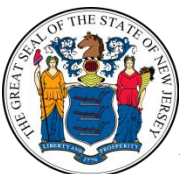


PROPOSED FINAL DRAFT

STATE STRATEGIC PLAN:

**NEW JERSEY'S STATE DEVELOPMENT &
REDEVELOPMENT PLAN**



NEW JERSEY STATE PLANNING COMMISSION – Draft Date 10/11/11

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Executive Summary

New Jersey is at a crossroads. While rich in assets by way of its people, location and natural resources, New Jersey's process of planning for and regulating physical and economic development hampers its ability to compete for and capitalize on growth opportunities. The existing statewide planning framework positions the State on the defensive, fighting to retain a high quality of life being diminished by New Jersey's own outdated approach and resulting policies. This paradigm is not sustainable and requires a proactive, aggressive and strategic approach to planning for the State's future. An approach that aligns clear goals with sound decision making and coordination among government entities will better position New Jersey for growth opportunities and allow New Jersey to once again compete for and capitalize on growth opportunities.

This State Strategic Plan is New Jersey's revised and readopted State Development and Redevelopment Plan, designed to meet the statutory charge of representing "a balance of development and conservation objectives best suited to meet the needs of the state." It provides a blueprint for change and compliments the Christie-Guadagno Administration's firm commitment to sustainable economic growth; economic prosperity properly balanced with natural resource preservation and personal satisfaction with one's physical surroundings. Moving forward, New Jersey ***will focus its policies and investments on vibrant regions by fostering targeted job growth, supporting effective regional planning and preserving the State's critical resources.*** Coupling this "mission" with sound decision making and stated values for economic growth will move New Jersey toward its "vision" to be the ***national leader in coordinated private and public investment which supports sustainable communities that attract and provide strong economic opportunities, preserve our State's natural resources, and create healthier communities to work, reside and recreate.***

Achievement of the following goals through strategies that incorporate administrative actions, legislative and regulatory reforms, and public investment prioritization, will enable the State to deliver on this Plan's Vision and Mission. These goals must work in tandem as their interrelationship represents a critical piece of the State's blueprint for success.

Goal 1: Targeted Economic Growth: Enhance opportunities for attraction and growth of industries of statewide and regional importance.

Goal 2: Effective Planning for Vibrant Regions: Guide and inform regional planning so that each region of the State can experience appropriate growth according to the desires and assets of that region.

Goal 3: Preservation and Enhancement of Critical State Resources: Ensure that strategies for growth include preservation of our State's critical natural, agricultural, scenic, recreation, and historic resources, recognizing the role they

play in sustaining and improving the quality of life for New Jersey residents and attracting economic growth.

Goal 4: Tactical Alignment of Government: Enable effective resource allocation, coordination, cooperation and communication among those who play a role in meeting the mission of this Plan.

Putting these goals into action requires State leaders to exercise sound decision making as specific situations arise. It is the intention of this Plan that State decision makers will embrace these “**Guiding Principles for State Decision Making**” and in doing so, inspire and incentivize decision makers at all levels of government to do the same:

- **Predictability:** The State of NJ will offer a clearer path and quicker answers. The path and the answers offered by one Department / Agency will not conflict with those of another.
- **Spatial Efficiency:** The State of NJ will place value on the economic, social and environmental benefits of investing in areas where infrastructure already exists in an effort to control long-term costs of public services, reinvigorate existing communities, and protect important natural resources.
- **Leveraging Assets:** The State of NJ will work with the private sector, higher education and all levels of government to ensure that State assets are leveraged in strategic locations.
- **Sustainability:** The State of NJ will plan for and respond to current and future challenges and opportunities through adaptive decision making that accounts for social, economic and environmental protection and enhancement.
- **Institutionalizing Change:** The State of NJ will ensure that progress made is institutionalized in a way that can transcend time without perpetual recasting.

Success will also require strong leadership and effective coordination. Implementation will be driven from the Executive Branch through a cabinet-level Steering Committee. Effective coordination will result from horizontal and vertical integration that breaks down silos, provides cross-cutting engagement and leverages public and private resources for strategic alignment of policies, people and dollars. The State Planning Commission will continue to perform its duties as described in N.J.S.A. 52:18A-199.

New Jersey will improve its competitive position through the actions of this Plan; actions that address 21st-century trends and market realities and that balance economic prosperity, physical development, resource conservation, and quality of life in a way that can transcend future changing dynamics. New Jersey will chart a new course to be attractive to business and residents to remain competitive in the new global economy. This Plan charts that course and provides the means by which effective change and measured results can be achieved.

