

Before we begin...

- **Welcome! Thank you for joining us today.**
Please take a moment to introduce yourself in the chat function.
- All participants have been muted. If you have a question during the presentation, please enter it into the chat function and we will respond to it during the meeting.
- A copy of the presentation will be uploaded to the project website after the call.
- The meeting is recorded and will be available to view on the project website:
<https://brsinc.com/lacey>



NUCLEAR CLOSURE COMMUNITY ECONOMIC DEVELOPMENT PLAN FOR LACEY TOWNSHIP

US Economic Development Administration
Nuclear Closure Communities Grant





AGENDA

1. S.W.O.T. ANALYSIS
2. HEALTH OF TARGET INDUSTRIES
3. ECONOMIC IMPACT ANALYSIS
4. SITE REUSE PLANNING

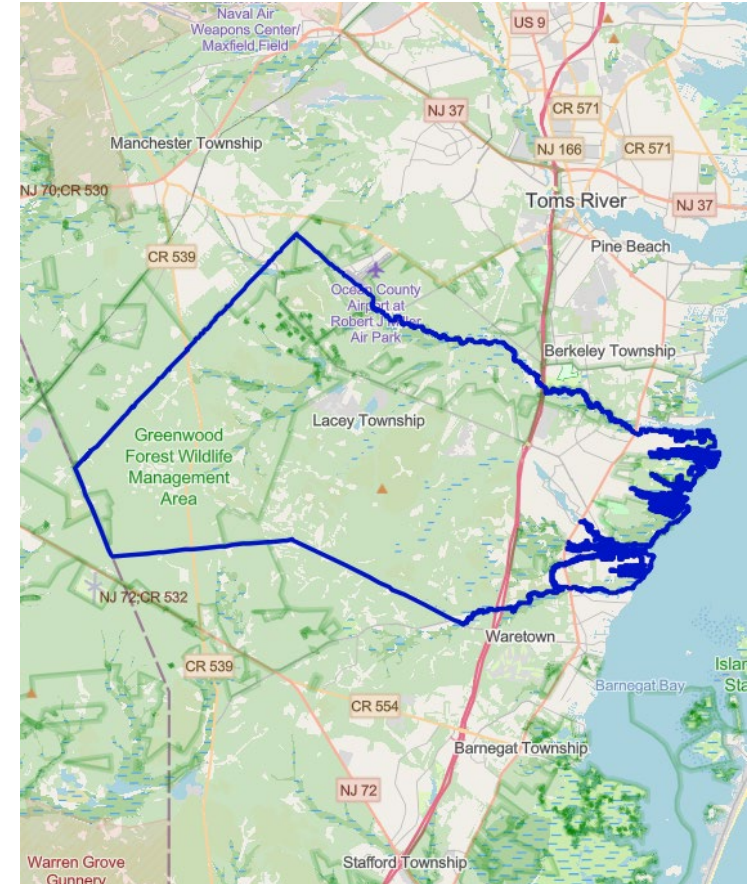
ABOUT THE PROJECT

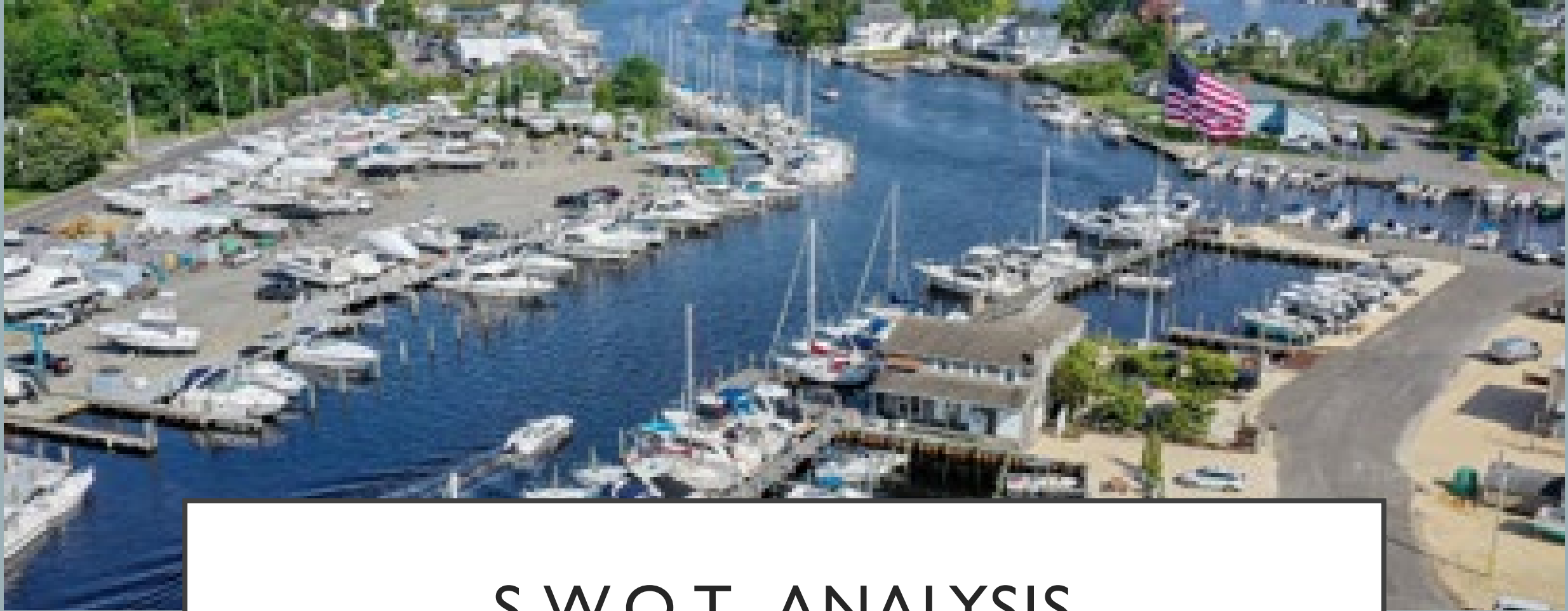
- Lacey Township received a grant from the US EDA to complete a *Nuclear Closure Community Economic Development Plan*
- Goal: To analyze options for the community to replace the high-paying jobs, business tax receipts, and corporate citizenship lost by Oyster Creek's closure
 - Identify priority sites (in addition to Oyster Creek) for redevelopment
 - Identify target industries
- BRS, Inc. was hired by the Township through a Request for Professional Services to assist with completion of the development plan



PROJECT SCOPE

- TASK 1: SWOT Analysis
- TASK 2: Supply and Demand Study for Target Industries
- TASK 3: Economic Impact and Market Analysis
- TASK 4: Site Reuse Planning
- TASK 5: Action Plan





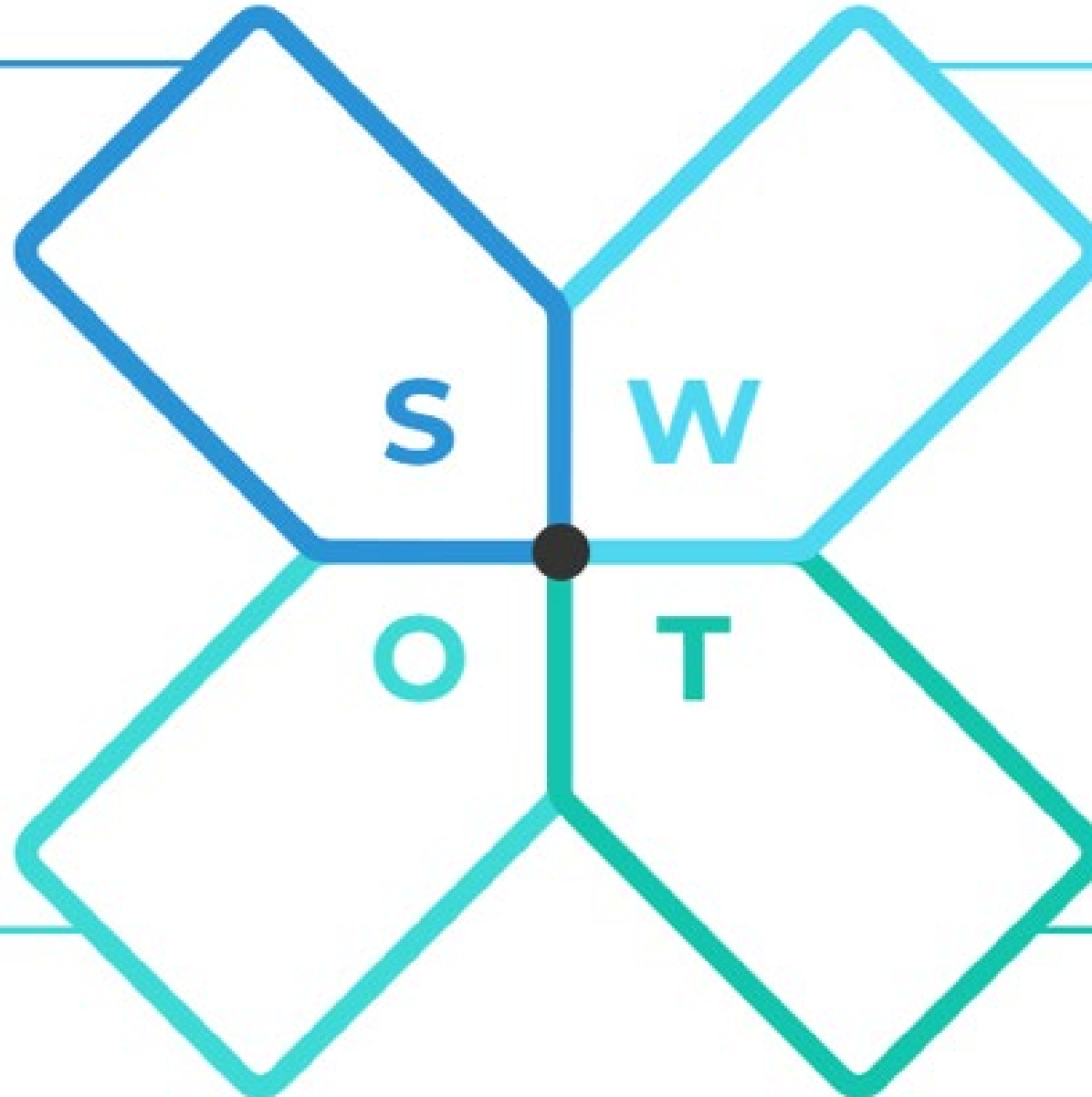
S.W.O.T. ANALYSIS

STRENGTHS

WEAKNESSES

Internal, positive factors

Internal, negative factors



OPPORTUNITIES

THREATS

External, positive factors

External, negative factors

STRENGTHS

- Workforce
 - Skilled workforce
 - Strong educational attainment in key industries
 - Very high workforce participation
- Economy
 - Industrial and commercial development potential
 - Economic benefit from utility infrastructure
 - High median household income
- Infrastructure
 - Strategic location
 - Effective infrastructure planning
 - Efficient utilities and services
- Other
 - Plentiful and accessible public amenities
 - Access to natural resources
 - Conservation and environmental preservation

WEAKNESSES

- Workforce
 - Limited higher education levels compared to state average
 - Employment declines in certain sectors
 - Aging population
- Economy
 - Lack of diversified economy
 - Long commute times for workers
- Infrastructure
 - Limited access to public transportation
 - Traffic congestion
 - Infrastructure limitations (and aging infrastructure)
- Other
 - Limited land availability
 - Zoning and redevelopment challenges
 - Lack of affordable housing

OPPORTUNITIES

- Workforce
 - Sector-focused workforce development and partnership with educational institutions
 - Consistent growth in employment and wages in Ocean County
- Economy
 - Entrepreneurship support
 - Diversification of industry
 - Growing healthcare and social assistance sector
 - Resilient real estate market
 - Strong tourism sector
 - Growth in employment and business establishments
- Other
 - Proximity to offshore wind projects
 - Technological advances
 - Population growth and increasing fertility rate in Ocean County

THREATS

- Workforce
 - Competition for skilled workers
 - Changing workforce needs
 - Obsolete occupations
 - Job deficit and high commuter rate
 - Population changes (aging)
- Economy
 - Limited funding and resources
 - Lower per capita personal income relative to NJ
 - Decline in manufacturing jobs
 - Overreliance on specific sectors
 - Competition with other townships/cities
 - Market competition and economic volatility
- Other
 - Regulatory and legislative changes
 - Climate change and rising sea levels



SUPPLY AND DEMAND STUDY FOR TARGET INDUSTRIES

HEALTH OF TARGET INDUSTRIES



7 TARGET INDUSTRIES
IDENTIFIED BY LACEY
TOWNSHIP:

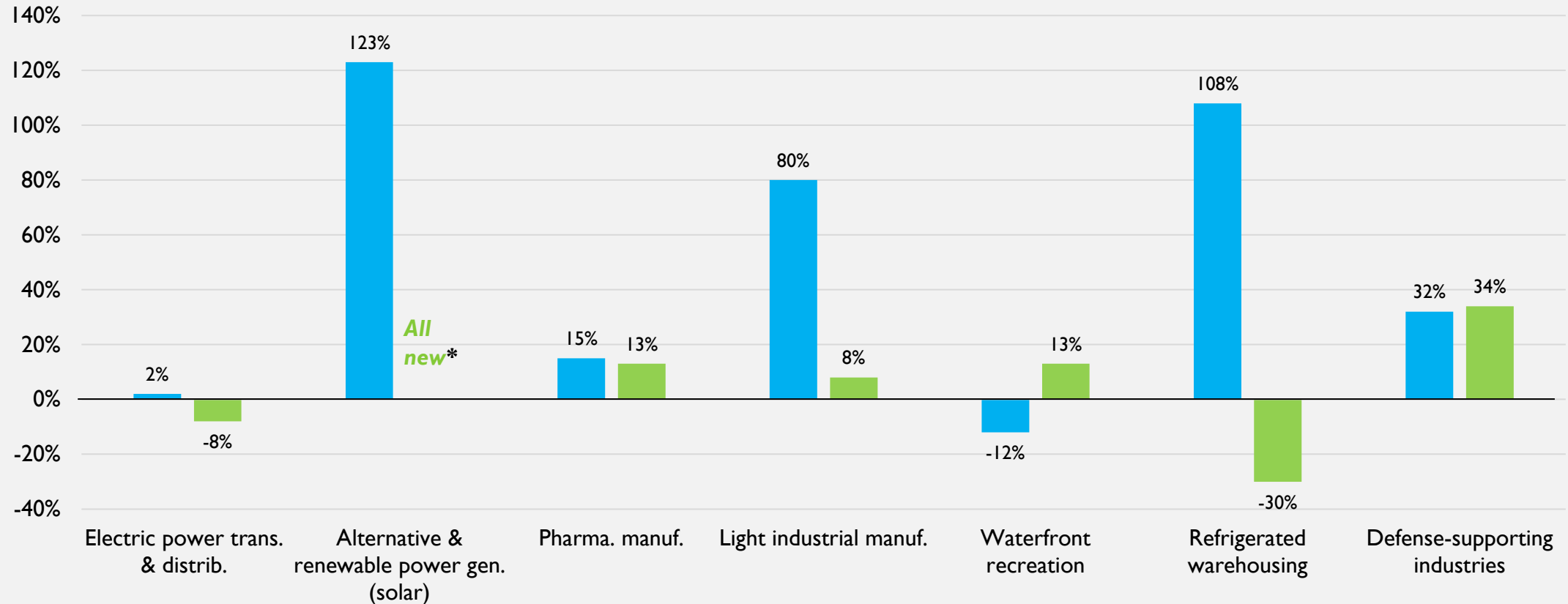
- Electric power transmission and distribution
- Pharmaceutical Manufacturing
- Alternative and renewable power generation
- Light industrial manufacturing (for offshore wind industry)
- Waterfront recreation and marinas
- Refrigerated warehousing
- Defense-supporting industries

OUTPUT GROWTH

Growth of industry production

Health of industries: Output growth 2015-2022

■ New Jersey ■ Ocean County

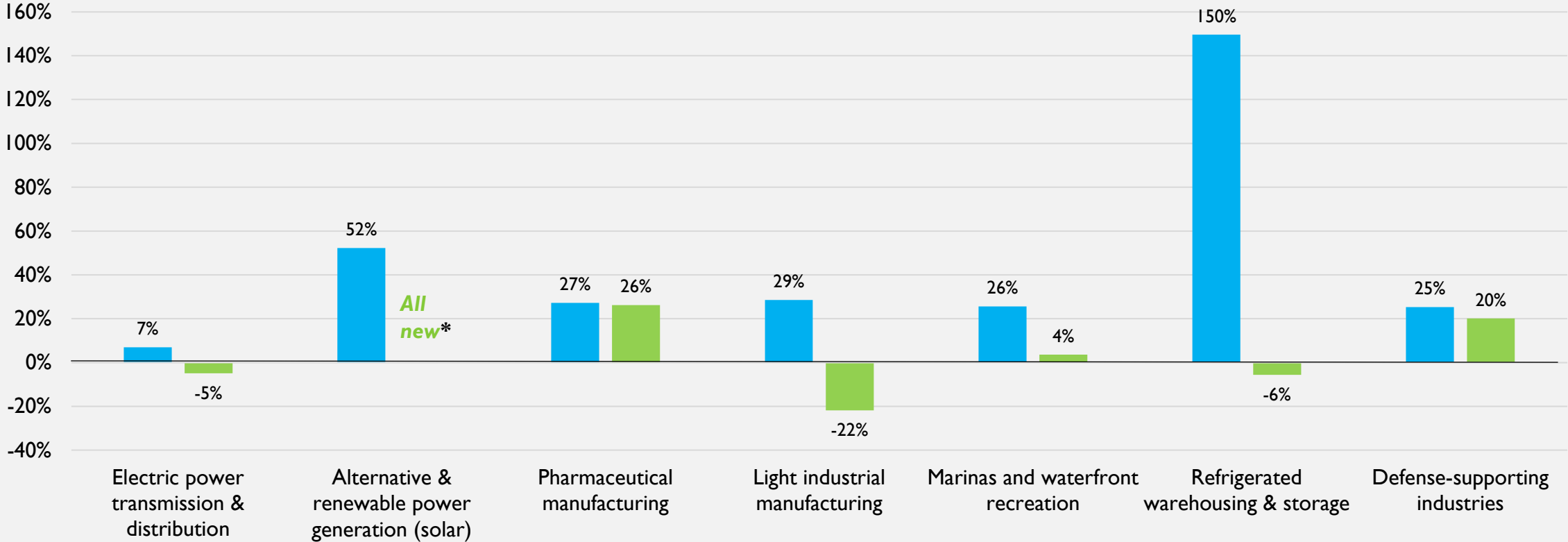


*Output in Ocean Co. was \$0 in 2015 and \$8.5 million in 2022.

EMPLOYMENT GROWTH

Employment growth 2015-2022

■ New Jersey ■ Ocean County

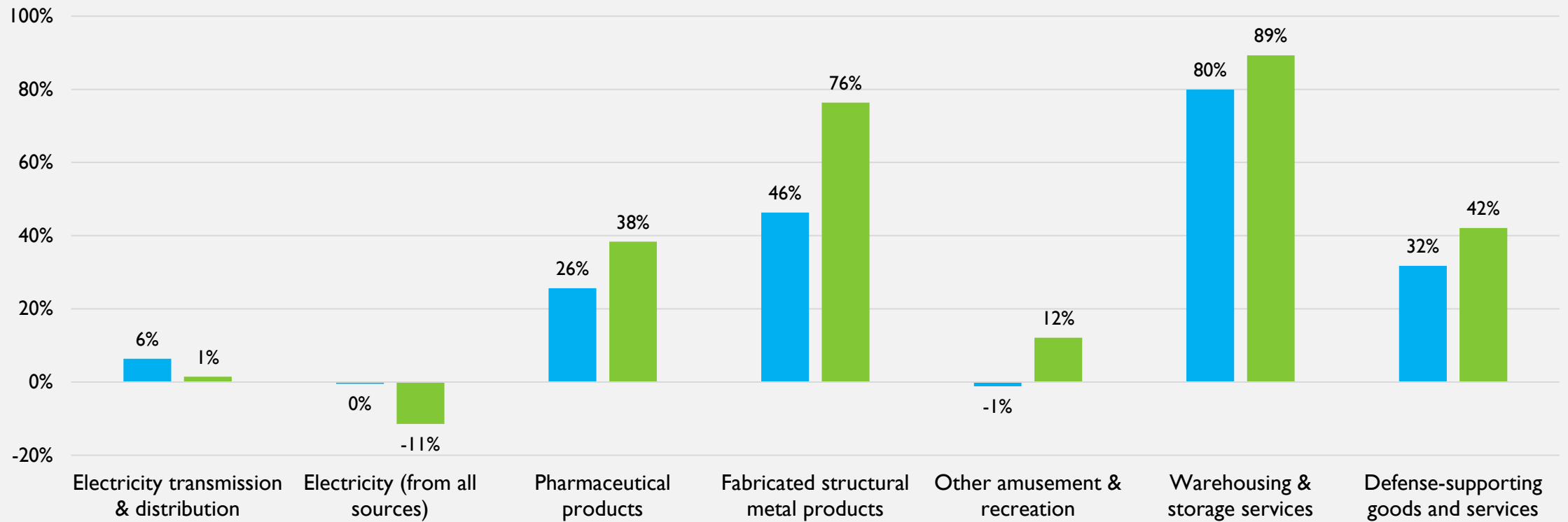


*Zero employed in 2015 in Ocean County to 9.73 employed in 2022.

COMMODITY DEMAND

Growth in commodity demand 2015-2022

■ New Jersey ■ Ocean County

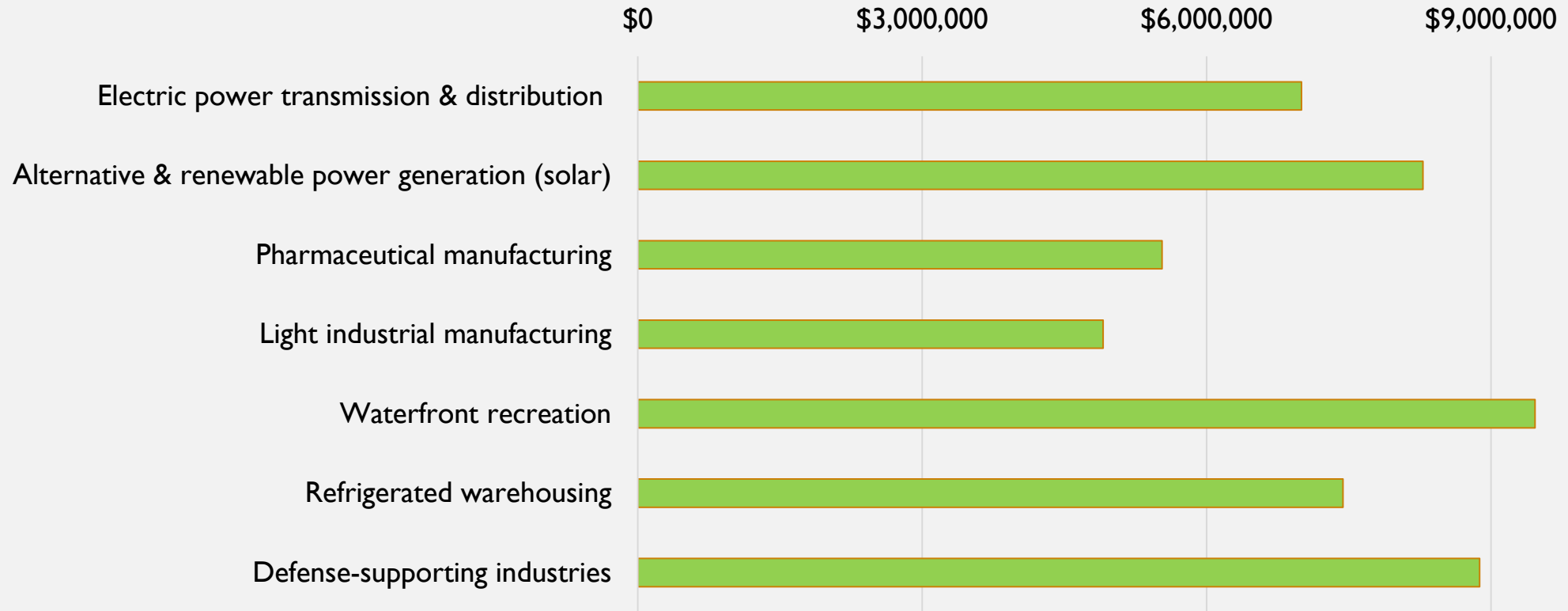


The background features a complex financial chart with multiple data series. A prominent white line with circular markers connects several data points. One point is labeled '183.102' and another higher point is labeled '2455'. The chart is set against a dark background with blurred orange and blue vertical bars, suggesting a bar chart or candlestick chart. The overall aesthetic is modern and data-driven.

ECONOMIC IMPACT AND MARKET ANALYSIS

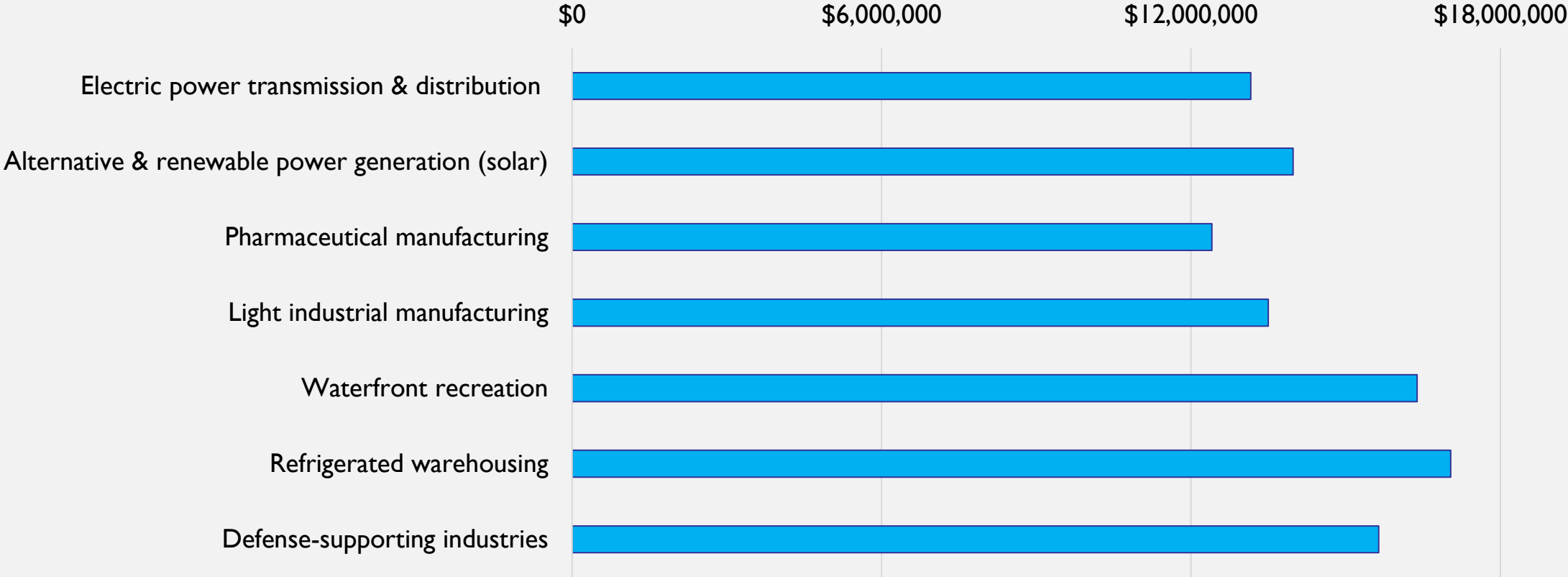
CONTRIBUTION TO COUNTY GDP

(per \$10mn new output)



LOCAL ECONOMIC IMPACT

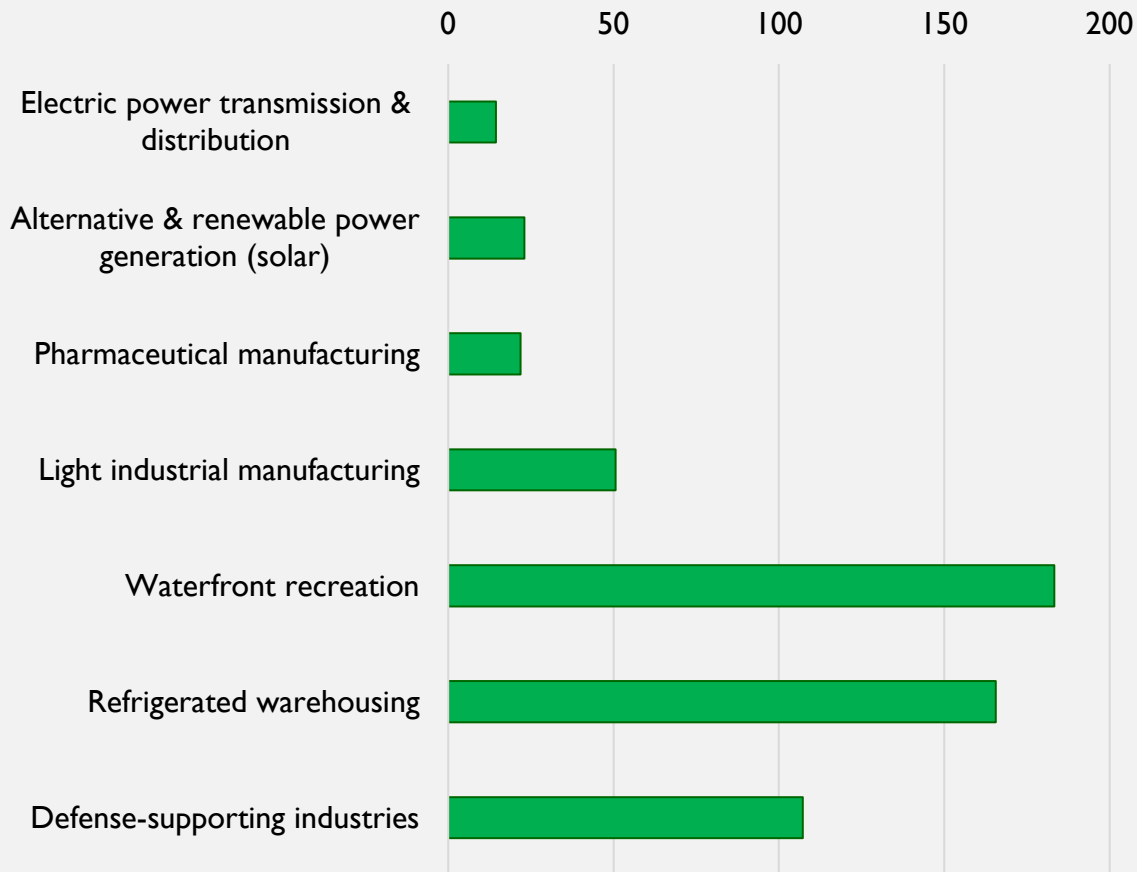
(per \$10mn new output)



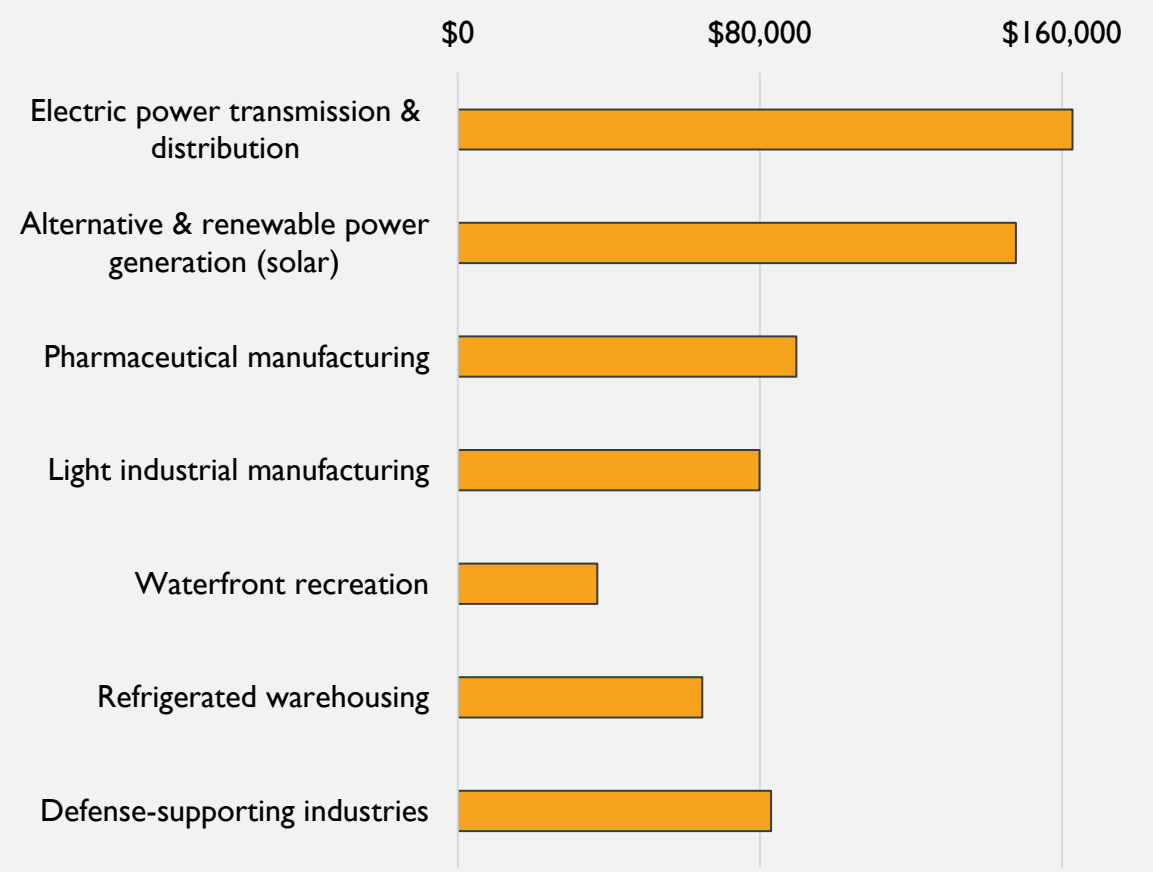
JOBS CREATED

(per \$10mn new output)

NUMBER OF NEW JOBS



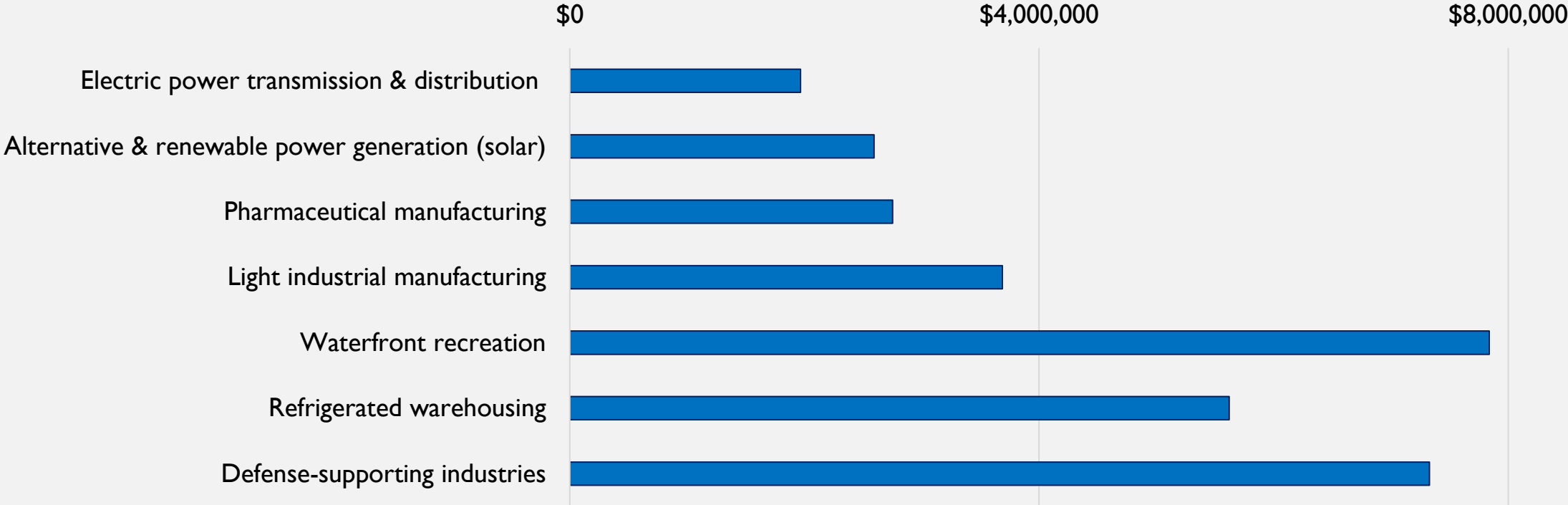
AVERAGE SALARIES OF NEW JOBS



TOTAL WAGE AND SALARY INCOME

(per \$10mn new output)

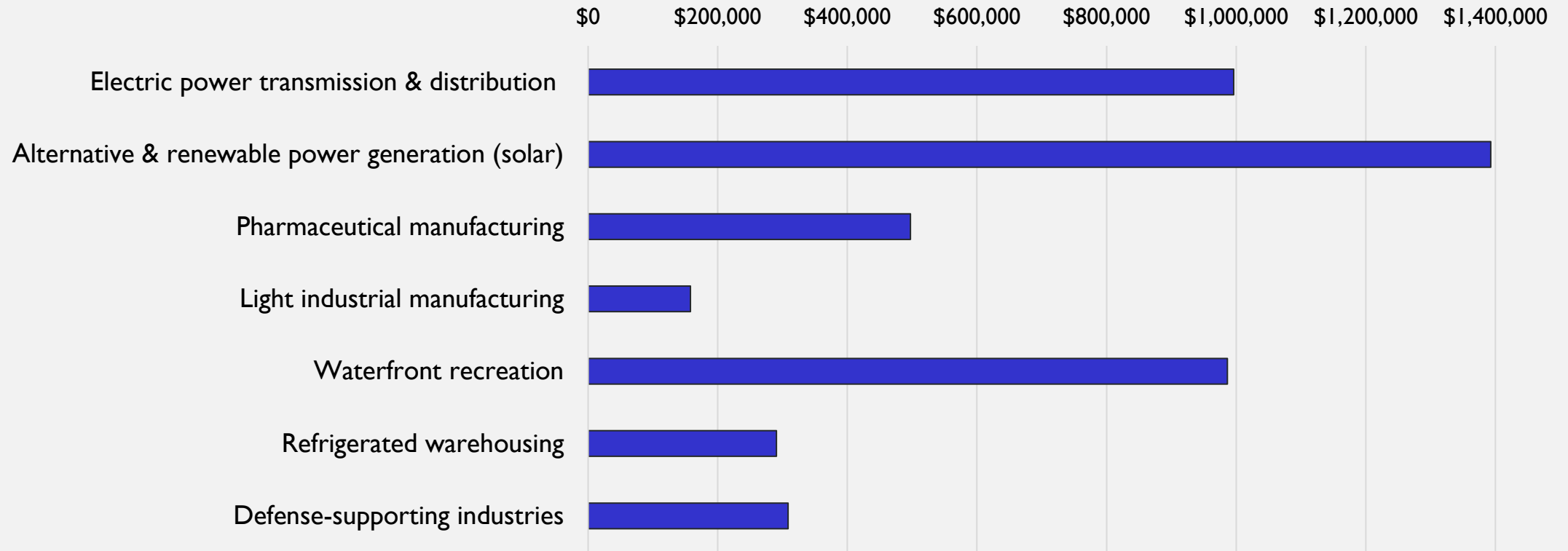
Total wage & salary income of jobs created



TAXES GENERATED

(per \$10mn new output)

Total sub-County taxes generated





SITE REUSE PLANNING

5 TARGET SITES

- Former Oyster Creek Nuclear Facility located on Route 9 and Oyster Creek
- Site adjacent to Exit 74 of Garden State Parkway and Lacey Road
- 443 S. Main Street (at Route 9 and Parker Point Blvd)
- 68-acre potential expansion of Lacey Industrial Park (West of Industrial Park)
- 741-743 S. Main Street (at Route 9 and South Branch Forked River and south of Beach Blvd)



FORMER OYSTER CREEK NUCLEAR FACILITY LOCATED ON ROUTE 9 AND OYSTER CREEK



FORMER OYSTER CREEK NUCLEAR FACILITY LOCATED ON ROUTE 9 AND OYSTER CREEK



Source: Photograph
by Stan Honda,
AFP/Getty Images,
via National
Geographic

SITE OPPORTUNITIES AND CHALLENGES

Opportunities

- Access to transportation
- Access to existing infrastructure
- Existing asset
- Partial sewer service area
- Economic legacy site
- M-6 Industrial Zone
- Designated Industrial Node

Challenges

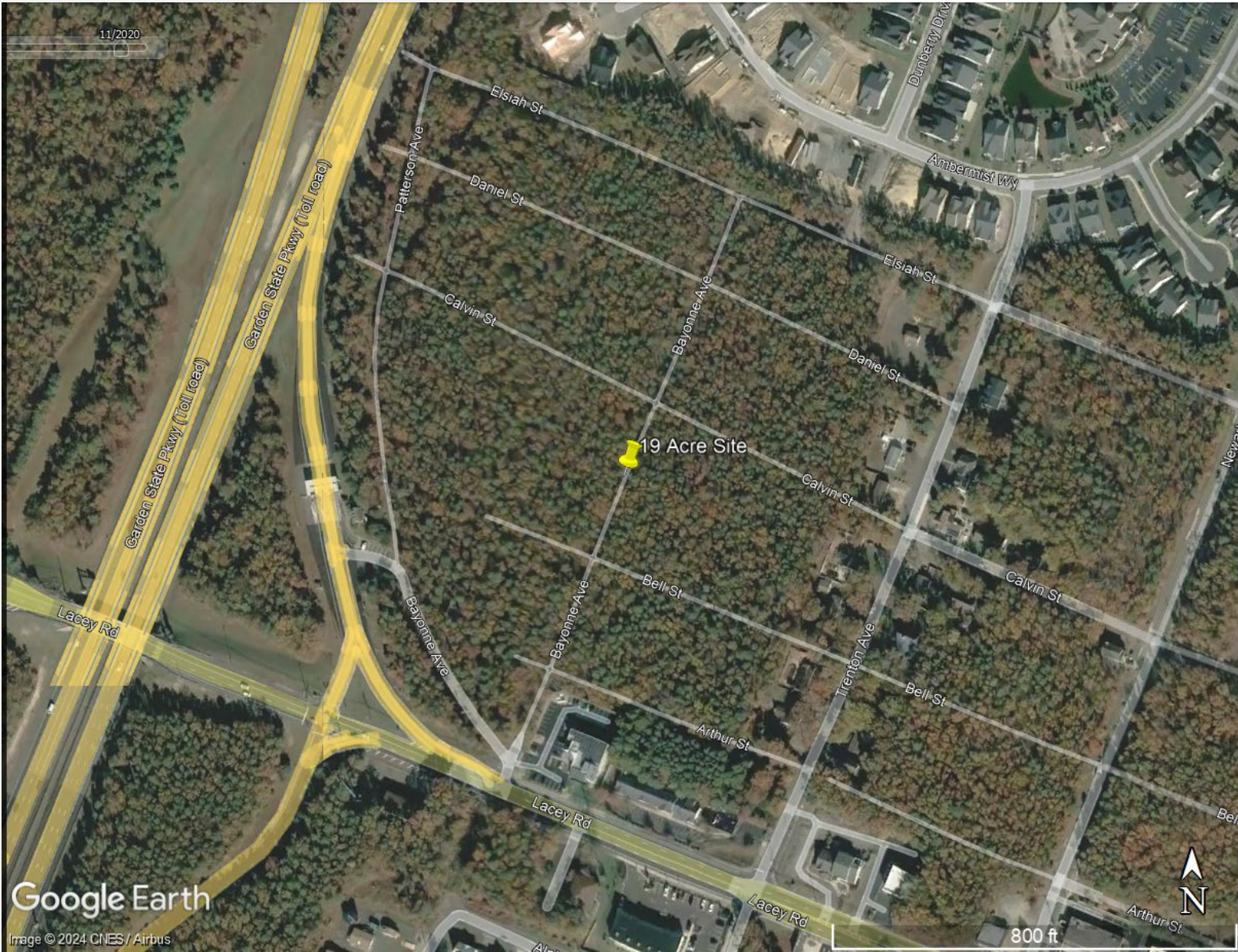
- Privately owned
- Decommissioning timeline
- Site remediation
- Environmentally Sensitive Area (PA5)
- Flood potential and Sea Level Rise
- CAFRA regulations

REDEVELOPMENT OPPORTUNITIES

INDUSTRY INDICATORS RANKED FROM ✓ (WEAKEST) TO ✓ ✓ ✓ ✓ (STRONGEST)

	Industry Health	County GDP	Tax Revenue	Number of Jobs	Total Wage Impact
Electric Power Transmission & Distribution	✓	✓✓	✓✓✓	✓	✓
Alternative & Renewable Power Generation	✓✓✓✓	✓✓✓	✓✓✓✓	✓	✓
Light Industrial	✓✓✓	✓	✓	✓✓	✓✓
Marina/Waterfront Recreation	✓✓✓✓	✓✓✓✓	✓✓✓	✓✓✓✓	✓✓✓✓
Refrigerated Warehousing & Storage	✓✓✓	✓✓	✓	✓✓✓✓	✓✓✓
Pharmaceutical Manufacturing	✓✓	✓	✓✓	✓	✓
Defense-Supporting Industries	✓✓✓✓	✓✓✓	✓✓	✓✓✓	✓✓✓✓

SITE ADJACENT TO GSP EXIT 74 AND LACEY ROAD



SITE OPPORTUNITIES AND CHALLENGES

OPPORTUNITIES

- Location- proximity to GSP and Lacey Road
- Undeveloped- easier for Redevelopment
- Not in flood zone
- Sewer service area
- Adjacent to mixed use zoning on Lacey Road
- Located near Redevelopment Area
- Located in Designated Center boundary
- Suburban (P2) SDRP Planning Area

CHALLENGES

- Multiple Owners and site assemblage
- Benefit from Area in Need of Redevelopment Designation
- Direct access to Lacey Road
- Zoning (R-80 Residential)
- CAFRA regulations

REDEVELOPMENT OPPORTUNITIES

INDUSTRY INDICATORS RANKED FROM ✓ (WEAKEST) TO ✓ ✓ ✓ ✓ (STRONGEST)

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Pharmaceutical Manufacturing	✓✓	✓	✓✓	✓	✓
Defense-Supporting Industries	✓✓✓✓	✓✓✓	✓✓	✓✓✓	✓✓✓✓

Mixed-Use Development-Combining commercial uses with light recreational or community facilities could enhance the site's value and integration with the surrounding area. This approach would capitalize on the site's location and accessibility, while also serving the needs of the local community.

443 S. MAIN STREET (RT. 9) AND PARKERS POINT BLVD.



SITE OPPORTUNITIES & CHALLENGES

OPPORTUNITIES

- Location on Route 9
- Located within designated Center Boundary
- Zoned C-150 Highway Business
- Mixed Use Zoning District
- Multi family Inclusionary Zone District- allows mandatory set-aside for affordable.
- Suburban Coastal SDRP Planning Area
- Sewer Service Area
- Public Transit Accessible (bus stop on Route 9)
- Recreational opportunities (Barnegat Branch Trail, park)

CHALLENGES

- Size of site
- Privately owned
- Flood Zone
- CAFRA Regulations

REDEVELOPMENT OPPORTUNITIES

INDUSTRY INDICATORS RANKED FROM ✓ (WEAKEST) TO ✓ ✓ ✓ ✓ (STRONGEST)

	Industry Health	County GDP	Tax Revenue	Number of Jobs	Total Wage Impact
Defense-Supporting Industries	✓✓✓✓	✓✓✓	✓✓	✓✓✓	✓✓✓✓

- **Commercial Uses**-The C-150 Highway Business Zone supports a range of commercial activities, including retail establishments, professional offices, and public utility offices. This zoning is ideal for businesses that serve the local community, such as shops, restaurants, and service providers.
- **Mixed-Use Development**-Combining commercial uses with light recreational or community facilities could enhance the site's value and integration with the surrounding area. This approach would capitalize on the site's location and accessibility, while also serving the needs of the local community.

68-ACRE POTENTIAL EXPANSION OF LACEY INDUSTRIAL PARK (WEST OF INDUSTRIAL PARK)



68-ACRE POTENTIAL EXPANSION OF LACEY INDUSTRIAL PARK (WEST OF INDUSTRIAL PARK)



OPPORTUNITIES AND CHALLENGES

OPPORTUNITIES

- Zoned M-I Business Park Zone
- Adjacent to Industrial Park
- Undeveloped
- Large site
- Not in Flood Zone
- Located adjacent to Designated Business Park Node

CHALLENGES

- Privately owned
- No site access
- Not in sewer service area
- Environmental limitations
- Located in Environmentally Sensitive Planning Area (PA5)
- CAFRA regulations

REDEVELOPMENT OPPORTUNITIES

INDUSTRY INDICATORS RANKED FROM ✓ (WEAKEST) TO ✓✓✓✓ (STRONGEST)

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Pharmaceutical Manufacturing	✓✓	✓	✓✓	✓	✓
Defense-Supporting Industries	✓✓✓✓	✓✓✓	✓✓	✓✓✓	✓✓✓✓

SITE AT 741-743 SOUTH MAIN STREET (RT. 9 AND SOUTH BRANCH FORKED RIVER)



OPPORTUNITIES AND CHALLENGES

OPPORTUNITIES

- Access to Route 9
- Situated along South Branch Forked River
- C-100 Commercial Marine
- Partially in Mixed Use Zone
- Located in Multi Family Inclusionary Overlay Zone
- Adjacent to Designated Center Boundary
- Sewer Access
- Suburban (P2) SDRP Planning Area
- Public Transit Accessible (bus stop to the north on Route 9)
- Recreation opportunities (Forked River and across from Barnegat Branch Trail)

CHALLENGES

- Privately owned
- Flood zone
- CAFRA Regulations

REDEVELOPMENT OPPORTUNITIES

INDUSTRY INDICATORS RANKED FROM ✓ (WEAKEST) TO ✓ ✓ ✓ ✓ (STRONGEST)

	Industry Health	County GDP	Tax Revenue	Number of Jobs	Total Wage Impact
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Marina/Waterfront Recreation	✓✓✓✓	✓✓✓✓	✓✓✓	✓✓✓✓	✓✓✓✓
Defense-Supporting Industries	✓✓✓✓	✓✓✓	✓✓	✓✓✓	✓✓✓✓

- Commercial Uses- This site is suitable for commercial uses compatible with the C-100 Marine Commercial Zone. The zoning allows various commercial activities, which would fit well with the surrounding area.

QUESTIONS OR COMMENTS?

Thank you for your participation!

Check out the project website here: <https://brsinc.com/lacey>

