Hunterdon County, New Jersey
Yesterday’s Facts

1970 - 2000

- 55% population growth
- Rural migration
- 3.14 persons/household
- Educated, high income
- 1980 median age 32
- Corporate campuses
- Single family homes
- Growing school population

Today’s Reality

2000 - 2015

- Declining population
- Urban migration
- 2.61 persons/household
- Retirees, empty nesters
- 2014 median age 44
- Vacant corporate campuses
- Changing housing demands
- Declining school enrollment
Factors in our Economic Future

**Millennials**
- Career focused
- Compact living
- Renters vs owners
- Close to employment
- Postpone marriage
- Active, social lifestyle
- Public transportation options

**Baby Boomers**
- Retired/semi-retired
- Compact living
- Disposable income
- Mobile
- Socially engaged
- Public transportation options

**Affordability**
- Housing & Housing choices

**Amenities**
- Cultural & recreational, social groups

**Access:**
- Walkable communities & transportation connectivity

**Affordability**
- Housing & Housing choices
Economic Development Goals*

- Create public/private partnerships
- Create revitalized & vibrant communities
- Repurpose existing footprints
- Foster entrepreneurship & business development
- Maintain a competent, diverse and flexible workforce
- Identify funding opportunities

*as evidenced in the CEDS*
Creating Partnerships

Steering Committee

Economic Development Director
Planning Department

Public/Private Partnerships

Business Attraction & Retention  Municipal Outreach
Infrastructure  Healthy Living
Transportation  Life Long Learning

Visitors Bureau/Tourism/Marketing

Welcome to Hunterdon County
Founded 1714
Regional Context

• NJTPA developed regional CEDS as part of Together North Jersey

• Regional CEDS is a roadmap to increased prosperity and access to opportunity

• Identifies regional priorities that support local action
Regional CEDS

• Regional CEDS identifies common regional challenges and opportunities

• Features common strategies that can work throughout the region

• Integrates CEDS planning work being done throughout the region, from Hudson to Hunterdon
Regional CEDS

• Four key focus areas for action plan:

  • Support growth of Regional Innovation Clusters

  • Enhance North Jersey’s innovation and entrepreneurship “ecosystem”

  • Build on the region’s infrastructure assets

  • Align workforce training with industry needs
Foster Planned Economic Development

The Future of Flemington

February 22, 2016

MINNO WASKO
ARCHITECTS AND PLANNERS

One example ...
Identified Area in need of Redevelopment …
Aerial View of Plaza from Courthouse

One possible future ...
Added Amenities:

- Revitalization of the County Seat
- Vibrant, dynamic mixed-use lifestyle community
  - College/education/technology/medical
  - Retail anchor
  - 100-room Hotel
  - Restaurants
  - 230 – 250 High-quality residential units
  - Parking
Thank You

Hunterdon County Freeholder
Matthew Holt

NJTPA Second Vice Chair

North Jersey Transportation Planning Authority