

Repurposing Through Proactive Leadership:

Promoting a vision and proactive leadership are key to repurposing

2016 Annual Summit



June 7, 2016



A roadmap to increased
**prosperity and access to
opportunity** by identifying
regional priorities that...

...support **local action.**

Integrating County & Regional CEDS

- The Regional CEDS is not intended to serve as a laundry list of local projects and programs. Rather, it is a regionally-focused document that identifies common regional challenges and opportunities and designs strategies that have common regional impact.

Regional Issue

- Aging and obsolete properties

Local needs

- Re-use of significant suburban office parks in Somerset County
- Conversion of obsolete industrial facilities in Hudson County

Regional Response

- Identify strategies and models for working with the private sector to redevelop obsolete sites and buildings into new employment centers

Regional CEDS Planning efforts

- **Somerset County – 2013**
- **Hudson County – 2012**
- Monmouth County – 2013
- Passaic County – Ongoing
- **Hunterdon County – 2015**
- Union County – Update planned
- Urban Mayor's Association Regional CEDS – 2015

Key Themes & Strategies

- Infrastructure Assets
- Regional Innovation Clusters
- Workforce Training
- Small-Business & Entrepreneurial Support

ASSET BASED INFRASTRUCTURE

- Provide incentives packages targeted at job creation and private-sector investment in vacant land ripe for redevelopment (e.g., suburban office parks, brownfields).



OPA and NJTPA will incentivize mixed-use centers with multiple transportation options allows the public to get around to their jobs, homes, and activities by walking – improving public health outcomes.

- **Action 1:** Apply criteria of designated growth areas, TOD locations and distressed areas as described in the State Development and Redevelopment Plan and New Jersey Economic Opportunity Act (EOA) to select potential underutilized sites.
- **Action 2:** Incentivize county/municipal participation in the identification of sites with funding under the NJTPA's Planning for Emerging Centers grant programs
- **Action 3:** Support corporate campus redevelopments such as Sanofi site initiative and apply success stories elsewhere.
- **Action 4:** Amend the Economic Opportunity Act to prioritize to "smart-growth locations consistent with market demand shifts towards redevelopment.

Who: OPA, NJTPA

When: Short. 9-12 months