



Fort Monmouth Economic
Revitalization Planning Authority

**FORT MONMOUTH ECONOMIC REVITALIZATION
PLANNING AUTHORITY
*FMERPA***

Briefing for:

***Rotary Clubs
of
Monmouth County***

March 5, 2009

**Dr. Robert Lucky, Chair
Frank Cosentino, Executive Director**



THE PROCESS TO PLAN SUBMITTAL

- Public Hearings
 - Tinton Falls – 7/21/2008
 - Oceanport – 7/23/2008
 - Eatontown – 7/29/2008
 - Public Hearing on the Homeless Assistance Submission – 8/15/2008
- FMERPA Approves Homeless Assistance Submission – 8/3/2008
- Governor Approved Minutes of the 9/3 Authority Meeting on 9/4
- Submitted to Federal Government (HUD & DOA) -September 4, 2008

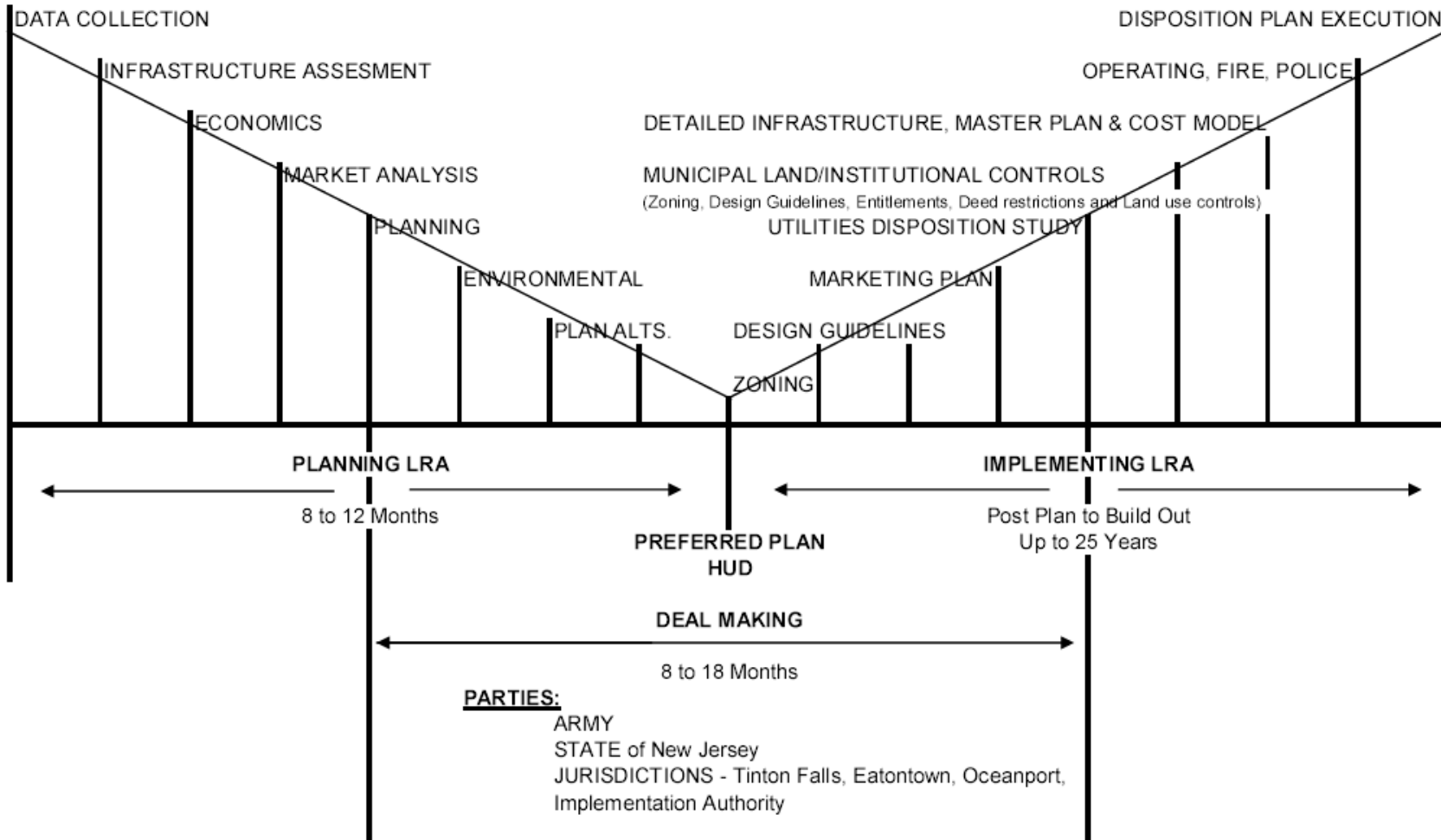


20-YEAR DEVELOPMENT PROGRAM

	Tinton Falls	Eatontown	Oceanport	Total
Office/R&D	839,817 SF	521,605 SF	737,119 SF	2,098,541 SF
Retail	81,335 SF	220,459 SF	146,550 SF	448,334 SF
Mixed Income Residential	288 DU	577 DU	740 DU	1,605 DU 2,407,500 SF
Hotel		150 RM	75 RM	225 RM 310,000 SF
Health / Med Office			80,000SF /	80,000 SF
Community / Civic Facilities	88,416 SF	76,469 SF	299,709 SF	464,594 SF
Greenbelt Parks / Ball fields	77AC/22AC Total 99 AC	125AC/107AC Total 232 AC	145AC/28AC Total 173 AC	504 AC
Suneagles Golf		157 AC		157 AC
Total				5,788,979 SF



PLAN TO IMPLEMENTATION





What we have to offer

Assets

- **High tech electronic research and development facilities with various office, laboratory and specialized testing space.**
 - climate-controlled
 - easily segmented or reconfigured
 - adaptable utility infrastructure
 - back-up emergency power
 - equipped to fabricate and prototype new technologies.
 - Fiber Intranet Ring Pathway
 - redundant fiber pathway between the Main Post and the Camp Charles Wood area.
 - Core network capacity can be increased 100% over current utilization at no additional cost.

Geothermal Heating and Cooling systems are in approximately twenty percent (20%) of facilities space (approximately one (1) million square feet)



What we have to offer Assets

These facilities include:

- Over 200,000 square feet of combined office and electronic laboratory space
- 42,000 square feet of Sensitive Compartmented Information Facility (“SCIF”) space
- A 632,000 square foot facility dedicated to the research and development environment
 - vaults and SCIF space.
 - 7,000+ square feet of fully equipped Video Teleconferencing (“VTC”) conference room space
 - 500-seat auditorium fully equipped with VTC capability.
- 43,000 square feet of fabrication and prototype shops
- Gamma Ray Source calibration facility
- Fiber Intranet Ring Pathway
- Redundant fiber pathway between the Main Post and the Camp Charles Wood area.



Building Reuse Summary

- 50 Non Residential Buildings, 2,085,922 GSF Adaptively Reused





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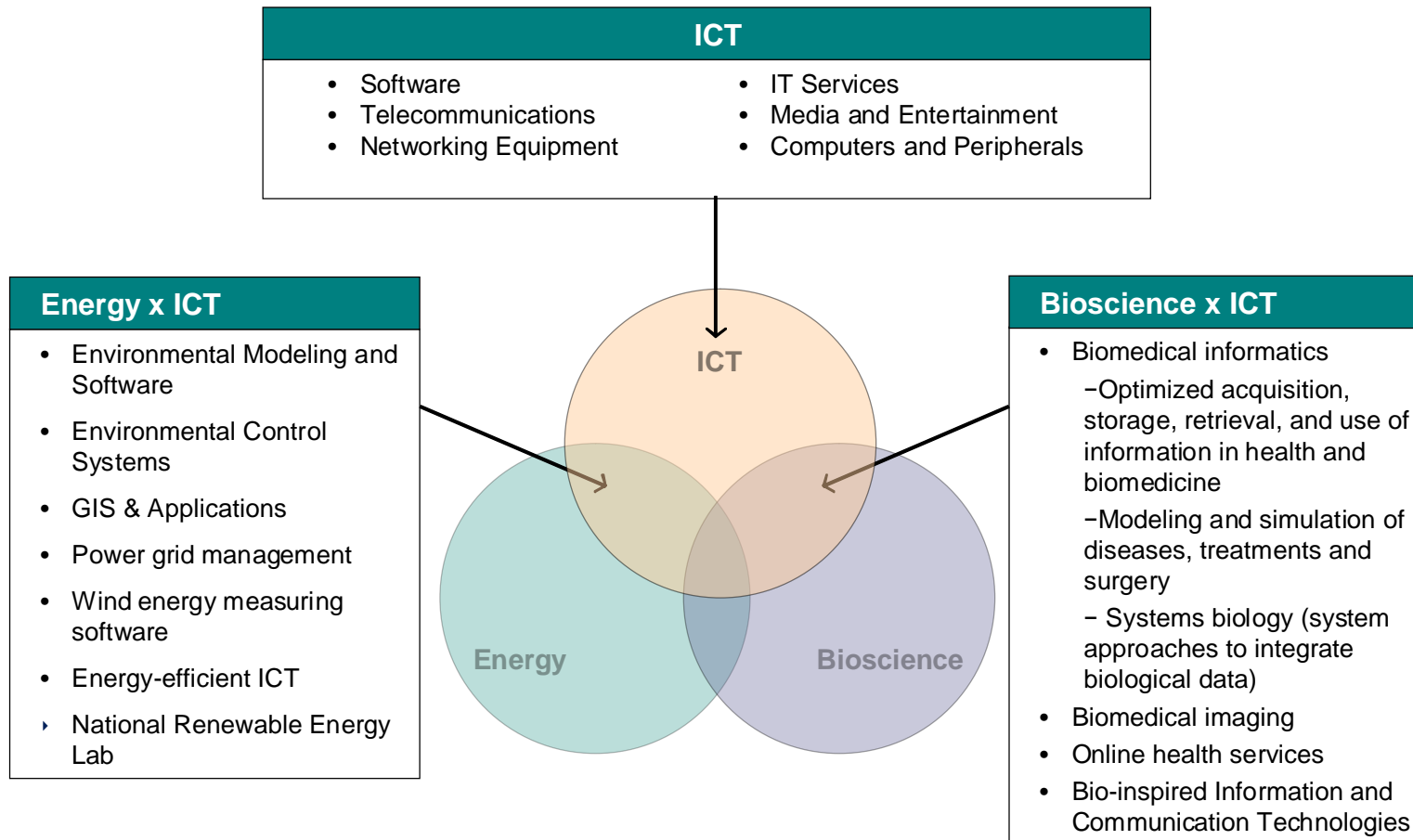
McAfee Center/Compound – Potential High Tech Company



- 2 anechoic chambers
- Entire building a SCIF
- Geothermal heating and cooling
- Fiber to all rooms
- Backup power
- UPS
- High Bay area w/10 ton crane



A Tech Center at Fort Monmouth should have ICT at its core with ancillary bioscience and energy companies that specialize in applications that cross-over with ICT





Seven Guiding Principals for Business Recruitment

Cross-industry Collaboration

State-level Commitment

Streamlined Regulations

Marketing

Strategic Business Recruitment

Sustainability

Incentives

Each of the seven guiding strategies should be implemented progressively and include short, mid and long-term initiatives.



FORT MONMOUTH REDEVELOPMENT

Key Strategies to Accelerate Redevelopment

- Market existing assets
- Identify target industries
- Establish business incubator space for start-up and small technology firms
- Establish inherent and creative incentives
 - People – highly educated-technical
 - Infrastructure
 - Location
 - Reinforce positive perceptions
- Create expedited “one-stop” permitting shop
- Create branding strategy and promote nationally/internationally

Life Quality Vision - Live/Work Environment - Sustainable



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BACK-UP SLIDES



Telecommunications Infrastructure

- Fiber Intranet Ring Pathway,
- Controlled Environmental Vaults and
- Gigabit Ethernet Equipment
- redundant fiber pathway between the Main Post and the Camp Charles Wood area.
- Core network capacity can be increased 100% over current utilization at no additional cost.
- can support a twenty (20) fold increase in its capacity with minimal investment.
- dual-homed Wide Area Network (WAN) circuits that provide load balancing and automatic fail-over between WAN circuits.
- Bandwidth on demand capacity.
 - two (2) 18 Mbps WAN circuits operating
 - ability to easily expand to three times the currently capacity.
- A robust network Intrusion Detection System (“IDS”) with sensors located at strategic points throughout the network backbone.
- close proximity to commercial and international long distance carriers - an ideal location to support sites worldwide and the New Jersey area enables a great deal of flexibility in selecting commercial providers at affordable and competitive rates

Seven guiding principles should guide state business recruitment initiatives for the Fort Monmouth area

Focus Areas	Guiding Principles
<p>① Cross-industry Collaboration</p>	<p>The ICT core encompasses a broad range of industry sectors. Target a diversity of ICT-convergent companies while building scale so that in the future the region can have the capacity to become an ICT cluster.</p>
<p>② State-level Commitment</p>	<p>Make developing an ICT cluster at Fort Monmouth a state-level initiative that is backed by the Governor's Office. State should support all components of the ICT industry life-cycle, including higher education, incubation facilities, and companies of all sizes.</p>
<p>③ Streamlined Regulations</p>	<p>Long, unpredictable permitting is cited as one of the leading disadvantages of doing business in NJ. Development permits should be reviewed and approved within a guaranteed timeframe.</p>
<p>④ Marketing</p>	<p>The connections of the tech center leadership, not the facility, are most important for small company recruitment. Tech center leadership should include individuals that are skilled in industry research, business strategy, networking, and political strategy.</p>
<p>⑤ Strategic Business Recruitment</p>	<p>A market-based recruitment strategy is built around industry sectors that are capturing investment capital. Target companies at all scales, from elephants (the largest companies), which are easy to spot and hard to move, to gazelles (start-ups), which are more nimble and hard to find.</p>
<p>⑥ Sustainability</p>	<p>Sustainable development and design should guide the development of the ICT Tech Park. The Tech Park should strive to achieve efficiencies in materials re-use, energy use, water management, and operations.</p>
<p>⑦ Incentives</p>	<p>Incentives need to be strong enough to overcome regulatory challenges and should assist companies of all sizes, from start-up to multi-national.</p>

Each of the seven guiding strategies should be implemented progressively and include short, mid, and long-term initiatives

	Short Term	Mid Term	Long Term
1 Cross-industry Collaboration	<ul style="list-style-type: none"> ● Identify and reach out to early-stage companies at intersection of ICT, bioscience and energy 	<ul style="list-style-type: none"> ● Coordinate with geothermal and biomass energy experts locally to create university-private sector energy partnership 	<ul style="list-style-type: none"> ○ Create mixed-use tech center with office, retail, housing, and hospitality ○ Build-out geothermal and biomass R&D and generation capabilities
2 State-level Commitment	<ul style="list-style-type: none"> ● Make Fort Monmouth ICT Center part of the Governor's Economic Growth Strategy 	<ul style="list-style-type: none"> ● Establish "Governors Action Team" that acts as a sales force for NJ ● Ensure ICT Center director reports directly to Governors office 	<ul style="list-style-type: none"> ○ Increase state investment in higher education, especially in programs that support core and target sectors
3 Streamlined Regulations	<ul style="list-style-type: none"> ● Implement process that allows for concurrent as opposed to sequential permitting at FM 	<ul style="list-style-type: none"> ● Guarantee permit approval within as little as 30 days for high value targeted companies 	<ul style="list-style-type: none"> ○ Create statewide plan for expediting permitting process that builds on FM model
4 Marketing	<ul style="list-style-type: none"> ● Be active in ICT-related professional societies ● Engage ICT anchors to recruit small firms 	<ul style="list-style-type: none"> ● Program university tech transfer and commercialization offices on-site 	<ul style="list-style-type: none"> ○ Work with universities to develop relationships with international universities with strong technical programs in targeted industries
5 Strategic Business Recruitment	<ul style="list-style-type: none"> ● Track VC investment trends (VentureXpert, Venture Source) & meet regularly with investors 	<ul style="list-style-type: none"> ● Designate Tech Center leadership with strong political, business, networking, and research skills 	<ul style="list-style-type: none"> ○ Monitor VC investment trends in and around New Jersey on on-going basis ○ Adjust business recruitment strategy to take into account investment trends
6 Sustainability	<ul style="list-style-type: none"> ● Incorporate sustainability into urban design plan for Fort Monmouth 	<ul style="list-style-type: none"> ● Recycle construction waste, building and road materials 	<ul style="list-style-type: none"> ○ Require LEED-certification for new buildings ○ Create renewable energy sources on site (potentially geothermal)
7 Incentives	<ul style="list-style-type: none"> ● Hold focus groups with targeted companies ● Use applications of targeted companies in public sector operations 	<ul style="list-style-type: none"> ● Tax credits for angel investors ● Structured financing for strategic projects ● Refundable or transferable investment tax credits 	<ul style="list-style-type: none"> ○ Designate Fort Monmouth an Innovation Zone ○ Create discretionary budget allocation for business recruitment