
Seven-in-ten claim to be aware with at least one of the benefits associated with an ARN designation although there is not widespread agreement on a “benefit” from the menu provided, and it would seem that there is divergence on who benefits most from an ARN designation – the community, the developer or the town.

N=116



The majority of those surveyed – unsurprisingly given the source of the respondents – consider themselves to be very familiar with the TRW redevelopment project but a fairly significant proportion have only heard about it

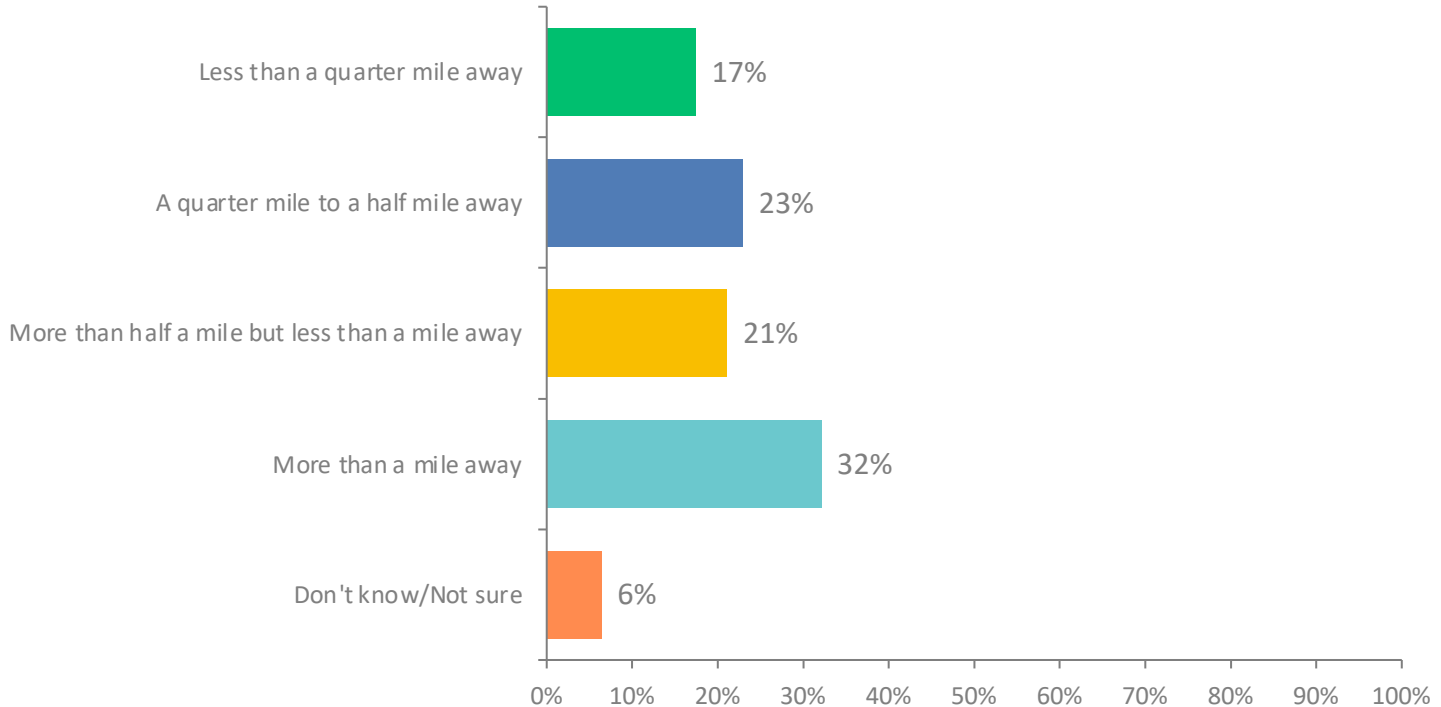
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Q9: The Tennant Roberts Whiteley (TRW) campus on Stockton Street between Edgehill Street and Hibben Road is owned by Princeton Theological Seminary and is planned to be sold for redevelopment. Which of the following statements most applies to you as far as the TRW campus redevelopment project is concerned?

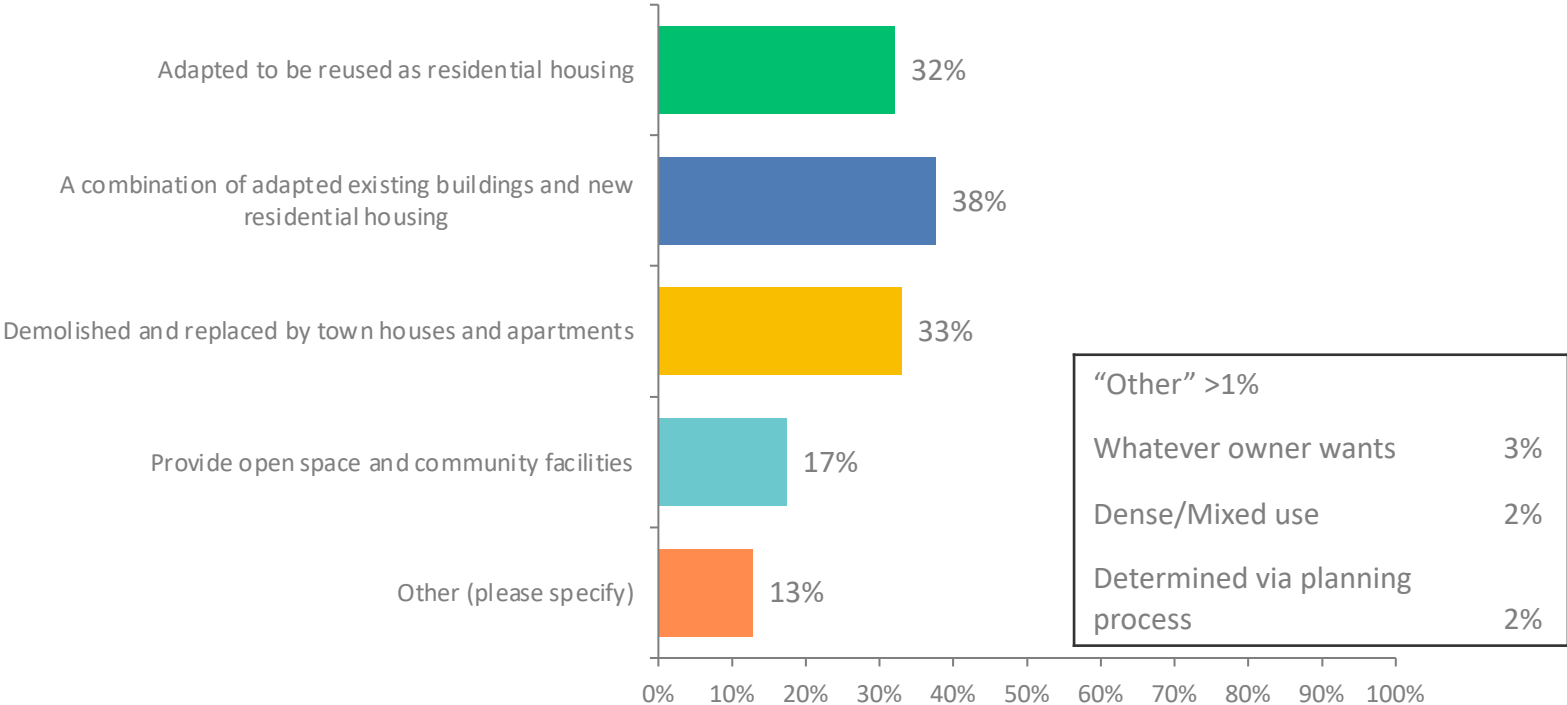
A majority of respondents live more than a half mile from the TRW site

N=109



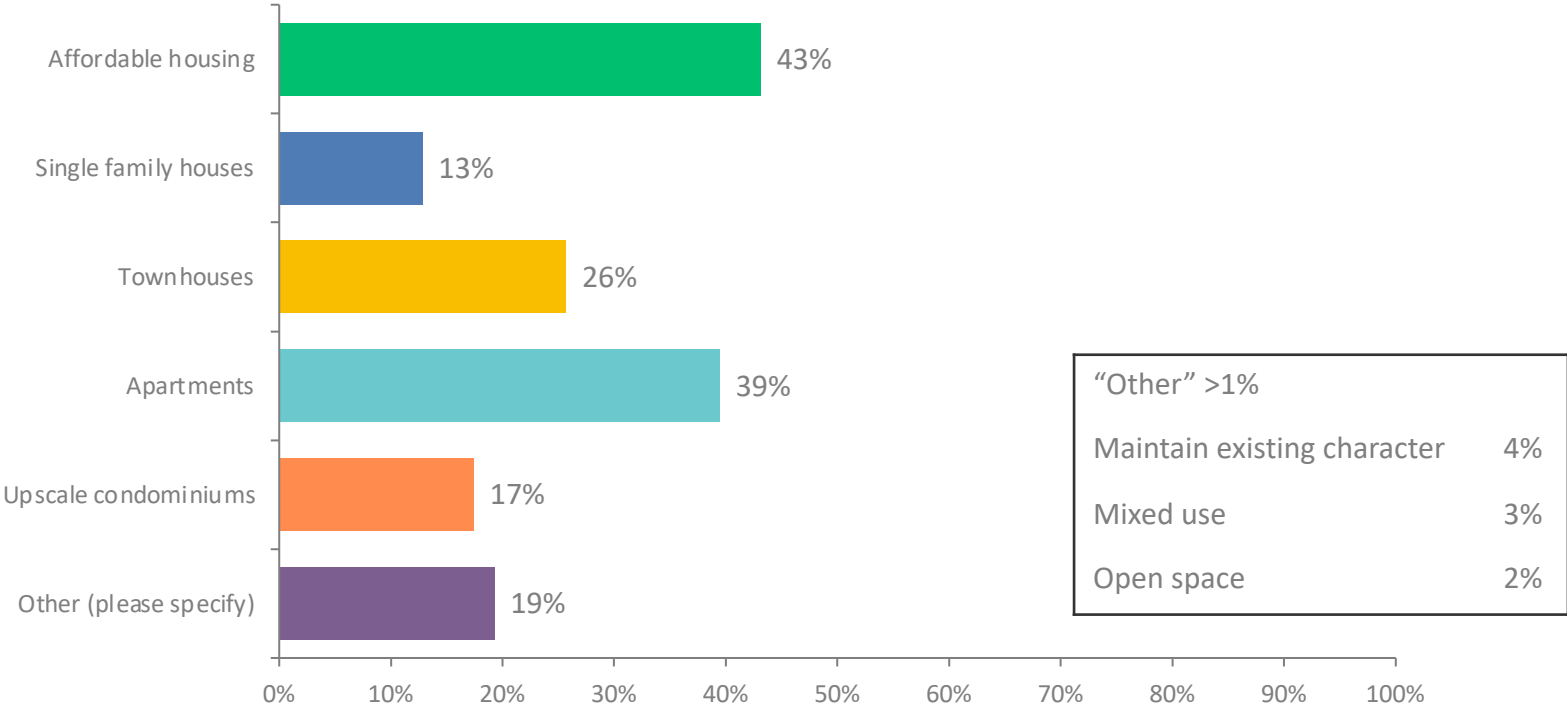
There is no single area of agreement on how any redevelopment of the TRW site should be redeveloped beyond overall agreement that it should be for some form of housing.

N=109



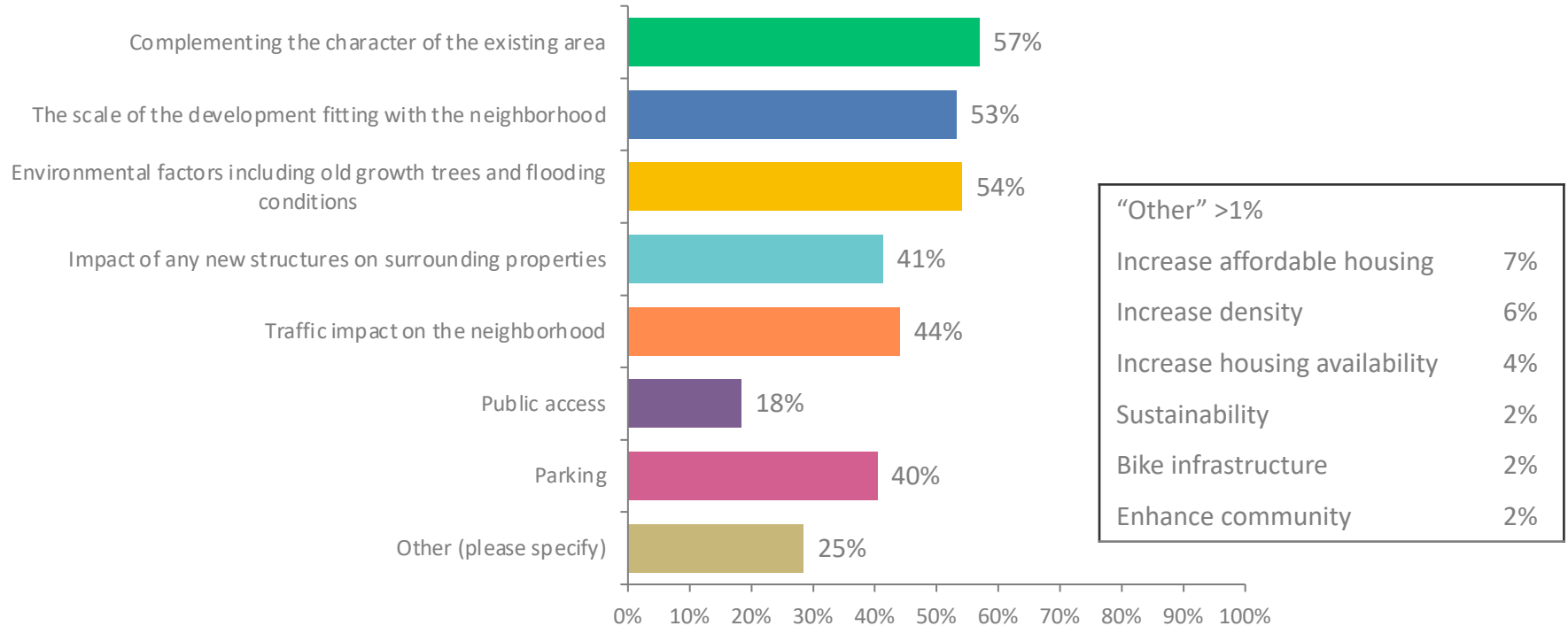
Affordable housing, in general, along with specific denser forms of housing inventory (apartments, townhouses) are most likely to be seen as priority areas.

N=109



Many issues are seen as important in redeveloping the TRW site indicating lack of overall agreement on the trade-offs/compromises to be pursued.

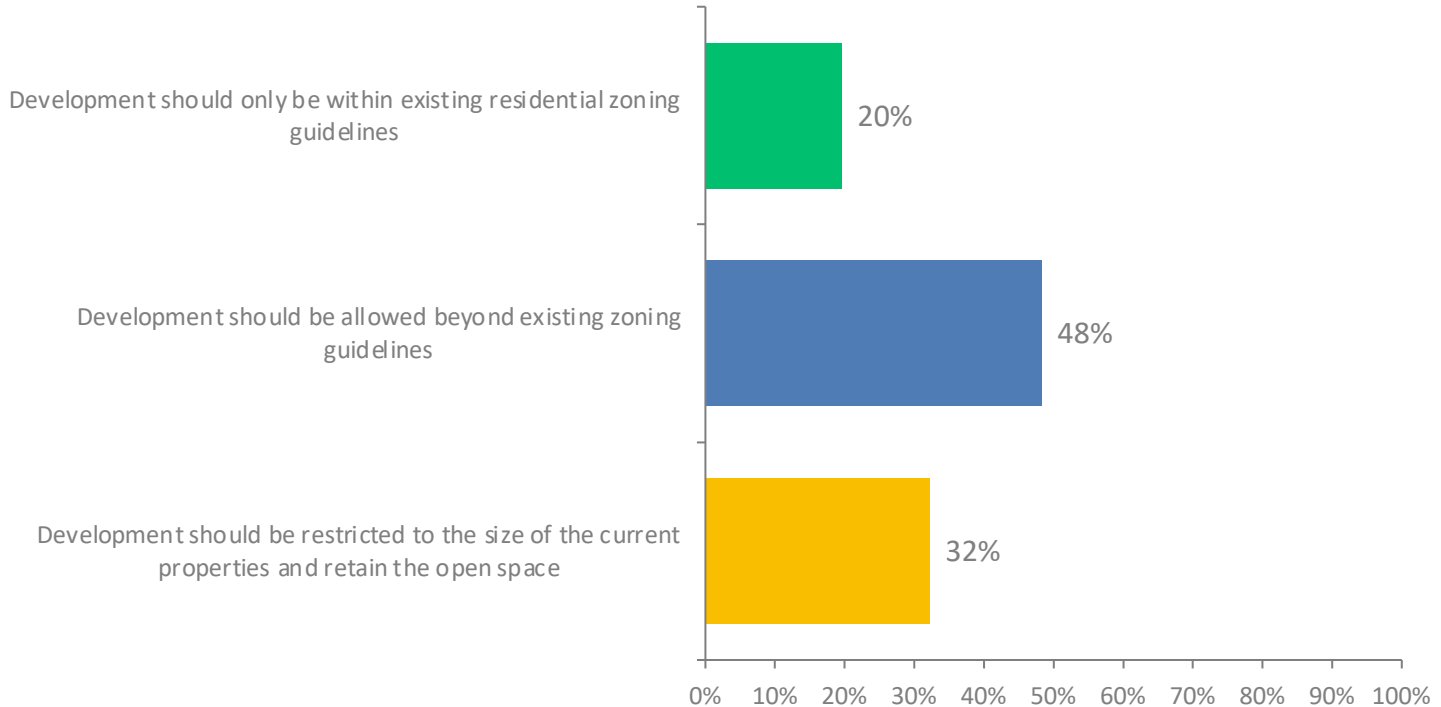
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Q13: What issues should be taken into consideration when redeveloping the TRW site in the existing residential area? Please check as many issues as apply. If nothing on the list applies to you AND you have nothing you would like to add to the list, please check "Other" and write "Nothing" in the space provided in order to continue.

The respondents are split between believing that TRW redevelopment should be within existing zoning guidelines or no larger than the current footprint and allowed to expand beyond the existing zoning guidelines.

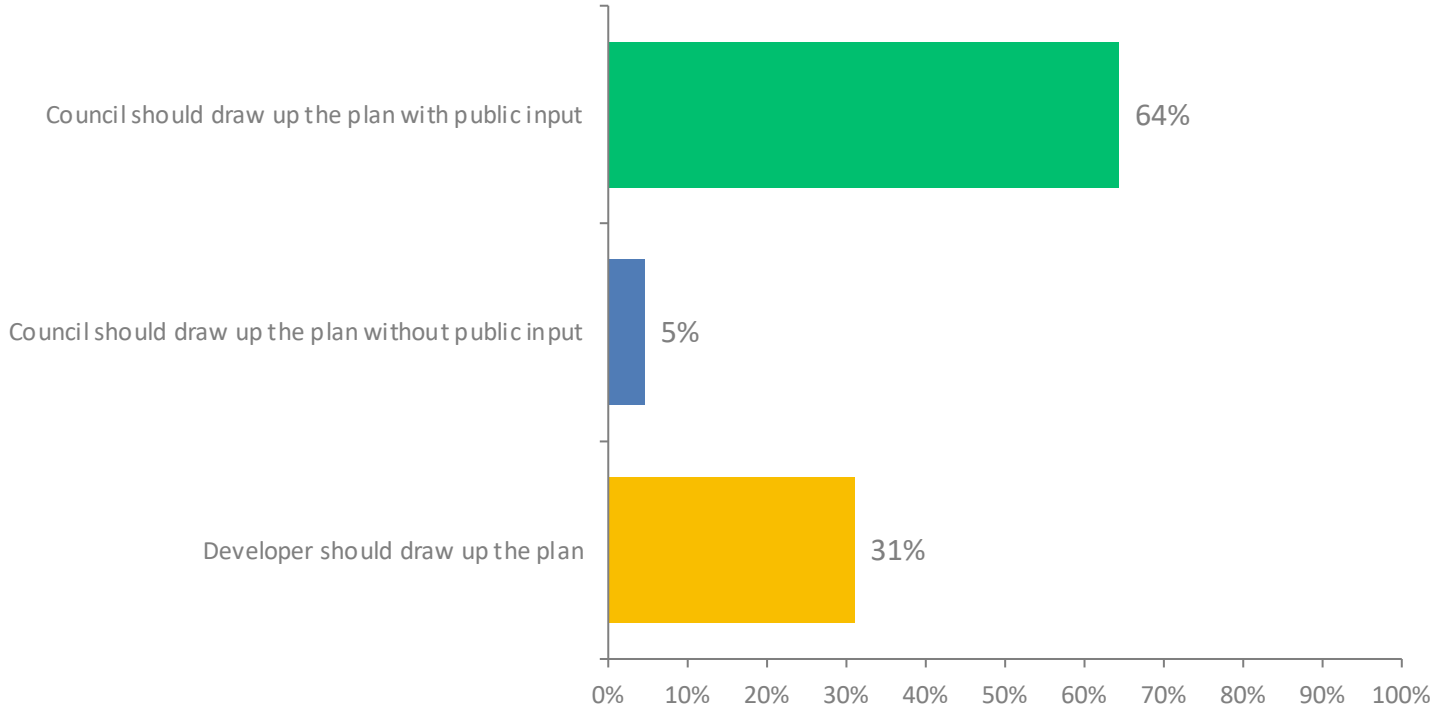
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Q14: The area in which the TRW campus is located - on Stockton Street between Edgehill Street and Hibben Road - has been declared an Area in Need of Redevelopment (ANR). This gives the Town the ability, if desired, to override the existing zoning regulations. In your opinion, which of the following statements best describes your opinion on any development that takes place under this ANR designation?

A solid majority agrees that Council should draw TRW redevelopment plans with public input while one-third think the Developer should draw up the plan. Very few feel the public should have no input.

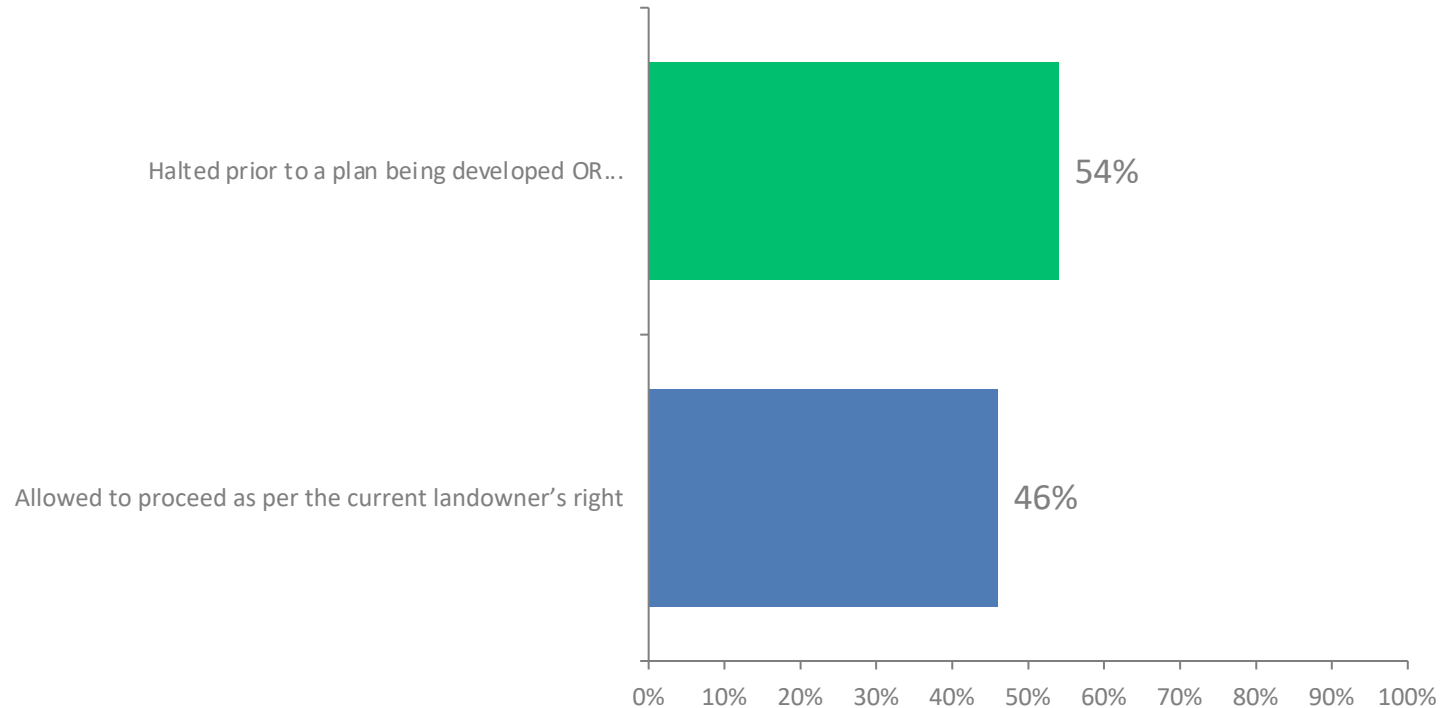
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Q15: The Town Council declared the TRW campus part of an 'Area in Need of Redevelopment.' Under state law, the council is obliged to develop and approve a plan for the site before any redevelopment takes place. As this development proceeds, what should be the next steps?

There is divided opinion regarding whether or not Princeton Theological Seminary should be demolishing historical buildings prior to selling the land/presenting a redevelopment plan.

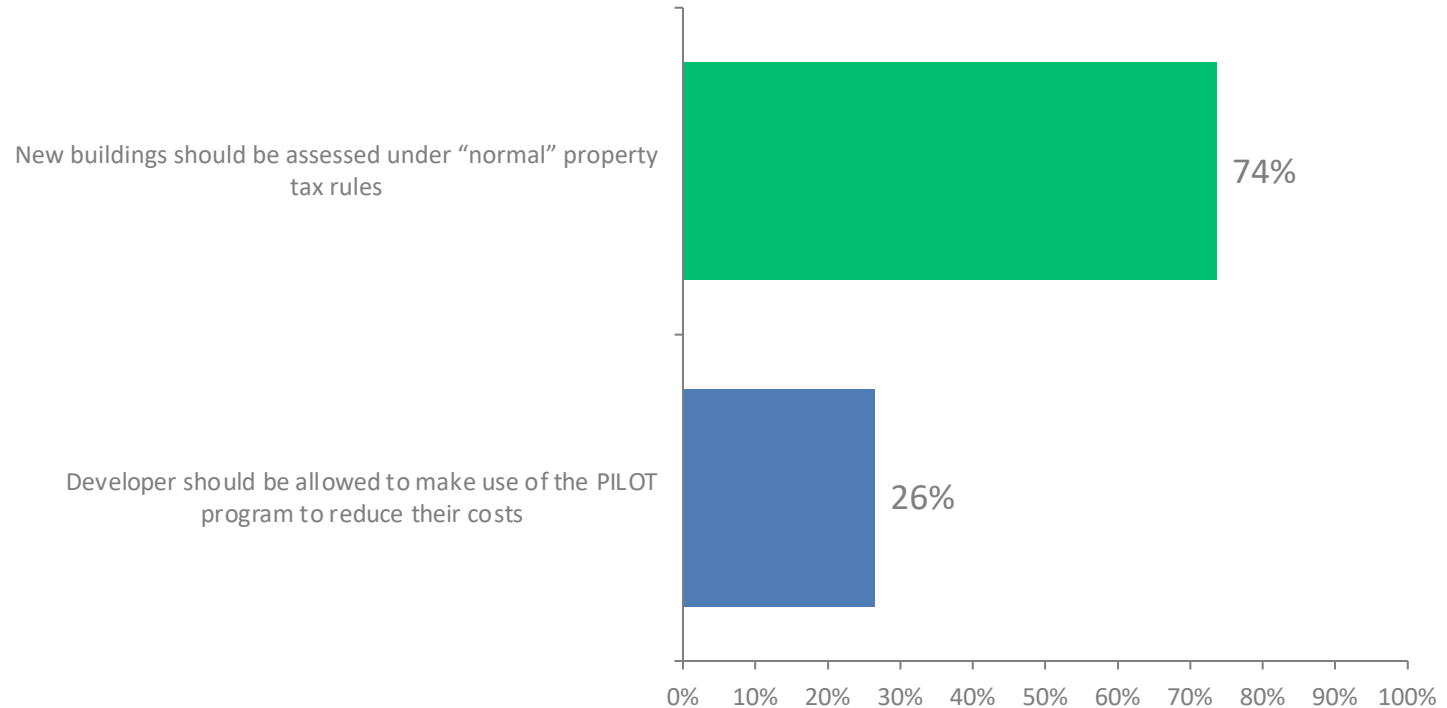
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Q16: Princeton Theological Seminary is demolishing the existing historical buildings prior to selling the land to its chosen purchaser. This limits options such as adaptive reuse and prevents review of the use of these buildings as part of a future development plan. In your opinion should the demolition be:

A clear majority think any new building should be assessed property taxes under existing tax rules rather than the PILOT program.

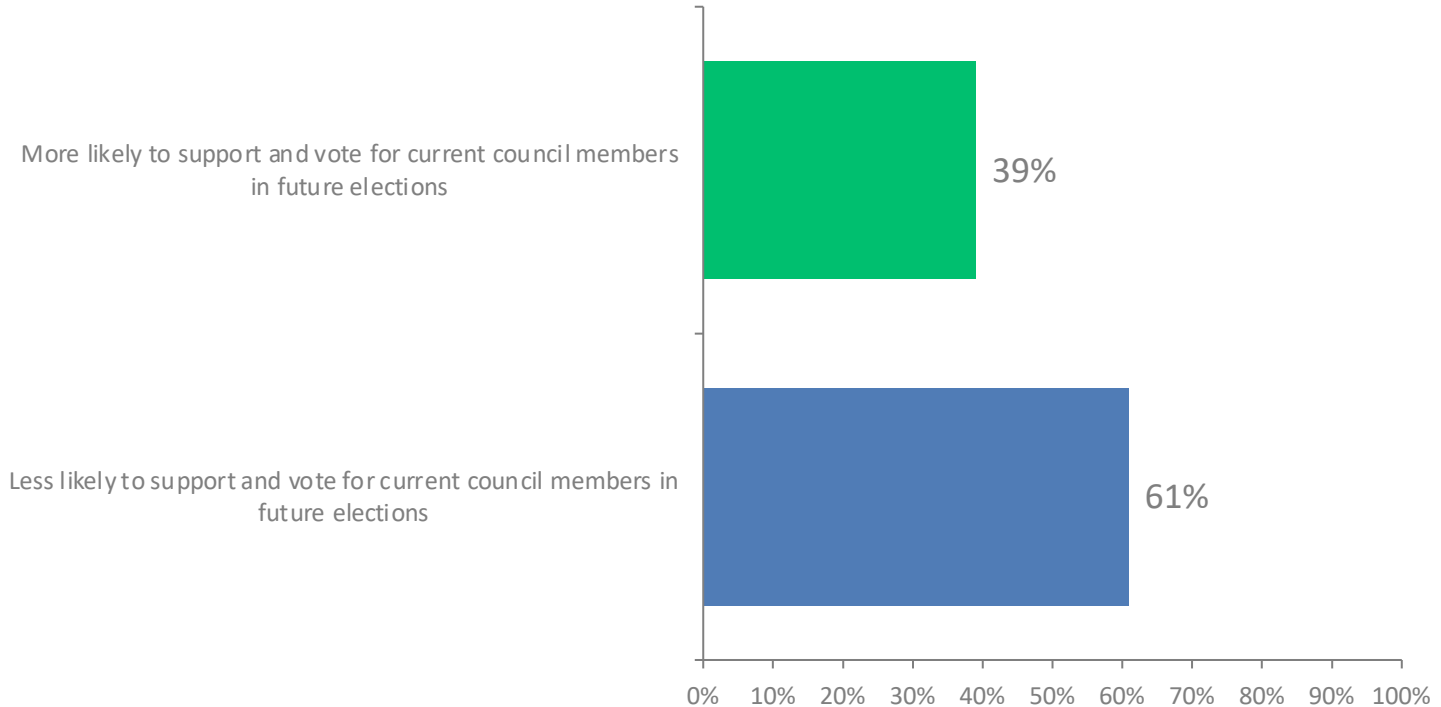
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Q17: Should the buildings in this development be assessed for property taxes including contributions to schools and county or should the developer asked to make Payments in Lieu of Taxes (PILOT), excluding school and county payments and potentially reducing his costs?

The majority of respondents say current development policies and individuals on the council make them less likely to supporting vote for current council members in future elections.

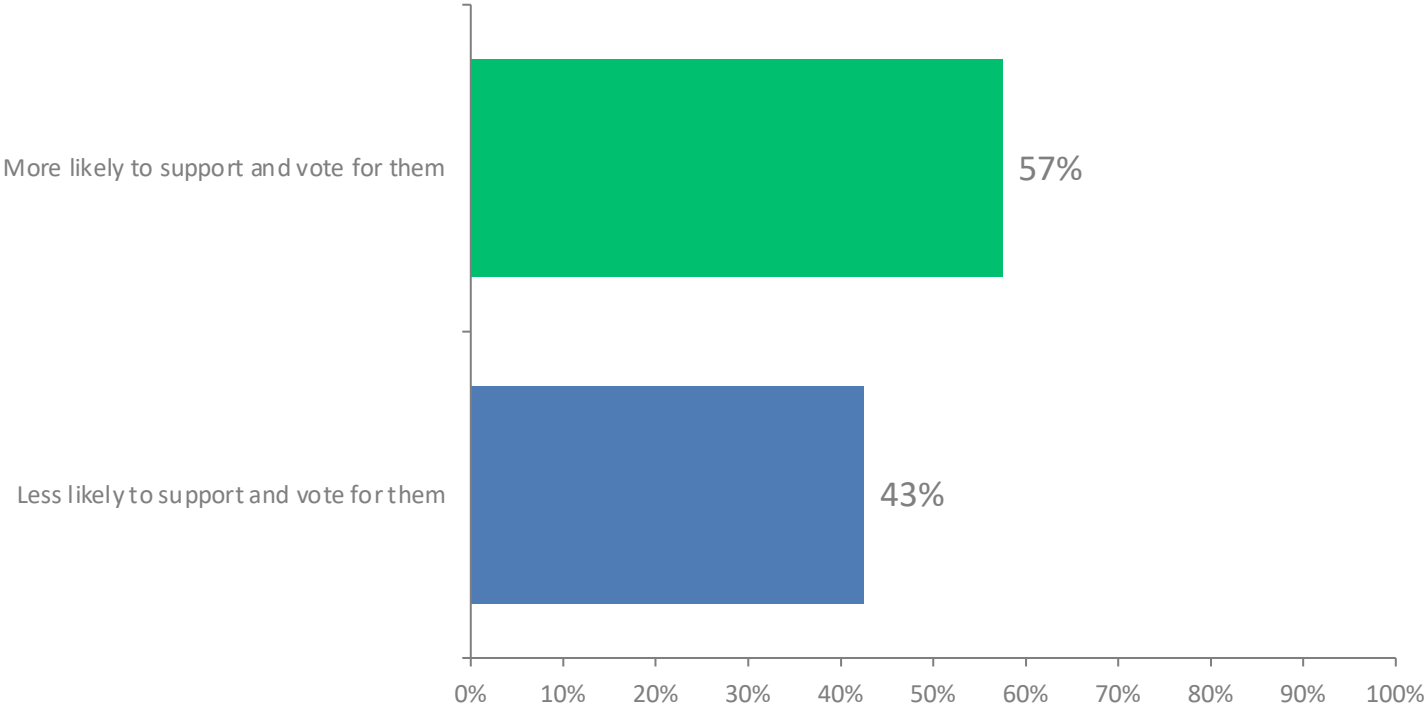
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Q18: Do the current development policies and individuals on the council make you more likely or less likely to supporting vote for current council members in future elections?

An independent running for council who supported balanced development appears to be an option many respondents would like to have.

N=87



Appendix

Survey Invitation Email

Let us know how you feel about development in Princeton

There is a lot of development activity at the moment in Princeton.

We want to understand your views on not only the projects being proposed but also how decisions are being taken on behalf of Princeton. The results of the survey will be shared with the community.

Please take this survey within the next 72 hours. It should only take about 5 minutes of your time.

When you click on the link below, you will be taken to the survey hosted by SurveyMonkey, one of the largest market research firms in the US. Your responses to the questions will be completely anonymous and looked at only in the aggregate, not on an individual basis. Your opinion is important so we ask for your thoughtful and candid response. Please do not attempt to take the survey more than once as the sample has been carefully drawn. Simply clicking on the link should take you to the survey, but if that does not work, you can copy and paste it into your browser.

https://www.surveymonkey.com/r/Princeton_Development_Survey

Open-Ended “Other (Please Specify)” Verbatim Responses

Q4. What do you value most about Princeton? Please select up to 4 items from the list below or write in your own. “Other (Please Specify)” Responses

Q4. What do you value most about Princeton? Please select up to 4 items from the list below or write in your own.

Walkable

Transit Access

Cars destroy downtown

Intellectual/international/ diverse university town

High housing prices

Strong sense of community and access to excellent cultural, artistic, and recreational resources and open space.

I value that it is becoming more progressive. I hope it becomes less elitist with affluent white people that want to preserve what benefits they have by virtue of their skin color.

Ability to accommodate new neighbors in affordable housing

That many people can walk or bike to downtown and to public transportation

Proximity to large cities.

Walkable community. Great organic supermarket and hardwares store. Dinky link to main line trains (I can walk/train to EWR!)

Recreation and Parks

the people who live here

All of the above

Its world-famous status

What a dum (*sic*) set of options. Some are activities, some are spaces. History???

Cultural possibilities, music, arts, academics, historical etc

Downtown greatly diminished visually with tree removals and small replacements

I choose all of the above because Princeton has it all. Everything feels accessible and down to earth. Minus the Hermes store coming. ???

Princeton's community is not very diverse or I would have ticked the diversity box. I value diversity and would like to see more of it.

Princeton gave the feeling of high standards in aesthetics, historical architecture and landscaping. It is slowly turning into a cheap looking, money hungry town. It used to be gracious.

Q5. What are some of the challenges you see facing Princeton? Please select as many as apply.

“Other (Please Specify)” Responses

Q5. What are some of the challenges you see facing Princeton? Please select as many as apply.

Lack of affordable housing for all who work here, Resistance to change and growth that is aligned with fighting climate change (more density in walking distance from schools and downtown, fewer cars and more bikes and pedestrians)

The current ongoing Terhune development destroyed large area of green space, but was not disclosed to residents when it's discussed

NIMBYs who want to preserve the town in amber in order not to lose value on their houses

Lack of affordable housing

Housing unaffordability

Lack of housing lack of public transportation lack of protected bike infrastructure

Cars gobble up too much space

Inadequate affordable and middle-income housing. Not enough density of housing. Too many single-family houses. Not enough promotion of density, walkability, and bikeability.

Not enough housing

Affordable Housing

Lack of housing

Housing shortage, rent is too high

The high cost of housing/not enough housing supply

Lack of affordable housing

Lack of affordable housing.

not affordable to live here

The possibility of falling house prices. Poors moving in.

Becoming an enclave only for wealthy people

Rich white folks that talk about diversity and equity as long as they don't have to make any personal sacrifices.

Not enough affordable housing

Lack of affordable housing for low and middle individuals and families, especially non-University affiliates

Affordability crisis

INSUFFICIENT MID-PRICED AND AFFORDABLE HOUSING.

Q5. What are some of the challenges you see facing Princeton? Please select as many as apply.

“Other (Please Specify)” Responses - CONTINUED

Q5. What are some of the challenges you see facing Princeton? Please select as many as apply.

Affordable housing

Not enough housing. Prices are high because supply is low. This has caused friends and family to move away.

Underdevelopment

Lack of high density housing close to public transportation

Not enough housing. Rent too high.

Diversity and affordability; affordable housing.

Far too car-centric. Not enough decent bike infrastructure. Need far more dense, walkable housing.

Underdevelopment

Home prices seem better suited for Western Section millionaires than regular people.

Too little new housing

Need a dramatically updated Master Plan so that we can successfully move the town in a coordinated fashion into the future.

Too many CAVE (citizens against virtually everything) people interfering with needed development and growth

Affordability

High taxes due to poor management by elected officials.

All of the above

High property taxes; too many automobiles

Traffic, traffic, traffic, and traffic

Affordability

Saving all remaining green space and linking it (the excellent proposed project known as the Emerald Necklace)

Princeton is wonderful for being a town of smart people not “rich” people.

Q5. What are some of the challenges you see facing Princeton? Please select as many as apply.

“Other (Please Specify)” Responses - CONTINUED

Q5. What are some of the challenges you see facing Princeton? Please select as many as apply.

Cultural/social stagnation, unaffordable housing, lack of social and cultural diversity, social and racially segregated neighborhoods, 'ghettoization' of less affluent and racially diverse communities
The town is urbanizing. Lots of big complexes going up, particularly at the shopping center! Plus they don't even pretend to mirror the character of the other buildings in town. Plus the town is concerned with being green but we are putting up apartments on vacant land (hundreds), we are building townhouses where one house stood before. You can choke on the hypocrisy.

Q6. When existing properties are redeveloped or repurposed/adapted, which of the following things would you like to see taken into account as part of that change? Please select as many as many as apply. Other (Please Specify)” Responses

Q6. When existing properties are redeveloped or repurposed/adapted, which of the following things would you like to see taken into account as part of that change? Please select as many as many as apply.

Restrict or Eliminate Area in Need of Redevelopment statute

Evaluate, sustain, and enhance historic preservation in all applicable cases, not limit to local historic districts

Adaptive reuse of important or historical buildings; good design

Make sure they house more people than the building it replaced

Provide things the community needs (housing)

More density

Mixed use

Adding more units than had been there previously.

all of these are terrible reasons to block new housing

as many new apartments as possible

Maximise the size so more people can live there

Greater mixed-use density to provide housing and amenities in a walkable way. No more decades long litigation fighting every development.

It shouldn't happen at all because then I'll lose money waahhhh

Mixed-income, inclusionary housing.

Provide a variety of housing opportunities for households of various sizes and incomes, especially starter homes and smaller homes for those who want to downsize.

cant answer this in aggregate - depends on the project

More low/moderate income housing! People who work in Princeton can't afford to live here.

INCREASED DENSITY

Build for density

I don't care about any of those things. We need housing, so building as much as possible (and as dense as possible) should be priority #1. Everything else is just an excuse to avoid building housing. No parking — it takes up space that could be used for housing, and cars are terrible for the environment.

no parking minimums

I don't necessarily need any of these things, especially if they impede the housing crisis we have

High density. Especially close to downtown

More units per lot. ADUs would be nice.

Q6. When existing properties are redeveloped or repurposed/adapted, which of the following things would you like to see taken into account as part of that change? Please select as many as many as apply. Other (Please Specify)” Responses - CONTINUED

Q6. When existing properties are redeveloped or repurposed/adapted, which of the following things would you like to see taken into account as part of that change? Please select as many as many as apply.

Higher density housing

More multi-unit housing rather than gigantic new houses.

Put more houses on each lot. Abolish single family zoning and parking minimums. Require bike parking and heat pumps.

Relax regulation

More housing

Provide a substantial number of new homes

Insure quality design and uphold high construction standards

trees & plantings ... we need more trees & greens

not increase the population density of the neighborhood

Depends on the location and type of site

Not reducing the quality of life for current residents

Affordable Housing in Princeton is a mistake bc the Cost of Living in Princeton is too high for poor people. They cannot afford to shop to support the downtown.

What about preserving trees on property. Building green houses?

Great danger of developing every single open space for non value added developments, office spaces that use up twice the space needed and are empty now, in the middle of woods, especially Bunn drive area, bottle king on 206.

If a structure must be enlarged, it should be kept to a minimum and not overpower adjacent properties

It is important to ask for whom is this being built. Is it to attract more people does it have or add value to those who live here.

Retain existing building and adapt to new needs

Impact on traffic. With the new mega complexes going up on Harrison street, traffic and getting in and out of town will be a nightmare

Q11. Assuming the property is sold by Princeton Theological Seminary, how do you think these historic buildings should be used? Other (Please Specify)” Responses

Q11. Assuming the property is sold by Princeton Theological Seminary, how do you think these historic buildings should be used? Other (Please Specify)” Responses

Replace them with whatever the owner of the property wants to put there so long as it does not cause a significant nuisance

Don't create a car sewer

Be similar to preexisting housing

However the owner wishes

The owner should have the same freedom as other owner, but I would like to see dense, mixed-use development in such a walkable location fronting the main road.

The design, density and uses on the site should be determined through a redevelopment planning process as provided by law.

Dont know

Historic designations are an excuse to avoid building housing. A portico and some dormers does not make a building “historic”.

Co-housing schemes would be great

I think we first have to see what the new owner proposes and then respond to that.

Demolished: Replaced with well designed/quality built condos

Depends on what is decided by the community as the highest and best use of the site.

Hard to believe that Princeton is tearing down historic buildings under the guise of Area in Need of Dev. Awful.

What was the property used for prior? It seems more public space would suit Princeton well. Princeton should build more parking and turn Palmer Square and Hullfish into a pedestrian zone.

Q12. What should be the priority for development of the TRW campus? Other (Please Specify)" Responses

Q12. What should be the priority for development of the TRW campus? Other (Please Specify)" Responses

Mixed-Used Walkable Development

Mixed income/mixed use in a campus-like design

Maintain density and character of current building

Whatever the owner wants

We desperately need much more housing, but in that location retail and office would also work, preferably a mix of all three.

Why is affordable housing it's *(sic)*_own category as if it is separate and distinct. How about affordable apartments and affordable townhomes?

The uses should be determined through the development of a redevelopment plan that includes affordable homes. See previous answer.

Total housing built. Population increase

This site is near town, with good walkability and transport links. Make it easy for people to walk and cycle, please

If it's going to become a residential complex, not single stand-alone or twins, then it should include affordable housing.

ownership // no more rentals please

if it has to be homes, make it affordable to meet the mandated quota

Priority for whom?

Just refit the existing historic structures in a respectful way that preserves their architecture.

Educational

None of the above

Town and state should purchase for open space.

Keeping existing historic feel; eliminating more buildings allowing traffic to move consistent with area.

Retirees would love to stay in Princeton but none are going to pay upwards a million dollars to die.

Historical and open space

Should incorporate existing architecture

Q13. What issues should be taken into consideration when redeveloping the TRW site in the existing residential area? Please check as many issues as apply. If nothing on the list applies to you AND you have nothing you would like to add to the list, please check "Other" and write "Nothing" in the space provided in order to continue. Other (Please Specify) Responses

Q13. What issues should be taken into consideration when redeveloping the TRW site in the existing residential area? Please check as many issues as apply. If nothing on the list applies to you AND you have nothing you would like to add to the list, please check "Other" and write "Nothing" in the space provided in order to continue. Other (Please Specify) Responses

The huge demand for housing, particularly lower-priced housing

Increasing affordability
sustainability

Nothing

Protected bike infrastructure to rt1 shopping. Enhanced public transportation. Density.

Housing less than \$1mil

As much additional housing as possible.

providing as much housing as possible in the midst of a dire shortage

as many new apartments as possible

Maximising the number of people who can live here

The answers appear to have been designed to skew the results in a certain direction.

To fight climate change and the loss of socioeconomic diversity, we need more housing in a dense way, mixed with retail and office space.

Using environmental concerns as a reason not to build more affordable housing is very unproductive.

These are all matters that are considered when a redevelopment plan is created.

Affordability

OPPORTUNITY TO MAXIMIZE THE PROXIMITY TO DOWNTOWN AND ITS HIGHER DENSITY.

Nothing

High density (for environmental reasons)

Total units built.

Affordable housing.

Q13. What issues should be taken into consideration when redeveloping the TRW site in the existing residential area? Please check as many issues as apply. If nothing on the list applies to you AND you have nothing you would like to add to the list, please check "Other" and write "Nothing" in the space provided in order to continue. Other (Please Specify)" Responses - CONTINUED

Q13. What issues should be taken into consideration when redeveloping the TRW site in the existing residential area? Please check as many issues as apply. If nothing on the list applies to you AND you have nothing you would like to add to the list, please check "Other" and write "Nothing" in the space provided in order to continue. Other (Please Specify)" Responses

Community building. Sustainability — genuine, not greenwashing. These buildings should last a long time and be energy efficient. Make it easy for household to not own a car, with walk, bike and public transit infrastructure.

Provide more market rate housing in Princeton

Alleviating housing shortage

Maximizing number of new homes

Stormwater management. Those old buildings cause many environmental issues and should be replaced

Providing affordable workforce housing close to town

Nothing

Development must positively add to Princeton Community Brand

we need very inexpensive community meeting rooms - this used to be the prevue of churches. the library wants too much for get togethers. we need foster more community.

Data Tables – Closed-Ended Responses – All Questions

Q1: Which of the following statements, if any, apply to you? Check as many as apply.

N=117

ANSWER CHOICES	RESPONSES	
I own a home and live in Princeton	76.92%	90
I rent a home and live in Princeton	14.53%	17
I own residential property that I rent to others in Princeton	4.27%	5
I own commercial property in Princeton	4.27%	5
I rent commercial property in Princeton	4.27%	5
None of the above apply to me - Please specify your connection to Princeton	9.40%	11
TOTAL		133

Q2: Which one of the following statements best describes your work situation?

N=117

ANSWER CHOICES	RESPONSES	
I work in Princeton but not from home	24.79%	29
I work from home	33.33%	39
I travel to work outside of Princeton	19.66%	23
I do not currently work	2.56%	3
I am retired	19.66%	23
TOTAL		117

Q3: How long have you lived in Princeton?

N=117

ANSWER CHOICES	RESPONSES	
Less than 1 year	0%	0
Between 1 year and 5 years	10.26%	12
More than 5 years	82.05%	96
I do not live in Princeton	7.69%	9
TOTAL		117

Q4: What do you value most about Princeton? Please select up to 4 items from the list below or write in your own.

N=117

ANSWER CHOICES	RESPONSES	
History	47.01%	55
Small town feel	39.32%	46
Princeton's academic institutions	47.01%	55
Open space	31.62%	37
Attractive downtown	43.59%	51
Good schools	39.32%	46
Dining options	27.35%	32
Diverse community	41.03%	48
Good housing options	4.27%	5
Shopping options	6.84%	8
Other (please specify)	17.95%	21
TOTAL		404

Q5: What are some of the challenges you see facing Princeton? Please select as many as apply.

N=117

ANSWER CHOICES	RESPONSES	
Traffic	43.59%	51
Parking	26.50%	31
Stormwater runoff/Flooding	33.33%	39
Overdevelopment	36.75%	43
Historic preservation	33.33%	39
Losing its small-town feel	37.61%	44
Maintaining high-quality schools	24.79%	29
Maintaining a vital downtown	44.44%	52
Not growing in an environmentally-friendly way	22.22%	26
Other (please specify)	38.46%	45
TOTAL		399

Q6: When existing properties are redeveloped or repurposed/adapted, which of the following things would you like to see taken into account as part of that change? Please select as many as apply.

N=117

ANSWER CHOICES	RESPONSES	
Complement the character of the neighborhood	52.14%	61
Include affordable housing	43.59%	51
Not be larger than the existing buildings it replaces	30.77%	36
Enough parking	25.64%	30
Keep the original look	24.79%	29
Modern design	5.13%	6
Open space	27.35%	32
Sustainability	41.03%	48
Other (please specify)	35.90%	42
TOTAL		335

Q6: When existing properties are redeveloped or repurposed/adapted, which of the following things would you like to see taken into account as part of that change? Please select as many as apply.

Q7: How aware are you of the use of the “Area in Need of Redevelopment” (ANR) designation being used throughout town to redevelop properties such as the Princeton Shopping Center, Thanet Road, and the Princeton Theological Seminary TRW campus?

N=116

ANSWER CHOICES	RESPONSES	
Completely aware	46.55%	54
Somewhat aware	38.79%	45
Not too aware	9.48%	11
Not at all aware	5.17%	6
TOTAL		116

Q8: What is your understanding of the benefits of the ANR designation? You may select as many benefits as apply.

N=116

ANSWER CHOICES	RESPONSES	
It allows the community to have input on the design	28.45%	33
It ensures there is a public benefit to the development	30.17%	35
It enables the developer to build more than is allowed under current zoning	33.62%	39
It allows the developer to densely build on the site	28.45%	33
It allows for increased taxes to the town	20.69%	24
I am not aware of any of the benefits from ANR	30.17%	35
TOTAL		199

Q9: The Tennant Roberts Whiteley (TRW) campus on Stockton Street between Edgehill Street and Hibben Road is owned by Princeton Theological Seminary and is planned to be sold for redevelopment. Which of the following statements most applies to you as far as the TRW campus redevelopment project is concerned?

N=116

ANSWER CHOICES	RESPONSES	
I have never heard of the TRW redevelopment project	5.17%	6
I have heard of the TRW redevelopment project but don't know much about it	39.66%	46
I am very familiar with the TRW redevelopment project	52.59%	61
I am involved directly with the TRW redevelopment project	2.59%	3
TOTAL		116

Q10: Approximately how close to the proposed TRW redevelopment project do you live?

N=109

ANSWER CHOICES	RESPONSES	
Less than a quarter mile away	17.43%	19
A quarter mile to a half mile away	22.94%	25
More than half a mile but less than a mile away	21.10%	23
More than a mile away	32.11%	35
Don't know/Not sure	6.42%	7
TOTAL		109

Q11: Assuming the property is sold by Princeton Theological Seminary, how do you think these historic buildings should be used?

N=109

ANSWER CHOICES	RESPONSES	
Adapted to be reused as residential housing	32.11%	35
A combination of adapted existing buildings and new residential housing	37.61%	41
Demolished and replaced by town houses and apartments	33.03%	36
Provide open space and community facilities	17.43%	19
Other (please specify)	12.84%	14
TOTAL		145

Q12: What should be the priority for development of the TRW campus?

N=109

ANSWER CHOICES	RESPONSES	
Affordable housing	43.12%	47
Single family houses	12.84%	14
Townhouses	25.69%	28
Apartments	39.45%	43
Upscale condominiums	17.43%	19
Other (please specify)	19.27%	21
TOTAL		172

Q13: What issues should be taken into consideration when redeveloping the TRW site in the existing residential area? Please check as many issues as apply. If nothing on the list applies to you AND you have nothing you would like to add to the list, please check "Other" and write "Nothing" in the space provided in order to continue.

N=109

ANSWER CHOICES	RESPONSES	
Complementing the character of the existing area	56.88%	62
The scale of the development fitting with the neighborhood	53.21%	58
Environmental factors including old growth trees and flooding conditions	54.13%	59
Impact of any new structures on surrounding properties	41.28%	45
Traffic impact on the neighborhood	44.04%	48
Public access	18.35%	20
Parking	40.37%	44
Other (please specify)	28.44%	31
TOTAL		367

Q13: What issues should be taken into consideration when redeveloping the TRW site in the existing residential area? Please check as many issues as apply. If nothing on the list applies to you AND you have nothing you would like to add to the list, please check "Other" and write "Nothing" in the space provided in order to continue.

Q14: The area in which the TRW campus is located - on Stockton Street between Edgehill Street and Hibben Road - has been declared an Area in Need of Redevelopment (ANR). This gives the Town the ability, if desired, to override the existing zoning regulations. In your opinion, which of the following statements best describes your opinion on any development that takes place under this ANR designation?

N=87

ANSWER CHOICES	RESPONSES	
Development should only be within existing residential zoning guidelines	19.54%	17
Development should be allowed beyond existing zoning guidelines	48.28%	42
Development should be restricted to the size of the current properties and retain the open space	32.18%	28
TOTAL		87

Q14: The area in which the TRW campus is located - on Stockton Street between Edgehill Street and Hibben Road - has been declared an Area in Need of Redevelopment (ANR). This gives the Town the ability, if desired, to override the existing zoning regulations. In your opinion, which of the following statements best describes your opinion on any development that takes place under this ANR designation?

Q15: The Town Council declared the TRW campus part of an ‘Area in Need of Redevelopment.’ Under state law, the council is obliged to develop and approve a plan for the site before any redevelopment takes place. As this development proceeds, what should be the next steps?

N=87

ANSWER CHOICES	RESPONSES	
Council should draw up the plan with public input	64.37%	56
Council should draw up the plan without public input	4.60%	4
Developer should draw up the plan	31.03%	27
TOTAL		87

Q16: Princeton Theological Seminary is demolishing the existing historical buildings prior to selling the land to its chosen purchaser. This limits options such as adaptive reuse and prevents review of the use of these buildings as part of a future development plan. In your opinion should the demolition be:

N=87

ANSWER CHOICES	RESPONSES	
Halted prior to a plan being developed OR...	54.02%	47
Allowed to proceed as per the current landowner's right	45.98%	40
TOTAL		87

Q17: Should the buildings in this development be assessed for property taxes including contributions to schools and county or should the developer asked to make Payments in Lieu of Taxes (PILOT), excluding school and county payments and potentially reducing his costs?

N=87

ANSWER CHOICES	RESPONSES	
New buildings should be assessed under “normal” property tax rules	73.56%	64
Developer should be allowed to make use of the PILOT program to reduce their costs	26.44%	23
TOTAL		87

Q18: Do the current development policies and individuals on the council make you more likely or less likely to supporting vote for current council members in future elections?

N=87

ANSWER CHOICES	RESPONSES	
More likely to support and vote for current council members in future elections	39.08%	34
Less likely to support and vote for current council members in future elections	60.92%	53
TOTAL		87

Q19: If there was an independent running for council that supported balanced development would you be more likely or less likely to vote for them?

N=87

ANSWER CHOICES	RESPONSES	
More likely to support and vote for them	57.47%	50
Less likely to support and vote for them	42.53%	37
TOTAL		87