



Smart Growth, NJ

Winter 2004

Greetings from Governor McGreevey & Commissioner Levin

As 2004 begins, we reflect on the past year's accomplishments and look toward this year's goals.

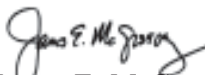
One of the highlights of 2003 was the more than \$2.5 million awarded in Smart Future Planning Grants to towns and cities in 12 counties. Combined, these grants serve Smart Growth planning efforts in more than 70 towns across the state.


Along with preparations for the upcoming Plan Endorsement and Cross-acceptance processes, the Office of Smart Growth continuously worked on making Smart Growth easy for everyone. We convened meetings of the Brownfields Redevelopment Interagency Team and the Brownfields Redevelopment Task Force, bringing together many state agencies, as well as the logistics and the policies that affect brownfields redevelopment across the state. And we drafted legislation that will affect the way our towns and cities grow.

This year promises to be an exciting one for New Jersey's Smart Growth. We will continue to see Smart Growth planning studies and projects come to fruition. We will continue to award grants to help towns and cities focus on regional growth efforts. And we will raise the bar of working together to make Smart Growth a reality across our state.

Thank you for your interest in redeveloping New Jersey through Smart Growth principles. Together, we can plan for a better New Jersey.

With all good wishes,


James E. McGreevey
Governor


Susan Bass Levin
Commissioner

Preserving the Highlands & New Jersey's Future Highlands Task Force Charged with Research and Recommendations

by Bill Harrison, Highlands Coordinator
and Vanessa Zoe Morin, Research Analyst



In October, culminating a week-long celebration of open space to highlight the importance of drinking water and the November ballot initiative, Governor McGreevey joined residents of the Highlands to promote open space preservation in this critical environmental region.

In New Jersey, where can you find native trout, black bear, river otter, and 120 nesting bird species? Where can New Jerseyans and visitors alike view ridges and valleys that are between 600 and 1,500 feet in elevation, extensive forests, lakes, rivers and wetlands? The answer is the New Jersey Highlands.

The Highlands is a unique area in New Jersey that is home to many varieties of wildlife and plantlife. It serves as a major drinking water source for about one-third of New Jersey residents. The landscape maintains 110,000 acres of active agricultural production. The entire region encompasses 1,000 square miles, portions of seven counties and 90 municipalities, and extends from northwestern Connecticut across

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NEW JERSEY DEPARTMENT OF
COMMUNITY AFFAIRS



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Greetings from State Planning Commission Chairman Tim Touhey and Office of Smart Growth Executive Director Adam Zellner

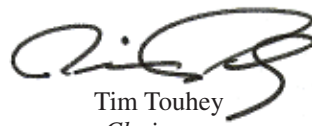
The Office of Smart Growth and the State Planning Commission have worked very hard over the last year to help change the way we grow and preserve New Jersey. For the first time in our state's history, New Jersey's many departments are working together toward a common goal of creating a new, more accurate State Plan.

Over the coming months, we will be working with you to formally begin the Cross-acceptance process to update the State Plan. This process will involve hundreds of individuals, groups and government entities, with the overall goal of creating a system that is predictable and easy to understand. Together, we will help turn the tides on the development patterns that have helped erode the very quality of life many of us came to New Jersey for.

Additionally, we look forward to working with the Legislature and State Departments as we help create and shape a

variety of legislative and financial incentives aimed at fostering Smart Growth. Already, we have seen great strides on issues like brownfields redevelopment, which is helping to both reuse and reinvigorate many abandoned sites, while also taking pressure off of our last remaining open spaces.

The coming months will require all of us to work hard, but it is the rewards of that work that is sure to help New Jersey be a better place today and in the our future. We look forward to working with you on our continued successes as we enter the new year.



Tim Touhey
Chairman
State Planning Commission



Adam Zellner
Executive Director
Office of Smart Growth

Highlands

...from Page 1

the lower Hudson River Valley, and from northern New Jersey into east central Pennsylvania.

In the 1992 State Development and Redevelopment Plan (State Plan) Cross-acceptance process, the Highlands region was recognized as an area of critical concern and in need of governmental coordination. In 2001, the State Plan designated the Highlands as a Special Resource Area, which is "an area ... with unique characteristics or resources of statewide importance, which are essential to the sustained well-being and function of its own region and other regions or systems ... and to the quality of life for future generations."

Since 1984, 65,000 acres – more than 100 square miles – of the Highlands have been lost to sprawling development. This means the quality of New Jersey's forests, agricultural lands and wetlands have been compromised. In order to protect

the unique resources of the Highlands, Governor McGreevey issued Executive Order No. 70 on September 19, 2003, creating the Highlands Task Force.



The Highlands, an area of critical concern for New Jersey, is home to many different landscapes, wildlife, and plantlife.

The 19-member Task Force, co-chaired by DCA Commissioner Susan Bass Levin and DEP Commissioner Bradley Campbell, consists of cabinet level representatives from the Department of Agriculture (DOA), the Department of Transportation (DOT) and the Department of Commerce, and includes representatives from local governments, environmental organizations, development and business communities, the farming community and the general public.

The Task Force's goal is to balance preservation of natural resources with Smart Growth economic development. The Task Force is specifically charged with making recommendations concerning:

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The passage of public question No. 1 from this past November's ballot will enable Governor McGreevey to fulfill his commitment of spending an additional \$50 million over the next three years for open space preservation in the Highlands region. The Task Force will identify and prioritize these parcels targeted for preservation.

Putting a Team Strategy to Work for Smart Growth

by Dr. Jim Requa, Intergovernmental Affairs

Facilitating New Jersey's Smart Growth requires teamwork from the many state agencies involved in development, redevelopment and preservation. That state is putting this team strategy to work for Smart Growth. DCA's Office of Smart Growth develops and facilitates Smart Growth implementation teams that span within and among all state agencies involved in Smart Growth planning. This team approach makes the resources of each state agency available to you to ensure a more efficient Smart Growth process.

Additionally, an Interagency Smart Growth Team recently was created. Member agencies include DOT, the New Jersey Economic Development Authority (NJEDA), the Housing and Mortgage Finance Agency (HMFA), the Council on Affordable Housing, the Department of Education, the Commerce & Economic Growth Commission, the Board of Public Utilities, DEP, the Treasury Department, NJ Transit, the Department of Agriculture, DCA, and the Governor's Office. The mission of this team is to bring all of these state agencies together to help ensure consistent Smart Growth policies and processes. The team also serves as a Smart Growth deliberative body that provides information to the cabinet and the State Planning Commission.

The Interagency Smart Growth Team holds project-based team meetings on an as-needed basis to help developers navigate state agency funding and permit approvals as they bring



Representatives from various state agencies come together and hold meetings to help you navigate the Smart Growth process.

their Smart Growth redevelopment projects to life. The meetings result in clear next steps for both developers and state agencies in terms of what resources are required and what needs to be accomplished to complete successful Smart Growth projects.

Ultimately, the goal of the Interagency Smart Growth Team and the internal state agency Smart Growth implementation teams is to ensure that Governor McGreevey's Smart Growth initiative is understood and implemented cooperatively among and within state agencies.

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Community Design Trends

Moving Toward More People-Friendly Neighborhoods

by Carlos Macedo Rodrigues, AICP/PP

In recent years, there has been a renewed interest in the way we shape our communities and, as a result, there is a renewed interest in the community design discipline. A growing dissatisfaction among both professionals and the general public with the way our communities have been shaped over the last half-century have led to a critical reappraisal of modernist design principles and to a return to design qualities seen in more traditional towns and neighborhoods.

There is a move away from the type of planning that gave us subdivisions of identical houses on identical lots, strip commercial buildings facing busy highways and office parks surrounded by mass parking and manicured lawns. Instead, walking distances, Main Street retail, mixed-use work environments and traditional neighborhoods are becoming increasingly more popular.

In residential neighborhoods, this means smaller lots with more shallow setbacks and parking in the rear, often accessed through alleys. The traditional front porch is making a comeback, inviting interaction between residents, neighbors

or passersby. Narrow streets with fewer cul-de-sacs shorten distances between homes and the rest of the community, help dilute traffic and offer more travel choices. Neighborhood parks, schools and shopping areas provide outlets for recreation, education and economic growth. Office buildings and other employment centers are better integrated into the surrounding communities, more accessible on foot and by transit, and closer to housing, restaurants and other social services.

A parallel trend of equal importance is the growing emphasis on 'green' or sustainable design. This is expressed both at the level of the individual building - with an emphasis on greater energy efficiency and use of sustainable building materials - as well as the neighborhood or community as a whole. The quest for sustainable transportation solutions is promoting community design models where mobility is less dependent on cars and more trips are made on foot, by bike or through transit. This trend is reflected in our communities through more narrow streets, more sidewalks and bike paths, and more efficient land use patterns.

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Camden County: Working Toward a Smart Future

by Khara Ford, Area Planner

Regional planning efforts are alive and well in Camden County and display the county's effort to determine its own destiny and create a brighter future for its residents. Through partnerships with the Office of Smart Growth and other regional entities and nonprofit organizations, Camden County is working to connect the revitalization of Camden City with the surrounding areas in an overall effort to undo years of sprawl and urban decline. Combining a number of pre-existing projects with a few new initiatives, Camden City and Camden County are working toward a smart future for the entire area.



For Camden City's revitalization, the Office of Smart Growth is part of the steering committee charged with guiding the preparation of the Camden Downtown Development Plan. The steering committee was launched through a partnership with Camden City, the Greater Camden Partnership, NJ Transit and the Delaware Valley Regional Planning Commission, and its vision is to transform Camden's downtown area into a mixed-use destination place.

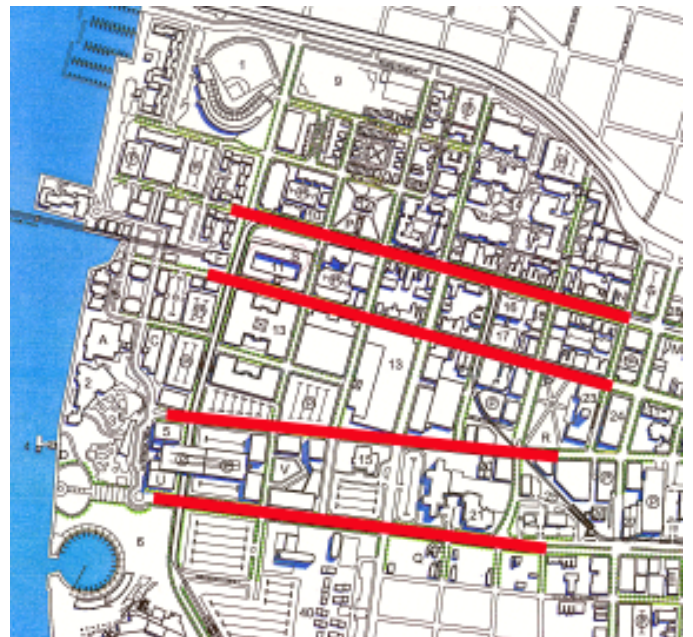
The Camden Downtown Development Plan will focus on revitalizing four streets in Camden – Mickel Boulevard and Market, Cooper and Federal Streets. The four streets together share a distinct characteristic of Camden's downtown – they all lead to Camden's waterfront district along the Delaware River. Using these four streets offers a great opportunity for the downtown's redevelopment efforts to capitalize on waterfront development projects already underway in Camden.

From January 2002 through the fall of 2003, DCA and the Housing and Mortgage Finance Agency (HMFA) have contributed nearly \$50 million to housing projects and more than \$5 million to 12 organizations focused on creating housing opportunities in Camden City and providing services to residents. The housing projects focus on low-income housing, multi-family homes, single-family homes, rehabilitated homes and rental units, and include Arthur's Court, Baldwin Run, Chelton Terrance II, Community Links, East Camden I, the Fairview Neighborhood, Tamarack Apartments and Townhouses, Gateway Village, Liberty Park Townhouses, Park Boulevard, Pearlye / Parkview and York Street Phase II. The organizations receiving DCA

and HMFA support engage in activities that serve a variety of needs for Camden City residents, as well as residents across the state. DCA and HMFA funds support programs and services for health, education, employment and housing for the low-income population; elderly and handicapped people; home weatherization; women and minorities; and children.

As Camden City strives toward a prosperous future, Camden County as a whole is working to ensure that the county itself has a smarter future. The Office of Smart Growth is partnering with the county on a number of planning projects to make Smart Growth a reality. One example is the Camden County Black Horse Pike Smart Future Planning Initiative.

This Initiative offers another opportunity for the county to participate in a regional planning effort. Recently, DCA awarded a \$150,000 Smart Future Planning Grant to assist the county in its regional revitalization efforts. The grant benefits the central business districts of seven communities along the Black Horse Pike (Route 168): Audubon, Audubon Park,



Downtown Camden, with Cooper Street, Market Street, Federal Street and Mickel Boulevard highlighted (top to bottom).

Map Credit: Greater Camden Partnership, et al.

Mount Ephraim, Haddon Heights, Haddon Township, Bellmawr and Runnemede. The purpose of the initiative is to identify necessary improvements within each downtown area and create an implementation agenda to revitalize the town's centers. "If we are to preserve our quality of life in New Jersey, we must work together to comprehensively manage growth," Commissioner Levin said at the Camden County Smart Future Planning Grant announcement. "Camden County's communities

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Winter 2004

The Right Team, Task Force and Tools Make Brownfields Redevelopment Easier

by Frances E. Hoffman, PhD/MSP
Brownfields Program Director

Brownfields redevelopment is never a small undertaking. Many state agencies need to be involved in the process and, in the past, the process could get very complicated. But now, the Brownfields Redevelopment Interagency Team (BRIT) and the Governor's Brownfields Redevelopment Task Force are in full-force to help with all of your brownfields needs, providing the right tools to get the job done.

Brownfields redevelopment is employed as a strategic driver for Smart Growth throughout the state. The Brownfields Program in DCA's Office of Smart Growth is considered the brownfields umbrella. The office is the central point for facilitating brownfields redevelopment, promoting coordination among state agencies and maximizing the impact of state brownfields resources.

The Right Team

The mission of the BRIT, which is a group of representatives from 25 state programs in 17 state agencies, is to streamline and coordinate the brownfields redevelopment process. To that end, the team reviews individual redevelopment projects presented by developers, municipalities, counties, consultants and other brownfields project managers. The team's working sessions can shave years off a project and add financial support by providing access to information from a variety of state agencies. These sessions provide projects with the necessary resources and people who can help guide a brownfields project through the state systems. Seventeen projects have benefited from this review and continued support, and an additional 15 have received other support services. Like never before, the state agencies are working in concert to proactively move projects forward and in the process, identify ways to improve programs and practices.

The Right Task Force

Complimenting the BRIT is the Governor's Brownfields Redevelopment Task Force. The Task Force is charged with coordinating state policy on brownfields redevelopment, inventorying brownfields sites and making recommendations to the Governor and the legislature regarding brownfields policy and practice. The Task Force evaluates brownfields-related policies and legislation, raises awareness of critical issues and identifies options for resolution of obstacles to brownfields redevelopment.

The Right Tools

The recently published New Jersey Brownfields Resource Kit outlines the New Jersey brownfields redevelopment process and organizes state resources into easy-to-use categories. The Kit is a great resource for your development projects. You can download a copy of the Resource Kit online at <http://nj.gov/dca/osg/commissions/brownfields/>.

Another tool, the Brownfields Site Mart, is designed to make it easier for developers to locate and build on land in cities and towns, while preserving the state's dwindling inventory of open space. The Site Mart, a Web-based brownfields site listing, currently is being expanded by a new collaboration between the Task Force and the OSG Brownfields Program. The collaboration includes brownfields site input from municipalities, counties, regional development and planning entities, nonprofits and others. You can visit the Site Mart online at <http://njbrownfieldsitemart.state.nj.us/>.

Developers, municipalities, consultants and other brownfields stakeholders that have come into contact with this new, energized and committed partnership have remarked how much this has meant for their projects. By having the right team, the right Task Force and the right tools, their projects have gone more smoothly and Smart Growth has continued to come to life across the state.

BRIT MEMBER AGENCIES

Department of Community Affairs (DCA), Department of Environmental Protection (DEP), Department of Transportation (DOT), NJ Transit, NJ Historic Preservation Office, Department of Law and Public Safety (LPS), Department of Health, Council on Affordable Housing (COAH), Environmental Infrastructure Fund, Housing and Mortgage Finance Agency, New Jersey Redevelopment Authority (NJRA), Department of Education, Department of Agriculture, Department of Treasury, Commerce and Economic Growth Commission, NJ Economic Development Authority (EDA), NJ Board of Public Utilities

Public Representatives

- Dennis M. Toft, Esq., Task Force Chair, Wolff & Samson
- Sally H. Dudley, Association of NJ Environmental Commissions
- Leah C. Healey, Esq., Maraziti, Falcon & Healey, LLP
- George P. Kelly, PE/PP, Langan Engineering & Environmental Services, Inc.
- Yuki Laurenti, U.S. Trust Company of New York
- William T. Mullen, Iron Workers International Union

State Agency Representatives

Leslie Anderson (NJRA), Caren Franzini (EDA), Richard J. Gimello (DOT), Frances E. Hoffman, PhD/MSP (DCA), Monique Purcell (Agriculture), James D. Simmons (Commerce), Evan Van Hook (DEP)

Deputy Attorney General & Counsel to the Task Force

Phyllis Bross, Esq. (LPS)

OSG Organizes Sussex County Design Charrette

by Paul Drake,
Manager, State
Planning Unit



Sussex County design charrette participants, including OSG staff, design professionals, and local representatives, engage in an intensive planning session during the two-day event. Here, OSG's Carlos Rodrigues (center) leads a visioning and design discussion.

On November 7 and 8, the Office of Smart Growth (OSG) teamed up with Sussex County to organize a design charrette at Sussex County Community College. The intensive, hands-on community design exercise focused on development and redevelopment for four different sites in Sussex County, located in the towns of Byram, Andover, Hampton and Frankford.

OSG assembled a team of urban design professionals and OSG staffers, including Paul Drake, Khara Ford, Bill Harrison, Megan

Lang, Robin Murray, Carlos Rodrigues and Carmen Valentin. This highly qualified team joined forces with Sussex County local government officials, property owners, developers and civic groups to help guide them on the type of development they want and how it should be laid out. DCA Chief of Staff Marge DellaVecchia and Policy Advisor Maura McManimon also attended the event, along with staff from the Department of Transportation, NJ Transit, Department of Agriculture, Department of Environmental Protection and the Council on Affordable Housing.

The charrette was designed to:

- Provide the four towns with high quality technical assistance for their development and redevelopment plans
- Develop a tangible growth vision for each of the four sites
- Help the towns understand how their individual projects fit into a regional context
- Assist the towns and the county to implement the objectives of the State Plan
- Promote better coordination among OSG, other state agencies, Sussex County and the four towns

After two days of discussing different redevelopment ideas and suggestions, OSG received a lot of positive feedback from the event and the county and towns had much information to pull from. The recommendations that resulted from the charrette will be considered and incorporated into the towns' and county's strategic growth plans.

Team Strategy

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Some accomplishments to date include:

- An Agricultural Smart Growth Plan for New Jersey
- A Strategic Targeting Project for Farmland Preservation
- Transportation Smart Growth Project Reviews
- Development of a "Transportation Project Smart Growth Issues List" for those projects with the potential to induce sprawl
- Smart Growth Economic Development Teams
- Prioritized funding for UEZ projects located in Smart Growth areas

With both the internal Smart Growth teams and the Interagency Smart Growth Team, the Governor is putting a team strategy to work for Smart Growth. By working together, state agencies can provide you with the most comprehensive, consistent and collaborative information you'll need for all of your Smart Growth projects.

Similarly, the search for more sustainable approaches to stormwater management are leading us away from the conventional 'pipe in the ground' engineering solutions and toward a variety of approaches that rely on infiltration and natural cleansing processes that use bio-swales, constructed wetlands and other techniques to address both water quality and stormwater management. As a result, community design is turning 'greener,' by incorporating more water features, porous pavements, green roofs, and more parks and natural areas that function as amenities while playing an important role in water management.

While the many trends discussed here are becoming more the norm in planning across New Jersey, an issue in community design that deserves immediate attention is the proliferation of suburban development models in many of our major cities. The development of new strip commercial centers, big box stores and low-density, suburban-style housing in choice locations within urban centers can undermine an urban area's integrity and dilute the very character that makes it unique.

While the renewed interest in urban locations is a positive trend, it is critical that new development projects respect the very features that make our cities special. Large area parking lots, for example, are more difficult to incorporate into compact, historic, urban locations than in the suburbs. Cities can help avoid this trend by adopting explicit design guidelines and zoning provisions to help ensure that new development proposals are compatible with their existing surroundings.

With statewide trends in community design focusing on more people-friendly plans - including pedestrian-, transit-, environmentally- and urban-friendly designs - it is easy to see how Smart Growth is reaching to all corners of our state and to all types of towns and cities. By utilizing Smart Growth planning in our community designs, we are working together toward a brighter and smarter future for New Jersey.



Shallow setbacks and front porches bring buildings -- and people -- closer to street and to each other in the Washington Town Center.

*Photo credit: Carlos Rodrigues
NJ Office of Smart Growth*

have done just that with their comprehensive plan to grow smart throughout the region.”

Using regional planning, the Office of Smart Growth’s mission is to create a partnership among the state, county and municipalities in an effort to implement Smart Growth planning strategies throughout the state. Camden County is a prime example of this partnership at work. By working together to ensure that growth management and housing issues in New Jersey are identified and addressed, more counties like Camden County will be able to ensure a better quality of life for New Jersey’s residents.



In Runnemede, DCA Commissioner Susan Bass Levin (second from left) celebrates the award of a \$150,000 Smart Future Planning Grant to Camden County. The funding will assist the county in its regional revitalization efforts, and will benefit the central business districts of seven communities along the Black Horse Pike (Route 168). Joining Commissioner Levin at the announcement are (l to r) Runnemede Mayor Frank Hartman, Camden County Freeholder Louis Capelli, Jr. and Assembly Majority Leader Joe Roberts.

1. Protection of water quality, drinking water supplies, wetlands, critical habitat, stream corridors and contiguous forest
2. Methods to protect and preserve open space and natural resources
3. Methods to enhance farmland preservation and support the agricultural industry
4. Methods to promote historic, cultural, scenic, recreational resource opportunities that preserve the natural features
5. Promotion of Smart Growth principles that are consistent with the State Plan

By March 17, 2004, the Task Force will issue a final report to the Governor detailing its findings and outlining its recommendations.

Recognizing that the Highlands region is inextricably linked to New Jersey’s future, Governor McGreevey and the Highlands Task Force are serious about promoting conservation efforts and providing an opportunity for both regional and environmental planning efforts.

DCA OSG Staffers Discuss Upcoming Cross-Acceptance and Plan Endorsement Processes at the New Jersey Planning Officials 2004 Courses

All courses indicated with an * begin at 6 p.m. All others begin at 8:30 a.m. For more information about the courses, please contact NJPO at (908) 412-9592.

- March 6** New Jersey City University, Jersey City
- March 6** Sussex County Community College, Newton
- March 13** Middlesex County College, Edison
- March 13** Union County Vo-Tech, Magnet HS, Scotch Plains
- March 19** Pleasant Valley School, Harrison Township*
- March 20** Cape May Technical School, Cape May Courthouse
- March 20** Brookdale College, Lincroft
- March 27** Municipal Complex, Burlington Township
- March 27** Kessler Institute, West Orange

Mark Your Calendar for the Upcoming Cross-Acceptance and Plan Endorsement Schedule

- **March 04** Processes Begin
- **March 04 - Sept. 04** County and Municipal Meetings
- **Sept. 04 - Dec. 04** Negotiations
- **Jan. 05 - May 05** New final State Plan and State Planning Map drafted & reviewed by the State Planning Commission

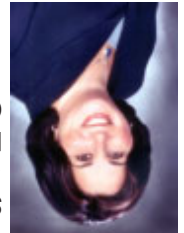
- March 29** Merck Headquarters, Whitehouse Station*
- March 29** Law & Public Safety Institute, Mahwah*
- April 3** Municipal Complex, Gloucester Township
- April 3** Fire & EMS Training Center, Waretown



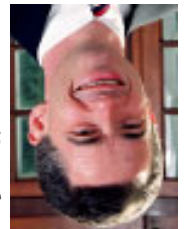
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Susan Bass Levin
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