

Roebling Historic Building Exhibition Hall Development Trenton, New Jersey



Project Highlights

- One of the few state capitals without a convention or meetings facility
- Exhibition hall is part of a downtown revitalization incorporating office, retail, and residential developments
- Market and financial analysis measured the area's ability to support the recommended facility and projected its demand and financial performance

Johnson Consulting was engaged by the Mercer County, NJ Improvement Authority to perform a market and financial analysis for planned exhibition hall in Trenton. The Authority has contemplated redeveloping the historic Roebling Industrial Building in order to help increase visitation to downtown Trenton.

The city of Trenton currently does not have a convention center or an exhibition hall that can host trade shows, consumer shows, conferences, and many other types of events. While Trenton was once a main industrial hub, the city has since suffered from a number of factors that led to its stagnation. However, in recent years, Trenton, which is the state capital, has begun to undergo a transition through a wide range of developments and improvements. Specifically, downtown Trenton, with new facilities such as Waterfront Park and the Sovereign Bank Arena, has become a more popular destination for both visitors and local residents. The planned exhibition hall site is across the street from the arena and is part of a larger initiative to develop downtown Trenton into a mixed-use district, incorporating residential, retail, and office developments.

Our analysis included an economic and demographic overview, summarized the meetings industry, analyzed a set of comparable and competitive facilities, provided facility recommendations, and projected the financial performance and future demand for the facility. Johnson Consulting recommended an exhibition hall with approximately 75,000 square feet of exhibit space and 8,000 square feet of meeting space.