



Project Data

Key Scope Items:

- Market and Feasibility Analysis
- Return on Investment Analysis
- Economic Impact Analysis

Development Budget: \$60,000,000+

HSP Professionals Involved in Project: Rob Hunden & Matt Summy

Time of Service: 2004

Mixed-Use Master Plan & Feasibility Study

Roebling, New Jersey

Mr. Hunden and Mr. Summy worked with a private developer to analyze the feasibility of a mixed-use real estate development that included recreational, lodging and commercial uses. The analysis sought to determine if a market existed for the various elements of the project, evaluate the location, develop independent demand and financial projections and to ascertain the project's potential return on investment. The return on investment analysis included an economic impact analysis assessing the return to the City, County, and State.

The 200-acre site is bounded by the Delaware River and a New Jersey Transit light-rail stop, which connects the site to Trenton and Philadelphia's Center City. This project encompassed the proposed re-use of a historic site on which the Roebling company produced steel cables. The master plan included a mixed-use development anchored by a resort hotel/conference center, golf course and marina. The proposed building program called for a 330,000-square foot facility with up to 250 hotel rooms and function space.