



Fort Monmouth Economic
Revitalization Planning Authority

**FORT MONMOUTH ECONOMIC REVITALIZATION
PLANNING AUTHORITY
FMERPA**

Briefing for:
***New Jersey State Legislative
Members***

October 29, 2008

Frank Cosentino, Executive Director



Fort Monmouth, NJ

- **1,126 Acres**
- **Military, civilians, and embedded contractors - Greater Than 5,000 Jobs**
- **Contractors and other support organizations - Greater Than 16,000 Jobs**
- **\$2.4 Billion Gross State Product**
- **\$165 Million Estimated Annual State Revenue**



The Authority

April 28, 2006

Fort Monmouth Economic Revitalization Planning Authority (FMERPA) Act Signed Into Law by Governor Corzine.

10 member Authority with 9 of the members eligible to vote.

- Four members appointed by the Governor (four votes)
- The CEO/Secretary of the New Jersey Commerce, Economic Growth and Tourism Commission (one vote)
- The Mayors of Eatontown, Tinton Falls and Ocean Port (three individual votes)
- One Member of the Monmouth County Board of Chosen Freeholders (one vote)
- One Representative of Fort Monmouth to be appointed by the United States Department of Defense. (non voting)



Board Members

- **Robert Lucky, Ph.D. – Chair**
- **Virginia S. Bauer – Representative, NJ Commerce Commission - Vice Chair**
- **Lillian Burry - Monmouth County Freeholder**
- **Mayor Gerry Tarantolo - The Borough of Eatontown**
- **Mayor Michael Mahon - The Borough of Oceanport**
- **Mayor Peter Maclearie - The Borough of Tinton Falls**
- **Rosemarie Estephan - Gubernatorial Appointee**
- **Laurie Cannon - Gubernatorial Appointee**
- **Joseph Colfer - Gubernatorial Appointee (Resigned May 2008)**
- **Colonel Stephen M. Christian – Fort Monmouth Garrison Commander**



THE PROCESS TO PLAN SUBMITTAL

- Staff formed – December 2006
- Master Planner RFP issued – March 2007
- Master Planner engaged – May 2007
- Extension Granted (270 Days) – October 2007
- Preliminary Plan – March 2008
- Draft Final Plan – June 2008
- FMERPA Approves LRA Application – September 3, 2008
- Governor Approved Minutes of the 9/3 Authority Meeting on 9/4
- Submitted to Federal Government (HUD & DOA) -September 4, 2008



Outreach

- 38 Public Board Meetings
- 18 Social Services Advisory Committee Meetings
- 14 Homeless Provider Visits
- 37 Tours of Fort Monmouth Facilities
- Executive and Deputy Directors participated in over 150 meetings and presentations
- Over 30 other Public Advisory Committee Meetings:
 - Environmental
 - Commercial Industry
 - Infrastructure
 - Veterans' Affairs
 - Emergency Services
 - Education



Public Participation; Key Dates

- **June 5, 2007 – Media Breakfast**
- **June 12, 2007 – Combined Municipal Workshop**
- **Visioning Workshops**
 - June 18, 2007 – Eatontown
 - June 19, 2007 – Oceanport
 - June 21, 2007 – Tinton Falls
 - June 25, 2007 - Monmouth County
- **October 16, 2007 – VPS Results Presentation**
- **March 19, 2008 - Preliminary Draft Plan reviewed at Public Meeting**
- **April 21, 2008 – Eatontown Public Hearing**
- **April 23, 2008 – Tinton Falls Public Hearing**
- **April 30, 2008 – Oceanport Public Hearing**
- **June 30, 2008 – Draft Final Plan to Municipalities**
- **August 14, 2008 – Municipal Comments received**
- **August 15, 2008 – Public Hearing on LRA Application**





FORT MONMOUTH – THE CHALLENGES

How do we create “Added Value” to the region through the conversion of the Fort?

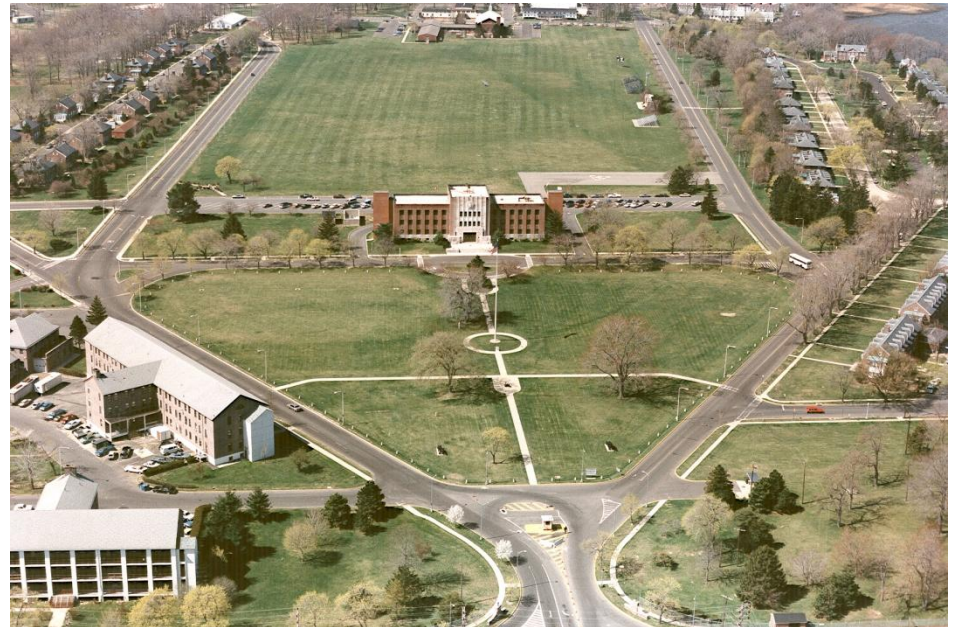
Questions to be asked and answered:

- How will new jobs be created?
- How will redevelopment improve transportation and traffic?
- What will be the infrastructure impact on schools, emergency services, tax base?
- What cost implications are there for communities in the region?
- How will more open space be created and made accessible to the public?



Additional Challenges and Goals

- Maintain and honor the history of the site and those who served there:
 - **Maintain and integrate into the development over 20 monuments plus markers and signage**
 - **Maintain Historic District**
 - **Reuse 136 Historically Eligible Buildings**





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 / Ballfields	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



HOUSING DEVELOPMENT

- Reuse of 177 (Historic) housing units
- No McMansions
 - Mixed income
 - Small lot single family
 - Rental units
 - Garden Apartments
 - Town homes
- Homeless Accommodation – HUD Requirement
- Affordable/COAH Requirements
 - FMERPA requested recognition of job/economic impact
 - Working with NJ Council On Affordable Housing toward a Memorandum of Understanding as to what the obligation would be



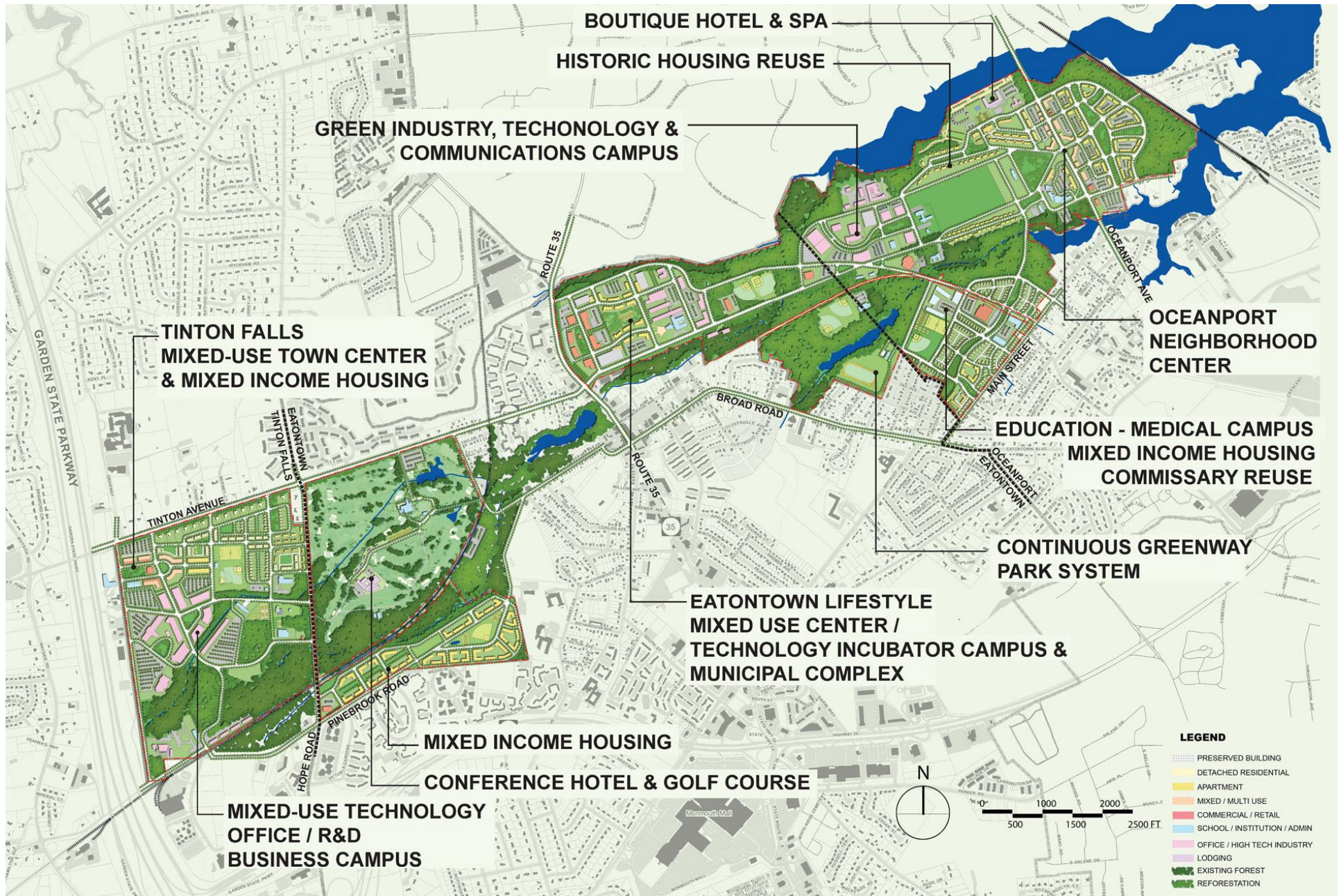
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JOBS AND CONSTRUCTION COST

Plan Option	Construction Cost	Construction Jobs	Permanent Jobs
Prospective Job Seekers			3,043
Reuse Plan	\$962,237,000	8,635	5,044+



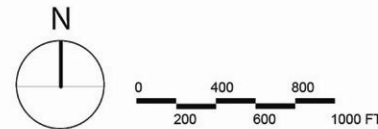
Reuse Plan in 2028 (20 – year plan)



FORT MONMOUTH



1. Large Lot Detached Housing
2. Small Lot Detached Housing
3. Townhouse
4. Apartment
5. Hemphill Housing
6. Firehouse
7. Mixed-use Town Center,
Bandshell & Town Green
8. Library
9. Child Care
10. Municipal Use
11. Teen Center
12. Myers Center Reuse
13. Mixed-Use Technology
Business Campus
14. Fire & Police Training Center
15. Fabrication Shops
16. Gas Station
17. Pool
18. Field House & Ball Fields
19. Wetland Preservation Park
20. Pulse Power Building R / D
21. Existing Tinton Falls Municipal
Building
22. Geothermal Wells



Mixed Use Business Center Program



FORT MONMOUTH



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Tinton Falls Aerial Rendering





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Tinton Falls Town Center Illustration

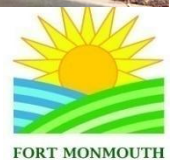




1. Suneagles Golf Course
Main Entrance & Parking
2. Gibbs Hall - Clubhouse & Catering
3. Conference Center & Hotel
4. Restaurant
5. Ball Fields
6. Convenience Retail
7. Mixed Income Housing
8. Community Center & Pool
9. Wetland Preservation Park

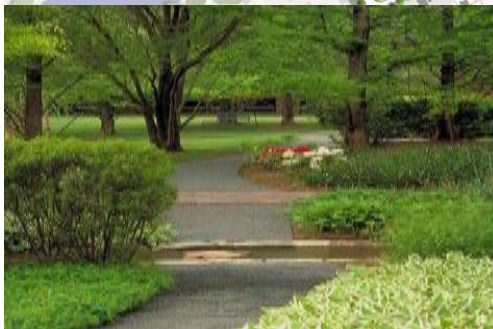


Eatontown West Program Summary





1. Lifestyle Town Center
2. Mixed-Income Apartments
3. Parking Structure
4. Incubator & Professional Services
5. Eatontown Municipal Building
6. Office Space
7. Auditorium / Theatre
8. Bowling Center
9. Cell Tower
10. Amphi-theatre
11. Ball Fields
12. Wetland Preservation Park
13. Office / R & D Space
14. Local Bus to Jitney Transfer Station
15. Geothermal Field



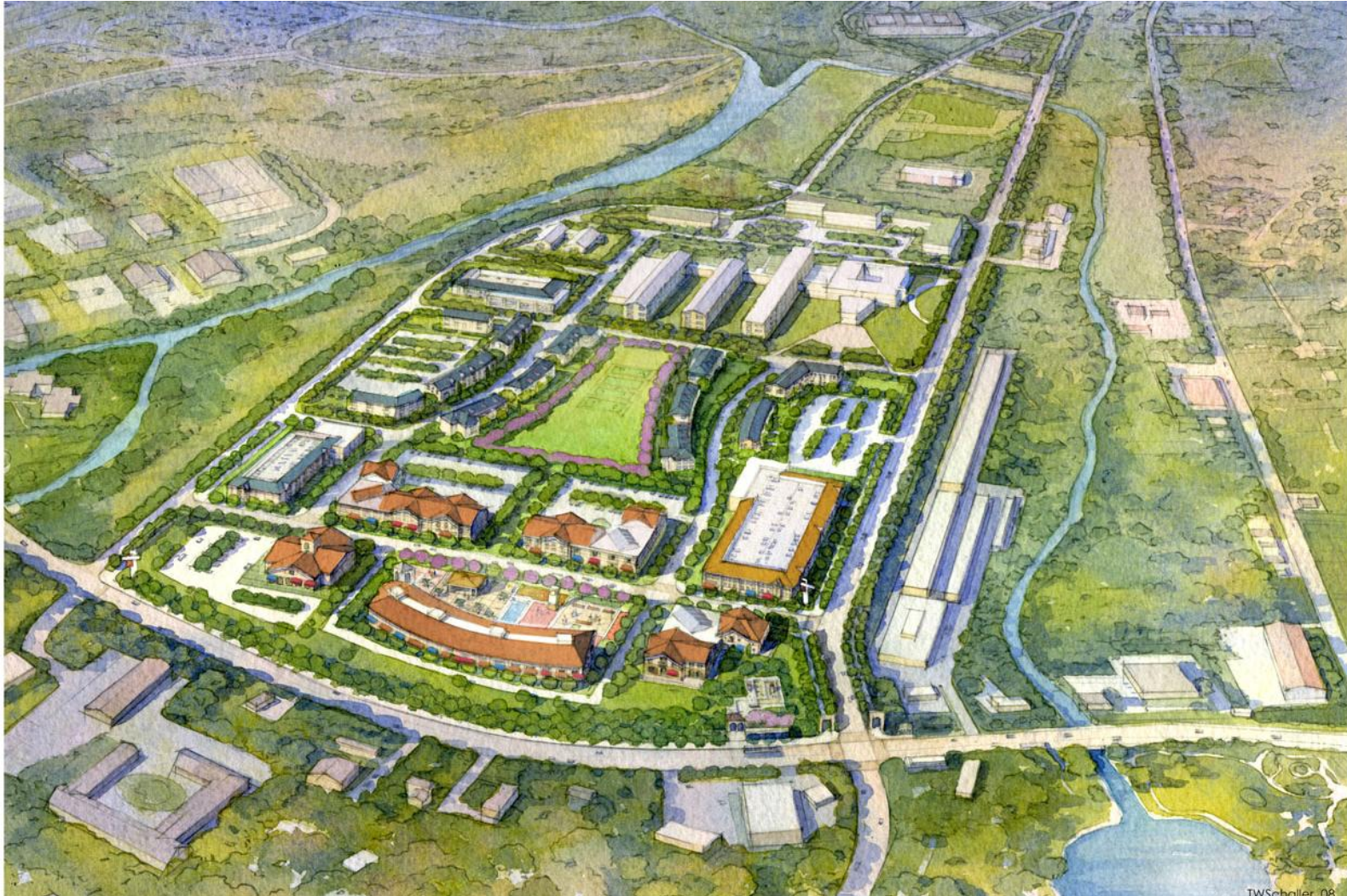
Rt. 35 Lifestyle Center – Tech Incubator





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Eatontown Aerial Rendering





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Eatontown Lifestyle Center Illustration





1. McAfee Center Reuse / Communication R & D
2. Office Educational Reuse
3. Library
4. Chapel
5. Counseling Center
6. Fitness Center

7. Educational Reuse
8. Green Industry Campus
9. Lane Hall Community Center
10. Parking Structure
11. Geothermal Wells
12. Wetland Preservation Park



Green Industry & Technology Campus





- 1. Small Lot Detached Housing
- 2. Mixed-Income Apartments
- 3. New School
- 4. Retail Center
- 5. Medical Center & Medical Offices

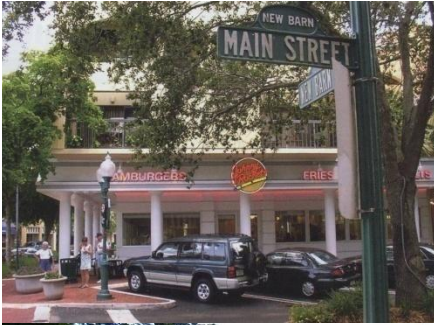
- 6. Ball Fields
- 7. Wetland Preservation Park
- 8. Geothermal Wells
- 9. Cell Tower



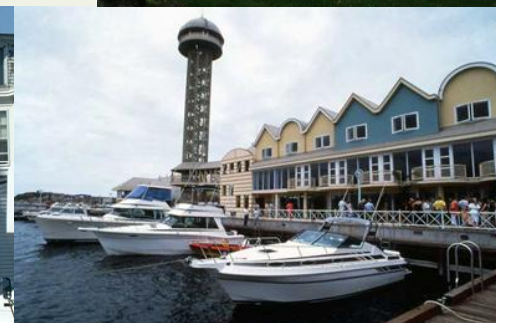
Education – Medical Campus



FORT MONMOUTH



1. WWI Barracks - Retail Reuse
2. Mixed-Income Apartments
3. Allision Hall Offices
4. Historic District Housing
5. Boutique Hotel & Spa
6. Parade Ground
7. Retail & Professional Office
8. Credit Union
9. Marina, Restaurant & Public Boat Ramp
10. Oceanport Municipal Complex & Mixed Income Apartments
11. FEMA Office
12. Museum / Art Center
13. Wetland Preservation Park
14. Waterfront Esplanade



Oceanport Neighborhood Program





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Oceanport Aerial Rendering



IWSchaller 08



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Oceanport Avenue Illustration



TWSchalle



A WIN - WIN - WIN REDEVELOPMENT STRATEGY

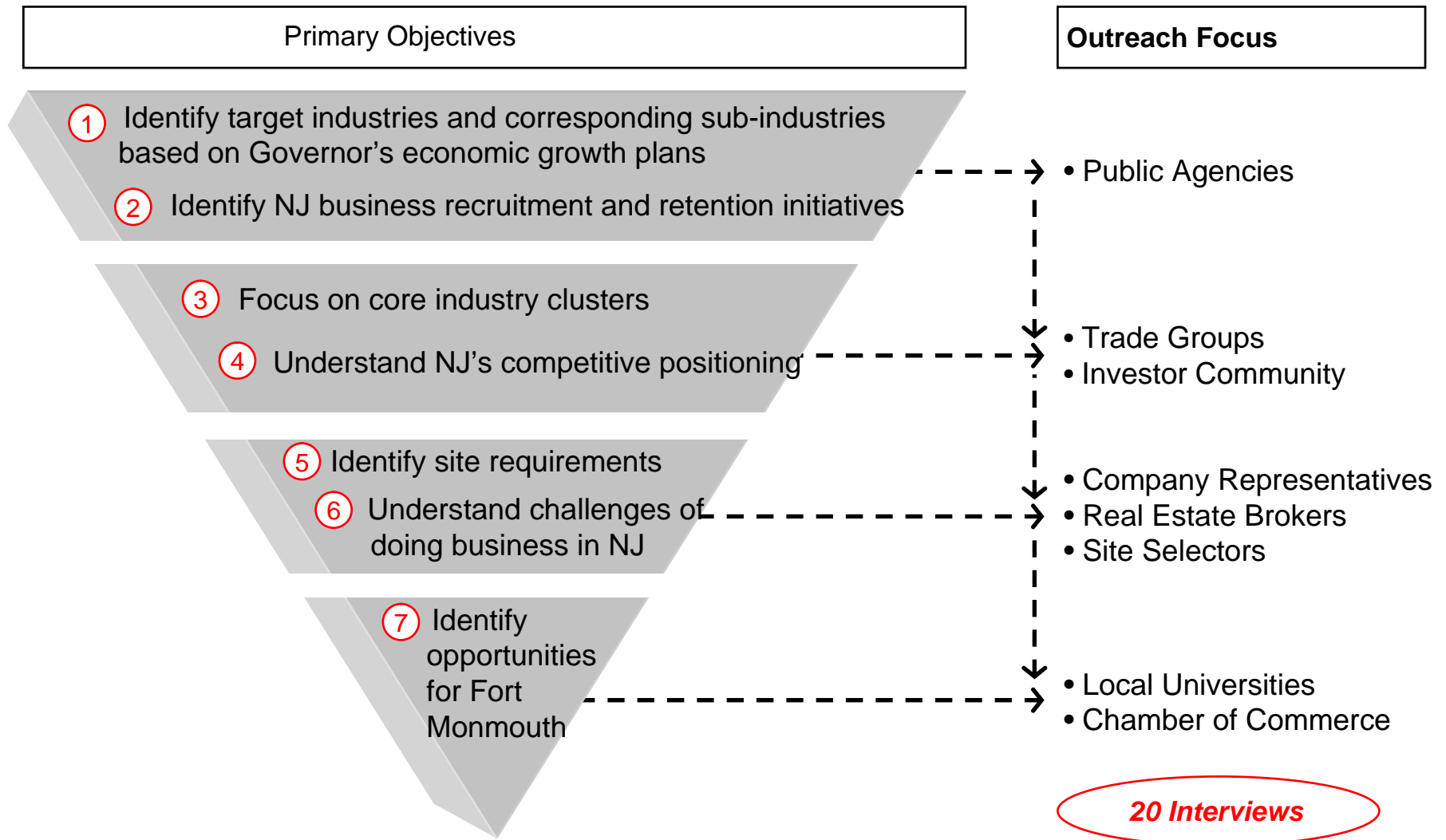
- Creates a Flexible High Technology Development Framework
- Is consistent with Municipal & State Plans
- Creates the potential for 5,400 permanent new jobs
- Proposes 3 new mixed use entertainment & civic centers
- Complies with workforce & affordable housing regulations
- Establishes a framework for positive fiscal impact
- Leverages Fort assets (People, Infrastructure, Location)
- Provides approximately 503 acres of new open space
- Preserves the Suneagles golf course and Marina
- Enhances mobility
- Protects and enhances ecological resources



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ERA: Fort Monmouth Economic Revitalization Study

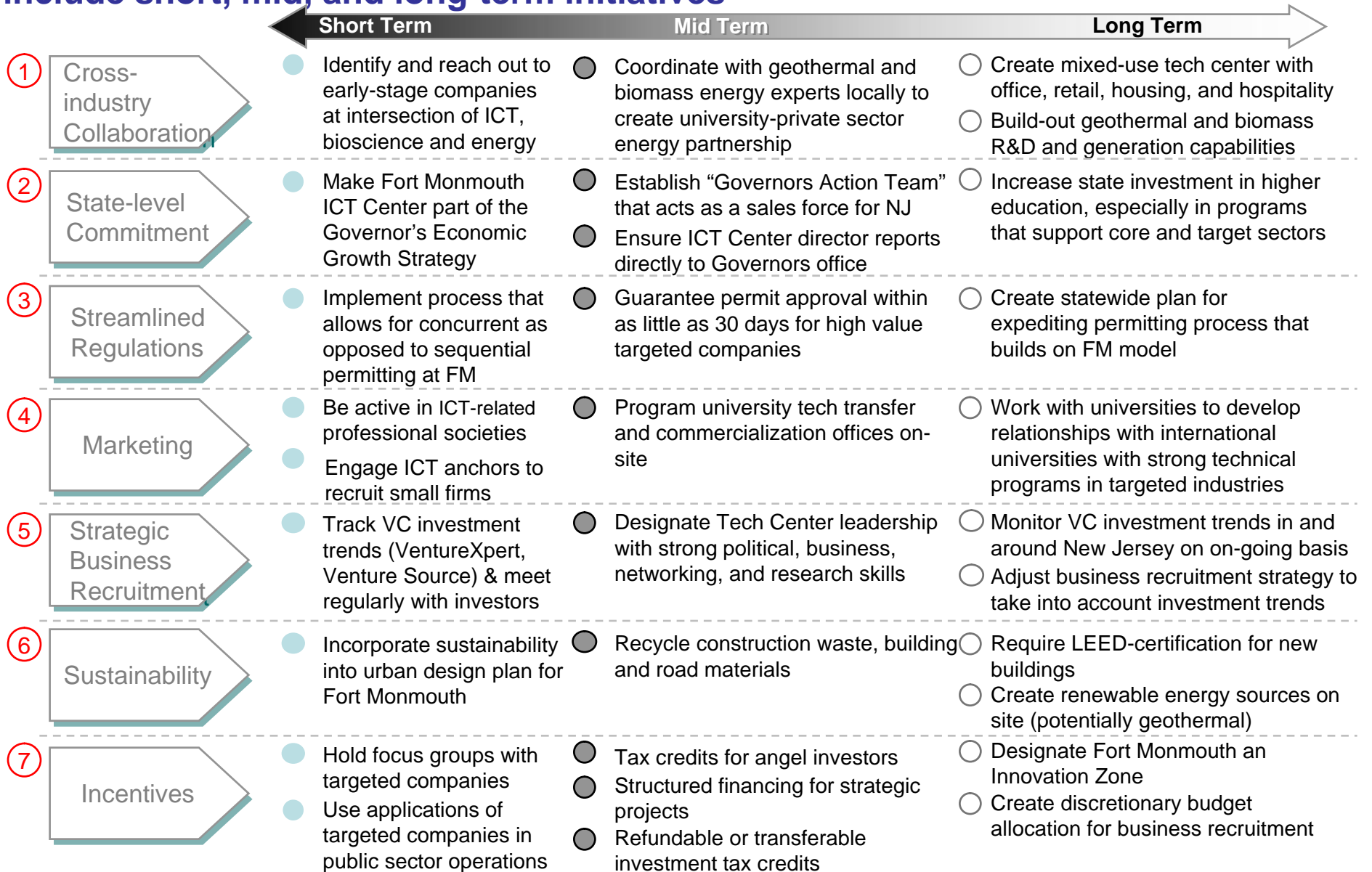
The interview process was designed to narrow our industry focus and understand key opportunities for Fort Monmouth



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

Focus Areas	Guiding Principles
① Cross-industry Collaboration	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.
② State-level Commitment	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.
③ Streamlined Regulations	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.
④ Marketing	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.
⑤ Strategic Business Recruitment	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.
⑥ Sustainability	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.
⑦ Incentives	Incentives need to be strong enough to overcome regulatory challenges and should assist companies of all sizes, from start-up to multi-national.

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





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