



The New Jersey State Planning Commission & The New Jersey Office of State Planning

State Planning NOTES

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SPRING/SUMMER 96

Jay G. Cranmer, *Chairman*

Herbert Simmens, *Executive Director*

GOVERNOR WHITMAN ADDRESSES COMMISSION

Editor's Note: On Wednesday, February 28, 1996 Governor Christine Todd Whitman addressed the New Jersey State Planning Commission at Thomas Edison State College in Trenton. The following were her remarks.

Good morning.

I'm pleased to have this opportunity to welcome the new commissioners and to speak with you about the State Plan. My strong support for the plan is reinforced each year by a steady budget appropriation for the Office of State Planning.

Just as I support the plan, I support your efforts to make it work. This Commission is a diverse bipartisan group, representing a cross section of our state: cities and suburbs and farms, developers and planners and environmentalists. Among you, every level of government is represented.

Your mission is our future. The people of our state are your constituency. Your plan is the map to a sustainable New Jersey.

New Jerseyans support planning. They know that without it, we surrender our future to little more than the random will of those who stand to reap short-term benefits at the expense of New Jersey's long-term well-being.

I'm told that a nearby town once advertised homes with signs along Route 1 claiming, "Where Nature Smiles for 20 Miles." Now that suburb and that highway are so packed with strip malls and housing complexes that nature hardly has room for a smirk.

Evolution without planning has created nightmares like the Route 1 experience. The people of New Jersey understand that. They have wanted planning for a long time. Proper land use planning should have occurred 30 years ago, but it didn't.

So at last we are listening to the people. The good news is that we can still make a difference in how New Jersey will look and feel in the 21st century. We stand at the threshold of the future, and we



Governor Christine Todd Whitman

have a plan that is responsible and rational.

But as you know, a plan is not worth the paper it's printed on unless it's carried out — and in a way that continues to build support. That's why I asked my Cabinet members to provide annual progress reports on how their policies reflect the State Plan.

We are making progress on several fronts. Let me offer a handful of examples:

At the DEP, the system for ranking projects submitted by local governments and nonprofits has incorporated State Plan elements into the five factors it measures. Also under way is watershed management planning, which honors the holistic approach that forms the core of the State Plan.



Governor Christine Todd Whitman and the State Planning Commission

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The DEP is also preparing proposals that would use the State Plan in our coastal areas to preserve our natural resources more effectively while simplifying the permitting process.

The DEP and the Department of Transportation have been working together on regional Transportation Improvement Plans to help the state attain air quality goals.

DOT has a long-range plan that includes among its five major goals the use of transportation to shape desired development patterns consistent with the State Plan.

The Department of Community Affairs is investing \$330 million to promote home ownership in the cities, breathe life into deteriorating neighborhoods, and preserve open space elsewhere. One DCA program for instance, will rehabilitate living space above commercial establishments to re-create mixed-use neighborhoods.

The Department of Commerce drafted a package of business incentives that includes a bill to offer municipalities low-interest loans to clean up industrial sites and turn them into productive, job-creating enterprises.

And at my request, the Cabinet has formed an Urban Coordinating Council, with representatives from every department, that is dedicated to using state resources to their best advantage to revitalize our cities. The State Plan's model for urban revitalization is the model for the UCC.

Four cities — Asbury Park, Camden, Elizabeth, and Trenton — have been targeted for help in the program's initial phase. And the UCC has stressed the need for cities to focus on environmental planning at the local level.

Some might say that the cities have enough problems without having to worry about environmental standards. But we've learned, in study after study, that a healthy environment is critically important for building a prosperous future.

In that regard, it was no surprise that the State Plan Economic Impact Assessment concluded that the Plan is good for the economy and for the environment.

I have offered here just a sampling of the ways in which my administration is following the State Plan. Indeed, we are making investment decisions based on the premise that smarter and more effective expenditures can best be obtained through comprehensive, citizen-based planning. Some of these plans include the long range transportation plan, housing plan and strategy, water supply master plan, and the upcoming higher education master plan.

The State Plan is the master plan to which all these plans must relate — and

towns in Burlington County, three in Somerset, four in Sussex, five in Morris and Warren, and a county-wide strategic plan in Hudson.

We have to do all we can to encourage more communities to follow suit.

The State Planning Act calls on the Commission to revisit and revise the plan periodically. You will undertake that task this year.

My vision of this process is one of refinement in the spirit of the ancient expression, "It is a bad plan that admits of no modifications."

We may need some structural revision to make understanding and implementation easier. We should continue to build on the foundation that has been laid. Still, the basic tenets of the plan as it stands today should be fundamentally embraced.

How land is used affects virtually everything that happens in a state as densely populated as ours: the health of our cities, the vitality of our farms, and the stability of our neighborhoods and towns. Thus, I

am pleased that the Commission, through its Land Use Governance Subcommittee, will be reviewing the broad basis of land-use planning and decision making.

I look forward to your recommendations. I know that you will work hard to create approaches that lead to a more efficient and predictable land-use decision-making system, based on comprehensive and coordinated planning with opportunities for vigorous and informed citizen participation.

You have my support as you begin these tasks. I consider it my job — and the duty of future administrations — to foster policies that help the State Plan take root across the state.

The more we champion these policies, the more we can help cities and suburbs and farms to prosper...the more we can ensure that development occurs where it makes the most sense...and the more we provide a high quality of life for ourselves and our children.

Let's make this a banner year for the State Plan.

Thank you.

Governor Christine Todd Whitman
Wednesday, February 28, 1996



Herbert Simmens, Governor Whitman and Jay Cranmer

to which our "Sustainable State" project will relate.

As I said a few minutes ago, we stand at the threshold of the future. I'm sure you have heard the story of the fellow who was anxious to plant a tree. When a friend told him, "What's the rush — it won't bear any fruit for decades," he said, "All the more reason to get started now."

We should take that approach with the State Plan.

Because we're acting now and not five or 10 or 15 years from now, we can still make decisions that ensure a thriving, sustainable farm community. We can have bustling, clean cities. We can take action to provide enough open spaces in this densely populated state to ensure a high quality of life for the generations of New Jerseyans who will follow us.

The State Plan helps illustrate where we want to be. We need you to help us get there.

Over the past two years, some 60 communities have voluntarily come forward to work with the State Planning Commission. In fact, towns have often worked together in partnership: twelve

NEW LAW

PROMOTES TRANSFERRING DEVELOPMENT

Planned-unit and cluster development can take place on non-contiguous sites, under a recent amendment to the state Municipal Land Use Law (MLUL). The amendment, effective as of Jan.. 5, 1996 removes the statutory barrier to "planned" development — residential, commercial or industrial development developed as a single entity — on parcels that do not abut one another. And it clarifies that residential cluster development undertaken as part of a planned-unit development may likewise occupy a non-contiguous area.

The amendment reinforces

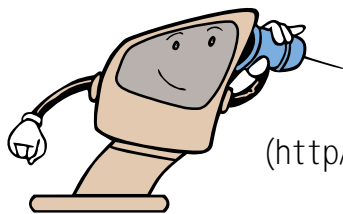
the fundamentals of the State Development and Redevelopment Plan by giving municipalities another tool to help them channel growth into compact forms while preserving open space. It acts similarly to a transfer of development rights (TDR) in allowing greater development density at one non-contiguous site of a residential cluster project in exchange for retaining open space at the other.

But unlike TDR, non-contiguous cluster development involves no formal division of property into sending and receiving districts and no assignment

and sale of development credits. (Currently, Burlington County is the only locality in the state with an active TDR program, under a pilot program specially authorized in the MLUL.)

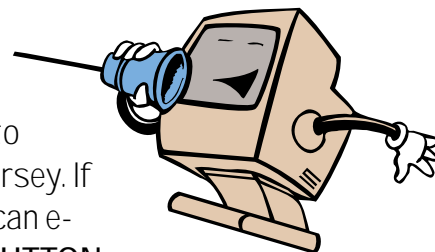
The amendment stems from legislation sponsored by former Assemblywoman Maureen Ogden, now Chairwoman of the Governor's Council on the New Jersey Outdoors, during her tenure in the General Assembly. We encourage municipalities to consider the possible local applications of this significant change in the MLUL.

OSP is on the Net!



You may now access information on the State Plan via the Internet. The Office of State Planning home page on the Internet is accessible through the state Treasury Department home page (<http://www.state.nj.us/treasury/>).

Right now, everything is new! While we have invested a great deal of effort in meeting and communicating with people since we were created in 1986, we are finally up and running on the Internet. This is an important effort for us, in that it makes us to be accessible to you on a 24-hour basis. The entire State Development and Redevelopment Plan is online (the pages are identified by a logo), as is our enabling legislation, the New Jersey State Planning Act and our rules and procedures, the State Planning Rules. You will also be able to view publications such as the award-winning Local Planning Techniques that Implement the State Development and Redevelopment Plan and other reports that are of interest. There will also be links to the LUIE project and to other planning organizations in New Jersey. If there is information you need that is not on these pages, you can e-mail the appropriate individuals by **PRESSING THE "MAIL" BUTTON,**



OR FAX OR PHONE (OR VOICE MAIL) THEM FOR A QUICK RESPONSE!
WE HOPE THAT THIS NEW SERVICE WILL PROMOTE PLANNING THROUGHOUT NEW JERSEY.

New SPC Members

In January 1996, eight new members of the State Planning Commission met for the first time. A brief biography of each person follows:

Dianne R. Brake

Ms. Brake is from West Windsor and is the President of the Middlesex-Somerset-Mercer Regional Council, a non-profit, research, planning and advocacy organization dedicated to improving the quality of community life through sound land development and conservation policies and regional cooperation. Ms. Brake chairs the Plan Implementation Committee.



Michele Simone Byers

Ms. Byers is from Pemberton Township and is the Assistant Director of the New Jersey Conservation Foundation, a private non-profit organization that promotes the conservation of open spaces and natural resources throughout New Jersey. She is a member of the Burlington County Agriculture Development Board and the Pemberton Township Lions Club.

Richard T. Fritzky

Mr. Fritzky is from Byram Township and currently serves as the President and Chief Executive Officer of the Meadowlands Regional Chamber of Commerce, a business and community service organization. He also serves as a member of the adjunct faculty of Fairleigh Dickinson University. Mr. Fritzky chairs the Public Affairs and Outreach Committee.



Mark A. Fury

The Honorable Mark Fury is the Democratic Mayor of Plainfield, a central New Jersey city of 48,000 people. He is a partner in the law firm of Wright & Fury, with a practice specializing in business law and commercial transactions. Mayor Fury is the Vice Chairman of the State Planning Commission and the Chair of the Plan Development Committee.



Charles M. Kuperus ~~~~~

Mr. Kuperus is the founder of Kuperus Farmside Gardens in Sussex Borough. He has over 20 years of experience in dairy and nursery farming. A former two-term Councilman, Mr. Kuperus was the Sussex Borough Council President. He currently serves as a member of the Sussex County Board of Agriculture. Mr Kuperus is the Vice Chair of the Plan Development Committee.

Paul J. Maticera ~~~~~

The Honorable Paul Maticera is the Mayor of North Brunswick Township. He is the chief executive officer of a township of over 30,000 people, with direct responsibility over a budget of \$16 million and 220 employees. He is the Director of Marketing for the Concord Engineering Group in Voorhees. He is also the President of the Creative Mgt. Group. Mayor Maticera chairs the Land Use Governance ad-hoc committee.



Lisa Scarinci ~~~~~

Ms. Scarinci is from Union City and has six years of new technology experience, focusing on the development and delivery of PC-based information and services to commercial and consumer users. She is currently a homemaker and mother of two children, as well as the Assistant Treasurer of the Menendez for Congress Committee.

H. Jay Yoon ~~~~~

Mr. Yoon is from Freehold and has over 20 years of combined experience in consulting, teaching and research in long-range urban policy planning and development. He is the Managing Partner of OptimaPlan Associates, a planning consulting firm with clients in municipal planning, economic development planning, affordable housing, grant administration and transportation demand management.





SPC Committees

The State Planning Commission has reorganized its committee structure. There are now three standing committees: Plan Development, Plan Implementation, and Public Affairs and Outreach. In addition, there is one ad-hoc committee on Land Use Governance. These committees review issues and forward recommendations to the State Planning Commission for formal action. Committee meetings continue to be open to the public. Up-to-date meeting schedules for each committee, as well as the Commission are available by contacting the Office, toll-free at 1-800-522-0129.

Plan Development Committee

Charge: Responsible for all aspects related to the revision and readopting of the next State Plan. Review current Plan in detail, noting strengths and weaknesses; discuss and recommend content. Develop public process and documentation for cross-acceptance, including comparison, negotiation and resolution of issues. Consider findings and recommendations of Impact Assessment. Major components of the Plan will include:

- Cross-acceptance Rules and Process
- Preliminary Plan
- Interim Plan
- Adopted Plan
- Infrastructure Needs Assessment
- Monitoring and Evaluation
- Statement of Agreements/Disagreements

Membership:

Mark Fury - *Chair*, Charles Kuperus - *Vice Chair*, Michelle Byers, Lisa Scarinci, Jay Yoon, ENVIRONMENTAL PROTECTION Larry Schmidt, TRANSPORTATION Bill Beetle, AGRICULTURE Art Brown/George Horzepa, COMMUNITY AFFAIRS Chuck Richman, GOVERNOR'S OFFICE Judy Jengo

Plan Implementation Committee

Charge: Responsible for all aspects related to implementing the goals, strategies and policies of the State Plan. Amend the Plan through the designation of centers or planning area revisions prior to the triennial review of the Plan. Accept, reject or modify Director's findings and recommendations regarding Master Plan Consistency Reviews. Oversee other technical assistance provided by staff and monitor activities by State agencies to implement the Plan. Potential role of developing or revising Monitoring and Evaluation program for the next Plan. Review current and develop new recommendations for implementing the next State Plan. In summary, the tasks include:

- Center Designation
- Other Map Amendments
- Consistency Reviews
- Other Technical Assistance
- State Agency Implementation
- Plan Implementation Report

Membership:

Dianne Brake - *Chair*, Michelle Byers, ENVIRONMENTAL PROTECTION Bob Tudor, TRANSPORTATION Bill Beetle

Public Affairs & Outreach Committee

Charge: Responsible for all aspects of public affairs, including public information, planning education and legislative recommendations. Supervise preparation of publications and presentation materials. Develop and implement strategies for outreach to the legislature, media, special interests and the public. Increase level of discussion and dialogue regarding planning through educational opportunities. Analyze and advance legislative recommendations. Key tasks include:

- Public Outreach/Public Opinion
- Media Relations
- Legislative Recommendations
- Capital Appropriation Review & Recommendations
- Planning Education

Membership:

Richard Fritzky - *Chair*, Charles Kuperus, Lisa Scarinci, Michelle Byers, TREASURY Lisa Young, COMMERCE & ECONOMIC DEVELOPMENT George Nagle

SPC Ad-Hoc Committee: Land Use Governance (LUG)

Charge: Responsible for advancing planning enabling legislation at all levels of government and improving the implementation of land use governance. Review current statutes (e.g., MLUL, County Planning Enabling Act, State Planning Act, other related laws) and regulatory programs where there is or should be a planning component related to land use. Bring together interested parties and build coalitions. Recommend legislative or administrative changes.

- Review current system
- Hold meetings, workshops, etc.
- Recommend changes - legislative or administrative

Membership:

Paul Matacera - *Chair*, COMMUNITY AFFAIRS Chuck Richman - *Vice Chair*, Dianne Brake, Jay Yoon, GOVERNOR'S OFFICE Judy Jengo, TRANSPORTATION Bill Beetle, ENVIRONMENTAL PROTECTION Larry Schmidt, AGRICULTURE Art Brown/George Horzepa

THREE NEW CENTERS DESIGNATED



Long Branch City—Designated Regional Center

from l-r: Herb Simmens; Jay Cranmer; Howard Woolley, Business Administrator; Carl Turner, Planning Director; Mark Fury, SPC Vice Chair; Jacob Jones, Director of Community Development; Robert Furlong, President, Long Branch Tomorrow

The State Planning Commission recently approved three new Regional Center designations — Long Branch and Red Bank in Monmouth County on May 1 and May 29 respectively, and Somerset (a cooperative effort involving Bridgewater, Raritan and Somerville) in Somerset County on May 29.

Long Branch has been designated as a Regional Center with the City's innovative Oceanfront Master Plan as its centerpiece. The product of a public/private partnership, the center petition represents two years of planning for the redevelopment and revitalization of Long Branch. Once one of the nation's premier seaside resorts, Long Branch has suffered a number of ills, including urban decay and loss of its traditional role as a commercial and employment center. The City and Long Branch Tomorrow, the non-profit partnership that is leading the revitalization initiative, will continue to implement its redevelopment plans with assistance from the Departments of Environmental Protection and Transportation.

The Borough of Red Bank sought designation as a Regional Center to bolster its recognized role as a center of



Red Bank Borough — Designated Regional Center

from l-r: Herb Simmens; Jay Cranmer; Marta Person, Red Bank Borough Administrator; Mayor Jim McKenna; Gail O'Reilly, consultant

employment, retail and commercial establishments, cultural opportunities, professional and medical services, and housing choices. Over the past two years, the Borough has undertaken an ambitious effort to secure Red Bank's future. Efforts include an innovative natural resource inventory, a community visioning process, a new master plan, and an urban design plan. The center designation process will assist Red Bank with several critical transportation and circulation issues, as well as open space and economic development initiatives.

The Somerset Regional Center covers all of Somerville and Raritan Boroughs and a portion of Bridgewater Township. It is the culmination of nearly two years of work on the parts of the three municipalities involved and Somerset County which served as the coordinating agency for the local center planning process. The center petition presented an integrated approach to planning and public investment that will attempt to maintain and strengthen the Somerset Regional Center as the focal point for the economic, social and cultural activities of the immediate region.



Somerville, Raritan and part of Bridgewater — Somerset Regional Center

from l-r: Tom D'Amico, Somerset County Planning Dept; Michael Sarkissian, Bridgewater Township Planning Director; Richard Close, Somerset Alliance for the Future; Herb Simmens; Bob Bzik, Somerset County Planning Director; Jay Cranmer; Stephen Dragos, President, Somerset Alliance for the Future; Joe Indyk, SPEDE and Rose Evans, Somerset County Chamber of Commerce.

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H. Jay Yoon

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