

CITY OF BORDENTOWN MASTER PLAN UPDATE

The City of Bordentown adopted its current Master Plan in 1983. In the 30+ years since, the City has experienced shifts in demographics, expanded access to transportation infrastructure, and a resurgence of interest in its downtown.

Given the level of activity with the City and the pressures that come with it, Mayor Lynch, City Commissioners and the Planning Board feel that the time is now to plan for improvements, but also ensure we protect what is great about our Community.

Project Background and Overview

As required by NJ's Municipal Land Use Law (N.J.S.A. 40:55D-1 requires all municipalities to reexamine their master plan periodically.

The City intends to undergo a process with strong community engagement to refresh these objectives and prepare actions to meet them moving forward. The City anticipates many existing goals and objectives to remain in place with a fresh set of actions relevant to the next 10 years. In addition, there may be objectives that have been met and can be removed. There also may be objectives that need to be added since they are new to the vision for the City.

Before the Planning Board officially proposes a Draft Master Plan Update and requests public comment prior to formal action, the full communications and outreach strategy articulated below will be implemented.

In addition to the "Statement of Purpose" Element (N.J.A.C. 40:55D -28b(1)) of the Master Plan, the following elements are expected to be reviewed and updated:

- Land Use Element (N.J.A.C. 40:55D-28b(2))
- Housing Element (N.J.A.C. 40:52:27D-310, addendum to (N.J.A.C. 40:55D-28b(3))
- Relationship with Other Plans (N.J.A.C. 40:55D-28d)

Other Elements of the Master Plan will be updated concurrently or recommended to be prioritized moving forward as a result of this process. Positioning the City for grants to meet goals in a financially sustainable manner will be a priority consideration.

Tools for Communications and Outreach to City Residents

1. Steering Committee

The City has established a Steering Committee that will, with input from the Planning Board, guide the development of an updated Master Plan. City staff are included in this Steering Committee will be responsible for arranging meeting venues, preparing meeting minutes, and

distributing meeting materials. The Chair will develop agendas, prepare additional meeting materials, and help facilitate Steering Committee meetings during the project.

The Steering Committee includes:

- **2 Members of Planning Board**
- **1 City Commissioner**
- **1 Representative from BCEC (Chair)**
- **1 Representative from Green Team**
- **1 Member from Economic Development Committee**
- **1 Representative from DBA**
- **2 Residents at Large**

2. Community Workshops

The City will schedule and hold two to three public workshops, including an initial “launch” to provide the community with an overview of the purpose, scope, and schedule of the project. Related engagement may occur during Planning Board meetings as well. Additional workshops will include getting early input on goals / objectives and then an opportunity to review the draft goals and objectives that may be included in the updated Master Plan. The Steering Committee will draft a summary of public comments provided during the process.

3. Community Survey

The City will conduct an online survey to allow for a wider range of community members to review and weigh in on the alternatives. This online survey will coincide with the Community Workshops and will essentially mimic those events in terms of the materials presented and questions asked. In addition, an online survey will be conducted during the later phase of the project to gather feedback on the draft Master Plan recommendations before the Planning Board begins the process under the MLUL to adopt an updated Master Plan.

4. Interviews

The Steering Committee has been created to, among other things, assist the City identify a list of stakeholders for the outreach process to be designed to accommodate. These stakeholders will be invited (in addition to the general public) to build an initial assessment of opportunities, challenges, existing conditions, needs, trends, and goals through small group discussions.

The City, through the County and City Planner, will conduct up to various interviews and group discussions with key community stakeholders.

5. Community Group Meetings or Events

To supplement 1-4, above, the City may attend community meetings or engagement activities with specific community groups or populations. Some of these meetings may be targeted at reaching typically underserved or difficult-to-reach groups.

6. Other Tools for Meeting Key Objectives and Involving Specific Stakeholders

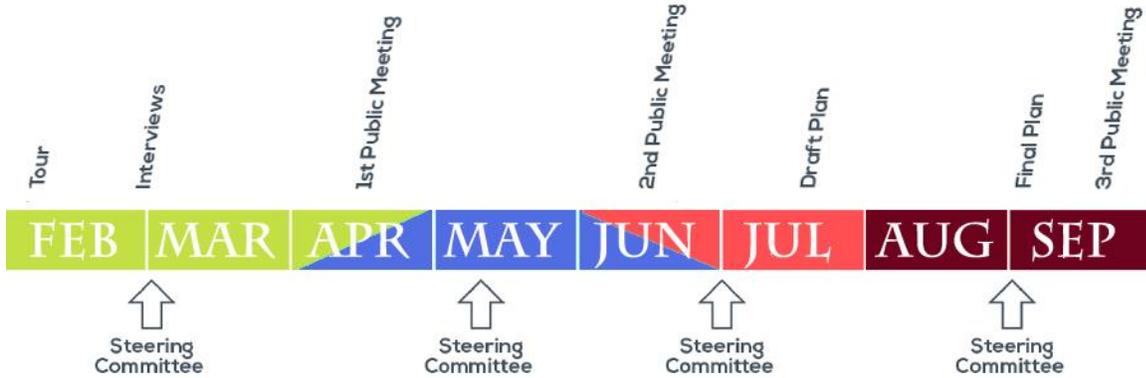
Additional strategies for informing and engaging with stakeholders will include:

- Maintain a website with updates about the project to community members.
- Develop a short pamphlet / flyer with key information for use throughout the process.
- Use the City's email / social media platforms to disseminate information about the planning efforts and encourage public participation.
- Work closely with local media outlets to publish articles, public service announcements, or other features about the planning process. If budget allows, paid advertising in local papers will be considered.
- Staff a booth or table at local public events, fairs, festivals, or farmers markets to distribute information and flyers about the project and establish familiarity with community members.

Timeline

The following timeline illustrates the approximate schedule for conducting the activities described in this Plan. The City has a working goal of completing this process through Stage 5 (Adoption) by the end of 2020.





Existing Land Use Map in Bordentown City

