

STRATEGIC GROWTH ADVISORY COMMITTEE

- 1999 - \$300,000 grant from the State of New Jersey
- September 2004, SGAC adopts plan
- February 2006 Freeholder petition for endorsement
- May 2007 State Planning Commission Endorsement

STRATEGIC GROWTH ADVISORY COMMITTEE

The Visioning goals included:

- Maintaining the quality of life
- Encouraging the protection of agricultural production areas
- Protection of private property rights
- Preserve environmentally sensitive areas
- Maintain and enhance surface and ground water quality.

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- Direct future growth into areas that can support and sustain compact, efficient economically viable development

STRATEGIC GROWTH ADVISORY COMMITTEE

- From that Vision came the following strategies:
 - Protect areas of steep slopes and viewsheds
 - Establish and maintain a 150 foot buffer along all stream segments mapped by the DEP (75' from each stream bank)
 - Recommend minimum lot areas based on DEP ground water quality standards

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- Support farmland preservation and right-to-farm provisions
- Encourage downtown and highway corridor revitalization
- Channel future growth of higher density residential and higher intensity non-residential development into centers and nodes
- And, finally, support the collaborative efforts of Federal, State, County and Municipal agencies in setting open space priorities.



Sussex County, New Jersey **VISION 2020**

Targeting Sustainable
Economic Growth for the
County's Future

March 30, 2009

Vision 2020

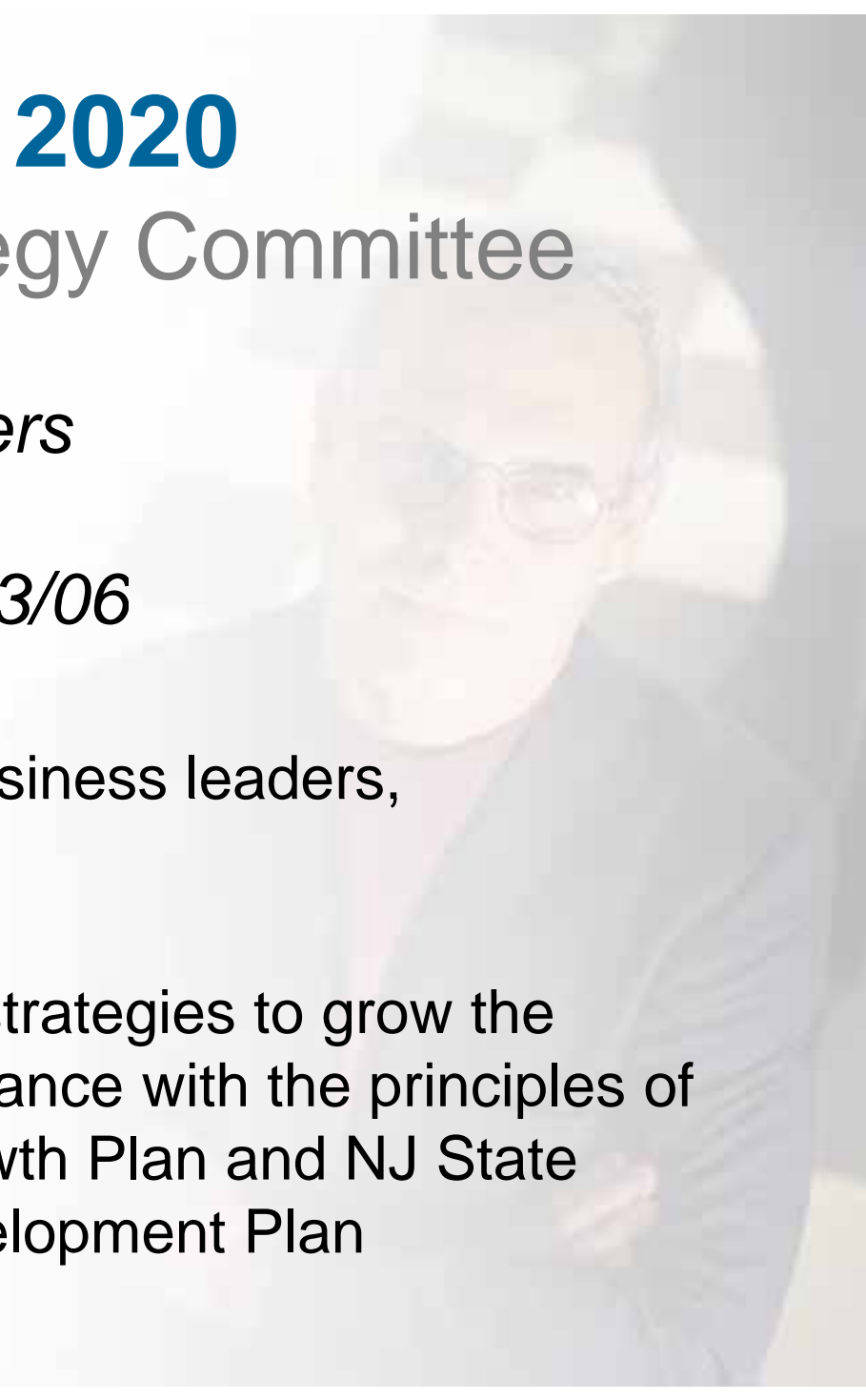
Background

- *Strategic Growth Plan adopted 2/06; endorsed 5/07*
 - **Issues**
 - Lack of higher wage jobs
 - Existing local job growth focused on lower paying tourism/recreation and retail
 - Out of County commute
 - **Challenges**
 - Attracting and growing firms whose activities, processes and employment needs best fit available County resources and planned development
 - Enhance intergovernmental planning and recommend implementation strategies to promote the desired growth
 - **Funding**
 - \$30K in residual County Smart Growth grant funds from NJ Office of Smart Growth. Funds used to retain Ernest Swiger, Economic Development Consultant to conduct research and prepare report.

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Economic Strategy Committee

- *Committee of stakeholders appointed by Board of Chosen Freeholders on 3/06*
 - Comprised of ten local business leaders, media and government
 - Charged with identifying strategies to grow the business sector in accordance with the principles of the County Strategic Growth Plan and NJ State Development and Redevelopment Plan





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Economic Development Elements

- *Objectives*
 - Identification of the County's existing developable resources
 - Expanding and strengthening the County's economic base
 - More and better paying jobs in business and industry that supports sustainable growth

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Strengths, Challenges, Opportunities & Threats

- *Strengths*

- Location
- Quality of life
- Good workforce
- Good educational system
- Community spirit
- Higher and growing income levels
- Diversity in industrial/business base



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Intergovernmental Strengths

- State Planning Commission Endorsement
- Strong working relationships with State Agencies
- Improved County to Municipal Ties

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Strengths, Challenges, Opportunities & Threats

- *Challenges*
 - Limited incentives
 - State business climate
 - Limited infrastructure
 - Lack of awareness of business programs
 - Distance to markets
 - Lack of focused Countywide collaborative efforts

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Strengths, Challenges, Opportunities & Threats

- *Opportunities*

- Local job creation
- Local growth plans and planning
- SC Community College training potential
- State assistance available through Plan Endorsement
- Improved municipal coordination and collaboration
- Enhanced information/data availability through County G.I.S. System
- Clearly identified growth areas through municipal plan endorsement

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Strengths, Challenges, Opportunities & Threats

- *Threats*

- Loss of middle income households
- Continued sprawl
- Increasing tax and regulatory burden, e.g. Highlands rules,
- Loss of developable land from rules and sprawl
- Expiring Centers

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Status of Centers

- Branchville Village Center 3/16/10
- Byram Village Center 5/19/10
- Hainesville Village Center 4/23/09
- Layton Village Center 4/23/09
- Montague Town Center 4/23/09
- Newton Town Center 6/30/10
- Sparta Town Center 7/16/09
- Vernon Town Center 7/16/09

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Basic Concepts

- Focus on technology and “cutting edge” (clean) industries
- Focus on employing resident labor force
- Growth in centers and nodes
- Capitalize on quality of life
- Emphasize developing education and workforce skills in active partnership with SCCC, Small Business Development Center and others
- Raise visibility and market awareness internally and externally

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Industry Targeting

- *Business migration and growth*
 - Extensive analysis of business migration trends, Sussex County business start ups and failures, workforce characteristics
 - Evaluation of Statewide and National trends
 - Identify and target economic sectors with the greatest economic growth and public benefit potential
 - Conclusion that Financial Services, Insurance and Real Estate (F.I.R.E) and research and selected manufacturing technology based businesses are robust sectors, consistent with county strengths and should be targeted for potential growth

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Site Selection

- *Use of County G.I.S.*
 - Property site selection filters
 - Size
 - Availability
 - Access
 - Utilities
 - Environmental constraints
 - Zoning

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Site Selection – Star Sites

- Available and shovel ready
- Developable
- Preferred sites
 - In or adjacent to approved or existing town centers
 - Job creation centers



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Site Selection – Star Site Criteria

- 2 acres or more
- Absence of significant environmental constraints
- Zoning in place for commercial or industrial development
- Approved sewer service area (preferably with infrastructure in ground)
- Available public water or available water supply
- Location in or adjacent to “center” or job creation zone

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Star Sites

- **WE HAVE FOUND NONE TO DATE**
- **PLEASE TAKE THE SITE SELECTION CRITERIA AND REVIEW YOUR MUNICIPALITY FOR POTENTIAL SITES**
- **THIS APPLIES PARTICULARLY TO REDEVELOPMENT SITES**

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Develop Toolkit

- Primary locations for new development (utilizing Star Site criteria filtered by County GIS)
- Systematic business assistance/retention/expansion/incentive programs
- Resources to assist municipalities
- Streamlined and coordinated permitting
- Professional/Government support contacts
- Investment pool of local programs (e.g. TIF)

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Action Items

- Assess development and **redevelopment** areas to ensure that they meet statutory and regulatory standards or requirements
- Develop/coordinate plans for adequate infrastructure to identified sites
- Collaborate with municipalities and state agencies to coordinate efforts of economic development and government entities
- Monitor regional economic development and business activity
- Monitor Picatinny Arsenal programs for complementary industry targeting
- Develop a planning and marketing strategy that highlights “quality of life” considerations for a place to do business
- Undertake an industry targeting program
- Expand effort to match residents to Sussex County jobs

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Next Steps

- Meet with municipal officials individually to explain Vision 2020 and to determine interest in pursuit of goals/objectives
 - Target Business and Industry Analysis may be used as support for land use process and zoning amendments
- Work with interested municipalities to establish Star Sites/Redevelopment Plans
- Train municipal staff in “one stop” shopping
- SCEDP marketing and business recruitment effort



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WHAT'S NEXT?

- Interested municipality to review plans, ordinances and land use to identify sites.
- Select Point Person and link to Regional Team.
- Develop site review and readiness process.

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