

To: Bill Fulton and Roger Millar, Smart Growth America
From: Byram Township Mayor and Council
Date: September 5, 2012
Subject: Response to your report, "Technical Assistance Tool: Fiscal and Economic Health"

Bill and Roger:

Byram Township is in receipt of your report, dated July 13, 2012 summarizing the workshop on "Fiscal and Economic Health," held in Byram on May 17-18, 2012. We thank you and Smart Growth America again for the workshop and the valuable insights you provided the participants.

We have reviewed the report, and at our August 14 meeting, discussed its contents and your recommendations regarding the specific strategies the Township should take. The consensus of the governing body is that your recommendations – which were based on the needs and opportunities identified by participants at the workshop – are a valid course of action and define a direction that the Township should take to continue its work towards achieving its goals of Smart Growth.

To that end, the Township Council intends to take the following steps to implement work towards the "Action Steps" that your memorandum recommends:

- 1) The Council intends to resurrect its too-long-dormant "Economic Development Advisory Committee" (EDAC), after first establishing a sub-committee to revise the enabling ordinance and bring it up to date (a copy of the enabling ordinance attached). The update is needed to address current challenges facing the town, including but not limited to those addressed in your memorandum.
- 2) This sub-committee will also be charged with reviewing the "Action Plan" from Byram's 2002 Smart Growth Plan (a copy of the Action Plan is also attached) to address items that have been completed, or are in process of completion, and make recommendations to the Council and Planning Board for re-establishing the time line and responsibilities for the goals of the Action Plan.
- 3) The new EDAC will be given, as its first charge, your memorandum of July 13, 2012 and the task of providing detailed plans to address their responsibilities within the Smart Growth Action Plan and the issues brought up at the May workshop, working within the guidelines, goals and vision of the Township's Master Plan to do so.
- 4) The Township Council intends to direct the Planning Board to become more active participants in the planning of capital improvements within the township, requesting that they establish a permanent "Capital Improvements Subcommittee" which meets on a regular basis.
- 5) As part of its ongoing movement towards completion of conformance with the Highlands Regional Master Plan, the Township intends to continue working with the New Jersey Highlands Council and its staff to address sewer, water and other natural resource issues, as well as transportation and pedestrian connections throughout the town. Initial discussion with Highlands Council staff has already begun on these issues, and involvement of other State agencies or educational institutions may be sought as part of this process.

The Township appreciates the commitment of Smart Growth America to assist us with our evaluation of needs, and thanks you both for the time and talent that you've brought to this discussion. We look forward to the process of implementing your suggestions as part of our continuing efforts towards Smart Growth in Byram. We agree with your conclusion that by working "aggressively and in concert with landowners, developers, and other important players in Byram," we will facilitate fiscal and economic health in our Village Center and the entirety of the Township at a quicker pace, and intend to commit to an aggressive course of action.

Regards,

A handwritten signature in black ink, appearing to read "J. Oscovitch". The signature is written in a cursive style with a large initial "J".

James Oscovitch, Mayor

Enc.

Cc:

Planning Board

Township Committee Chairs

Township of Byram, NJ
Thursday, September 6, 2012

Chapter 16. ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

[HISTORY: Adopted by the Township Council of the Township of Byram 10-21-1985. Amendments noted where applicable.]

§ 16-1. Creation.

Editor's Note: See also Ch. 3, Administration of Government, § 3-49. There is created an Economic Development Advisory Committee.

§ 16-2. Appointment of members; terms.

Said Committee appointed by the Mayor and Council shall be comprised of nine regular members each to serve a term of three years, provided that initial appointments to said Committee may be for a term less than three years for certain of the Committee members in order to ensure that the terms of office of the Committee members shall not all expire on the same date.

§ 16-3. Advisory functions.

Said Economic Development Advisory Committee shall be advisory to the Township Council and to the Township Manager.

§ 16-4. Composition.

The membership of the said Economic Development Advisory Committee shall, if at all possible, represent the broadest cross section of interests in the community.

§ 16-5. Organization.

The Economic Development Advisory Committee shall organize itself in a manner which shall ensure the most efficient carrying out of its assigned tasks, provided that there shall be elected from among the members of the Committee a Chairman and a Vice Chairman.

§ 16-6. Duties.

The duties of the Economic Development Advisory Committee shall include, but not be limited to, the following:

- A. The development of plans and programs to encourage the expansion and the strengthening of existing business and commercial enterprises in Byram Township, consistent with the best interests of the Township as a whole.
- B. The development of plans and programs which will attract new business and commercial enterprises to the Township of Bryam which are in the best interests of Byram Township as a whole.
- C. The investigation, analysis and submission of regular reports to the Township Council and to the Manager on any obstacles to the expansion of the industrial and commercial tax base of Byram Township.
- D. The making of recommendations to the Township Council and to the Manager regarding any ways or means by which the Township can assist in meeting the needs of any developments deemed appropriate.

§ 16-7. Liaison members; intermunicipal activities.

- A. The Economic Development Advisory Committee shall designate one of its members to be liaison with the Sussex County Economic Development Commission and the Office of Economic Development.
- B. The Byram Township Council shall designate one of its members to be liaison with the Economic Development Advisory Committee.
- C. The Economic Development Advisory Committee shall participate, when authorized by the Township Council or the Township Manager, in appropriate county and regional economic development activities.

ACTION PLAN

The Plan is an on-going process. It does not conclude when the Township Land Use Board adopts the Plan. A successful Plan is one that can be evaluated with tangible results.

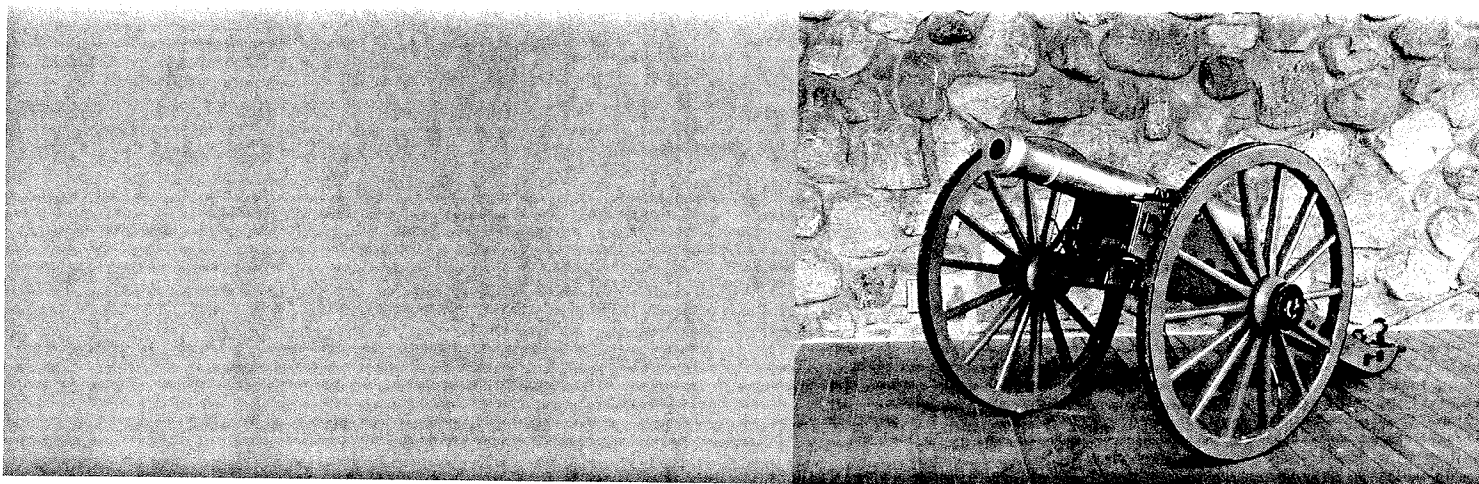
From the beginning, the planning process focused on implementation. Moreover, the public meetings have involved an active participation from individuals that are likely to be involved in the implementation of the project.

The Action Plan is articulated for three time periods. The first time period focuses on short-range strategies. It identifies actions that can be accomplished in the next one or two years. These include such smaller projects as tree planting, corridor-wide clean up, and installing gateway signs and planting to show progress and to generate continued interest in implementing the Plan. This also includes the beginning of the Village Center project.

The second time frame illustrates the middle range strategies. It is anticipated that this could take two to five years to accomplish, and the necessary resources and funding that may be necessary. Middle range strategies represent more permanent changes and improvements.

The third time frame is the long-range strategy, which may take five to ten years to accomplish.

For each strategy, the persons/agencies/ responsible for implementing the action are identified along with a suggested benchmark (time-frame).



SUMMARY OF STRATEGIES, RESPONSIBLE PARTIES AND BENCHMARKS

S = Short Range Strategy (1 year or less)

M = Medium Range Strategy (2 – 5 years)

L = Long Range Strategy (5 – 10 years)

Strategy Description	S	M	L	Responsibility	Comments
Creating a Sense of Place					
Conduct project visioning sessions	•			Smart Growth Task Force (SGTF)	Completed
Organize a formal Chamber of Commerce	•			Businesses & Township	
Strengthen the “identity” of the area	•	•	•	Chamber, Business Owners Association, Township	
Provide a focus for year round events	•			Chamber	
Use Streetscape design, which includes signage to identify the Center		•		Planner, SGTF	
Apply for grants to promote community history and to emphasize gateways			•	Township, Planner	
Monitor the design guidelines	•	•	•	SGTF, Planner	
Research the history of the area and incorporate elements into Center design	•			Planner	
Relocate Byram Day into the Center to promote its identity	•	•	•	Chamber, Township	
Create a monthly meeting that focuses on one topic	•	•	•	Chamber	
Consider conducting a real estate market analysis to identify and capitalize on emerging market opportunities	•	•		Township	
Implement a signage and way finding program, as a principal part of the Center’s overall marketing and communication strategy	•			SGTF	
Develop a public relations and communications effort that supports the marketing strategy and tie this strategy to specified events and destinations		•	•	Chamber	
Establish an icon or logo for the Center	•			Planner, Chamber, SGTF	
Publish an easy to use destination guide that lists events and places of interest to market the Center		•	•	Chamber	
Market the Center’s infrastructure to potential businesses	•	•	•	Chamber, Township	

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Strategy Description	S	M	L	Responsibility	Comments
Land Use and Transit					
Implement design guidelines for the Center core and Route 206 that:	•			Planner, SGTF	
• Consider Smart Growth Principles					
Revise the official zoning map based on the Future Land Use Plan.	•			SGTF, Planning Board, Planner	
Revise the cluster ordinance in the Land Use Ordinance based on the Master Plan's Policies.	•				
Continually prioritize high value open space lands for acquisition including wetlands, wildlife habitat, forestry and agriculture.				Open Space Committee, Environmental Commission	
Design, obtain funding and construct phase I of the trail network	•			Township, Township Engineer	
Design, obtain funding and construct phase II of the trail network		•		Township, Township Engineer, Planner	
Consider the relationship of the proposed trail network to sidewalks and other pedestrian ways.	•			Open Space Committee, Environmental Commission	
Rezone the village core area to a village commercial district	•			Planner, SGTF	
As the Village Center develops construct the multi-modal linkages using sidewalks, trails and bicycle paths		•	•	Project developer, Township, Environmental Commission, Engineer, Planner	
Partner with NJ DOT to create an Access Management Plan along the Route 206 Corridor.	•			Planner, NJ DOT, Township	
Evaluate Access Management Plan			•	NJ DOT, Planner	
Solicit interest in the Center via Request for Proposals for its development	•			Township, Planner	
Evaluate the use of impact fees for new development.	•			Planner	
Continue to review the needs of community facilities to determine the need for replacement or additions including, but not limited to: schools, fire substations, police station, highway department and recreational facilities.	•	•	•	Planner, Engineer, Township	

Establish a continuing program for re-evaluating the policies and implementing the programs established by the Smart Growth Plan	•	•	•	SGTF, Township
Continue to review the Township's Land Use Ordinance to ensure that the quality of the ground and surface waters are protected	•	•	•	Environmental Commission
Investigate and implement traffic calming measures in high density residential and commercial areas, especially adjacent to Route 206	•	•	•	Township, Township Engineer, Public Works
Evaluate constructing the paper street connection between Sparta – Stanhope Road and Mansfield Drive		•		Township Engineer
Encourage tourism opportunities in Wild West City, Waterloo Village, Tomahawk Lake and the surrounding trail network.	•	•	•	Chamber, Business Association, Township
Encourage educational programs for conservation of lands, historic resources, community facilities and local businesses.		•	•	Chamber, Business Association, Environmental Commission, Open Space Committee

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Commercial Development/Redevelopment Opportunities					
Promote commercial infill development along the Route 206 corridor.		•		Chamber, Planning Board	
Develop and make available information on various grants, loans, etc. for nonprofit organizations and businesses in the Center.	•			Chamber, Planner, Township	
Provide information to small businesses about developing business plans.	•			Business Association, Chamber	
Apply for public and private community development grants	•			Township, Planner	
Develop a business development and retention program.	•			Chamber, Township	

Continue to work with wireless, cable and data utility system providers to ensure state of the art facilities are available for residents and economic development.		•		Chamber, Business Association	
Identify and attract companies that would be suitable for the Village Center that would complement the business environment.	•	•	•	Chamber of Commerce, Business Association	
Investigate the creation of a revolving loan fund coordinated with the local Chamber of Commerce and fund through local financial institutions to encourage small business development.		•		Chamber, Township	

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Retail/Restaurant and Entertainment					
Actively promote the Center as a place for retail/restaurant and entertainment activities. Potential attractions include:		•	•	Chamber, Township	
• Movie theater					
• Live music and plays					
• Library					
• Restaurants/bookstores					
• Youth oriented facilities					
Identify potential sites and market demand for new retail, restaurant and entertainment uses		•	•	Chamber, Business Association	
Recruit small locally owned businesses		•	•	Chamber, Business Association	
Investigate the creation of a farmers market	•	•		Chamber, Business Association	

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Adequate Infrastructure					
Upgrade sanitary sewer capacity or systems to accommodate development in the Center	•	•	•	Township, Township Engineer	
Investigate and implement public water where sanitary sewer exists.	•	•	•	Township, Township Engineer	
Inform utility companies and service providers of Center development efforts	•	•	•	Township, Township Engineer, Planner	
Pursue grants/loans to assist in implementing new infrastructure.	•			Township, Township Engineer	
Develop a financing/capital improvement plan to fund public improvements	•	•	•	Township, Township Engineer	
Determine the feasibility of underground utilities along Route 206 and coordinate with future major construction	•	•	•	Township Engineer, Township, Planner	
Amend the Sewer Service Area in accordance with this Plan	•			Township Sewer Consultant, Township, Township Engineer	
Work with Water companies to map their distribution areas	•			Township, Planner, Engineer	

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Business Organization					
Bring businesses together to discuss options, needs and strategies for organizing a business association	•			Chamber, Township	
Recruit members for future business association		•		Chamber	
Establish by-laws of business owners association		•		Business Association	
Create a "niche" marketing strategy for the Village Center		•	•	Business Association	