

#### **Bucks County Commissioners**

Charles H. Martin, Chairman James F. Cawley, Esq., Vice Chairman Diane M. Ellis-Marseglia, LCSW

# Bucks County Economic Development Advisory Board

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David West, Marketing Director Bucks County Conference and Visitors Bureau



## **Board Purpose**

Where we are today: Understanding our current approach to economic development

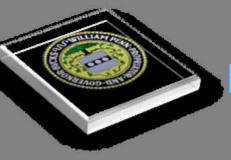
Where do we want to be in the future: Set goals for improving economic development

How do we get there: Define actions steps necessary to achieve goals



Where we are today: Understanding our current approach to economic development

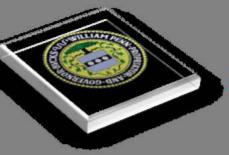
- Existing Economic Development Efforts in Bucks County, Other Counties, and Regionally
- Case Studies: Pennsylvania Bio-tech Center and AE Polysilicon
- Business Survey



## Where do we want to be in the future:

Set goals for improving economic development

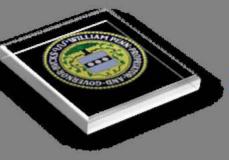
- Maintain diversity in the economy
- Maintain our high quality of life
- Create a good business climate
- Build and retain a skilled workforce
- Revitalize downtowns and main streets
- Reuse vacant and underutilized industrial and commercial sites



#### Where do we want to be in the future:

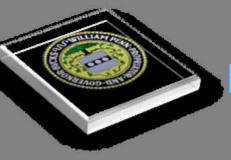
- Vacant or abandoned industrial sites repopulated with new businesses.
- Lower Bucks is center for green jobs and industries as development at U.S. Steel and Bridge Business Center continue to attract new businesses.
- Low-intensity campus-type office and business park development is established along key corridors: Routes 13 and 663.
- Boroughs have thriving downtown business
   districts with mix of retail, entertainment,
   service, and residential uses.
- Biotechnology industry expanded in Doylestown area with Pennsylvania Biotechnology Center and Delaware Valley College.

- We are an incubator for entrepreneurs who start small businesses that expand into stable businesses.
- More manufacturing and support businesses at key interchanges in Bristol and Milford.
- Businesses provide family-sustaining jobs and opportunities for employment at all income levels.
- Bucks County will not seek to become another King of Prussia, nor will we encourage strip commercial development that contributes to congestion or diminish appeal of downtowns and Main Streets.
- End the "brain drain" and retain much of its younger educated workforce.



## How do we get there: Define actions steps necessary to achieve goals

- 1) Centralize the economic development function.
- Adopt guiding principles of economic development: target areas, capitalize on green jobs, biotech, and knowledge industry clusters; and focus on quality of life.
- 3) Make better use of our existing economic development organizations and resources.
- 4) Help existing businesses we have in order to retain and help them grow.
- 5) Engage municipal partners.
- 6) Support workforce development that supports our economic development goals.



#### Next Steps: Implementation Concepts

#### Time is critical – Need implementation steps

- Commissioners endorse recommendations
- Reach out to economic development groups, local municipal officials, school boards, and citizens
- > Use EDAB to develop implementation plan



**BUCKS COUNTY COMMISSIONERS** 

Charles H. Martin, Chairman

James F. Cawley, Esq., Vice-Chairman

Diane M. Ellis-Marseglia, LCSW

## Moving Camden Forward

January 21, 2010

#### Saundra Ross Johnson

Executive Director, Camden Redevelopment Agency Director, Department of Development & Planning







## Agenda

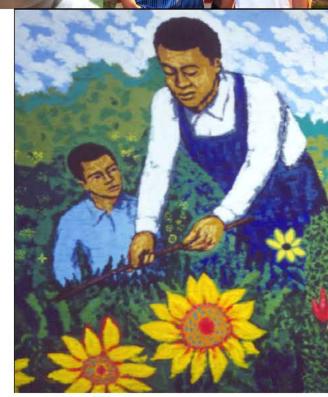
- 1. City of Camden Overview
- 2. C.E.D.S. Priorities
- 3. Highlights of Specific Projects
- 4. Citywide Activities & Stimulus





## Our Vision

Targeted development that raises the quality of life for residents, creates businesses, and increases city revenues





#### Camden Profile: People

- 41% of population under 20 years old
- 8% of population over 65 years old
- 51% of households earn less than \$25,000/year
- 31% of households earn between \$25,001-\$50,000/year
- 35% of households have an income below the Federal poverty line
- 49% of residents 25yrs+ have no high school diploma
- 19% unemployment rate
- 53% African American, 39% Latino, 8% Other



#### Camden Profile: Land

- 9 square miles
- 21 Census Tracts
- 19 neighborhoods
- Approximately 16 miles of waterfront land
- Approximately 20% of land parcels are publicly owned
- Numerous opportunities for private investment





#### **Camden Profile: Government Transition**

#### New Governor elected, Chris Christie

New priorities for NJ State agencies

#### New Mayor elected, Dana L. Redd



"As my administration takes office, we will face a host of challenges and opportunities that I welcome. Camden is my passion and life's work."

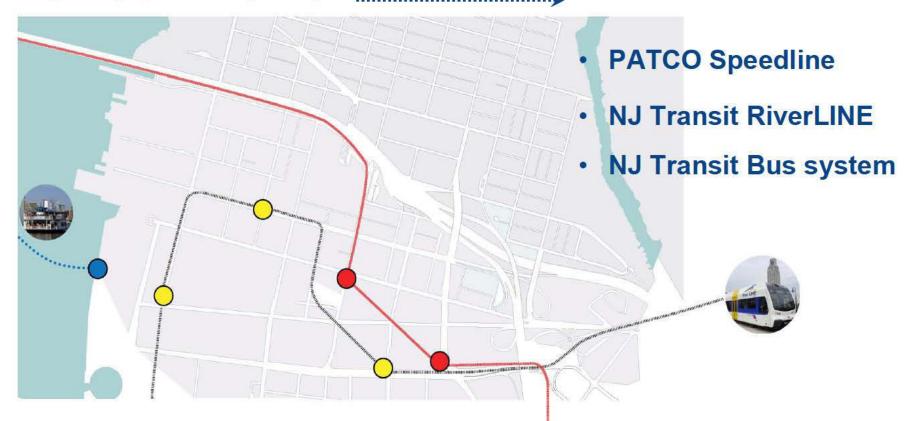


#### Camden Profile: Government Priorities

- 1. Jobs
- 2. Business and Economic Development
- 3. Residential Development
- 4. Strong Infrastructure



#### Camden Profile: Transit



- Waterfront Ferry to Philadelphia
- Interstates 76 and 676
- State Highway system to South Jersey



## City of Camden CEDS Projects

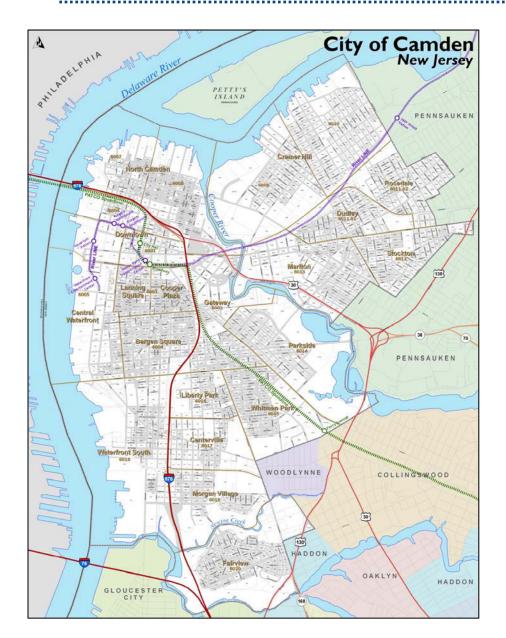
Submitted 50+ projects = \$1.5 billion

Selected projects (10) = \$575 million

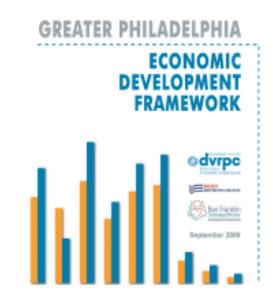
Highlighted projects (6) = \$555 million



#### **DVRPC - CEDS Priorities for Camden**



- Mixed Use Transit
   Villages
- 2. Industrial Corridors
- 3. Waterfront / Open Space Projects



## Gateway Office Park Transit Village









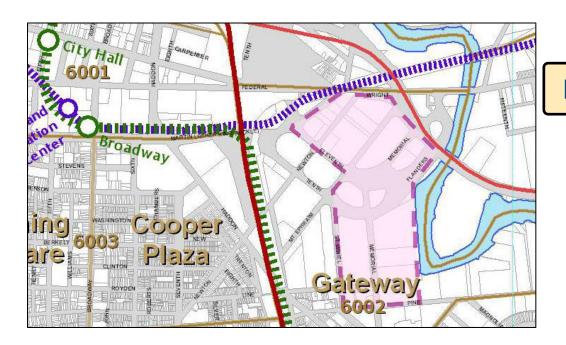
### Gateway Office Park Transit Village

\$175 million

#### **Transit Proximity:**

PATCO & RiverLINE (1/2 mile)

Proposed new RiverLINE Station (¼ mile)



Campbell Soup World HQ Expansion

Highway & Infrastructure Improvements

**Gateway Office Park** 

**LEED Certified Development** 



## Ferry Avenue Transit Village











#### Ferry Avenue Transit Village

\$100 million

Office Space: 250,000 sf

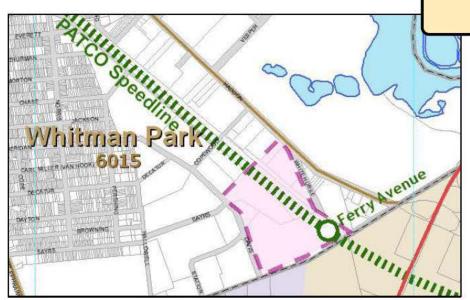
Retail Space: 18,000 sf

#### **Transit Proximity:**

PATCO station (200 ft)

1,300 space Parking Structure

475 Residential Units, Public Plazas
Upgraded PATCO facilities

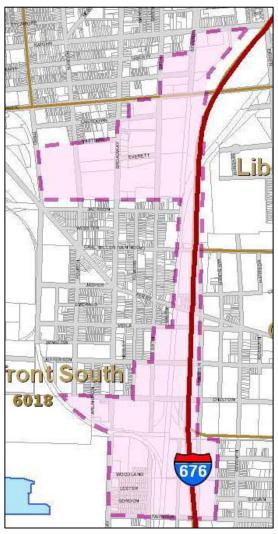




#### **Industrial Corridors**

\$30 million

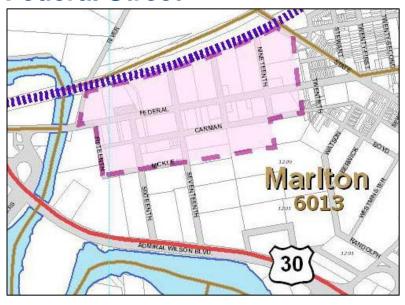
#### **Interstate 676**



Light & Heavy Industrial uses
Adjacent to Rail, Highways and Port
55+ acres of remediation and reuse

Jobs support families and nearby businesses

#### **Federal Street**



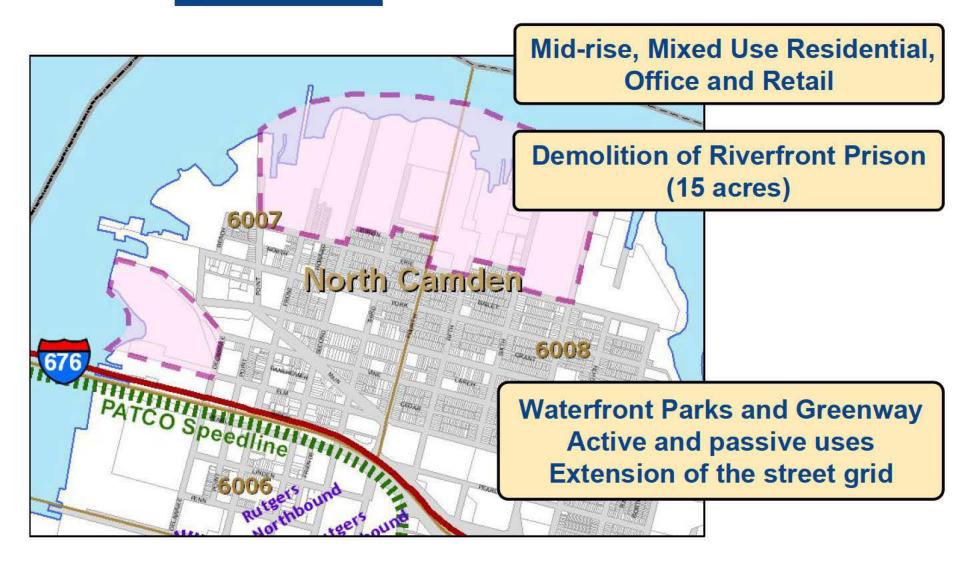
#### **North Camden Waterfront**

#### **Mixed-Use Development**



#### **North Camden Waterfront**

\$200 million



## Roosevelt Plaza Park & Transit Hub

















## Roosevelt Plaza Park & Transit Hub



#### Roosevelt Plaza Park & Transit Hub

\$50 million

#### **Transit Proximity:**

PATCO Station (on-site)

RiverLINE Station (250 ft)

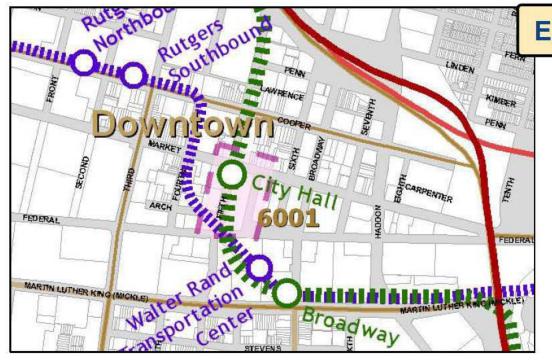
Walter Rand Bus Terminal (500 ft)

Roosevelt Plaza Park Civic Open Space

250 Space Underground Parking Garage



**Rutgers Student Housing** 



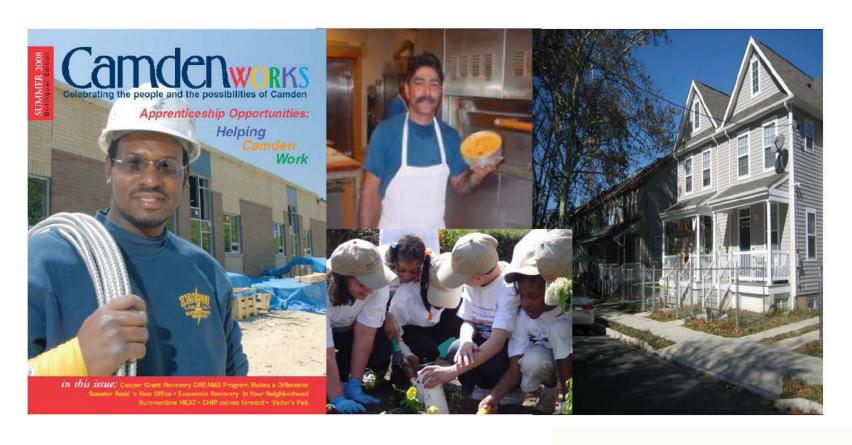


#### **Funding Sources**

FEDERAL	STATE	LOCAL	OTHER
<ul> <li>Economic Development Administration (EDA)</li> <li>Dept. of Transportation (DOT)</li> <li>Dept. of Energy (DOE)</li> <li>Environmental Protection Agency (EPA)</li> <li>Federal Highway Administration (FHWA)</li> </ul>	<ul> <li>Economic Development Authority (NJ EDA)</li> <li>Hazardous Discharge Site Remediation Fund (HDSRF)</li> <li>NJ Environmental Infrastructure Trust</li> <li>NJ DOT</li> <li>NJ Urban Hub Tax Credits</li> <li>NJ Green Acres Program</li> <li>NJ Dept. of Treasury</li> </ul>	<ul> <li>Camden         Economic         Recovery Board         (ERB)</li> <li>NJ Urban         Enterprise Zone         (UEZ)</li> <li>Camden County         Open Space         Trust Fund</li> </ul>	<ul> <li>Private Sector Investment</li> <li>Delaware River Port Authority (DRPA)</li> <li>Private Foundations</li> </ul>



## Citywide Activities & Stimulus





#### Citywide Activities & Stimulus

Applications underway or submitted: **\$161 million**Grants Awarded to Date: **\$61 million** 

1. Neighborhood Stabilization Program

2. Energy Efficiency Community Block Grants

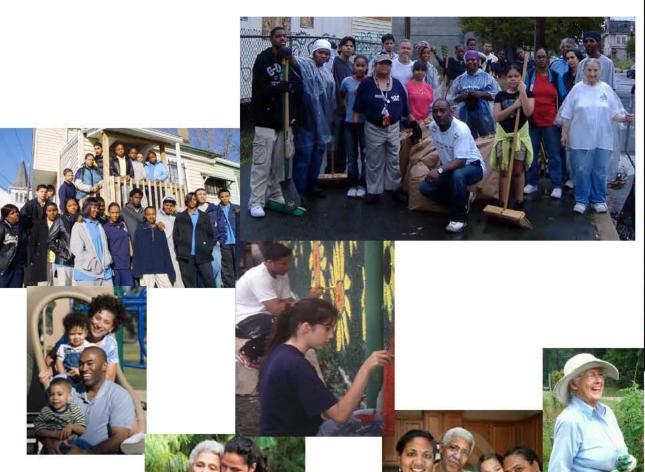
3. Weatherization and Green Jobs

4. Others



# "IT'S ABOUT THE PEOPLE..."









#### **Contact**

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#### CITY OF TRENTON

**Economic Development Strategy** 

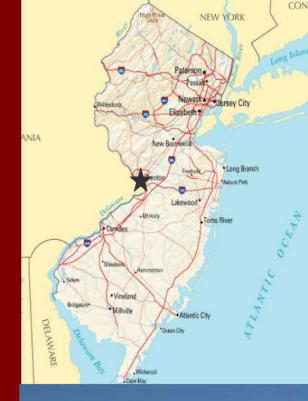
**Douglas H. Palmer**Mayor

Andrew S. Carten

Director, Planning Division Jerome C. Harris
Director,
Economic
Development

#### TRENTON IS:

- STATE CAPITAL OF NEW JERSEY
- MERCER COUNTY SEAT
- AN HISTORIC CITY
  - 1<sup>ST</sup> & 2<sup>ND</sup> BATTLES OF TRENTON ARE CITED AS THE TURNING POINTS OF THE REVOLUTIONARY WAR
  - A MAJOR INDUSTRIAL LEADER IN THE LATE 19<sup>th</sup>
     & EARLY 20<sup>th</sup> CENTURIES
- A RIVERFRONT CITY





#### DEMOGRAPHICS

- Race:
  - African American (52.06 %)
  - White (32.55)
  - Other (15.39)
- **Labor Force**: 36,297
- Unemployment: 13.1%
- Public Sector Labor Force (State, County, City Government): 28,000
- Largest Private Sector Employer: Capital Health Systems Hospital: 3,300

### DEMOGRAPHICS

- Trenton's population peaked at 128,000+ in 1930. At that time, the city was a regional center servicing Mercer and Lower Bucks County
- Today, Trenton's population is 83,581.
   Our retail market has been struggling and primarily serves City residents and the daily workers

## ECONOMIC DEVELOPMENT GOAL:

To re-establish the City of Trenton's economic stature in the Mercer county region

## Trenton's Market Strengths:

- Close proximity to NYC and Philadelphia
- Existing Infrastructure with excess water and sewer capacity.
- Well served by an excellent auto and rail transportation network
- State Capital
- Offer industrial and commercial properties at affordable prices
- Development potential on the Delaware Waterfront

## Trenton's Market Challenges:

- Crime
- Lack of support services
- Insufficient public sector support
- Disinvestment in some areas of the City
- Cost of business in New Jersey
- School system

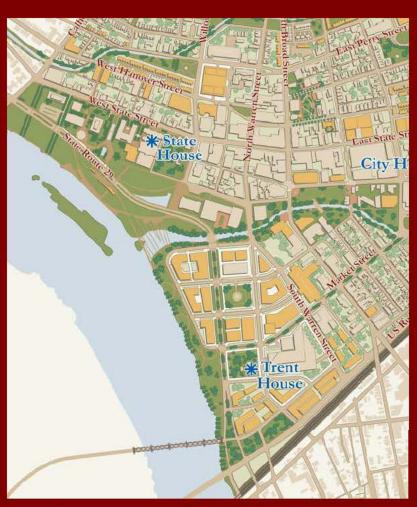
## Capitalize on Trenton's assets and address market weaknesses

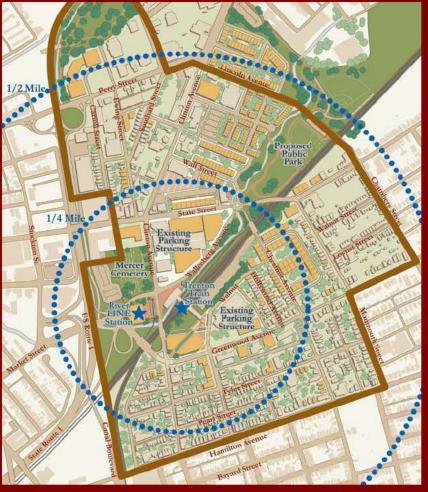
- Understand the present market conditions
- Develop and maintain City staff capabilities and assign staff to relevant tasks
- Work closely with appropriate agencies to secure available development financing

#### Actions to date

- Understand the Market
- 2008-Downtown Master Plan
- 2009 Train Station Market Study
- Develop Staff Capabilities
- 2009-HRA Study of development agencies to recruit and shepherd development
- Work Closely with public and private sector agencies for funding
- 2006-Leadership Committee with multi-gov't agencies
- 2009-Creation of the Joint Coordination Committee for Rt. 29 project

### Route 29 and Train Station Projects





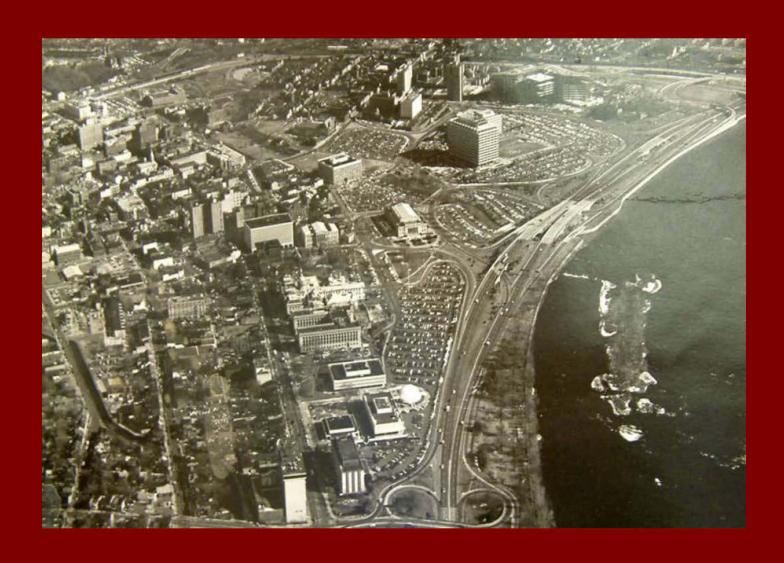
Train Station

Route 29

### Route 29 Circa 1930's



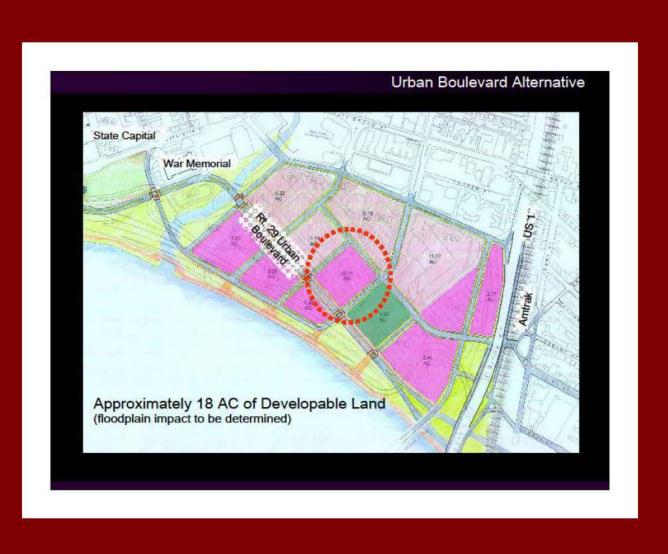
### Route 29 1970's



### Route 29 Project Goals

- Improve Access to Waterfront
- Improve Safety and provide Traffic Calming
- Promote Urban and Economic Redevelopment
- Reclaim the Delaware River Waterfront
- Provide Environmental Enhancements along Assunpink Creek and Delaware River

### Convert Surface Lots to Urban Grid



## Labor and Industry Parking Lot



# Phase 1 –Construct garages, create urban grid



# Phase 2-New Construction wrapped around the garages



### Required Actions

- Entire project is within a redevelopment area
- Assembled project buy-in from the decisionmakers and stakeholders
- Working together with federal, state, county agencies to identify and secure project funding and approval
- Program the project construction of this \$150m project to occur in phases
- Identify the lead agency (CCRC) to shepherd the project and prepare \$65m TIGER Grant application

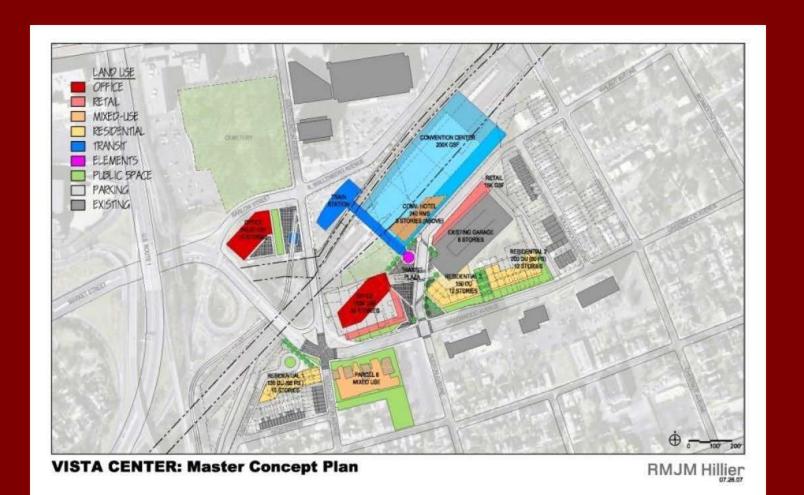
### **Project Benefits**

- Construction jobs: 2,500
- Permanent Jobs: 5-6,000
- Commercial Space: 3-3.5million sq. ft.
- Retail space: 70-100,000 sq. ft.
- Residential units: 1,500-2,000
- Real Estate taxes: \$5-7 million

### Trenton Transit Center

- Serviced by Amtrak, NJ Transit (rail, bus, light rail)
- 6<sup>th</sup> busiest station on the Northeast corridor
- 51 rail stops are within an hour and 15 minute commute of the transit center

### VISTA CONCEPT PLAN



### VISTA CENTER

25 Story

750,00 sq.ft. Class A Office Bldg.

1700 space parking garage

LEED Platinum Bldg



Construction Jobs: 1,081

Permanent Jobs: 2,668

Real Estate Taxes:\$1.9m

### Additional Market Advantages

- LEEDS Platinum building next to a train station appeals to Class A tenants looking for sustainable "green" office space
- Close proximity and easy access to Trenton Highway network (Rt.1, 195,95, 129)
- NJ Stimulus Bill /Urban Hub Tax credit allows the tenant to deduct capital improvement costs for 10 years

### Conclusion

These two projects, if realized will indeed transform the physical and economic image of the City.

In addition to these homerun projects our strategy will continue to also work with existing and new businesses, clean-up and redevelop our brownfields sites for new, cleaner and greener industrial development

### Recognition Outside of the State:

- Prevention Magazine ranked Trenton in its TOP 10 WALKABLE CITIES list.
- NBC news reported three weeks ago that Trenton was in the TOP 10 LIST OF BEST REAL ESTATE INVESTMENTS.
- Richard Florida (author of Who's Your City?) identified Trenton as one of the TOP 10 CITIES in AMERICA for
  - Young Singles
  - Families with Children
  - Gays and Lesbians
  - Retirees

### Thank You

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