

# Sustainable Economic Development Plan

Public Workshop

October 11, 2012



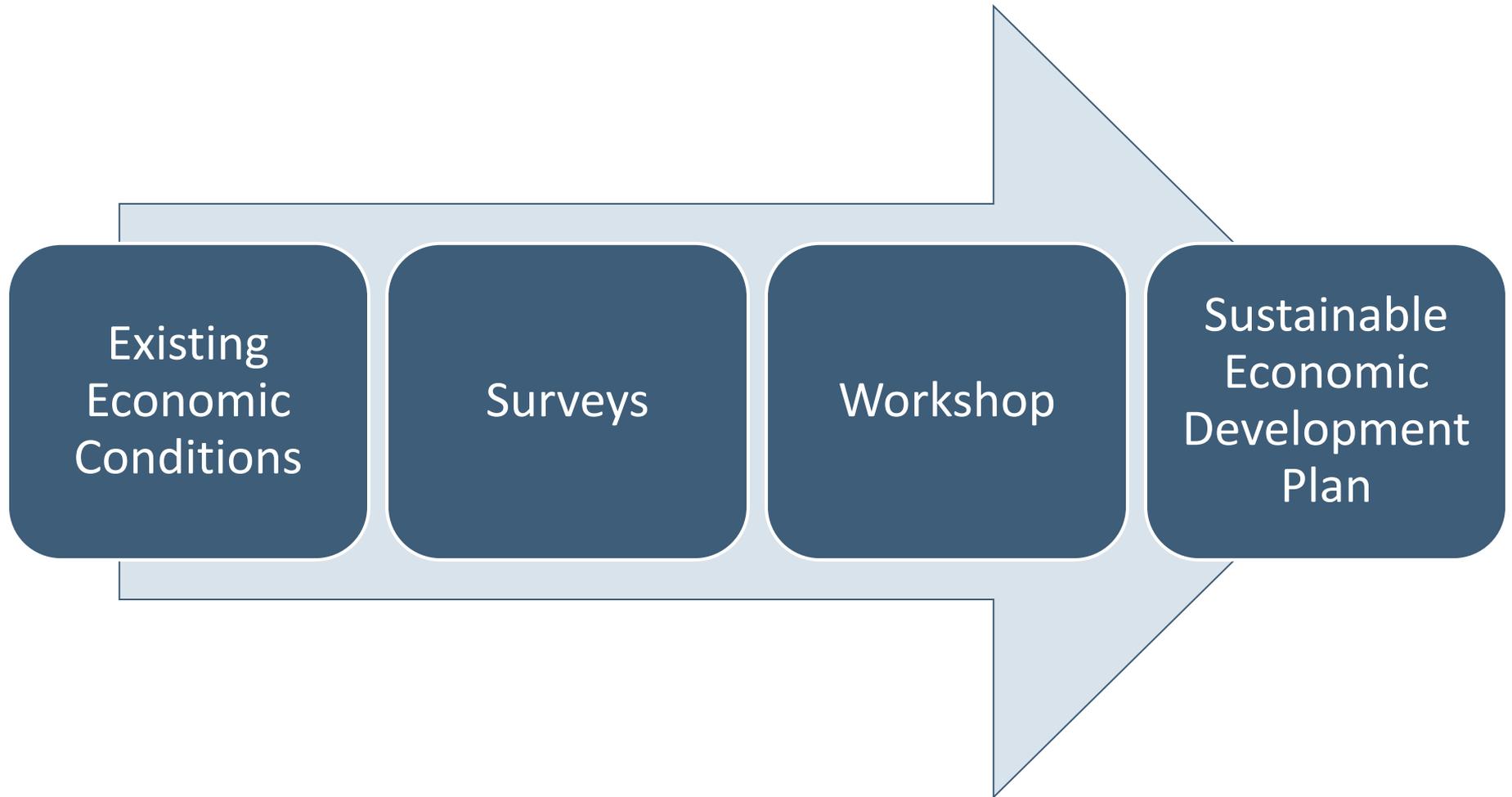
# Purpose

- Township has been awarded \$20,000 grant
- Sustainable Economic Development Plan (SEDP) one of the optional elements within a Master Plan
- SEDP is a plan with efforts and activities aimed at:
  - Increasing the local tax base
  - Providing new employment opportunities
  - Improving the overall economic and social sustainability of a community

# What is sustainable economic development?

- Highlands describes it as maintaining and expanding the existing job and economic base by promoting appropriate, sustainable and environmentally compatible economic development
- Ensures long-term, sustainable economic viability, not short-term economic activity

# Process



# Existing Economic Conditions

Findings to date.

# Existing Economic Conditions

- Township Demographics
- Existing land uses
- Existing zoning
- Township assets
- Organizations and events
- Market Potential

# Demographic Data

- 25,890 residents in 9,505 housing units (2010)
- Largest age cohort 20 to 24 years old (10.2%)
- 14.2% of residents are 65 years or older
- 32.2% of households contain only 2 people
- 30.1% of households contain only 1 person

# Demographic Data

- 13,600 persons employed (2012)
- 816 workplaces (2009)
- Where do Mahwah residents work? (2007)
  - 2,240 Mahwah – 19.5%
  - 1,015 Manhattan – 8.8%
  - 865 Ramsey – 7.5%
- Where do Mahwah's workers live? (2007)
  - 2,240 Mahwah – 15.3%
  - 1,010 Ramapo (NY) – 6.9%
  - 520 Paterson – 3.6%

# 2012 Land Use

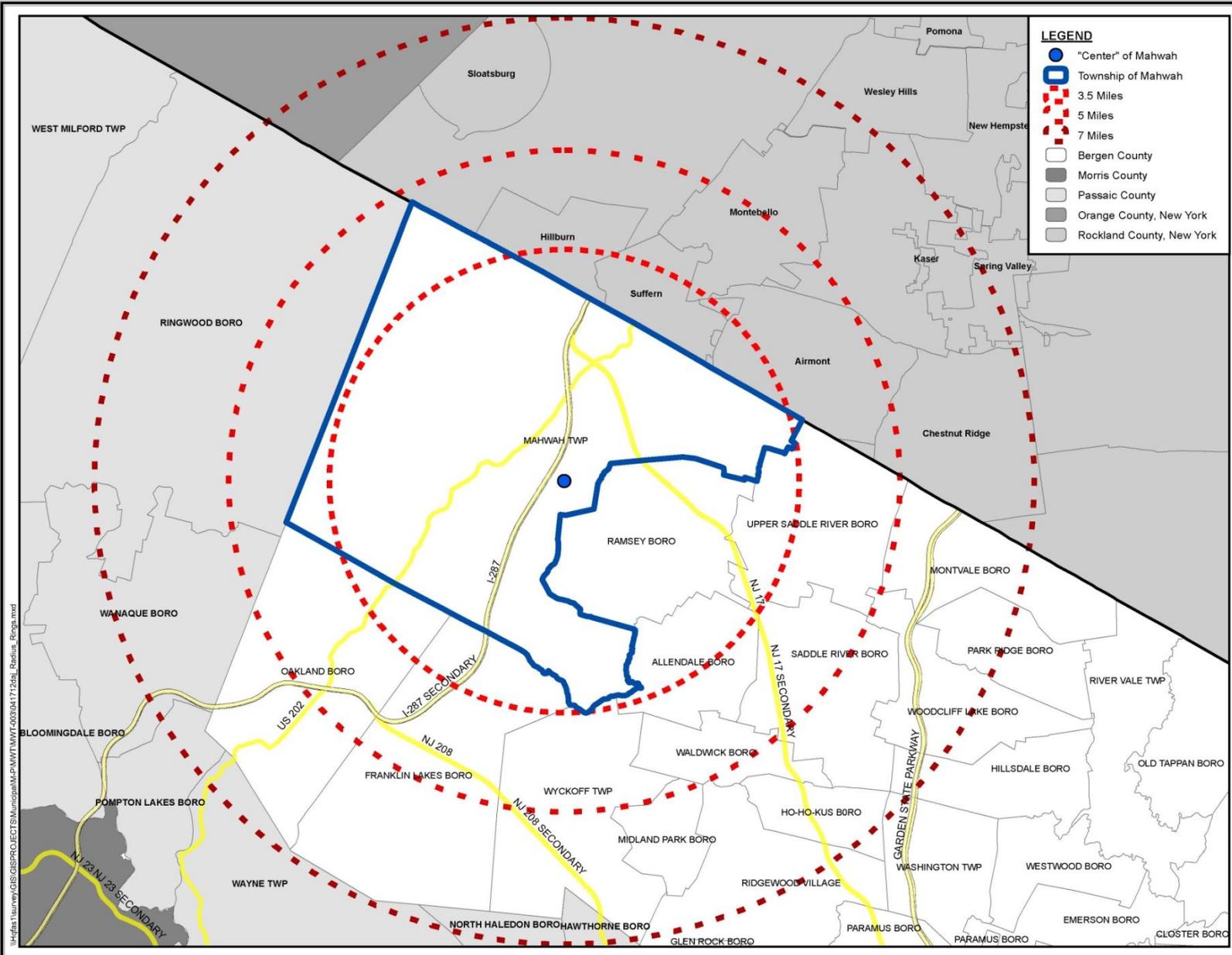
Land Use	Parcels	Percentage
Vacant	420	4.22%
Residential	9,241	92.89%
Apartment	8	0.00%
Farm Homestead	13	0.13%
Farm Land	21	0.21%
Commercial	164	1.64%
Industrial	81	0.81%
Total	9,948	100.00%

# Township Features

- Mass transit – train & bus service
- Ramapo College
- 20 historical homes/structures
- 3 archeological/prehistoric sites
- 2 historic districts
- 7,600+ acres of County and State parkland

# Existing Economic Conditions

- Analyzed the market potential within 3.5, 5 and 7 miles of 390 MacArthur Boulevard, Mahwah
  - Household Typologies
  - Consumer Spending Patterns
  - Retail Market Potential/Opportunity Gap Analysis
    - Consumer Retail Expenditures
    - Existing Stores' Sales
    - Shows where there is room for growth within a retail market segment

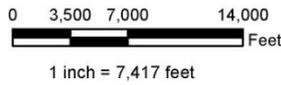


- LEGEND**
- "Center" of Mahwah
  - Township of Mahwah
  - 3.5 Miles
  - 5 Miles
  - 7 Miles
  - Bergen County
  - Morris County
  - Passaic County
  - Orange County, New York
  - Rockland County, New York

# Nielsen Data Catchment Radii

## TOWNSHIP OF Mahwah

BERGEN COUNTY  
NEW JERSEY



DIGITAL SPATIAL DATA SOURCES:

- BERGEN COUNTY GEOGRAPHIC INFORMATION SYSTEM
- NEW JERSEY DEPARTMENT OF COMMUNITY AFFAIRS, OFFICE OF SMART GROWTH
- NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION, BUREAU OF GEOGRAPHIC INFORMATION
- UNITED STATES DEPARTMENT OF AGRICULTURE, NATURAL RESOURCES CONSERVATION SERVICES
- NEW JERSEY OFFICE OF INFORMATION TECHNOLOGY, OFFICE OF GIS



JULY 2012

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## 2011 Demographic Characteristics

	0-3.5 Mile Radius 1	0-5 Mile Radius 2	0-7 Mile Radius 3
2000 Census Population	59,420	110,048	232,745
2011 Estimated Population	60,928	114,404	243,216
2016 Projected Population	61,274	115,583	246,450
2000 Census Households	22,310	37,430	77,971
2011 Estimated Households	22,994	41,187	91,577
2016 Projected Households	23,166	41,724	82,828

# Household Typologies

- 45.4% of households within the 3.5 mile catchment area fall into 1 of the top 10 household classifications
- Within the 5 mile study area, this percentage increases to 57.6% of households
- **#12 “Brite Lites, Li’l City”**
- Well-off, middle-aged couples
- Typically double-income, no children households, well-paying careers and homes filled with the latest technology
- 19.3% of households, comprises over 4,400 households in the 3.5 mile catchment area
- Largest typology within the 3.5 mile catchment area

# Consumer Spending Patterns

- Households within 3.5 miles spent estimated \$1.2 billion on retail goods (2011)
  - Food, furniture, electronics, alcohol, health and personal care products, gas, clothing, shoes, accessories, car parts, cars, sporting goods, books, household supplies, gifts, restaurants, etc.
- Each household within Radius 1 spent an average of \$53,310 on retail goods

# Existing Economic Conditions

- 3.5 Mile Comparison
  - Households spent \$1.2 billion
  - Businesses' sales \$2.1 billion
  - \$919 million coming into annually
- Opportunity Gaps
  - Other general merchandise (Costco, Target Greatland) \$66M
  - Grocery stores \$46M
  - Building materials/supplies \$52M
  - Limited-service eating restaurant \$22M

# Surveys

Presently underway.

# Surveys

- Business owner
- Customer
- Less than 20 questions each, should take under 5 minutes to complete
- <http://www.mahwahtwp.org/>
  - Link to SEDP on right hand side
  - Open new page with links to surveys

# SWOT Analysis

Give us your opinion.

# SWOT Analysis

- Strengths
  - Weaknesses
  - Opportunities
  - Threats
- 
- What are Mahwah's economic assets and challenges?

# SWOT Analysis

1. What is Mahwah's least known economic asset that could be its biggest opportunity?
2. What 3 things could be done to capitalize on that asset?

# Individual SWOT Analysis

1. Who is Mahwah's biggest economic competitor?
2. What does the competitor have that Mahwah doesn't?
3. What does Mahwah have that the competitor doesn't?

# Mapping Exercises

Give us your thoughts.

# Economic Sustainability

- Retail
- Industrial/Manufacturing
- Technology
- Knowledge
- Health
- Tourism
  - Ecotourism
  - Cultural Heritage
  - Historic
  - Culinary

# Big Picture Mapping Exercise #1

- What and where do you see future opportunities within Mahwah to spur economic development?
  - Use **RED** marker to mark locations (vacant land, assets, places for redevelopment, etc.)
  - Write details on map
    - Train Station
    - Historic Assets
    - Parkland

# Economic Nodes Mapping Exercise

- 2 focus areas
  - Franklin Turnpike
  - Route 17
- 2 questions on the survey for each
  - Ranking on attractiveness, cleanliness, walkability, etc.
  - In 3 words, how would you describe \_\_\_\_\_ to a total stranger?

# Economic Nodes Mapping Exercise

- Parcels that need **change** (e.g. develop, redevelop)
- Parcels that need **improvement** (façade upgrade)
- Places where **infill** could occur (new buildings)

What would you do to **enhance** these areas?

# Development Sustainability

- How do we influence future development to be more environmentally sustainable?
  - Green roofs
  - LEED standards
  - Require bike racks
  - Green industries
  - Rain gardens
  - Permeable surfaces