



CITY OF TRENTON

# URBAN ENTERPRISE ZONE

## FIVE YEAR PLAN



# TABLE OF CONTENTS

<b>Executive Summary</b>	_____	<b>3</b>
<b>Strategic Foundation</b>	_____	<b>5</b>
<b>Acknowledgements</b>	_____	<b>12</b>
<b>UEZ Context</b>	_____	<b>13</b>
<b>Vision</b>	_____	<b>43</b>
<b>Implementation Plan</b>	_____	<b>67</b>

---

## APPENDICES

A: Parcels	_____	<b>76</b>
B: Business Survey	_____	<b>84</b>
C: Outreach Summary	_____	<b>88</b>
D: ESRI Consumer Data	_____	<b>93</b>
E: Resolutions, Authorizations, and Commitments	_____	<b>114</b>

*Cover: Leon Rainbow, "Beautiful Broad Street" mural, North Broad Street. Image - Leon Rainbow.*



# EXECUTIVE SUMMARY

The City of Trenton's **Urban Enterprise Zone (UEZ) Five Year Plan** is a comprehensive roadmap to foster economic revitalization and inclusive growth.

First designated as a UEZ in 1985, Trenton has a long history of utilizing New Jersey UEZ program to drive redevelopment, enhance infrastructure, and create jobs. Over the next five years, **this plan will guide strategic investments and initiatives** to address Trenton's pressing economic challenges while building on the successes of the past.

Trenton, the capital of New Jersey, has a growing population of 90,871 with a rich diversity and a vibrant cultural fabric. However, the city also faces significant socioeconomic hurdles, including a median household income of \$44,500—less than half that of Mercer County—and a poverty rate exceeding 26%. Aging infrastructure, underutilized commercial corridors, and persistent economic disparities highlight the critical role the UEZ program must play in shaping Trenton's future.

Since its inception, Trenton's UEZ has supported over 800 businesses, spurring significant investments across various sectors. Past projects have included the redevelopment of the Roebling Market, the North Warren Street Plaza, and numerous brownfield cleanups that transformed neglected industrial sites into productive, job-generating assets. During the COVID-19 pandemic, the UEZ provided vital financial relief to businesses, demonstrating its adaptability and relevance in times of crisis. Recent initiatives have focused on enhancing streetscapes, promoting business attraction, and supporting local entrepreneurs through innovative programs like a business plan competition and targeted marketing campaigns.



## EXECUTIVE SUMMARY

The Trenton UEZ Five Year Plan sets forth a vision to rejuvenate Trenton's commercial corridors, attract new enterprises, and create a thriving urban environment. Five strategic priorities anchor the plan:

1

### REVITALIZE COMMERCIAL CORRIDORS

Targeted investments will improve streetscapes, repair sidewalks, enhance safety through better lighting and security measures, and foster an inviting environment for businesses and consumers alike.

2

### FOCUS ON TARGETED BUSINESS ATTRACTION

By proactively recruiting businesses through relocation support and tailored incentives, the UEZ will create pathways for new enterprises to thrive. Programs such as the business plan competition and a retail incubator will nurture entrepreneurship and attract innovative ventures.

3

### PROVIDE DIRECT BUSINESS ASSISTANCE

Financial tools, including façade improvement grants, building rehabilitation funding, and support for businesses in food deserts, will empower local businesses to expand and better serve their communities.

4

### BUILD CONSUMER DEMAND

Efforts to increase foot traffic and visibility for UEZ businesses will include robust marketing campaigns, historic and arts tourism promotion, and partnerships with anchor businesses to amplify economic activity.

5

### PLAN FOR SUSTAINABLE GROWTH

Updated redevelopment plans and strategic support for anchor projects, such as museums and visitor centers, will ensure Trenton's development aligns with long-term goals for economic resilience and community prosperity.

Informed by extensive community engagement, this plan reflects the input of local business leaders, minority-owned enterprises, and key stakeholders. It prioritizes flexibility to adapt to emerging opportunities while maintaining a steadfast commitment to equity and inclusion.

Over the next five years, Trenton's UEZ will be a catalyst for economic growth, creating opportunities for residents and businesses alike. By aligning with state guidelines and leveraging local assets, the program will transform Trenton's challenges into opportunities, fostering a dynamic and inclusive urban environment that sets a benchmark for sustainable development across New Jersey.



# STRATEGIC FOUNDATION

## PURPOSE OF THE PLAN

The Trenton Urban Enterprise Zone (UEZ) 5-Year Development Plan serves as a strategic framework for fostering economic growth, enhancing business vitality, and improving the quality of life within the designated Zone. This plan is aligned with the overarching goals of New Jersey's UEZ Program to stimulate economic development, attract private investment, and create opportunities for job creation in economically challenged areas.

The objectives of this plan are as follows:

- 1. Promote Employment Opportunities**

Increase employment through job creation and assisting businesses to succeed and expand.

- 2. Support Local Businesses**

Strengthen and expand the presence of existing businesses while attracting new enterprises to the Zone by leveraging financial incentives, technical support, and community partnerships.

- 3. Revitalize the Urban Core**

Encourage the redevelopment of underutilized properties, support infrastructure improvements, and create vibrant public spaces that enhance the attractiveness of Trenton as a destination for businesses, residents, and visitors.

- 4. Foster Economic Equity and Inclusion**

Ensure that the benefits of economic growth are equitably distributed across all communities, with a focus on supporting minority- and women-owned businesses and empowering historically underserved populations.

- 5. Enhance Collaboration**

Facilitate partnerships among local government, private sector stakeholders, nonprofit organizations, and community groups to achieve shared economic development goals.

## GUIDELINES FOR PARTICIPATION

Businesses within the Trenton UEZ must meet the specific eligibility criteria listed below to access program benefits. These guidelines ensure that resources are targeted toward achieving maximum economic impact.

### 1. **Certification**

Businesses must be certified by the New Jersey Department of Community Affairs (DCA) as UEZ members to qualify for tax and financial incentives.

### 2. **Geographic Location**

Eligibility is limited to businesses operating within the defined boundaries of the Trenton UEZ, as established in this plan.

### 3. **Compliance**

Participating businesses are required to comply with local zoning, land use, and development regulations.

### 4. **Reporting and Accountability**

Regular reporting on job creation, business performance, and utilization of UEZ resources is necessary to maintain eligibility.



This plan builds on Trenton’s unique assets, including its rich history, cultural diversity, and strategic location, while addressing challenges such as aging infrastructure, vacant properties, and economic disparities. The implementation of this plan will drive measurable progress in creating a thriving, inclusive, and sustainable economic environment over the next five years.

## URBAN ENTERPRISE ZONE (UEZ) GUIDELINES

The New Jersey Urban Enterprise Zone (UEZ) program, established in 1983, is a state initiative designed to revitalize economically challenged urban areas by fostering business growth, creating job opportunities, and enhancing public-private partnerships. The program offers a suite of incentives and support structures tailored to the unique needs of participating municipalities, including Trenton, to stimulate long-term economic development.

## PROGRAM OBJECTIVES

Trenton’s UEZ adheres to the following primary objectives of the New Jersey UEZ program:

### Support Local Employment

Promote job creation through business attraction, business expansion, business growth, tax credits, hiring incentives, and workforce development initiatives.

### Encourage Business Investment

Facilitate financial incentives such as reduced sales tax rates and grant programs to attract and retain businesses within the Zone.

### Revitalize Urban Areas

Invest in infrastructure, streetscape improvements, and public amenities to create vibrant and sustainable economic centers.

### Enhance Community Engagement

Foster partnerships between government entities, businesses, and community organizations to ensure equitable economic growth.

## PROGRAM BENEFITS

The UEZ program offers a range of incentives designed to encourage investment and development within Trenton's Urban Enterprise Zone.

SALES TAX	TAX BENEFITS	CAPITAL	MARKETING	INFRASTRUCTURE
UEZ businesses can charge half the standard state sales tax on eligible purchases.	UEZ businesses may qualify for property tax abatements, hiring tax credits, and other fiscal advantages.	Low-interest loans, grants, and other funding may be available to support business growth and infrastructure improvement.	Assistance can be provided to promote UEZ businesses and attract customers to the Zone.	UEZ funding supports enhancements to streetscapes, public safety, and transportation to improve the business environment.

## ADHERENCE TO STATE GUIDELINES

To ensure alignment with State objectives, the New Jersey UEZ Authority requires the following from all municipalities with a designated Zone:

- Submission of a formal plan outlining priorities, strategies, and expected outcomes;
- Documentation of public and stakeholder engagement processes;
- Coordination with statewide business organizations to represent diverse interests, including minority-owned businesses; and
- Regular performance evaluations to measure the effectiveness of UEZ initiatives and inform future updates.

Trenton's UEZ fully adheres to these requirements, ensuring that the benefits of the program are maximized to address local challenges and opportunities. This strategic framework not only aligns with state-level priorities but also reflects the unique needs and aspirations of the Trenton community.



# UEZ MILESTONES

## A SNAPSHOT OF PAST UEZ ACTIVITIES

The New Jersey Legislature created the Urban Enterprise Zone Program in 1983 to help stimulate new economic activity and reduce unemployment within the boundaries of each zone. Trenton was awarded its UEZ designation in 1985. Since that time, the program has successfully served over 800 businesses that have invested millions of dollars in the construction and rehabilitation of new office, commercial and retail space, sports complexes, and other improvements to the city's landscape.

Between 1985 and 2011, when the Christie Administration suspended payments to all Urban Enterprise Zones in the state, City of Trenton UEZ projects included the following:

1985-2011

- Street improvements needed for the Roebling Market, a 142,000 square foot shopping center in a former steel mill.
- Support to the Façade Improvement Grant Program of the Trenton Downtown Association (TDA).
- Marriott Hotel Improvement Grant to enable the hotel to make physical improvements and make it competitive.
- Neighborhood Retail Study to assist in the redevelopment of East Trenton -- North Clinton Avenue and Wilbur Section Areas.
- Improvements to 18 existing street lights on S. Broad Street from Beatty Street to Liberty Street.
- Brownfields Cleanup Revolving Loan that, together with the city funding and UESPA, assisted to redevelop and reclaim abandoned or underutilized older industrial sites, make them productive, create jobs and return the sites to the property tax base.
- Professional Marketing and Consulting Services to promote the UEZ and the businesses located within the zone.
- Redevelopment project on North Warren Street, including a plaza with street furniture and landscaping on the triangular lot on W. Hanover Street.

PAST UEZ ACTIVITIES - *CONTINUED*

Between 2011 and 2022, when the Murphy Administration restarted payments to the zones, Trenton used its unspent UEZ funds to support the following projects:

2011-2022

- An emergency loan fund used for two loan products:
  - An emergency loan offered during the COVID-19 epidemic, where Trenton UEZ businesses could borrow up to \$20,000 at 2% interest and the payments wouldn't start for 2 years after the closing of the loan.
  - A Job Creation Loan that could be as high as \$250,000 at 3% interest, where a part of the loan could be forgiven if the applicant hired people living in Trenton.
- Marketing to support Trenton businesses including video projects.

Since 2022, Trenton's UEZ has implemented and received approval for the following projects:

2022-2024

- Streetscape improvements along the Warren Street and Front Street commercial corridors
- A business attraction project that contracts with retail experts to fill vacant properties downtown
- A business plan competition in partnership with Isles Inc. that awards the three businesses with the best plans \$10,000 in rent once they have opened downtown
- A marketing fund to promote UEZ businesses that includes video creation, ad placements, direct mail and diner placemats
- Wayfinding improvements to help visitors locate downtown parking structures and restaurants in Chambersburg
- Repair of the decorative lights to the commercial corridor on Hamilton Avenue near Trenton Central High School
- An event fund to offer sponsorships to event organizers if they take basic steps to help UEZ businesses capture economic impact from their events
- A grant fund to help UEZ businesses fit out or rehabilitate their commercial spaces



## CONTENTS OF THE PLAN

This Urban Enterprise Zone (UEZ) Development Plan serves as a strategic blueprint for guiding Trenton's economic revitalization efforts over the next five years. It is organized into four key sections, each building on the city's unique opportunities and challenges to ensure the effective use of UEZ resources.

The first section establishes the **strategic foundation** of the plan, introducing its purpose and objectives. It outlines Trenton's commitment to addressing socioeconomic disparities, fostering inclusive growth, and leveraging the New Jersey UEZ program as a tool for long-term economic progress.

The second section focuses on the **characteristics of the Urban Enterprise Zone** and its development context. It provides a detailed analysis of demographic trends, workforce composition, housing dynamics, and the current state of businesses within the Zone. It also examines critical development factors, such as infrastructure capacity, underutilized properties, and streetscape conditions, which influence the Zone's potential for growth and investment.

The third section articulates a **shared vision for the UEZ's future**, drawing from extensive community and stakeholder engagement. It identifies strategic priorities and measurable goals that will guide Trenton's efforts to revitalize its commercial corridors, attract new businesses, and enhance the overall quality of life for residents. This section also introduces proposed updates to the Zone's boundaries, ensuring alignment with Trenton's evolving needs and opportunities.

The final section translates the vision and goals into actionable steps, detailing the **projects, initiatives, and strategies** to be undertaken during this 5-year span. It identifies key areas for investment and provides recommendations for leveraging funding opportunities and partnerships to maximize the impact of UEZ efforts. Additionally, this section addresses potential regulatory or policy changes that could enhance the Zone's development. By presenting a clear roadmap for implementation, it ensures alignment with both local priorities and state objectives.

Together, these sections provide a comprehensive framework for fostering economic growth, empowering businesses, and creating pathways to prosperity in Trenton. The plan reflects a commitment to collaboration, equity, and adaptability, ensuring that Trenton's Urban Enterprise Zone continues to be a catalyst for sustainable development and inclusive success.

# ACKNOWLEDGEMENTS

The City of Trenton UEZ Five Year Development Plan reflects the collective efforts of city leadership, dedicated staff, and the many residents, businesses, and stakeholders who came together to envision a brighter economic future for Trenton.

## **The Honorable W. Reed Gusciora, Mayor**

### **Honorable Members of the Trenton City Council**

- Yazminelly Gonzalez, Council President, *Council Member At-Large*
- Jasi Edwards, Council Vice-President *Council Member At-Large*
- Crystal Feliciano, *Council Member At-Large*
- Jennifer Williams *Council Member, North Ward*
- Teska Frisby *Council Member, West Ward*
- Jenna Figueroa Kettenburg *Council Member, South Ward*
- Joseph Harrison *Council Member, East Ward*

### **Event Hosts - Community Leaders, Groups, and Associations**

- Albin Garcia
- Broad Street Coalition
- East Trenton Collaborative
- Passaic Street Business Association
- Trenton Downtown Association
- Trenton Young Professionals

### **Research, Mapping, Documentation, and Plan Development**

- Jason Rowe, AICP
- Em Ostrowski
- Malia Lacy
- Iana Dikidjieva

Finally, this plan would not have been possible without the active participation of the many businesses, residents, and community stakeholders who shared their perspectives, ideas, and experiences. Your input has ensured that this plan reflects the true needs and aspirations of the Trenton community. Together, we have created a roadmap for revitalization that honors our city's rich history while building a foundation for an inclusive and prosperous future.

Thank you for your dedication and partnership in this important work.



# URBAN ENTERPRISE ZONE CONTEXT

## A BRIEF ECONOMIC HISTORY

Nineteenth-century Trenton, New Jersey was a booming commercial and manufacturing center for pottery, rubber, steel cables, and pottery. Trenton's golden age lasted until the 1920s, when many local industries were bought out by national companies.

Trenton has subsequently fallen prey to the economic decline which characterized many of our older, more urbanized cities: loss of tax base, the exodus of major manufacturing employment, serious decrease in retail and other market activity. This decline continued in the sixties with the creation of shopping malls, industry moving south / out of the country, and white flight.

The resiliency of the City is further hampered by roughly 50% of the land being owned by entities that pay no property taxes. The State of NJ, the City of Trenton, the Federal government, churches and other non-profits. This is a higher percentage than any other State capital in the United States.

Recently, with the decline of shopping malls and an increase in population and average household income, this trend shows signs of reversal that the UEZ is in a position to enhance.



## REGIONAL SETTING

Trenton is the state capital of New Jersey, strategically located along the Delaware River in Mercer County between the major hubs of New York City and Philadelphia. The city's role as a governmental and cultural center make it a crucial anchor for the regional economy in central New Jersey and Pennsylvania; and its position along major transportation corridors serving the entire eastern seaboard, including Interstate 295, Route 1, and the Northeast Corridor rail line, makes it both an ideal location for economic activity, and a vital link in regional, statewide, and interstate commerce.

---

## URBAN ENTERPRISE ZONE LOCATION AND ADJUSTMENTS

Trenton's Urban Enterprise Zone (UEZ) serves as a critical economic hub within the state and region. The existing UEZ, illustrated in **Figure 1**, encompasses much of the city's downtown core, many of its industrial areas, and several commercial corridors. Trenton's designation as a UEZ reflects its centrality and importance in fostering economic growth, creating jobs, and supporting small businesses in areas facing economic challenges.

The original UEZ boundary will be amended as seen in **Figure 2**. A set of key commercial corridors, industrial zones, and emerging areas of development within Trenton will be added, totalling 59 acres. To offset the additions, three City-owned parcels totalling 59 acres will be removed, as the City of Trenton does not anticipate selling or redeveloping them for different uses within the timeframe covered by this plan. The final UEZ boundary for this 5-year plan is presented in **Figure 3**. A list of parcels to be added and removed is in **Appendix A**, and a discussion of the additions and removals is included in **Section 3 - Vision**.

The adjusted UEZ boundary will better support the city's ongoing efforts to attract new businesses, foster economic equity, and revitalize its urban core. By leveraging its strategic location and the advantages of the UEZ program, Trenton is well-positioned to achieve sustainable and inclusive growth over the next five years.



FIGURE 1  
EXISTING URBAN ENTERPRISE ZONE

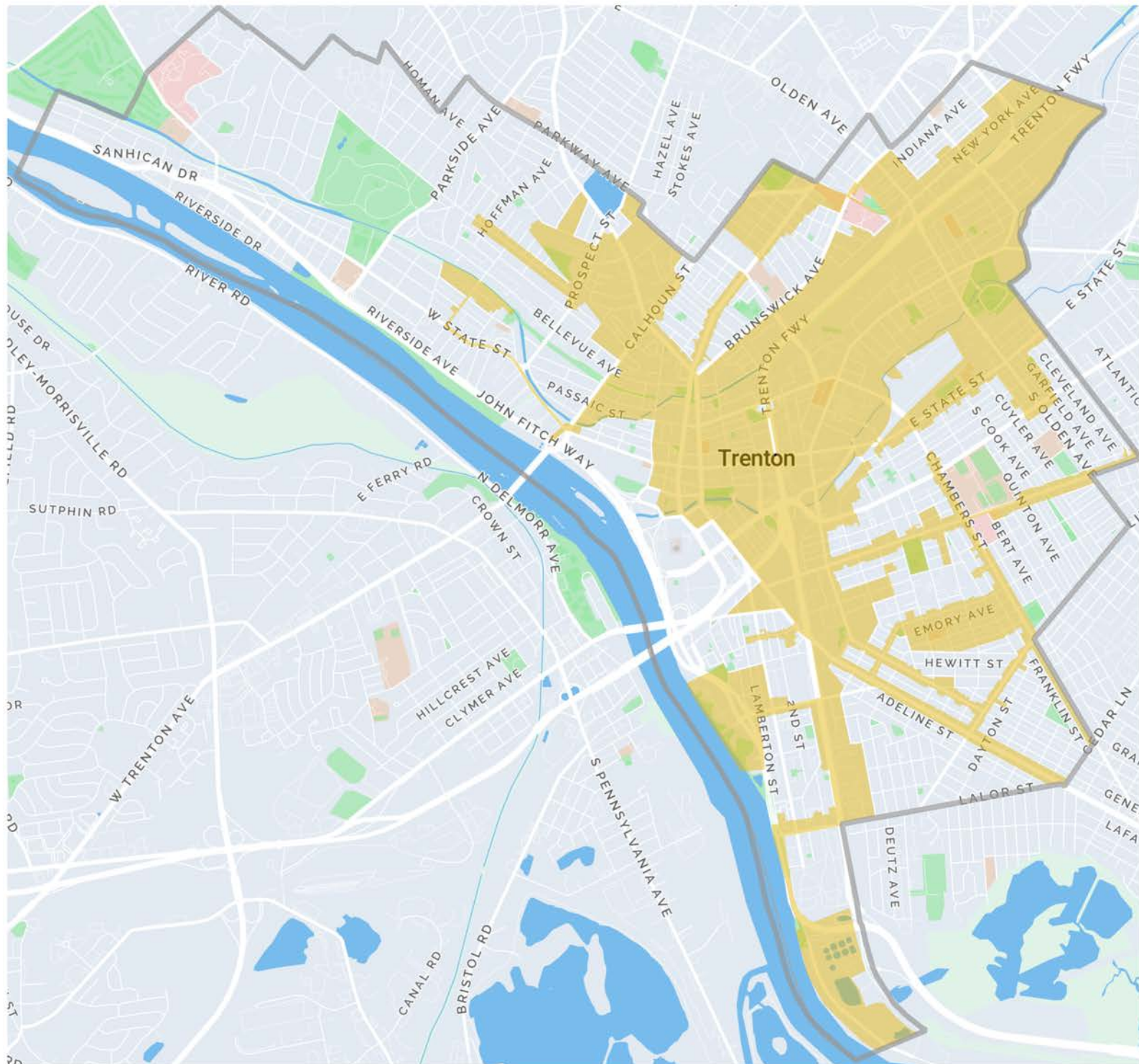




FIGURE 2

**URBAN ENTERPRISE ZONE - ADDITIONS AND REMOVALS**

- Areas to be added
- Areas to be removed
- Existing UEZ

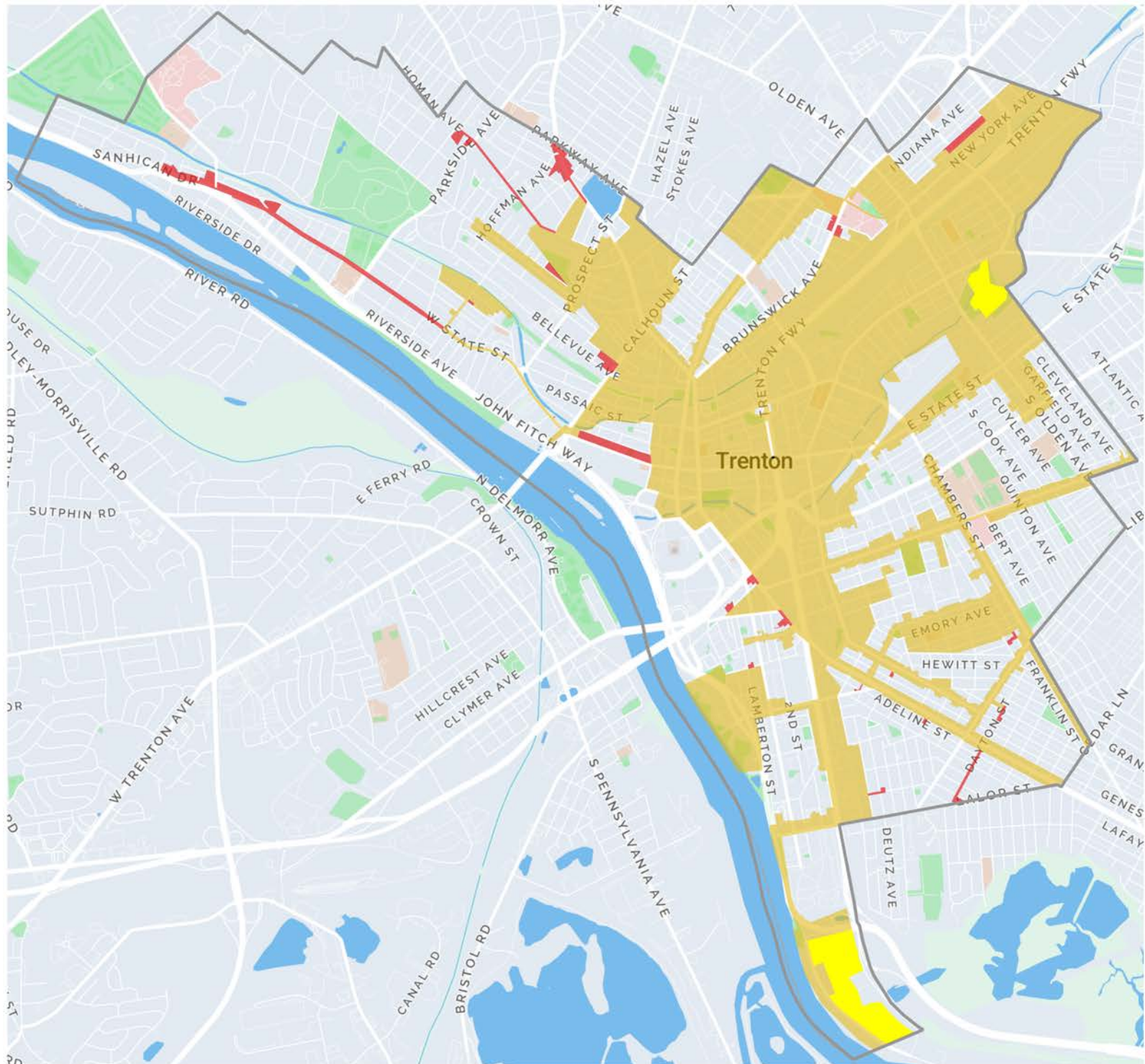
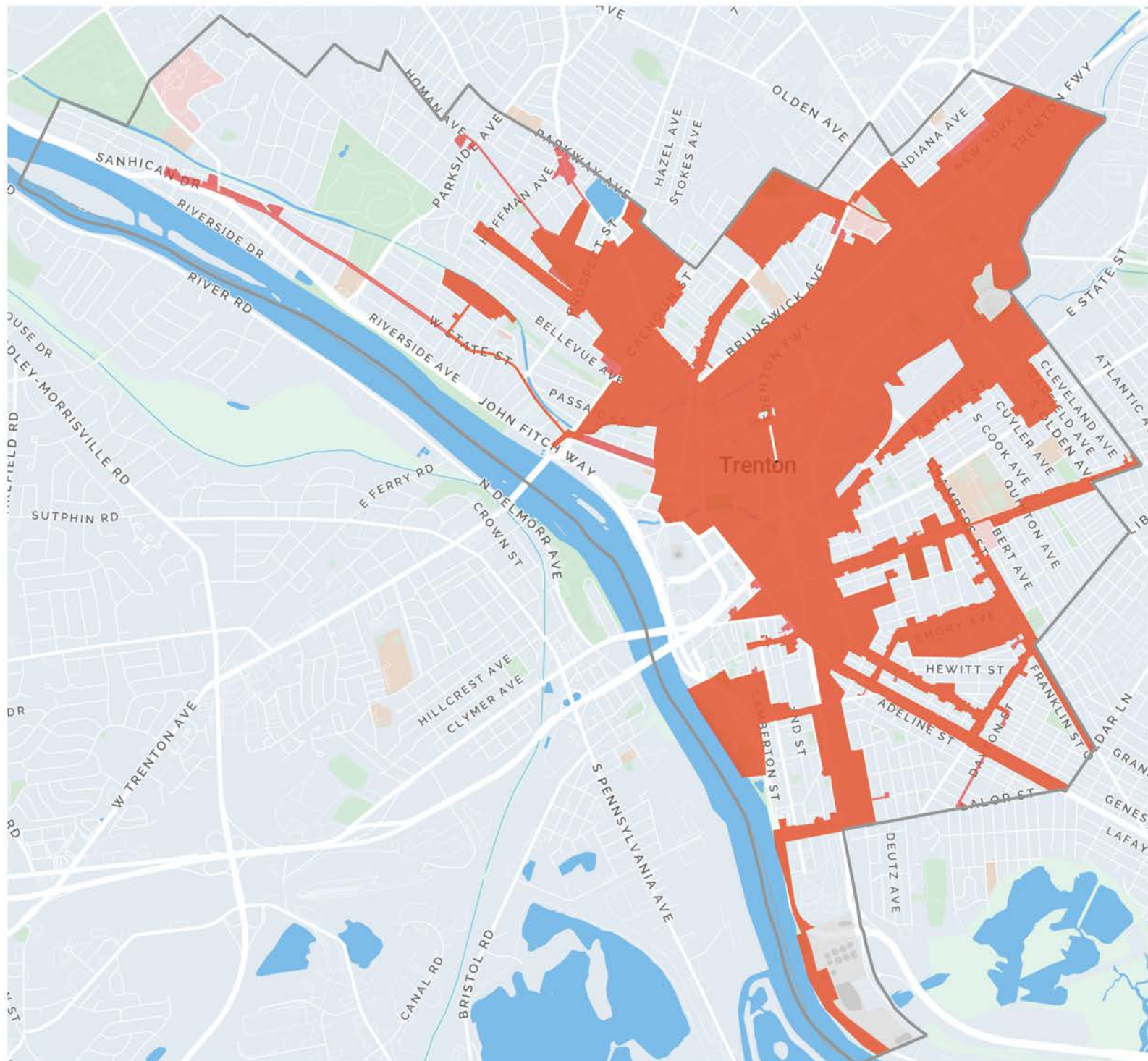




FIGURE 3  
**AMENDED URBAN ENTERPRISE ZONE, 2025-2029**



## DEMOGRAPHIC AND ECONOMIC CONTEXT

### POPULATION

The City of Trenton has a total population of 90,871. (2020 Census). The City's population grew 7% between 2010 and 2020, a greater population increase than both Mercer County and the State of New Jersey whose respective populations both grew 5.7% during that period.

**Table 1: Population**

POPULATION	2010	2020	Change
Trenton	84,913	90,871	7.0%
Mercer County	366,513	387,340	5.7%
New Jersey	8,791,894	9,288,994	5.7%

### AGE

The median age of the Trenton population is 35.8. Trenton's population is younger, compared to the rest of the state (County), with a greater share of its population under the age of 18 and a lower share age 65 and older. (2022 ACS)

**Table 2: Age**

AGE	Trenton	New Jersey
Under 18	25.9%	21.8%
18-64	61.9%	61.6%
Age 65 and Older	12.2%	16.57%

### RACE AND ETHNICITY

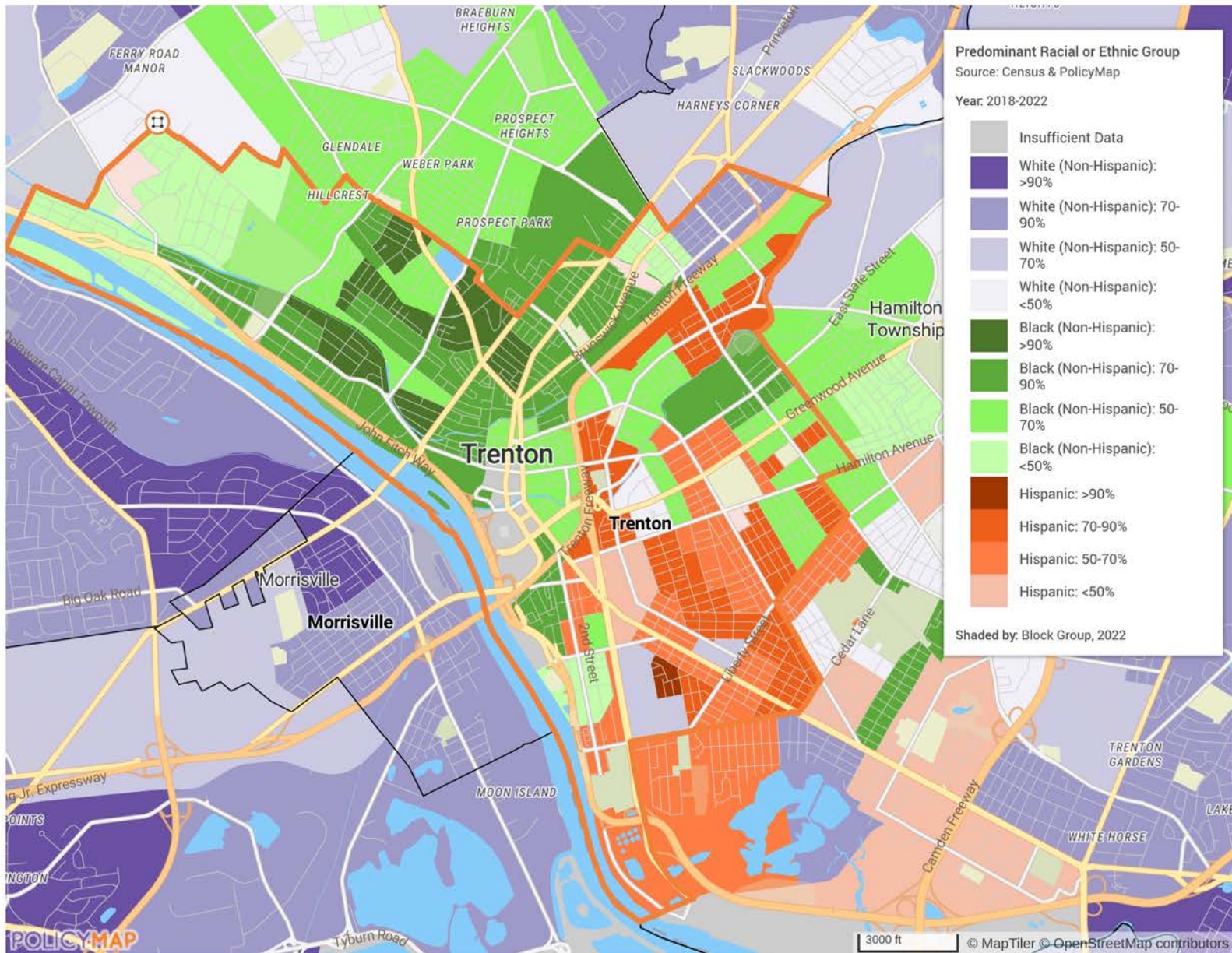
African Americans make up the greatest share of the population of Trenton at 45.5%, followed by Hispanics at 37.4%.

**Table 3: Race & Ethnicity**

Race/Ethnicity	Share of Population
White, Non-Hispanic	13.3%
African American	45.5%
Hispanic	37.4%
Asian	1.1%
Two or More Races	8.5%
Other	2.7%



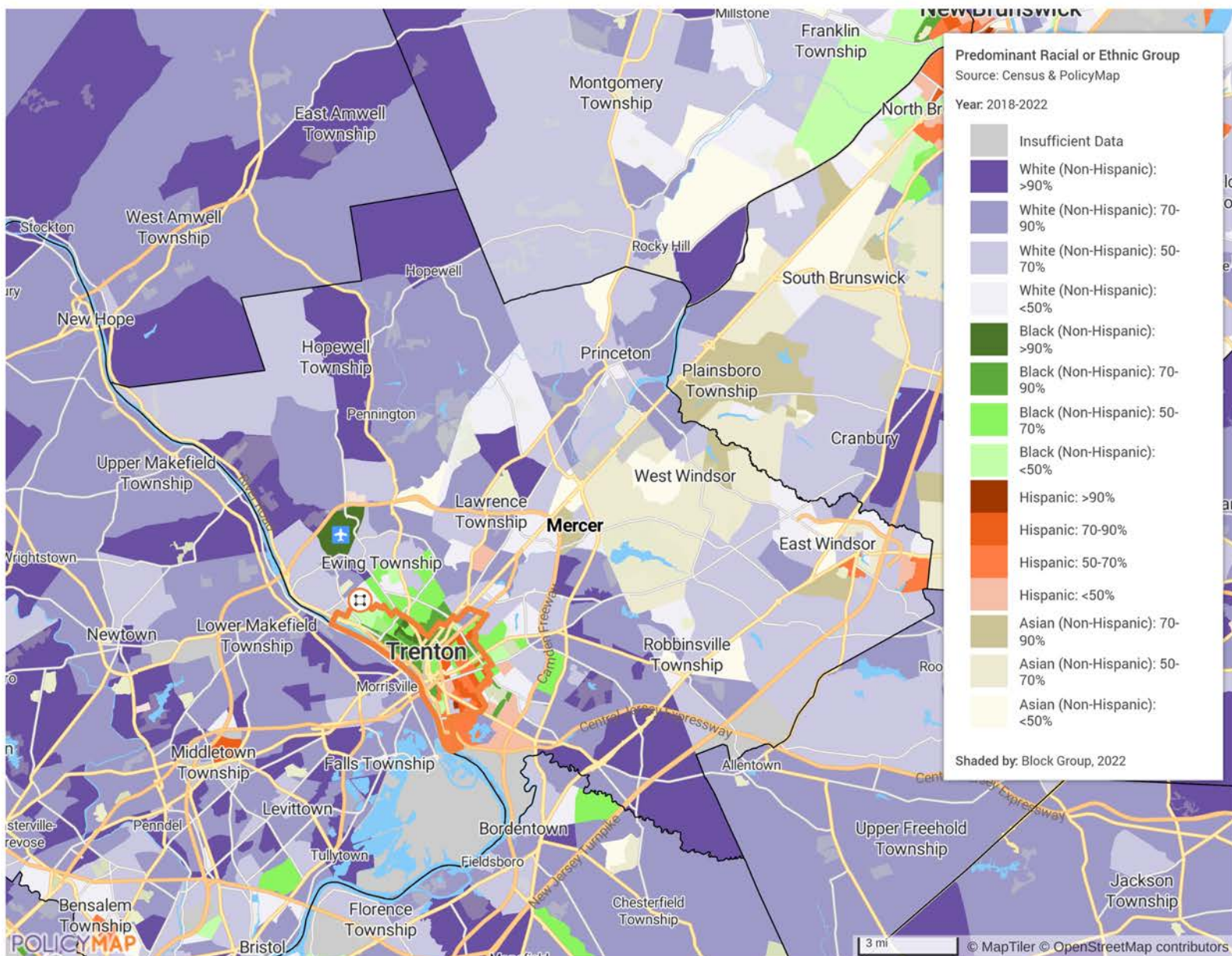
FIGURE 4

**Distribution of Race and Ethnicity, Trenton***Data: ACS 2018-2022 5-year estimates, Policy Map; 2022 Census Block Level*

Within Trenton, the neighborhoods in the northern and western parts of the City are predominantly African American, whereas the neighborhoods in the southern and eastern parts of the City are predominantly Hispanic.



FIGURE 5

**Distribution of Race and Ethnicity, Mercer County***Data: ACS 2018-2022 5-year estimates, Policy Map; 2022 Census Block Level*

Trenton is distinct in its racial and ethnic makeup from the rest of Mercer County, within which the predominant racial or ethnic group in most Census Block Groups is non-Hispanic Whites or Asians.



## FOREIGN-BORN POPULATION

26.2% of the City of Trenton's population is foreign born, compared to 24.6% of the population of Mercer County and 23.2% of the population of New Jersey.

The vast majority (78%) of the foreign-born population originally hails from Latin America. Africa is the next largest region of origin, being the place of birth of 14.1% of the foreign-born population in Trenton. The five most common countries of origin, representing two-thirds of the City's foreign-born population, are listed in Table 4.

**Table 4: Countries of Origin**

Country of Origin	% of the Foreign-Born Population
Guatemala	26.4%
Dominican Republic	16.5%
Liberia	9.1%
Honduras	7.6%
Jamaica	6.0%

## LANGUAGE

Approximately one-in-five (21.8%) Trenton residents aged five years or older has limited English language proficiency. Additionally, 40.5% of all Trenton residents aged five years or older, regardless of their English language proficiency, speak a language other than English at home, with Spanish being the language spoken by the vast majority of these residents.

## HOUSEHOLDS AND FAMILIES

There are 32,165 households in the City of Trenton. Of these households, 18,055 or 56% are family households. 8,399 households contain children under the age of 18, representing 26% of all Trenton households.

## INCOME

The median household income in Trenton is \$44,500. Nearly a third of all households have a median annual income of less than \$25,000. The result is a poverty rate of 26.2%, and 22.8% of Trenton households receive SNAP or Food Stamps.

Income in Trenton is significantly lower than that of the rest of Mercer County, where the median household income is \$92,700, and five municipalities have median household incomes of over \$150,000.

**Table 5: Income and Poverty Comparison**

MEDIAN HOUSEHOLD INCOME	Trenton	Mercer County	New Jersey
Median HH Income	\$44,500	\$92,700	\$97,126
Poverty Rate	26.2%	11.2%	9.7%

ACS 2022 5-year estimates

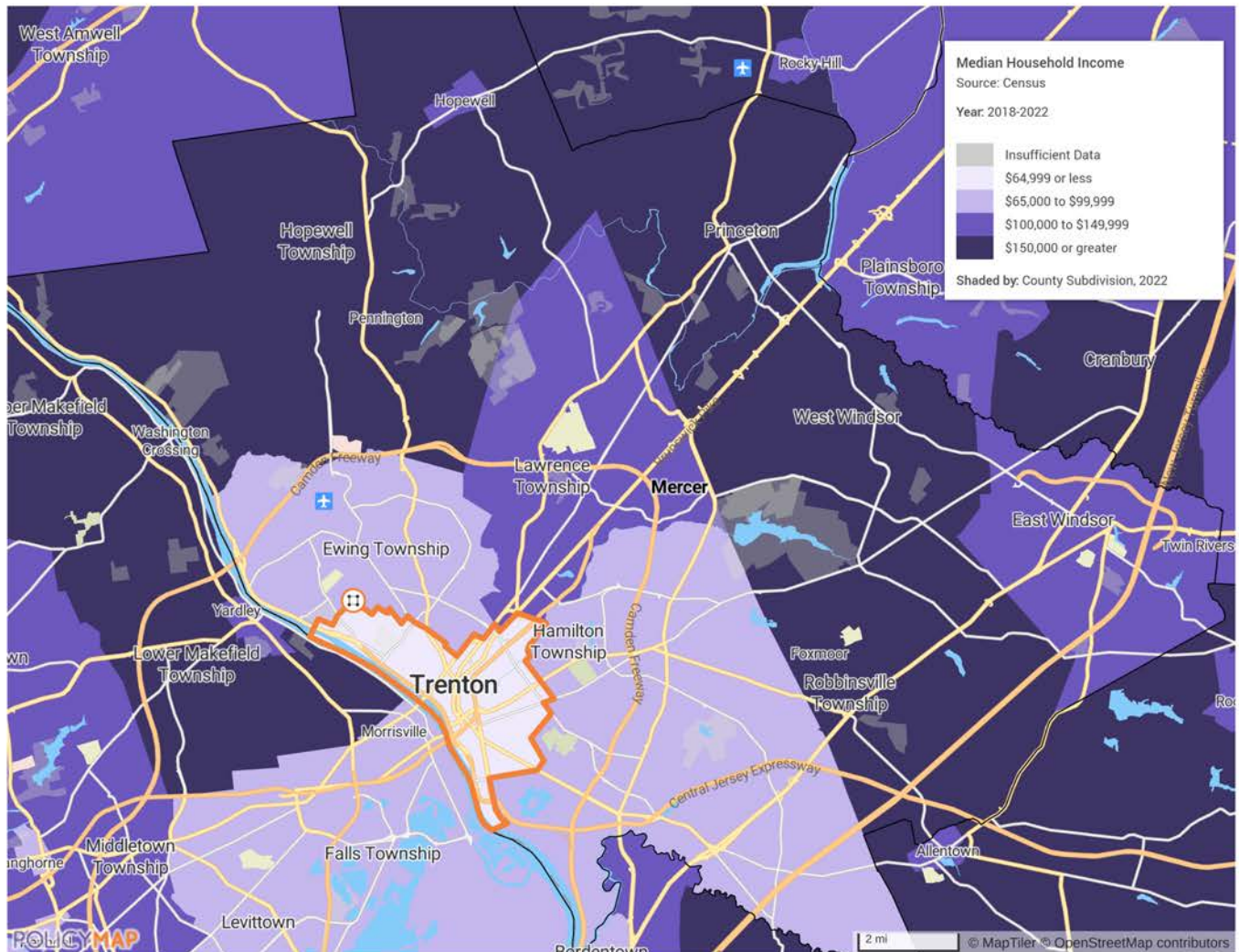
**Table 6: Household Income Levels Comparison**

Annual Household Income	Percentage of Households		
	Trenton	Mercer County	New Jersey
Less than \$25,000	32.17%	14.73%	12.45%
\$25,000 - \$34,999	8.93%	5.42%	5.73%
\$35,000 - \$49,999	13.15%	8.27%	8.18%
\$50,000 - \$74,999	13.74%	12.05%	13.25%
\$75,000 - \$99,999	11.93%	12.51%	11.57%
\$100,000 - \$124,999	8.01%	9.79%	10.03%
\$125,000 - \$149,999	3.54%	7.67%	8.01%
\$150,000 or more	8.52%	29.56%	30.78%

ACS 2022 5-year estimates



FIGURE 6

**Median Income by Municipality, Trenton and Surrounding Areas***Data: Census, 2018-2022; County Subdivision***Table 7: Change, Median Household Income**

MEDIAN HH INCOME	2013	2023	Change
Trenton	\$35,524	\$47,102	32%
Mercer County	\$54,462	\$96,333	76%
New Jersey	\$70,865	\$101,050	42%



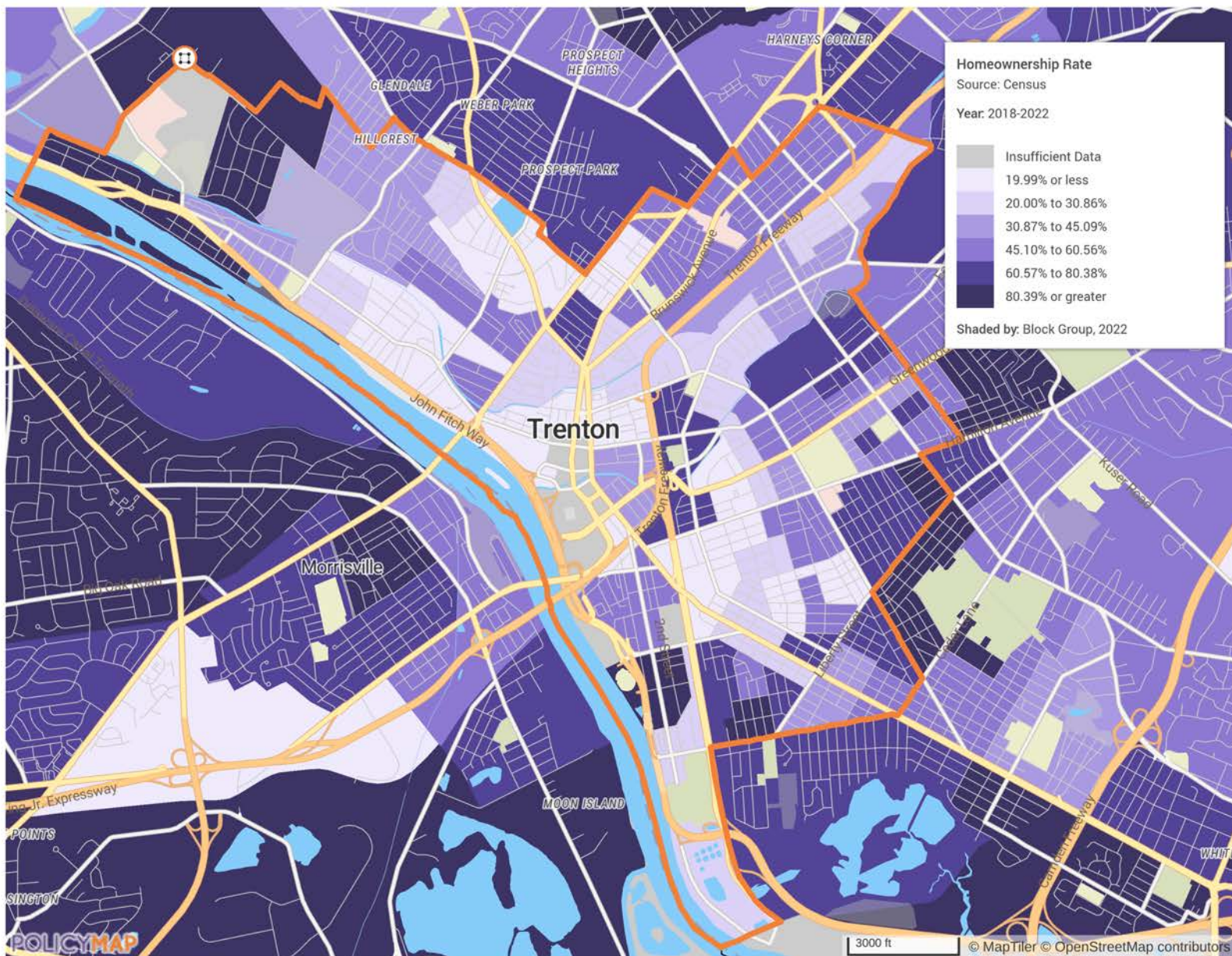
## HOUSING TENURE AND CHARACTERISTICS

Just 38.3% of Trenton households are homeowners. The homeownership rate in Trenton has decreased from 45.5% in 2000. The homeownership rates in Mercer County and New Jersey are 62.8% and 63.8% respectively. Within Trenton, the homeownership rate varies significantly across neighborhoods, with some Census Block Groups having a homeownership rate of under 20%, and others having a homeownership rate of over 80%.

FIGURE 7

**Homeownership Distribution, Trenton**

*Data: Census, 2018-2022; Block Group Level*





## RENTS AND AFFORDABILITY

The median renter household in Trenton spends 36.4% of its income on housing costs, which is over the 30% threshold commonly used to determine whether the cost of housing is affordable for a given household.

Nearly a third of Trenton renter households spend at least half of their income on housing costs. 23.4% of renter households receive some form of housing subsidy, either in the form of a voucher or a subsidized public housing unit.

**Table 8: Rents By Unit Type and Income**

Rental Unit Type	Median Rent	% of Median HH Income
No Bedroom	\$742	20.0%
One Bedroom	\$906	24.4%
Two Bedrooms	\$1,167	31.5%
Three Bedrooms	\$1,607	43.3%
Four Bedrooms	\$1,700	45.8%
Five+ Bedrooms	\$1,806	48.7%

## TYPES AND AGE OF RESIDENTIAL STRUCTURES

Trenton has a significant concentration of older housing stock, with 45% of housing units built before 1940, and 85% built prior to 1980.

**Table 9: Breakdown of Housing Types**

Building Type	Percent of Residential Units
Single family detached homes	15.28%
Single family attached homes	42.17%
2-unit homes and duplexes	9.93%
Units in small apartment buildings	18.86%
Units in large apartment buildings	13.58%
Mobile homes or manufactured housing	0.18%

## TRENTON BUSINESSES AND EMPLOYERS

There are 2,218 business establishments in Trenton, an increase of 17% between 2017 and 2022. The breakdown of business establishments by industry are illustrated in **Table 10**.

*Unless otherwise noted, all data in this section is from the U.S. Census Bureau, 2018-2022, American Community Survey 5-Year Estimates.*

**Table 10: Businesses by Industry, Trenton**

Industry	No. of Establishments	Share
Accommodation and Food Service	148	7%
Administration & Support, Waste Management and Remediation	159	7%
Agriculture	0	0%
Arts, Entertainment, and Recreation	13	1%
Construction	186	8%
Educational Services	16	1%
Finance and Insurance	0	0%
Health Care and Social Assistance	488	22%
Information	40	2%
Management of Companies and Enterprises	0	0%
Manufacturing	66	3%
Mining	0	0%
Other Services	226	10%
Professional, Scientific, and Technical Services	218	10%
Real Estate and Rental and Leasing	57	3%
Retail Trade	268	12%
Transportation and Warehousing	51	2%
Utilities	0	0%
Wholesale Trade	106	5%
Unclassified	176	8%



## EMPLOYMENT WITHIN TRENTON ESTABLISHMENTS AND EMPLOYERS

Trenton is home to 73,877 total jobs, which is more than the number of Trenton residents over the age of 18. The City's 73,877 total jobs represent 58% of all jobs in Mercer County.

As the Capital City, nearly three-quarters of these jobs are in the public sector, and nearly half are in Public Administration. Healthcare and Social Assistance is the second largest Industry with respect to the total number of jobs located in Trenton, representing nearly a quarter of all total jobs.

**Table 11: Employment by Industry, Trenton**

Industry	Count	Share
Construction	1,960	2.7%
Manufacturing	770	1.0%
Wholesale Trade	830	1.1%
Retail Trade	1,245	1.7%
Transportation and Warehousing	663	0.9%
Information	603	0.8%
Finance and Insurance	497	0.7%
Real Estate and Rental and Leasing	269	0.4%
Professional, Scientific, and Technical Services	2,204	3.0%
Management of Companies and Enterprises	384	0.5%
Administration & Support, Waste Management and Remediation	3,505	4.7%
Educational Services	2,389	3.2%
Health Care and Social Assistance	17,938	24.3%
Arts, Entertainment, and Recreation	1,389	1.9%
Accommodation and Food Services	1,094	1.5%
Other Services (excluding Public Administration)	1,605	2.2%
Public Administration	36,531	49.4%

## PRIVATE SECTOR JOBS

Looking only at the City's 20,820 private-sector jobs, Health Care and Social Assistance is the largest industry by total jobs, representing one third of the private sector jobs in Trenton. It is followed by Administration & Support, Waste Management and Remediation; Professional, Scientific, and Technical Services; Other Services (excluding Public Administration); and Retail Trade.

**Table 12: Private Sector Jobs, Trenton**

Industry	Count	Share
Agriculture, Forestry, Fishing and Hunting	0	0.0%
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%
Utilities	1	0.0%
Construction	782	3.8%
Manufacturing	770	3.7%
Wholesale Trade	830	4.0%
Retail Trade	1,245	6.0%
Transportation and Warehousing	662	3.2%
Information	603	2.9%
Finance and Insurance	251	1.2%
Real Estate and Rental and Leasing	269	1.3%
Professional, Scientific, and Technical Services	1,662	8.0%
Management of Companies and Enterprises	384	1.8%
Administration & Support, Waste Management and Remediation	3,505	16.8%
Educational Services	273	1.3%
Health Care and Social Assistance	6,889	33.1%
Arts, Entertainment, and Recreation	188	0.9%
Accommodation and Food Services	1,094	5.3%
Other Services (excluding Public Administration)	1,411	6.8%



PRIVATE SECTOR JOBS - *CONTINUED*

With respect to wages, 53% of private-sector jobs pay more than \$40,000 annually.

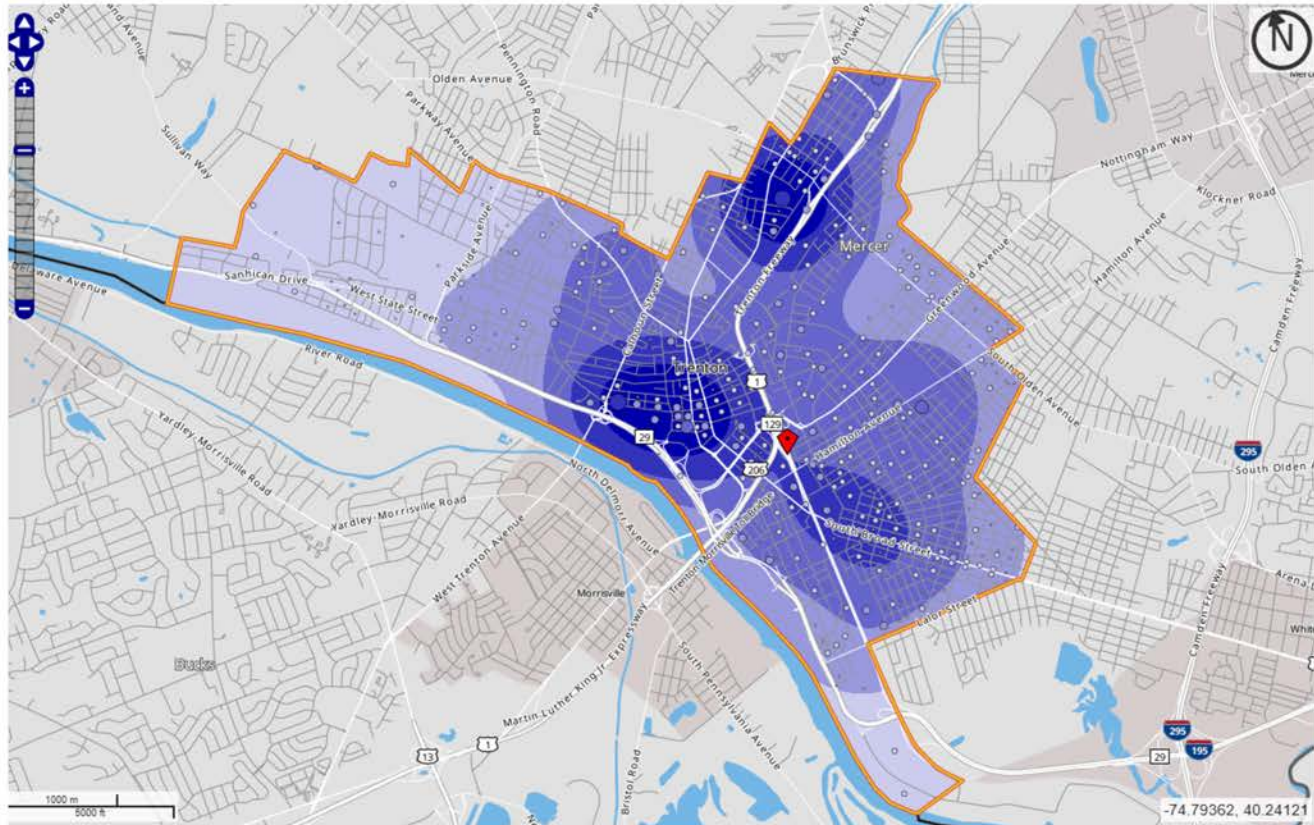
The largest share of workers in Trenton's private sector jobs -- 27% -- have a bachelor's degree or higher, and over half (51%) have some college education or higher, while just 12% have less than a high school diploma.

**Table 13: Educational Attainment, Private Sector Workers Employed in Trenton**

LEVEL OF EDUCATIONAL ATTAINMENT	Number	Share
Less than high school	2,529	12.1%
High school or equivalent, no college	3,917	18.8%
Some college or Associate degree	5,128	24.6%
Bachelor's degree or advanced degree	5,641	27.1%
Educational attainment not available (workers aged 29 or younger)	3,605	17.3%

## PRIVATE SECTOR JOBS - CONTINUED

FIGURE 8

**Distribution of Private Sector Jobs in Trenton***Data: Census OnTheMap, 2022*

Capital Health Regional Medical Center is a large private employer on Brunswick Avenue in North Trenton. Image: Capital Health.



## PLACE OF RESIDENCE OF WORKERS EMPLOYED IN TRENTON

Trenton residents are employed in only 5,842 or 8% of the total jobs – public and private – in Trenton. Meanwhile, 82% of employed Trenton residents work outside of the city. This means that on any given workday, 68,000 people commute into the city for their jobs. Many of these workers are from neighboring communities. Other residents of Mercer County hold 17.7% of the total jobs in Trenton. They are followed by residents of neighboring Burlington County, NJ, who hold 12.5% of the total jobs in Trenton.

**Table 14: Place of Residence of Worker: Number and Share of Jobs in Trenton**

Place of Residence	Jobs in Trenton	
	Count	Share
Mercer County, NJ (Excluding Trenton)	13,162	17.7%
Burlington County, NJ	9,217	12.5%
Middlesex County, NJ	5,151	7.0%
Bucks County, PA	4,010	5.4%
Camden County, NJ	3,699	5.0%



Tektite is a manufacturer of specialized lighting solutions for the commercial and defense industries, located on North Clinton Avenue. Interviews with the owner have indicated that the company's workforce resides primarily outside of Trenton.

## COMPARISON TO MERCER COUNTY JOB MARKET

As noted previously, Trenton accounts for 58% of all jobs in Mercer County. The jobs by industry in Mercer County are listed in **Table 15**.

**Table 15: Jobs by Industry, Mercer County**

Industry	Count	Share
Agriculture, Forestry, Fishing and Hunting	53	0.0%
Mining, Quarrying, and Oil and Gas Extraction	8	0.0%
Utilities	115	0.1%
Construction	3,094	2.4%
Wholesale Trade	2,041	1.6%
Manufacturing	2,974	2.3%
Retail Trade	5,957	4.6%
Transportation and Warehousing	2,488	1.9%
Information	1,556	1.2%
Finance and Insurance	2,005	1.6%
Real Estate and Rental and Leasing	927	0.7%
Professional, Scientific, and Technical Services	6,327	4.9%
Management of Companies and Enterprises	858	0.7%
Administration & Support, Waste Management and Remediation	5,473	4.3%
Educational Services	22,534	17.6%
Health Care and Social Assistance	22,691	17.7%
Arts, Entertainment, and Recreation	2,100	1.6%
Accommodation and Food Services	5,862	4.6%
Other Services (excluding Public Administration)	4,216	3.3%
Public Administration	36,947	28.8%



## TRENTON'S RESIDENT WORKFORCE

### EMPLOYMENT AND LABOR FORCE PARTICIPATION -- ACS

According to the 2022 ACS, 41,794 Trenton residents are in the labor force – meaning they are either employed or seeking employment – and 39,725 are employed. That gives an unemployment rate of 5.0% according to the ACS.

### UNEMPLOYMENT RATE – US BUREAU OF LABOR STATISTICS

According to the US Bureau of Labor Statistics, Mid-Atlantic Information Office, Trenton Area Economic Summary of November 4, 2024, Trenton's unemployment rate in September 2024 was 6.1, which is higher than that of both Mercer County and New Jersey.

**Table 16: Unemployment Rate Comparison**

	Trenton	Mercer County	New Jersey	United States
Unemployment Rate, Sept 2024	6.1%	3.6%	4.1%	3.9%

### PRIME-AGE (25-54) EMPLOYMENT-POPULATION RATIO

Trenton's Prime Age (25-54) Employment-Population Ratio is roughly 12% lower than that of Mercer County and over 15% lower than that of New Jersey. Additionally, its share of the prime-age population that is employed full-time, year-round is also significantly lower than that of the County and the State.

**Table 17: Prime Age Employment-Population Ratio Comparison**

	Trenton	Mercer County	New Jersey
Prime Age Employment-Population Ratio	73%	84%	86%
Prime Age Percent Employed Full-Time, Year-Round	49%	62%	64%

ACS 2022 5-year estimates

TRENTON'S RESIDENT WORKFORCE - *CONTINUED*

## EDUCATIONAL ATTAINMENT

Trenton residents age 25 and older have lower levels of educational attainment compared to similarly aged residents of Mercer County, and New Jersey.

**Table 18: Highest Level of Educational Attainment, Trenton**

EDUCATIONAL ATTAINMENT	Percent of Trenton Population Age 25 and Older
Less than 9th grade	10.7%
9th to 12th grade, no diploma	13.1%
High school graduate (includes equivalency)	38.2%
Some college, no degree	17.9%
Associate's degree	4.6%
Bachelor's degree	11.0%
Graduate or professional degree	4.7%

*ACS 2022 5-year estimates*

**Table 19: Educational Attainment Comparison**

EDUCATIONAL ATTAINMENT	Trenton	Mercer County	New Jersey
High school graduate or higher	76.30%	89.70%	90.60%
Bachelor's degree or higher	15.60%	44.20%	42.30%

*ACS 2022 5-year estimates*



TRENTON'S RESIDENT WORKFORCE - *CONTINUED*

## WORKER EARNINGS

The median annual earnings for employed Trenton residents is \$ 30,155, and nearly 40% of employed Trenton residents earn less than \$25,000 a year.

**Table 20: Annual Wage Earnings, Trenton**

ANNUAL WAGES	Share of Trenton Resident Workers
Less than \$25,000	39%
\$25,000 to \$50,000	37%
\$50,000 to \$75,000	16%
\$75,000 to \$100,000	6%
Over \$100,000	2%

*ACS 2022 5-year estimates*

## CLASS AND INDUSTRY OF EMPLOYMENT

Most Trenton residents who work are employed by a private company. However 10% of resident workers are self-employed, higher than the NJ state figure of 8.6% of workers who are self-employed.

Moreover, even though the public sector provides nearly three-quarters of the job opportunities in the city of Trenton, only 9% of employed Trenton residents work in the public sector, and only 4% work for the State Government.

**Table 21: Employer Type, Trenton**

EMPLOYER TYPE	Share of Trenton Resident Workers
Private company	73%
Self-employed	10%
Private not-for-profit	8%
Local government	4%
State government	4%
Federal government	1%

*ACS 2022 5-year estimates*

The top industries in which Trenton resident workers are employed are Health Care and Social Assistance; Transportation and Warehousing; Administration & Support, Waste Management and Remediation; Retail Trade; and Accommodation and Food Services.

TRENTON'S RESIDENT WORKFORCE - *CONTINUED***Table 22: industries of Employment, Trenton Residents**

ACS 2022 5-year estimates

INDUSTRY	Share of Trenton Resident Workers
Agriculture, Forestry, Fishing and Hunting	0.1%
Mining, Quarrying, and Oil and Gas Extraction	0.1%
Utilities	0.2%
Construction	2.8%
Manufacturing	5.7%
Wholesale Trade	4.1%
Retail Trade	10.2%
Transportation and Warehousing	11.3%
Information	1.3%
Finance and Insurance	3.3%
Real Estate and Rental and Leasing	1.3%
Professional, Scientific, and Technical Services	5.2%
Management of Companies and Enterprises	1.6%
Administration & Support, Waste Management and Remediation	10.7%
Educational Services	5.8%
Health Care and Social Assistance	18.7%
Arts, Entertainment, and Recreation	1.2%
Accommodation and Food Services	7.3%
Other Services (excluding Public Administration)	3.1%
Public Administration	6.1%



TRENTON'S RESIDENT WORKFORCE - *CONTINUED*

## COMMUTE

17.5% of Trenton-resident workers are employed within the City of Trenton. Another 27% have workplaces elsewhere within Mercer County. Among the other top workplace locations for Trenton residents are the neighboring counties of Middlesex County, Burlington County, and Bucks County, PA.

Most Trenton resident workers have relatively short commutes to their workplaces. A large majority (85%) of resident workers commute by automobile, while 8% take public transportation.

**Table 23: Commuting Time**

COMMUTE TIME	Share of Trenton Resident Workers
Less than 10 minutes	8%
10 to 14 minutes	13%
15 to 19 minutes	25%
20 to 24 minutes	18%
25 to 29 minutes	6%
30 to 34 minutes	12%
35 to 44 minutes	4%
45 to 59 minutes	5%
60 or more minutes	10%

*ACS 2022 5-year estimates*

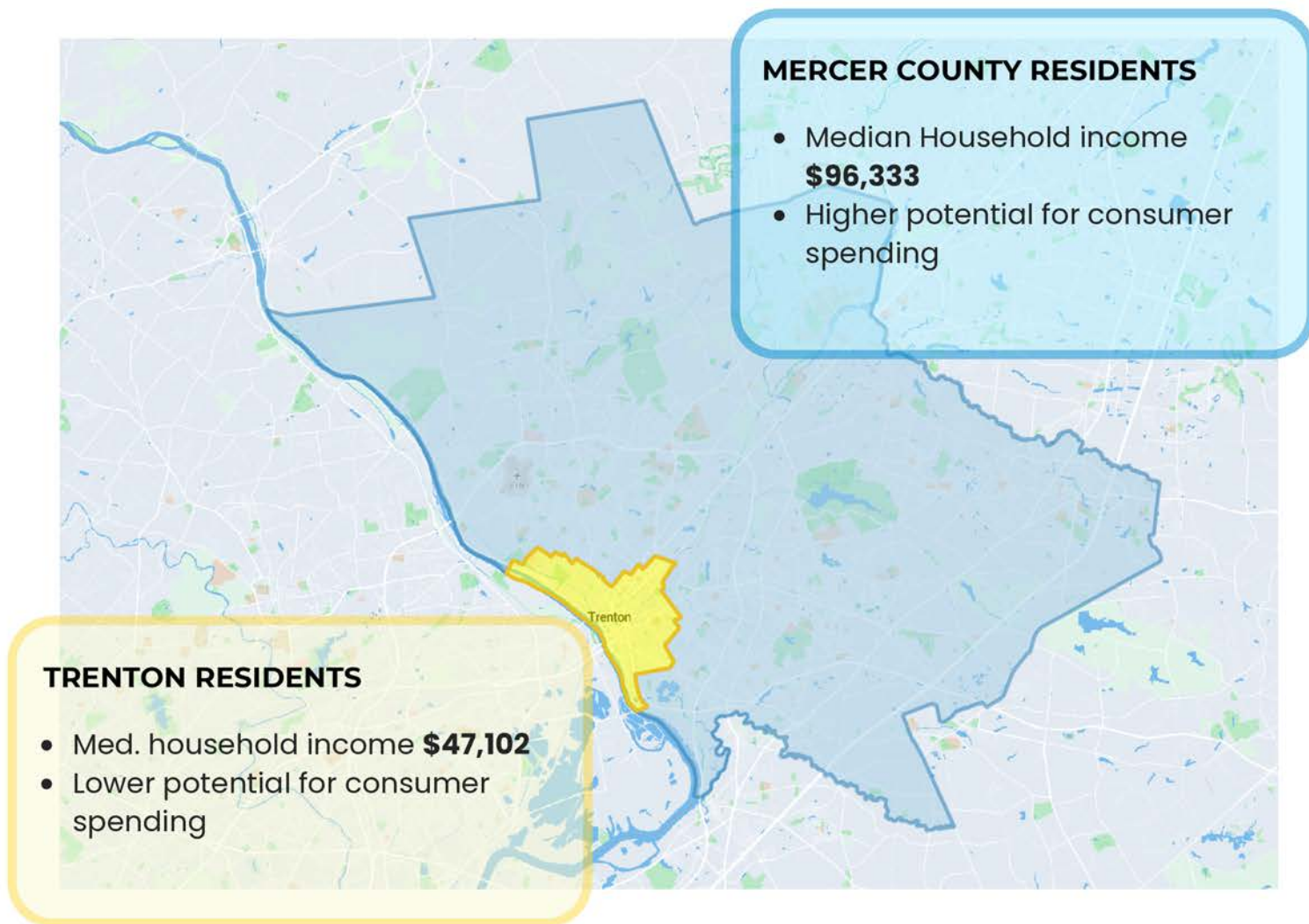
**Table 24: Method of Commute**

METHOD OF COMMUTE	Share of Trenton Resident Workers
Automobile	84%
Public Transportation	8%
Walked	5%
Other	3%

*ACS 2022 5-year estimates*

## CONSUMER MARKET ANALYSIS

Trenton businesses in the UEZ have opportunities to serve two distinct consumer markets: Trenton residents and consumers from nearby communities, many of whom commute into Trenton regularly.



These markets are distinct in their priority needs and consumer potential. Trenton residents have a much lower income, and, consequently, lower ability for consumer spending. The median household income in Trenton is \$47,102, less than half of New Jersey's median household income of \$96,333. In contrast, many municipalities in Mercer County, NJ, within a twenty-minute drive of Trenton, have median household incomes of over \$150,000 (ACS 2018-2022 Five-Year Estimates).



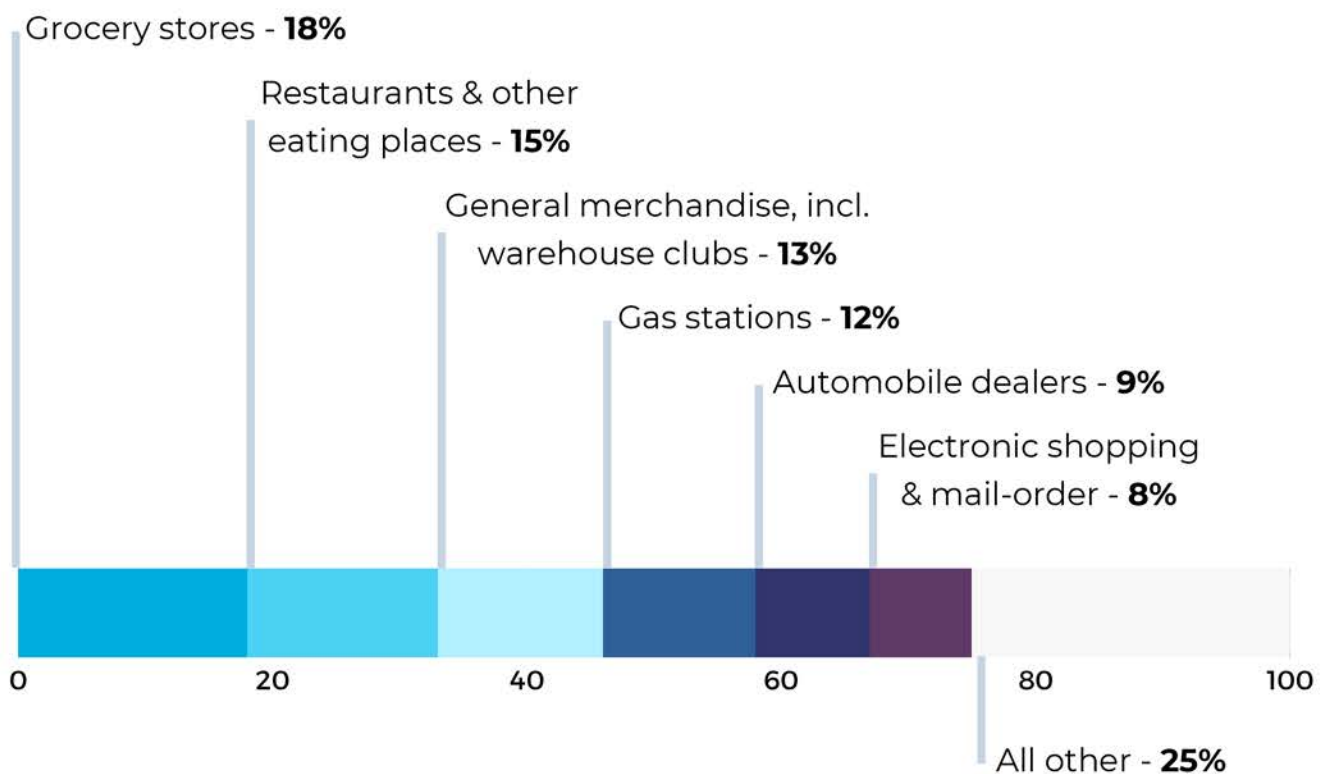
## CONSUMER MARKET ANALYSIS - CONTINUED

**MERCER COUNTY CONSUMER MARKET**

According to market research and projections by the locational intelligence firm ESRI, which are based on data from the 2021 and 2022 Consumer Expenditure Surveys by the U.S. Bureau of Labor Statistics, Mercer County households spend a total of \$4.5 billion at retail trade establishments, and \$791 million at food services and drinking places each year.

The average annual spending of Mercer County households at these establishments is 25% greater than the U.S. average. Further, ESRI projects that the expenditures of Mercer County households on these retail and food and beverage industries will increase by 15.5% by 2029.

**Figure 9: Mercer County Residents - Retail Spending by Establishment Type**



CONSUMER MARKET ANALYSIS - *CONTINUED*MERCER COUNTY CONSUMER MARKET - *CONTINUED*

While Mercer County households have consumer expenditures higher than national averages at every type of retail establishment, their highest relative retail consumption, compared to the national average, is in the following:

- Beer, Wine, and Liquor Stores
- Special Food Services
- Drinking Places (Alcoholic Beverages)
- Restaurants and Other Eating Places
- Book Stores and News Dealers
- Jewelry, Luggage, and Leather Goods Stores; and
- Home Furnishings Stores.

In segmenting the Mercer County consumer market using its “Tapestry LifeMode Groups” methodology, ESRI finds that 22% of the Mercer County population is in its most affluent market segmentation, with incomes and net worth higher than the national average. These consumers prioritize quality and social responsibility over cost when purchasing goods and services.

---

**KEY MARKET SEGMENT - MERCER COUNTY**

**22%**  
OF CONSUMERS

- Most affluent market segment
- Prioritize **quality** and **social responsibility** over cost



## CONSUMER MARKET ANALYSIS - CONTINUED

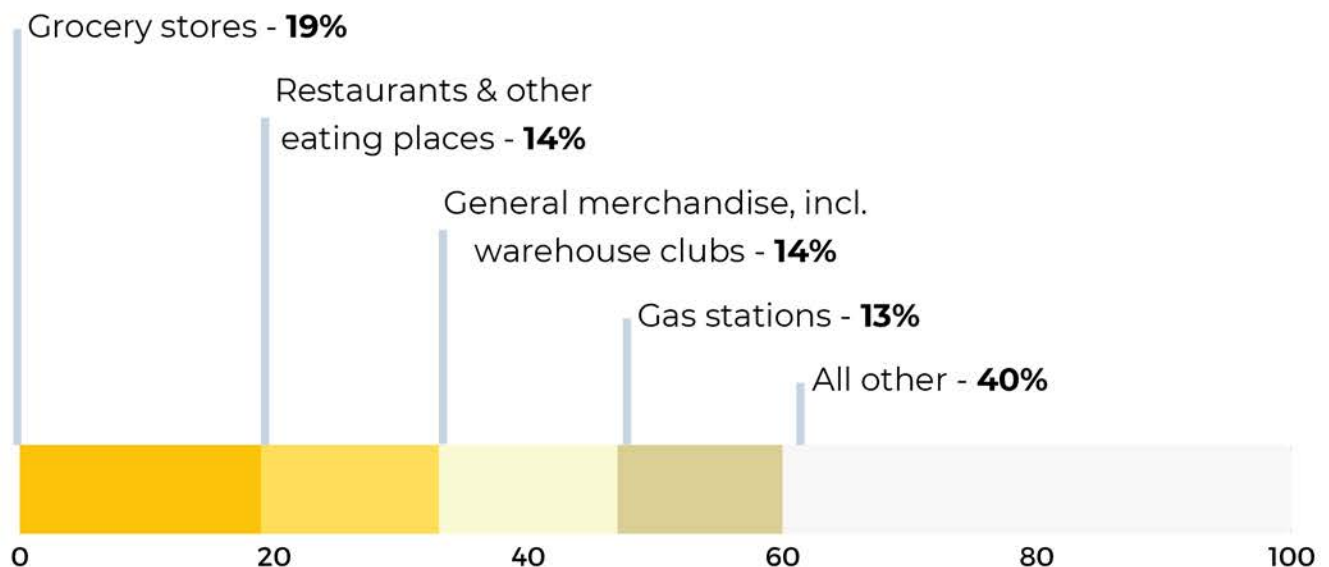
**TRENTON RESIDENT CONSUMER MARKET**

According to market research from ESRI, Trenton households collectively spend \$515 million on retail trade establishments and \$88.9 million on food services and drinking places on an annual basis.

The average spending of Trenton households on retail trade and food services is about 33% lower than that of the average American household.

However, ESRI projects that Trenton households' collective consumer spending on retail trade and food services will increase 17% by 2029. This offers potential opportunities for UEZ businesses that cater to the preferences of these consumers.

**Figure 10: Trenton Residents – Retail Spending by Establishment Type**



CONSUMER MARKET ANALYSIS - *CONTINUED*TRENTON RESIDENT CONSUMER MARKET - *CONTINUED*

Trenton households' highest areas of consumer spending relative to the national average are in the following:

- Shoe Stores
- Clothing Stores
- Department Stores
- Specialty Food Stores
- Grocery Stores; and
- Gas Stations

ESRI "Tapestry LifeMode Groups" consumer segmentation methodology shows that the majority of Trenton households are of cost-sensitive consumers. One area where ESRI finds that these consumers are likely to prioritize spending beyond the essentials is baby and children's products like diapers, clothes, toys, and entertainment. When these consumers dine out, they are likely to prioritize convenience and price, according to ESRI. Further, these consumers are less likely than other consumers to use credit cards, and more likely to use cash to make purchases.

Comprehensive data from ESRI's "Tapestry LifeMode Groups" is included in **Appendix B**.

---

**KEY MARKET SEGMENT - TRENTON RESIDENTS**

**>50%**  
**OF HOUSEHOLDS**

- Cost-sensitive consumers
- Prioritize **convenience** and **price**
- More likely to use **cash**



# ECONOMIC DEVELOPMENT VISION

## UEZ PLANNING PROCESS - BACKGROUND

The **Trenton Urban Enterprise Zone (UEZ) Five Year Plan** represents the culmination of a comprehensive and collaborative planning process aimed at fostering sustainable economic growth and revitalization across the city. Recognizing the pivotal role of local businesses, residents, and community stakeholders, the plan's development prioritized inclusivity and responsiveness to the needs of the Trenton community. By blending stakeholder input with rigorous data analysis and best practices from other UEZs, this plan offers a strategic roadmap that aligns local opportunities with state-level guidelines and priorities.

Central to the plan's development was an evaluation of past successes and lessons learned since Trenton's designation as a UEZ in 1985. This historical perspective provided valuable insights into the effectiveness of previous initiatives and informed the identification of strategies for future growth. Moreover, the planning process integrated extensive engagement efforts, including surveys, public meetings, and targeted outreach to underserved populations, ensuring that the voices of all stakeholders were reflected in the plan's objectives.

Through this structured and iterative process, the Trenton UEZ Plan sets forth a vision for the next five years—one rooted in equitable growth, innovation, and community partnership. The following section provides a detailed account of how this plan was developed, highlighting the methods, insights, and collaborative efforts that shaped its strategic priorities.

## PROCESS OF PLAN DEVELOPMENT

The development of the Trenton Urban Enterprise Zone (UEZ) Five Year Plan was guided by a collaborative and data-driven process, ensuring that it reflects the priorities of the community while adhering to the standards set by the New Jersey UEZ program. The process integrated diverse perspectives, including those of local businesses, residents, and key stakeholders, and was informed by a thorough analysis of economic and demographic data.

### review

The planning process began with a review of past UEZ activities, achievements, and lessons learned since Trenton's designation as a UEZ in 1985. Special attention was given to the initiatives implemented since the program's reactivation in 2022, including streetscape improvements, business attraction efforts, and marketing campaigns. This retrospective analysis provided valuable insights into strategies that had succeeded in fostering economic growth and those requiring refinement.

### engagement

Extensive stakeholder engagement was central to the plan's development. Over several months, the planning team conducted a series of meetings with local business owners, community organizations, and civic leaders to gather input on current challenges and opportunities within the Zone. Organizations such as the Trenton Downtown Association, the NAACP Economic Development Committee, and local business coalitions were instrumental in shaping the plan's priorities. Input from minority-owned and women-owned businesses was actively sought to ensure that the plan addresses the needs of historically underserved populations.



## PROCESS OF PLAN DEVELOPMENT - CONTINUED



## surveys

Community outreach extended beyond formal meetings. Surveys and interviews were conducted to capture the views of a broader range of residents and businesses. This feedback highlighted critical areas for investment, such as improving commercial corridors, enhancing public safety, and increasing support for local entrepreneurs. Special attention was also paid to aligning the plan with the city's overarching development goals and the unique economic landscape of Trenton, including its high poverty rate and aging infrastructure.

## data

The planning process was further informed by an in-depth analysis of demographic and economic data. Key indicators such as population trends, workforce composition, income levels, and housing conditions were examined to ensure that the plan's strategies are tailored to Trenton's specific needs. Data on business activity within the Zone, including industry composition and employment trends, provided additional context for setting priorities and goals.

## best practices

The plan also draws from best practices observed in other New Jersey UEZs, such as Lakewood and Passaic, adapting successful strategies to fit Trenton's unique circumstances. This benchmarking ensured that the plan incorporates proven methods for leveraging UEZ resources while maintaining flexibility to respond to local conditions.

PROCESS OF PLAN DEVELOPMENT - *CONTINUED*

Throughout the development process, collaboration with state agencies and adherence to New Jersey UEZ guidelines were paramount. Regular consultation with the Urban Enterprise Zone Authority ensured that the plan aligns with state objectives while maximizing the benefits available to Trenton through the program.

The result is a comprehensive and actionable plan that reflects the voices of Trenton's diverse communities and stakeholders. It provides a clear vision and roadmap for the next five years, ensuring that the city's Urban Enterprise Zone continues to serve as a catalyst for equitable economic growth and revitalization.



Focus group with downtown business owners at Mercer County Community College, Nov 2024.



## BUSINESS AND COMMUNITY OUTREACH

### ENGAGEMENT WITH LOCAL BUSINESSES

The active participation of local businesses is essential to the success of Trenton's Urban Enterprise Zone (UEZ) program. To ensure that the voices of business owners and entrepreneurs were heard, a robust and multi-faceted engagement process was conducted. This effort prioritized understanding the needs, challenges, and aspirations of businesses across the UEZ, with a particular focus on ensuring equitable representation from minority- and women-owned businesses.

A comprehensive business survey was distributed to over 800 establishments operating within and around the UEZ. The survey gathered data on key issues, including access to capital, infrastructure needs, and the effectiveness of existing UEZ benefits. Business owners identified safety concerns, parking availability, and the need for corridor beautification as primary challenges impacting their operations. Survey results are in **Appendix B**.

To complement the survey, UEZ consultants conducted 20 one-on-one conversations with business owners representing diverse sectors, including retail, manufacturing, hospitality, and professional services. These interviews provided a deeper understanding of specific barriers businesses face, such as navigating state certification processes, accessing affordable financing, and hiring skilled local labor. Many participants expressed enthusiasm for proposed initiatives, including façade improvement grants, commercial space rehabilitation funds, and business marketing support.

Public focus group meetings were also organized with local business associations, including the Trenton Downtown Association, the Broad Street Coalition, and the East Trenton Collaborative. These sessions enabled group discussions about shared challenges and opportunities for collaboration. Participants emphasized the importance of improving the pedestrian experience in commercial corridors, fostering better connections between neighborhoods, and creating more robust business attraction campaigns. A summary of these meetings is in **Appendix C**.

Special attention was given to engaging minority- and women-owned businesses, which are vital to the fabric of Trenton's economy. By collaborating with organizations such as the Trenton NAACP Economic Development Committee the UEZ staff ensured that these voices were not only heard but reflected in the priorities outlined in this plan.

## BUSINESS AND COMMUNITY OUTREACH - *CONTINUED*

The insights gained from engaging with local businesses played a pivotal role in shaping the plan's strategic priorities. Initiatives such as corridor revitalization projects, direct business assistance programs, and customer demand-building campaigns directly respond to the needs articulated during this outreach process. This collaborative approach ensures that the UEZ plan addresses real-world challenges and maximizes its impact on Trenton's business community.

## TARGETED ENGAGEMENT WITH UNDERSERVED POPULATIONS

To ensure inclusivity, the outreach process included targeted engagement with marginalized groups, particularly Hispanic and African American residents who make up a significant portion of Trenton's population. Dedicated focus groups and listening sessions were organized in partnership with the following community-based partners, all of which represent majority African American and/or Hispanic merchants:

- The East Trenton Collaborative
- The NAACP Economic Development Committee
- Albin Garcia Realty
- The Passaic Street Business Association
- The Broad Street Coalition
- The Trenton Downtown Association (TDA)

These sessions identified specific barriers faced by these communities, such as limited access to capital, lack of affordable retail space, and the need for job training programs. Participants expressed support for initiatives like food desert grants, enhanced wayfinding systems, and expanded public-private partnerships to create job opportunities. This feedback shaped several priorities in the UEZ Plan, particularly those focused on economic equity and workforce development.



BUSINESS AND COMMUNITY OUTREACH - *CONTINUED*

## COMMUNITY-BASED ORGANIZATIONS

Trenton's community-based organizations (CBOs) played a key role in bridging the gap between residents and the planning process. Organizations such as Isles Inc., the Trenton Downtown Association, and neighborhood coalitions provided critical input on local priorities. They also helped amplify community voices by organizing small-group discussions and collecting feedback on specific topics like affordable housing, public safety, and transportation access.

These collaborations ensured that the plan's strategies were grounded in the lived experiences of Trenton's residents. For example, recommendations for improving pedestrian infrastructure and enhancing public safety directly reflect concerns raised by CBOs and their constituents.

## FEEDBACK FROM RESIDENTS

An online survey and open comment forms were made available to residents who could not attend in-person meetings. These digital tools provided a platform for broader participation and generated valuable insights. Residents consistently identified the need for better transportation options, improved connectivity between neighborhoods, and expanded marketing efforts for local businesses.

## TRENTON UEZ SURVEY

As part of the outreach process for developing the **Trenton UEZ Five Year Plan**, a survey was conducted to gather feedback from local business owners and stakeholders. Respondents shared the challenges and priorities of Trenton's business community, as well as opportunities for targeted interventions through the UEZ program. The survey findings underscore the critical importance of investments in public safety, infrastructure, and business support programs, and highlight the need for ongoing communication and engagement with businesses to ensure that the UEZ program continues to meet their evolving needs. More detail on the survey responses is in **Appendix B**.

## key challenges

Business owners identified several recurring challenges that hinder their growth and sustainability.

### Cash Flow & Collections

Many respondents indicated financial instability as a significant barrier to their operations.

### Infrastructure Needs

There is a strong demand for sidewalk repairs and enhancements to improve pedestrian accessibility and business frontage.

### Safety Concerns

Public safety remains a high priority with businesses requesting investments in cameras, lighting, and other safety measures for commercial areas.

## program engagement

The survey responses indicated a high level of interest in the benefits of the UEZ program. Over **two-thirds of respondents expressed interest in becoming certified members** of the UEZ to access program benefits. Further, while many respondents were already aware of UEZ initiatives, others requested more information about available resources and how their business could actively engage with the program.



## SUMMARY OF SURVEY FINDINGS - CONTINUED

## priority projects and initiatives

The survey revealed strong support for specific projects and programs that could directly benefit Trenton's UEZ businesses.



### Filling Vacant Commercial Properties

The majority of respondents emphasized the importance of initiatives aimed at reducing vacancies and increasing foot traffic in commercial corridors.



### Grants and Financial Assistance

Almost all participants expressed interest in grant programs to support building repairs, façade improvements, and other upgrades to commercial spaces.



### Marketing and Promotion

Business owners highlighted the need for improved marketing of UEZ-certified businesses to attract more customers.



### Wayfinding and Tourism Support

Enhanced wayfinding systems and tourism initiatives were viewed as critical for driving economic activity and increasing visitor spending.



### Transitional Spaces for New Businesses

Many respondents supported the development of transitional spaces or maker spaces to support home-based businesses or startups looking to scale their operations.



### Community Events

Organizing regular weekend events, such as farmers' markets or outdoor fairs, to draw more foot traffic to commercial areas.



### Public Safety Enhancements

Expanding public safety initiatives to include strategic partnerships with local law enforcement and security services.

# vision

## FOR TRENTON'S URBAN ENTERPRISE ZONE

---

The **Trenton Urban Enterprise Zone (UEZ) Development Plan** sets the following vision statement that will guide the work within the Zone for the next five years.

**We envision a future where the city's vibrant commercial corridors, innovative businesses, and engaged community members come together in a thriving and inclusive economic ecosystem that fosters jobs and economic prosperity for all.**

This vision is grounded in addressing past challenges while leveraging opportunities to build a more dynamic, resilient, and equitable Trenton.



# vision elements

**1**

## A Welcoming Business Environment

In order to increase job opportunities, Trenton's UEZ will foster a business-friendly environment that attracts committed enterprises ready to invest in the city's future. By transforming vacant and abandoned properties into bustling hubs of activity, the UEZ will prioritize creating accessible and well-maintained spaces for businesses to grow and prosper. Enhanced safety measures and strategic security investments will ensure a secure and inviting atmosphere for businesses, employees, and visitors alike.

**2**

## Vibrant Streetscapes and Community Appeal

In order to attract customers for businesses, the UEZ will lead efforts to revitalize Trenton's streetscapes, creating clean, attractive, and welcoming public spaces. By addressing concerns related to street activity and safety, the UEZ will work with community organizations and law enforcement to enhance public perceptions and promote positive engagement in downtown areas. Improvements in parking availability and navigation will make the city more accessible to residents and visitors, fostering increased foot traffic and economic activity.

**3**

## Innovative Marketing and Outreach

Building customer demand is the most important aspect of retaining and attracting new employers. A dedicated and professional commercial marketing team will amplify Trenton's strengths, highlighting its rich history, cultural diversity, and economic potential. Strategic marketing campaigns will showcase Trenton's achievements, attract new businesses, and improve public perception, ensuring that more people hear about the city's successes. Trenton's UEZ will also focus on enhancing communication channels to better reach residents and businesses, keeping the community informed and engaged.

# vision elements

**4**

## A Thriving Event and Tourism Hub

Trenton will emerge as a regional destination for events, attractions, and cultural experiences. By improving event spaces and creating partnerships, the city will host larger, more engaging events that draw both local and regional audiences. This vision includes making Trenton a hub for community festivals, art showcases, and historic tours, which will not only increase attendance but also boost the local economy and community pride.

**5**

## Comprehensive Business Support and Development

The UEZ will provide robust, multilingual resources for businesses, ensuring they have access to technical assistance, professional development, and networking opportunities. Training programs and mentorship initiatives will foster a culture of collaboration and innovation among Trenton's entrepreneurs. Special attention will be given to supporting small businesses and startups, providing them with the tools needed for long-term success.

**6**

## A Visionary Future for Trenton

Guided by strategic planning and dedicated leadership, Trenton's UEZ will prioritize long-term growth and sustainability. By addressing the root causes of past challenges and making incremental, measurable progress, the UEZ will achieve transformational change. Through this approach, the UEZ will become a beacon of economic opportunity, a model for urban revitalization, and a source of pride for all Trenton residents.



# economic goals and incentives

The **Trenton Urban Enterprise Zone (UEZ) Five Year Development Plan** is built around a framework of targeted economic goals designed to drive sustainable growth, support local businesses, and foster equitable opportunities. These goals are supported by a robust set of incentives that leverage the benefits of the New Jersey UEZ program to address the challenges and capitalize on the strengths of Trenton's economy.



The Orchid House is an innovative, community-centred business whose owners have revitalized several buildings and public spaces in downtown Trenton.

# economic goals

## Attract and Retain Businesses

- Position Trenton as a competitive destination for businesses by offering tailored financial incentives and technical support.
- Reduce commercial vacancies through targeted recruitment and support for new enterprises.

## Foster Economic Equity and Inclusion

- Expand opportunities for minority- and women-owned businesses to thrive within the UEZ.
- Address systemic barriers by increasing access to capital, technical assistance, and professional development resources.

## Enhance Commercial Corridors

- Revitalize Trenton's key commercial corridors through streetscape improvements, public safety enhancements, and aesthetic upgrades.
- Create vibrant, walkable spaces that attract customers and enhance quality of life.

## Boost Consumer Demand

- Support anchor businesses and retail clusters that generate foot traffic and draw visitors to the Zone.
- Implement marketing and tourism campaigns to promote Trenton as a destination for shopping, dining, and cultural experiences.

## Support Innovation and Entrepreneurship

Provide resources for small businesses and startups, like incubators, maker spaces, and grants for expansion.



## COORDINATION WITH OTHER PLANS AND PROGRAMS

The success of Trenton's Urban Enterprise Zone (UEZ) Five Year Development Plan depends on its strategic integration with other existing plans, programs, and geographically targeted initiatives. By fostering collaboration at the county, regional, and municipal levels, the Trenton UEZ leverages complementary resources and initiatives to maximize its impact on economic development, community revitalization, and equity.

### COUNTY AND REGIONAL COORDINATION

Trenton's UEZ operates within the broader economic and planning framework of Mercer County and the region. Collaboration with these entities ensures alignment with regional priorities, access to resources, and the advancement of shared objectives.

- **Mercer County Economic Development Strategy**

Trenton's UEZ works closely with the Mercer County Office of Economic Development to support job creation, workforce development, and small business growth. Joint initiatives include destination marketing and efforts to attract regional businesses to the city.

- **Transportation Planning**

Through the City of Trenton Division of Planning, the Trenton UEZ supports Delaware Valley Regional Planning Commission (DVRPC) priorities, including enhancing transportation infrastructure within the UEZ, improving access for businesses, residents, and visitors.

## COORDINATION WITH OTHER PLANS AND PROGRAMS - CONTINUED

## MUNICIPAL INITIATIVES

Trenton's UEZ overlaps with and complements several other municipal-level geographically restricted initiatives. This strategic integration ensures cohesive development and resource optimization across overlapping programs.

- **Historic Districts**

Close coordination with the City's Division of Planning ensures that the social and cultural fabric of Trenton's historic neighborhoods informs the approaches of the UEZ revitalization strategy.

- **Opportunity Zones**

Opportunity Zones in Trenton provide federal tax incentives for investments in economically distressed areas. The UEZ coordinates with OZ stakeholders to attract private investment for projects that align with UEZ priorities, such as commercial development, infrastructure improvements, and job creation.

- **Special Improvement District**

Trenton has one designated Special Improvement District (SID), managed by the Trenton Downtown Association (TDA). TDA focuses on revitalizing the downtown core through events, marketing, and infrastructure enhancements. The UEZ works in partnership with the SID to ensure that efforts to improve commercial corridors are mutually reinforcing, particularly in shared areas of focus.

- **Neighborhood Preservation Program**

The Neighborhood Preservation Program (NPP) in Trenton targets specific corridors within the downtown for revitalization by addressing housing, infrastructure, and community needs. The UEZ collaborates with NPP initiatives to ensure alignment in overlapping areas, creating a comprehensive approach to improving neighborhood livability and economic opportunity.

- **Neighborhood Revitalization Tax Credit Program (NRTC)**

Through the NRTC program, the New Jersey Department of Community Affairs provides funding to support community-driven neighborhood plans and projects for housing, economic development, and public improvements. There are three designated NRTC neighborhoods in Trenton, two with active plans; all overlap the UEZ. By partnering with stakeholders in these neighborhoods, the UEZ ensures that NRTC projects contribute to broader Zone priorities.



*COORDINATION WITH OTHER PLANS AND PROGRAMS - CONTINUED*

## STATE AGENCY COORDINATION

The Trenton UEZ collaborates with state agencies to leverage resources, secure funding, and align priorities for maximum impact.

- **New Jersey Urban Enterprise Zone Authority (UEZA)**

The UEZA provides critical oversight, funding, and policy guidance for Trenton's UEZ operations. Together, they establish strategic objectives that ensure Trenton's projects are in line with statewide economic development goals. Close alignment with the UEZA ensures that Trenton's UEZ can access vital resources.

- **New Jersey Economic Development Authority (NJEDA)**

The NJEDA is a critical partner in advancing the goals of Trenton's UEZ. Through programs such as small business grants, low-interest loans, and redevelopment incentives, the NJEDA provides essential resources to stimulate investment and job creation. The UEZ works with NJEDA to identify eligible businesses and projects that align with both local and state economic priorities.

- **Capital City Redevelopment Corporation (CCRC)**

As an agency dedicated to the revitalization of New Jersey's capital city, the CCRC is a vital partner in transforming Trenton's urban core. The UEZ coordinates with CCRC to leverage investments in infrastructure, mixed-use development, and public amenities that enhance the economic vitality of the Zone. Joint efforts focus on creating vibrant, walkable spaces that attract businesses, residents, and visitors.

# PROPOSED CHANGES TO UEZ BOUNDARIES WITH JUSTIFICATION

The proposed amendments to Trenton’s Urban Enterprise Zone (UEZ) reflect a strategic approach to fostering inclusive economic development and capitalizing on emerging opportunities for growth. This expansion adds several key corridors, properties, and businesses that represent critical areas of economic activity, cultural significance, and community revitalization. Two City-owned properties are removed to offset the additions, as their sale/redevelopment is not anticipated. These adjustments align with feedback from local stakeholders and a targeted analysis of areas with untapped economic potential.

## AREAS TO BE ADDED

A set of key commercial corridors, and additional portions of previously-included corridors, have been added to the UEZ due to their importance as emerging business nodes and/or nodes in need of stabilization.

- Sanhican Drive
- Brunswick Avenue
- Pennsylvania Avenue
- Parkside Plaza
- Pennington Avenue
- West State St.
- Dayton & Lalor St. node

## AREAS TO BE REMOVED

The following two City-owned properties previously included in the UEZ will be removed:

- Trenton Sewer Utility, Lamberton Street

This parcel is not anticipated for sale, transfer, or redevelopment in the timeframe covered by this UEZ Plan.

- Hetzel Field, North Clinton Avenue / North Olden Street

The remaining two removed parcels are part of a popular City park, which is not slated for redevelopment and can host no businesses (even on a concession basis) that could benefit from the UEZ.



*PROPOSED BOUNDARY CHANGES - CONTINUED*

A comprehensive list of the individual parcels to be added and removed as part of the amendments to the Trenton UEZ is provided as **Appendix A**. This detailed list outlines each property and corridors added to the Zone, ensuring transparency and alignment with program guidelines.



The Trenton Sewer Utility on Lambertson Street is being removed from the UEZ. It is a City-owned property, and no redevelopment is anticipated for this site.

## ECONOMIC JUSTIFICATION

This proposed boundary changes are the result of extensive engagement with local stakeholders, including businesses, community organizations, and residents. The additions were guided by the following:

- **Community Input**

Dozens of conversations with business owners and community leaders identified critical areas where inclusion in the UEZ could have the greatest impact.

- **Economic Potential**

A detailed assessment of emerging opportunities highlighted corridors and businesses poised to benefit from UEZ incentives, driving job creation and investment.

- **Alignment with Broader Goals**

The expansion supports Trenton's citywide priorities, including economic revitalization, equitable development, and the promotion of vibrant, interconnected commercial corridors.

By expanding the boundaries of the UEZ to include these key areas, Trenton is not only extending the benefits of the program to more businesses and communities but also creating the foundation for a more inclusive and dynamic economy. This strategic growth supports Trenton's vision of becoming a thriving urban center where businesses and residents can prosper together.



*ECONOMIC JUSTIFICATION - CONTINUED*

## ENCOURAGING GROWTH IN UNDERSERVED AREAS

Many of the additions to the UEZ represent corridors and neighborhoods that have historically faced disinvestment and economic challenges. By incorporating these areas, the UEZ creates pathways for equitable growth, providing businesses and residents access to critical incentives, resources, and support. This targeted expansion will help bridge economic disparities by doing the following:

- Encouraging investment in underserved neighborhoods to create jobs, address infrastructure gaps, improve public safety, and attract foot traffic.
- Providing local businesses access to grants, loans, and technical assistance, enabling them to expand operations and hire locally.

Promoting neighborhood stabilization by transforming underutilized properties into vibrant commercial and community spaces.



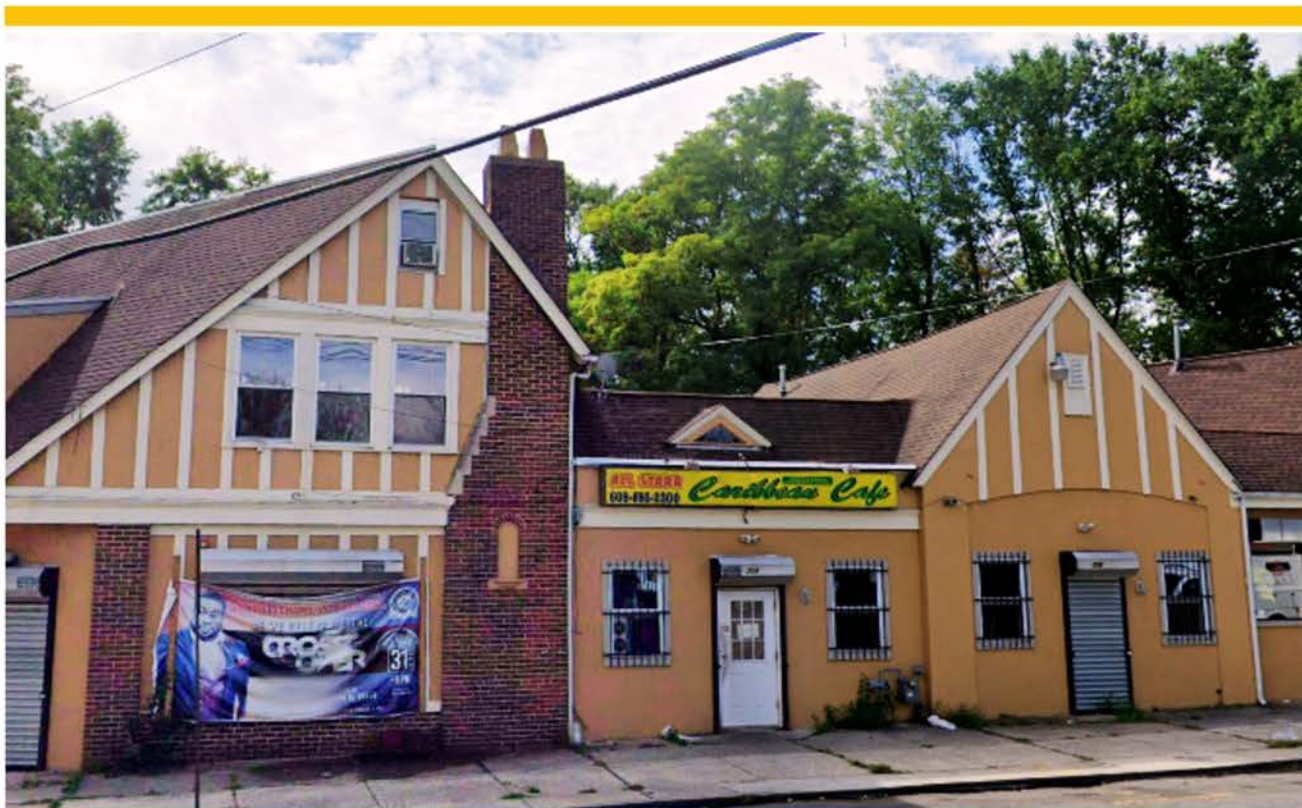
Previously excluded from the UEZ, this multi-cornered node of historic buildings along Sanhican Drive was a thriving hub leading to a rail station in the late 19th / early 20th century. It has active and vacant commercial properties, and is being added to the UEZ as it can benefit from holistic reinvestment.

*ECONOMIC JUSTIFICATION - CONTINUED*

## STRENGTHENING KEY COMMERCIAL CORRIDORS

Clusters of economic activity have been prioritized in the proposed boundary changes, recognizing the importance of supporting corridors where businesses can thrive collectively. By focusing on areas such as South Broad Street, Sanhican Drive, and portions of Brunswick Avenue, the UEZ seeks to achieve the following:

- Develop synergistic clusters of businesses that benefit from shared infrastructure, increased visibility, and coordinated marketing efforts.
- Promote walkable, vibrant corridors that encourage foot traffic and community engagement, leading to increased customer activity for local businesses.
- Enhance the aesthetic and functional appeal of these corridors through streetscape improvements, safety enhancements, and façade renovations.



This newly-rebuilt plaza at Parkside and Homan Avenues is an emerging commercial node of new small businesses, and is being added to the UEZ.



## ECONOMIC JUSTIFICATION - CONTINUED

## CATALYZING LOCAL ECONOMIC ENGINES

The expanded boundaries strategically incorporate businesses that serve as economic engines within their communities, like supermarkets, automotive services, restaurants, and cultural hubs that anchor local economies, particularly when clustered. Their inclusion in the UEZ advances the following:

- The growth of small, independent businesses that drive job creation and foster local entrepreneurship.
- Stronger community-centered commerce that ensures residents have access to essential goods and services in their neighborhoods.
- Enhanced public perception of these areas as thriving economic hubs, attracting additional investment and customer traffic.



## REVITALIZING CULTURAL AND HISTORIC ASSETS

Several of the proposed additions include places of cultural or historic significance, such as the Eagle Tavern, which dates from the Revolutionary War period, and the Blue Danube, a historic restaurant that serves the Central European cuisine once prevalent in the South Broad Street and Chambersburg areas.

These sites represent opportunities to highlight Trenton's rich history and cultural diversity while driving economic activity. Their inclusion in the UEZ supports the following:

- The preservation and revitalization of historic properties as community and tourist attractions.
- Increased visibility and customer engagement for cultural and heritage-focused businesses.
- The integration of cultural assets into broader economic development strategies, such as arts and heritage tourism campaigns.

## ECONOMIC JUSTIFICATION - CONTINUED

## PROMOTING ENTREPRENEURSHIP AND INNOVATION

The expansion of the UEZ boundaries includes several small, locally owned businesses that embody entrepreneurial spirit and innovation, such as bakeries, taquerias, specialty shops, and aggregators like the Cherry Street Kitchen, a commercial kitchen and incubator for food entrepreneurs.

By supporting these enterprises, the UEZ fosters the following:

- Opportunities for local entrepreneurs, particularly in underserved communities, to grow and scale their businesses.
- The creation of unique, destination-oriented businesses that attract customers from beyond the immediate area.
- New economic opportunities for minority- and women-owned businesses, aligning with Trenton's broader goals of equity and inclusion.



Food incubator at Cherry Street Kitchen – Image: Cherry Street Kitchen.



The arts and coffee hub at 750 Cass St. Image: Kafe Ojala.



# TRENTON UEZ IMPLEMENTATION PLAN

With substantial input from the Trenton business community, we have outlined a **series of priorities and projects** that fall under the designated priorities to be implemented over the next five years.

Based on available staff time, funding opportunities, project readiness and other factors that may be out of control of the Trenton UEZ staff, some projects may not be completed within the five years here planned. It is, however, the intent of Trenton UEZ staff to move quickly and aggressively to complete the listed projects in accordance with UEZ guidelines.



# priorities

After consultation with community business groups and other stakeholders, the following priorities were identified. In all cases, the City of Trenton UEZ will continue to encourage the use of minority contractors. Previous UEZ program implementation has successfully provided equal employment opportunities in construction and FTE jobs created, and the City of Trenton will ensure that this continues.

1

## REVITALIZE COMMERCIAL CORRIDORS

Targeted investments will improve streetscapes, repair sidewalks, enhance safety through better lighting and security measures, and foster an inviting environment for businesses and consumers alike.

2

## FOCUS ON TARGETED BUSINESS ATTRACTION

By proactively recruiting businesses through relocation support and tailored incentives, the UEZ will create pathways for new enterprises to thrive. Programs such as the business plan competition and a retail incubator will nurture entrepreneurship and attract innovative ventures.

3

## PROVIDE DIRECT BUSINESS ASSISTANCE

Financial tools, including façade improvement grants, building rehabilitation funding, and support for businesses in food deserts, will empower local businesses to expand and better serve their communities.

4

## BUILD CONSUMER DEMAND

Efforts to increase foot traffic and visibility for UEZ businesses will include robust marketing campaigns, historic and arts tourism promotion, and partnerships with anchor businesses to amplify economic activity.

5

## PLAN FOR SUSTAINABLE GROWTH

Updated redevelopment plans and strategic support for anchor projects, such as museums and visitor centers, will ensure Trenton's development aligns with long-term goals for economic resilience and community prosperity.



## 1

## REVITALIZE COMMERCIAL CORRIDORS

This class of projects focuses on **improving Trenton's many commercial corridors** within the Urban Enterprise Zone. As indicated by businesses during outreach, these corridors need various improvements around attractiveness and safety, in order to create a welcoming and attractive environment for commerce to attract new businesses, fill currently vacant properties, retain current businesses, and help current businesses expand.

### Repair Decorative Lighting

Restore currently inoperative decorative lighting.

### Public Safety Package

Enhance safety in commercial corridors by adding security cameras and security lighting to strategic places as well as fund supplementary policing in targetted areas in the UEZ.

### Sidewalk and Road Funds

Fix and enhance sidewalks and roads in eligible commercial corridors in front of UEZ businesses.

### Historic District Design Guidelines

Provide guidelines for design for commercial buildings in historic districts to maximize attractiveness while fitting in the neighborhood context.

### Holiday Lights

Wrap trees and outline buildings with lights within high density commercial corridors to create a welcoming atmosphere for holiday shoppers.

## 2

## TARGETED BUSINESS ATTRACTION

This class of projects focuses on **bringing new businesses** into the UEZ. In our business community outreach, businesses indicated that assistance with start-up costs as well as other grants and loans would help more businesses open and stabilize.

### Proactive Business Attraction

Work with business attraction experts to identify what businesses would thrive in Trenton and po-actively recruit those businesses.

### Transition Package for New Businesses

Provide a package of services and incentives to help businesses relocate to Trenton—including a stipend to help cover moving costs, a grant to assist with cost for the creation of floor plans, site plans and/or site surveys site selection services and the cost of advertising this one-stop attraction package to potential businesses.

### Business Plan Competition

Provide awards of rent to winners of a business plan competition, once they open their business in the UEZ and become certified members. Additional support will be designed to ensure that businesses don't close once the assistance runs out.

### Retail Incubator

Provide shared space for retail start-ups that are not ready for a standalone brick and mortar store, so they can open with less risk and test the market.

### Makerspace

Provide businesses with a makerspace from which they can scale their operations. This project would have a planning stage, a construction phase and an operational phase.



## 3

## DIRECT BUSINESS ASSISTANCE

This class of projects focuses on **providing assistance directly to new and existing businesses**. These incentives will help to attract new businesses to the UEZ, as well as helping existing businesses stay open or expand, retaining and creating jobs. In our business community outreach, the businesses indicated that grants would help businesses succeed.

---

#### Façade Grant

Currently the Trenton Downtown Association (TDA) and local community development nonprofit Isles, Inc. run grant programs in their downtown service areas that assist businesses to improve the exterior of their spaces. A similar facade grant program would be implemented throughout the UEZ.

---

#### Commercial Building Funds

Provide funding in the range of \$5,000 to \$40,000 for UEZ businesses to improve their commercial spaces, not restricted to the exterior.

---

#### Food Desert Program

Provide grants and other assistance for food retail locations that have joined the UEZ in Trenton food deserts to help provide fresh and nutritious food.

---

#### Mentorship Program

Provide access to mentorship and training on business skills like accounting, marketing and inventory.

## 4

## BUILD CUSTOMER DEMAND

This class of projects focuses on **bringing more customers to UEZ businesses**. This will both aid attraction, as the areas in the Trenton UEZ get rebranded as places where there are great restaurants, retail and other businesses, and aid in retention and expansion, as UEZ businesses become more successful with more customers. In our business community outreach, businesses indicated that increased foot traffic and stronger marketing are high priorities. Approaches to build customer demand to support Trenton's UEZ businesses can be divided into four sub-categories, leveraging the city's history, culture, and place-based assets.

- **Building general demand**

- **Supporting anchor businesses**

Support to anchor businesses -- businesses with great drawing power that bring more than their fair share of customers -- will build foot traffic for all businesses nearby.

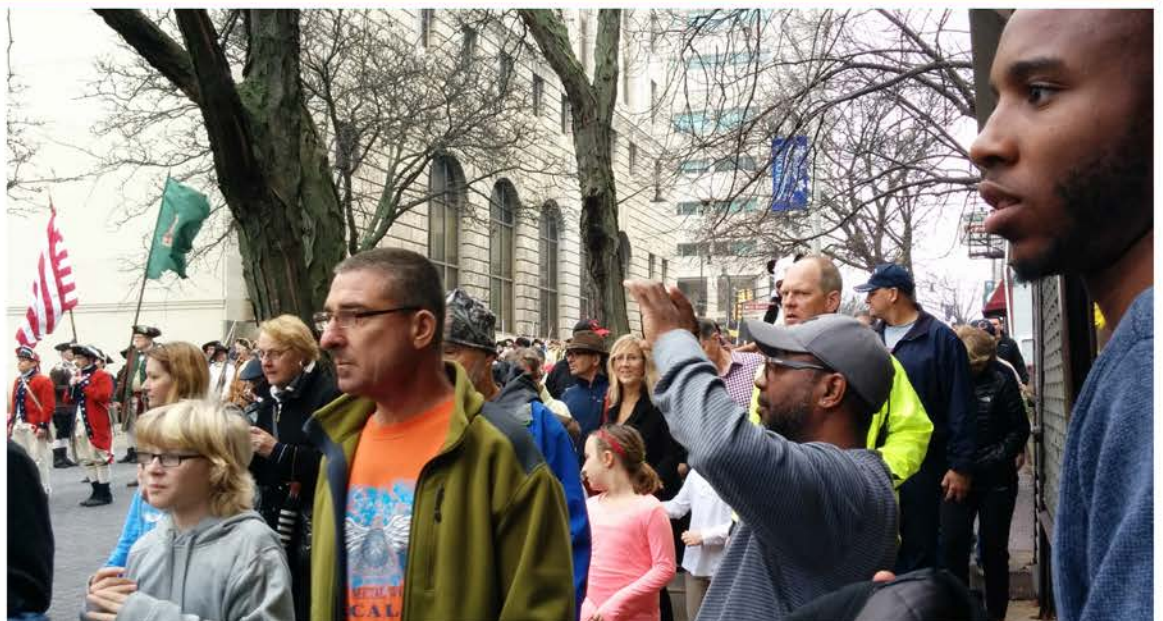
- **Historic destination marketing**

This involves building historic tourism in Trenton in order to support UEZ businesses.

- **Arts destination marketing**

Similarly, this involves building Trenton as an arts destination to support UEZ businesses.

The annual re-enactments of the Battles of Trenton bring thousands of visitors to commercial areas like Warren Street; such interest will be further built.





## 4

## BUILD CUSTOMER DEMAND

**Digital presence**

Provide support for UEZ businesses to complete and professionalize their online presence (sites like Google, Yelp, Trip Advisor, DoorDash, GrubHub, as well as optimizing their website SEO.)

**Marketing**

Advertise UEZ businesses online, in print and other venues. Offer a cash back program that rewards consumers for spending their money at UEZ businesses. Do a holiday marketing push that involves providing free garage parking for customers.

**Anchor Businesses**

Provide loans and for feasibility studies for future anchor businesses including destination gourmet restaurateurs, a hotel operator, and other businesses yet to be identified.

**Historic Tourism**

Make it easier for people interested in history to experience Trenton by creating markers at key sites, user-friendly maps, virtual guides, bus tours, and walking tours, leveraging the city's prominence in topics that have broad popular appeal. These include the Revolutionary War / Colonial era, African American history, Industrial history, and the novels of Janet Evanovich.

Enhance the historical offering in Trenton by providing funding to make historic sites like the Eagle Tavern or the Roebling Machine Shop ready for UEZ business tenants.

**Arts Tourism**

Consolidate, keep and advertise a central calendar that both lists all arts events and events in UEZ businesses. Create and manage a downtown retail space that features Trenton artists and craftspeople as well as Trenton-themed merchandise. Entity must join UEZ.

**Event Fund**

Encourage the many events in Trenton to have economic impact on UEZ businesses by providing a sponsorship.

## 5

## PLAN FOR SUSTAINABLE GROWTH

This class of projects involves **planning efforts** that will have a positive effect on UEZ businesses.

---

### Redevelopment Plan Updates

Update Trenton's 42 redevelopment area plans. Most of these overlap with the Zone, and most are out of date.

---

### Planning for Anchor Projects

Provide planning assistance to large anchor projects that will bring in more consumer traffic for UEZ businesses, projects like museums, the hotel, a visitor's center, the Eagle Tavern, etc.

---

### Planning and Overhead for the Trenton UEZ

Create a 5-Year Plan for the Trenton UEZ. Fund an Admin budget to support operation of the Trenton UEZ.





# timeline

priority	project	year				
		1	2	3	4	5
<b>1</b> COMMERCIAL CORRIDOR REVITALIZATION	Decorative lighting					
	Safety cameras and lighting					
	Sidewalks					
	Historic district design guidelines					
	Holiday lighting					
<b>2</b> TARGETED BUSINESS ATTRACTION	Recruit new businesses					
	Transition packages					
	Business plan competition					
	Retail incubator					
	Makerspace					
<b>3</b> DIRECT BUSINESS ASSISTANCE	Facade grant program					
	Commercial building grants					
	Food desert program					
<b>4</b> BUILDING CUSTOMER DEMAND	Anchor business support					
	Historic destination marketing					
	Promote arts and cultural tourism					
	Digital presence enhancement					
	Marketing - online, print, etc.					
	Event fund					
<b>5</b> PLANNING	Update redevelopment plans					
	Anchor project planning support					

# APPENDIX A

---

## PARCELS TO BE ADDED AND REMOVED FROM THE UEZ

To maximize the inclusion of commercial clusters in the Trenton UEZ, the Trenton UEZ engaged the firm of Equity By Design to use its GIS and mapping expertise to modify the previous boundaries. The outcome of this mapping resulted in an updated Urban Enterprise Zone of 1,950 acres.

To determine what active business areas were to be added, extensive outreach to the business community was made to determine interest. Businesses had considerable interest in joining. We added interested businesses who were adjacent to the previous UEZ, as well as interested business clusters who were not adjacent and needed to be connected using “spider legs” along the street bed.

To determine what areas to remove from the UEZ to offset the new areas added, we chose two City-owned properties that are not being used for commercial business currently or in the foreseeable future: one is a park (three parcels), the other is a piece of property used by the City for sewer run-off.

In total, we added 59 acres (including street beds) and subtracted 59 acres.

The lots added and removed are listed in this appendix, which is also available as an Excel file and GIS shapefile. As street beds are not parcels, they are not included in this list.



## PARCELS TO BE ADDED

ADDRESS	BLOCK	LOT	ACRES
604 CHERRY ST	24002	17	0.086
612-616 CHERRY ST	24002	18	0.057
612-616 CHERRY ST	24002	19	0.057
no street address	24002	4	0.058
1152 PENNSYLVANIA AVE	24002	5	0.039
1150 PENNSYLVANIA AVE	24002	6	0.076
1150 PENNSYLVANIA AVE	24002	7	0.057
1040 PENNSYLVANIA AVE	24005	1	0.458
608 MULBERRY ST	24005	10	0.044
610 MULBERRY ST	24005	11	0.040
612 MULBERRY ST	24005	12	0.040
614 MULBERRY ST	24005	13	0.032
616 MULBERRY ST	24005	14	0.031
616 MULBERRY ST	24005	15	0.011
1016 PENNSYLVANIA AVE	24005	3	0.029
1014 PENNSYLVANIA AVE	24005	4	0.029
1012 PENNSYLVANIA AVE	24005	5	0.029
1010 PENNSYLVANIA AVE	24005	6	0.028
602-604 MULBERRY ST	24005	7	0.057
602-604 MULBERRY ST	24005	8	0.059
606 MULBERRY ST	24005	9	0.038
735 BRUNSWICK AVE	24607	1	0.139
715 BRUNSWICK AVE	24607	10	0.038
713 BRUNSWICK AVE	24607	11	0.045
709 BRUNSWICK AVE	24607	12	0.144
701 BRUNSWICK AVE	24607	15	0.148
733 BRUNSWICK AVE	24607	2	0.044
727-729 BRUNSWICK AVE	24607	4	0.083
725 BRUNSWICK AVE	24607	5	0.038
723 BRUNSWICK AVE	24607	6	0.038
721 BRUNSWICK AVE	24607	7	0.038
719 BRUNSWICK AVE	24607	8	0.038
717 BRUNSWICK AVE	24607	9	0.038
700 BRUNSWICK AVE	25001	21	0.087

## PARCELS TO BE ADDED

ADDRESS	BLOCK	LOT	ACRES
702 BRUNSWICK AVE	25001	22	0.089
706 BRUNSWICK AVE	25001	23	0.086
708 BRUNSWICK AVE	25001	24	0.086
710 BRUNSWICK AVE	25001	25	0.086
712 BRUNSWICK AVE	25001	26	0.086
714 BRUNSWICK AVE	25001	27	0.046
716 BRUNSWICK AVE	25001	28	0.028
718 BRUNSWICK AVE	25001	29	0.030
HOMAN AVE REAR	32902	1	0.276
818 PENNINGTON AVE	33501	10	0.075
818 PENNINGTON AVE	33501	11	0.086
820 PENNINGTON AVE	33501	12	0.083
820 PENNINGTON AVE	33501	13	0.080
826 PENNINGTON AVE	33501	14	0.146
832 PENNINGTON AVE	33501	16	0.079
832 PENNINGTON AVE	33501	17	0.059
834 PENNINGTON AVE	33501	18	0.058
275 PARKWAY AVE	33501	19	0.522
802 PENNINGTON AVE	33501	7	0.142
804 PENNINGTON AVE	33501	8	0.090
804 PENNINGTON AVE	33501	9	0.138
300 MAPLE AVE	33705	1	0.052
302-308 MAPLE AVE	33705	2	0.083
310 MAPLE AVE	33705	3	0.054
209 HOMAN AVE	33705	4	0.435
HOMAN AVE REAR	33705	5	0.273
66 SANHICAN DR	34403	10	0.068
64 SANHICAN DR	34403	11	0.068
62 SANHICAN DR	34403	12	0.068
60 SANHICAN DR	34403	13	0.068
58 SANHICAN DR	34403	14	0.068
56 SANHICAN DR	34403	15	0.068
54 SANHICAN DR	34403	16	0.068
52 SANHICAN DR	34403	17	0.068



## PARCELS TO BE ADDED

ADDRESS	BLOCK	LOT	ACRES
50 SANHICAN DR	34403	18	0.068
48 SANHICAN DR	34403	19	0.068
46 SANHICAN DR	34403	20	0.068
44 SANHICAN DR	34403	21	0.068
42 SANHICAN DR	34403	22	0.068
40 SANHICAN DR	34403	23	0.068
38 SANHICAN DR	34403	24	0.068
36 SANHICAN DR	34403	25	0.068
34 SANHICAN DR	34403	26	0.068
32 SANHICAN DR	34403	27	0.068
30 SANHICAN DR	34403	28	0.068
28 SANHICAN DR	34403	29	0.068
SANHICAN DR	34403	2	0.677
26 SANHICAN DR	34403	30	0.068
24 SANHICAN DR	34403	31	0.068
22 SANHICAN DR	34403	32	0.076
20 SANHICAN DR	34403	33	0.073
76-78 SANHICAN DR	34403	4	0.255
74 SANHICAN DR	34403	6	0.090
72 SANHICAN DR	34403	7	0.075
70 SANHICAN DR	34403	8	0.068
68 SANHICAN DR	34403	9	0.068
120 SANHICAN DR	34502	3	0.984
120 SANHICAN DR			0.024
no street address	34502	4	0.032
102 SANHICAN DR	34502	5	0.600
901 PENNINGTON AVE	34601	1	0.061
909-919 PENNINGTON AVE	34601	55	0.361
907 PENNINGTON AVE	34601	57	0.062
905 PENNINGTON AVE	34601	58	0.061
845 PENNINGTON AVE	34606	1	0.061
827 PENNINGTON AVE	34606	10	0.038
825 PENNINGTON AVE	34606	11	0.035
823 PENNINGTON AVE	34606	12	0.041

## PARCELS TO BE ADDED

ADDRESS	BLOCK	LOT	ACRES
821 PENNINGTON AVE	34606	13.01	0.775
843 PENNINGTON AVE	34606	2	0.061
841 PENNINGTON AVE	34606	3	0.061
839 PENNINGTON AVE	34606	4	0.061
837 PENNINGTON AVE	34606	5	0.061
835 PENNINGTON AVE	34606	6	0.061
833 PENNINGTON AVE	34606	8	0.097
829 PENNINGTON AVE	34606	9	0.040
741 PENNINGTON AVE	34701	1	0.366
811 PENNINGTON AVE	34701	5	0.195
803 PENNINGTON AVE	34701	6	0.102
799 PENNINGTON AVE	34701	7	0.132
799 PENNINGTON AVE	34701	8	0.057
905 PARKSIDE AVE	35007	2	0.426
106 W STATE ST	3504	10	0.046
108 W STATE ST	3504	11	0.057
110 W STATE ST	3504	12	0.060
112 W STATE ST	3504	13	0.088
114 W STATE ST	3504	16	0.069
116 W STATE ST	3504	15	0.050
116 W STATE ST	3504	17	0.065
118 W STATE ST	3504	18	0.092
120 W STATE ST	3504	19	0.120
122 W STATE ST	3504	20	0.100
124 W STATE ST	3504	21	0.102
126 W STATE ST	3504	22	0.103
128 W STATE ST	3504	23	0.097
130 W STATE ST	3504	24	0.091
132 W STATE ST	3504	25	0.091
134 W STATE ST	3504	26	0.097
136-140 W STATE ST	3504	28	0.412
17 N WILLOW ST	3504	3	0.040
17 N WILLOW ST	3504	14	0.019
142 W STATE ST	3504	30	0.142



## PARCELS TO BE ADDED

ADDRESS	BLOCK	LOT	ACRES
144 W STATE ST	3504	31	0.114
146-152 W STATE ST	3504	33	0.414
154 W STATE ST	3504	35	0.102
156 W STATE ST	3504	36	0.128
160 W STATE ST	3504	1	0.039
160 W STATE ST	3504	37	0.091
15 N WILLOW ST	3504	4	0.042
13 N WILLOW ST	3504	5	0.024
11 N WILLOW ST	3504	6	0.023
9 N WILLOW ST	3504	7	0.027
102-104 W STATE ST	3504	8	0.083
SANHICAN DR	36001	1	0.014
206 SANHICAN DR	36001	2	0.173
208 SANHICAN DR	36001	3	0.126
210 SANHICAN DR	36001	4	0.184
216-NEXT SANHICAN DR	36001	5	0.341
216 SANHICAN DR	36001	6	0.034
216 SANHICAN DR	36001	6.01	0.145
218 SANHICAN DR	36001	7	0.194
218 SANHICAN DR	36001	8	0.241
194 W STATE ST	3604	1	0.123
192 W STATE ST	3604	2	0.182
180 W STATE ST	3604	3	0.805
176 W STATE ST	3604	4	0.199
172 W STATE ST	3604	5	0.171
170 W STATE ST	3604	6	0.103
168 W STATE ST	3604	7	0.286
162-164 W STATE ST	3604	8	0.105
130 SANHICAN DR	36502	2	0.114
132 SANHICAN DR	36502	3	0.127
134 SANHICAN DR	36502	4	0.136
136 SANHICAN DR	36502	5	0.154
138 SANHICAN DR	36502	6	0.137
140 SANHICAN DR	36502	7	0.150

## PARCELS TO BE ADDED

ADDRESS	BLOCK	LOT	ACRES
150 SANHICAN DR	36502	8	0.300
1 SHELBURNE AVE	36503	2	0.112
1 SHELBURNE AVE	36503	3	0.116
1505 EDGEWOOD AVE	36602	1	0.018
1505 EDGEWOOD AVE	36602	2	0.145
1464-1470 W STATE ST	36602	4	0.901
1472-1476 W STATE ST	36602	5	0.154
1480 W STATE ST	36602	6	0.139
1482 W STATE ST	36602	7	0.073
2-12 SANHICAN DR	36603	1	0.234
14 SANHICAN DR	36603	2	0.057
16 SANHICAN DR	36603	3	0.065
18 SANHICAN DR	36603	4	0.070
198 W STATE ST	3707	1	0.080
216 W STATE ST	3707	10	0.202
222 W STATE ST	3707	11.01	0.383
224 W STATE ST	3707	12	0.202
226 W STATE ST	3707	13	0.065
226 W STATE ST	3707	15	0.029
125 CAPITOL ST	3707	16	0.035
200 W STATE ST	3707	2	0.078
202 W STATE ST	3707	3	0.078
204 W STATE ST	3707	4	0.078
206 W STATE ST	3707	5	0.074
208 W STATE ST	3707	6	0.058
210 W STATE ST	3707	7	0.060
212 W STATE ST	3707	8	0.101
214 W STATE ST			0.101
257 BERNARD ST	4703	1	0.105
239 BERNARD ST	4703	10	0.152
235 BERNARD ST	4703	11	0.021
233 BERNARD ST	4703	12	0.119
421-425 CALHOUN ST	4703	13	0.101
415-417 CALHOUN ST	4703	14	0.160



## PARCELS TO BE ADDED

ADDRESS	BLOCK	LOT	ACRES
401 CALHOUN ST	4703	15	0.123
210 BELLEVUE AVE	4703	16	0.492
255 BERNARD ST	4703	2	0.046
249 BERNARD ST	4703	4	0.092
243 BERNARD ST	4703	5	0.138
241 BERNARD ST	4703	8	0.090
241 BERNARD ST	4703	9	0.002
10 COLE ST	4901	2	0.798
30-34 ADAM AVE	5003	1	0.421
429-431 S BROAD ST	9902	1	0.115
CENTRE ST	9902	4	0.383

## PARCELS TO BE REMOVED

ADDRESS	BLOCK	LOT	ACRES
140 N OLDEN AVE	25601	6	9.259
140 N OLDEN AVE	25601	8	0.510
N CLINTON AVE ( <i>not numbered</i> )	22101	3	4.249
1502-1508 LAMBERTON ST	12402	1.01	46.470

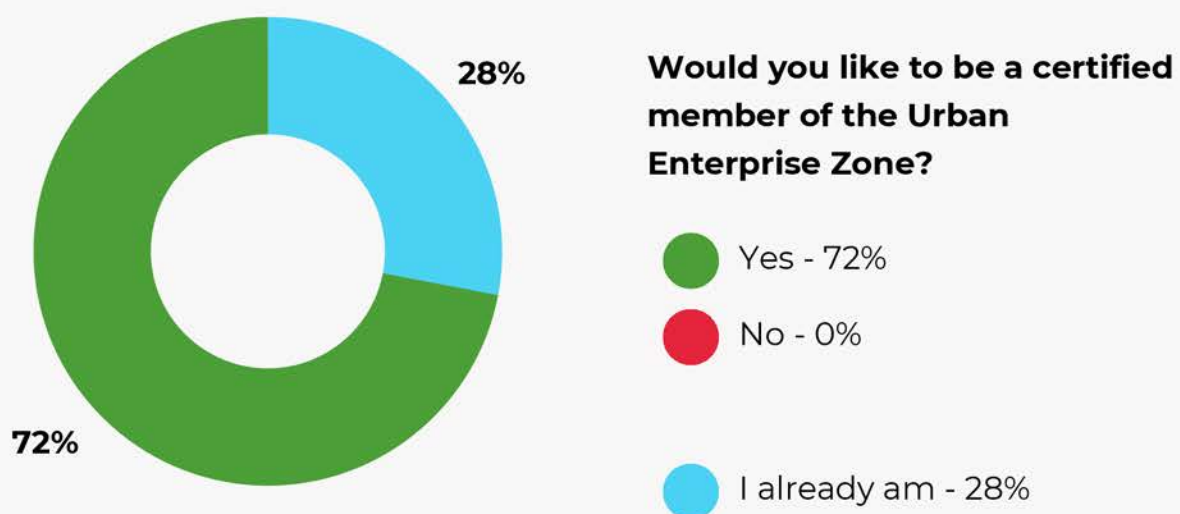
# APPENDIX B

## BUSINESS SURVEY

Equity By Design created a survey to capture business owners' experiences, challenges, and views on possible support that the UEZ could provide, as well as to gauge familiarity and engagement with the UEZ. Business respondents came from a very broad spread of Trenton's business community, ranging from grassroots startups, retail businesses, medical establishments, and legacy manufacturers, including one that has been active in Trenton for over a century.

### INTEREST IN THE UEZ

Just over a quarter of respondent businesses were certified members of the UEZ. The remainder all expressed an interest in becoming certified, including one that is not presently in the UEZ but would join if the area were expanded.





## CHALLENGES

Business owners were given an open-ended question in which they could write in the key challenges they faced. Equity By Design grouped the responses qualitatively. The most common issues are below, with the proportion of responses that brought up the given issue. Some individual responses reflected the broad spread of business types within the UEZ; for instance, two firms reported an interest in expanding their role as a supplier for government contracts.

40%

**FUNDING**

includes cash flow issues and specific funding needs / costs

25%

**LIMITED CUSTOMER DEMAND**

Increasing weekend traffic (Saturdays)



State workers on hybrid schedule

18%

**ECONOMIC + MARKET CONDITIONS IN TRENTON**

[It is difficult to provide] quality services in a economically deprived neighborhood. Most of the people that are looking for my services are not able to afford my fees, which are already below Industry standards. Also, I'm not able to afford an office space downtown. I need an office space.

15%

**SAFETY AND QUALITY OF LIFE**

Panhandlers harassing customers [including on the business's property] and refusing to leave our property, decreased transactions due to lower levels of employment in the city and a higher crime perception.

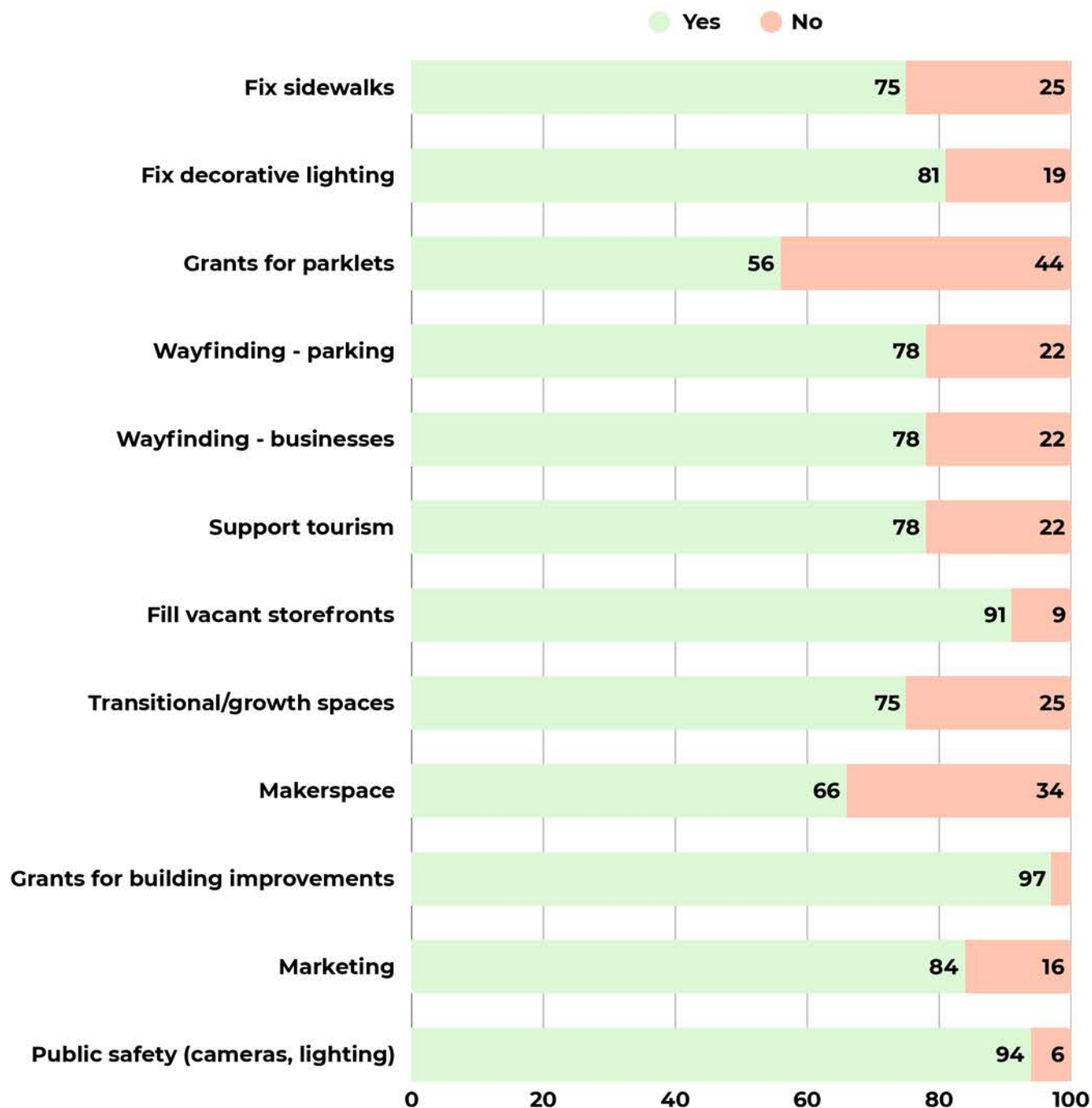
10%

**WORKFORCE ISSUES**

Includes worker attraction, retention, and qualification

## CURRENT AND PROPOSED UEZ SERVICES

Businesses were asked to vote “Yes” or “No” to a list of current or proposed UEZ services. The services prioritized by the greatest proportion of businesses included grants for building improvements (to which 97% responded positively), public safety measures such as cameras and lighting (94%), and filling vacant storefronts (91%). Grants for parklets were less popular, with only half (56%) of respondents indicating they would be interested.





## OTHER SUGGESTED INITIATIVES / PROJECTS

Business owners were given an open-ended question to suggest any other initiatives they would like to see the UEZ offer. Many of the suggestions were variations on the listed services (see previous page), though some businesses brought up ideas specific to their sector or spoke more broadly about the revitalization of Trenton. Suggestions are grouped into related themes.

### EVENTS, MARKETING, AND TOURISM

#### EVENTS

Better & more frequent booking of events at large venues (Arena, War Memorial) | Lobby the State to re-establish funding for monthly entertainment at the War Memorial | Signage off Rte. 129 | Pedestrian bridge connecting Chambersburg & Cure Arena

Outdoor weekend events downtown (weekly) | Events downtown to draw customers

Marketing - events, billboards  
Marketing - billboards, online  
Publicity for Trenton as a city on the rise

Historical plaques [downtown] | Support for historical tourism anchored by the Old Barracks | Fix Battle Monument elevator

#### TOURISM

Settle hotel issues so that someone can move forward with a redevelopment plan | Hotel re-opened

### ENVIRONMENT AND SAFETY

Safety and cleanliness downtown | Inviting environment for people to come to Trenton | Enhanced police presence to discourage panhandlers | Prizes for businesses that are attractive and welcoming

#### SHOPPING VIBES

#### REDEVELOPMENT

A detailed, comprehensive, and actionable plan and vision for downtown revitalization [ensuring] true coordination... between the City, TDA, CCRC, and Greater Trenton.

Downtown parking issues

### DIRECT BUSINESS SUPPORT

Business seminars | Business training for service industry | Mentorship program to assist with... the basics of starting and running a business | Entrepreneurship classes

Youth employment programs

Grants & loans | Grantwriting assistance | Grants to help growing businesses rent/own bigger locations | Grants for signage, windows, etc. | Grants for businesses that rent to purchase their properties

Energy efficiency improvements like solar

### OTHER

Attract Princeton University offices / classes to Trenton.

Health initiatives for Trenton residents  
*[respondent is in the medical field]*

# APPENDIX C

---

## OUTREACH SUMMARY

The Trenton UEZ and Equity By Design organized several focus groups to give business owners an opportunity to discuss the market context they were facing, any particular issues or opportunities, and how the UEZ could help them. Many participating business owners were in the original UEZ; others were in areas that have been added; and still others are startups that do not yet have a fixed location. Key insights from the focus groups follow.

---

### MEETINGS AND FOCUS GROUPS

- Focus group for downtown business owners, 11/7/2024, Mercer County Community College; 18 businesses
  - Focus group for East Trenton businesses, 11/19/2024, hosted by East Trenton Collaborative; 3 businesses
  - Focus group with Latino business owners, 11/21/2024, hosted by Albin Garcia Realtors; 12 businesses
-



**FOCUS GROUP WITH DOWNTOWN BUSINESSES**

Hosted at Mercer County Community College, 11/7/2024

**Trenton Overall**

Many businesses spoke about the need for a holistic revitalization of Trenton, including coordination, building on small successes, and taking advantage of opportunities when they arise. Multiple businesses spoke about the negative perception of Trenton being difficult for individual businesses to overcome; they raised the need to market positive news about Trenton so that customers hear more positive and fewer negative stories, and the need for Trentonians to support each other. Business owners shared that in their experience, Trenton City Hall was not always helpful, particularly around issues relating to their premises (inspections, certificates of occupancy, etc.).

**Marketing and Community Engagement**

Many businesses brought up the need for better marketing, both of businesses and of events organized to drive more customers to businesses. Several brought up the need to organize more events to bring customers in, as well as marketing Trenton attractions. Others highlighted that it is important to focus on Trentonians (rather than outside visitors) who are already here, and ensuring that they come out to support businesses and events. Suggested strategies included connecting with high school students, social media marketing to local youth, and assistance defraying the costs of marketing.

**Downtown Context**

Business owners shared specific issues with the context of downtown Trenton that they found to be detrimental to their businesses. These included vacant and abandoned buildings; the need for appropriate resources for people experiencing homelessness, drug addiction, or mental health challenges; and the overall need for downtown to feel more pleasant and safe, whether through improved security or other means. Some brought up the issue that parking downtown is confusing and challenging. One business owner suggested that it is important to bring in higher quality businesses to create positive reinforcement.

**Resources for Businesses**

Business owners discussed other business-focused resources that could be helpful, including one-on-one professional mentorship, training for businesses, technical support, networking so that businesses could support each other, and the ability to access better spaces for larger events.

## FOCUS GROUP WITH DOWNTOWN BUSINESSES

**Participants**

- Marques
- Shardon
- Butch Osterman (property owner)
- John
- Quashaun Williams (Much Better Studios)
- Jake
- Tuepeai Williams (Soap Stash Cosmetics)
- Larry Paul (Culture Change / Accountant)
- Jamie Owens
- Slammin Brew
- Trenton Talks
- Dontae Thomas (Royal Cakes)
- Britney
- Rob Wilborn
- Jay
- Omar
- Ciara
- Amanda Donald (Trenton Downtown Association)



**FOCUS GROUP WITH EAST TRENTON BUSINESSES**

Hosted at the East Trenton Collaborative, 11/19/2024

**Participants**

- Amanda - owner, Amanda Latin Cuisine (food truck)
- Qashawn - owner, Much Better Studios
- Juan - owner, C&F Tire Co.

**Summary**

This focus group was open to businesses located in the East Trenton neighborhood (North Clinton Avenue). Participants included the owners of a food truck, an art studio with two locations (downtown and in East Trenton), and a local tire shop.

The food truck owner highlighted the challenges faced by businesses like hers. Many cities, including Trenton, have seen startup food businesses establish their market through a food truck and grow into a brick-and-mortar location; but regulations in Trenton are often confusing, contradictory, and difficult for food truck owners to navigate. The food truck owner is trying to stay at a fixed location, but is forced to move around by the City, which is, however, difficult both due to her internal logistics and due to the City requiring a separate permit for each location. She requested information on whether a food truck can become a certified UEZ business. She also suggested that the City designate and market an area as a food truck hub, as has been successfully done in Asbury Park, Philadelphia, and other places.

The art studio owner noted that there are safety and lighting issues at his East Trenton location, which had led to the business experiencing multiple break-ins. He requested that the lighting situation on the street be improved by the City and/or that assistance be available for business owners to install security lighting and related equipment.

The tire shop owner noted that there are complexities related to traffic management in front of his business. These include people illegally parking and receiving tickets / being towed due to street cleaning. He requested that the City install appropriate signage where such signage is missing or out of date.

## FOCUS GROUP WITH LATINO BUSINESSES

Hosted by Albin Garcia Realtors, 11/21/2024

### Summary

- Multiple participants brought up the issue of safety and security around their businesses. This included the need to discourage people experiencing homelessness from panhandling or harassing customers. As many businesses in a given corridor experience the same issues, two participants suggested giving out safety-related grants to address them.
- Additional challenges that businesses brought up included marketing (particularly for single businesses rather than areas), vacant buildings that bring down a commercial area's feel, and parking issues.
- One business requested the return of 15-minute parking spaces to facilitate quick shopping and pre-ordered pickups -- the City designated numerous such spaces during COVID but no longer does.
- Other suggestions included helping businesses with energy costs, finance education in Spanish, assistance to businesses who move within Trenton with moving costs, and giving businesses grants so they can directly maintain neglected City street trees. One participant plans to create a business incubator for Latino/Spanish-speaking startups.

UEZ Meeting					11/21/2024
Name	Email	Phone Number	Business Name	Business Address	
Raquel Ferreira	raquel@gtimk.com	609-551-8229			
Marcos Vargas	marcos.vargas@gtimk.com				
Pablo Pineda		609-399-0515			
Wanda S. Felix		609-336-7220	Blessing Salin	808 Roebing	
Raykel Abreu	Ray@pennsupplyns.com	609-341-1151			
Bryan Cervantes	EC@pennsupplyns.com	11			
Wilénkis Pérez	wilenkis.perez@com	609-456-5011			
Albin Garcia	Albin@GarciaRealtors.com	609-396-3400			
Esther Perez	allmultic669@gmail.com	(609) 851-2444			
Grace Fernandez	Grace@123wholesalecorp.com	201-687-7349	123 Wholesale Corp	37 E. State St	
Jean Pineda	JohannaLeon11722@gmail				



## APPENDIX D

---

### ESRI “TAPESTRY LIFEMODE GROUPS” CONSUMER SEGMENTATION DETAILS

To analyze Trenton UEZ businesses’ prospective consumer markets, the Trenton UEZ engaged Equity By Design to look at market segmentation data from location intelligence firm Esri. According to Esri, their proprietary Tapestry Segmentation “classifies US neighborhoods into 14 unique LifeMode groups. These groups are then further classified as 67 different consumer-segments with commonly shared traits. For example, Metro Renters – Tapestry Segment 3B, is within LifeMode Group: Uptown Individuals.

“Tapestry Segmentation delivers an overview of a variety of demographic and behavioral characteristics. The data can provide insight on important consumer variables, such as age, education level, the likeliness of car or home ownership, a consumer’s willingness to buy or purchase certain products, and their overall economic purchasing power. The data also indicates how consumers like to receive information – whether through online ads, print mediums, or civic events. It also shows fundamental differences within communities, depending on where consumers are located within an area.”

This section provides the following detailed data tables:

- **Market Segment: Trenton Residents**
  - Retail Demand Outlook - Trenton
  - Retail Demand by Industry - Trenton
  - Tapestry Segmentation - Trenton
- **Market Segment: Mercer County Residents**
  - Retail Demand Outlook - Mercer county
  - Retail Demand by Industry - Mercer County
  - Tapestry Segmentation - Mercer County



## Retail Demand Outlook

Trenton city, NJ (3402174000)  
 Trenton city, NJ (3402174000)  
 Geography: County Subdivision

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
City Commons (11E)	21.4%	Population	89,108	88,128
Fresh Ambitions (13D)	16.8%	Households	30,209	30,289
NeWest Residents (13C)	10.8%	Families	18,575	18,523
Social Security Set (9F)	9.4%	Median Age	34.6	35.7
Front Porches (8E)	8.6%	Median Household Income	\$46,880	\$54,002
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$52,488,061	\$61,420,044	\$8,931,983
Men's		\$9,538,769	\$11,160,737	\$1,621,968
Women's		\$17,566,441	\$20,562,361	\$2,995,920
Children's		\$8,650,967	\$10,118,758	\$1,467,791
Footwear		\$11,130,424	\$13,022,081	\$1,891,657
Watches & Jewelry		\$4,547,349	\$5,322,425	\$775,076
Apparel Products and Services (1)		\$1,054,110	\$1,233,682	\$179,572
<b>Computer</b>				
Computers and Hardware for Home Use		\$5,704,840	\$6,677,125	\$972,285
Portable Memory		\$87,867	\$102,890	\$15,023
Computer Software		\$353,514	\$413,865	\$60,351
Computer Accessories		\$482,804	\$565,205	\$82,401
<b>Entertainment &amp; Recreation</b>		\$76,053,608	\$88,999,708	\$12,946,100
Fees and Admissions		\$14,438,358	\$16,895,053	\$2,456,695
Membership Fees for Clubs (2)		\$5,336,290	\$6,245,472	\$909,182
Fees for Participant Sports, excl. Trips		\$2,216,492	\$2,593,635	\$377,143
Tickets to Theatre/Operas/Concerts		\$1,356,280	\$1,587,606	\$231,326
Tickets to Movies		\$500,778	\$585,942	\$85,164
Tickets to Parks or Museums		\$701,347	\$820,502	\$119,155
Admission to Sporting Events, excl. Trips		\$1,449,299	\$1,696,297	\$246,998
Fees for Recreational Lessons		\$2,853,976	\$3,337,620	\$483,644
Dating Services		\$23,896	\$27,979	\$4,083
TV/Video/Audio		\$27,174,740	\$31,803,842	\$4,629,102
Cable and Satellite Television Services		\$15,106,021	\$17,680,537	\$2,574,516
Televisions		\$3,291,306	\$3,851,840	\$560,534
Satellite Dishes		\$30,094	\$35,196	\$5,102
VCRs, Video Cameras, and DVD Players		\$97,520	\$114,153	\$16,633
Miscellaneous Video Equipment		\$428,674	\$500,717	\$72,043
Video Cassettes and DVDs		\$119,752	\$140,196	\$20,444
Video Game Hardware/Accessories		\$1,115,744	\$1,305,781	\$190,037
Video Game Software		\$513,847	\$601,548	\$87,701
Rental/Streaming/Downloaded Video		\$3,576,774	\$4,185,736	\$608,962
Installation of Televisions		\$27,147	\$31,779	\$4,632
Audio (3)		\$2,837,175	\$3,320,444	\$483,269
Rental and Repair of TV/Radio/Sound Equipment		\$30,687	\$35,915	\$5,228
Pets		\$18,117,831	\$21,200,438	\$3,082,607
Toys/Games/Crafts/Hobbies (4)		\$3,733,973	\$4,369,361	\$635,388
Recreational Vehicles and Fees (5)		\$2,984,265	\$3,491,138	\$506,873
Sports/Recreation/Exercise Equipment (6)		\$5,054,319	\$5,914,472	\$860,153
Photo Equipment and Supplies (7)		\$1,158,543	\$1,355,815	\$197,272
Reading (8)		\$2,625,750	\$3,073,899	\$448,149
Catered Affairs (9)		\$765,831	\$895,690	\$129,859
<b>Food</b>		\$235,553,139	\$275,651,162	\$40,098,023
Food at Home		\$155,115,797	\$181,529,833	\$26,414,036
Bakery and Cereal Products		\$19,779,130	\$23,147,148	\$3,368,018
Meats, Poultry, Fish, and Eggs		\$34,592,242	\$40,480,484	\$5,888,242
Dairy Products		\$14,374,661	\$16,822,507	\$2,447,846
Fruits and Vegetables		\$30,580,661	\$35,787,281	\$5,206,620
Snacks and Other Food at Home (10)		\$55,789,101	\$65,292,412	\$9,503,311
Food Away from Home		\$80,437,342	\$94,121,329	\$13,683,987
Alcoholic Beverages		\$13,251,992	\$15,513,733	\$2,261,741

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

January 24, 2025





## Retail Demand Outlook

Trenton city, NJ (3402174000)  
Trenton city, NJ (3402174000)  
Geography: County Subdivision

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$685,949,036	\$802,843,519	\$116,894,483
Value of Retirement Plans	\$2,456,413,322	\$2,874,290,332	\$417,877,010
Value of Other Financial Assets	\$139,627,325	\$163,446,215	\$23,818,890
Vehicle Loan Amount excluding Interest	\$69,068,576	\$80,811,696	\$11,743,120
Value of Credit Card Debt	\$57,902,845	\$67,755,962	\$9,853,117
<b>Health</b>			
Nonprescription Drugs	\$3,388,456	\$3,966,719	\$578,263
Prescription Drugs	\$7,954,543	\$9,310,645	\$1,356,102
Eyeglasses and Contact Lenses	\$2,353,004	\$2,753,621	\$400,617
<b>Home</b>			
Mortgage Payment and Basics (11)	\$205,601,722	\$240,418,961	\$34,817,239
Maintenance and Remodeling Services	\$65,113,965	\$76,154,053	\$11,040,088
Maintenance and Remodeling Materials (12)	\$12,254,136	\$14,325,269	\$2,071,133
Utilities, Fuel, and Public Services	\$122,055,243	\$142,813,024	\$20,757,781
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$2,817,694	\$3,297,097	\$479,403
Furniture	\$19,097,645	\$22,348,818	\$3,251,173
Rugs	\$822,989	\$962,864	\$139,875
Major Appliances (14)	\$10,656,695	\$12,464,842	\$1,808,147
Housewares (15)	\$2,090,633	\$2,446,684	\$356,051
Small Appliances	\$1,820,149	\$2,129,936	\$309,787
Luggage	\$410,916	\$480,998	\$70,082
Telephones and Accessories	\$2,025,652	\$2,370,606	\$344,954
<b>Household Operations</b>			
Child Care	\$10,297,761	\$12,043,891	\$1,746,130
Lawn and Garden (16)	\$11,141,231	\$13,035,374	\$1,894,143
Moving/Storage/Freight Express	\$2,637,089	\$3,087,784	\$450,695
Housekeeping Supplies (17)	\$18,468,398	\$21,613,320	\$3,144,922
<b>Insurance</b>			
Owners and Renters Insurance	\$13,663,081	\$15,982,947	\$2,319,866
Vehicle Insurance	\$44,926,911	\$52,569,654	\$7,642,743
Life/Other Insurance	\$11,529,121	\$13,490,251	\$1,961,130
Health Insurance	\$93,979,672	\$109,995,829	\$16,016,157
Personal Care Products (18)	\$11,623,261	\$13,602,976	\$1,979,715
School Books (19)	\$903,646	\$1,057,588	153,942
Smoking Products	\$11,342,350	\$13,278,019	\$1,935,669
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$59,980,637	\$70,174,248	\$10,193,611
Gasoline and Motor Oil	\$68,474,543	\$80,108,364	\$11,633,821
Vehicle Maintenance and Repairs	\$29,626,759	\$34,669,952	\$5,043,193
<b>Travel</b>			
Airline Fares	\$11,577,674	\$13,548,232	\$1,970,558
Lodging on Trips	\$17,014,938	\$19,910,572	\$2,895,634
Auto/Truck Rental on Trips	\$2,221,362	\$2,599,803	\$378,441
Food and Drink on Trips	\$13,735,550	\$16,075,321	\$2,339,771

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

January 24, 2025



## Retail Demand Outlook

Trenton city, NJ (3402174000)  
Trenton city, NJ (3402174000)  
Geography: County Subdivision

- (1) **Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) **Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) **School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.  
**Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

January 24, 2025





## Retail Demand by Industry

Trenton city, NJ (3402174000)  
Trenton city, NJ (3402174000)  
Geography: County Subdivision

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	67	\$20,014.76	\$604,625,882
44-45	Retail Trade	67	\$17,069.70	\$515,658,651
722	Food Services & Drinking Places	67	\$2,945.06	\$88,967,231
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	62	\$1,930.08	\$58,305,811
4411	Automobile Dealers	64	\$1,651.93	\$49,903,203
4412	Other Motor Vehicle Dealers	43	\$105.73	\$3,193,901
4413	Auto Parts, Accessories & Tire Stores	65	\$172.42	\$5,208,707
442	Furniture and Home Furnishings Stores	61	\$672.77	\$20,323,811
4421	Furniture Stores	65	\$464.08	\$14,019,375
4422	Home Furnishings Stores	55	\$208.69	\$6,304,436
443, 4431	Electronics and Appliance Stores	69	\$223.42	\$6,749,416
444	Bldg Material & Garden Equipment & Supplies Dealers	54	\$820.52	\$24,787,052
4441	Building Material and Supplies Dealers	53	\$742.83	\$22,440,241
4442	Lawn and Garden Equipment and Supplies Stores	55	\$77.69	\$2,346,811
445	Food and Beverage Stores	70	\$3,953.41	\$119,428,712
4451	Grocery Stores	70	\$3,704.67	\$111,914,354
4452	Specialty Food Stores	71	\$126.04	\$3,807,683
4453	Beer, Wine, and Liquor Stores	65	\$122.70	\$3,706,675
446, 4461	Health and Personal Care Stores	65	\$510.89	\$15,433,559
447, 4471	Gasoline Stations	70	\$2,534.18	\$76,555,090
448	Clothing and Clothing Accessories Stores	73	\$884.01	\$26,704,919
4481	Clothing Stores	73	\$703.96	\$21,265,945
4482	Shoe Stores	74	\$167.97	\$5,074,306
4483	Jewelry, Luggage, and Leather Goods Stores	66	\$12.07	\$364,668
451	Sporting Goods, Hobby, Musical Instrument, and Book	65	\$306.03	\$9,244,815
4511	Sporting Goods, Hobby, and Musical Instrument Stores	64	\$242.25	\$7,318,193
4512	Book Stores and News Dealers	70	\$63.78	\$1,926,622
452	General Merchandise Stores	69	\$3,026.37	\$91,423,527
4522	Department Stores	72	\$276.09	\$8,340,404
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	68	\$2,750.28	\$83,083,123
453	Miscellaneous Store Retailers	62	\$372.82	\$11,262,591
4531	Florists	54	\$16.42	\$496,162
4532	Office Supplies, Stationery, and Gift Stores	66	\$63.77	\$1,926,453
4533	Used Merchandise Stores	59	\$47.39	\$1,431,505
4539	Other Miscellaneous Store Retailers	62	\$245.24	\$7,408,471
454	Nonstore Retailers	65	\$1,835.19	\$55,439,348
4541	Electronic Shopping and Mail-Order Houses	66	\$1,597.85	\$48,269,302
4542	Vending Machine Operators	72	\$28.42	\$858,581
4543	Direct Selling Establishments	59	\$208.93	\$6,311,465
722	Food Services & Drinking Places	67	\$2,945.06	\$88,967,231
7223	Special Food Services	67	\$10.60	\$320,294
7224	Drinking Places (Alcoholic Beverages)	69	\$72.84	\$2,200,395
7225	Restaurants and Other Eating Places	67	\$2,861.62	\$86,446,542

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

**Source:** Esri 2024/2029 Consumer Spending databases are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

January 24, 2025



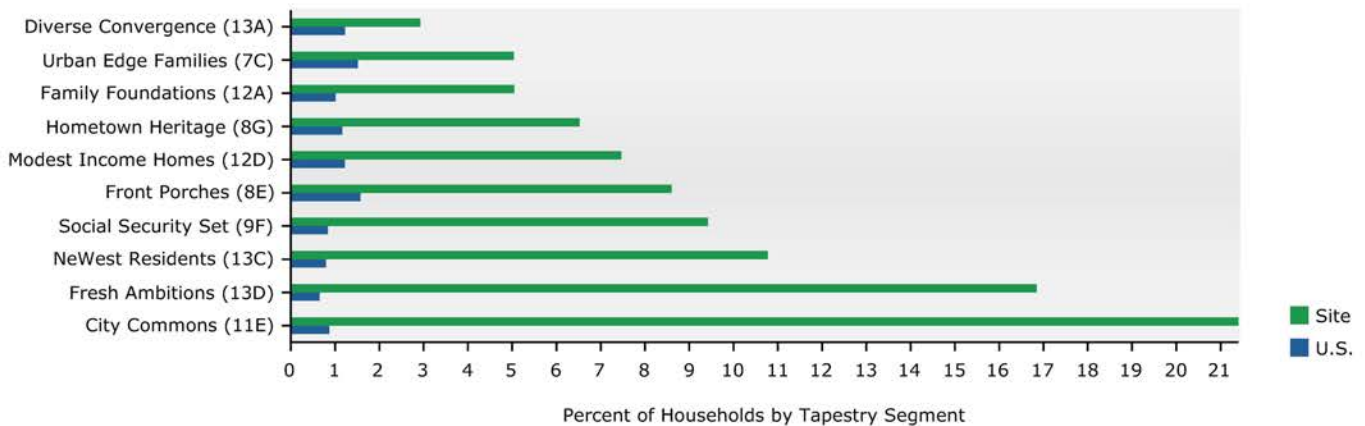
## Tapestry Segmentation Area Profile

Trenton city, NJ (3402174000)  
Trenton city, NJ (3402174000)  
Geography: County Subdivision

### Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	City Commons (11E)	21.4%	21.4%	0.9%	0.9%	2464
2	Fresh Ambitions (13D)	16.8%	38.2%	0.7%	1.5%	2,591
3	NeWest Residents (13C)	10.8%	49.0%	0.8%	2.3%	1,360
4	Social Security Set (9F)	9.4%	58.4%	0.8%	3.2%	1,121
5	Front Porches (8E)	8.6%	67.0%	1.6%	4.7%	546
	<b>Subtotal</b>	<b>67.0%</b>		<b>4.8%</b>		
6	Modest Income Homes (12D)	7.5%	74.5%	1.2%	5.9%	611
7	Hometown Heritage (8G)	6.5%	81.0%	1.2%	7.1%	560
8	Family Foundations (12A)	5.0%	86.1%	1.0%	8.1%	498
9	Urban Edge Families (7C)	5.0%	91.1%	1.5%	9.6%	333
10	Diverse Convergence (13A)	2.9%	94.0%	1.2%	10.9%	238
	<b>Subtotal</b>	<b>26.9%</b>		<b>6.1%</b>		
11	Metro Fusion (11C)	2.1%	96.1%	1.4%	12.3%	143
12	Parks and Rec (5C)	1.8%	97.9%	2.0%	14.3%	94
13	City Strivers (11A)	1.1%	99.1%	0.8%	15.0%	149
14	Exurbanites (1E)	0.9%	100.0%	1.9%	17.0%	46
15	Unclassified (15)	0.0%	100.0%	0.0%	17.0%	960
	<b>Subtotal</b>	<b>5.9%</b>		<b>6.1%</b>		
<b>Total</b>		<b>100.0%</b>		<b>17.0%</b>		<b>590</b>

### Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

January 24, 2025

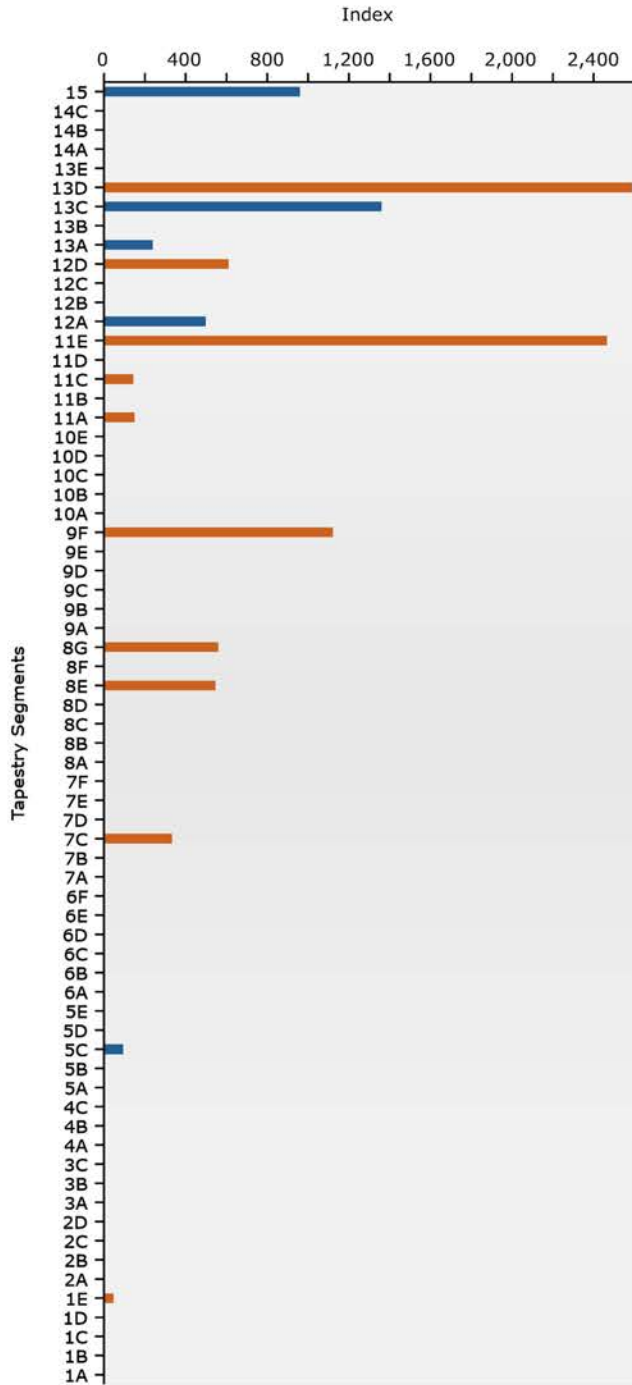




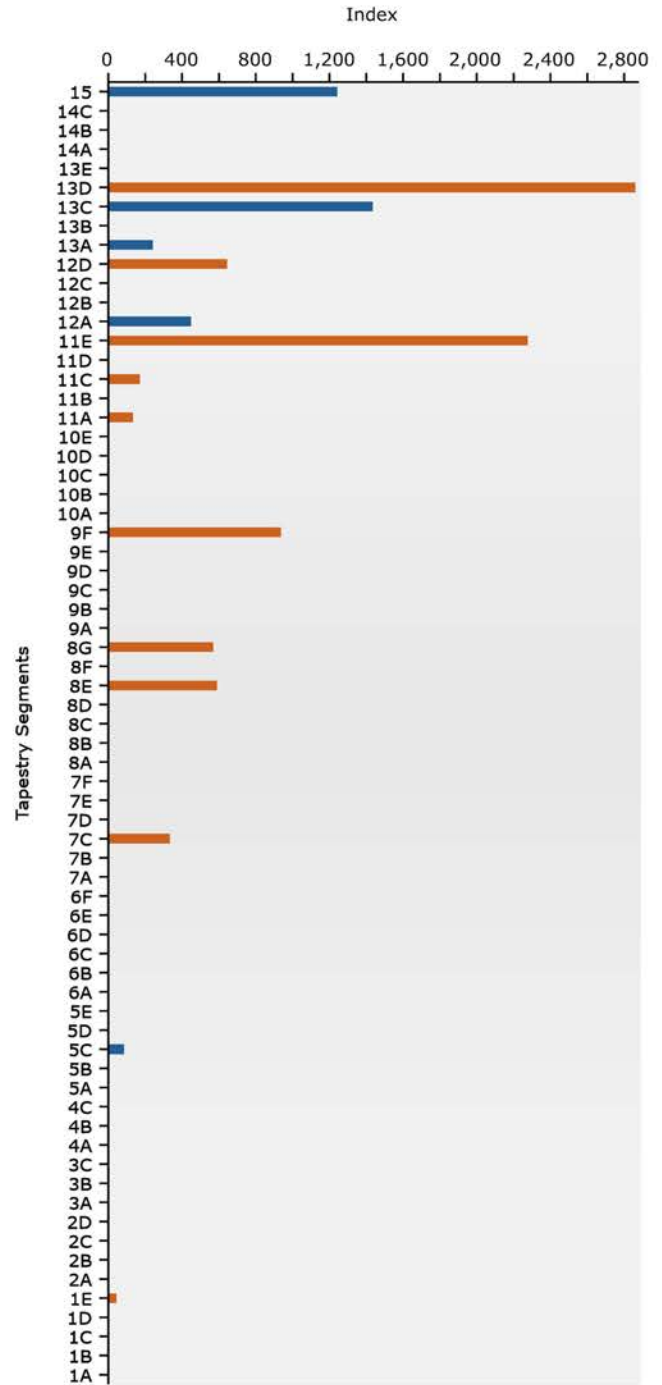
## Tapestry Segmentation Area Profile

Trenton city, NJ (3402174000)  
Trenton city, NJ (3402174000)  
Geography: County Subdivision

2024 Tapestry Indexes by Households



2024 Tapestry Indexes by Total Population 18+



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

January 24, 2025

# APPENDIX D - ESRI TAPESTRY SEGMENTATION



## Tapestry Segmentation Area Profile

Trenton city, NJ (3402174000)  
Trenton city, NJ (3402174000)  
Geography: County Subdivision

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	30,209	100.0%		66,443	100.0%	
<b>8. Middle Ground</b>	<b>4,569</b>	<b>15.1%</b>	<b>140</b>	<b>10,045</b>	<b>15.1%</b>	<b>149</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	2,598	8.6%	546	5,940	8.9%	589
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	1,971	6.5%	560	4,105	6.2%	568
<b>9. Senior Styles</b>	<b>2,846</b>	<b>9.4%</b>	<b>163</b>	<b>4,337</b>	<b>6.5%</b>	<b>128</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	2,846	9.4%	1,121	4,337	6.5%	936
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>7,437</b>	<b>24.6%</b>	<b>395</b>	<b>13,801</b>	<b>20.8%</b>	<b>375</b>
City Strivers (11A)	347	1.1%	149	712	1.1%	133
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	626	2.1%	143	1,515	2.3%	170
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	6,464	21.4%	2,464	11,574	17.4%	2,277
<b>12. Hometown</b>	<b>3,779</b>	<b>12.5%</b>	<b>213</b>	<b>7,885</b>	<b>11.9%</b>	<b>217</b>
Family Foundations (12A)	1,524	5.0%	498	3,042	4.6%	448
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	2,255	7.5%	611	4,843	7.3%	644
<b>13. Next Wave</b>	<b>9,228</b>	<b>30.5%</b>	<b>788</b>	<b>23,059</b>	<b>34.7%</b>	<b>804</b>
Diverse Convergence (13A)	884	2.9%	238	2,183	3.3%	241
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	3,254	10.8%	1,360	7,909	11.9%	1,435
Fresh Ambitions (13D)	5,090	16.8%	2,591	12,967	19.5%	2,860
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	10	0.0%	960	1,895	2.9%	1,242

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

January 24, 2025





## Tapestry Segmentation Area Profile

Trenton city, NJ (3402174000)  
 Trenton city, NJ (3402174000)  
 Geography: County Subdivision

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	30,209	100.0%		66,443	100.0%	
<b>1. Affluent Estates</b>	<b>265</b>	<b>0.9%</b>	<b>9</b>	<b>551</b>	<b>0.8%</b>	<b>8</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	265	0.9%	46	551	0.8%	43
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>554</b>	<b>1.8%</b>	<b>16</b>	<b>1,062</b>	<b>1.6%</b>	<b>15</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	554	1.8%	94	1,062	1.6%	84
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Sprouting Explorers</b>	<b>1,521</b>	<b>5.0%</b>	<b>67</b>	<b>3,808</b>	<b>5.7%</b>	<b>66</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	1,521	5.0%	333	3,808	5.7%	333
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

January 24, 2025



## Tapestry Segmentation Area Profile

Trenton city, NJ (3402174000)  
Trenton city, NJ (3402174000)  
Geography: County Subdivision

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	30,209	100.0%		66,443	100.0%	
<b>1. Principal Urban Center</b>	<b>8,691</b>	<b>28.8%</b>	<b>398</b>	<b>21,588</b>	<b>32.5%</b>	<b>483</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	347	1.1%	149	712	1.1%	133
NeWest Residents (13C)	3,254	10.8%	1,360	7,909	11.9%	1,435
Fresh Ambitions (13D)	5,090	16.8%	2,591	12,967	19.5%	2,860
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>6,810</b>	<b>22.5%</b>	<b>136</b>	<b>15,391</b>	<b>23.2%</b>	<b>132</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	1,521	5.0%	333	3,808	5.7%	333
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	626	2.1%	143	1,515	2.3%	170
Family Foundations (12A)	1,524	5.0%	498	3,042	4.6%	448
Modest Income Homes (12D)	2,255	7.5%	611	4,843	7.3%	644
Diverse Convergence (13A)	884	2.9%	238	2,183	3.3%	241
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>13,879</b>	<b>45.9%</b>	<b>255</b>	<b>25,956</b>	<b>39.1%</b>	<b>234</b>
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	2,598	8.6%	546	5,940	8.9%	589
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	1,971	6.5%	560	4,105	6.2%	568
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	2,846	9.4%	1,121	4,337	6.5%	936
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	6,464	21.4%	2,464	11,574	17.4%	2,277
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

January 24, 2025





## Tapestry Segmentation Area Profile

Trenton city, NJ (3402174000)

Trenton city, NJ (3402174000)

Geography: County Subdivision

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	30,209	100.0%		66,443	100.0%	
<b>4. Suburban Periphery</b>	<b>819</b>	<b>2.7%</b>	<b>8</b>	<b>1,613</b>	<b>2.4%</b>	<b>7</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	265	0.9%	46	551	0.8%	43
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	554	1.8%	94	1,062	1.6%	84
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	10	0.0%	960	1,895	2.9%	1,242

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

January 24, 2025



## Retail Demand Outlook

Mercer County, NJ (34021)  
Mercer County, NJ (34021)  
Geography: County

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Parks and Rec (5C)	9.4%	Population	384,446	386,377
Enterprising Professionals (2D)	9.2%	Households	140,911	143,350
Pleasantville (2B)	8.0%	Families	93,226	94,546
Top Tier (1A)	7.6%	Median Age	39.7	40.8
City Lights (8A)	6.1%	Median Household Income	\$99,879	\$112,302
		2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>		\$438,998,205	\$507,883,315	\$68,885,110
Men's		\$81,259,672	\$94,000,689	\$12,741,017
Women's		\$146,387,149	\$169,345,339	\$22,958,190
Children's		\$66,667,832	\$77,141,533	\$10,473,701
Footwear		\$91,823,876	\$106,224,694	\$14,400,818
Watches & Jewelry		\$43,925,697	\$50,836,111	\$6,910,414
Apparel Products and Services (1)		\$8,933,978	\$10,334,949	\$1,400,971
<b>Computer</b>				
Computers and Hardware for Home Use		\$50,158,863	\$58,029,581	\$7,870,718
Portable Memory		\$766,807	\$886,667	\$119,860
Computer Software		\$2,920,184	\$3,376,579	\$456,395
Computer Accessories		\$4,329,527	\$5,008,643	\$679,116
<b>Entertainment &amp; Recreation</b>		\$735,532,108	\$851,584,814	\$116,052,706
Fees and Admissions		\$155,018,585	\$179,598,210	\$24,579,625
Membership Fees for Clubs (2)		\$56,319,406	\$65,237,864	\$8,918,458
Fees for Participant Sports, excl. Trips		\$24,728,122	\$28,648,542	\$3,920,420
Tickets to Theatre/Operas/Concerts		\$14,465,556	\$16,749,876	\$2,284,320
Tickets to Movies		\$4,590,895	\$5,315,542	\$724,647
Tickets to Parks or Museums		\$6,841,380	\$7,924,069	\$1,082,689
Admission to Sporting Events, excl. Trips		\$14,459,778	\$16,753,097	\$2,293,319
Fees for Recreational Lessons		\$33,449,214	\$38,779,733	\$5,330,519
Dating Services		\$164,233	\$189,487	\$25,254
TV/Video/Audio		\$235,762,249	\$272,761,044	\$36,998,795
Cable and Satellite Television Services		\$132,882,475	\$153,704,452	\$20,821,977
Televisions		\$27,623,237	\$31,956,337	\$4,333,100
Satellite Dishes		\$211,803	\$244,888	\$33,085
VCRs, Video Cameras, and DVD Players		\$877,540	\$1,015,756	\$138,216
Miscellaneous Video Equipment		\$3,674,442	\$4,257,338	\$582,896
Video Cassettes and DVDs		\$1,062,880	\$1,229,865	\$166,985
Video Game Hardware/Accessories		\$8,367,694	\$9,677,937	\$1,310,243
Video Game Software		\$3,779,090	\$4,369,553	\$590,463
Rental/Streaming/Downloaded Video		\$30,747,736	\$35,587,227	\$4,839,491
Installation of Televisions		\$339,133	\$392,483	\$53,350
Audio (3)		\$25,899,546	\$29,981,939	\$4,082,393
Rental and Repair of TV/Radio/Sound Equipment		\$296,675	\$343,268	\$46,593
Pets		\$180,013,485	\$208,371,589	\$28,358,104
Toys/Games/Crafts/Hobbies (4)		\$32,470,843	\$37,571,968	\$5,101,125
Recreational Vehicles and Fees (5)		\$34,358,280	\$39,833,808	\$5,475,528
Sports/Recreation/Exercise Equipment (6)		\$53,313,645	\$61,838,160	\$8,524,515
Photo Equipment and Supplies (7)		\$11,396,274	\$13,188,031	\$1,791,757
Reading (8)		\$26,022,962	\$30,119,079	\$4,096,117
Catered Affairs (9)		\$7,175,784	\$8,302,925	\$1,127,141
<b>Food</b>		\$2,050,142,985	\$2,371,844,322	\$321,701,337
Food at Home		\$1,329,576,682	\$1,537,942,306	\$208,365,624
Bakery and Cereal Products		\$171,280,794	\$198,129,785	\$26,848,991
Meats, Poultry, Fish, and Eggs		\$286,776,331	\$331,640,944	\$44,864,613
Dairy Products		\$125,864,156	\$145,604,024	\$19,739,868
Fruits and Vegetables		\$266,280,686	\$307,994,930	\$41,714,244
Snacks and Other Food at Home (10)		\$479,374,715	\$554,572,624	\$75,197,909
Food Away from Home		\$720,566,303	\$833,902,016	\$113,335,713
Alcoholic Beverages		\$121,564,602	\$140,651,904	\$19,087,302

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

January 24, 2025





## Retail Demand Outlook

Mercer County, NJ (34021)  
Mercer County, NJ (34021)  
Geography: County

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$8,593,253,016	\$9,956,822,872	\$1,363,569,856
Value of Retirement Plans	\$29,612,198,920	\$34,307,105,570	\$4,694,906,650
Value of Other Financial Assets	\$1,621,973,267	\$1,879,732,248	\$257,758,981
Vehicle Loan Amount excluding Interest	\$608,680,374	\$704,807,765	\$96,127,391
Value of Credit Card Debt	\$530,475,846	\$613,744,367	\$83,268,521
<b>Health</b>			
Nonprescription Drugs	\$30,826,707	\$35,687,973	\$4,861,266
Prescription Drugs	\$70,328,488	\$81,373,269	\$11,044,781
Eyeglasses and Contact Lenses	\$22,557,947	\$26,105,413	\$3,547,466
<b>Home</b>			
Mortgage Payment and Basics (11)	\$2,429,566,893	\$2,815,433,706	\$385,866,813
Maintenance and Remodeling Services	\$823,591,842	\$954,809,198	\$131,217,356
Maintenance and Remodeling Materials (12)	\$144,712,720	\$167,762,008	\$23,049,288
Utilities, Fuel, and Public Services	\$1,051,974,118	\$1,216,963,182	\$164,989,064
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$24,061,598	\$27,832,308	\$3,770,710
Furniture	\$177,119,992	\$205,042,553	\$27,922,561
Rugs	\$8,564,472	\$9,914,501	\$1,350,029
Major Appliances (14)	\$103,327,477	\$119,615,443	\$16,287,966
Housewares (15)	\$19,205,609	\$22,225,872	\$3,020,263
Small Appliances	\$14,644,389	\$16,932,152	\$2,287,763
Luggage	\$3,867,960	\$4,476,025	\$608,065
Telephones and Accessories	\$17,898,397	\$20,695,064	\$2,796,667
<b>Household Operations</b>			
Child Care	\$103,843,155	\$120,272,463	\$16,429,308
Lawn and Garden (16)	\$121,904,337	\$141,225,229	\$19,320,892
Moving/Storage/Freight Express	\$23,205,455	\$26,832,737	\$3,627,282
Housekeeping Supplies (17)	\$162,031,254	\$187,454,097	\$25,422,843
<b>Insurance</b>			
Owners and Renters Insurance	\$141,091,979	\$163,425,777	\$22,333,798
Vehicle Insurance	\$374,702,682	\$433,453,764	\$58,751,082
Life/Other Insurance	\$120,771,980	\$139,894,286	\$19,122,306
Health Insurance	\$875,544,852	\$1,013,304,142	\$137,759,290
Personal Care Products (18)	\$101,684,222	\$117,638,745	\$15,954,523
School Books (19)	\$7,847,573	\$9,081,088	1,233,515
Smoking Products	\$79,164,706	\$91,467,839	\$12,303,133
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$525,607,279	\$608,375,325	\$82,768,046
Gasoline and Motor Oil	\$577,562,497	\$668,138,399	\$90,575,902
Vehicle Maintenance and Repairs	\$263,133,665	\$304,494,894	\$41,361,229
<b>Travel</b>			
Airline Fares	\$118,888,167	\$137,669,300	\$18,781,133
Lodging on Trips	\$178,259,659	\$206,434,734	\$28,175,075
Auto/Truck Rental on Trips	\$21,397,849	\$24,775,496	\$3,377,647
Food and Drink on Trips	\$135,257,716	\$156,595,326	\$21,337,610

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

January 24, 2025



## Retail Demand Outlook

Mercer County, NJ (34021)

Mercer County, NJ (34021)

Geography: County

- (1) **Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) **Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) **School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

January 24, 2025





## Retail Demand by Industry

Mercer County, NJ (34021)  
 Mercer County, NJ (34021)  
 Geography: County

NAICS Code Industry Summary		Spending Potential Index	Average Amount Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	125	\$37,477.58	\$5,281,002,731
44-45	Retail Trade	124	\$31,857.04	\$4,489,007,491
722	Food Services & Drinking Places	128	\$5,620.54	\$791,995,240
NAICS Code Industry Subsector & Group				
441	Motor Vehicle & Parts Dealers	122	\$3,788.71	\$533,870,278
4411	Automobile Dealers	123	\$3,189.67	\$449,459,659
4412	Other Motor Vehicle Dealers	111	\$275.68	\$38,846,710
4413	Auto Parts, Accessories & Tire Stores	121	\$323.35	\$45,563,909
442	Furniture and Home Furnishings Stores	127	\$1,389.52	\$195,798,351
4421	Furniture Stores	126	\$902.94	\$127,234,086
4422	Home Furnishings Stores	128	\$486.58	\$68,564,265
443, 4431	Electronics and Appliance Stores	126	\$405.56	\$57,148,100
444	Bldg Material & Garden Equipment & Supplies Dealers	124	\$1,896.25	\$267,202,248
4441	Building Material and Supplies Dealers	124	\$1,721.85	\$242,626,974
4442	Lawn and Garden Equipment and Supplies Stores	124	\$174.40	\$24,575,274
445	Food and Beverage Stores	126	\$7,143.76	\$1,006,634,515
4451	Grocery Stores	126	\$6,670.73	\$939,979,252
4452	Specialty Food Stores	127	\$226.01	\$31,846,763
4453	Beer, Wine, and Liquor Stores	130	\$247.02	\$34,808,500
446, 4461	Health and Personal Care Stores	122	\$965.48	\$136,046,795
447, 4471	Gasoline Stations	120	\$4,367.11	\$615,373,299
448	Clothing and Clothing Accessories Stores	126	\$1,522.90	\$214,592,745
4481	Clothing Stores	126	\$1,213.36	\$170,976,189
4482	Shoe Stores	127	\$285.98	\$40,297,721
4483	Jewelry, Luggage, and Leather Goods Stores	128	\$23.55	\$3,318,835
451	Sporting Goods, Hobby, Musical Instrument, and Book	126	\$590.71	\$83,238,102
4511	Sporting Goods, Hobby, and Musical Instrument Stores	125	\$473.52	\$66,724,615
4512	Book Stores and News Dealers	128	\$117.19	\$16,513,487
452	General Merchandise Stores	125	\$5,516.07	\$777,275,275
4522	Department Stores	127	\$488.87	\$68,886,472
4523	Gen. Merch. Stores, incl. Warehouse Clubs,	125	\$5,027.21	\$708,388,803
453	Miscellaneous Store Retailers	122	\$735.98	\$103,707,101
4531	Florists	123	\$37.76	\$5,320,667
4532	Office Supplies, Stationery, and Gift Stores	127	\$122.66	\$17,284,529
4533	Used Merchandise Stores	121	\$97.27	\$13,706,703
4539	Other Miscellaneous Store Retailers	122	\$478.28	\$67,395,202
454	Nonstore Retailers	126	\$3,535.00	\$498,120,682
4541	Electronic Shopping and Mail-Order Houses	125	\$3,025.68	\$426,351,136
4542	Vending Machine Operators	124	\$49.00	\$6,905,087
4543	Direct Selling Establishments	131	\$460.32	\$64,864,459
722	Food Services & Drinking Places	128	\$5,620.54	\$791,995,240
7223	Special Food Services	128	\$20.13	\$2,836,281
7224	Drinking Places (Alcoholic Beverages)	128	\$135.44	\$19,085,565
7225	Restaurants and Other Eating Places	128	\$5,464.96	\$770,073,394

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

**Source:** Esri 2024/2029 Consumer Spending databases are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

January 24, 2025



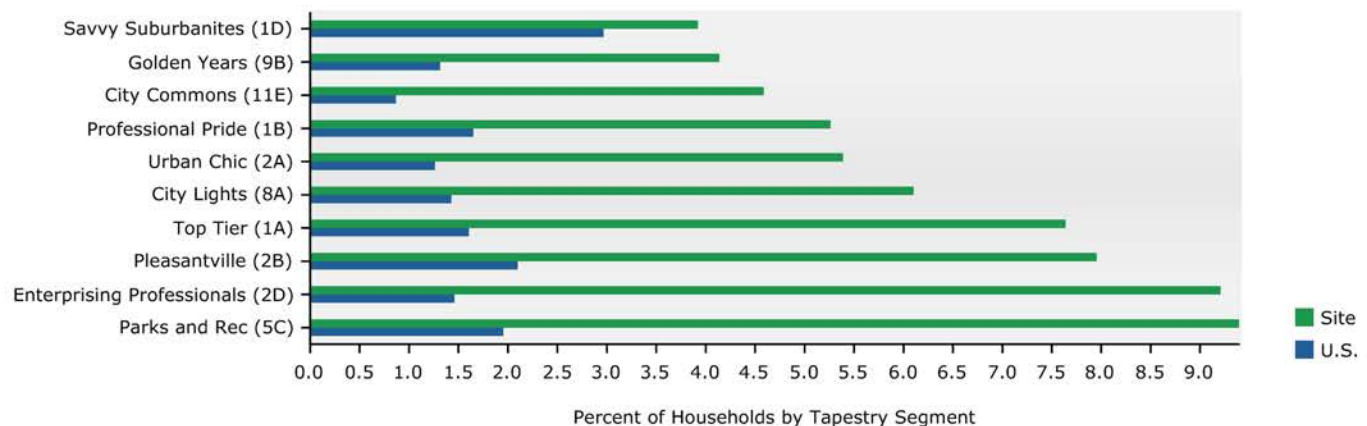
## Tapestry Segmentation Area Profile

Mercer County, NJ (34021)  
Mercer County, NJ (34021)  
Geography: County

### Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Parks and Rec (5C)	9.4%	9.4%	2.0%	2.0%	481
2	Enterprising Professionals (2D)	9.2%	18.6%	1.5%	3.4%	631
3	Pleasantville (2B)	8.0%	26.6%	2.1%	5.5%	379
4	Top Tier (1A)	7.6%	34.2%	1.6%	7.1%	476
5	City Lights (8A)	6.1%	40.3%	1.4%	8.5%	428
	<b>Subtotal</b>	<b>40.3%</b>		<b>8.6%</b>		
6	Urban Chic (2A)	5.4%	45.7%	1.3%	9.8%	427
7	Professional Pride (1B)	5.3%	50.9%	1.6%	11.4%	319
8	City Commons (11E)	4.6%	55.5%	0.9%	12.3%	528
9	Golden Years (9B)	4.1%	59.7%	1.3%	13.6%	315
10	Savvy Suburbanites (1D)	3.9%	63.6%	3.0%	16.6%	132
	<b>Subtotal</b>	<b>23.3%</b>		<b>8.1%</b>		
11	Fresh Ambitions (13D)	3.6%	67.2%	0.7%	17.2%	556
12	Front Porches (8E)	3.6%	70.8%	1.6%	18.8%	226
13	In Style (5B)	3.3%	74.1%	2.2%	21.0%	149
14	Exurbanites (1E)	3.1%	77.2%	1.9%	23.0%	162
15	Social Security Set (9F)	2.4%	79.6%	0.8%	23.8%	291
	<b>Subtotal</b>	<b>16.0%</b>		<b>7.2%</b>		
16	NeWest Residents (13C)	2.3%	82.0%	0.8%	24.6%	292
17	Comfortable Empty Nesters (5A)	1.9%	83.9%	2.4%	27.0%	79
18	Laptops and Lattes (3A)	1.7%	85.6%	1.1%	28.1%	159
19	Urban Edge Families (7C)	1.7%	87.2%	1.5%	29.6%	111
20	Modest Income Homes (12D)	1.6%	88.8%	1.2%	30.8%	131
	<b>Subtotal</b>	<b>9.2%</b>		<b>7.0%</b>		
<b>Total</b>		<b>88.8%</b>		<b>30.8%</b>		<b>288</b>

### Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

January 24, 2025

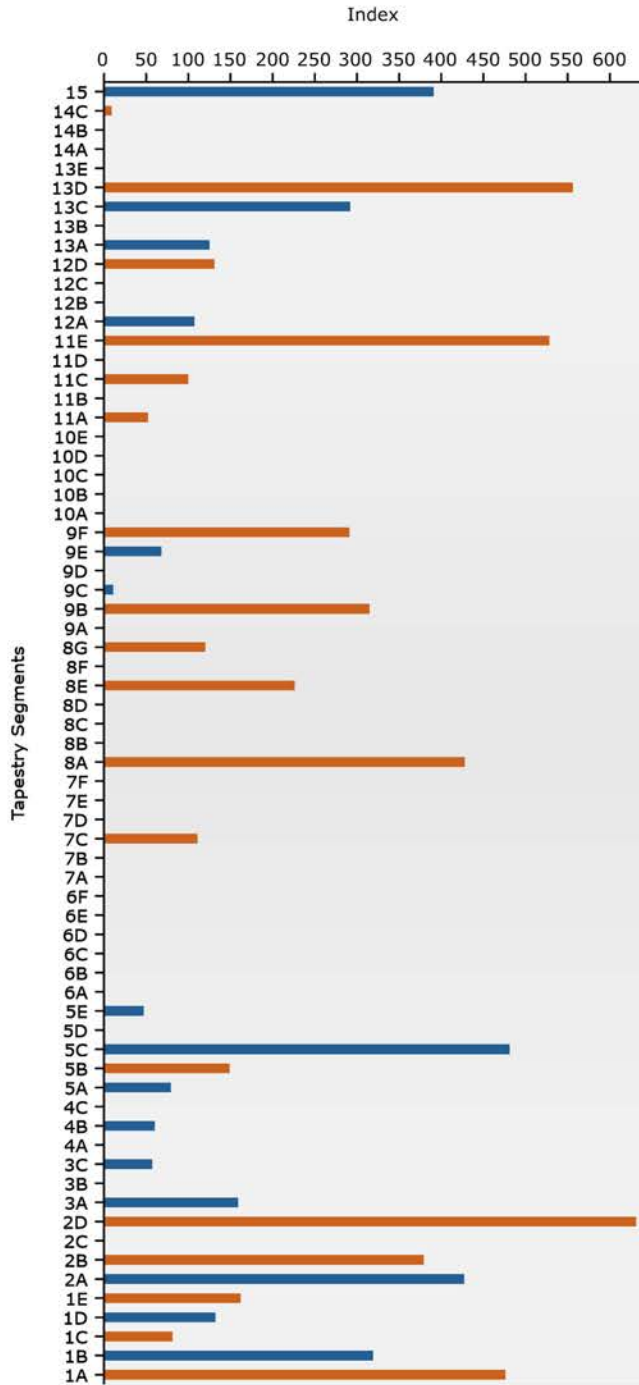




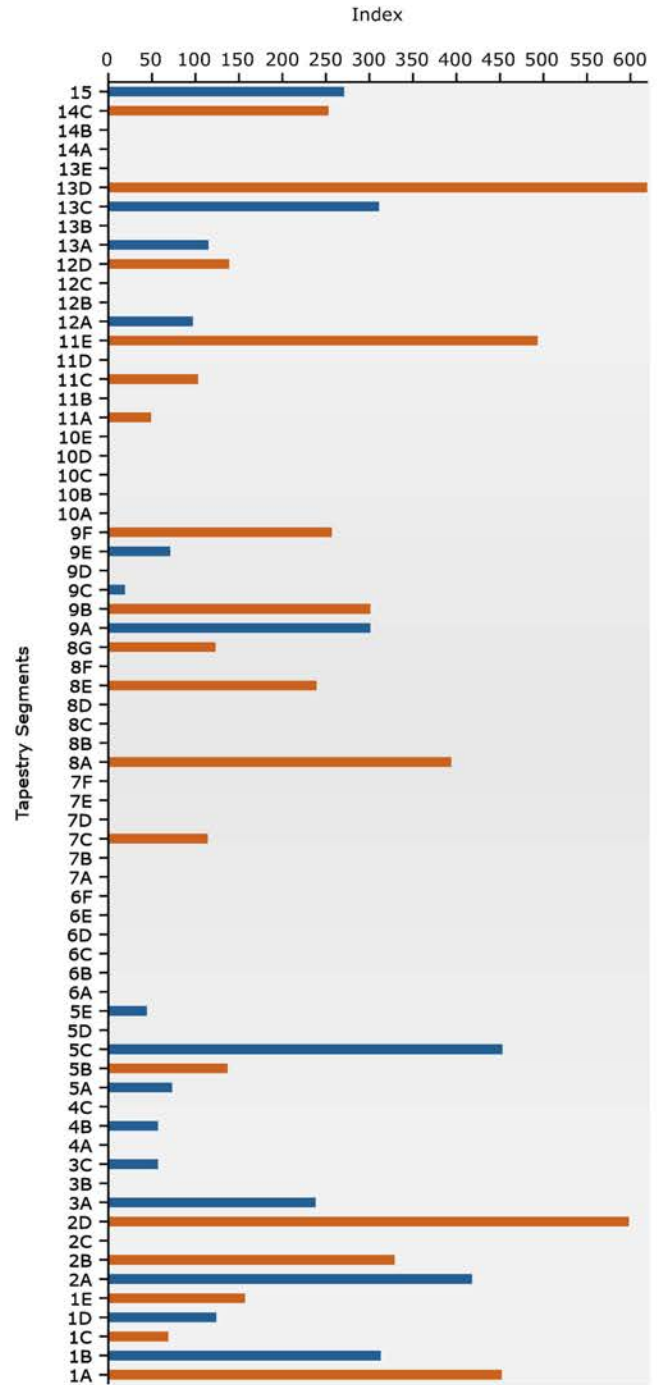
## Tapestry Segmentation Area Profile

Mercer County, NJ (34021)  
Mercer County, NJ (34021)  
Geography: County

2024 Tapestry Indexes by Households



2024 Tapestry Indexes by Total Population 18+



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

January 24, 2025

# APPENDIX D - ESRI TAPESTRY SEGMENTATION



## Tapestry Segmentation Area Profile

Mercer County, NJ (34021)  
Mercer County, NJ (34021)  
Geography: County

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	140,911	100.0%		307,002	100.0%	
<b>1. Affluent Estates</b>	<b>30,326</b>	<b>21.5%</b>	<b>213</b>	<b>68,238</b>	<b>22.2%</b>	<b>203</b>
Top Tier (1A)	10,763	7.6%	476	24,280	7.9%	452
Professional Pride (1B)	7,414	5.3%	319	17,779	5.8%	313
Boomburbs (1C)	2,252	1.6%	81	4,636	1.5%	69
Savvy Suburbanites (1D)	5,525	3.9%	132	12,163	4.0%	124
Exurbanites (1E)	4,372	3.1%	162	9,380	3.1%	157
<b>2. Upscale Avenues</b>	<b>31,773</b>	<b>22.5%</b>	<b>410</b>	<b>65,332</b>	<b>21.3%</b>	<b>365</b>
Urban Chic (2A)	7,592	5.4%	427	15,685	5.1%	418
Pleasantville (2B)	11,208	8.0%	379	23,841	7.8%	329
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	12,973	9.2%	631	25,806	8.4%	598
<b>3. Uptown Individuals</b>	<b>3,239</b>	<b>2.3%</b>	<b>59</b>	<b>8,091</b>	<b>2.6%</b>	<b>82</b>
Laptops and Lattes (3A)	2,384	1.7%	159	6,453	2.1%	238
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	855	0.6%	57	1,638	0.5%	57
<b>4. Family Landscapes</b>	<b>1,417</b>	<b>1.0%</b>	<b>13</b>	<b>3,133</b>	<b>1.0%</b>	<b>12</b>
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	1,417	1.0%	60	3,133	1.0%	57
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>22,218</b>	<b>15.8%</b>	<b>142</b>	<b>43,785</b>	<b>14.3%</b>	<b>134</b>
Comfortable Empty Nesters (5A)	2,688	1.9%	79	5,412	1.8%	73
In Style (5B)	4,698	3.3%	149	8,743	2.8%	137
Parks and Rec (5C)	13,235	9.4%	481	26,533	8.6%	453
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	1,597	1.1%	47	3,097	1.0%	44
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Sprouting Explorers</b>	<b>2,361</b>	<b>1.7%</b>	<b>22</b>	<b>6,041</b>	<b>2.0%</b>	<b>23</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	2,361	1.7%	111	6,041	2.0%	114
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

January 24, 2025



# APPENDIX D - ESRI TAPESTRY SEGMENTATION



## Tapestry Segmentation Area Profile

Mercer County, NJ (34021)  
Mercer County, NJ (34021)  
Geography: County

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	140,911	100.0%		307,002	100.0%	
<b>8. Middle Ground</b>	<b>15,585</b>	<b>11.1%</b>	<b>102</b>	<b>33,086</b>	<b>10.8%</b>	<b>106</b>
City Lights (8A)	8,600	6.1%	428	17,863	5.8%	394
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	5,014	3.6%	226	11,118	3.6%	239
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	1,971	1.4%	120	4,105	1.3%	123
<b>9. Senior Styles</b>	<b>10,542</b>	<b>7.5%</b>	<b>129</b>	<b>19,177</b>	<b>6.2%</b>	<b>122</b>
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	5,831	4.1%	315	11,075	3.6%	301
The Elders (9C)	119	0.1%	11	350	0.1%	19
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,142	0.8%	68	2,259	0.7%	71
Social Security Set (9F)	3,450	2.4%	291	5,493	1.8%	257
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>9,075</b>	<b>6.4%</b>	<b>103</b>	<b>17,051</b>	<b>5.6%</b>	<b>100</b>
City Strivers (11A)	562	0.4%	52	1,209	0.4%	49
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	2,049	1.5%	100	4,268	1.4%	103
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	6,464	4.6%	528	11,574	3.8%	493
<b>12. Hometown</b>	<b>3,779</b>	<b>2.7%</b>	<b>46</b>	<b>7,885</b>	<b>2.6%</b>	<b>47</b>
Family Foundations (12A)	1,524	1.1%	107	3,042	1.0%	97
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	2,255	1.6%	131	4,843	1.6%	139
<b>13. Next Wave</b>	<b>10,516</b>	<b>7.5%</b>	<b>192</b>	<b>25,704</b>	<b>8.4%</b>	<b>194</b>
Diverse Convergence (13A)	2,172	1.5%	125	4,828	1.6%	115
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	3,254	2.3%	292	7,909	2.6%	311
Fresh Ambitions (13D)	5,090	3.6%	556	12,967	4.2%	619
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>61</b>	<b>0.0%</b>	<b>3</b>	<b>7,566</b>	<b>2.5%</b>	<b>111</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	61	0.0%	9	7,566	2.5%	253
Unclassified (15)	19	0.0%	391	1,913	0.6%	271

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

January 24, 2025



## Tapestry Segmentation Area Profile

Mercer County, NJ (34021)

Mercer County, NJ (34021)

Geography: County

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	140,911	100.0%		307,002	100.0%	
<b>1. Principal Urban Center</b>	<b>12,145</b>	<b>8.6%</b>	<b>119</b>	<b>30,176</b>	<b>9.8%</b>	<b>146</b>
Laptops and Lattes (3A)	2,384	1.7%	159	6,453	2.1%	238
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	855	0.6%	57	1,638	0.5%	57
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	562	0.4%	52	1,209	0.4%	49
NeWest Residents (13C)	3,254	2.3%	292	7,909	2.6%	311
Fresh Ambitions (13D)	5,090	3.6%	556	12,967	4.2%	619
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>18,961</b>	<b>13.5%</b>	<b>81</b>	<b>40,885</b>	<b>13.3%</b>	<b>76</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	2,361	1.7%	111	6,041	2.0%	114
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	8,600	6.1%	428	17,863	5.8%	394
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	2,049	1.5%	100	4,268	1.4%	103
Family Foundations (12A)	1,524	1.1%	107	3,042	1.0%	97
Modest Income Homes (12D)	2,255	1.6%	131	4,843	1.6%	139
Diverse Convergence (13A)	2,172	1.5%	125	4,828	1.6%	115
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>22,800</b>	<b>16.2%</b>	<b>90</b>	<b>50,858</b>	<b>16.6%</b>	<b>99</b>
In Style (5B)	4,698	3.3%	149	8,743	2.8%	137
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	5,014	3.6%	226	11,118	3.6%	239
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	1,971	1.4%	120	4,105	1.3%	123
Retirement Communities (9E)	1,142	0.8%	68	2,259	0.7%	71
Social Security Set (9F)	3,450	2.4%	291	5,493	1.8%	257
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	6,464	4.6%	528	11,574	3.8%	493
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	61	0.0%	9	7,566	2.5%	253

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

January 24, 2025





## Tapestry Segmentation Area Profile

Mercer County, NJ (34021)

Mercer County, NJ (34021)

Geography: County

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	140,911	100.0%		307,002	100.0%	
<b>4. Suburban Periphery</b>	<b>86,986</b>	<b>61.7%</b>	<b>191</b>	<b>183,170</b>	<b>59.7%</b>	<b>178</b>
Top Tier (1A)	10,763	7.6%	476	24,280	7.9%	452
Professional Pride (1B)	7,414	5.3%	319	17,779	5.8%	313
Boomburbs (1C)	2,252	1.6%	81	4,636	1.5%	69
Savvy Suburbanites (1D)	5,525	3.9%	132	12,163	4.0%	124
Exurbanites (1E)	4,372	3.1%	162	9,380	3.1%	157
Urban Chic (2A)	7,592	5.4%	427	15,685	5.1%	418
Pleasantville (2B)	11,208	8.0%	379	23,841	7.8%	329
Enterprising Professionals (2D)	12,973	9.2%	631	25,806	8.4%	598
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	1,417	1.0%	60	3,133	1.0%	57
Comfortable Empty Nesters (5A)	2,688	1.9%	79	5,412	1.8%	73
Parks and Rec (5C)	13,235	9.4%	481	26,533	8.6%	453
Midlife Constants (5E)	1,597	1.1%	47	3,097	1.0%	44
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	5,831	4.1%	315	11,075	3.6%	301
The Elders (9C)	119	0.1%	11	350	0.1%	19
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
<b>6. Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	19	0.0%	391	1,913	0.6%	271

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

January 24, 2025

# APPENDIX D

---

## RESOLUTIONS, AUTHORIZATIONS, AND COMMITMENTS

- Resolution of the Trenton City Council to accept funding from the Urban Enterprise Zone Authority (UEZA) and create a Trenton UEZ 5-Year Plan, adopted 3/7/2024
- Request for Proposals (RFP), creation of Trenton UEZ 5-Year Plan
- UEZA Authorization to Proceed (UEZA Board Meeting Minutes, 9/11/2024)
- Commitment to Minority and Women-Owned Business Enterprises (MWBE) in Contracting
- Commitment to Equal Employment Opportunity