



South Jersey Economic Development District

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COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

2010/2011

(Atlantic, Cape May, Cumberland and Salem Counties)

SOUTH JERSEY ECONOMIC DEVELOPMENT DISTRICT

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY 2010/2011

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EXECUTIVE SUMMARY

SJEDD CEDS

EXECUTIVE SUMMARY

Overview

The South Jersey Economic Development District (SJEDD) is charged with fostering economic development in an area encompassing four counties in southern New Jersey – Atlantic, Cape May, Cumberland, and Salem. This Comprehensive Economic Development Strategy (CEDS) represents its strategic plan for accomplishing that mission.

Background Findings

The District is comprised of counties with the lowest income levels in the state. This has a substantial impact on the resources available for infrastructure, including workforce development. This CEDS is designed to raise the relative levels of incomes by concentrating on two goals:

- preparing residents to enter occupational clusters that pay relatively higher incomes
- growing the existing industries that demand employees in these occupational clusters

Strengths, Weaknesses, Opportunities and Threats

In order to better understand the reasons for the economic distress caused by low incomes, the District surveyed a wide audience for its perception on the regions assets and drawbacks. This SWOT exercise indicated the following:

Strengths: The area has available land that is relatively inexpensive and location in the Mid-Atlantic region is a prime asset for business development. In addition, the region has competitive industries that employ workers with advanced technical skills that support incomes that are significantly above the current averages. Finally, some growing businesses and educational institutions in the region have applied their technical expertise to the region's natural environment to find real solutions for sustainable resources.

Weaknesses: The region lacks sufficient infrastructure in the places most attractive to the growth industries of the present and future. Also, the distant past lack of cooperation and

planning has not promoted growth in the industries that promote, develop and implement technology.

Opportunities: There are assets in the region that are important to new and growing industries. These include small but highly skilled occupational clusters that could support other industries that demand technical skills. However, they are not sufficiently coordinated or marketed. The aviation, healthcare and renewable energy industries represent key technology industries that provide high paying jobs that foster significant increase in standards of living.

Threats: There are competitive pressures on the region's current industry clusters including tourism, distribution, and aviation research. Also, environmental issues and how they are dealt with could limit growth potential. Finally, the general lack of industrial diversification makes the region particularly vulnerable to these competitive pressures.

Goals and Strategies

In order to use the assets and cure the weaknesses, the CEDS lays out goals for the District to foster in the region. A coordinated effort has begun in some sectors, notably technology. The goals have several short and long term strategies for accomplishing them. These form the basis for individual projects.

The goals include:

Successfully implement the CEDS:

- * In cooperation with WIBs and industry representatives, promote the expanded development of a technically skilled and qualified occupational cluster-occupations with similar skills that are demanded in a number of industries - that meets the workforce needs of regional industries.**
- * Expand markets for existing technology-based industries to promote their expansion, retention, and competitiveness; and, attract new industries which benefit from the expansion and development of this occupational cluster.**
- * Improve publicly owned sites for development that are compatible with the protection of environmentally sensitive lands.**

- * Promote an educational and training infrastructure that supports the existing retail and hospitality occupational clusters while providing additional technical training that offers the opportunity for vertical career mobility.**
- * Expand the sources and delivery system of financial resources to support business expansion.**
- * Improve the transportation network required by growth industries including tourism.**
- * Supplement the existing attractive quality of life with additional cultural, historical, environmental and educational opportunities.**

Project Prioritization

Each county was asked to submit projects they believe will further the goals of the regional CEDS. The SJEDD Board of Directors establishes priorities based on an agreed upon scoring system. This project list will be further refined depending upon the availability of funds for various types of projects.

The projects with the highest priorities are designed to meet the goals above.

CEDS Update

The CEDS Update contained in this document was developed with the support and cooperation of the SJEDD CEDS committee and public and private representatives throughout the region. For the first time, a group of experts in the public, private and educational sectors participated in an exchange of ideas about the future of technology-based industries in the region using a controlled internet blog. The interaction of members of this Technology Committee resulted in a number of new ideas for economic development.

The document also incorporates the economic and employment/ training policies of the two Workforce Investment Boards operating in the region. This collaboration has yielded a quality approach to economic development in southern New Jersey with high expectations for success.

INTRODUCTION

CHAPTER 1

INTRODUCTION TO SJEDD's COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

1.1 PURPOSE

The SJEDD updated its 2009/2010 CEDS as a means of re-evaluating the needs and priorities of the District's four-county region. With the new priorities, the District then outlined goals and strategies for meeting these priorities. Finally, projects were recommended with local input and prioritized.

The CEDS provides a public document outlining the direction of the District for the next few years. As with any strategy, the District intends to monitor its progress and re-evaluate its priorities on an on-going basis.

This CEDS is organized on the ***Comprehensive Economic Development Strategy Guidelines*** issued by the U.S. Department of Commerce, Economic Development Administration in November 2002. The following chapters are included:

- Chapter 1:** the balance of the chapter gives a general picture of the economy's level of distress and the nature of the priority projects.
- Chapter 2:** the goals of the District's programs are stated with both short and long-term strategies for meeting the goals.
- Chapter 3:** The Strengths, Weaknesses, Opportunities, and Threats (SWOTs) to the region are analyzed.
- Chapter 4:** Priority projects are presented with descriptions and an explanation of the prioritization process.
- Chapter 5:** Appendices giving an economic overview of the District and more detailed economic/demographic information.

1.2 ECONOMIC OVERVIEW

Introduction

Southern New Jersey continues to experience significant economic headwinds as business activity remains at greatly reduced levels. A lackluster national economy and a constrained consumer have contributed to the malaise. Moreover, competition with out of state gaming venues over the past two years has taken its toll on gaming and tourism related jobs, particularly in Atlantic City. Hot and humid weather conditions, during the recent peak summer season have brought more visitors to the beaches, signaling a more prosperous year for industry outside of gaming.

A bright spot in the economy included the success stories achieved in the aviation regional industry cluster. In the past year, Cumberland County received statewide attention when Boeing moved its Chinook Helicopter facility to the Millville Airport. An estimated 125 highly skilled technical jobs are expected to be created as it ramps up its operation. In addition, the Next Generation Aviation Initiative gained traction when the new 58-acre Technology Park, located on the campus of the William J. Hughes Technical Center, started construction in December 2009. In the summer of 2010, the FAA awarded nearly \$5 billion in new contracts to private industry to create the new satellite based air traffic control system.

As the nation and the state emerge from what has been considered the harshest economic downturn since the "Great Depression," coupled with a financial meltdown, new industries will emerge and existing ones will transition to a more competitive and sustainable model. The southern New Jersey region appears to be poised to move toward a new vision, which will yield a more stable and sustainable economic environment.

Unemployment

Unemployment rates throughout the region escalated considerably from 2008 to 2009. All four counties that comprise the region have seen rates in the double digits. These rates have also remained high going into 2010, but may have moderated as weather conditions were more conducive to a stronger tourism season.

Across the region, the labor force has grown. In order to achieve a stable, albeit elevated, unemployment rate, the region would need to create an estimated 245 new jobs per year to accommodate the growth of the labor force. More importantly, in order to reduce the unemployment rate by 1 percentage point would require the creation of 3,000 jobs.

In Atlantic County, job losses in the casino industry were due to a difficult economic climate and an increasingly competitive marketplace. Surrounding states have embraced gaming to compensate for dwindling tax revenues and

rising costs. In 2009, the Atlantic County unemployment rate stood at 12.1%. The State of New Jersey's recent plan to revive Atlantic City's competitive position and continued success in expanding the aviation and healthcare industries should help this county return to a more favorable labor market.

Cape May County's labor market felt the brunt of the national economic downturn, as it depends in large measure to the larger, albeit constrained, consumer market. While their "staycation" strategy was effective in capturing the market within a "tank of gas", the spending by tourists was far more modest. The jump in the unemployment rate was significant, growing from 8.0% to 11.4%, but fared better than Atlantic County, as they did not have to contend with losses incurred by the gaming industry.

Cumberland County experienced the highest unemployment rate amongst its peers in the region. Historically, this trend emerges as Cumberland County has a significant proportion of its economy devoted to manufacturing. The recent emerging national trend of a growing manufacturing sector may contribute to an improved economic trend line in the county. In addition, successes in renewable energy and aviation should accelerate the pace of recovery.

Traditionally, Salem County has maintained a relatively stable labor market as its job market is inextricably tied to larger industrial and energy producers. This was not the case in the recent year, as these industries experienced the brunt of the national and international economic downturn. While some of these jobs will return as the economy recovers, many will need to be replaced by other industries within the identified regional industry clusters as new market opportunities arise.

Non Farm

Non farm payroll contracted significantly from 2008 to 2009. Atlantic County had a far more pronounced decline than the other counties. Nearly 9,300 jobs were lost over that period of time, primarily in the casino industry, construction and wholesale & retail trades. The severe economic condition of 2009 and the competitive gaming environment brought on significant contraction in the Atlantic City gaming market. That contraction rippled through construction and wholesale & retail trades. State intervention in Atlantic City and the traction of the Aviation Initiative should provide broader and more stable growth going forward.

Cape May County experienced a far more modest year over year decline. The decrease of 400 jobs appears to be evenly distributed among all of the industry classifications.

Cumberland County experienced a decline of 1,800 jobs from 2008 to 2009. Manufacturing experienced a 600 job decline followed by construction and transportation/public utilities, both recording losses of 400 positions. Remaining job categories were fairly stable.

Housing

Housing throughout the region continued to experience a difficult environment. The number of units permitted during the year fell from already diminished numbers of the previous year. The number of total units permitted in 2009 was 1,351 compared with the previous year total of 1,813.

A review of the data reveals that single family units dominated the market. The exception to that trend was in Salem County, where a number of multi-family housing projects secured building permits. It is clear that until job growth reappears and the existing home market stabilizes, housing will continue to operate at these levels.

Non-Residential

Southern New Jersey non-residential construction followed state and national declines, from over \$923 million in 2008 to \$325 million in 2009. The southern region experienced a far steeper decline than the state as a whole. This can be largely attributed to the casino hotel construction in Atlantic City, specifically the Revel project, which was halted in the past year.

Atlantic County non-residential construction fell from \$742 million in 2008 to \$176 million in 2009 while approximately 48% of the decline was in the hotel category; declines were experienced across all categories.

Similarly, Cape May County experienced declines in the hotel category, but assembly and office construction declines were more pronounced. Overall, Cape May County construction activity fell from approximately \$60 million in 2008 to nearly \$41 million in 2009.

The western portion of the region, specifically Cumberland and Salem Counties, declines were far less dramatic. Cumberland County construction fell from \$83 million in 2008 to \$74 million in 2009. Salem County experienced a comparable 10% decline from \$36 million in 2008 to \$33 million in 2009.

The difficult economic climate coupled with tight credit conditions are the primary constraints to the project pipeline.

GOALS AND STRATEGIES

CHAPTER 2

GOALS AND STRATEGIES

2.1 Introduction

The SJEDD Comprehensive Economic Development Strategy has focused on four Regional Industry Clusters: Tourism, Aviation, Healthcare and Renewable Energy. These clusters were identified as they possess the necessary characteristics that indicate the potential for sustainable growth. Moreover, these industries exhibit sufficient diversity to provide economic stability to the region, which throughout its history was primarily dependent upon tourism for its economic prosperity. The following CEDS strategy update provides an evaluation of the effectiveness of this strategy and the need for midterm (less than 5 years) adjustments. The projects at a glance provide a quick overview of measurable project development that contributes to the overall goals of the region.

Regional Industry Cluster Strategy

Tourism

Strategy Application

Tourism remains the primary industry within the region and for the state as well. This industry has encountered difficulty in recent years with new gaming venues emerging in surrounding states and a severely constrained consumer. This industry has a highly developed support structure including: Cape May County Division of Tourism, Atlantic City Convention and Visitors Bureau, Greater Wildwoods Tourism Development Authority, as well as several regional tourism councils.

The SJEDD's support and participation in tourism is focused on the historic and cultural segment of the market. This segment is where the strengths and resources available within the District match the needs of the industry. The District's strength in development and raising capital for projects are deployed in restoration projects of historic properties that contribute to visitor experience.

Current Assessment

The SJEDD completed a number of projects this year and is prepared to move forward with several more.

- The Salem County Court House Restoration Phase I was completed in the spring of 2010 with Phase II now underway. The Court House

opened in May and will now accommodate the regular Salem County Freeholders meetings. This project was not necessarily intended for this activity, but public officials were so pleased with the outcome that groups are now embracing this venue for a wide array of public events. These events will bring new people and activity to historic downtown Salem City. Phase II will complete the windows and roof, allowing the building to withstand the elements for decades to come.

- The Mid Atlantic Arts Center (MAC) "Fire Control Tower 23" entailed the historic restoration of a vintage World War II homeland security device located on the beach in West Cape May. This new attraction will add a new dimension to the historic site portfolio that keeps the historic/cultural efforts in Cape May fresh and alive.
- Three new projects will be undergoing construction this fall; the "Johnson Building" (Salem City), "Lafayette Fire House" (Egg Harbor City) and the "Old County Jail" (Mays Landing). These projects all have active purposes planned and add character and authenticity to the region.
- The "Naval Air Station Wildwood", located at the Cape May County Airport, and the restoration of the "Vine Street School, located in Bridgeton, one of the most prominent historic districts in the state, are in the capital formation stages of development and are expected to move forward in the fall of next year.

Strategy Adjustments

The Garden State Historic Trust Fund will be virtually out of funds after the current round of funding. These funds provide leverage for other funding utilized to restore these historic register quality assets. The District should expand its relationships with cultural and historic tourism organizations to effectively market this segment of tourism. In addition, the District should create a methodology/metrics to establish the value of these restored assets to the economy and the community. Finally, the District Team will move existing project proposals to construction and identify new capital resources to continue this initiative.

Aviation

Strategy Application

The combination of the William J. Hughes Technical Center, three major airports in the region and the advent of the Next Generation Aviation Initiative is the recipe that will mobilize new large scale, technology oriented private investment and job creation.

Approximately five years ago, the District, in cooperation with state and federal officials, established a framework to build on those assets helping to grow this industry to its full potential in southern New Jersey. Since its inception, this strategy has been executed and established milestones have been achieved. The Next Generation Aviation Initiative is on track and new economic opportunities are on the rise. It should be noted that the results that have been achieved thus far have occurred during the worst economic downturn since the "Great Depression." This speaks to the merits and execution of the strategy and the market opportunities in the aviation industry. The District and its partners have positioned the region well to reap the benefits of the market potential of this industry going forward.

Current Assessment

The aviation industry has begun to recognize the opportunities presented by the research and development assets located in southern New Jersey. The largest single asset that attracts aviation technology companies is the William J. Hughes Technical Center. This facility will conduct most, if not all, testing and evaluation of the Next Generation Aviation System being developed and deployed over the next decade.

There have been a number of initiatives undertaken to establish southern New Jersey as a leader in aviation technology, presented below.

- The Next Generation Aviation Research and Technology Park was in the planning stages for several years with all regional stakeholders participating in the effort. The SJEDD was the lead agency in the land development effort of the 58-acre site, donated by the William J. Hughes Technical Center (WJHTC). The SJEDD coordinated a number of funding sources to provide the capital necessary to construct the infrastructure for the park, which began in December 2009. Today the park is nearly complete and has commenced its marketing effort to attract new businesses to the park. The first technology building is currently in the design phase and is expected to be ready for tenancy in the fall of 2011.
- Next Generation Aviation contracts, amounting to approximately \$5 billion, have been awarded this summer with more to follow in the fall. The winning contractors will have the benefit of park assets as they design the new systems. A new telecommunications line is now being constructed and will link real-time data from the FAA to the contractor, enhancing their research capabilities.
- The SJEDD in cooperation with the Atlantic Cape Community College is establishing a certified Air Traffic Control/Management Institute, with curriculum that assists students in securing a career path in the aviation industry. The SJEDD will contribute an Air Traffic Control

Tower simulator for the institute, which will be housed in the new Science, Technology, Engineering and Math (STEM) Building, that is scheduled for construction in the next several months.

- The Millville Airport will play an integral role in the multi-dimensional aviation industry. With the location of the Boeing “Chinook” operational center, Millville will quickly rise as a major player in the Vertical Take Off and Landing (VTOL) aircraft market segment. Existing facilities, a qualified labor force and a favorable operating environment represent a competitive edge to capture a significant share of the growth of the aviation market place for southern New Jersey.
- An area showing great promise for growth in aviation is the Unmanned Aerial Systems (UAS). These systems are growing in demand, as seen by a DOD budget of nearly \$4 billion per year. These aircraft serve a multitude of purposes; border patrol, military applications, homeland security, to name a few. It is estimated that the commercial application of these systems, when integrated into the National Air Space (NAS), will create 23,000 new jobs over the next 15 years. The WJHTC will play a key role in the safe integration of these vehicles into the NAS. This activity is already being undertaken by the WJHTC and should expand substantially in the years ahead.
- Outreach is underway to establish relationships with universities to enhance research capabilities at the Research Park.

Strategy Adjustment

The aviation strategy employed by the regional stakeholders has yielded very positive results thus far. Continuing efforts will expand to include the pursuit of the UAS market and international aviation market opportunities. The area of focus in the upcoming year should be the opportunity of attracting the Farnborough Air Show participants to a similar event at ACY. The Farnborough Air Show event is held every two years. The region should establish a similar show on alternating years.

Healthcare

Strategy Application

The healthcare regional industry cluster was one of the first areas outside of tourism that attracted the attention of the SJEDD Board of Directors. The evolution of the growth potential of this cluster began at the Workforce Investment Board. The demand for a qualified workforce, i.e. nursing and technicians, far outstripped supply. Incentives such as favorable hours, high pay and even signing bonuses became common place, driving healthcare costs up. The Workforce Investment Board, as well as the SJEDD Board,

recognized a unique opportunity to not only expand the employment market opportunities for local residents, but to provide a career path only limited by the ambition of the employee.

Current Assessment

The District, in cooperation with the Workforce Investment Board and Atlantic Cape Community College, established the Health Professions Institute (HPI), located at the Atlantic City Campus. The Federal Economic Development Administration contributed \$1.2 million towards that effort. Today the HPI graduates approximately 400 students with new skills that allow them to secure well paying positions in the healthcare field. This is a critical element, as healthcare providers have experienced unprecedented growth over the past several years. Shore Memorial Hospital has a dramatic expansion program underway and AtlantiCare is in a growth mode as well. AtlantiCare recently acquired Kessler Hospital in Hammonton and is undertaking major rehabilitation of those facilities.

Strategy Adjustment

Demographics continue to drive the healthcare marketplace. While it is uncertain what implications the new national healthcare program will have on the industry, it is clear that demographic will play a critical role in the demand for a qualified workforce. This area should be monitored carefully to achieve supply and demand balances.

Renewable Energy

Strategy Application

Clearly, New Jersey has emerged as a leader in the development of renewable energy systems. Incentives coupled with high energy costs have driven this industry forward. There are various opportunities to capitalize on this market segment. While solar has dominated the market over the past 5-10 years, wind is now viewed as an effective and efficient source of power. A number of wind projects are poised to proceed along the coast of New Jersey. These projects will no doubt generate new economic activity throughout the supply chain. Steel fabrication and port/marine activity will certainly grow to support the construction of offshore wind facilities.

Current Assessment

The District Board has pursued a solar and wind strategy. The viability of solar panel assembly/manufacturing is currently being explored by private industry. The SJEDD has focused its attention on wind power opportunities. Thus far, the District has assembled anticipated \$900,000 in funds to invest in two pilot projects, a turbine on the former Sea Isle City Landfill and a turbine at the Penns Grove Sewer Treatment Facility. These two initiatives

should evolve over the next year and are envisioned to demonstrate the cost effective nature of employing this technology as a land based facility and reuse of specifically targeted underutilized land masses.

Strategy Adjustment

The capital formation/deployment of this strategy is in its early stages. As the strategy evolves, supply chain opportunities for both onshore and offshore projects should be explored to enhance the economic impact of this industry.

2.2 EXECUTIVE STATUS

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***ANALYSIS OF STRENGTHS,
WEAKNESSES, OPPORTUNITIES
AND THREATS (SWOT'S)***

CHAPTER 3

ANALYSIS OF STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOTs)

The District took a constructive role in addressing these areas head on to better position the region for growth when the economy turns upward. As one reviews the development highlights for the year, it is evident that the projects undertaken directly address this section of the CEDS from transit hubs and research parks to historic restoration and major infrastructure projects.

- The upcoming year will once again be focused on technology leadership. The construction of the Next Generation Aviation Research Park will be well underway. To that end, we will turn our attention to corner stone private sector members and Engineering University research partners.
- The national healthcare dialogue may introduce change into the system. The southern New Jersey region has been the beneficiary of large scale healthcare investments over the past several years. The District is proposing an online forum for healthcare to discuss the pertinent issues and prepare strategies for addressing anticipated changes.
- We have offered financing for renewable energy projects for small businesses in August of 2009. We have received positive responses from this initiative. Secondly, we have plans to erect two wind turbines (Penns Grove/Sea Isle City) to establish models for deployment of green technologies in the region. Finally, we will continue to explore various ways of integrating green technologies into the projects that we undertake via renewable energy and/or energy efficiencies.
- The difficult economic times have altered the spending behavior of the consumer. This coupled with casino competition with other states has once again underscored the need to assess, improve and promote the regional tourism product. This will be accomplished by the support and participation in task forces and forums established to evaluate such issues and formulate strategies.
- The District will pursue Economic Recovery funds for capital projects, particularly infrastructure essential to the region's continued growth.

Furthermore, the agency will bring numerous projects to the construction phase which will assist in returning people to work.

- Quality of life is essential to the economic development formula. The District has established a recognized expertise in restoring National Historic Register properties and placing them back into productive use. There are some five of these projects in various stages of development. This strategy lends itself well to the Eco/Historic and Cultural tourism segment of the market as well as returning many skilled craftsmen to active employment. This effort will continue in the upcoming year.

Conclusion

The SJEDD had established its Comprehensive Economic Development Strategy last year after a twelve month process of data collection, public input and evaluation all leading to the formulation of a comprehensive strategic plan. This plan has allowed us to effectively address the issues confronted by one, if not the most severe, economic recession in the past fifty years. As with all events of this nature, new opportunities present themselves if your planning model is thoughtful, thorough and founded on credible information. During the past year the SJEDD has followed this methodology and appears to be capturing new opportunities that are outlined in this CEDS update.

PROJECTS AND IMPLEMENTATIONS

CHAPTER 4

PROJECTS, PRIORITIZATION AND IMPLEMENTATION

4.1 Overview

In the course of conducting interviews for the CEDS, each County was asked to prioritize projects using the Project Prioritization sheet included at the end of this chapter. The table below gives the top three projects for each county.

This is followed by a detailed explanation of these projects as well as other projects that have also been prioritized at lower levels as well projects prioritized by municipalities that have their own funding (as Urban Enterprise or Empowerment Zones) to leverage District resources.

PRIORITY	SJEDD	ECONOMIC	DEVELOPMENT
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Atlantic County

Atlantic Cape Community College STEM Building*

Cape May County

Greater Wildwood Redevelopment Project

Cumberland County

Millville Industrial Park Development/Nabb Avenue
Construction

Ferracute Building Adaptive Reuse Initiative

Salem County

Railroad upgrade project

Water-sewer line extension – Routes 48 and 40

Salem County Industrial Park: Gateway Business Park

*Federal EDA application submission approved by SJEDD Board.

4.2 Priority Project Descriptions

ATLANTIC COUNTY

Any project or activity that contributes to the economic development and growth of Atlantic County in terms of jobs and ratables growth will be considered consistent with the Comprehensive Economic Development Strategy plan. This includes, but is not limited to the following projects:

NextGen Aviation Research & TechnologyPark

The William J. Hughes FAA Technical Center (FAATC) is the premier government aviation research facility in the country and possibly the world. Over the past several years, the FAATC in Pomona has been revising its policies to accommodate private contractors using research facilities for, not only contractual research activity with the FAA, but for a wide array of research initiatives. This policy has provided new opportunities to encourage technology transfer. To further this goal, the FAATC has set aside approximately 50 acres of land adjacent to their facilities to establish a research park. The concept is currently the subject of a feasibility study by a consulting team. Development of the Research Park would entail infrastructure and related development costs that would generate large scale jobs and investment by the private sector if the feasibility report is favorable. The project began in 2007.

Atlantic City Race Course Adaptive Reuse

The Atlantic City Race Course is situated on one of the largest and most strategically located tracts of land in southern New Jersey. While this land has many positive attributes from a development perspective it has yet to discover the right concept. It is obvious that the horse racing industry has been faced with difficult times. The SJEDD and Atlantic County have worked collaboratively to create an adaptive reuse strategy that leads to a market driven sustainable development on this site. The development approach will capitalize and support the Regional Industry Clusters that are outlined in the SJEDD CEDS. There will obviously be a need for a more detailed market analysis followed by infrastructure investment.

Foreign Trade Zone

The South Jersey Transportation Authority, Atlantic County and Egg Harbor Township are exploring the possibility of the establishment of a Foreign Trade Zone affiliated with the Atlantic City International Airport. In the near future, they will likely pursue Technical Assistance funds to conduct a feasibility study to determine the potential benefits of a zone and identify the process they will need to follow if they decide to move forward.

Cargo/Incubator Facilities at Atlantic City International Airport

The Atlantic City International Airport has the capacity to accommodate, not only expanded tourist and community needs, but also the needs generated by the overflow at Philadelphia International and Newark Airports. In addition to this are the enhanced economic development opportunities presented by the existing and future facilities at the airport, as well as those brought to the forefront by the potential establishment of the Foreign Trade Zone.

As it currently exists, the airport can handle virtually any type of aircraft including the Space Shuttle. Future plans will be advanced by the South Jersey Transportation Authority on runway resurfacing, surface parking for 1,500 cars and a 1,300 space parking garage. Also included in the improvements is the expansion of the airfield itself. While these improvements will directly benefit the passenger operations at the field, they will enhance the potential for development of cargo facilities and the creation of a business incubator.

Cargo facilities will provide the opportunity to attract freight handling and package delivery services in and around the airport. In the daily conduct of their businesses, overnight delivery operations would find a locational advantage at Atlantic City because of the lack of congestion both in the air and on the ground compared to other facilities in the region. In addition, the presence of cargo facilities will be advantageous to industries in and around the airport to distribute products to market.

In conjunction with the cargo facility, there is also the potential for the creation of a business incubator that takes advantage of and complements both the passenger and the freight operations at the facility. An incubator offers reasonable leasing arrangements, "shared" services and office equipment (such as secretarial, receptionist, copiers, computers, even conference rooms, etc.). The objection of the incubator is to help reduce expenses and nurture start-up companies during the difficult first years of operation. An incubator is typically anchored by service related firms, high technology based companies and light manufacturing firms. The economic impact would be magnified by the potential for bringing in dollars from outside of the local economy through increased exporting activities.

Retail companies could also benefit from the new activities at the airport while taking advantage of an incubator arrangement. After check in or between flights, passengers spend idle time at the airport and are potential customers. Recently, an airline time passenger study conducted by the Urban Development Company, which developed retail spaces at New York's Rockefeller Center, revealed the following: over 60% of air travelers spend

over an hour and a half waiting after they've checked in. By comparison shopping time averages only 45 minutes at office shopping centers. Many large retail companies can be encouraged to look to this untapped market.

Hammonton Airport

The Town of Hammonton supports and is advancing the expansion of their airport in recognition that it will be an important economic development tool. Aside from being a final destination for aircraft, considering the proposed closing of Bader Field in Atlantic City, they are in an excellent position to capitalize as a reliever or co-reliever with Woodbine.

Part of the project is to extend their runway from 3,600 feet to 5,000 feet to accommodate corporate jets. The second part is that they are advancing an infrastructure project to run water and sewer to 55 acres adjacent to the airport to make it suitable for commercial development. The Town's corporate potential along with many desirable attributes including quality of life and the airport expansion will provide companies with reason to locate there. This will further help to offset the negative impact still being felt by the recent departure of Whitehall Labs.

Pleasantville Industrial Park

Due to persistent high unemployment rates and limited growth in the tax base, the city of Pleasantville is proposing to develop nineteen (19) acres of city owned land along Cambria Avenue. This tract of land is in close proximity to both Atlantic City and the FAA Technical Center. The site is accessible to all major highways and is presently zoned industrial. The creation of two hundred eighty-four (284) permanent jobs is projected when the park is fully occupied. EDA funds are requested for the extension of sewer and water service and road construction.

Pomona Transportation Center

Atlantic City recognizes the opportunities presented by the development of a rail station and transportation center in Pomona to meet the growing needs of residents and the labor force and to facilitate private investment in the region.

Pomona has the potential to be an intermodal transfer point because of its proximity to existing and planned transportation infrastructure and major office and commercial development. The site that has been identified for the project is adjacent to the Atlantic City International Airport, the Atlantic City/Philadelphia Rail line, major existing roadways and the proposed Beltway. Also adjacent to the site is the FAA Technical Center and the Atlantic Research Park.

In a study conducted by CUED they recommended that, due to the tremendous economic impact potential and apparent ease of implementation, the project should be advanced and pointed out that a key ingredient to the success and impact of the center is the link that it will provide between the various modes of transportation.

Atlantic City Corridor Project

Update: With sales per square foot exceeding expectations and a waiting list of retailers who want to be part of the project, developers of "The Walk" recently indicated they will be expanding by 350,000 square feet. The planned expansion of "The Walk" would occupy the two blocks bordered by Missouri, Mississippi, Baltic and Atlantic avenues at the foot of the Atlantic City Expressway. Phase one of "The Walk", a \$76-million, 320,000 square foot retail/entertainment/restaurant development, is located along Atlantic City's entranceway corridor between the boardwalk and the new convention center. The project includes 55 merchants such as Tommy Hilfiger, Polo Ralph Lauren, Kenneth Cole, Brooks Brothers, Liz Claiborne, Casual Corner, Coach, Maidenform, Geoffrey Beene, Bass, Van Heusen, Nautical, Timberland, Reebok, Guess, Jockey, and several restaurants.

The possibility of nearly doubling the size of "The Walk" development has led the Casino Reinvestment Development Authority to begin planning a major redesign of Atlantic City's main entryway. The Cordish Company, developers of The Walk and its planned \$155 million, 350,000 square foot expansion, also will redevelop the entryway.

Atlantic City Light Industrial Park

At the present time, there are approximately 140,000 square feet of light industrial uses located in the Chelsea residential neighborhood of Atlantic City. As the need to adapt to the changing marketplace is becoming critical to their vitality, these businesses are faced with the dilemma of no growth at their present locations, or migrating to more proactive environment. Out-migration is a viable option.

These enterprises contribute to the City's economy and provide alternative job opportunities for residents and, therefore, their retention is vital to the City's welfare. In order to provide a solution to this difficult problem, the City has taken action by identifying an alternative site that would be suitable for light industrial uses. It is anticipated that the new location will create an opportunity to improve the businesses operating conditions, accommodate future growth and provide the potential for the development of other light industrial activities in a campus-like setting.

Specifically, the site is located on Absecon Boulevard, between East Riverside Drive and Grammercy Avenue. Encompassing approximately 23 acres, the site has the capacity to be serviced with infrastructure from the community. Furthermore, the site has locational advantages which make it ideal for industry by providing direct access to Route 30 and links to regional arterials.

Marine Industrial Park

The commercial clamming and fishing industries are an important segment of Atlantic County's economy. Of course the waterfront characteristics of the region are naturally conducive to these activities. From the small, single boat, back bay clammers, to the operations of large fleet surf vessels, an opportunity exists to cultivate the industry and assist in the industry's growth and regional impact.

The Marine Industrial Park Project will have three main elements that will serve as anchors and catalysts stimulating the expansion of the activities and impact of the industry.

The first element will be a clam/shellfish processing facility. Along with other operations, Atlantic City is the home port of the largest surf clamming fleet on the east coast; however, the catch is shipped out of the area to be processed. This lack of efficiency of course impacts negatively on local jobs and productivity of the local industry.

The second element is being considered is a repair facility for boats. When vessels need repairs that require that they be out of the water, the nearest operations are in Cape May or points well north of here. Two problems exist with depending on these locations. One, of course, is the need to transport the vessels, often disabled, to the location. The other problem is caused by the significant delays in actually being able to use the runways. Waiting times of up to a month or more are not uncommon. Having a boat out of service for any period of time is detrimental to the overall efficiency and profitability of the business.

The third element is a marketing or distribution co-op for the products of the fisherman/clammers. The opportunity is to establish the facility that will serve as the location to bring together the buyers/brokers at a place where they can arrange for the purchase and distribution of products. As described by the U.S. Department of Agriculture, co-op marketing includes assembling, processing and selling raw or processed products in retail or wholesale markets for members. We envision that the venture would operate along the lines of the Vineland Produce Auction, taking advantage of a larger

national and international market for the products. The increased efficiency and sales opportunities will result in the expansion of the industry.

Buena Borough/Buena Vista Township Joint Sewerage Project

Atlantic County, in support of the regionalized services, has encouraged discussions between the Township and the Borough for a joint infrastructure project between the two municipalities. A portion of the Township could accommodate development but they do not have a feasible way to provide the sewerage treatment service on their own.

From a regulatory standpoint, the western edge of the Township (along route 40 just to the east of route 54) is designated as a Pinelands Town. This designation will allow for growth if sewer service is made available. That area also falls within the Proposed Sewer Service Area in Atlantic County Planning Division's Wastewater Management Plan.

The project would extend the nearby existing sewer line from adjacent Buena Borough to that area in Buena Vista. The waste would be treated at the Borough's treatment plant.

The project is feasible from an engineering stand point, however, the two municipalities still have to reach a mutual agreement. The final scope of the project needs to be determined depending on the capacity of the facility and the projected flows generated by the Township.

Estell Manor Landfill

The City of Estell Manor is entering the final stage of closing its landfill. They are exploring possible uses for the property and are considering recreational purposes. Depending on their determination of the best approvable use of the property, the result will be some amount of job and ratable creation.

In order to advance a project on the site, infrastructure improvements will have to be made. An access road will have to be created, water and sewer (possibly septic or package treatment) will need to be provided, electric service will need to be upgraded and site improvements will need to be done.

Estell Manor Technical Assistance

The City of Estell Manor's opportunities for growth and economic development are severely limited by the regulatory restrictions inherent to their location. The majority of the city falls within the jurisdiction of the Pinelands Commission. A smaller portion is regulated by CAFRA.

They would like to explore the possibility acquiring technical assistance. The assistance would be used to conduct a study to determine the best possible ways to utilize their highway commercial zones on Route 50 and Tuckahoe Road to assist in the creation of jobs and ratables.

Tilton Road Flood Control Project, City Of Northfield

The project is to minimize flooding on Tilton Road. Approximately 109 acres of the contributing 113-acre water shed is developed with residential and commercial development under jurisdiction of the City of Northfield. The remaining 4-acre area is made up of Tilton Road where flood waters from the commercial and residential areas are collected. Accordingly, storm water must be conveyed from Tilton Road to a discharge point within its drainage area, which naturally flows to Birch Grove Park. Minimizing flood waters on Tilton Road will enhance the roadway's intended use as an Emergency Evacuation Route, improve safety and minimize liability. The degree to which the flooding can be reduced is dependent on regulatory requirements, and professional judgment to maximize safety and reduce liability to an extent considered reasonable.

One concern raised by the City of Northfield was the loss of land area on which ratable development could occur. Atlantic County is equally concerned with projects that generate tax revenue to the County's budget. Suitable infrastructure to support the existing development that complies with the State regulatory requirements and reduces adverse impacts on Parkland and environmentally regulated areas is equally important. In turn, appropriate storm water infrastructure can help reduce the required maintenance on Birch Grove Park and help to maintain the thriving park uses.

The City of Northfield recommended that the design consider the safety of neighboring residents; provide landscape buffers and a driveway access easement connecting to Burton Avenue.

Egg Harbor Township

The Township to date has received funding from the Casino Redevelopment Authority (CRDA) for planning and appraisal work concerning the redevelopment of the north side of Route 40/322.

This 32-acre area had been determined by the Township to be in need of redevelopment. The north side of Route 40/322 suffers from the presence of old, neglected and antiquated motels, auto retail establishments and other discordant commercial uses. The properties located on the north side are problematic due to the low ground level which causes flooding problems. The Township is attempting to enhance, redevelop and improve the southerly entrance into Atlantic City. This work is consistent with the CRDA

improvements of the Expressway Corridor project in Atlantic City and the Downbeach District plan for the 6th ward of Atlantic City and Ventnor City.

The Township's goal for this portion of Route 40/322's economic development consists of hotel and commercial development with street beautification. Economic development projects resulting from this project will support the Atlantic County market specifically the casino industry and the redevelopment objectives of the City of Atlantic City, the County of Atlantic and the Township of Egg Harbor. Beautification components will be consistently themed to the Albany Avenue beautification project in Atlantic City.

Galloway Township

Galloway Township has been designated as a regional growth area by the New Jersey Pinelands Commission. This distinction provides for significant growth opportunities, given the adequacy of the infrastructure to support such growth. Unfortunately, Galloway Township lacks the appropriate infrastructure in the areas zoned for industrial and commercial growth. The preponderance of infrastructure is located in primarily residential zones.

There are a significant number of acres available for development in the commercial and industrial project area. In addition, the new sewer and water lines would service the new commuter rail station which will be located directly within the project area. This station will be owned and operated by New Jersey Transit and will bring an added dimension to the project as it will facilitate the access of businesses to a larger labor pool.

The unemployment rate of the community was 5.4% in 1999 which remains above the national and state average. Unfortunately, this is not reflective of the underlying distress of the community.

The project proposed herein will correct that imbalance through the encouragement of industrial development. Sewer and water facilities, coupled with the new commuter rail station and the easy access to highway and air transportation systems will spur industrial and commercial growth in the appropriate area of the Township.

According to the tax records of Galloway, there are some 41.5 acres of vacant commercial/industrial land available for development in the project area. Based on the developmental ordinance of the community, this vacant land could accommodate at least 272,000 square feet of industrial/commercial space. Studies prepared by the Delaware Valley Regional Planning Commission conclude that 2.3 jobs per 1000 square foot of space are generated in new facilities. These ratios are based on historical

data. Given these ratios, the Galloway Township Industrial Park proposals should spur as many as 625 jobs and 272,000 square feet of space. Based on experience of regional industrial parks in southern New Jersey, it can be expected that 400-600 new jobs would be spurred within the project area. In addition, existing industry would now have the capacity to expand, which would add to these totals.

Sanitary Sewer and Water Lines on Portions of Egg Harbor Road, White Horse Pike and Sections of Lakeview and Boyer Avenues

The Town of Hammonton proposes to construct water lines on Egg Harbor Road from Park Avenue to Boyer Avenue and sections of Boyer Avenue and portions of Lakeview Avenue and The White Horse Pike. Sewer service would be extended on Egg Harbor Road from Universal Supply to Boyer Avenue and portions of Lakeview Avenue and the White Horse Pike.

Egg Harbor City Downtown Redevelopment Project

The District has secured funding to establish redevelopment strategies for downtown areas that have fallen prey to shifts in the economy. The downtown's selected as pilot projects have experienced economic declines, but have portrayed unique market potential for the future. In Egg Harbor City, the District, working closely with local officials, has created a redevelopment strategy that incorporates the asset of a commuter rail stop adjacent to its downtown commercial core. A mixed used six block concept has been proposed to connect the rail stop and the downtown business district. The plan calls for market rate middle income housing, retail and office/technology development. This concept is the key component of the transit village proposal that encourages development near public transit centers that have bus and rail service. The center piece of the plan is to provide a permanent home for an existing growth oriented computer science firm and build a suitable environment to attract similar firms to the area. The plan also establishes a theme based on the communities heritage that will attract core retail base that will draw residents and tourist alike.

The City may seek Federal EDA funding to execute the plan.

CAPE MAY COUNTY

Cape May County Transportation Corridors Restoration Project **Project Priority # 1 – 2010**

The County of Cape May is a peninsula that is serviced by three North-South vehicular transportation corridors: the Garden State Parkway, Route 9, and Route 47. While the Garden State Parkway and Route 9 are on parallel tracks on the eastern side of the County leading up to Atlantic County, the Route 47 corridor leads northwesterly to Cumberland County. The heavy reliance on these roadways is problematic during summer months, as well as in the event of emergency events that would warrant evacuation of the County.

The closure of the Beesley's Point Bridge (which carried Route 9 across Great Egg Harbor Bay into Atlantic County) has caused an additional strain on the already heavily-traveled Garden State Parkway. In Spring of 2009, the County of Cape May secured ownership of this facility, and has been actively seeking funding for its repair. The bridge is a vital transportation link, and also is a lifeline for businesses in the area.

Whereas the eastern portion of Cape May County is challenged by the elimination of a bridge route, the western side of the County is hampered by the congestion experienced on Route 47 due to inadequate roadway capacity. For several decades, the concept of extending Route 55 down into Cape May County has been proposed and evaluated. In summer of 2009, the South Jersey Transportation Authority (SJTA) publicly expressed interest in facilitating the completion of the roadway. The extension of a major highway into our County would dramatically decrease traffic congestion, both for tourism-related traffic and in the event of emergency evacuation of the area.

The preservation and enhancement of non-traditional transportation corridors is also key to our County's economic health and vitality. As an example, the regular maintenance of the intracoastal waterway would preserve a key resource to our Commercial Fishing Industry, which is the County's second largest industry. The further development of alternative transportation corridors, such as bicycle/pedestrian facilities and rail corridors are also important to support non-traditional modes of transportation and to ease the congestion on roadways.

Renewable Energy / Energy Conservation Projects **Project Priority # 2-2010**

Over the past several years, the County of Cape May has been proactive in energy conservation / renewable energy projects. In 2009, the County officially accepted an "Energy Master Plan" to serve as a guide for decision-making in county facilities. With the adoption of the plan, the County has been pursuing and implementing projects with high environmental standards. Examples of this include the construction of a LEED-Silver certified library in Sea Isle City, and the construction of a system to reuse wastewater for landscaping irrigation in a public facilities campus and recreation facility.

Over the past several years, the development of incentive programs and guidelines by the federal and state governments have sparked interest within the private sector for implementing renewable energy projects. Projects such as off-shore wind farms, and solar/wind farms on agricultural lands and/or former landfills have been developed. Other alternative energy projects include the development of an ethanol plant on a former landfill. These projects will provide a diversification of employment opportunities in our area, in addition to the inherent environmental benefits.

The County is exploring the possibility of entering into a Power Purchase Agreement with a company who would build and maintain a natural gas fired 1.4Mw Combined Heat and Power plant at the main campus of the County Administration. This plant would provide power and climate control to all major buildings on the campus including a jail, two schools, a nursing home, water treatment plant, and an administration building. The project is estimated to cost \$7 million if the County were to build the plant and construct the utility grid necessary to connect the campus to the plant. Without taking into consideration possible grant funding, and assuming the County owned and operated the plant, the yearly savings over current electrical and natural gas consumption is estimated at \$700,000. The annual savings will likely be less if a power purchase agreement is used, but the upfront capital expense should be eliminated. The County is currently pursuing various grant funding and financing tools as well as more advanced engineering estimates.

SEA ISLE CITY COMMUNITY PROJECT **Project Priority # 3-2010**

Sea Isle City is a coastal community with a charming central business district. Over the past decades, improvements to parking, signage, and public facilities have been made that delineate the core area of the City. The

City is focusing on improving the Gateway area that runs from the causeway to the beach. Recent improvements include upgrades to community parks and infrastructure. A planned beachfront park will greatly enhance the area. This project includes a public promenade, park, and a bandshell for concert and movie events. The upgrading of the public amenities in the core of the commercial district will spark revitalization of private properties, as well. In other areas of the community, the City is seeking to upgrade recreation facilities. Plans are in the works to establish a new passive community/eco park at the northern end of the City on a former landfill site. As in the past, the City and the County will work in tandem to obtain funding to make these necessary improvements.

OCEAN CITY GATEWAY & DOWNTOWN IMPROVEMENT PROJECT **Project Priority #4-2010**

The City of Ocean City has a bustling downtown district that is host to a wide variety of shops, restaurants, galleries, and other businesses. Over the past 5-7 years, the City has concentrated its resources on upgrading the infrastructure necessary to support these businesses and has installed new sidewalks, lighting, signage, and other streetscaping elements. The City has also added a new downtown Gateway Park at the entrance of the City to beautify the business district and to create space for recreation, leisure, and arts activities. As a major construction project on the Route 52 causeway continues, it is important for the City to continue to draw visitors to the downtown area. Therefore, additional funding will be sought to continue to improve both the Gateway and Downtown Business Districts.

CAPE MAY COUNTY AIRPORT, LOWER TOWNSHIP **Project Priority #5-2010**

The Delaware River & Bay Authority leases and operates the Cape May County Airport. Almost one thousand acres in size, the airport is located in Lower Township, in close proximity to the Cape May - Lewes Ferry Terminal. It has an industrial park, which houses several small employers with potential for many more. The involvement of the DRBA could potentially enhance the economic viability of this facility. The most recent Airport Master Plan has identified infrastructure improvements that are necessary to expand the economic potential of this facility. Targeted projects include runway extension to accommodating additional classes of airplanes, new buildings for air-related and non-related uses, and the upgrade of public water and sewers. The Airport is excluded from review under the Coastal Area Facilities Review Act and, as such, is a desirable location for new development. Of the existing facilities, the expansive vacant "Everlon Building" (ownership retained by the County of Cape May) has been

identified as a potential candidate for Brownfields Redevelopment. Adaptive reuses such as public facilities, recreation, and/or housing have been identified upon clean-up. Another building, the Historic Naval Air Station Wildwood, is a state and federally-recognized historic site and is host to a aeronautic historical museum. This facility has much potential and thus grant funds will be sought to facilitate site upgrades and accessibility.

CAPE MAY CITY CONVENTION HALL
Project Priority #6-2010

The City of Cape May is known as “The Nation’s Oldest Seaside Resort”. As the site of hundreds of Victorian-era buildings, the entire City is a federally designated historical landmark. The City enjoys a thriving tourism industry, and relies heavily on its ability to provide a wide variety of programs and offerings to its many residents and visitors. As such, the City has traditionally maintained the Cape May Convention Hall, a beachfront public meeting place. This venue hosts events such as the Cape May Film Festival, and scores of concerts, dances, lectures, and other community events. In recent years, it has become increasingly evident that the existing Cape May Convention Hall is in need of replacement due to its lack of functionality. The City is in the process of finalizing plans and financing strategies to support the construction of a new Convention Hall on the same site. The City was successful in obtaining \$3 million in funding from the Casino Reinvestment Development Authority to support the project. Additional funding is currently being sought. To compliment the City’s tourism amenities, the City is also pursuing the redevelopment of the Washington Street Mall and adjacent public parks. These areas are key attractions to residents and visitors and provide year-round entertainment, retail, recreation, and employment opportunities.

WOODBINE DEVELOPMENT/REDEVELOPMENT PROJECT
Project Priority#7-2010

Located in a designated Pinelands Growth Community, the Woodbine Business Development/Redevelopment Project involves of the construction a Business Park, redevelopment of the downtown business district, and redevelopment of a former landfill. The Business Park element of the project involves the construction of infrastructure necessary to support the construction of new business facilities to house three to five new firms investing in excess of \$5,000,000 and creating 20 to 25 new jobs. The addition of rail service to the business park will allow for greater connectivity and access to these facilities. The provision of the infrastructure, and the investment of public and private funds to create a core economic development facility in the northern part of the County is supported by the

Pinelands Commission and the Casino Reinvestment and Development Authority, and will compliment the planned/funded airside improvements to the adjacent Woodbine Airport. The revitalization of the Downtown area will compliment the Business Park. Together with the redevelopment potential of the former landfill, the Business District and Downtown projects will serve as the core elements for bringing continued economic growth into the Borough.

GREATER WILDWOOD REDEVELOPMENT PROJECT

Project Priority #8-2010

The Wildwoods have worked hard collectively to make improvements that will continue to enhance the quality of life in the community and the amenities available to visitors. With the opening of the Wildwoods Convention Center in 2000, and the continued successes of the Wildwoods Urban Enterprise Zone, the redevelopment of the Wildwoods continues to move forward. Key elements of the Plan that have been implemented include infrastructure improvements city-wide including roadway/streetscaping improvements, Public Restroom Facilities Renovation/Expansion, and enhancement of the City's Gateway, and the construction of a new Community Recreation Center. In order to support the Convention Center and the tourism industry in general, the City has created an overlay district adjacent to the Boardwalk in which several high rise (25-story) "condo-hotels" are planned and have received local and state environmental approvals. Collectively, these projects will enhance the local economy and will serve to create jobs in the City and nearby communities.

Other key elements of the redevelopment plan include the construction of a public parking garage in the commercial district and continued rehabilitation of the Boardwalk, which is host to several hundred businesses including large amusement piers.

CAPE MAY COUNTY PARK ZOO

Project Priority #9-2010

The Cape May County Park Zoo is a free public zoo that is accredited by the American Zoo and Aquarium Association. The facility, which is owned and operated by the County of Cape May, had its beginnings in the 1970's as a petting zoo. Over the past 30+ years, the Zoo has expanded to almost 77 acres housing over 180 species of animals, and has become a major tourist attraction serving more than 450,000 visitors annually. In July 2004, the Cape May County Park System Master Plan was released. This comprehensive document evaluated existing conditions and proposed future uses of the four county-owned parks, including an intensive study of the

Park Zoo. Major upgrades to infrastructure, exhibits, and overall visitor facilities have been recommended, and the County is currently pursuing the infrastructure improvements. A Zoo Business Plan has also been developed in order to support the implementation of the first several phases of the Plan. Goals of the Business Plan include increasing the Zoo's value as a tourism destination and improving visitor experience. Infrastructure, parking, and entrance improvements have been constructed over the past several years, and further upgrades are imminent. Additionally, the County is in the environmental permitting phase of the larger multi-year project which will entail the construction of new exhibits, amphitheatre, education building, and other such amenities.

Public Library Upgrades
Project Priority #10-2010

As technology changes, so do the needs of society and the demands that they place on public facilities, such as public libraries. Whereas in the past, the main focus of libraries were books, periodicals, and public records, today's facilities integrate technology and programs that are wide-ranging and that require different types of physical space in order to accommodate these diverse offerings. As such, the County undertook a series of architectural programming initiatives in order to retrofit existing facilities or to plan new facilities. The Upper Township, Lower Township, and Cape May City branches all underwent renovations in 2009 – 2010. As of Fall 2010, construction is underway for a new LEED-Silver certified branch in Sea Isle City. Environmental permitting is being pursued for a new branch library in Stone Harbor, and plans continue to be developed for a new main library in Cape May Court House on a site adjacent the Cape May County Park Zoo. This new facility will include large balcony areas overlooking the Zoo's African Savannah, as well as an amphitheatre for zoo and community education events. Collectively, these library improvements will enable residents and visitors better access to the wealth of educational resources in our County.

RIO GRANDE COMMERCIAL DISTRICT
Project Priority #11-2010

Rio Grande is located in the southern portion of Middle Township along the Garden State Parkway, Route 9, and Route 47 corridors. It has traditionally been the focal point for commercial/retail development for the Township, and has experienced much growth in this regard. Recently, several major developments have been constructed in the area. Although both the private developers of these projects and New Jersey Department of Transportation have undertaken roadway upgrades, additional infrastructure improvements

are required to support both the existing and future development. The construction of additional access roadways (particularly East-West), pedestrian improvements, signage, sewer lines, and other such components will provide better access to the area businesses and facilitate better flow of people and goods throughout the area.

NORTH WILDWOOD INFRASTRUCTURE SUPPORT PROJECT **Project Priority #12-2010**

Continued infrastructure rehabilitation by the City of North Wildwood and the County has provided an impetus for additional private investment in the area. Streetscape and façade improvement projects are being planned that will enhance the necessary infrastructure improvements. In addition, the aged sewer infrastructure is in serious need of replacement to avoid any negative impact on the City's tourism-related economic driver. Over the past several years, the City has replaced more than 70 blocks of old leaking water lines with the help of Clean Water Act Funding. Additional funding is being sought to compliment that investment and to secure the City's present and future infrastructure systems throughout the community. Needed improvements include upgrading public facilities and rehabilitating/reconstructing seawalls and other shore protection elements.

TRANSPORTATION & VISITOR CENTER ENHANCEMENTS **Project Priority #13-2010**

In order to maximize the visitor experience, an enhanced network of information centers and facilities are needed along the major access roads. New visitor centers must be strategically placed throughout the area to inform area visitors and vacationers of the available resources, businesses, and attractions in our region. In particular, Route 47, a major North-South corridor leading to/from the County is in dire need of a facility that would serve as both an information center and comfort station. The Cape May County Chamber of Commerce, the County of Cape May, and regional cooperative tourism groups intend to work together to provide these centers and to coordinate information services and materials. To compliment the network of Visitor Centers, improved directional signage is needed to facilitate safe and efficient transportation patterns and to enhance access to the wealth of historic, ecological and cultural sites throughout Cape May County and the Southern Shore Region. With the focus on "fix-it first" and the need for the County to provide better linkages between vital community facilities and attractions, it is apparent that clear, visible, and consistently-themed signage would facilitate both the roadway and intermodal transportation network.

CUMBERLAND COUNTY

Telecommunications Investment

The County of Cumberland continues to investigate best practices for the implementation of a high technology fiber loop that would link key areas of the County with wireless off shoots to the municipalities. This effort will not only streamline communication throughout Cumberland County, but will also serve as incentive with our business attraction and retention efforts. We are also exploring a more regional information highway as a part of a collaborative effort with our partners in neighboring counties. Cumberland County views the US EDA as a significant source of grant financing that could be utilized to advance this collaborative high technology effort. Wireless links could also be made to serve the more rural and remote areas of the County. This will also address communication issues with our Office of Emergency Management. It is important to note that as technology continues to be upgraded, the County is constantly looking at the best possible combination of technologies to be considered for this project.

Cumberland County Prosecutor's Office

The County of Cumberland continues to seek funding opportunities for the construction of the County Prosecutor's Office. The US EDA could be a significant source of grant funding in fitting out the building with the technology required to meet the high security demands of this facility. In addition, there will be utility infrastructure needs including gas, water and sewer connections. The County estimates that it will need \$500,000 for implementation.

Ecotourism Facilities Funding

For many years, Cumberland County has been working to implement a county-wide ecotourism plan. One of the critical needs necessary to support additional ecotourism particularly along the County's rural Bay Shore is infrastructure.

Visitor facilities, interpretive centers, rest areas, boardwalks, fishing piers, public lavatories, and other services are essential components in the implementation of this plan and in growing the county's ecotourism industry. These kinds of infrastructure improvements would fill a significant need for our tourism development. \$1 million is estimated for these upgrades.

Water Quality Planning

The New Jersey Department of Environmental Protection has proposed state-wide water quality planning requirements mandating that every County have

a Wastewater Management Plan. The proposed requirements have the potential of affecting any facility, new industry etc... that would need to obtain or renew a DEP permit. In an effort to be proactive, the Cumberland County Department of Planning and Development is in the process of compiling information necessary to create a wastewater management plan. Included in this effort will be municipal zoning information, a nitrate dilution model, existing and future growth areas, and threatened and endangered species habitats which will be compiled for analysis in the County's Geographic Information System (GIS). US EDA funding could be one of the primary funding sources to implement this plan and would tremendously assist Cumberland County in growing its economy. \$100,000 could assist with plan implementation projects

Open Space Planning Initiative

Cumberland County is in the process of developing an Open Space and Recreation Plan. As a part of the process, there will be several recommendations for facilities to encourage eco-tourism and outdoor recreational opportunities. The county is seeking funding to implement recreational facilities to handle the increased tourism activity to region. \$1.5 million dollars would provide an excellent start for project implementation.

Cumberland Development Corporation Inter-municipal Eco-Agri Business Park.

Cumberland Development Corporation, a non-profit community development corporation that provides economic development services for nine municipalities in Western and Southern Cumberland County, is seeking to develop an innovative, eco-agri industrial park in one of the partnering municipalities. Using smart growth planning and innovative investment and revenue sharing approaches, this project will serve as a model of inter-municipal and private-public partnerships in New Jersey and the region. The CDC Board has selected a 200-plus acre target site in Upper Deerfield Township, N.J. The estimated funding need for construction of the park including purchasing land and construction of infrastructure is \$11 million. Estimated new job production from this project is 800 positions.

Phase II Study for Cumberland Development Corporation Inter- Eco-Agri Business Park

The Cumberland Development Corporation is seeking additional technical assistance funding in the amount of \$50,000 from EDA. The funds will be used to conduct the predevelopment study that is necessary as a follow-up to the site selection and project feasibility study which was concluded in November 2001 and was funded with a \$25,000 grant from the Federal EDA.

Normally, a municipal industrial park project would proceed to an application for development funds after a positive feasibility study. Due to the special nature of this project, involving multiple municipalities and possible private sector partners, requires additional study to develop the information that will be needed in order to allow potential municipal, county, state, federal and private entities to determine whether and how much they will invest.

The Cumberland Development Corporation Inter-municipal Eco-Agri Business Park is proposed to serve as a catalyst for job growth and general economic development in the sub region known as Western and Southern Cumberland County. The CDC Board has selected a 200 acre plus site in Upper Deerfield Township. A conceptual plan for this site has been developed. Target industries have been identified. The host community has endorsed the concept and has taken steps to prepare the site for special redevelopment incentives available in New Jersey. It seeks to target agriculture related businesses and businesses that are environmentally friendly. Design elements include use of energy alternatives, natural habitats for plants, animals and humans and smart growth planning goals like preservation of open space and concentration of development in development centers. What will make this a model for the state and region, is that this business park will be jointly owned and managed by up to nine municipalities and private sector partners to the extent of which law and creative planning allow.

The Predevelopment study will provide information items such as:

- A. Methods and financial formulas to share the expenses of development, management, marketing and carrying the debt related to this project between prospective public and private investors.
- B. Methods and financial formulas to share the revenue from the park with prospective public and private investors, taking into consideration that the special needs of the host community.
- C. Development of the concept in phases that will be affordable and manageable.
- D. Options for governing the project including looking into the most innovative ways to utilize the redevelopment zone and or the special improvement district legislation, inter-local agreements or even possible new state legislation to support this type joint project.

E. Obtaining potential sales prices and options from the owners of the land being considered.

F. Development of financial projections for this project for this project and its various options.

G. Development of all possible sources of revenue for this project to obtain possible types and levels of financial assistance that may be available.

H. Develop engineering and other data to ensure that utility infrastructure needed to make this project successful exists at or can be economically developed at the proposed site.

I. Outreach to prospective target eco-agri-target industry groups and companies to seek their input, interest and investment in this project well in advance of development. This will ensure good planning, maximize public return on investment, increase private participation and investment in the project and make the success of the project even more probable.

BRIDGETON

Florida Avenue Industrial Park

As a result of limited available green space, Bridgeton has purchased 30 acres of land along Route 49 to develop as a business/industrial park. Combining UEZ funds and US EDA grant funds, clearing and infrastructure work has been complete. Currently, a plumbing supply store is looking to relocate to this location.

Burlington Road Industrial Park

The latest addition to the Burlington Road Industrial Park is the soon to begin construction of an ethanol plant. This new facility will bring an estimated 45 new jobs to the city and be the first facility in the region to provide this form of alternative fuel. The industrial park will also be the possible sight for the expansion of the Bouona Vita Corp (meatball processing plant). New Jersey Ethanol has purchased property in the industrial park. Construction will begin as soon as Planning Board approval and permits have been acquired.

Port Authority Site

The Bridgeton Municipal Port Authority site is recognized by many to have some of the best potential development possibilities in the municipality. Toward that end, the City of Bridgeton has submitted an application to the UEZ to secure funds to retire certain debts from the port authority and thus

place the site in a position to be developed for any number of uses. While the disposition of the UEZ application will not be known until later this summer, there are a number of developers currently looking at this site and putting forward various development proposals. Administration officials are currently reviewing these proposals and will determine which, if any, will be acted on.

Laurel Theater

A number of parties have proposed demolition of this structure, but there are also several interested parties that have put forth development plans that include renovation of the structure and use of the lot at the rear of the building. Currently, the various development plans are being examined and a decision will be made as to which proposal will benefit the site and overall downtown development.

Ferracute Site

The Ferracute site is part of a larger redevelopment plan for that immediate area, including Rt. 49 to the city line. The first and most pressing issue is the resolution of any Brownfields at the site. A PA has been completed and steps are underway to do an SI and an RI to determine the scope of any further contamination. Beyond that, the municipality has had a number of productive discussions with private developers and state officials as to what would be the best use for this location. Various grant and other funding options are being pursued for the further development of this site.

Phoenix Redevelopment Area

The City Council is reviewing the recommendations made by the Planning Board with respect to declaring the area bordered by Jordan Avenue (north), Pamphylla Avenue (south), Manson Avenue (west), and Burlington Road (east) a redevelopment area. It is expected that this area will be a redevelopment area and the appropriate steps will be taken to entertain various plans from developers to undertake some type of mixed use residential and commercial development.

155 Irving Avenue

An Urban Enterprise Zone Project has been approved to remove UST's from 155 Irving Avenue, remediate and pave the property. This will allow marketing of the property to retail or commercial business.

Riverfront Facade Program

An Urban Enterprise Zone Project has been approved to do a Riverfront Rear Facade program that will allow a grant of 80% of the project cost to Commerce Street/Laurel Street building/business owners who wish to

renovate the rear of the buildings along the Cohansey River. This project is due to begin in August.

Urban Enterprise Zone Projects Pending

Three UEZ projects are pending at this time. The UEZ-Central Business District (CBD) sanitation worker includes funding for trash containers in the CBD; Downtown Surveillance Camera Initiative will allow the placement of camera in the downtown area with monitoring equipment placed at police headquarters; and the Municipal Port Authority Initiative will put the property in the hands of the city for marketing opportunities.

COMMERCIAL TOWNSHIP/MAURICE RIVER TOWNSHIP

Maurice River Infrastructure Improvements

Two specific project activities in two adjoining municipalities would be proposed to preserve and increase the economic viability of the lower Maurice River. These activities would involve construction of a sewerage treatment plant in the Commercial Township area of Bivalve/Shellpile, and repair the reconstruction of an adjacent riverbank area in Maurice River Township.

The Commercial Township sewerage treatment plant project would provide several waterfront businesses, involved in mainly food processing, the opportunity to expand business operations. Based on the number of companies, vacant parcels and redevelopment possibilities, the project would be estimated to create upwards of three hundred new jobs in this particular section of the riverfront.

The proposed Maurice River Township embankment project would provide for reconstruction/replacement and approximately two thousand running feet of a Maurice River embankment. This particular section of riverbank and adjoining areas continue to erode, the river will change its course.

Several corporate employees, private boat owners, farm and shell fishing proprietors, and marina operations will be severely impacted. Estimates of upwards of 1000 persons employed in the area would be affected, in an area of Cumberland County that has double digit unemployment rates.

Both of these projects, while in different townships, have an impact on each other and are integral to the continued economic viability of the Maurice River Basin. In addition to Maurice River Township embankment project, the Basket Flats section of the riverbank on the Commercial Township side of the river is also in critical need of reconstruction. If this bank is not fixed, the

Maurice River will be open directly to the Delaware Bay at this location permitting storms to devastate several businesses and important conservation areas. There is the potential for the loss of many jobs.

Maurice River Township Motor Cycle Park

Maurice River Township is seeking technical assistance funding and development funding for a proposed Motor Cycle Park to be owned and operated by the Township. The park would add to the recreation and tourism economy of the region by providing a properly regulated facility for this recreational activity. The Township would receive direct economic benefit for its taxpayers and other municipal services and the region's tourism economy would be enhanced as well. The Township will seek \$40,000 for technical assistance and \$1,500,000 for land acquisition and construction of the 400 acre park. It is estimated that 10 new jobs would be created directly when the park opens with additional economic benefits to tourism-related business throughout the area. There would also be a strong community development aspect to this project in that an unregulated, unofficial use of land in the municipality would become regulated and official.

DEERFIELD TOWNSHIP

Sewerage Line Extension Project Description

Totaling approximately \$3M, this particular area-wide improvement project would afford Deerfield Township the opportunity to provide public sewerage to industrial zone prospects, potential industrial sites, as well as existing companies. This particular project will service fourteen (14) existing businesses employing approximately three hundred (300) persons. Based on available acreage, proximity to Route 55, and other positive location benefits, the future potential for new jobs would be approximately one hundred and fifty (150) persons within the next five years.

UPPER DEERFIELD TOWNSHIP

Upper Deerfield Township Industrial Park

There has been a growing interest in the Route 77 corridor between Carll's Corner and Seabrook in Upper Deerfield Township as a potential location for commercial and industrial development as the western boundary of the zone is serviced by Winchester Western Railways. The Township has zoned this corridor accordingly and has invested almost \$2.5 million in the past two years to extend its water and sewer capacity in the area providing service to the southernmost and northern areas of the zone. The area that is not currently served by adequate public infrastructure is the industrial park that is located at the mid-way point in the corridor. The park has \$3.0 to \$5.0

million in funding to provide streets, drainage, electrical and other services, water and sewer.

Seabrook Area Water Distribution System Upgrade

The Township of Upper Deerfield recently acquired the Seabrook Water Company and is now responsible for supplying public water to the Seabrook area of the Township. For the Township to be able to provide a safe and reliable water supply to the Seabrook area, the Township will need to upgrade the antiquated water distribution system that was installed by Seabrook Farms in the 1940's. A new well needs to be installed, a water treatment plant needs to be constructed that will allow the water to attain safe drinking standards, the water distribution system needs to be replaced as a portion of the 60 plus year old piping runs between neighbors back yards for which there are now easements to repair the system and additional water storage is needed. Projected costs are between \$4 million and \$4.5 million. The Township will be interested in pursuing an EDA grant for the system that would service this mixed residential, commercial and the industrial zone in the north end of the Township.

Love Lane Water Distribution System Upgrade

The Township water system on Love Lane has recently exceeded the New Jersey safe drinking guidelines for radionuclide. A new treatment facility needs to be constructed to allow the system to meet state criteria for safe drinking standards. Estimate costs are between \$1 and \$1.5 million. The Township may be interested in pursuing an EDA grant for the system that services the commercial and industrial zone in the south end of the Township as well as a number of residences.

TOWNSHIP OF HOPEWELL

Hopewell Township Business Park

Currently includes a branch of Newfield National Bank and the West Cumberland Senior Center. The Senior Center, built in 2007, is a shared services senior center with the municipalities of Hopewell, Greenwich, and Stow Creek Townships and Shiloh Borough.

Hopewell Township is interested in funding for further improvements to the Senior Center and further development infrastructure of the 48 acre municipality owned site along NJ Route #49. The Business Park's focus on retail sales, professional services, sports, medical and financial entities will serve as a catalyst for job growth and ratables in the area.

TDR

Hopewell Township is seeking additional grant funding from the New Jersey DCA Office of Smart Growth to finalize the implementation of their Transfer of Development Rights Project. Five years of effort should conclude by year end.

Other Funding Sought

A feasibility study to determine the approach to providing cost effective and efficient municipal facilities with multiple factors requiring consideration: for design and modifications to existing joint community court and office areas in the **existing building** with the growth flexibility of providing future additional Inter Local Shared Services with Greenwich, Stow Creek, and Shiloh vs. **another existing or new building** in another location to provide full court services to Hopewell, Greenwich, Stow Creek, and Shiloh and to expand in Interlocal Shared Services for these same municipalities.

FAIRFIELD TOWNSHIP

Infrastructure Funding Fairfield Township Industrial Park

Fairfield Township is interested in developing an industrial park in close proximity to the existing industrial park in the neighboring community of Bridgeton. The Township is looking at the feasibility of site(s) along Shoemaker Road, adjacent to South Woods Prison in Bridgeton. Township officials believe that the site(s) would offer ideal locations for industries interested in doing business with the prison.

The project cost would be approximately \$1,000,000 and would include land acquisition, infrastructure development and the extension of sewer and water services from their existing locations in the City of Bridgeton. Land acquisition would include all or portions of tracts totaling 86 acres at the cost of an estimated \$500,000. Since existing infrastructure is in very close proximity to the site(s) under consideration, the cost of extending water and sewer to the industrial park is estimated at \$150,000. Roads, power, and other services would cost an approximate \$350,000.

Seabreeze Road/Bulkheading

Fairfield Township, one of the most distressed communities in the County, needs assistance to repair a roadway and replace/construct bulkheading in a small village along the Delaware Bay. An engineering estimate of \$2.5 million dollars has been generated to make this repair. This work is essential to the people living in this community to get to and from work safely. It would also protect the existing residences and enable SeaBreeze to be a location for future economic growth (e.g. marina development, etc.)

Fairfield Township Village and Retail Redevelopment

Fairfield Township is interested in redeveloping current commercial areas located along Route 49, Bridgeton-Fairton Road and Main Street in Fairton. These are areas that support businesses today but there are also buildings in these sections that housed businesses in the past but are now in need of redevelopment. In order to promote and encourage redevelopment and new development in these parts of the Township, such as antique stores, service businesses, gift shops and other light commercial uses, the Township seeks funding from EDA for curbs, sidewalks, signage and lighting along appropriate sections in the Village of Fairton, Gouldtown, Fairfield Manor, Country Club Drive and Finlaw.

These improvements will make these areas more conducive for walking to many of the businesses within the Township and to developing and sustaining the village centers in the community. Estimated project cost to be requested from EDA is \$ 500,000.

Fairfield Township Route 49 Sewer Extension Project

The development of sewer infrastructure along Route 49 is beginning to take precedence with the potential construction of a new school located at Route 49 and Route 553. This development would benefit the commercial area and the residential sections located along Route 49. Many homes in the residential sections are suffering failures in the septic and cesspool systems. This project would enhance opportunities for development and redevelopment of commercial and light industrial uses in this existing village area and in the nearby commercial and industrial sections. The estimated project cost to be requested from EDA is \$ 2,000,000.

GREENWICH TOWNSHIP

Greenwich Dike Rehabilitation

A dike along the Cohansey River which has been in place for more than a hundred years was breached several years ago, threatening the commercial area of Greenwich Township. Several businesses including a restaurant, boat works, and marina are threatened by the constant erosion of the embankment that the breach is causing. This is the commercial center of the Township and an area that is key to the tourism, boating, and recreational industry in the County. Estimates prepared by the Soil Conservation District indicate that it will cost \$2.5 million to rehabilitate this dike and protect the businesses, residents, and farm properties that have been impacted. An EDA grant to assist the Township and businesses rebuild this area will ensure that the community remains a source of jobs and revenue for the tourist economy in Cumberland County.

SHILOH BOROUGH

Shiloh Borough Sewer Extension

Shiloh Borough is interested in extending sewer service to the community. Shiloh is a small, rural Borough on the western side of the County. Service currently extends west on N. J. Route 49 to the Borough line. Borough officials have commissioned a study to assess the costs of installing such service. Engineering estimates indicate a \$1 million dollar price tag for phase I and approximately \$3.5 million for the entire, phases I-V.

DOWNE TOWNSHIP

Downe Township Maple Street Bulkhead Improvement Project

To continue to promote growth in eco-tourism, Downe Township proposes to pave Maple Street, create a walkway and to repair the bulkheads on the street to ensure and improve access to one of the prime bird watching spots in what is one of the State's best bird watching regions. With thousands of acres of preserved and natural lands, development of ecotourism is one of Downe's few economic development opportunities. The estimated cost for this project is \$350,000.

Downe Township Fortescue Bulkhead Amd Fishing Pier Project

To promote ecotourism, Downe Township proposes a project to rebuild the Fortescue bulkhead and to build a fishing pier on the Delaware Bay at Fortescue. Estimated cost for this project is \$350,000, \$100,000 for the bulkhead and \$250,000 for the fishing pier.

Downe Township Hansey Creek Road Access Improvements

To improve access for boaters, fishermen, hunters and bird and wildlife watchers, Downe Township proposes paving Hansey Creek Road in conjunction with the State of NJ improving its boat ramp at the end of Hansey Creek Road. Road improvements are estimated at \$300,000.

Fortescue Storm Drainage Project

The very limited areas of Downe Township that are available for future development and that support current homes and some businesses that are the lifeline form many area residents are prone to serious drainage problems that threaten public safety, public health and the economy of the area.

This project would permit the installation of storm drainage and road improvements to the following parts of Fortescue including Garrison Avenue, Newport Avenue, Bayview Boulevard, Pennsylvania A venue, Cornell A

venue, Princeton Avenue, Vassar Avenue, Adaline Avenue and Downe Avenue.

The estimated cost for this project is \$450,000.

CITY OF MILLVILLE

Downtown Parking Facility

The City of Millville has been reinventing its downtown as the Glasstown Arts District over the last five years. This effort has been extremely successful with 60 new businesses opening. New galleries, specialty retailers, and restaurants have greatly increased the downtown's appeal both to local and regional visitors.

There is a need to take this effort to the next level, which entails the restoration of the City's historic Levoy Theater and the development of an adjacent 9 acres of City owned land along the Maurice River. There are a number of developers and tenants interested in a comprehensive project that would restore the Theater as a performing arts center and create a riverfront connection that would include shops, galleries, public spaces, restaurants, office space and entertainment attractions. The key to this project is the construction of a parking facility for approximately 250 cars.

The cost of this facility is estimated at \$3,750,000. The private investment leveraged by the project would exceed \$50 million. The City of Millville is requesting \$1.5 million in USEDA funding for this project.

Millville Airport Air Cargo Area Development

Development of a small, short-term hub for air cargo at the Millville Airport was recommended of the 1996 and 2001 Airport Master Plans. The project includes the extension of 12" water and sewer mains from the airport entrance. Minimal improvements for ground access and construction of staging areas are required. This air cargo port would provide airfreight, small package, air express service operated by special air cargo airlines. It is anticipated that Millville would be a cargo hub of an existing cargo carrier and would develop as a feeder airport to one or more existing air cargo hub airports (possibly Newark or Philadelphia).

The project would specifically require:

- Minimal roadway improvements
- Construction of a Terminal Building
- Construction of a package/staging area and parking area

- Extension of 12" water and sewer main
- Upgrades to Taxiway "A", including aircraft apron
- Construction of two hangers

The cost estimate is \$1,000,000. The project is eligible for FAA grant funding. The UEZ funding of Airport Real Estate Account would be utilized for the local match or UEZ funds.

Millville Airport Improvements

The 2001 Airport Master Plan identifies a series of infrastructure improvements projects for continued aviation services at the airport.

- 1) T-Hangar Development: Proposed for the area north of Taxiway "A" and west of Taxiway "G". Auto access and parking will be provided via Easterwood Street. Two 10-Bay T-Hangars are proposed for leasing in this area. There are actually four potential locations for the T-hangars. Twenty aircraft would be accommodated during this phase. Taxiways would also need to be constructed. Total Project \$1.7 million.
- 2) Rehabilitation of Runway 14-32: This runway is the crosswind runway at the Airport, with a current length of 5,057 feet by 150 feet. In order to accommodate larger planes, such as a DC-9, a runway length of 6,000 feet is required for take off. Therefore, a future project will be the extension of Runway 14-32. Funds would be utilized for design, testing, and construction. Total Project: \$1.7 million.
- 3) General Aviation Terminal Building: This facility is needed to provide space for management offices, lounge areas, restrooms, food services, and other needs of pilots and passengers. A 8,000 SF building is recommended for general aviation needs, with suitable public parking areas. This terminal would be constructed along the apron parallel to Taxiway "B", approximately 500 east of Peterson Street. An apron expansion north of Taxiway "B" and west of Taxiway "E" would provide tie-down space for based and transient aircraft. Total Project: \$ million.
- 4) Rehabilitation of Runway "10-28": This runway is the primary runway at the airport with full instrumentation. Funds would be requested for design, testing, and construction of a 1,000 length extension to 7,000 linear feet. This would enable the airport to handle more demanding larger aircraft for air cargo, passenger service, and specialized maintenance services. Total Project: \$1.4 million.

Airport Aviation Academy

In the future, as demand grows the Aviation Academy will need to expand to bigger facilities, which include office space, classrooms, labs, and an aircraft hangar. This program is an important component of a job generating program whereby graduates can be placed in existing airport businesses in higher paying, high skill jobs.

Industrial Reuse Project

An existing, vacant glass manufacturing facility is available for purchase as part of a public/private partnership. The entire site could be redeveloped as an industrial center, with existing buildings utilized for lease to industrial tenants. The property also includes waterfront frontage that could be developed in the future as a possible marina, in conjunction with the linear waterfront park system along the Maurice River. Total Project \$1.5 million.

Aviation and Automotive Innovation Center

Taking advantage of the opportunities presented by the New Jersey Motorsports Park (NJMP) and the adjacent Millville Airport as well as the new Millville Airport Industrial Park (MAIP), the City proposes the construction of an Innovation Center. This facility would house companies involved in creating and testing new products and technology applications for both the aviation and automotive industries. It is envisioned that at least one university also will be affiliated with the center. It is expected that major companies, especially those affiliated with NJMP, will anchor the center. The estimated cost of this project is \$25 million.

Millville Airport Renewable Energy District

It is proposed that the 2,000 acres comprising the Millville Airport, New Jersey Motorsports Park (NJMP), Millville Airport Industrial Park (MAIP), and other adjacent lands owned by the City of Millville become a renewable energy district. This partnership development would entail the coordinated utilization of renewable energy to the greatest extent possible for all land uses within the district. The advantages of this project would include a reduction in the usage of fossil fuels, opportunities to create technology-driven jobs, and cost savings for all partners.

The initial project is estimated at \$20 million, but, ultimately, could lead to private and public investments exceeding \$100 million.

VINELAND

Sewer Service For Un-Served Portions Of West Landis Avenue

Install public sewer along un-served portions of West Landis Avenue. Undeveloped land is available at this Rt. 55 interchange, but there is minimal development activity because of the lack of infrastructure. Approximately half of this distance is part of the Cumberland Empowerment Zone and all of the distance is in the Vineland Urban Enterprise Zone. The full potential of this commercial/industrial land will not be realized without this basic infrastructure.

The estimated cost for this project is currently \$250,000 for engineering and \$3,000,000 for construction.

Upgrade water main on West Landis Avenue from 8" main to 12" main. The estimated cost for this project is \$1,800,000.00.

Importance to the region: The completion of the Wal-Mart Super Center has triggered numerous inquiries from developers who are interested in developing the remaining vacant land. This sewer service is critical for the initiation of the new projects, which in turn will create additional ratable and jobs for the residents of Vineland.

Sewer System Improvements – North Delsea Drive

The Landis Sewerage Authority proposes to extend sewer service on North Delsea Drive in the vicinity of Oak Road. This area has attracted an increasing number of small service businesses because of relatively inexpensive land in that area. This situation has occurred because of the growth of industries in Vineland's Industrial Park has generated an increase in the number of people that pass through this area on their way to and from their jobs in the Industrial Parks. The estimated cost of this project including a pumping station, gravity collections systems, road restoration, engineering and an off site force main in \$10,000,000.

SALEM COUNTY

Railroad Upgrade Project

Project will involve complete upgrade of the short line from Salem to County line in Pilesgrove Township. Replacement of rail, supporting tie plates, renewal of the track surface and replacement of ties. A total of 18 miles of track would be rehabilitated.

Water-Sewer Line Extension - Route 48 and Route 40

This project involves the extension of public water and sewer lines from the NJ Turnpike in Carney's Point Township on Route 48 to the intersection of County Route 646 and Route 40 in Pilesgrove Township. The proposed project is located within a designated growth corridor and will open this corridor to opportunity for development that will have a county-wide impact. The total cost of this project is estimated at \$3,335,000.

Salem County Industrial Park: Gateway Business Park

The Gateway Business Park is currently under construction in Oldmans Township. The County will seek EDA assistance to complete the road network and infrastructure requirements of the park, including both water and sewer. The total cost is estimated at \$1.5 million.

Salem County Green Building

The County is acquiring an existing warehouse facility which is being converted for existing county functions. As part of the renovation, the County wishes to obtain LEED Certification. The project will incorporate such design elements and equipment to achieve LEED status. This project will present a best practices approach to satisfying County facility needs and adopting environmentally friendly and energy efficient solutions.

Penns Grove Riverwalk Project

The Borough of Penns Grove has been seeking opportunities to develop the waterfront property located along the Delaware River. In addition, Carney's Point controls a parcel of riverfront property upstream from the Penns Grove parcel. In order for these projects to come to fruition these communities must joint venture to expand sewer treatment capacity. The private sector may hold the key in resolving treatment capacity issues. The two communities are now exploring the option of involving the private sector in providing capacity. The plan entails establishing a new financial structure that accommodates the needs of both communities and the private sector. The resultant impact of achieving this financial relationship will be the total build out of the two waterfront tracts of land.

Salem Port Rail Extension Project

The purpose of this project is to extend a rail line (siding) from the existing Southern Railroad of New Jersey line within the Salem Port to the Port's vessel-loading dock and to an adjacent lot of a privately-owned stevedoring firm (Mid-Atlantic Shipping). The project will involve the rehabilitation of 1,500 feet of track, installation of 2,300 feet of new track, installation of 6 new switches and the rehabilitation of three existing switches. The total cost of this project is estimated at \$475,000.

Grieves Parkway Project

Construction/reconstruction of Grieves Parkway to Industrial use standards over a 1.70 mile stretch of roadway located entirely within the City of Salem. Major intersections of the Parkway with Salem County Roads 658, 665 and 625 will be either improved or reconstructed and traffic signals will be installed subject to NJDOT approval.

PITTSGROVE TOWNSHIP

Municipal Sewer, Water And Planning Study

The sewer, water and planning study will provide Pittsgrove Township and participating municipalities (Elmer Borough and Upper Pittsgrove Township) with short and long term alternatives upon which to base future development and financial planning decisions. Funding such as in-depth study by small communities is not feasible without significant assistance from State, regional and county agencies. State mandates, NJDEP regulations and, more importantly, just good common sense dictates studies of this nature by undertaking early enough to allow their results to influence the planning and development of the communities.

Scope of Study:

Ground rules for the proposed study will consist of existing state, county and local planning and zoning regulations with primary emphasis on each municipality's master plan. The study itself will be a three-phase effort. The first phase will project population, commercial and residential growth, both in numerical terms and geographical for two periods 5/15 years and 15/30 years. The second phase utilize the phase one results and overlay a comprehensive study of sewer and water requirements for the 5-15 and 15-30 year periods. The phase two study will be extremely comprehensive, addressing a variety of options for each municipality affected. Sewer and water options to be addressed will include tie-in to existing systems, autonomous of the study, assessments of the planning funding, construction and hookup times projected for each option is to be provided. The third and final phase of the study will capitalize on the extensive data generated and knowledge gained during conduct of phases one and two, to recommend

modifications to municipal planning and/or zoning regulations which would be beneficial to the respective communities. Given the intent of the communities to maintain their rural growth, this third phase is intended to provide feedback to the communities as two ways they may wish to consider for restructuring their planning and regulations to better meet that goal.

PENNSVILLE TOWNSHIP

Riverfront Bulkheading

Proposed Project:

Construction of bulkhead protection improvements along the riverfront area, including improvements to a promenade and reconstruction of Riviera Drive. Existing bulkheading is severely deteriorated and, in many areas, non-existent. Temporary concrete riprap are in place, but have not fully controlled the erosion affected by tidal changes and river wake from ocean-going vessels. The Township proposes to construct improvements to the bulkheading, which will protect public and private investments in the Township and create an appropriately stable infrastructure base for future developments.

Estimated Project Costs:

Skinner, Compton & Fralinger Engineers has estimated the cost of riverfront bulkheading, with promenade, at \$2,000,000 and the complete reconstruction of Riviera Drive is estimated at \$1,000,000.

PENNSVILLE TOWNSHIP

Industrial park for light office/warehousing on 100 acres of property located at the Fort Mott area.

Municipal Golf Course located on the Delaware River.

Development of a commercial/retail cluster at the old Pennsville Ferry Wharf.

The Township is proposing to reconstruct the pier at Riverview Park for both foot and boat traffic as part of an overall program to increase tourism and commercial development on the riverfront. This project will also help support the development of a marina in this same location.

PENNS GROVE

Downtown Revitalization

Revitalization of Penns Grove's central business district by implementing the recommendations of a redevelopment plan for the area.

Waterfront Revitalization

Redevelopment of riverfront property for commercial and marine-related and recreational facilities. This property is privately owned and to be developed as a private enterprise. However, the USEDA business assistance program may be useful in helping the developer meet future needs and is, therefore, identified.

Wind Turbine Project

The Penns Grove Sewerage Authority was the recipient of two grants to undertake a Wind Turbine Project at the site of their sewer treatment plant. The SJEDD will assist Penns Grove in the design and construction of the Wind Turbine Project. To further the purposes of the Authority and following the recommendation of the feasibility study, the Penns Grove Sewerage Authority a solar array that would expand green electric power capacity is proposed for the site.

CARNEYS POINT TOWNSHIP

Industrial Park

Proposed Project:

To develop a regional industrial park, comprising of approximately 160 acres, on land situated in the vicinity of the New Jersey Turnpike and U.S. Route 40. The proposed industrial park will accommodate approximately 24 five-acre lots with on-site improvements, including roads, water and sewer. The project is proposed to be owned by the Township of Carneys Point. However, consideration of participation with the County of Salem in a joint venture as a County wide industrial park is feasible.

Estimated Project Cost:

The Township Engineer, Fralinger Engineers, has developed a preliminary cost estimate for off-site and on-site improvements. Off-site improvements will include extension of water mains and sanitary sewer lines at a total estimated cost, including design and inspection, of \$3 million. On-site improvements, which would accommodate underground water and sewer services to the individual project sites, roadways, landscaping and signage, etc., including design and inspection, is estimated to cost \$1.5 million. The total estimated on-site and off-site cost is \$4.5 million.

Site Acquisition:

The Township solicitor, John Jordan, has been authorized to proceed with negotiations for the acquisition of one or more parcels, comprising of approximately 160 acres, which will be sufficient to yield approximately 24 lots, comprising 5 acres in size. The total estimated cost for the acquisition is \$1.0 million.

Project Description:

The Township has already authorized preliminary design and initial negotiations for acquisition of the property. It is anticipated that this project would proceed immediately upon completion of plans and specifications and the permit acquisition process. There are no extraordinary circumstances contemplated that would otherwise impede performance on this project, which is currently underway and will continue upon invitation from USEDA for submission of a pre-application.

- Removal of the old nursing home building located on Delaware Avenue
- This building is a health and safety hazard to the community.
- Additionally, the building site, which has riverfront frontage, could be an excellent site for commercial development with additional infrastructure improvements.
- Funds for infrastructure improvements for other areas of the community designated for industrial development may be needed.
- Technical assistance funds may be sought for community planning purposes or for measuring economic impact.

OLDSMAN TOWNSHIP

The Township of Oldsman is serving as the Local Redevelopment Authority (LRA) for the Sievers Sandberg Reserve Center (Camp Pedricktown). It is the responsibility of the LRA to evaluate the potential uses for the base and to prepare a redevelopment plan. Camp Pedricktown consists of 46 acres of land containing 29 buildings. The buildings are of various types and sizes and are in poor-to good condition.

The LRA is seeking funds to improve the infrastructure, demolition or improve the buildings and develop the area as an industrial park.

QUINTON TOWNSHIP

Regional Sewer Project - Quinton & Alloway Township

The two municipalities are working to develop a regional sewer system that will serve the villages of Alloway & Quinton. This system will tie in with the City of Salem sewer system. Loan funds have been received from the US Department of Agriculture for a portion of the system but additional funds are still needed to complete the project.

BOROUGH OF WOODSTOWN

Downtown Parking Improvement Project

Improvement of the North Main Street Municipal Parking Lot by adding parking spaces and a pedestrian walkway. This project will improve pedestrian access to the downtown business district.

Relocation of US Post Office

Relocation of U. S. Post Office from current location to a more accessible location and add retail, commercial and entertainment space. Project would be undertaken by either the borough or a Development Corporation.

Downtown Streetscape Program

The Borough is seeking funding to develop a sidewalk/streetscape program for Main Street and East & West Avenues. This project will provide a restoration of the Victorian Era Downtown.

***PROJECT PRIORITIZATION
SCORING SHEET***

**SJEDD
PROJECT PRIORITIZATION**

PROJECT DESCRIPTION:

Provide a detail project description which includes project layout appropriate zoning information and locator maps and an explanation of the benefits of the project in meeting the special needs of the community.

EDA ELIGIBLE

Is the project an eligible use under Federal EDA rules and regulations? Yes _____ No _____

_____ **Points**

LEVEL OF DISTRESS

Unemployment Rate:

County
Municipality

Plant Closures/Layoffs:

County
Municipality

Municipal Distress Ranking (NJ):

Population Growth:

County
Municipality

Number of Welfare Cases:

County
Municipality

% of Low Income Households:

County
Municipality

_____ **Points**

MARKET FEASIBILITY:

Was there a feasibility study conducted on the project?
Yes ___ No ___

If yes, please attach feasibility study.

If no, please provide an analysis which demonstrates the market potential of the proposed project. Include letters of interest and documentable evidence that supports the viability of the project.

_____Points READINESS TO PROCEED:

Does the applicant possess site control? Yes_____ No_____

If no, please provide an outline of the steps necessary to secure site control.

**SJEDD
PROJECT PRIORITIZATION**

Does this project conform to the New Jersey State Development and Redevelopment Plan? Yes_____ No_____

Please provide a brief conformity analysis.

Attach resolution of support for the project by governing body of applicant.

Attach letter from Mayor stating that the municipality is willing to provide local matching fund requirements.

Provide an overview of permits and approvals necessary to implement the project.

Provide implementation timeline for the proposed project.

_____Points ECONOMIC IMPACT:

Provide an analysis of the impact this project has on the overall region and the community including new jobs to be created, economic diversification, the effective use of unique local resources and the consistency with local, county and state planning ability.

_____Total Points

APPENDICES

CHAPTER 5

APPENDICES

APPENDIX 1: DETAILED ECONOMIC DATA

- NONFARM EMPLOYMENT**
- LABOR FORCE**
- HOUSING**
- NONRESIDENTIAL CONSTRUCTION**
- TRANSPORTATION**
- AVERAGE SALARY BY COUNTY**

NONFARM EMPLOYMENT

LABOR FORCE

HOUSING

NONRESIDENTIAL CONSTRUCTION

TRANSPORTATION

AVERAGE SALARY BY COUNTY