

ECONOMIC DEVELOPMENT ACTION PLAN

INTENT

Economic development establishes the comprehensive plan's foundation for enhancing and diversification of Middlesex Township's revenue base and job growth. Recognizing that various public and private agencies actively pursue and promote environmentally sound economic development, the Township has a major role in facilitating economic growth through its land use, development and fiscal policies.

Goal: Maintain a healthy business climate to ensure continued, sound economic growth.

ECONOMIC DEVELOPMENT POLICIES

1. Support existing businesses to preserve the tax base and provide employment opportunities.
2. Encourage a mix of employers and employment opportunities within the Township.
3. Encourage economic development activity where there is adequate infrastructure to support such development.
4. Encourage growth industries that are compatible with the Township's work force and Comprehensive Plan.
5. Support the development of the Army Heritage Center in the southwest portion of the Township.
6. Encourage land uses that create the least burden on Township government and generate the most tax revenue.

ACTION STRATEGIES

Cooperation of Township, Businesses and Economic Development Services

1. Encourage local business owners to form business partnerships to promote a plan for marketing and fund raising to support economic development.
2. Encourage communications with existing businesses to identify and address issues that affect retention and expansion of business and industry.
3. Attempt to determine which land uses create the least burden on Township government and generate the most tax revenue.

Create Sites and Opportunities for Expansion of Existing Businesses and Creation of New Businesses

4. Work with economic development agencies to identify appropriate areas for new developments and sites for industries that need special buffering and sites suitable for reuse. This should be performed in accord with the land use policies contained within this plan.
5. Monitor the capacity of the appropriately zoned land to accommodate industries and businesses so as to ensure an adequate inventory of zoned land for these activities.