

# Office of Smart Growth

## Annual Report

FY 2009-2010



# Table of Contents: ANNUAL REPORT

Accomplishments & Awards	4
Plan Endorsement	7
Planning Grants	12
The State Plan Update	13
Basic Course on Land Use Law Planning	13
Policy Initiatives	13
Digitized Redevelopment Areas	14
Technical Assistance	14
Main Street New Jersey	16
Brownfields Redevelopment Interagency Team	18
Development Opportunities Interagency Team	20
Our Strategic Future	21
List of Designated Centers and Endorsed Plans	22
Staff List and Contact Information	25

# *Moving Forward*

## **A Message from the Executive Director**

It is with pleasure and confidence that I present the 2009-2010 Annual Report of the Office of Smart Growth.

Today, we are at a crossroads. The historical activities of the State Planning Commission and the Office of Smart Growth have put us at the forefront of state planning. New Jersey is a national leader in this area because we have devised and implemented innovative approaches to land use policy that other states have not attempted.

During the past year, we have been very busy assisting municipalities with planning for a sustainable future. At the Office of Smart Growth, we realize that municipalities have many challenges and dedicating the necessary resources toward planning our future land use can be very difficult in these tough budgetary times. I commend the local and county governments who have worked with us so diligently in the past and who will be working with us as we move forward. I also want to commend our state agency partners who embrace our efforts and partner with us toward a common goal.

Now it is time to take state planning to the next level. We will work more aggressively toward integrating economic development policies, while recognizing their relationship to land use. We will work more industriously toward aligning state functional plans with the State Development and Redevelopment Plan (SDRP) to encourage comprehensive regional planning and break down obstacles to sustainable development. We will focus on transportation choices, diverse housing opportunities, revitalizing our cities and protecting our natural resources. We will focus on partnerships that will enable comprehensive, coordinated regional plans that will embody economic sustainability. Most importantly, we will focus on the implementation of the guiding principles of the SDRP.

We have enormous opportunities going into next year; but we also have significant challenges. We are ready to address those challenges and maximize those opportunities. It is our goal at the Office of Smart Growth to leave New Jersey a better place for our children and grandchildren – a place where they will want to live, work and play, and a place in which they can thrive and prosper for generations to come.

Donna Rendeiro

A handwritten signature in black ink, appearing to read "Donna Rendeiro", written in a cursive style.

# Accomplishments and Awards

## The PATCO Extension

The State Planning Commission reviewed and recommended a proposed extension to the Port Authority Transit Corporation (PATCO) rail line, which provides service in Camden County. Increased development and a corresponding increase in population, jobs and traffic in Camden and Gloucester Counties have created a need for additional mass transportation alternatives in this area of the State. Delaware River Port Authority (DRPA) proposed meeting a portion of this need through an expansion of the existing PATCO service by adding a branch from the existing line. An extensive study of the area resulted in DRPA recommending several alternative alignment options for consideration.

SPC staff performed an analysis of the alternative alignments for consistency with the goals, policies and strategies of the State Plan. This analysis resulted in State Planning Commission findings included the observation that any rail service provided by DRPA and PATCO would work to alleviate the congestion in the region and provide quick, reliable access to Camden and Philadelphia. The analysis and resulting SPC recommendation stress the multi-use alternative that enables the revitalization of employment centers.

The SPC adopted a resolution in support of the alternative that best achieved the multiple goals of the State Plan. The alignment recommended by the SPC was ultimately selected by DRPA. It will serve small communities while also providing park-and-ride services at select stations and greater benefits to the citizens of the region.

## Woolwich Township and the State Planning Commission honored with Smart Growth Award

The Woolwich Transfer of Development Rights Plan was developed by Group Melvin Design, the New Jersey State Planning Commission and Woolwich Township. The project was awarded a 2010 Smart Growth Award for "Innovative Growth & Land Conservation Strategy" from New Jersey Future. Woolwich Township worked with the Office of Smart Growth to produce an innovative transfer-of-development-rights (TDR) plan to preserving more than 4,000 acres of farmland, open space and woodlands in exchange for just over 700 acres of development in the Township. The Woolwich Transfer of Development Rights Plan grew out of recognition by township leaders that Woolwich, the fastest-growing municipality in New Jersey in the past decade, had become a victim of sprawl development. Seeking to create a plan that would enable the community to maintain both its rural character and agricultural viability, township officials undertook a collaborative process that included citizens, developers and county, regional and state government entities. In 2005, Woolwich, along with six other communities, was selected as a TDR Demonstration Project by the state Office of Smart Growth.

## Award Winning Projects

### **Hazlet**

In 2008, Hazlet Township was awarded a Smart Future Planning Grant from the Office of Smart Growth to prepare a 2030 Community Vision Plan. The Office of Smart Growth developed the grant concept and prepared a detailed work plan for the project. In April 2010 this plan was awarded a New Jersey Planning Officials Achievement in Planning Award as well as an award from the Monmouth County Planning Board.

In order to develop a community vision, the Township conducted a series of interactive public workshops with residents and community stakeholders. The resulting Hazlet 2030 Vision plan is a community-derived conception of what Hazlet should look like from a land use and development perspective. Over a four month period, a series of interactive public workshops for residents and stakeholders identified and discussed the community's values, assets and vision for the future. The Hazlet 2030 Vision Plan encourages mixed land uses, compact development, a range of housing choices, walkable neighborhoods, development directed to existing communities, the use of existing infrastructure and active stakeholder collaboration.

### **Lodi**

In 2008, the Borough of Lodi was awarded a Smart Future Planning Grant from the Office of Smart Growth to prepare a Circulation/Land Use Element. The Office of Smart Growth developed the grant concept and prepared a detailed work plan for the project. In April 2010 this plan was awarded the New Jersey Planning Officials Achievement in Planning Award.

The resulting Land Use and Circulation Plan, adopted in August 2009, combines two critical Master Plan Elements into a single comprehensive and integrated policy document that binds together future decision-making. The Plan lays the groundwork for a complete and efficient circulation network throughout the community that increases residents' mobility. The Plan emphasizes the importance of sustainable land use planning and its impact on preventing congestion. Residents were asked to "imagine a new future" where land uses could be arranged differently. An online survey, for example, asked residents to select areas within Lodi that they felt would be appropriate to increase density and mix land uses in order to reduce the traveling distances. The Lodi Sustainability Plan provides a broad and diverse range of recommendations about how a municipality can meet the needs of the present without compromising the ability of future generations to meet their own needs.

### **Corbin City**

In 2008, Corbin City was awarded a Smart Future Planning Grant from the Office of Smart Growth to prepare a 2030 Community Vision Plan. The Office of Smart Growth developed the grant concept and prepared a detailed work plan for the project. In April 2010 this plan was awarded the New Jersey Planning Officials Achievement in Planning Award.

The primary goal of the Corbin City Vision Plan was to develop a framework for future planning efforts, focusing on methods for reducing the fiscal burden of residents while not sacrificing the city's rural character, primarily through opportunities for sharing municipal services and merging with surrounding municipalities. In order to develop a community vision, the City conducted a series of interactive public workshops with residents and community stakeholders. The key components of the Vision Plan include summary of the goals and objectives of the plan derived from the community outreach as well as analysis and recommendations stemming from the synthesis of the municipality's master plan reexaminations.

### **Lawrence Heritage Village Redevelopment Plan**

In 2006, Lawrence Township was awarded a Smart Future Planning Grant from the Office of Smart Growth to prepare design guidelines for the redevelopment of an existing neighborhood and commercial node, featured in the 2005 Mayor's Institute. The Office of Smart Growth developed the grant concept and prepared a detailed work plan for the project. In April 2010 this plan was awarded a New Jersey Planning Officials Achievement in Planning Award.

The Heritage Village site is part of a designated Redevelopment Area. Lawrence Township purchased and consolidated the properties involved. The resulting mixed-use project contains retail services and affordable multi-family senior units. The project has set a high standard for excellence in design, creative affordable housing strategy, and for its role in redeveloping an ailing suburban corridor. The building contains approximately 7,200 square feet of commercial space (up to five commercial tenants) and approximately 4,500 square feet of community space on the first floor and 64 affordable units on the second and third floors. The Heritage Village project serves as an example to municipalities across the state working to determine how to develop deteriorating suburban corridors in a way that is consistent with neo-traditional planning principles as set forth in the State Plan.

### **Neptune TOD Monmouth County Planning Award**

In 2006 Neptune Township was awarded a Smart Future Grant to prepare a Transit Village Redevelopment Plan for the area surrounding the Bradley Beach Transit Station. The Office of Smart Growth developed the grant concept and prepared a detailed work plan for the project. This plan was awarded a Monmouth County Planning Board Merit Award.

The plan focuses on the mixed-use neighborhood bounded by Atkins, Fifth and Ninth avenues and Memorial Drive. Located west of the Bradley Beach train station, the study area provides the necessary framework to implement rezoning concepts that promote transit-oriented uses. The area includes commercial, light industrial, retail, restaurant, offices, auto-related uses, single-family residences, mobile homes, and multi-family housing land use. Based on community input and the Neptune Strategic Revitalization Plan, this plan establishes a comprehensive set of guidelines to ensure that future development takes place at an appropriate scale and considers how potential development will impact the aesthetics and function of the public realm. The plan proposes a form-based code for the study area that will establish design standards for public spaces and create a built environment that is aesthetically pleasing and meets the needs of its users.

### **Southampton Sustainable Vision NJPO award**

In 2008, Southampton Township was awarded a Smart Future Planning Grant from the Office of Smart Growth to prepare a 2030 Vision Plan. The Office of Smart Growth developed the grant concept and prepared a detailed work plan for the project. In April 2010 this plan was awarded a New Jersey Planning Officials Achievement in Planning Award.

The Vision Plan is the basis for an action plan that will provide rural sustainable growth, preserve farmland and open space, create affordable housing opportunities, protect natural and cultural resources and provide economic stimulation. It incorporated information gained through an analysis of existing conditions, a prepared trend analysis, public input by way of four public forums, mapping exercises, surveys and interviews with community stakeholders. As the 2030 Vision Statement sees it, Southampton Township, 20 years from now, will look and feel "very much as it did in 2010".

### **Mendham Gateway Historic District Parking**

In 2006, Mendham Borough was awarded a Smart Future Planning Grant from the Office of Smart Growth to prepare a Historic Business District Parking Study. The Office of Smart Growth developed the grant concept and prepared a detailed work plan for the project. In April 2010 this plan was awarded a New Jersey Planning Officials Achievement in Planning Award.

A representative of Tiger Realty approached the Planning Board's Technical Review Committee in 2007 with a conceptual design for the redevelopment of three eastern gateway lots consisting of 1.3 acres. The developer, the Planning Board's Technical Review Committee, the Historic Preservation Commission and the Planning Board worked together to develop a site design that incorporated the requirements in the Main Street Corridor Ordinance and architecture consistent with the theme of the Borough. Two incongruous structures were replaced with a new 9,250 square foot building consisting of 8,250 square feet of commercial space and a 1,000 square foot COAH apartment introduced at the request of the town. The project required the joint cooperation of the developer, Planning Board, Historic Preservation Commission and supporting professionals

### **Lakewood Smart Future Plan NJPO**

The Lakewood Smart Future plan was awarded a New Jersey Planning Officials Achievement in Planning Award in April 2010. OSG planning staff worked closely with town officials and DEP to develop the concepts in the Plan. The Vision Plan for Lakewood was prepared as the primary planning document for the Lakewood Township's Plan Endorsement petition and establishes the vision for Lakewood over the next 20 years. The Lakewood Smart Growth Plan addresses critical planning issues by proposing a comprehensive center-based land use plan that promotes smart growth and sustainability. This is part of a comprehensive strategy that will allow the clustering of development in designated centers, cores and nodes, while preserving open space in key areas of the Township.

The Plan is the result of a broad-based community outreach effort by the Township, which included four major community visioning workshops, as well as public hearings with the Planning Board and a community forum with the Township Committee prior to adoption.

## **Plan Endorsement**

During the 2009 Fiscal year OSG's planning staff received 12 Municipal Self Assessments and responded by providing 12 Opportunities and Constraints analysis for Wrightstown Borough in Burlington County, Flemington Borough in Hunterdon County, Long Branch in Monmouth County, Dover and Morristown in Morris County, Millstone, Somerville, Bridgewater and Raritan in Somerset County, and Vernon, Sandyston and Montague in Sussex County.

OSG staff completed a consistency review for the Town of Dover in Morris County.

OSG crafted action plans for West Amwell in Hunterdon County and Lakewood, Plumsted and Berkeley in Ocean County.

Many municipalities were engaged in Action Plans prior to fiscal year 2009 and OSG's planning staff assisted these municipalities as they complete the action plan items. During fiscal year 2009 OSG's planning staff continued to assist Mansfield in Burlington County, Middle and Dennis in Cape May County, the Cumberland Development Corporation, Barnegat, Berkeley, Lakewood, Plumsted and Stafford in Ocean County, Jersey City in Hudson County, Logan in Gloucester County, Dover in Morris County, Hillsborough in Somerset County and Sandyston and Newton in Sussex County.

### Middle Township Action Plan Assistance

Middle Township’s Action Plan specifies that the zoning ordinance must be updated to provide environmental protection. The Township is working to combine the Townships’ Rural Residential District and Sensitive Lands District into a new Rural Conservation district. The proposal includes a reduction in density. The zoning regulations for the Rural Residential and Sensitive Lands districts would have produced 2,849 homes. The proposed rural conservation zone will yield only 709 homes, a reduction of 2,140.

The rural conservation zone now has a 3% impervious coverage limitation that applies to all projects. (Previously only CAFRA sized projects had a 3% coverage limitation.) The Township has proposed a non contiguous parcel development cluster provision to facilitate the transfer of development from environmentally sensitive areas to developed areas where land has been disturbed and water and sewer infrastructure is available.

The town centers will enhance the potential for non-vehicular travel and reduce the reliance on the automobile. The centers feature increased density and mixed uses reducing the distance between the uses that residents have to traverse. These high performance places shall be enhanced by a street network built to human scale.

The Township has worked with OSG to provide meaningful environmental protection. However, there are environmental groups that oppose Middle Township’s plan. OSG continues to communicate with these groups to understand their concerns.

**Figure 1: Vernon Opportunities and Constraints Work Product**  
**Vernon Residential Trend**

residential zone	total land in residential zone (acres)	total constrained land in residential zone (acres)	total developable land (acres)	total developable residential land (acres)	maximum residential density permitted (units per acre)	potential number of units	average household size (persons per unit)	number of total residents upon buildout
	a	b	c=a-b	d=c*0.8	e	f=d*e	g	h=f*g
<b>R-1 (Rural Residential)</b>	408	390	19	15	0.20	3	3	9
<b>R-2 (Residential Low Density)</b>	3,646	2,564	1,082	865	0.33	286	3	828
<b>R-3 (Residential Medium Density)</b>	1,371	1,036	336	268	1.45	389	3	1,129
<b>R-4 (Residential High Density)</b>	172	141	31	25	4.40	108	3	314
<b>PPLC (Private Leasehold Lake Community)</b>	249	147	102	81	4.40	358	3	1,038
<b>Private Lake Community</b>	912	736	176	141	0.22	31	3	90
<b>Vernon Town Center</b>	180	134	45	36	NA	156	3	452
<b>total</b>	<b>5,847</b>	<b>4,279</b>	<b>1,568</b>	<b>1,255</b>	<b>11</b>	<b>1,331</b>		<b>3,317</b>

land consumption
buildings
people

**NOTES**

- b: constrained lands include conserved land, public ownership, conservation easements (deed restrictions), utility easements, or natural factors such as wetlands, floodplains & steep slopes)
- d: 0.8 figure is based on 20% takeup of land for right of ways (i.e. roads)
- e: data based on current zoning

### Growth Area Designations

### Cape May Point Borough, Cape May County, New Jersey



In March 2006, the Borough adopted a Master Plan with Land Use, Housing, Conservation, Recreation, Historic, Economic, Community Facilities, Circulation, and Recycling Elements. Cape May Point Borough has been surveying the citizens about planning issues since 1977. Questionnaires were sent out in 1983, 1993, and 2004. Public sessions were held in 2001, 2003, 2006 and 2007.

On August 14, 2007, the Borough of Cape May Point formally submitted a petition for Initial Plan Endorsement to the Office of Smart Growth (OSG). Pursuant to the provisions of N.J.A.C. 5:85, on November 21, 2007, the Executive Director of OSG determined the petition was complete. The petition was posted on OSG website, and OSG submitted notice for a 45-day public comment period, together with a federal and state agency comment period. Both comment periods ended on March 7, 2008. A consistency review was issued on March 7, 2008. This review outlined issues to be resolved through an Action Plan. OSG offered the Borough the opportunity to enter into a Memorandum of Understanding (MOU) and Action Plan. The Borough adopted Resolution #70-08 on July 31, 2008 entering into an MOU with OSG. The Borough worked actively with the State to complete items on the Action Plan.

On July 15, 2009, the State Planning Commission determined that the petition for Initial Plan Endorsement, including the Planning and Implementation Agreement (PIA), is consistent with the State Plan as required by N.J.A.C. 5:85-7.13, and incorporated the findings of the Executive Director in his recommendation for endorsement into the final determination. The Commission found that the Borough's plan is consistent with the goals, policies and strategies of the State Plan. The State Planning Commission also determined it appropriate to designate the Cape May Point a Village Center, since the map changes met the criteria and policy objectives in the State Plan.

Cape May Point contains natural features of global significance. The list of birds sighted in the Borough alone is larger than that compiled by any State in the Nation. People from all over the world come to Cape May Point to observe the many types of birds and butterflies.

#### **Ocean City, Cape May County, New Jersey**

On August, 2007, the New Jersey State Planning Commission received a petition from the City of Ocean of Cape May County, pursuant to N.J.A.C. 5:85-7, seeking Initial Plan Endorsement of its planning documents and designation of a Regional Center.

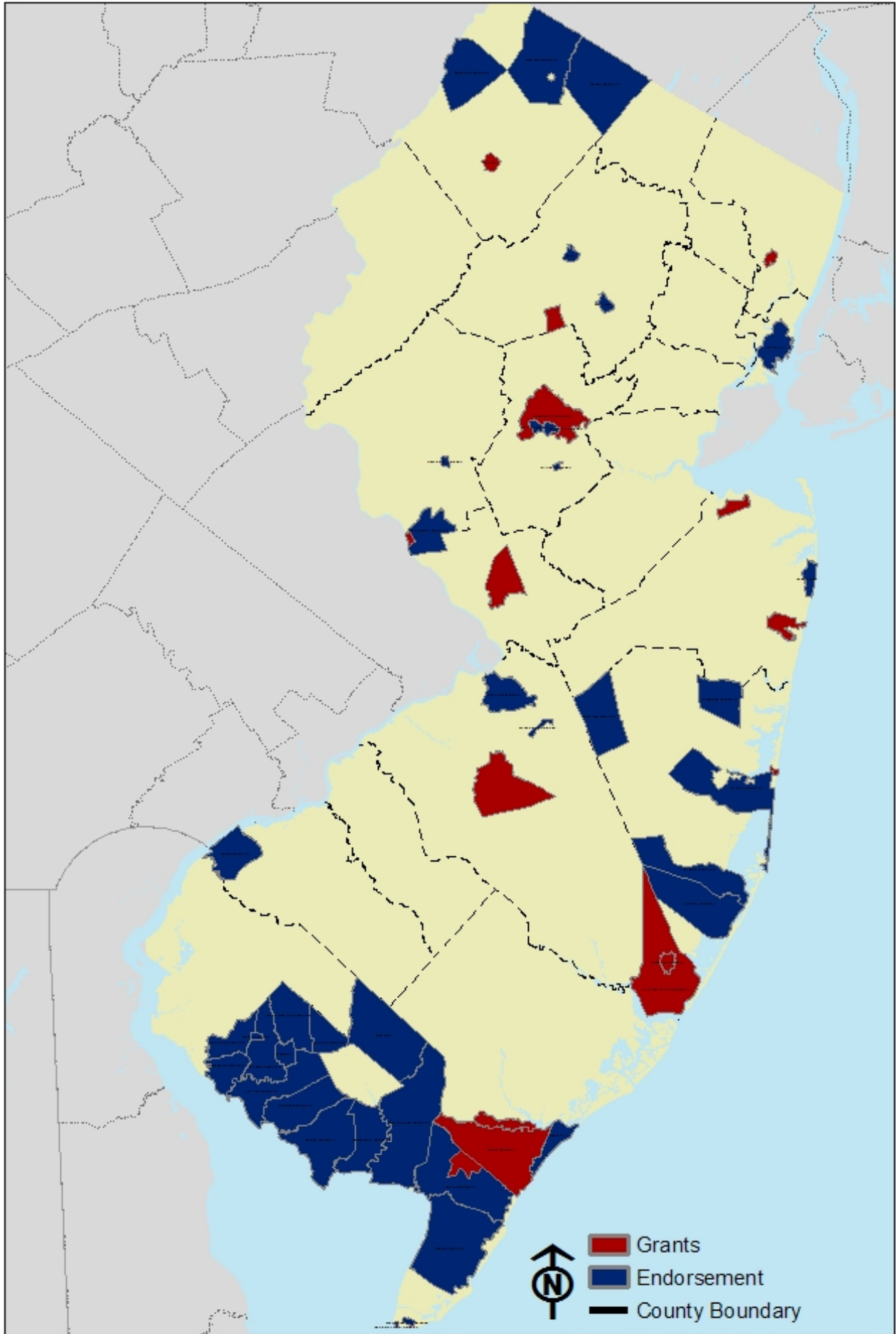
During August 2007, the City of Ocean formally submitted a petition for Initial Plan Endorsement to the Office of Smart Growth (OSG). Pursuant to the provisions of N.J.A.C. 5:85, on October 1, 2007, the Executive Director of OSG determined the petition was complete. The petition was posted on OSG website, and OSG submitted notice for a 45-day public comment period, together with a federal and state agency comment period. Both comment periods ended on February 11, 2008. A consistency review was issued on February 11, 2008. This review outlined issues to be resolved through an Action Plan. OSG offered the City the opportunity to enter into a Memorandum of Understanding (MOU) and Action Plan. The City adopted Resolution 09-45-369 on March 20, 2009 entering into an MOU with OSG. The City worked actively with the state to complete items on the Action Plan.

Over the past several years, the City has adopted numerous master plan elements, requiring public participation in the process. In addition to the public meeting requirements of the Plan Endorsement process, Ocean City undertook an extensive visioning process in 2001. The vision statement and results were incorporated into the Land Use Element of the Master Plan. Environmental Protection strategies played a key role throughout the Plan Endorsement

negotiations. Environmentally sensitive lands both in and around the City contain significant habitat for identified, threatened and endangered species.

On November 24, 2009, the State Planning Commission determined that the petition for Initial Plan Endorsement, including the Planning and Implementation Agreement (PIA), is consistent with the State Plan as required by N.J.A.C. 5:85-7.13, and incorporated the findings of the Executive Director in his recommendation for endorsement into the final determination. The Commission found that the City's plan is consistent with the goals, policies and strategies of the State Plan. The State Planning Commission also determined it appropriate to designate the Ocean City Regional Center, since the map changes met the criteria and policy objectives in the State Plan.

# ENDORSEMENTS & GRANTS FY 2009



# Planning Grants

## *Grants Completed in 2009*

OSG provided RPA with \$74,745 to prepare a form based code technical guidance report. This report contains a critique of existing form based codes in New Jersey and provides recommendations for legislative changes to provide clarification about municipalities' statutory authority to implement form-based codes in New Jersey.

OSG provided Upper Township with \$50,000 to prepare a form-based code that contains a clear visual format, graphics, layman's language, and simplified tables rather than the dense legal language of the typical zoning ordinance.

OSG provided Seaside Heights with \$50,000 to coordinate a series of community visioning workshops. Questionnaires, workshops, and visioning sessions shall include finely-grained questions, maps and materials to deal with areas within the Township needing greater public feedback. Topics such as a seasonal economy, parking, and affordable housing were addressed.

OSG provided Woodbine with \$50,000 for a Green Buildings and Environmental Sustainability Plan Element. The Plan identifies opportunities to enhance sustainability in rural Woodbine. The plan considers the impacts of land use on walkability, job creation and economic development as well as the impact of buildings on the local, regional and global environment.

OSG provided Newton with \$60,000 for an Circulation/Land Use Element. The resulting Plan lays the groundwork for a complete and efficient circulation network throughout the community that increases residents' mobility. The element was adopted as part of the master plan. This circulation plan incorporates Newton's vision plan as well as potential redevelopment and rehabilitation areas.

OSG provided Bridgeton with \$60,000 to coordinate a series of community visioning workshops and develop an implementable vision plan for the City of Bridgeton. The resulting plan is responsive to community needs, supports future growth and reinvestment, acknowledges the current culture of the community, and is sensitive to any conservation or preservation efforts in the vicinity.

OSG provided Lambertville with \$30,000 to prepare the Historic Design Guidelines based on the citizens vision of Lambertville.

## State Development and Redevelopment Plan Status

The Office received the Infrastructure Needs Assessment and the Impact Analysis of the draft State Development and Redevelopment Plan. Written by Rutgers University's Center for Urban Policy Research, the demographics associated with these reports are the first to be completed that accounts for the recent economic downturn. As a result, the draft State Development and Redevelopment Plan is ready for adoption by the State Planning Commission. The next step in the adoption process is convening six public hearings throughout the State, consider comments from those public hearings, amend the Plan as appropriate, and then formally adopt the final Plan.

## Basic Course on Land Use Law Planning

On July 7, 2005 an act providing for the mandatory training of planning and zoning board members was signed into law. (*N.J.S.A. 40:55D-23.3 and 23.4*) The training consists of five contact hours within the same calendar day. Areas of study include: the roles and responsibilities of planning and zoning board members under the MLUL, understanding the master plan and sub-elements and its relationship to other local, regional and state planning documents and the local development application review process. Each participant will complete a simple standardized test at the end of the course. All current and future board members are required to take this course.

The purpose of the course is to provide a uniform educational experience for all planning and zoning board members throughout the state and to provide the basic practical information they will need to fulfill their responsibilities. The course is delivered in the most cost effective and convenient manner possible. Courses can be offered only by organizations approved by the Commissioner of the New Jersey Department of Community Affairs. A list of approved course providers appears on the OSG website.

In 2009, 1003 officials were certified. In 2010, 524 officials have been certified to date, with more than 8,000 total officials certified since 2006.

## Policy Initiatives

State Planning Commission staff prepared periodic legislative updates for SPC members as well as for interested parties and relevant governmental entities. Initiated in 2008, this outreach effort has proven to be a valuable resource to those seeking to be meaningfully involved in the process of evolving land use laws. Some of the bills adopted and considered by the legislature this year which were reviewed include:

- [N.J.S.A. 40:55D-136.1](#) – Permit Extension Acts of 2008 and 2009 tolled approvals, including certain SPC designated centers, until July 1, 2010 and December 31, 2012, respectively, exclusive of portions formerly designated as environmentally sensitive planning areas.
- [N.J.S.A. 40:55D-10.5](#) – time of decision legislation requires that development regulations in effect on the date of submission of an application for development shall govern the review of that application for development and any decision made with regard to that application for development. Statute becomes effective on May 5, 2011.

- N.J.S.A. - "Green Acres, Water Supply and Floodplain Protection, and Farmland and Historic Preservation Bond Act of 2009" authorized a bond of \$400 million be placed on the ballot for a referendum vote. The referendum passed in November 2009.
- N.J.S.A. 40:55D-4 – amendment to the Municipal Land Use Law which adds a wind, solar or photovoltaic energy facility or structure to the definition of an "inherently beneficial use."
- N.J.S.A. 40:55D-88.1 - "Dismal Swamp Preservation Act" established a commission to prepare a master plan for the area, located in three municipalities in Middlesex County, and give it the potential to serve as a regional planning board for reviewing development applications.
- N.J.S.A. 45:22A-46.3 – allows a developer to convert an age-restricted development approval to a non age-restricted development under certain circumstances.
- N.J.S.A. 58:10C-2 – established a Site Remediation Professional Licensing Board to establish licensing requirements for site remediation professionals and to oversee the licensing and performance of private sector site remediation professionals.
- § 1 - the proposed bill would abolish COAH and transfer the functions of that agency. It would eliminate State-imposed calculations of affordable housing need and would permit local governments to take charge of planning for opportunities for affordable housing.
- § 80 – the proposed bill would allow municipalities anywhere in the State outside the Highlands Region to voluntarily agree to accommodate receiving zones for development pursuant to the Highlands transfer of development rights (TDR) program.
- § 227 - the proposed bill would require the Commissioner of Community Affairs to offer an on-line training course for members of planning boards and zoning boards of adjustment. Under current law, board members must attend a class in order to satisfy the statutorily required training requirements.
- A 2070 - the proposed bill would extend the deadline for wastewater management planning agencies to establish updated wastewater management plans and extends validity of sewer service areas and wastewater service areas, until April 7, 2011.

## Digitization of Redevelopment Areas

The Research GIS unit undertook a project to map (digitize) a large backlog of Areas In Need of Redevelopment parcel boundaries. Several years ago the unit began mapping all of the newly designated Areas in Need of Redevelopment. At that time there were hundreds of previously designated areas that we had on file but were not mapped. The entire backlog was completed in 2009.

# Technical Assistance

## Statewide Technical Assistance and Participation

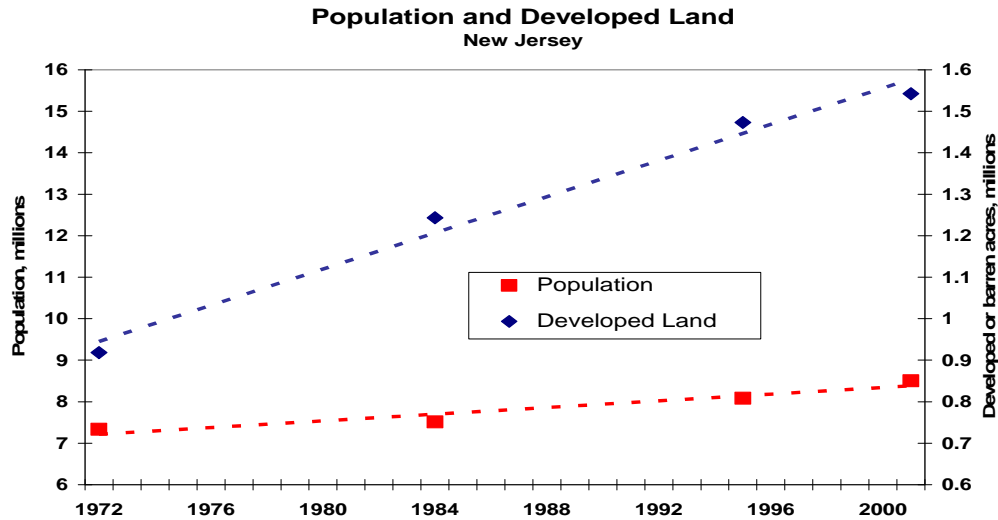
OSG staff serves on a number of non-governmental organizations, task forces, teams and work groups to evaluate and comment on land use planning and funding such as NJ Future, Plan Smart NJ and the NJDOT Smart Growth Team.

In addition, OSG staff serves as voting members, designees and alternates on the following boards: Delaware Valley Regional Planning Commission, State Agricultural Development Committee, Garden State Preservation Trust, New Jersey Environmental Infrastructure Trust, Central Jersey Transportation Forum, Clean Water Council and Brownfields Redevelopment Task Force.

### Global Warming Response Act Team

In early June of 2009, SPC staff began participating in an inter-agency team, comprised of OSG, DEP, DOT and NJ Transit, to recommend revisions to DEP's draft Global Warming

Response Act Recommendation Report based on stakeholder concerns. Public hearings held on the draft report resulted in extensive comments regarding the need for State Plan implementation to be better integrated into the report as an important strategy in reducing greenhouse gas emissions. There is a direct link between sprawl development, reliance on single occupancy vehicle trips and greenhouse gas emission. See table below. In 2009, the office worked with 37 towns in the Plan Endorsement process.



New Jersey’s sprawling pattern of land development consumes land at a rate higher than population growth, which contributes to a steady increase in VMT. Between 1972 and 2001, NJ’s population increased by 16% while the amount of developed land increased by 68%.

**Clean Water Council**

In December, 2009, OSG staff participated in the Clean Water Council’s annual hearing on how to address the risks posed by climate change to water quality and water infrastructure and on how to adaptively manage the risks. Recommendations included proactive measures to reduce vehicle miles traveled through State Plan implementation and to increase the carbon sink potential of vegetation through improved stewardship of preserved lands. The following testimony was submitted:

“Water management policies must be better linked to implementation of land use policies of the State Plan. Land use is determined not only by individual site specific development applications but by infrastructure extension and upgrade decisions made at the State agency level. These infrastructure decisions, including water supply expansions, should be made in a transparent process with understood criteria for establishing capital investment priorities and the criteria should be based on the State Plan land use policies, goals and objectives.”

**Middlesex/Somerset SMART GROWTH AND LAND USE CIRCULATION AND TRANSIT FRIENDLY DESIGN FOCUS GROUP**

OSG staff participated as a steering committee member of the Middlesex/Somerset Counties’, Easton Avenue SMART GROWTH AND LAND USE CIRCULATION AND TRANSIT FRIENDLY DESIGN FOCUS GROUP since January 2010. The final plan will be completed in the beginning of 2011. It will offer guidance to leaders in Bound Brook, Franklin Township and New Brunswick as well as make recommendations at the local and county levels of governments to improve traffic flow along Easton Avenue.

### **Transit Village Task Force**

OSG staff sits on the Transit Village task force. By July 2010, the program added its 21st and 22nd transit villages in Somerville and Montclair. By designating the developments there as transit villages, Somerville and Montclair will get \$100,000 planning and technical assistance grants and will move to the front of the line for other state grants the towns may seek.

### **Central Jersey Transportation Forum**

OSG staff are members of the Central Jersey Transportation Forum. With a grant from the Delaware Valley Regional Planning Commission, NJ DOT prepared the Route 1 Regional Growth Strategy report with the assistance of the Central Jersey Transportation Forum. The report was finalized September 2010.

## **Municipal Technical Assistance**

### **Brielle**

Representatives from Brielle contacted the Office of Smart Growth requesting assistance. The parking along Higgins Avenue is limited and many businesses located along Higgins Ave are leaving Brielle. Staff went on a site visit to Brielle to assess opportunities to increase parking in Brielle. Staff prepared a technical assistance package that contained a potential work plan, a list of potential funding sources and associated criteria, maps, pictures of developments in the United States with similar physical attributes, tax information for parcels that have the potential to accommodate parking and information on shared parking strategies.

### **Commercial Township**

Commercial Township is one of a rapidly growing number of municipalities moving forward on installing or permitting solar fields for electricity generation. While solar is an important way to reduce our dependence on foreign fuels and reduce greenhouse gasses, its use needs to be tempered with the other ways it impacts the environment. Solar fields, particularly in rural areas, often propose the disturbance of environmentally sensitive land and require the installation of new infrastructure that could be ultimately funded by taxpayers and ratepayers.

Based on these concerns, the Office has crafted an agreement with Commercial Township which has the township deed restricting the land for only solar and sustainable energy use in perpetuity. The project will be able to tie into existing grid infrastructure with a minimal footprint expansion. We hope to use the guidelines developed in the process to further alternative energy uses in other areas.

We have also proposed a policy that gives preferential treatment to solar fields that have been placed onto Brownfields and other disturbed lands.

## **Main Street New Jersey**

Main Street New Jersey (MSNJ) is a comprehensive revitalization program facilitating locally-based economic sustainability of traditional historic business districts in New Jersey that utilizes a comprehensive stakeholder-driven approach. MSNJ was established in 1989 to encourage and support the revitalization of downtowns and neighborhood commercial districts in New Jersey. In 2010, the MSNJ program will be celebrating its 20th Anniversary as the official nationally-recognized "Main Street" coordinating entity for the State of New



Jersey. Approximately every two years, the DCA selects communities to join the program through a thorough and competitive process.

These communities receive technical support and training needed to restore and enhance their "Main Streets" as centers of community activity and commerce. New communities/districts are waiting to be competitively chosen for participation in the Main Street New Jersey Program from the fall of 2009 with either Partner or Traditional Designation status. Additionally, we have created 2 new selection Tiers of service in 2009 for communities interested in pursuing downtown revitalization and management: Aspiring and Affiliate. New Selected communities/districts will also be determined as resources allow.

Main Street New Jersey became the first statewide Main Street program in the nation to develop local comprehensive revitalization training for communities. Since 1999, the program's Downtown Revitalization & Management Institute has held 40 sessions, reaching more than 1,600 participants.

In December, 2009 there were 28 designated Main Street New Jersey Programs in 27 municipalities. From 1990 through 2009, designated MSNJ programs have, using DCA's technical assistance, support and training, resulted in the following benefits:

- 1,715 Net New Businesses Created and Expanded
- 7,655 Net New Jobs Created
- 4,821 Building Improvement & New Construction Projects
- \$1,038,327,248 in Private Reinvestment in MSNJ Districts
- \$13,701,417 Value of Private Volunteer Hours In Local MSNJ Programs (1997-2009)
- \$261 to \$1 State Return on Investment in MSNJ program by Private Sector

For 2009 alone, the results were:

- 128 Net New Businesses Created and Expanded
- 513 Net New Jobs Created
- 294 Building Improvement & New Construction Projects
- \$107,461,328 in Private Reinvestment in MSNJ Districts
- \$2,363,175 Value of Private Volunteer Hours In Local MSNJ Programs
- \$358 to \$1 State Return on Investment in MSNJ program by Private Sector

# Brownfields Redevelopment Interagency Team

Due to the overwhelming need for incentives, guidance and coordination regarding Brownfields redevelopment in the State of New Jersey, the Brownfield Redevelopment Interagency Team (BRIT) was created to assist developers, municipalities, counties and non-profits in realizing the redevelopment potential of Brownfields properties throughout the state. The BRIT is currently comprised of representatives of seventeen different state agencies and meets monthly. Member agencies include: OSG, Agriculture, BPU, DCA, COAH, HMFA, Education, DEP, Health & Senior Services, Labor, Department of State, DOT, Treasury, EDA, NJSDA, NJEIT, NJRA, and NJ Transit.

The team aligns its efforts with the Governor's economic growth initiatives, as well as the State Development and Redevelopment Plan, and has assisted more than 185 projects with a redevelopment value of over \$7.5 Billion. Eleven municipalities presented 19 projects to the BRIT in calendar year 2009 with a potential redevelopment value of over \$100 million. The redevelopment projects included mixed-use, commercial, industrial and residential housing.

Recent activities of Office of Smart Growth's (OSG) Brownfields program have centered on redeployment of NJSiteMart, the State's web-based searchable inventory of Brownfields properties. Data within NJSiteMart is currently being verified and updated and by working with NJDEP. The OSG Brownfields program has expanded the inventory to include applicable open cases within NJDEP as well as list GIS coordinates for the existing inventoried properties in the database.

Going forward, the Brownfields message is being delivered to a larger audience including real estate professionals, bankers, small business owners and economic development officials. OSG has also implemented a wider and more extensive outreach program to municipal and county governments to help educate them regarding the advantages of inventorying and remediating Brownfields in their jurisdictions.

As the administrative arm of the Brownfields Task Force, the Brownfields staff in OSG is tracking and reporting on recommendations from the Task Force and supplying analytical support for those recommendations. This includes a Metrics Program that will measure the success of Brownfields redevelopment in the State.

A major focus of the Brownfields program includes a well coordinated Brownfields message that is communicated throughout all departments and agencies of the State as well as within the Plan Endorsement process. Issues that are currently being studied include funding sources, process enhancements and redevelopment issues.



## BRIT Projects

Although the downturn in the national economy has had a ripple effect on redevelopment in New Jersey, 11 municipalities and redevelopers presented a total of 19 redevelopment projects to the BRIT in 2009 with a redevelopment value of over \$100 million if built-out. Below is a listing of those projects by municipality and reuse.

**Asbury Park:** This mixed-use redevelopment project will include retail, affordable and senior housing as well as new civic space.

**Atlantic City:** Eight separate sites in the city that include industrial, retail, commercial, market rate and affordable housing and open and recreational space.

**Delanco:** Plans for this site include senior affordable residential development.

**East Greenwich:** This project includes two separate sites with a focus on commercial, retail and a new hotel.

**Ewing:** This 180,000 sq ft redevelopment project includes eleven industrial buildings on four acres, to be developed into artist studios, galleries, recording and practice studios, and a large music venue.

**Jersey City:** This residential project includes both market rate and affordable housing.

**Mantua:** This 42,000 sq ft project will house an indoor sports and wellness management facility.

**Middletown:** The project will include a mixed-use redevelopment plan.

**Randolph:** This is an affordable residential project.

**Waterford:** This project will focus on commercial and retail with the future potential for transit-oriented development.

**West Windsor:** Transit-oriented development which includes retail, commercial, market and affordable housing as well as open space is targeted for the Princeton Junction redevelopment area.

# Development Opportunities Interagency Team

The DOIT is designed to assist local officials and developers with their redevelopment and development projects. The team utilizes a comprehensive interagency approach to focus development in the “right places.” That is, Planning Areas 1 & 2 and Designated Centers as defined in the SDRP (e.g. Smart Growth areas.) These areas are typically urban areas and older suburbs with existing infrastructure.



Since 2003 many prospective redevelopment projects have come to OSG randomly and unpredictably. Individual state agencies were then invited to participate based on unique project requirements. There was clearly a need to create & convene a formal interagency team. This need was recognized in 2004. Local officials and developers receive assistance and guidance related to financing, permitting and design consultation. Meetings occur monthly with networking and follow-up opportunities.

Member organizations include:

Board of Public Utilities, Environmental Protection, Transportation, Economic Development Authority, Housing and Mortgage Finance Agency, NJ Environmental Infrastructure Trust, NJ Redevelopment Authority, NJ Transit, Office of Economic Growth, Community Affairs

Over the last six years, the team has compiled a track record of impressive results including 54 redevelopment projects from Riverside and Burlington City to Newark and Phillipsburg. Project reinvestment values range from \$33 to \$500 million with a total value of approximately \$5.1 billion. In addition, other states including Maryland, Pennsylvania and Massachusetts have an interest in this intergovernmental model.

The highly motivated and focused professionals from our partner state agencies continue to provide an extraordinary level of commitment to the team. Monthly meetings were booked through 2009 with the goal of increasing projects in 2010 under improving economic conditions.

## DOIT Projects – 2009-2010

The DOIT continued to operate effectively in 2009-2010, during its sixth year, despite challenging economic conditions at both the state and national levels. The team facilitated these nine redevelopment projects in smart growth areas around the state with a projected reinvestment value of \$226 million:

Hammonton, Mount Holly, Montclair, Commercial Twp. (SunRae Industries – Wind Turbine generation), North Arlington, Ridgewood, Dover, Edison, Jersey City

## Our Strategic Future

### *Smart Growth and Economic Growth – Perfect Together*

Land use patterns are directly related to economic development. Decisions made by land use officials are generally permanent and impact not only individuals and the local economy, but the long term economic sustainability of the region and state as well. A comprehensive planning effort not only incorporates land use, but also includes interagency cooperation and coordination, private sector for-profit and non-profit organizations, local and county government support and a focused, outcome-oriented implementation effort.

Marketing and education associated with sound and successful land use and economic development planning is integral at several levels. Most obviously, marketing New Jersey as a business-friendly environment must be based on demonstrable results. Each success should be incorporated into a campaign that increasingly builds confidence in the public-private relationship by highlighting the multi-level public partnerships that lead to success.

However, education of the local decision makers and the general populous is also necessary to plan properly and encourage support of local planning initiatives. New Jersey has literally hundreds of regulations and programs that impact land use and economic development. Some are resources (grant and loan programs), while some result in restrictions on local activities (development regulations). It is not reasonable to expect local appointees to be fully knowledgeable on all such programs and regulations. Yet, some level of familiarity is an integral component of making sound, well-informed land use decisions.

Through the Municipal Land Use Law, the State has delegated responsibility for overseeing land development to municipalities. The state must take responsibility for providing sufficient education to those individuals on whom this responsibility falls.

Too often, well intended developments and economic expansion strategies that present excellent opportunities are stopped before getting started by local individuals and groups that object based on perceptions rather than facts. While more prevalent in non-urban areas, this type of obstacle can result in significant impediments to sound land use planning and can ultimately result in lost opportunities. Municipal decision makers are in need of tools that can help overcome misinformed resistance to sound planning initiatives.

As a result, the State Partner Interagency Team recommends the following.

- Structure a funding/financing package that is municipally based and gears municipal aid toward planning and implementation of a comprehensive plan. This planning effort should not only incorporate land use, housing, environmental protection and transportation issues, but should also address the obstacles to economic sustainability. Utilize EDA to structure a comprehensive, phased funding program, based on achieved milestones to move to the next phase. Tools such as forgivable loans and formal public-private partnerships can ensure accountability. The key here is to strike the proper balance between ensuring appropriate private sector investment and state support. A shared services concept can be integral to this effort.
- Include agencies such as the Departments of Labor and Education earlier in the planning process to address issues such as trained workforce, school safety and the use of schools as community resources (the latter issue is especially significant in our urban areas). Ensure state permit programs are coordinated such that once the planning process has

been completed, permits are issued quickly and predictably. Ensure that conflicts among state agencies are eliminated and that the goals of each agency are not siloed. This direction must come from the highest levels of State government.

- Ensure that corporate stakeholders, non-profits and CDCs become partners and are included in the funding/financing package decisions.
- Focus on regional consortiums such as the Route 1 Regional Growth Strategy whose land use and transportation planning objectives emphasize economic development.
- Develop an education program oriented first toward local decision makers (land use boards and the governing body) to ensure basic familiarity with the variety of funding and regulatory tools and cadre of state planning staff experts available to assist in understanding programs and regulations.
- Develop an educational tool box that includes visual aids, fact sheets and other informational materials that will assist local decision makers with marketing land use and economic development plans to members of the community and the press.

### *Available Resources and Publications*

- *New Jersey Brownfields Redevelopment Resource Kit*
- *Designing New Jersey*
- *Development Opportunities Interagency Team Brochure*
- *Greyfields Redevelopment Interagency Team Brochure*
- *Smart Growth Action Kit*
- *NJ Department of Community Affairs Program Book*
- *The Redevelopment Handbook*
- *Infrastructure Needs Assessment*
- *Costs and Benefits of Alternative Growth Patterns (Impact Assessment of the New Jersey State Plan)*



These resources are available by contacting (609) 292-7156

## Designated Centers and Endorsed Plans

### Designated Centers

Allentown  
Asbury Park  
Atlantic City  
Atlantic Highlands  
Avalon  
Beverly-Delanco-Edgewater Park  
Bound Brook/South Bound Brook  
Branchville  
Brick  
Bridgeton  
Bridgewater-Raritan-Somerville  
Burlington City  
Camden  
Cedarville  
Chesterfield  
Cranbury

Crosswicks  
Elizabeth  
Englishtown  
Flemington  
Florence-Roebling  
Freehold Boro  
Gloucester City  
Haledon  
Hightstown  
Historic Old Bridge  
Hopewell  
Jersey City  
*Kingston*  
Lincoln Park  
Long Branch  
Manasquan  
Manville  
Marmora-Palermo-Beesleys Point  
Mauricetown-Haleyville  
Metuchen  
Midtown Neptune  
Milltown  
Millville-Vineland  
Montague  
Mystic Island  
New Brunswick  
New Egypt  
Newark  
Newton  
North Plainfield  
Ocean City  
Oceanville  
Palmyra-Riverton-East Riverton  
Parkertown  
Paterson  
Petersburg  
Princeton Borough and Township  
Red Bank  
Ridgefield  
Riverside-Cambridge  
Rocky Hill  
Salem City  
Seaside Heights  
*Seaville*  
Smithville  
Stafford  
Stone Harbor  
Sykesville  
TDR Chesterfield Township  
The Wildwoods  
*Totowa*  
Trenton

Tuckahoe  
Tuckerton  
Vincentown  
Waretown  
Warren  
Washington Town Center  
Watchung  
West Cape May  
West Creek  
Willingboro-Edgewater Park  
Woodstown  
Woolwich  
Wrangleboro Estates

### ***Endorsed Plans***

Asbury Park City  
Brick Township  
Cape May Point Borough  
Hudson County Urban Complex  
Ocean City  
Ocean Township (Ocean County)  
Plainsboro Township  
Route 130/Delaware River Corridor Strategic Plan  
Sussex County Strategic Growth Plan  
Stafford Township  
Upper Township  
West Cape May Borough  
Woolwich Township

### ***State Planning Commission***

Edward McKenna, *Chair*  
Kenneth Albert  
Michele Byers  
Ronald Chen  
Stephen Dilts  
John Eskilson  
Douglas Fisher  
Shing-Fu Hsueh  
Kris Kolluri  
Mark Mauriello  
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