

# THE MOVE FORWARD



SHORTWAY 2017

Vernon was chosen by Expedia as the NJ's best destination for nature lovers. New Jersey Herald File Photo



# Vernon Background

- **A recreational community that relies on visitors to the area resorts.**
- **Population 23,000**
- **68 square miles**
- **Vernon Resources**
  - **Trails**
  - **Farms**
  - **Open Space**



# Goal

- **Sustainable Economic Development within the Highlands Plan that includes**
  - **Farmland Preservation**
  - **Agricultural & Ecological Management**
  - **Leading to Agri & Ecotourism.**



# HIGHLANDS REGION FINANCIAL FEASIBILITY ANALYSIS

- A Town Center requires creating a market.
- Simply means to provide a product that does not currently exist.
- **Product is a walkable mixed-use town center.**

# Town Center Plan 1995 Goal

A mixed-use area with retail and pedestrian activity, residential, commercial, cultural, recreational, and entertainment uses.



# Objective: Establish a Town Center with a Commercial Area.

- Rural/mountain character.
- A network of pedestrian & bicycle paths which link residential neighborhoods with open space, community facilities, and commercial areas.



# Objectives

- Concentrate growth into the Town Center
- Provide housing for seniors.
- Promote historic and cultural resources.
- Create a true-four season destination.



# Today: Town Center Main Street & Rt. 515 is stagnant

- Sanitary lines in place.
- Water lines in place without water.



# No water lines-Route 515



# Underutilized Properties



# Tasks

- Upgrade water wells
  - Increase volume & pressure to supply H<sub>2</sub>O to TC
  - H<sub>2</sub>O for fire suppression systems
  - Increase sewer flow to stabilize rates

# Tasks

- Redevelopment designation by the Division of Community Affairs
- Negotiate with Suez for upgrades to infrastructure and franchise.
- Council support to pass bond ordinance for water.
- Amendment to Twp. Ordinance 13-04 to allow craft breweries, wineries, distilleries and ABC licensed establishments. (Accomplished)

## Tasks: Develop Vacant/Underutilized Properties

- Municipally owned properties should be aggressively managed and marketed.
  - Sell Township underutilized properties.
  - Develop TWP. Black Creek lot (15 acres) for trails, art walk & parking.
- Connect the Town Center and resorts via bikeway/trail system including sidewalks on paved roadways.

# Art Walk



# Performing Arts Center





# Encourage Entrepreneurship

- Tax abatement agreements & payments in lieu of taxes
- Cost & benefit of each proposed abatement should be considered as part of the award process.



Photo by [John F. Russell](#)

# Promote NJ Craft Beer Industry

<http://njbeer.org/economic-impact>

- **68 craft breweries**
- **43 to open in the next 2 yrs.**
- **9,560 jobs**
- **\$1.2 mil eco. impact**

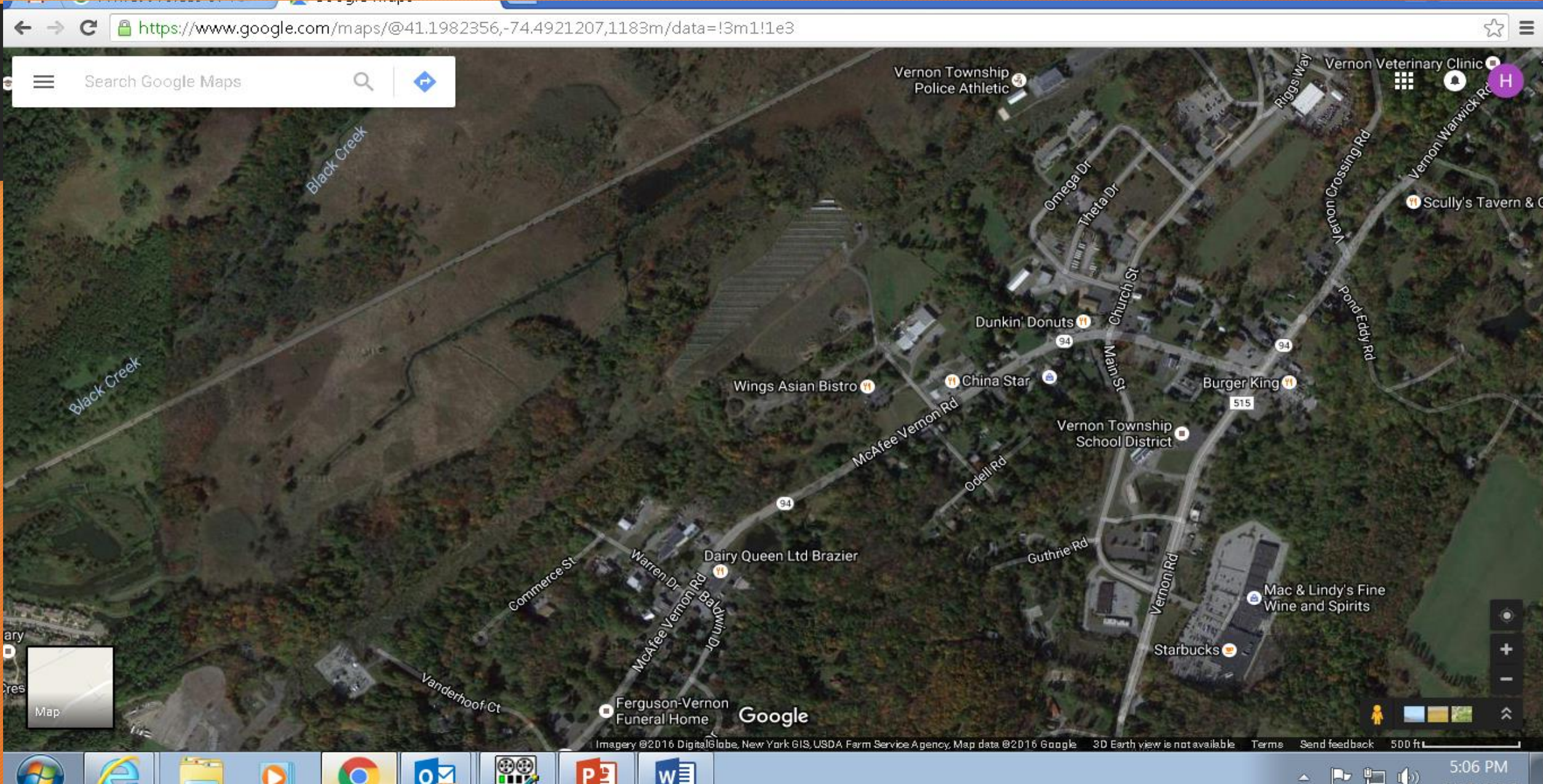


# Community Coming Together

## Shortway's Brewery Newport, NC



# Overview of Town Center



# Responsibility

- **It is the obligation of this administration & council to formulate and propose solutions.**
- **Let's go forward.**
- **Only then can we realize economic growth and tax stability.**

