



The Times

Native takes the helm to help hometown BY ANDREW KITCHENMAN

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TRENTON -- An aide to Gov. Jon Corzine has been chosen the first executive director in five years for the state agency responsible for coordinating development in downtown Trenton.

Monique King-Viehlend, 30, was appointed to the \$113,000-per-year post by the board of directors for the Capital City Redevelopment, a public authority funded by the state Treasury Department.

King-Viehlend, a Trenton native who lives in the city, has worked in Corzine's office on community development in Camden and Trenton.

She said the CCRC will "play a critical role in the continuing revitalization of Trenton."

While the CCRC has been involved in long-term planning to convert Route 29 into a boulevard with intersections in downtown Trenton, King-Viehlend said that is just one of several projects she will be working on to redevelop an area that stretches from Calhoun Street to Route 1 and the Trenton Train Station.

One goal will be a marketing effort to encourage those who spend time in downtown Trenton to shop, stay and live in the city, she said. She also will look for alternative sources of funding for the agency, considering state budget constraints.

She is the first executive director since Hank Wierzbicki left in 2002. The CCRC's budget has fluctuated from \$100,000 to \$300,000, depending on the staffing level and current projects.

Taneshia Nash Laird, director of the Trenton Downtown Association, hailed King-Viehlend's appointment as a new opportunity for Trenton.

Before her job with Corzine's office, King-Viehlend had her own real-estate development consulting firm in Pittsburgh and worked as housing director for the Urban League of Pittsburgh. She has a master's degree in public policy and management from Carnegie Mellon University.

King-Viehlend attended middle school in Trenton before her family moved to Ewing, where she graduated from Ewing High School. She was featured in a 1994 article in The Times of Trenton, after she was named the 1994-1995 New Jersey Girls State governor. When she was 17, she said she hoped to be the first female president of the United States.

While King-Viehlend's appointment is effective this month, she said she will finish her work in the governor's office in November and start work for the CCRC then.

Contact Andrew Kitchenman at akitchenman@njtimes.com or (609) 989-5706.

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