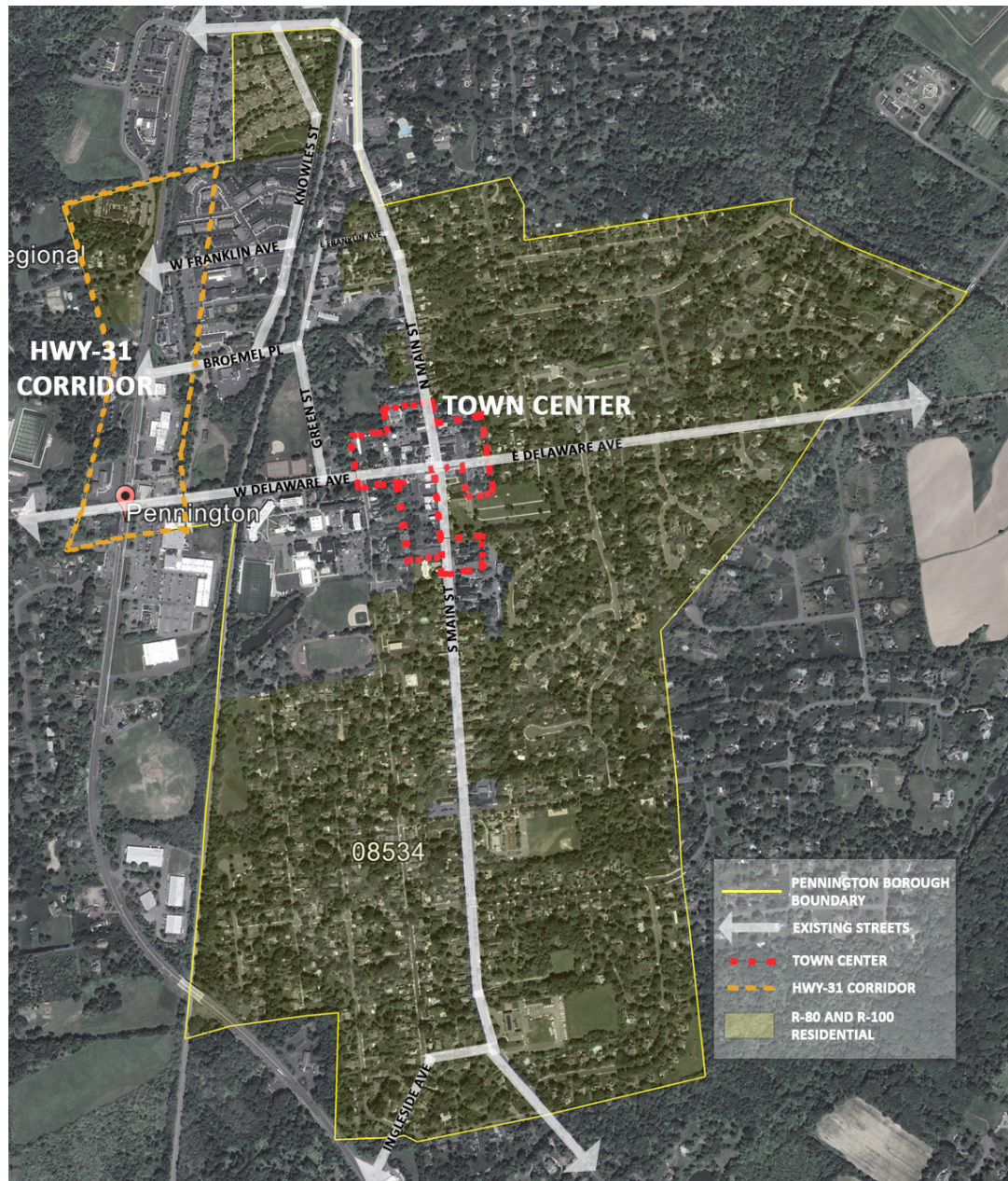


Pennington Borough Master Plan Survey Results Summary

The goal of this survey is to identify key issues and priorities to inform the development of Pennington Borough's Master Plan, specifically the Land Use Plan, the Economic Development Plan and the Housing Plan.

The survey consists of 5 brief sections and a total of 18 questions with multiple choice, visual preference choices and open-ended responses.

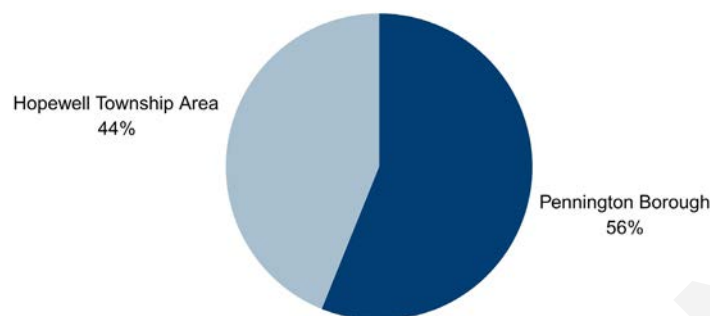


Introduction

This survey was conducted from July 28 to August 15, 2025 and received a total of 550 responses. Participants live in Pennington Borough (56.8%) and the Hopewell Township Area (38.6% from Hopewell Township and 4.6% were single responses including Hopewell Township locations as well as areas immediately adjacent). Results are based on Survey Total (550 Responses), Pennington Borough (309 Responses) and Hopewell Township Area (241 Responses).

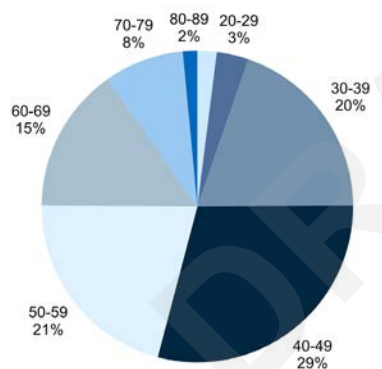
Survey Demographics

Q16. Do you live in Pennington Borough?

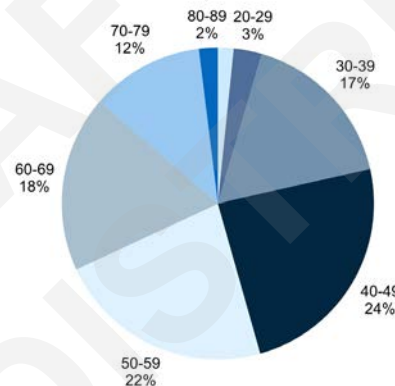


Q17. What is your age?

Age Distribution
Survey Total

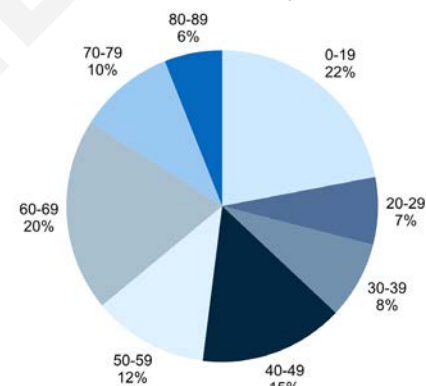


Age Distribution
Pennington Borough



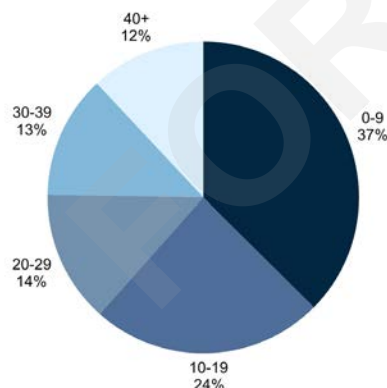
Age Demographic of
Pennington Borough

ACS 2023 5-year

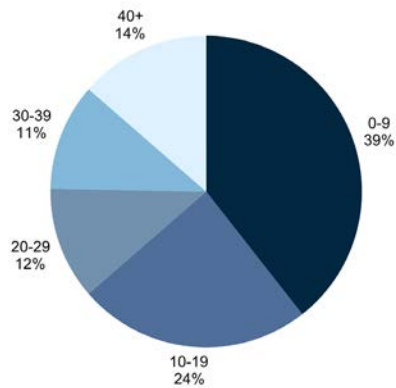


Q18. How long have you lived in the area?

Survey Total



Pennington Borough



About Survey Analysis:

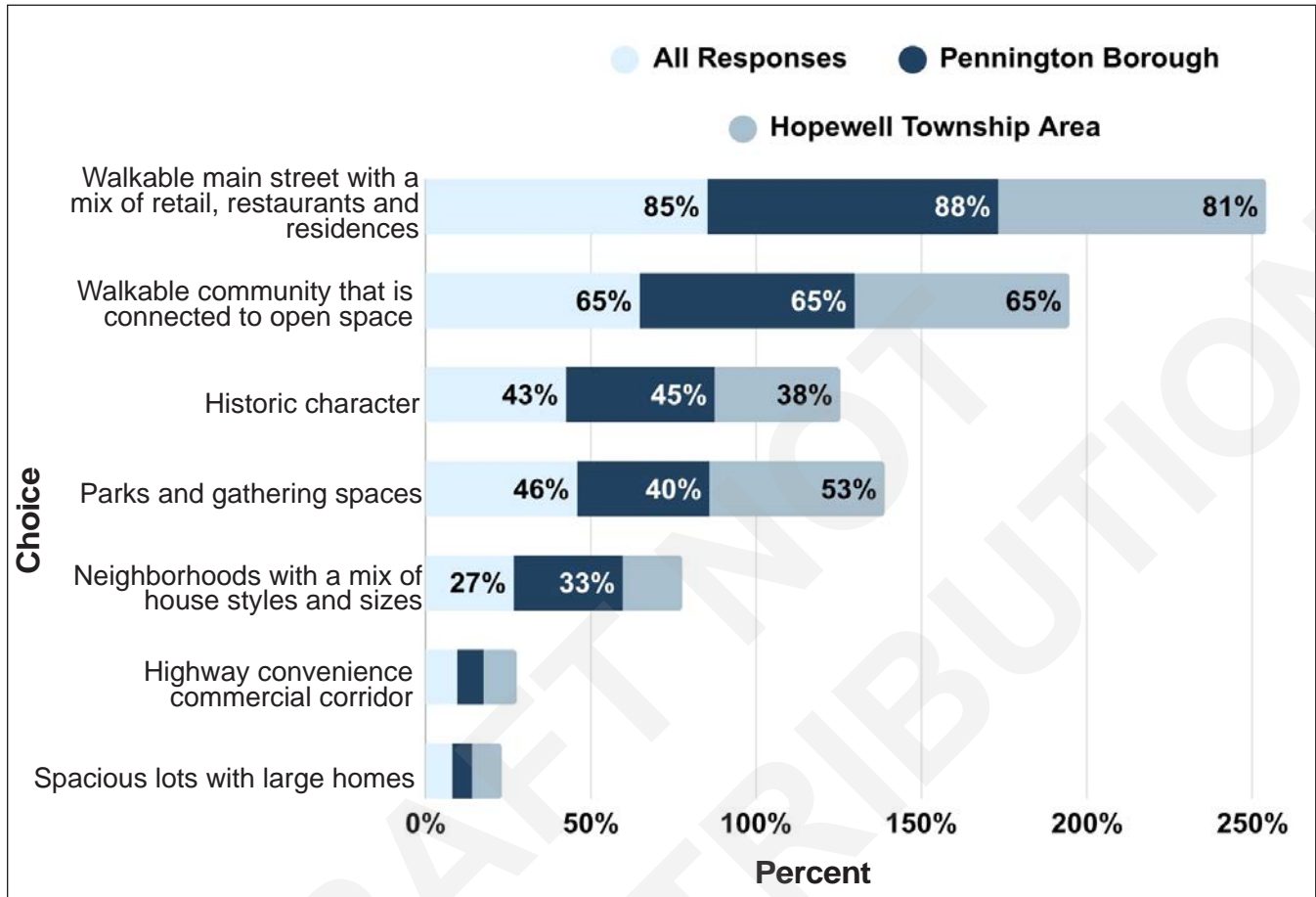
Quantitative & Qualitative Analysis
(Thematic Analysis)

AI Disclosure: How AI was used in
this survey and Analyst's specific
methodology:

After foundational quantitative and
qualitative analysis was established,
AI was utilized as a word processing
and data processing tool within
an extensive analog process
and oversight to sort data, create
thematically analyzed summary
drafts and draft categorical lists.

Q1. Which of the following attributes do you value most about Pennington Borough?

Multiple Choice / Select Three



Participants were asked to select images that represent what they value most about Pennington. The top (3) selections were:

85% chose “Walkable main street with a mix of retail, restaurants and residences”



65% chose “Walkable community that is connected to open space”



46% chose “Parks and Gathering Space”

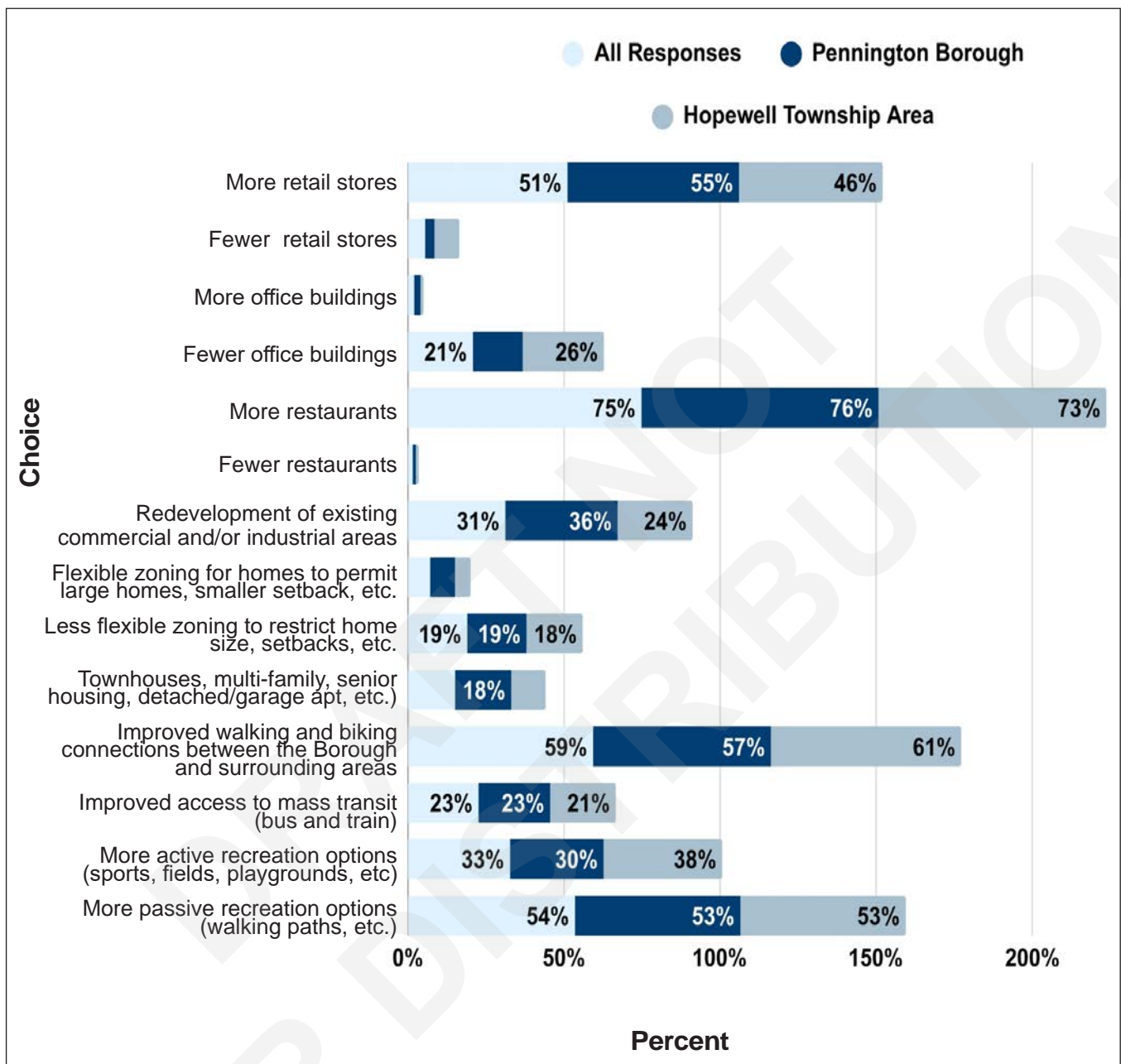


Write-in Responses (“Other”)

- low criminal rate
- Open space and parks
- Safe, comfortable Bicycle infrastructure
- Single family homes that are reasonably sized and priced. No need for huge homes but some people don’t want townhouses.
- It’s like Mayberry !
- ability to use a bicycle for transportation
- a good dedicated coffee shop

Q2. What changes would you like to see in Pennington Borough?

Multiple Choice



Respondents' top four selections align with the purpose and vibrancy respondents envision for Town Center as well as the priorities for the Hwy-31 Corridor.

The request of Fewer Office Buildings suggests a preference for public-facing businesses over private, professional spaces. In terms of development, respondents tend to prefer re-use of existing properties over new construction. There is a clear interest in more housing choices reflecting the respondents' concerns over affordability, while respondents are divided over zoning preferences. Overall, responses indicate mixed feelings on development, from opposition and distaste for styles and aesthetics to an interest in more housing choices and the desire for greater affordability and variety of living options. Respondents request the addition of active recreation to (in both Town Center & Hwy-31 Corridor). Lastly, respondents expressed a need for better bus and train access to connect the Borough to a wider region.

Q2. What changes would you like to see in Pennington Borough?

Multiple Choice

Write-in Responses ('Other')

- ""The Blackwell property at the bottom of the hill on North Main Street is a safety/environmental/flood/health hazard + eye sore, why the [expletive] are these decrepit old buildings being allowed to rot away in the middle of the borough?""
""cleanup the Blackwell mess""
- ""NO MORE BUILDING!!!! The infrastructure cannot handle it. Flooding will continue in low lying areas! Please keep this in mind. Do not develop anymore!""
""NO MORE CONDOS AND/OR DEVELOPMENTS!""
""No development""
- ""Closure of Ingleside to Rt 31 traffic.""
""Safer access to 31 via traffic lights, right turn only, etc. Better traffic flow near middle & high school""
- "Primary Concern: the Pennington Shopping center is disgusting. Needs to take on a face lift similar to what the Newtown, Pennsylvania shopping received in the past few years."
- ""DOGE audit of the school district budget to keep them from hemorrhaging costs""
""lower property taxes""
- "Places for teens or older children to gather, places of interest for kids to encourage pos interactions, more shops or hobby type places like beading/pop up shop opportunities, dessert shops, toy store (miss Twirl)!"
- "Rigorous planning review of any permitting and uses to better assure compliance with zoning. Zoning written that is more airtight so that zoning officer(s), planning committees and permit requesters have no flexibility in interpretation without a variance process"
- "Better flood management through daylight of Lewis Brook where possible"
- "Fix the sidewalk and install proper curbs on a Main Street to protect our children going to toll gate"
- "Places for teens or older children to gather, places of interest for kids to encourage pos interactions, more shops or hobby type places like beading/pop up shop opportunities, dessert shops, toy store (miss Twirl)!"
- "Primary Concern: the Pennington Shopping center is disgusting. Needs to take on a face lift similar to what the Newtown, Pennsylvania shopping received in the past few years."
- "Rigorous planning review of any permitting and uses to better assure compliance with zoning. Zoning written that is more airtight so that zoning officer(s), planning committees and permit requesters have no flexibility in interpretation without a variance process"
- ""cleanup the Blackwell mess""
""Redeveloping the old garage area but not into large homes or condos. Preferably mixed use much like the center of Main. A few rentals with retail below and some open space""
- ""Fix the sidewalk and install proper curbs on a Main Street to protect our children going to toll gate""
""Improve infrastructure. Bury power lines""
- ""NO MORE CONDOS AND/OR DEVELOPMENTS!""
""No development""
- ""Safer access to 31 via traffic lights, right turn only, etc. Better traffic flow near middle & high school""
""Bridge over 31 on Delaware at light for safe crossing - especially w new housing coming and now Starbucks- it's getting really dangerous""
- "Regarding more/less retail stores and restaurants: I would like to see the current empty storefronts to be filled, as opposed to more physical buildings/structures built."
- ""Bowling, gymnastics, ice skating, roller skating""
""Gym or ymca with a pool""
- "More in-borough events (Pennington Day/Farmers Market) within the central business area to encourage economic development"
- ""More flexible zoning to permit ADU's, multi family density""
""Less mass housing complexes.""
- ""A dedicated coffee shop""
""Keep the grocery store""
- "Walking and biking connections across rt 31 are especially needed. Would also be amazing to make the commercial area along 31 more walkable with plantings/barriers/shade"
- "More educational/ developmental center for kids and teenagers"

Pennington Borough Town Center



Question 3: Visual Preference Survey: Elements that could make Pennington Borough's Town Center more vibrant.

Participants were asked to rate the desirability of images of elements that they feel could make Pennington Borough's Town Center more vibrant.

Question 4: What would bring activity and purpose to the Town Center?

Open-Ended Response: Participants were asked to share what they think would bring activity and purpose to the Town Center.

Question 5: What kinds of businesses and restaurants do you want to see in Pennington's Town Center?

Open-Ended Response: Participants were asked to share what kinds of businesses and restaurants they would like to see in Pennington's Town Center.

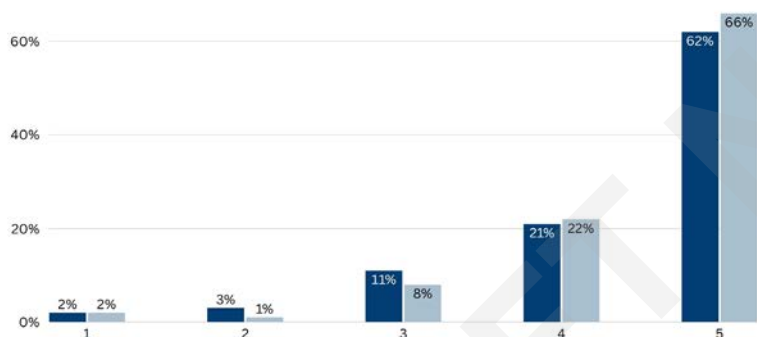
Q3. Elements that could make Pennington Borough's Town Center more vibrant.

Visual Preference Survey: Rate on a scale of 1 (least desirable) to 5 (most desirable)



Pedestrian ways with a mix of businesses, residences, and outdoor dining

This single preference is the embodiment of the town's vision: It directly creates the outdoor seating and shop space, achieves the desired car-reduced environment, and represents the key mixed-use/density goal.



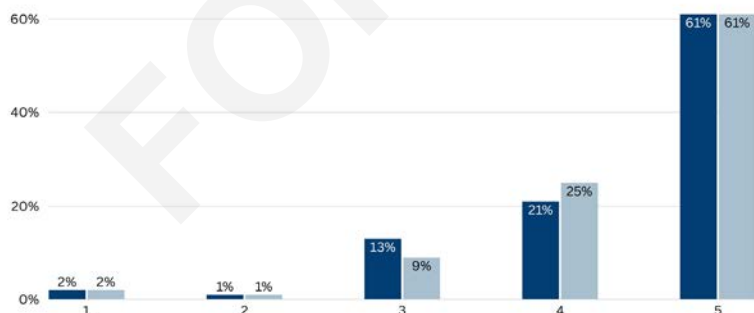
1 Least Desirable

5 Most Desirable



Sidewalks with space for shade cover, bicycle racks, seating and outdoor dining

Directly fulfills the demand for comfortable, shaded seating and public amenities. It also provides crucial space for restaurants to expand operations via outdoor dining.



1 Least Desirable

5 Most Desirable

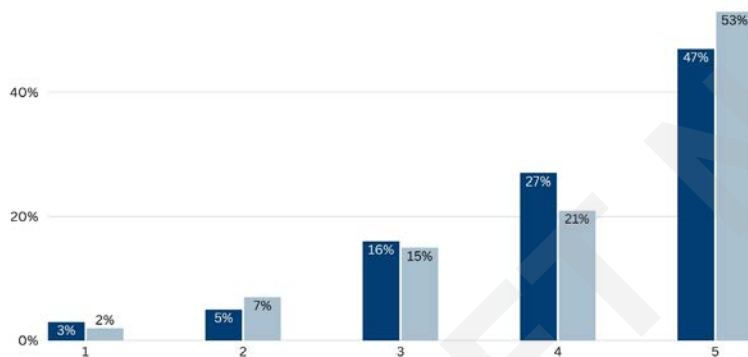
Q3. Elements that could make Pennington Borough's Town Center more vibrant.

Visual Preference Survey: Rate on a scale of 1 (least desirable) to 5 (most desirable)



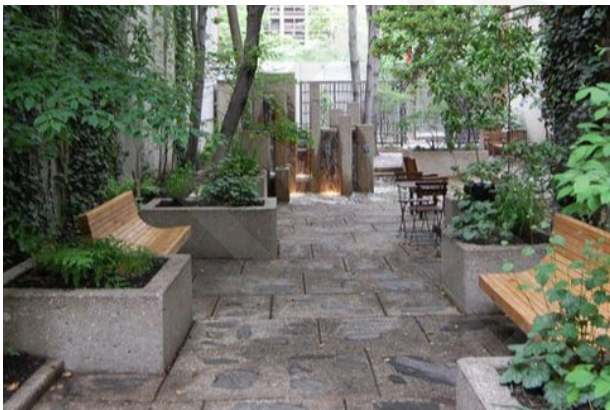
Sense of place created by streetscaping, plants, trees, seasonal lighting, and public art

Representative of respondents' request for outdoor spaces to casually socialize and creates an engaging and biophilic experience of the Town Center.



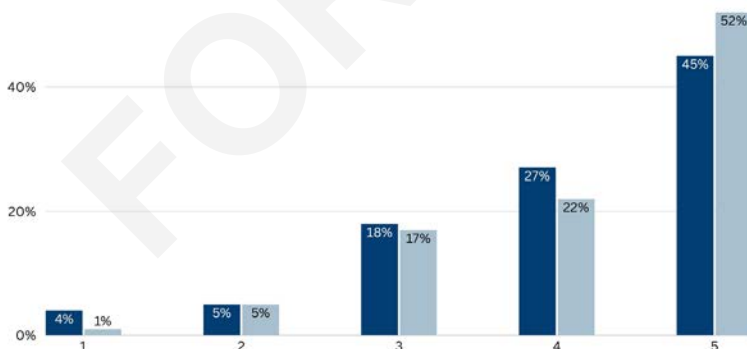
1 Least Desirable

5 Most Desirable



Pocket parks and/or 'greenways' that connect to areas around the center

Provides the small parks and green spaces requested. These spaces also serve as informal community gathering spots or family play areas.



1 Least Desirable

5 Most Desirable

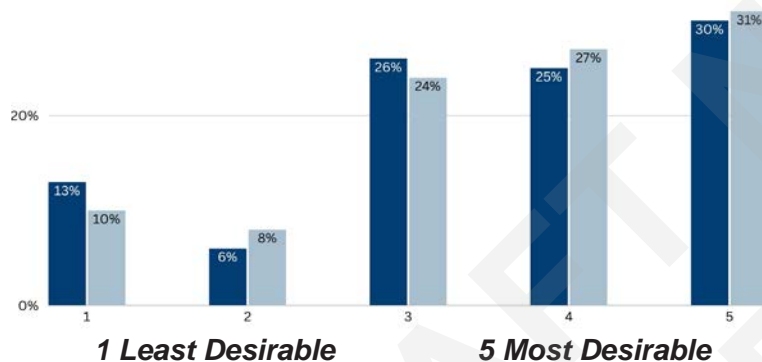
Q3. Elements that could make Pennington Borough's Town Center more vibrant.

Visual Preference Survey: Rate on a scale of 1 (least desirable) to 5 (most desirable)



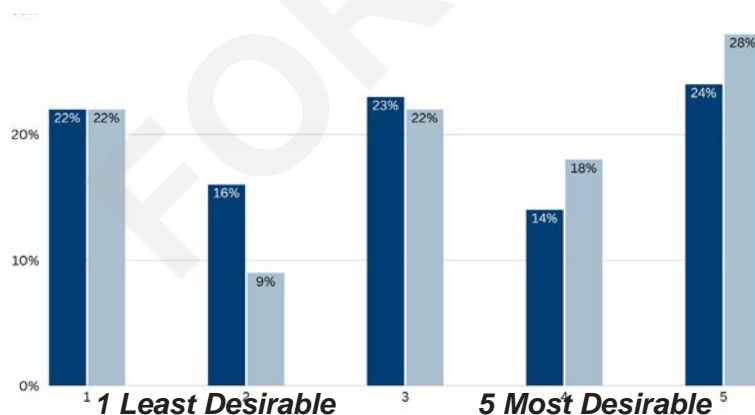
More mixed-use development

This is a primary tool for achieving the necessary density. By integrating residences above retail, it ensures a built-in customer base to support the increased number of shops and restaurants desired.



Accessible sidewalks with improved pedestrian crossings that are visible and engaging

Directly addresses safety and accessibility concerns. By improving crossings, it safely links the town center's attractions to the surrounding neighborhoods, supporting the goal of walkability.



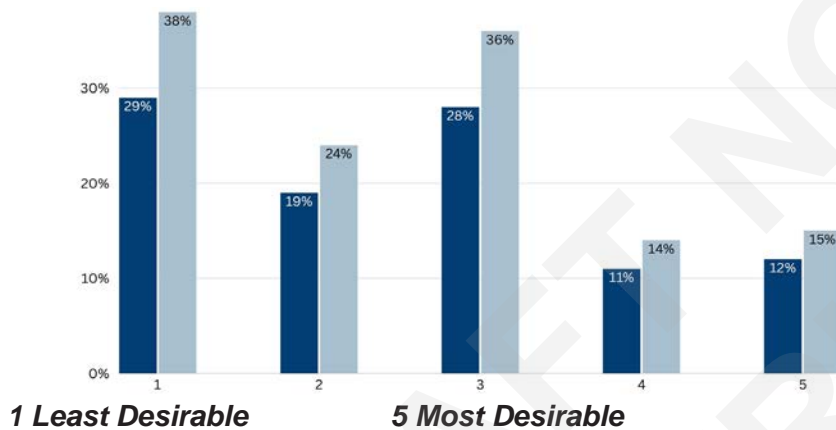
Q3. Elements that could make Pennington Borough's Town Center more vibrant.

Visual Preference Survey: Rate on a scale of 1 (least desirable) to 5 (most desirable)



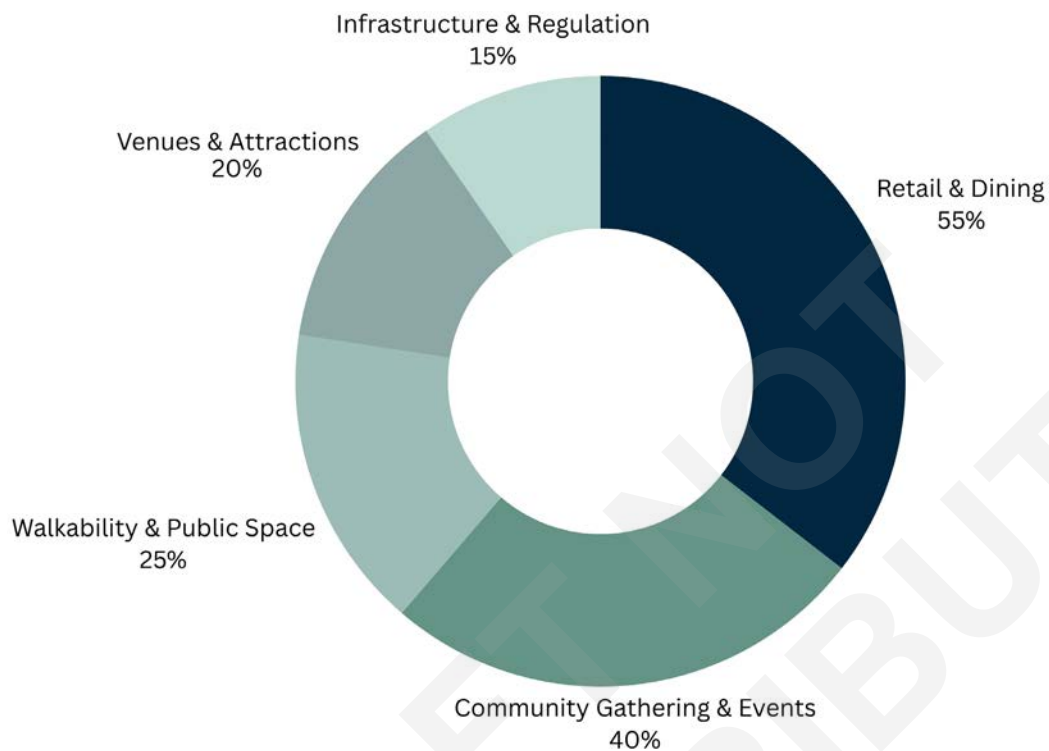
Inns and bed-and-breakfasts

Attracts out-of-town visitors, creating external revenue to support local shops and restaurants. It adds a new type of specific hospitality amenity to the list of town attractions and can contribute to the social and dining scene respondents desire.

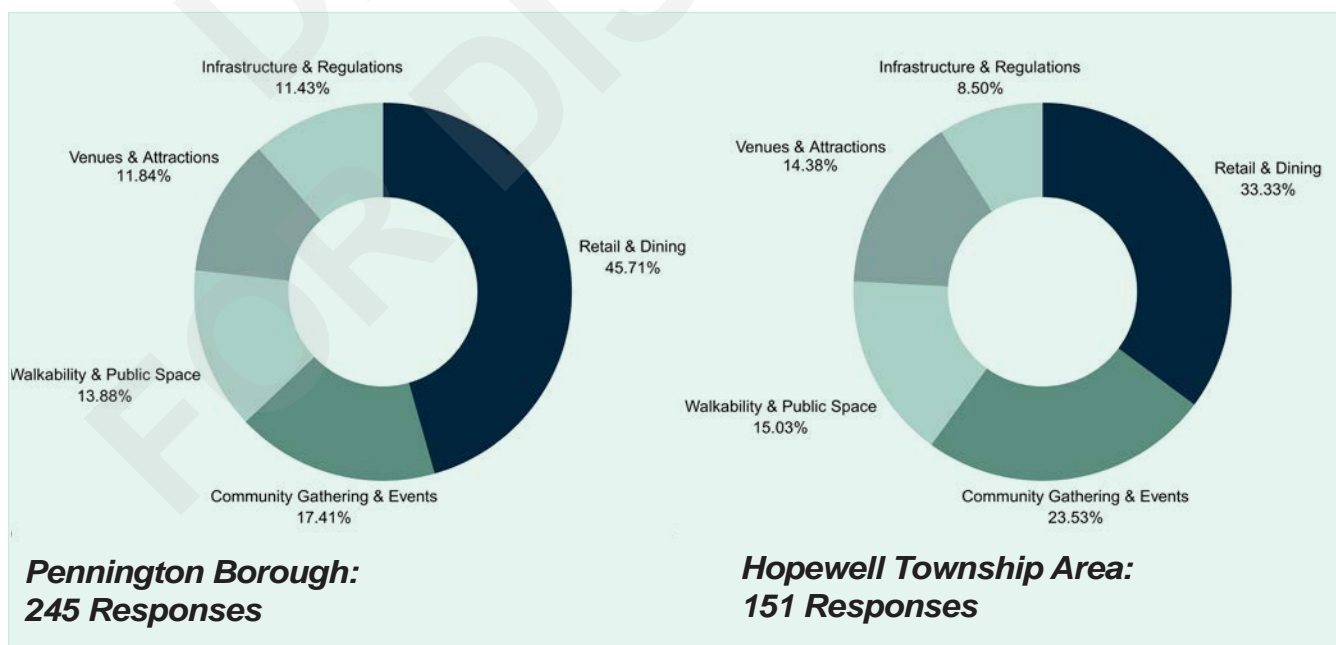


Q4. What would bring activity and purpose to the Town Center?

Open-Ended Response



Survey Total:
395 Responses



Q4. What would bring activity and purpose to the Town Center?

Open-Ended Response

Summary of Responses for Activity and Purpose

1. Retail & Dining Expansion

Approximately 55% of Responses

The most requested element is an increase in diverse and high-quality commercial options, primarily focused on food and retail, with a strong preference for locally-owned, independent businesses.

- **Increase Restaurant Quantity & Quality:** More restaurants in general, including both sit-down dining and affordable, quick, casual dining and breakfast options.
- **Locally-owned:** Respondents showed a strong preference for locally-owned options across all business varieties.
- **Diversify Offerings:** More diverse types of eateries (e.g., sandwiches/salads/burgers, casual dinner, different cuisines).
- **Essential Daily Draws & Everyday Needs:** High-quality, independent cafes and coffee shops, ice cream/dessert shops, and bakeries, as well as stores for everyday needs, including a hardware store.
- **Nightlife:** More bars, pubs, and upscale bars, often tied to the need for more liquor licenses (acknowledging the town's current status).
- **Brewery/Brewpub:** Specifically mentioned as a family-friendly anchor with a liquor license.
- **Outdoor Dining:** Encourage and allow more outdoor seating for restaurants (e.g., sidewalk dining) with comfortable seating and shade cover.
- **Youth-Oriented:** Respondents desire children's stores and playspaces.
- **Incentivize Business:** Offer tax benefits and incentives for small, independent businesses.
- **Longer Hours:** Stores should be open for longer hours to accommodate family lifestyles.
- **Destination Feel:** The goal is to make the Town Center a "destination" comparable to Hopewell Borough, Lambertville, or New Hope.

2. Community Gathering & Events

Approximately 40% of Responses

These responses center on more opportunities for residents to gather, connect, and participate in shared community experiences. This addresses the respondents' desire to actively use the town center to build a stronger sense of community and provide activities for all ages.

Events and Arts

Respondents request frequent and diverse events and activities throughout the year to foster a greater sense of resident engagement and make the town center a hub for connection. Suggestions include utilizing existing or potential new spaces (like the former bank or an arts center) for performances and exhibitions.

Multi-Generational Activities

The need for activities and spaces catering to different age groups is a major priority. For families and children, respondents seek more family-friendly dining, playgrounds near the town center, and dedicated activity spaces like a kids' art studio or an indoor play area. For older children and teens, there is a clear request for a Youth Center or safe, engaging hang-out spots. Across all ages, the desire for a formal Community Center is strong, signaling a need for an indoor hub for meetings, clubs, and year-round activities that foster resident engagement.

Q4. What would bring activity and purpose to the Town Center?

Open-Ended Response

Community Gathering & Events (cont'd)

- **Gathering Spaces:** There is a demand for general gathering spaces (e.g., public squares, plazas, or piazza-like areas) where people can sit and socialize.
- **Dedicated Spaces:** High demand for a “Community center,” an “Arts Center,” or repurposing existing structures (like the former bank building) for mixed-use events, theater, or cultural space.
- **Events and Culture:** Many want more community events and festivals, including live music/concerts (especially outdoors), seasonal & cultural festivals, art shows, cultural lectures, and family-friendly activities like outdoor movie nights.
- **Themed Gatherings:** Organize car shows, sidewalk sales, cultural lectures, holiday walks, and town BBQs, game nights
- **Increase Frequency:** Host more frequent community events, festivals, and year-round festivities.
- **Targeting Different Ages:** Specific requests were made for places and activities catering to families with young children, young adults, and a dedicated teen center or activity space (e.g., escape rooms, craft studios). Community Center: Build a Community Center with space for meetings, activities, clubs, and events.
- **Social Mixers:** Organize events for younger residents and new residents to meet current residents.
- **Community Engagement:** Address low volunteerism (e.g., for the first aid squad) and improve existing annual events (e.g., Memorial Day parade, Pennington Day).

3. Walkability & Public Space

Approximately 25% of Responses

These responses centered on creating a more pedestrian-focused, inviting, and comfortable outdoor environment that is walkable and safer for both pedestrians and cyclists. This includes demands for improved sidewalks, bike lanes, better connectivity, and measures to slow traffic on Main Street.

A major element is a central, public gathering space—often envisioned as a town green, plaza, or park with seating, tables, benches, and shade. This space should feature elements like shaded seating, benches, and tables to encourage residents to sit, socialize, and linger. It is intended to support both spontaneous meet-ups and organized events. Overall, respondents prioritize a “biophilic natureful town center” with green spaces and a pleasant streetscape.

- **Pedestrian Focus:** Calls for more walkable areas, including “no-car zones” ,temporary street closures (like closing Main Street on weekend evenings), “walkable pedestrian-only street”, “fewer cars, more pedestrian areas” and safer sidewalks and bike paths are common.
- **Connectivity:** Requests for better bike racks and safe bike lanes connected to the Town Center.
- **Parking Management:** The recognition that parking is a major drawback that needs to be solved (whether through better enforcement or dedicated parking alternatives) to allow for increased foot traffic.
- **Green Spaces:** People want the addition of small, accessible green spaces, “pocket parks,” or a central “town green” with shaded seating, tables, and benches for passive recreation.
- **Biophilic Design:** A few responses emphasized improving streetscapes with attractive landscaping, flowers, and prioritizing a more “natureful” town center.

Q4. What would bring activity and purpose to the Town Center?

Open-Ended Response

4. Venues & Attractions

Approximately 20% of Responses

Many respondents suggested specific anchors or uses for existing or potential buildings to draw daily visitors.

- **High-Impact Venues:** Repeated requests include a movie theater, an Arts Center/Theater (with specific suggestions to convert the former bank building), and a brewery/pub.
- **Farmers Market:** A consistent, strong suggestion is to move the Farmers Market into the town center (e.g., a car-free square) to serve as a weekly anchor event.
- **Fitness and Wellness:** A local gym or specialized studio (like yoga/barre) was mentioned as a desirable, daily-use business.

Specific Suggestions:

- “Turn the bank into a community theater/event/mixed-use space.”
- “Bring the farmers market into the town center or at Tollgate on the weekend.”
- “A brewery that is family friendly and promotes local eateries.”
- “We need an independent coffee shop and a local pub where friends and family can safely walk to and from.”
- “Art center - bookstores.” Many respondents suggested specific anchors or uses for existing or potential buildings to draw daily visitors.

5. Infrastructure & Regulation

Approximately 15% of Responses

These responses highlight existing challenges that must be addressed to support a more vibrant town.

- **Parking:** Lack of easy and adequate parking is consistently cited as a major drawback and a factor hindering new business success, along with a need for better enforcement.
- **Traffic Management:** There’s a call to address traffic speed and reducing cut-through traffic from Route-31.
- **Infrastructure:** Improve and expand sidewalks, install bike lanes, and add bike racks.
- **Business Environment:** Concerns were raised about restrictive zoning, antiquated regulations (e.g., grease trap ordinance), and the need for tax benefits/incentives to attract and retain small businesses.
- **Maintenance:** Invest in regular maintenance, clean-ups, lighting, and attractive storefront facades.
- **Transit Connection:** Create better access or connection to regional public transportation (SEPTA/ NJ Transit).
- **Sustainability Program:** Implement a comprehensive sustainability program (better recycling, green energy, community cleanups).
- **Green Infrastructure:** Develop walking and bike paths connecting to nature, and prioritize green community initiatives (e.g., community gardens).
- **Physical Environment:** Preserve unique historic character.

Q5. What kinds of businesses and restaurants do you want to see in Pennington's Town Center?

Open-ended Response

Summary of Responses: Business Types

1. Food & Dining

This was the most dominant group of requests, with respondents overwhelmingly focused on expanding and diversifying the town's food and drink options.

- **Cafes, Coffee Shops, & Bakeries: 25.9%** This was the single most requested item, emphasizing a desire for "cozy" gathering places, coffee shops, bakeries, and dessert shops.
- **Dining Varieties: (General): 22.2%** A large number of responses made a general request for "more sit-down restaurants," "casual dining," and "finer dining," particularly options open for dinner and with outdoor seating.
- **Diverse Food Choices: 21.0%** Respondents desire a broader variety of diverse food options, including delis, healthy/salad options, and a wide range of ethnic cuisines (especially Indian, Mexican, and Thai).
- **Bars, Pubs, & Breweries: 12.9%** Respondents frequently requested "pubs," "breweries," "beer gardens," and "wine bars," often linking this to a need for more liquor licenses and a more active "night life."

2. Retail & Shops

This category includes all requests for non-food retail and specific practical services.

- **Specialty Retail & Other Services: 18.0%** This is a broad category that includes requests for boutiques (clothing, home goods), art galleries, artisan/craft shops, gyms/wellness studios, markets, and banks.
- **Bookstore: 12.5%** The desire for a "local bookshop" was so high it stands as its own major category. It was often paired with the request for a coffee shop.
- **Hardware Store: 5.1%** A specific, practical request from many respondents who miss and/or wish for a local hardware store.

3. Community & Family-Focused

This category includes businesses aimed at children, teenagers, and families.

- **Kid, Teen, & Family-Focused Businesses: 10.4%** This theme includes requests for "ice cream" or "candy" shops, "toy stores," "arcades," and other activity-based centers for young people and families to gather.

Business Types Sorted by Mentions:

Coffee Shop / Cafe:	18.0%	Arcade / Teen & Kid Activity Center:	2.1%
Bookstore:	12.5%	Market / Specialty Food Store:	1.8%
Bakery / Dessert / Pastry Shop:	6.0%	Mexican Restaurant / Taqueria:	1.6%
Bar / Pub / Tavern:	5.1%	Toy Store:	1.6%
Hardware Store:	5.1%	General / Convenience Store:	1.4%
Brewery / Brew Pub / Beer Garden:	4.6%	Wine Bar / Wine Shop:	0.9%
Ice Cream / Candy / Sweets Shop:	3.5%	Thai Restaurant:	0.7%
Breakfast Spot / Diner:	3.5%	Greek / Mediterranean Restaurant:	0.7%
Healthy / Salad / Smoothie Shop:	3.0%	Bagel Store:	0.7%
Deli / Sandwich Shop:	2.8%	Donut Shop:	0.5%
Boutique (Clothing/Home/Gifts):	2.5%		
Gym / Fitness / Wellness Studio:	2.5%		
Art Gallery / Artisan / Craft Shop:	2.3%		
Indian Restaurant:	2.1%		

Q5. What kinds of businesses and restaurants do you want to see in Pennington's Town Center?

Open-ended Response

Detailed Responses: Unique or Noteworthy Suggestions

Experiential & Activity-Based Businesses

- “Maker Space” / “Apprenticeship Shops”: Multiple respondents suggested a place offering classes and services, such as a “Maker Space” for artists and STEM programs, or “apprenticeship shops” for learning skills like “sewing, blacksmith, pottery, cooking, drawing, woodworking.”
- “Creative Reuse Center”: A store for reselling art and craft supplies.
- “BYO Arcade”: One user specifically suggested a concept like “Yestercades,” a “bring your own” arcade.
- “Small Movie Theater” / “Community Theater”: A desire for local entertainment venues, including a small cinema or a community theater for adults.

Modern & Niche Business Models

- “Refillery” Store: A store specializing in refillable, bulk goods where customers bring their own containers for items like “soap, oats, beans, rice, etc.”
- “Food Hall” Concept: Several people suggested a food hall, similar to the “Ferry Market in New Hope,” with multiple small food vendors in one space. One person specifically suggested repurposing the “former borough hall or the Blackwell home” for this.
- “Food Trucks”: A suggestion for a rotating selection of food trucks that “leave town by nightfall.”
- “Winery Tasting Room”: A niche spot for local or regional wine tasting.

Community-Centric & “Third Space” Ideas

- Coffee Shop Hybrids: Rather than just a standard coffee shop, suggestions included a “coffee shop that transforms into [a] cute evening cafe with wine and open mic nights” or a “coffee shop even better if it had a space for kids to play!”
- “Old Fashioned Malt Shop”: A nostalgic “soda fountain” type place envisioned as a “cool place for high school kids to work” and a gathering spot for all ages.
- “A Place for Public Clubs”: A dedicated community space, with one respondent citing “Flemington DIY” as an example.
- “Greener Town Center” for Kids: A unique suggestion combining urban planning with business, proposing “a greener ‘town center’ where kids can meet up” alongside “a small convenience-style store where kids can buy snacks after school.”

Overarching Sentiment

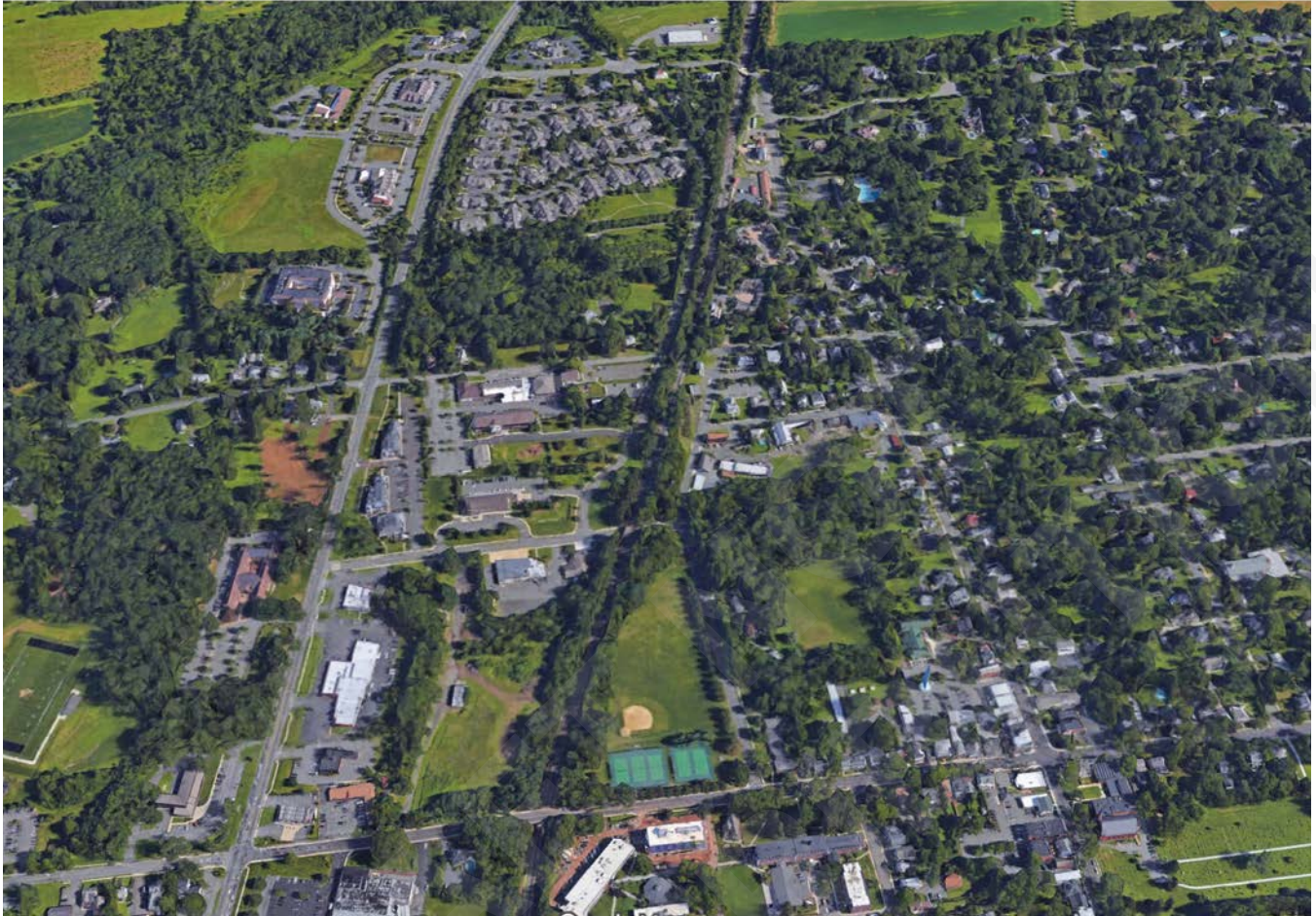
This theme represents the style of business respondents want to see, which applies to all other categories.

- **Local/Independent “Mom & Pop” (Anti-Chain): 12.2%** Respondents repeatedly stressed a preference for “locally-owned,” “independent,” and “small businesses” while expressing strong opposition to “chain stores” and “franchises.”

Other Key Sentiments

- **Criticism of Existing Businesses:** A common sentiment was frustration with the number of hair salons. (“Less beauty parlors!,” “No more hair salons!!!,” “Not another salon.”).
- **Outdoor Space:** The desire for “outdoor dining,” “shaded outdoor seating,” “picnic tables,” and “beer gardens” was mentioned frequently in conjunction with restaurants and cafes.
- **Inspiration from Other Towns:** Several respondents pointed to other towns as models to emulate, with New Hope (PA), Lambertville (NJ), Doylestown (PA), Princeton (NJ), and Haddonfield (NJ) being the most common examples.

Hwy-31 Corridor



Question 6: What changes would you like to see along Hwy-31 Corridor?

Open-ended Response: Participants were asked to share what they envision for the future of the Hwy-31 Corridor. Participants responded with visions, insights, strategies and concerns.

Question 7: The Hwy-31 commercial corridor primarily consists of strip development that prioritizes vehicular access. If you were to think about this area in 10-20 years, which of the following would you like to see.

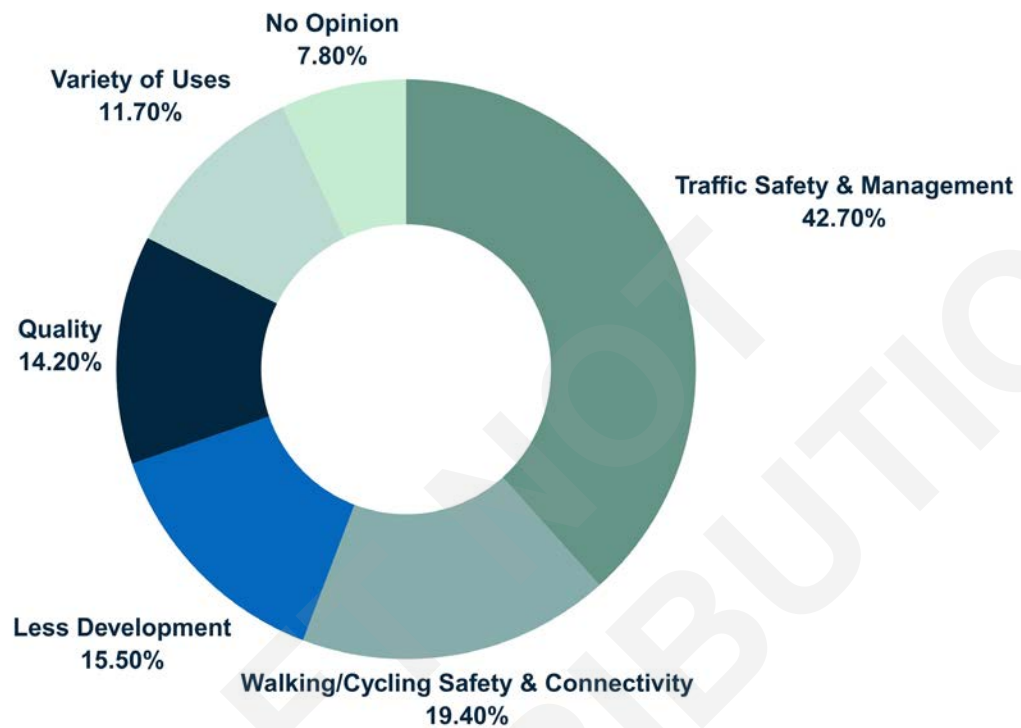
Visual Preference Survey: Participants were asked to rate images based on a scale from 1 (least desirable) to 5 (most desirable)

Question 8: 8. What additional considerations would improve pedestrian and cycling in this area?

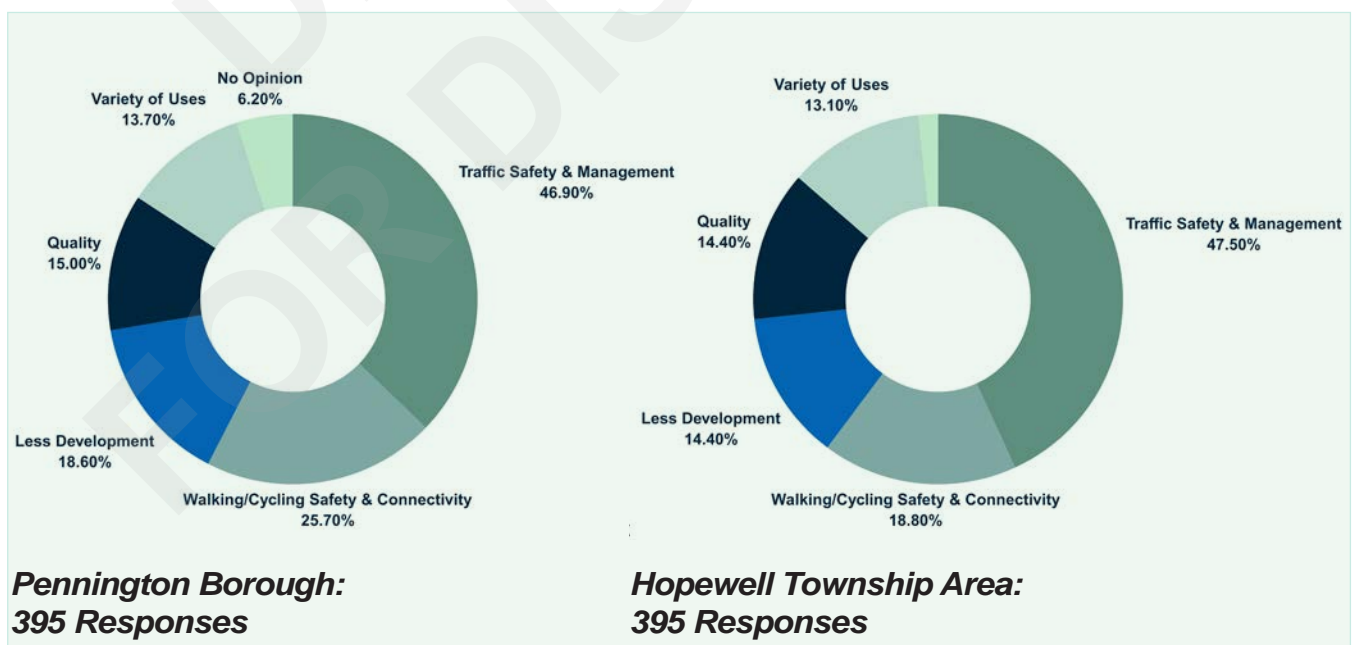
Multiple choice: This question focused on area of Hwy-31 & W Delaware Ave. Participants were asked indicate their priorities for upgrades and improvements to the area.

Q6. What changes would you like to see along Hwy-31 Corridor?

Open-ended Response



Survey Total:
395 Responses



Q6. What changes would you like to see along Hwy-31 Corridor?

Open-ended Response

Primary Goals and Areas of Focus for Changes along Hwy-31 Corridor

- **Traffic Safety & Management:** A clear demand to control the corridor by calming traffic, reducing or banning heavy trucks, and fixing notoriously dangerous intersections.
- **Pedestrian Connectivity:** A strong desire to connect the community with safe infrastructure, most notably through repeated requests for a pedestrian bridge or overpass.
- **Vision & Development:** A vision to beautify and redevelop the existing “depression era” strip malls, replacing “seas of asphalt” with green space, trees, and updated facades that match the Borough’s character.

1. Traffic Safety & Management

Total: 42.7%

Pennington Borough: 46.9%

Hopewell Township Area: 47.5%

This was the most dominant theme. Respondents expressed frustration with the speed, volume, and type of traffic on Route 31. This category includes three major sub-themes:

- **Specific Intersection Fixes:** The most common requests were for proper traffic light at the Ingleside Avenue intersection (the “Sinclair gas station”). There were also numerous demands to fix or remove the Pennington Circle.
- **Truck Restrictions:** A very high number of responses called for banning or restricting heavy trucks (tractor-trailers), often citing noise (engine brakes) and danger.
- **Speed & Congestion:** General pleas to “lessen traffic,” “lower the speed limit” (often to 35 mph), and increase traffic enforcement were frequent.

2. Walking and Cycling Safety & Connectivity

19.4%

Pennington Borough: 25.7%

Hopewell Township Area: 18.8%

Directly linked to the traffic theme, this category focuses on the safety of pedestrians and cyclists as well as a request for the improvement and expansion of walking and cycling paths.

- **Safety & Accessibility:** The most common requests were for “safer crosswalks,” “wider sidewalks,” and “protected bike lanes” to connect the Borough to the schools and shopping centers. A frequent, highly specific solution proposed by many was a “pedestrian bridge,” “overhead crossing,” or “elevated walkway,” almost always to help students safely cross Route 31 at Delaware Avenue.
- **Infrastructure and Planning:** This was often in context of improving walkable and bikable connections between the Borough and surrounding areas, as well as acknowledging its frequent use and the need to make it significantly safer. There a few mentions mass transit, requesting easier access and more route/destination options.

Q6. What changes would you like to see along Hwy-31 Corridor?

Open-ended Response

3. Vision & Development

A. Less Development / As-is

15.5%

Pennington Borough: 18.6%

Hopewell Township Area: 14.4%

A strong contingent of respondents voiced opposition to further development, viewing it as the primary cause of traffic and congestion. This theme was defined by phrases like “no more development,” “stop building,” “less commercial,” and “no more housing.”

Many explicitly stated that any new development should be left to other areas (like Route 1) and that the focus in Pennington should be on preserving “open space,” “green space,” and the “small town feel.”

B. Quality

14.2%

Pennington Borough: 15.0%

Hopewell Township Area: 14.4%

This category captures the vision for improving the look and feel of the existing corridor rather than adding to it. Respondents want to “reimagine the current strip malls” and “enhance frontages,” often citing Newtown, PA, as a positive example.

Key requests include “more trees,” “more landscaping,” “more greenery,” and repurposing “massive parking lots” to create a “boulevard” feel.

This also includes items like banning “flag signage” and addressing “light pollution.”

C. Variety of Uses

11.7%

Pennington Borough 13.7%

Hopewell Township Area: 13.1%

In direct contrast to the anti-development theme, this group of respondents wants to see more or different commercial options.

This includes requests for more retail and restaurants, medical offices, activities and recreation, often in a pedestrian-oriented environment, with a desire for outdoor dining.

Respondents showed a preference for local, non-chain businesses, while there were requests for specific large chains like “Target,” “Wawa,” “Chick-fil-A,” and “Trader Joe’s.”

Additionally, some respondents envision a pedestrian-oriented mixed-use commercial & residential mix with greenspace and gathering spaces.

D. Indifference or No Opinion

7.8%

Pennington Borough: 6.2%

Hopewell Township Area: 1.9%

A small but notable portion of respondents had no specific vision for the corridor, responding with “don’t know,” “not sure,” “none,” or “no preference.”

Q6. What changes would you like to see along Hwy-31 Corridor?

Open-ended Response

Specific Ideas, Suggestions & Insights by Respondents

Traffic Safety & Management

The most urgent and frequently mentioned theme is the desire to control what is perceived as a dangerous, high-speed, and overly-congested corridor.

- Install a full traffic light at the Ingleside Avenue intersection (the “blinking light”).
- Ban or severely restrict heavy truck traffic (tractor-trailers, 18-wheelers).
- Create No air-brake zone
- Lower the speed limit and increase enforcement.
- Redesign or remove the Pennington Circle.
- Implement advanced traffic management and road design.
- Improve traffic flow
- Regulate speed and flow
 - Traffic cameras
 - Traffic calming mechanisms
 - Increased speed enforcement
 - More traffic lights
- Turn restrictions
- Turning radius improvements
- Reconfigure shopping center access & flow
- Clear labels on traffic lanes and at circle
- Grade separation for pedestrians and cyclist: pedestrian overpass (bridge) or underpass (tunnel)
- Install safe bike lanes and wider sidewalks to connect the town.
- Widen Sidewalks
- Elevated Crosswalk
- Widen shoulders
- Reduce speed limit
- Boulevard design to separate paths from roadways
- Colorful and well-lit intersection crossings
- Planted barriers / safety rails

Walking/Cycling Safety & Connectivity

There is a strong insight that the corridor severs the community, creating a critical safety hazard for students and residents trying to walk or bike between the Borough, the schools, the library, and the shopping centers.

- Add more sidewalks to connect Pennington Borough to the surrounding area:
 - W Delaware & Hwy-31 connect to library and schools
 - Connection between Main St and Hwy-31
 - N Main St & Hwy-31
 - North and South along Hwy-31 (from I-295 or Denow to Cream King and beyond)
 - Greenway connections between Hopewell Township and Pennington Borough
 - More frequent crossings
 - 2 mile walking radius of the schools
- Improved and more efficient between shopping areas
- Pedestrian-oriented parking lots: reduced and/or reconfigured layouts
- Fewer curb-cuts
- Wayfinding to direct traffic to divert/reduce traffic toward destinations

Q6. What changes would you like to see along Hwy-31 Corridor?

Open-ended Response

Vision & Development

Less Development / As-is

- A significant insight is the strong belief that the area is “full” and cannot support more development, especially housing, due to the existing strain on traffic and schools.
- Prioritize open/green space or school resources over new development.
- No development
- Remove retail
- Fewer stores
- Maintain current level of development
- Keep as-is
- No multi-family
- No expansion
- Replace with open space
- Preserve open space

Quality & Variety of Uses

- Many respondents feel the current strip malls are ugly, outdated, and poorly designed. The vision is to replace “seas of asphalt” with human-scale, green, and attractive spaces.
- Create pedestrian-oriented commercial areas with outdoor dining, green spaces
- Reduce large surface parking lots and/or redesign existing to add vegetation & rain gardens
- Relocate parking lots to be less prominent
- Redevelop existing strip malls with a “less asphalt, more green” model.
- Emulate successful “village” or “mixed-use” concepts from other towns.
- General beautification (trees, lighting, signage).
- Prioritize open/green space or school resources over new development.
- Reduce light pollution
- Ban temporary signs, flags and banners
- Update existing signage and create uniform aesthetic
- Update storefronts
- Update Exxon station
- Create housing
- Create pedestrian-oriented mixed-use (commercial / residential) with gathering spaces, greenspace, wider sidewalks and landscaping
- Quality, affordable housing
- More Retail & Restaurants
- Focus on local, non-chain businesses
- Attract major fast-food and retail chains.
- Add large-format grocery stores.
- Build community and activity centers.
- Add practical services like medical offices.
- Add activity / recreation uses, IE. ice-skating, sports fields, courts
- Add retail to reduce trips/need to shop on Rte-1
- Home stores
- Family & youth oriented businesses & activities

Q6. What changes would you like to see along Hwy-31 Corridor?

Open-ended Response

General Ideas & Strategies

- Move some of that retail to main street.
- Close the intersection of W. FRANKLIN and 31. Make all vehicles use the light at Tree Farm Rd and 31
- Removal of telephone poles, bury utilities. Increased drainage.
- Whatever it is, done with style, landscaping, concern for traffic patterns stormwater. And a connection in some way tot rest of the borough; maybe its a commitment to get involved in EDC, to help with Holiday walk, etc. Maybe a professional center with doctor offices, and related service businesses.
- "The bank building on the corner of rt 31 should be purchased by the school district and made into an administrative and school board office...The old school board office on Main st. should be redeveloped into mixed use.
- Fill the empty retail spaces, connect existing spaces with safe walkable options, flooding control at 31 & Delaware
- "4 lanes - revitalization of PQM shopping center - development of old Ego matic building to create a "center" walkable from town "
- Improve the Pennington circle
- Tree-lined boulevard instead of highway

Township Area:

- Less sprawl, preservation of rural tracts, redevelopment or updating existing business complexes, avoid adding to strip mall tacky appearance, consider traffic plan and avoid further congestion and traffic accidents
- ...We also need a solution for flooding. Again, we can't build more on green space. If anything,

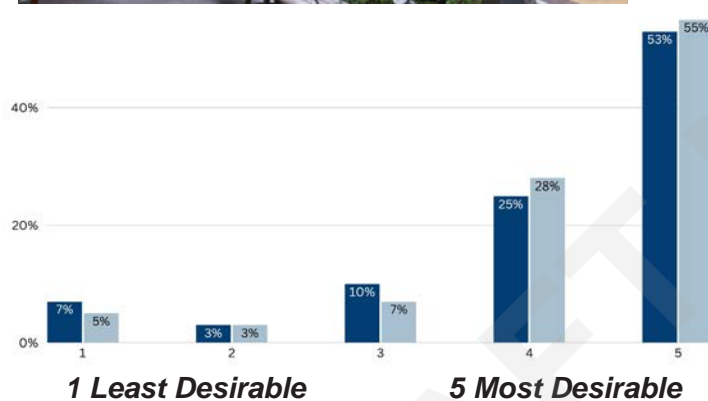
Q7. If you were to think about this area in 10-20 years, which of the following would like to see?

Visual Preference Survey: Rate on a scale of 1 (least desirable) to 5 (most desirable)



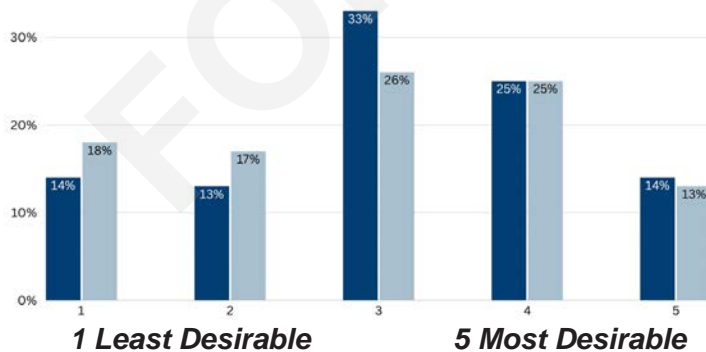
Outdoor, pedestrian-oriented shopping centers with green infrastructure

Highly Desired. Seen as the ideal to replace strip malls. Focus is on repurposing excessive asphalt for wider sidewalks, shade, trees, green spaces, and outdoor dining to create a central, walkable, destination center



Offices over retail and restaurants

Moderate/Qualified Support. Positive only if it is professional offices (e.g., doctor, service businesses) that bring in tax revenue and people, but not cars. Generally less popular than residential mixed-use, as the focus is on creating a lively, walkable foot traffic environment



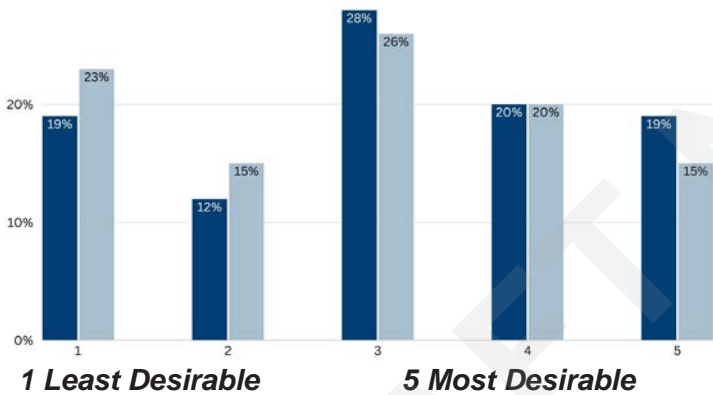
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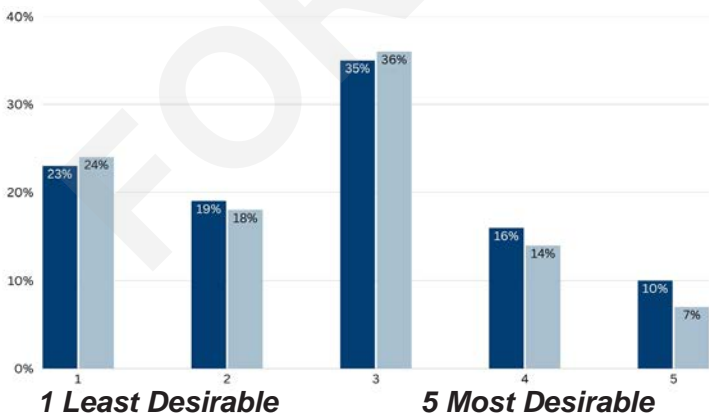
Residences over retail and restaurants

Moderate Support (Strategic). Supported vertically downtown or in strategic areas, especially to allow for affordable housing or senior housing. However, strongly conditioned to be well-planned and of quality-design.



**Same as is
(commercial, retail, offices and services)**

Low/Non-Existent. The current state is frequently described as “depressing,” “ugly,” “outdated,” and “highway strip mall appearance.” There is a strong desire for a facade refresh and better traffic flow.



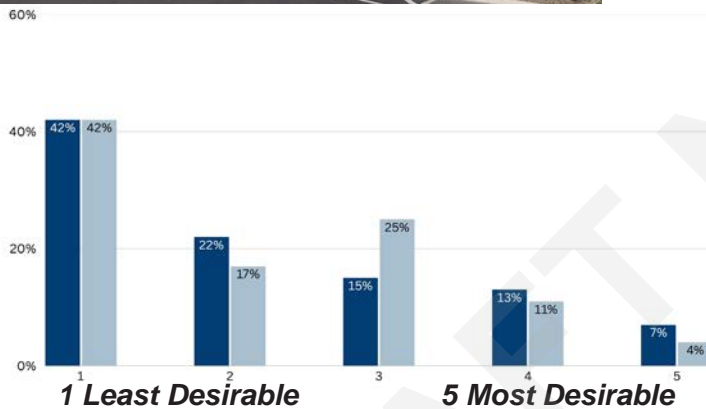
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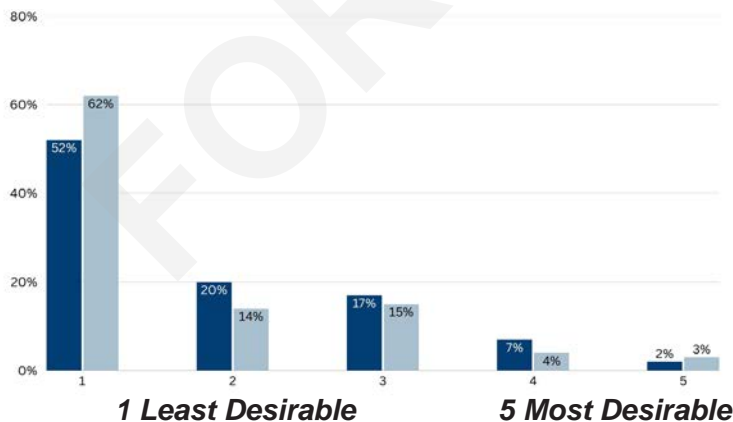
Parking and highway oriented shopping center

Strongly Disliked. These represent the “strip mall tacky appearance” and car-centric design the community wants to move away from. Drive-throughs are seen as adding to traffic congestion, though a few responses wished for a drive-through Starbucks or Wawa.



Hotels

No Mention/Not a Priority. There was no significant mention or expressed preference for hotels. The focus is overwhelmingly on residential, commercial amenities, and safety/infrastructure.



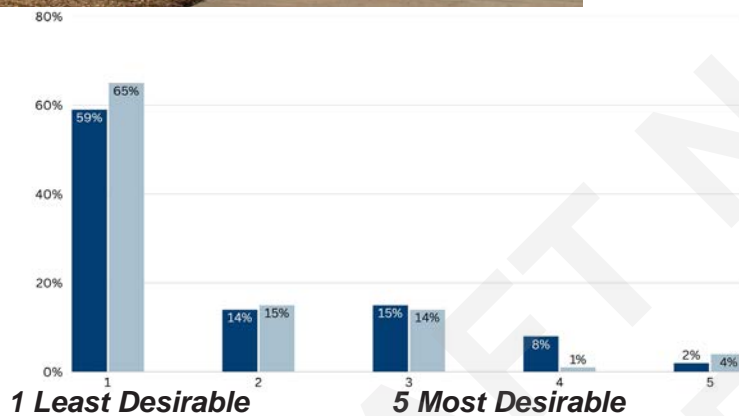
Q7. If you were to think about this area in 10-20 years, which of the following would like to see?

Visual Preference Survey: Rate on a scale of 1 (least desirable) to 5 (most desirable)

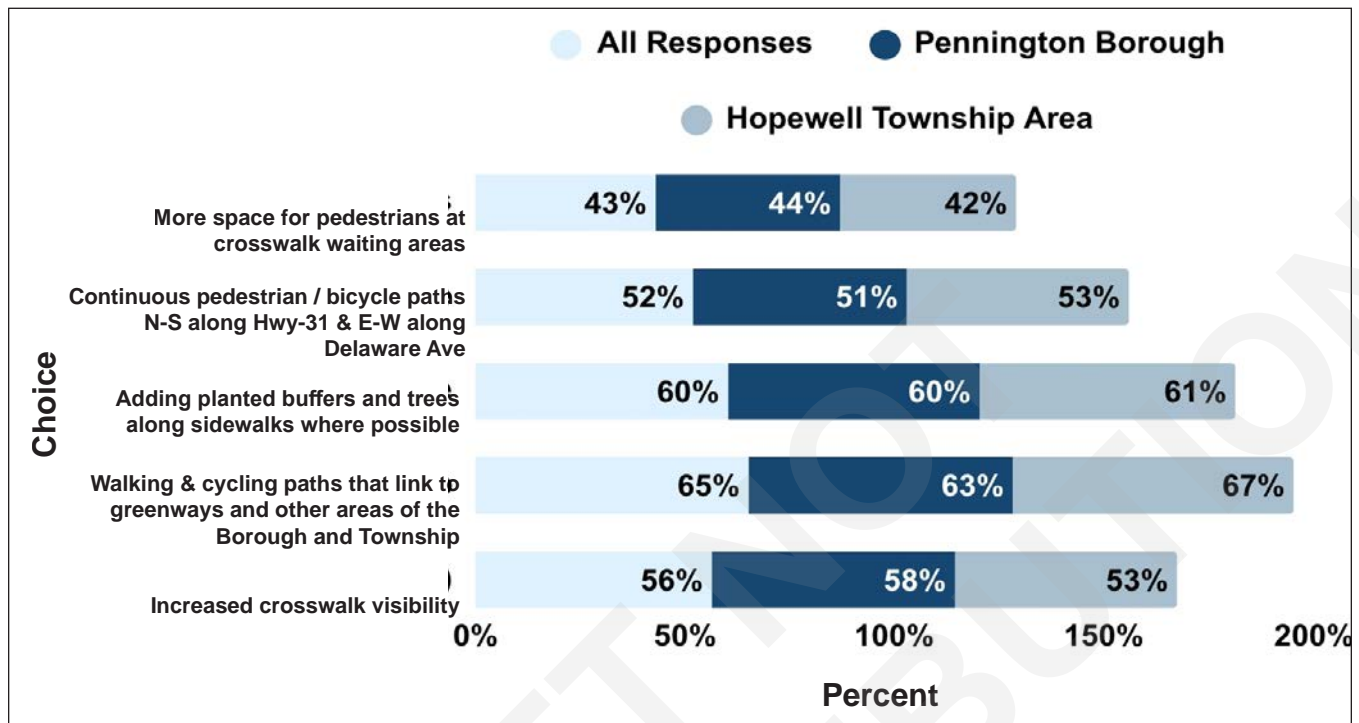


Multi-unit residential

Strongly disliked, but highly contributes to walkability. Respondents associate this with negative views on development. Its density is a primary driver of walkability, providing the essential population base needed to support neighborhood retail and transit.



Q8. Hwy-31 & W Delaware Ave: What additional considerations would improve pedestrian and cycling in this area?



Respondents are generally united in their priorities for the Hwy-31 and W Delaware Ave with the top three choices:

- Adding planting buffers and trees along sidewalks where possible
- Walking & cycling that link to greenways and other areas of the Borough and Township
- Continuous pedestrian / bicycle paths N-S along Hwy-31 & E-W along Delaware Ave

These choices emphasize connectivity (paths that link) safety (pedestrian/cyclist buffers) and increased vegetation ('greening'), which closely align to respondents' overall vision for a Hwy-31 corridor that is safe for pedestrians & cyclists with extensive walking & biking opportunities supported by green infrastructure.

These choices are closely followed by the two options focused on safety interventions at the intersection itself. A number of respondents opted to write-in "Pedestrian Bridge" (or similar grade-separation).

Summary of Write-in Responses ('Other')

Pedestrian/Bicycle Overpass/Bridge over Route 31

Pedestrian/Bicycle Bridge/Overpass (General)	12
Bridge over 31 for those going straight/at PQM/Delaware Ave	4
Bridge over 31 - Keep it historic/wrought iron/fancy	2
Bridge/Overpass/Tunnel (ADA-compliant)	2

Traffic Lights/Signals

Real light/Traffic light needed at Ingleside Rd/Eglantine (with 31)	3
Continuous Stoplight Monitoring of the 31 traffic circle	1
Lengthen green light phase for Delaware traffic	1
North Main light needs attention	1
Prioritize activation of pedestrian signal with push button	1

Pedestrian Crossing/Movement

Increased Crosswalk Visibility (patterns, markings, lighting, etc.)	2
All-way/Diagonal crossing allowed (at Main St/Delaware or all directions)	3
Safer pedestrian crossing signage (flashing lights to alert drivers)	1
PEDESTRIAN ONLY PHASE where all traffic is stopped	1
Move crosswalk further from the corner	1

Sidewalks/Walkable Connectivity

More sidewalks (general or on specific roads like Pennington Harbourn)	3
Connect township to borough in a walkable/bikeable way	1
Need additional crosswalks across W Delaware (Boro Mkt - PQM)	1
No sidewalk immediately bordering traffic lanes	1

Bicycle Lanes/Paths

Bike lanes (general mention)	2
Bike lanes need to be protected/separate (like greenway paths)/Physical barriers	3
Bike path along Delaware from Stony Brook bridge to high school	1
Bike path along Rt 31 may not be safe/Keep bikes off 31	2
Pedestrian and bicycle paths parallel to 31/Delaware (not on road)	1
Bike path along Delaware from Stony Brook bridge to high school	1
Bike path along Rt 31 may not be safe/Keep bikes off 31	2
Pedestrian and bicycle paths parallel to 31/Delaware (not on road)	1

Traffic Calming/Speed Reduction

Reduce speed/Slower speed	2
Radar/camera ticketing/Photo enforced/Speed monitoring	3
Rumble strips to slow down traffic / Traffic calming features to slow traffic	2
Flashing warning signs to drivers of upcoming busy pedestrian area	1
Reduction of oversized trucks ¹ Divide north and southbound lanes	1
Raised walkway/crosswalk for additional clarity	1

Roadway/Geometric Improvements

Expanding the roadway to provide a buffer between sidewalk/road edge	1
Fix no right turn signs (make visible)	1
Widening Delaware slightly	1
Fix Pennington-Titusville Road between Rt 31 and the high school	1

Regulation/Other

No right on red	1
Car-Free Zones similar to Europe	1
Contest for the noise the cross walk makes (bird sounds)	1
Keep people and bikes off 31 / Keep pedestrians away from the highway	2
Tree to wait in shade to cross	1
Increased crosswalk visibility WITHOUT political/cause influence	1
Address the flooding	1
Less development	1
Golf cart friendly community (electric only)	1
No signs near road that block visibility	1
Connecting the Twp to the Borough in a walkable/bikeable way is so important	1

Housing & Development

Pennington Borough largely consists of single-family housing. While Pennington does have duplexes, townhouses and apartments nestled in single-family neighborhoods, there is a lack of housing diversity and a limited amount of vacant or developable properties.

In addition, Pennington, like all towns in New Jersey, has a constitutional obligation to plan for affordable housing. To meet these obligations, and offer diverse housing options, Pennington must have zoning that allows and incentivizes housing variety.

Some opportunities for affordable and accessible housing include a range of multi-unit or clustered housing types, such as duplexes, triplexes, townhouses, courtyard apartments, and garage/detached apartments (ADUs). Sometimes referred to as “Middle Housing”, this variety of housing helps address housing affordability and provide more walkable, diverse, and vibrant neighborhoods.

Overview of Pennington Borough’s Housing Demographics

Pennington residents have a median household income of \$171,282 and mean income of \$206,343. 6.5% of children (under the age of 18) live in poverty, compared to 13.8% for the County and 13.3% for NJ.

67.4% of the Borough is single-family detached housing, and 12.3% single-family attached. 79.3% of single-family houses are owner-occupied. Pennington’s houses tend to be older, and larger, than the County and State. The majority of Pennington’s housing was built before 1939. Most houses in Pennington Borough are 4 BR and 3BR, whereas the county and state are 3BR and 2BR.

Pennington’s median home value at \$608,200 (\$697,000 in Aug-2025) compared to \$351,000 for Mercer County, and \$427,600 for NJ. 32.3% of residents’ homes are valued at \$750,000 - \$999,999. 7.1% of County residents are valued at this amount.

The average sale price in Pennington in 2024 was \$648,072 with 29 total sales that year. In Mercer County, the average sales price was \$500,349 with 2514 total sales in 2024.\

79.5% of Pennington’s houses are owner-occupied. 20.5% of Pennington Residents rent their homes.

Of the 20.5% renters, more than half pay rents around \$1500 - \$1999, which is nearly twice the amount of Mercer County residents who pay the same amount.

In terms of development, the Borough has permitted roughly 7.7 housing units annually since 2013 (85 total). Pennington Borough saw an office boom in 2013 and 2015, with over 8,556 new office spaces, and none since, with no new retail growth in over a decade.

Summary based on ACS 2023 5-year

About Housing Varieties, Scale & Density

“Missing Middle Housing” is an essential concept for addressing housing shortages, increasing diversity, and fostering walkable communities. It refers to a range of multi-unit building types that provide context-sensitive density within existing residential neighborhoods.

- **What it is:** House-scale, multi-unit buildings that gently increase density by fitting seamlessly into residential blocks while housing multiple units. Duplexes, Triplexes, Fourplexes, Townhouses, Cottage Courts
- **Where it fits:** Single-family homes → Missing Middle Housing → Mid-rise apartment buildings
The “missing” gap between detached single-family houses and large apartment buildings.
- **Why it matters:** Provides more diverse and attainable housing options for various household sizes and incomes, and supports walkable, sustainable neighborhoods.
- **Why it’s missing:** Largely restricted by post-WWII single-family zoning regulations.



Housing Types in this Survey

Accessory Dwelling Unit (ADU)

Smallest; secondary unit (e.g., above garage, basement) on a single-family lot.

Adds gentle density; income stream for homeowner; retains primary single-family lot use.

Duplex

House-scale; two units side-by-side or stacked under one roof.

Matches the massing and architectural identity of a single-family home.

Single-Family to Apt. Conversion

Maintains existing single-family structure.

Preserves historic integrity of the original home; repurposes existing building stock.

Triplex

House-scale; three units under one roof.

Blends into single-family neighborhoods with higher housing capacity.

Cottage Court

Small, detached units clustered around a shared yard or courtyard.

Cottage Court (Cont'd)

Emphasizes shared open space and a strong sense of community feel; units are typically smaller.

Townhouses (Attached)

Attached row of individual units, each with private ground-level entry.

Maximizes use of long, narrow lots; each unit is a separate property with its own lot ownership.

Courtyard Apartments

Units arranged within a single building or around one large, defining shared courtyard.

Higher density than a cottage court but still human-scale; courtyard provides central shared amenity.

Multi-Unit Multi-Family Apartment Building

Medium-Large scale; typically three or more stories.

Provides significantly more housing units per acre (maximizing land efficiency and addressing housing supply shortages) while still being low enough to feel integrated into a suburban area, avoiding the height and mass of high-rise towers.

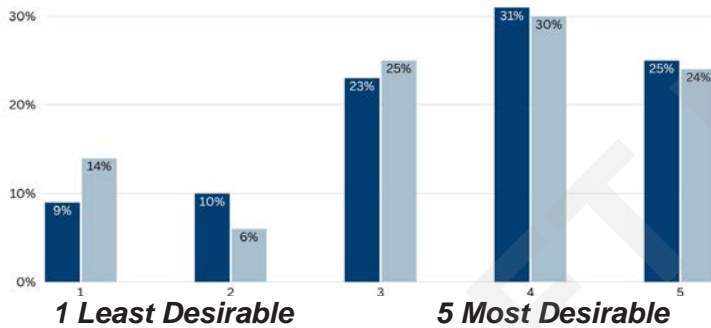
Q9. Visual Preference Survey: Housing Types

Rating Scale: 1 (least desirable) to 5 (most desirable)



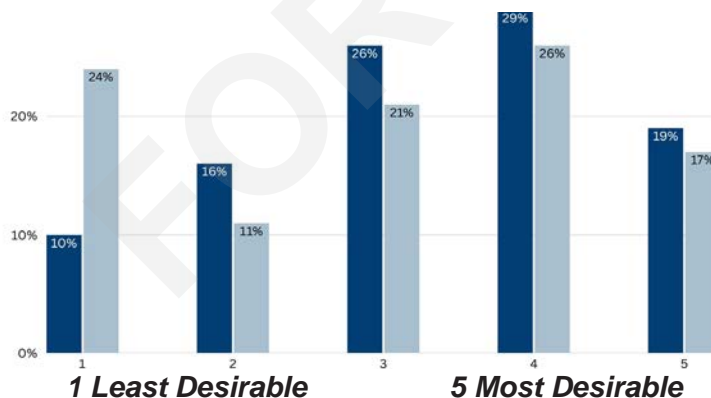
Cottage Court

Highly desirable for its ability to foster a sense of community (shared courtyards) and appeal to specific groups (e.g., grandparents/seniors downsizing) while maintaining neighborhood scale.



Duplex

Perceived as a good choice for gentle density that maintains the visual identity and massing of a single-family home, making it the least intrusive multi-unit option.



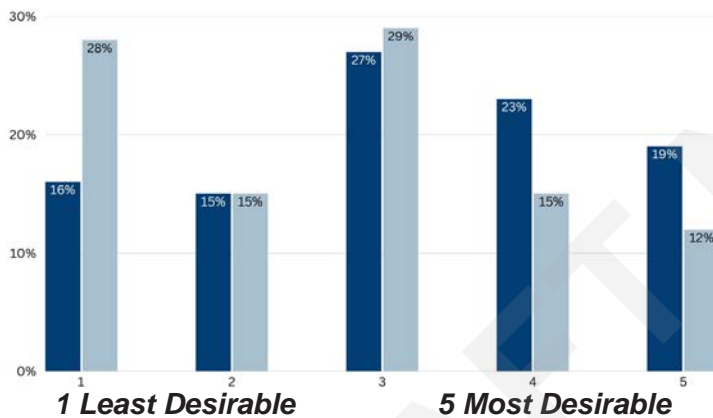
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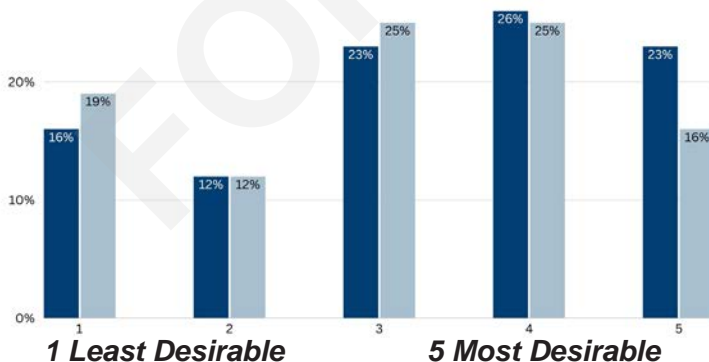
Accessory Dwelling Unit (detached / garage apartment)

Recognized for its potential to help with family housing and provide an income stream, but met with concern over its impact to on-street parking and the potential for changing the feel of residential streets.



Mixed-Use

Viewed positively as a necessary step to vitalize downtown (galleries, cafes) and provide tax support, moving away from residential-only growth and creating the desired walkable community.



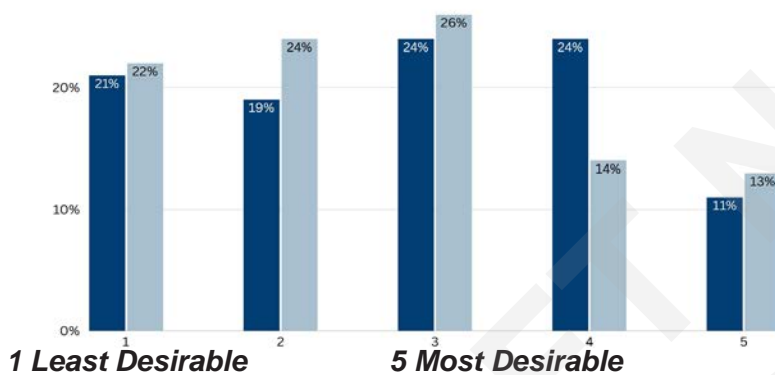
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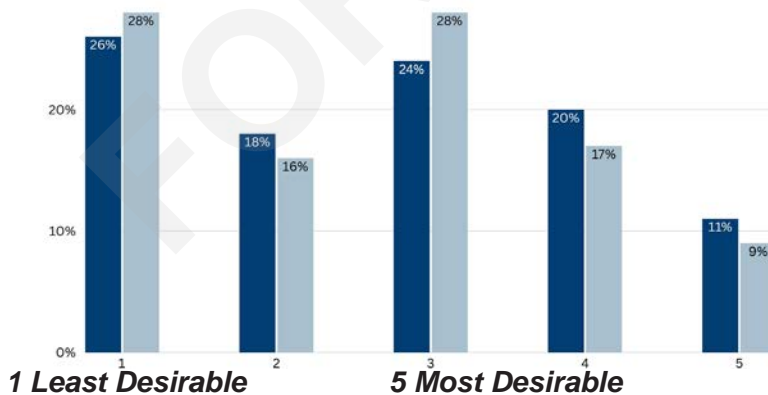
Single-family to multi-unit conversion

Seen as a way to preserve historic integrity of older homes, but concerns exist about whether the resulting units are cost-effective and if this model adequately addresses large-scale housing needs, but also is reflective of respondents' request to reuse existing buildings.



Courtyard Apartment

Offers moderate density and a shared amenity, and can vary in scale, and creates a shared green space.



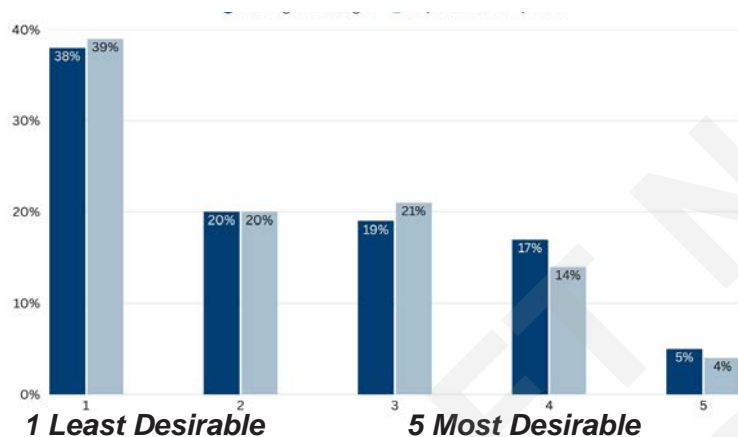
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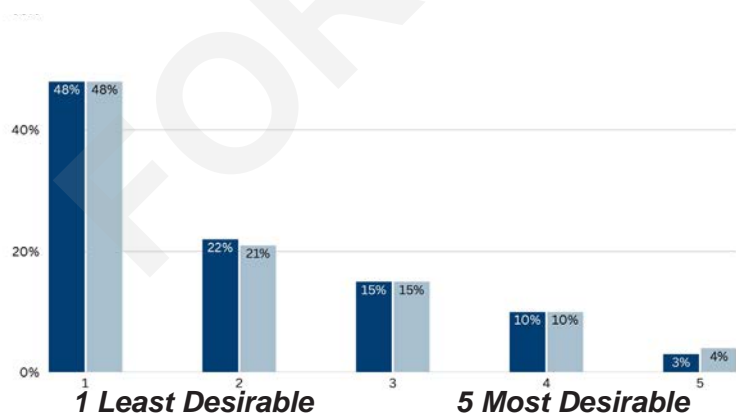
Townhouses

Throughout the survey, respondents are critical of townhouses in reference to 'housing factors and concerns' where they are described as "cheap," "ugly," "barracks-like," and "too dense."



Multi-unit multi-family

Strongly disliked and similar to the response in the Hwy-31 Corridor for being monolithic, ugly, and out-of-character. These structures represent the concern respondents associate with new development. This type of density can maximize land value and encourage walkability.



Q10. What are the most important factors for you when considering new housing development in your community?

Open-ended Response

**Summary (431 All Responses), Pennington Borough (255 Responses)
Hopewell Township Area (176 Responses)**

Factor 1: Physical & Social Environment (*Neighborhood Character*)

This is the most dominant theme by a significant margin. Respondents are deeply concerned with preserving the existing aesthetic and “small town feel” of the Borough

- 38.9% All Respondents
- 42.4% Pennington Borough
- 34.1% Hopewell Township Area

Definitions of ‘Neighborhood Character’ per Response Context

63.1% of respondents used the general terms like ‘character’ or ‘small town feel’ without further clarification.

Key Concerns: “impact on character,” “small town feel,” “loss of charm,” “impact on community,” “ruining the character,” “fits in with the community,” “small village feel.”

- “Infrastructure, character, amenities”
- “Affordability and neighborhood character”
- “Impact on neighborhood character”
- “Losing small town feel”
- “Impact on community”

26.2% of respondents stated explicitly aesthetic / physical attributes, citing a desire to preserve the historic look and avoid ‘cookie-cutter’ design.

Key Concerns: “copy & pasted townhouses,” “ugly” or “cookie-cutter” design, “historic look,” “McMansions,” and preserving a “human scale.”

- “The most important thing is its impact on our character. Rows of copy & pasted townhouses jammed into small areas are an abomination.”
- “Any new developments should be held to a pretty, historical looking standard to match the character of the town.”
- “...new housing must be compatible in terms of scale, massing, materials, appearance”
- “Preserving the best of existing neighborhood character, providing low-rise solutions, preserving historic buildings...”

10.7% of respondents expressed factors that were explicitly exclusionary, linking new housing to “crime” or “demographics.”

Key Concerns: A perceived link between new residents and “crime,” a desire to and concerns over “demographics.”

- “Keeping crime low and the character of the neighborhood intact. Maintaining a high-trust population.”
- “Don’t change our neighborhood character & safety!”
- “Keep out the riff raff”
- “Keeping crime low and the character of the neighborhood intact. Maintaining a high-trust population.”
- “Affordable housing WILL bring more crime... I am very concerned about the kind of people that will be moving in.”

Q10. What are the most important factors for you when considering new housing development in your community?

Open-ended Response

Factor 2: Impact on Infrastructure (Schools, Traffic, Services)

This is the second-most-frequent concern. It includes all mentions of “infrastructure,” “schools” (and “overcrowding”), “traffic,” “congestion,” “parking,” “sewers,” “stormwater,” and the “capacity” of public services (police, fire, etc.).

- 29.9% *All Respondents*
- 25.5% *Pennington Borough*
- 31.3% *Hopewell Township Area*

Factor 3: Green Space & Environment

This is the third pillar of community concern. It includes all mentions of “green space,” “open space,” “trees,” “environment,” “flooding,” and “drainage.”

- 25.1% *All Respondents*
- 21.6% *Pennington Borough*
- 18.2% *Hopewell Township Area*

Factor 4: Affordability

This is a major and highly-polarized theme. This count includes all mentions of “affordability,” “affordable,” “cost,” “low income,” “middle class,” “economic diversity,” “senior housing,” “55+,” and “renters.”

- 22.0% *All Respondents*
- 23.5% *Pennington Borough*
- 16.5% *Hopewell Township Area*

Factor 5: Opposition to Development

This theme captures all explicit, overarching statements to stop development, such as “Stop the building,” “NO MORE DEVELOPMENTS!,” “No further development,” and “We don’t need anymore housing.”

- 12.1% *All Respondents*
- 7.8% *Pennington Borough*
- 8.5% *Hopewell Township Area*

Factor 6: Access to Amenities, Walkability, & Transportation

This category includes all mentions of “access to amenities,” “walkability,” “walking paths,” “transportation,” “mass transit,” and “bus stops.”

- 10.9% *All Respondents*
- 9.8% *Pennington Borough*
- 7.4% *Hopewell Township Area*

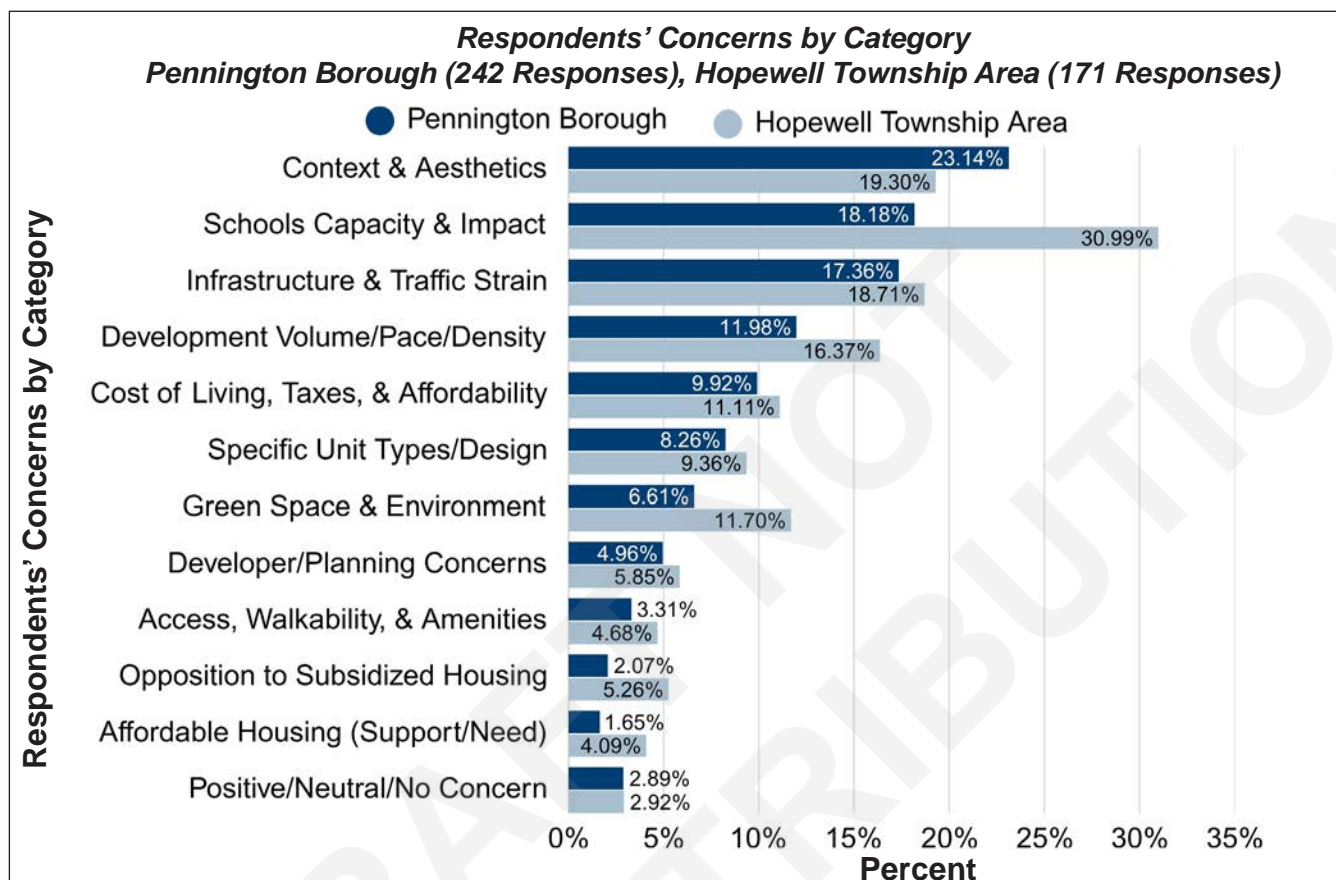
Factor 7: Financial Impact (Taxes & PILOTs)

This is a specific but passionately-voiced theme, including all mentions of “taxes,” “property taxes,” and strong opposition to “PILOT PROGRAMS” and “developers deals.”

- 5.1% *All Respondents*
- 3.1% *Pennington Borough*
- 1.7% *Hopewell Township Area*

Q11. What concerns, if any, do you have about the pace or type of housing growth in your area?

Open-ended Response



Q11. Summary: (All Responses 413)

Concern 1: Infrastructure and Capacity

This is the most frequent concern, representing a fear that the community is losing its ability to function effectively due to a lack of capacity.

53% All Respondents

- **School Overcrowding:** Respondents repeatedly express about the impact on schools, citing both increased classroom sizes ("overcrowding") and funding limitations.
- **Traffic Congestion:** "Traffic, traffic, traffic" is a constant refrain and "roads cannot handle congestion."
- **Fiscal/Tax Burden:** Many believe new developments, especially those with PILOT programs (tax breaks), do not generate enough tax revenue (ratables) to cover the school and municipal service costs they create.
- **Municipal Services:** Concerns extend to the capacity of the fire/police, water demand, sewer access and utilities to keep up with the pace of development.

Q11. What concerns, if any, do you have about the pace or type of housing growth in your area?

Open-ended Response

Concern 2: Type of Development & Aesthetics

Respondents strongly oppose the type of housing being built, arguing it damages the community's unique identity.

18% All Respondents

- **Views on Development:** Respondents who chose the area for its rural character and small-town identity, view new development as an intrusion of urban-scale density that threatens to erode those qualities. The growth is seen as “ruining the community,” “losing our small town feel”.
- **Design Quality:** There is a strong response to the design of high-density housing. Townhouses and apartments are cited as “cheap and ugly,” “monolithic” and “barracks-like.” Respondents call for high quality design and construction that is sensitive to the historic character and scale.
- **Oversized Infill:** Concerns about “tear downs of smaller homes for mega-homes” that are “out-of-scale”
- **Developer Intent:** A strong belief exists that developers “only care about profit,” resulting in poorly constructed, “cookie cutter” developments with little regard for the local context or environment.

Concern 3: Pace of Development

This theme focuses on the volume and speed of construction, particularly in the immediate surrounding area.

14% All Respondents

- **Pace is “Out of Control”:** Phrases like “Too much, too fast!” “It is out of control!” and “Pace is way too fast” are pervasive.
- **Lack of Plan:** Many feel the development is unmanaged and not coordinated with infrastructure upgrades: “It gets built up too quick with no master plan.”
- **Scale:** There is significant concern over “excessive [growth] in Hopewell Township” (near ShopRite, Scotch Road) and its impact on traffic and schools.

Concern 4: Affordability and Equity

Concerns are voiced regarding who the new housing is actually serving.

8.6% All Respondents

- **Price of New Houses:** Respondents note that the new “glamour townhouses” are often “overpriced” and “not affordable to middle class,” pushing out the younger families the town supposedly needs to attract.
- **Social Anxiety / Bias:** A segment of respondents expressed concern about the mandatory state requirements (Mount Laurel), linking “low income housing” to “more crime” and a reduction of “trust we have with our neighbors”.
- **More Affordability:** A counter-argument highlights that “young families are being priced out” and that the town needs more variety of housing, such as smaller homes (1500 sq ft) or housing for seniors (grandparents). Respondents expressed support for affordable housing and a variety of housing types: “Must have mixed income housing.” “Affordability- genuine affordability for more folks.” “Add seniors housing.” “Currently, young families are being priced out... we need to make space for young families with kids.” “We need more housing of more types!”

Concern 5: Environmental and Open Space

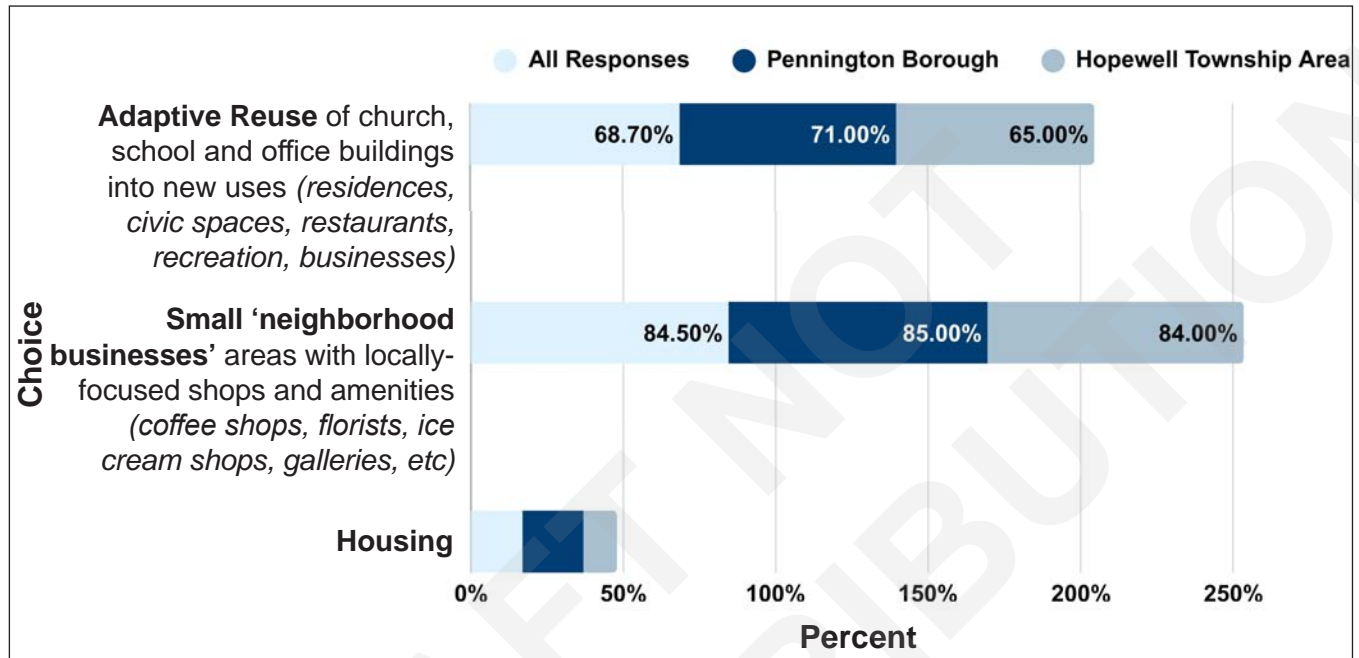
Growth is frequently framed as a zero-sum trade-off against the natural environment.

6.9% All Respondents

- **Loss of Green Space:** Development is seen as “losing all our green space,” paving over nature, and converting farmland into “huge housing developments.”
- **Flooding Risk:** Concerns about “flooding in areas is already an issue” and the new homes making the problem worse due to more impervious surfaces are common.
- **Wildlife:** Development is cited as contributing to the loss of nature and impacting wildlife.

Q12. Buildings may become available for reuse, and areas that are limited in their zoning but may be able to offer more community amenities. Which do you feel would be positive considerations for Pennington Borough's future development?

Multiple Choice



Write-in Responses ('Other')

Pennington Borough (19 Responses)

- Open space preservation
- As I said above- a large center/facility that will attract multiple demographics to increase foot traffic to other parts of town.
- farmers market / town park with entertainment space
- Housing, Cultural activities
- Housing, Evolve or die.
- Housing, Retrofitting churches is very expensive and then there's the issue of cemeteries and memorial gardens on those spaces. I like the idea of the building being useful but not at the cost of losing historical or cultural value.
- Housing, Somewhere for youth to gather
- More green spaces and family friendly restaurants with outdoor seating
- No more new buildings for housing- True what we have
- All of the above as long as they stay in keeping with the environments around them
- Na
- None
- See answer above
- Definitely not housing, unless it were a limited number of beautiful apartments or condos. We don't need to be packing 20 or 30 people into a building that used to house 4 or 5. That would not be in keeping with the character of the town. It's mostly a single-family town and should stay as such, not an urban center.

Q12. Buildings may become available for reuse, and areas that are limited in their zoning but may be able to offer more community amenities. Which do you feel would be positive considerations for Pennington Borough's future development?

Multiple Choice

Write-in Responses ('Other') (Cont'd)

- I am totally opposed to developing the HVRSD administration building into additional housing. Why would that be done. Taxpayers would then have to pay for district to build an admin building elsewhere? Why ? What is the purpose? To build more and destroy more land and create more problem with drainage. The land behind admin building has been used as playing fields for students. According to the school district there is a great need for playing fields. Why would the district then sell this property and take away the field and pay money for a building elsewhere. If people were so concerned with environment then why would there be thought of building g more and more and covering more earth with cement and non previous surfaces.
- Limited adaptive reuse excluding franchises
- not housing unless single family
- Single family homes or green space
- This question is poorly worded, but I don't think any of the above should be adapted for reuse or rezoned unless the question is clarified.

Hopewell Township Area (13 Responses)

- Flood control.
- Mixed use
- All are good options. If things are converted to businesses, I'd prefer to see ones that are more "interactive" (shops/restaurants) rather than just office spaces since those don't add much of interest to the community or draw in visitors from outside.
- community farms, community walking paths connecting more places outside of car oriented streets
- Housing is focused on high density infill with access to trails, bike paths, green spaces, and public transportation
- Medical offices
- Throw out old zoning; look at form based codes of neighborhood overlay zones that focus on mixed-uses and appropriate density and scale
- Youth center
- Gym like lifetime, a community center similar to Woodbridge community center.
- None!!!! Stop pulverizing our town with these projects and leave it alone!!!
- parks, garden, green community initiatives
- No more residences!
- The school district needs athletic fields. There should be consideration of redevelopment of some of these spaces for the school district's needs. The town has already committed to significant over development of the area and as such this has an impact on our school district. At the present time builders are not helping to make sure that the needs for the district are taking care of. Instead current taxpayers are footing the bill for all of this. A two-faceted approach where portions of the land can be used for athletic fields or building other needs for the school district should be considered along with having any developer or company that seeks to come into the area contribute to the needs of the school district.

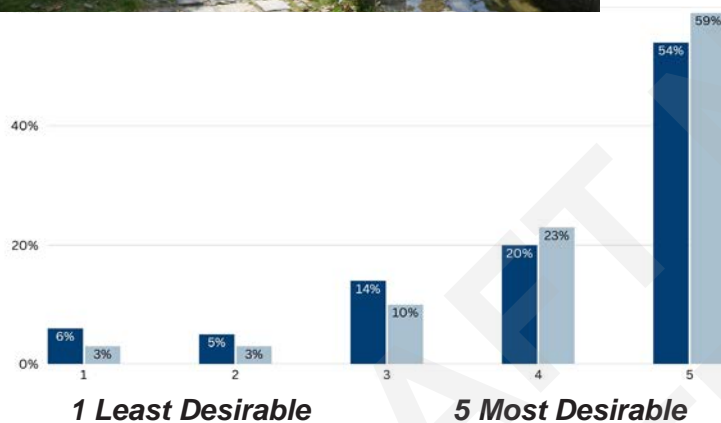
Q13. Visual Preference Survey: What type of approaches to stormwater management do you feel would be positive or worthwhile additions to the quality of life in Pennington Borough?

Rating Scale: 1 (least desirable) to 5 (most desirable)



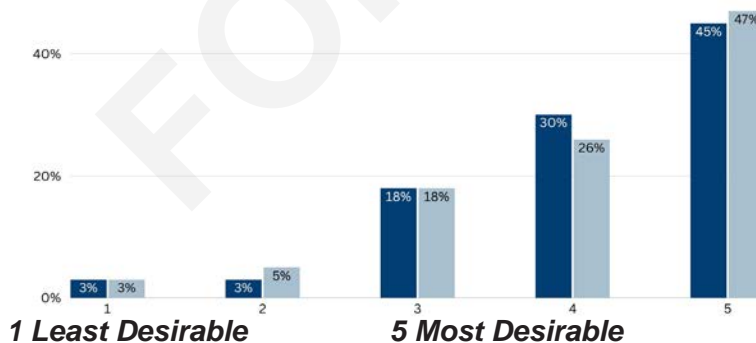
Integrating multiple strategies where possible to create engaging and enriching experiences

Strongly backed for its dual benefit as a strategic measure that mitigates flood issues while simultaneously creating valued public amenities and gathering spots, enhancing the 'Sense of Place.'"



Uncovering and restoring previously buried, or culverted, streams (or sections of streams)

Attractive concept that provides a significant natural amenity and solves flooding, but may be seen as lower priority due to the higher cost and potential need for major land-use changes compared to simple buffers or gardens.



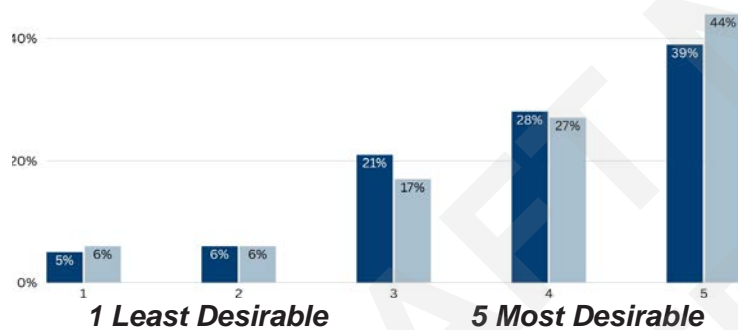
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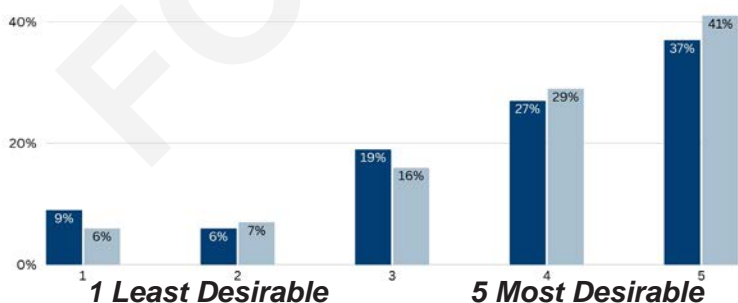
Buffers between sidewalks and roadways with plants and/or shade trees

Highly desired as a dual-purpose feature that provides physical safety/separation for pedestrians while immediately enhancing the visual quality of the streetscape.



Integrating green infrastructure into existing strip malls and setbacks, where possible

Strong support for repurposing underutilized asphalt (the hated “strip mall look”) to address stormwater issues and enhance aesthetics without requiring new development.



Q13. Visual Preference Survey: What type of approaches to stormwater management do you feel would be positive or worthwhile additions to the quality of life in Pennington Borough?

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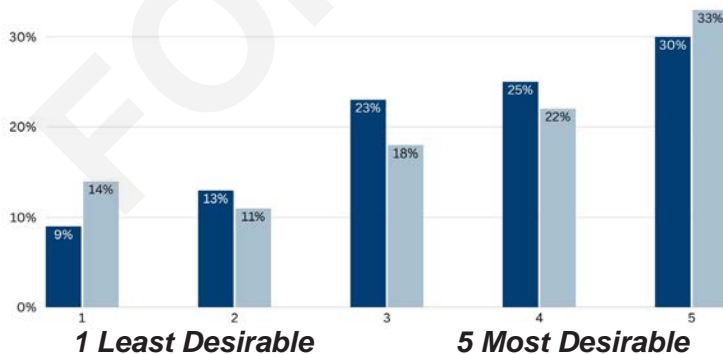
Parks and recreation spaces integrated with retention basins

A practical and functional compromise that takes necessary infrastructure (basins) and transforms it into a positive recreational asset (a park) for the community.



Lawns with native plantings and meadows

Simple, cost-effective change that directly addresses the desire for more green space and less artificial sprawl, contributing positively to the town's "natural feel."



Q14. Do you have any ideas for how to address stormwater issues in your neighborhood?

Open-ended Response

Summary

Pennington Borough (138 Responses)

1. Focus on hands-on actions that the Borough and residents can undertake immediately to manage water flow.

- Storm Drains/Curbs/Pipes 18.84%
- Green Infrastructure/Planting 18.12%

2. Focus on addressing specific, large-scale problems like Lewis Brook, key problem properties, and the impacts of development.

- Lewis Brook/Stream Management 8.70%
- Blackwell Property/Eyesore 5.07%
- Reduce Impervious Surfaces 4.35%
- Development Control/Density 4.35%

3. Requests for specialized knowledge, structural fixes, and an acknowledgment of the issue's severity.

- Lewis Brook/Stream Flooding 2.90%
- Retention/Drainage Basins 2.90%
- Property Grading/Runoff Control 2.90%
- Expert Advice/Education 2.17%

Hopewell Township Area (78 Responses)

1. Implement nature-based and structural solutions to mitigate runoff, with a particular emphasis on reducing paved surfaces.

- Green Infrastructure/Planting 26.92%
- Reduce Impervious Surfaces 10.26%

2. Focus on the functional needs of the existing system and controlling the volume of new construction, which is seen as a primary cause of water issues.

- Development Control/Density 15.38%
- Storm Drains/Maintenance 11.54%

3. Requests for specialized structures, stream management, and educational support.

- Retention Basins/Tanks 6.41%
- Lewis Brook/Stream Management 3.85%
- Specific Structural Fixes 3.85%
- Public Education/Incentives 3.85%

Q15. What would improve your quality of life in Pennington Borough?

Open-ended Response

Summary (354 All Responses)

1. Social Vitality and Downtown Activation

This is the most frequently mentioned theme, centered on transforming Main Street into a highly active, all-hours social destination.

- Dining and Entertainment: Respondents requested more dining options (40+ mentions), especially affordable, diverse ethnic cuisine, upscale bars/cocktail lounges, and places with outside seating (10+ mentions). The lack of evening activity is a major pain point.
- Vibrant Downtown Hubs: Desire to create a “vibrant Main Street” (15+ mentions) or a “Palmer Square-like” center that acts as a destination with useful shops, cafés, and gathering spots that stay open later.
- Community Events: High demand for more structured and informal events, including music, festivals, concerts, food trucks, and a better location for the Farmers Market.

2. Activities and Spaces for All Ages

Respondents emphasized a significant gap in programming and facilities for specific demographic groups.

- Families and Youth: High demand for activities for young families, children, and teens (30+ mentions). Specific requests include a Community Center with a pool/gym (5+ mentions), indoor play spaces, and places for teens to congregate safely.
- Adults and Seniors: Increased demand for activities for adults (15+ mentions), including dining with liquor, adult education, and dedicated recreation like pickleball.
- Civic Spaces: A lack of general, publicly owned, weather-independent civic spaces for meeting and gathering was noted (10+ mentions), beyond the limited capacity of Howe Commons.

3. Green Infrastructure and Walkable Environment

This directly links environmental quality and aesthetics to functional mobility.

- Green Infrastructure: Widespread support (25+ mentions) for Green Infrastructure, including planting more trees (for shade/CO2 absorption) and adding green spaces. The idea of Repurposing Surface Parking into Green Spaces was repeatedly identified as a high-value action (10+ mentions).
- Walkable Environment: Strong focus on safety and maintenance, including requests for repairing/adding sidewalks (10+ mentions), addressing the Blackwell eyesore property (5+ mentions), and enforcing noise ordinances and speed limits to make walking and biking safer.

Q15. What would improve your quality of life in Pennington Borough?

Open-ended Response

Detailed Response Categories: Pennington Borough & Hopewell Twp Area

Pennington Borough (222 Responses)

1. This category represents over half of the feedback, dominated by the need to create a destination that is both lively and physically appealing.

- Restaurants/Dining 22.07%
- Green Space/Repurposing Parking 18.47%
- Activities/Events/Vibrancy 16.22%

2. This category focuses on the functional needs of residents, particularly young families, and addresses key issues of access and cost.

- Family/Kids/Youth Focus 12.16%
- Walkability/Bikeability/Transit 9.91%
- Affordability/Cost 5.86%
- Retail/Shops 4.50%
- Community/Civic Spaces 4.05%
- Infrastructure Stress/Traffic/Safety 3.60%

3. This final category groups requests about aesthetics, specific sites, and low-frequency functional needs.

- Neighborhood Character/Historic 3.15%
- Blackwell Site/Eyesores 0.90%
- Farmers Market 0.90%
- Housing/Density 0.90%
- Liquor Licenses/Bars 0.90%

Hopewell Township Area (132 Responses)

1. These three themes account for nearly 70% of the feedback, dominated by the desire to transform the physical landscape and activate it with events and dining.

- Green Space/Repurposing Parking 29.55%
- Activities/Events/Vibrancy 20.45%
- Restaurants/Dining 19.70%

2. This category focuses on creating a fully functional town that is safe for all ages to navigate and provides dedicated, non-commercial spaces for gathering and activities.

- Family/Kids/Youth Focus 12.12%
- Walkability/Bikeability/Transit 9.09%
- Community/Civic Spaces 6.82%

3. This final category groups requests about financial management, commerce, and maintenance issues.

- Affordability/Cost/Taxes 5.30%
- Retail/Shops 3.03%
- Infrastructure/Maintenance 3.03%
- Housing/Development Control 2.27%