

DEVELOPED BY GHEWIP ON 4/27/12

SWOT EXERCISE RESULTS	
BOROUGH HALL DOWNTOWN	BOROUGH HALL MOVES TO LUCAS/OTHER PROPERTY
STRENGTHS	STRENGTHS
pedestrian centered	pedestrian centered/aligns with Route 33 Corridor study
adequate parking most times	adequate parking
central public space reachable by everyone	locates police with Borough offices/provides security
sentiment and nostalgia	Not in a flood zone
located near fire/ems/public works bldg	Access opportunity to high school with Route 33 Corridor Study
when police was located in bldg, offered security	7 acre site at Lucas property
dispatch police from center of town/shortest response time	Lucas/other properties would be viable and saleable if consolidation proceeds with EW
contributes to viability of business district	Move releases a big tract for useful development downtown
Borough Hall in current location can be rehabilitated	move would not be long distant from downtown
FEMA funding available to pay for some improvements	mutual aide with EW happens with Police support for added coverage
	gateway to downtown
	easy ingress and egress from site
	new facility would be designed for new service efficiencies
	Less costly to retrofit than Borough Hall
WEAKNESSES	WEAKNESSES
parking capacity is limited at times	\$60 K in taxes lost if Lucas becomes townhall
meeting space for judge is wrong	Location of Police offices reduce opportunity for using remainder of property for other taxable uses
Borough hall cannot be rehabbed without significant cost and expansion	Lease on Lucas property ends in May
During a serious flood, no access to borough hall	Lucas built as JCP&L and will need modifications
Building was not built as a borough hall, a car dealership	
Impediment to developing the Mill	Not centrally located

SWOT EXERCISE RESULTS

BOROUGH HALL DOWNTOWN	BOROUGH HALL MOVES TO LUCAS/OTHER PROPERTY
Cost to retrofit BH is more costly than Lucas	
Drain on capital and will need to redo because state will make us consolidate	
Presently tax exempt property	
OPPORTUNITIES	OPPORTUNITIES
potential draw for new downtown businesses	allows for greenspace downtown
	provides a potential linkage to rug mill with N. Main Str
staying at borough hall does not remove a taxable property	provides a site for new taxable commercial development downtown
	site could become potential site for joint EW/H town hall that is more centrally located and tied to Route 33 corridor redevelopment
	moving to Lucas is opportunity to expand downtown to include Bank Street properties
	Lucas property improvements would make site more viable for future commercial development
	FEMA funds may be available to fund relocation costs of Borough offices
THREATS	THREATS
another flood or more	not being in center of town
complaints about mold with old building	threat of change makes residents uncomfortable
continued stagnation of mill project due to Borough Hall obligation	full cost to improve site unknown
loss of nostalgia for long-term Hightstown residents	removes tax ratable property
loss of potential for updated/improved building on borough site	
unknown cost of moving to new location	

SWOT EXERCISE RESULTS

BOROUGH HALL DOWNTOWN	BOROUGH HALL MOVES TO LUCAS/OTHER PROPERTY
unknown cost of updating existing bldg to current standards	loss of access to public accomodations like restrooms
public safety hindered during flooding from accessing central area	increased response times to other ends of town
FEMA funds unavailable a second time for future floods	