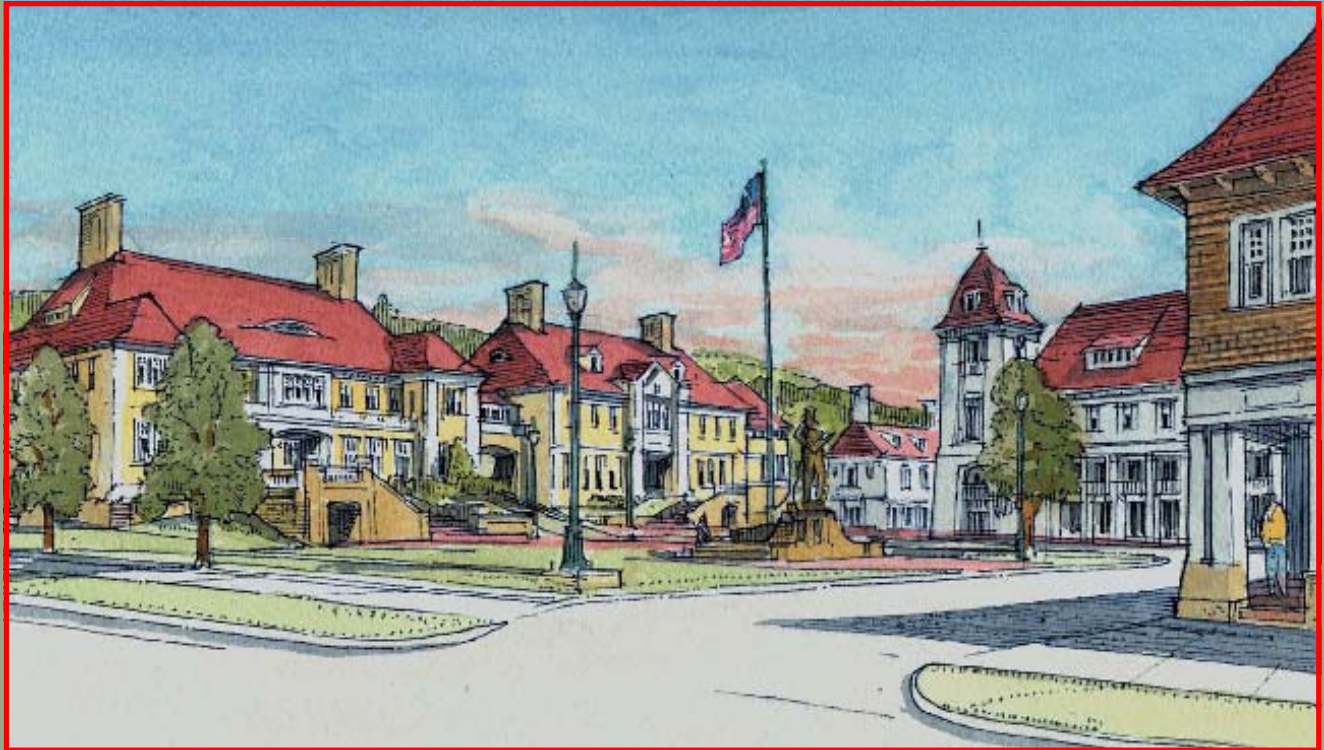


# OFFICE OF SMART GROWTH



## Changing the Face of New Jersey

**OFFICE OF SMART GROWTH**  
**NJ Department of Community Affairs**  
**101 South Broad Street**  
**P. O. Box 204**  
**Trenton, NJ 08625-0204**



***On the cover: Conceptual drawing of the proposed town square by Somerset Development for the new Wesmont Station development on the former Curtiss-Wright plant property (above) in Wood-Ridge, New Jersey.***

# Message from Commissioner Levin and Executive Director Swan

Dear Friends,

Communities throughout New Jersey are following Smart Growth guidelines to enhance our quality of life and create sustainable economic opportunities for their residents—all while encouraging environmental and historic preservation.

Whether your priority is traffic, education, environment, mass transit, housing, open space, sprawl, economic development, or urban revitalization, Smart Growth has something for you.

The Office of Smart Growth has been working with municipalities throughout the state that are leading the way by utilizing Smart Growth principles to revitalize their towns, and to create neighborhoods where people want to raise families and build businesses. We hope these summaries of their projects will give you some ideas for how we can support your community by providing advice, grants, technical resources, and the guidance needed to “grow smart.”

Sincerely,



*Susan Bass Levin*

Susan Bass Levin  
Commissioner  
Department of Community Affairs



*Eileen Swan*

Eileen Swan  
Executive Director  
Office of Smart Growth

# Helpful Hints...

Smart Growth community planning is happening throughout New Jersey. Our goal in creating this handbook is to make you aware of the creative thinking municipalities are applying to their land use decision-making, as well as the resources available from the state for achieving good planning.

Sweeping economic changes over the past 30 years have left many of our towns with underutilized downtowns after homes and businesses moved to the suburbs; with abandoned, and sometimes contaminated, manufacturing plants; or with sprawling development but no sense of place. In so many cases these sites have remained unused for years, due to a lack of interest from private developers, a lack of resources from the community, or too many regulatory hurdles to putting the sites back into productive use. Often the result is an economic drain, as well as an eyesore, for the community.

**In so many cases sites remain unused for years; often the result is an economic drain and an eyesore for the community.**

**It is clear that the momentum is building, along with the resources from the state, to take on projects that once seemed insurmountable.**

But today, as more and more developers are looking to focus their resources on redevelopment projects – brownfields, greyfields, infill sites, or new centers altogether – more and more state resources are available to help. Grant programs have been created to help redevelop greyfield sites – old, abandoned or underutilized shopping centers – or develop plans to transfer development from natural resource areas into town centers. State funds for housing and community development place priority on projects in “Smart Growth areas.”

# ...from the Office of Smart Growth

The examples contained in this handbook are just some of the many projects underway by municipalities across the state — those that are changing the face of their communities through innovative planning and the use of smart growth tools such as:

**Brownfields Redevelopment**

**Center-Based Development**

**Downtown Revitalization**

**Environmental Preservation**

**Greyfields Redevelopment**

**Transfer of Development Rights**

**Transportation Corridor Plans**

**Transit-Oriented Development**



So, how can *your* community put these tools to use?

**Develop a vision for the future of your community.** Nobody knows more about your community than the local residents and business owners. Reach out to them and seek their input into what the community should look like in 20 years; identify a range of possibilities for how to accomplish that vision. What is the community's attitude towards growth, density and change? With the technology tools available now you can create an actual picture of different types, designs and densities of development, and gauge public support for them — before updating a master plan or making a development decision.

**Update your master plan and zoning ordinances.** The master plan and zoning ordinances form the legal framework for all local development decisions. If you want to put your community vision plan in place on the ground, then you need to make sure it is consistent with your master plan and zoning ordinances. The Municipal Land Use Law enables the creation of design standards and transfer of development rights ordinances that create the kinds of places that people want to live and work.

**Use the Office of Smart Growth as a resource.** The Office of Smart Growth is staffed with qualified professional planners, GIS technicians, and land use policy experts who are prepared to work with you on local planning ideas and challenges. We serve as a “one stop shop” for local governments, developers, planners and members of the public on financial and technical resources including visioning, design charrettes, master planning, redevelopment planning, design guidelines, and more. Municipal mayors may also request to participate in the Mayor's Design Institute held twice yearly by the Regional Plan Association, with the assistance of the Office of Smart Growth.

# Carneys Point

## Project Name

### Renewable Energy Park

## Goals

- To position Carneys Point Township as a national leader in the use of renewable and sustainable energy technologies; create renewable energy master plan
- Spur economic development, create jobs, and stabilize local tax base

## Assets

- Redevelopment area already formally established; 1,100 acre site involves only one owner
- Existing state-of-the-art industrial infrastructure with available labor force and easy access from interstate highways and public transportation
- Existing private and multi-level public support

## Challenges

- Hazardous waste, wetlands and wildlife constraints
- Potential for multi-state permitting conflicts for river-front development
- Site not located within a major wind “zone”
- Coordinate various state permitting programs

## Grants Received

- Smart Growth grant for strategic economic redevelopment plan for the Salem County Delaware River and I-295/NJ Turnpike Corridor
- \$125,000 awarded to Salem County
- \$1.6 million to construct a 2.5-mile water supply main and a 500,000-gallon elevated water storage tower
- \$2 million+ in hazardous discharge remediation funds



Situated directly across the Delaware River from Wilmington, Delaware, Carneys Point developed largely as a company town in the early 1900s in the shadow of the E.I. DuPont de Nemours and Company’s Chambers Works. DuPont’s Chambers Works was the largest employer in Salem County, and by the 1960s was the largest chemical factory in the world.

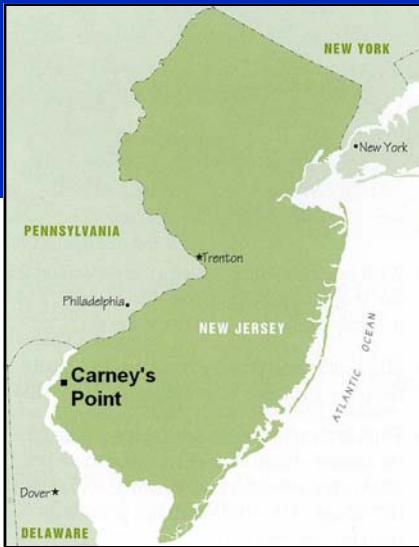
Unfortunately, over the past 30 years global competition led DuPont to relocate many of the site’s business lines, and the workforce has dwindled from 25,000 to less than 2,000. Many of the highly skilled employees left the region, resulting in a population loss and a dwindling tax base, contributing to Salem County being the only county in New Jersey to lose population between 1990 and 2000.

Carneys Point Township has embarked on an aggressive economic redevelopment effort in light of the decades of economic decline. One major element of this redevelopment effort is the proposed creation of a \$150–400 million, multiple-technology Renewable Energy Park. This new renewable energy facility is planned to generate over 70 megawatts of power through various technologies including solar, wind and fuel cells. Private firms specializing in renewable energy technology have shown strong interest in pursuing this renewable energy project.

Areas not being used for the power plant will be used for community waterfront access, a renewable energy educational facility, and a potential research and development center.

*Carneys Point Township (Salem)*  
**303 Harding Highway**  
**Carneys Point, NJ 08069**  
**856/299-0070**  
**Population 7,684**





### Actions Taken

- 1996—Economic Development Commission (EDC) created to facilitate redevelopment activities
- 1998—Updated master plan to reflect redevelopment objectives and revised zoning
- 2001—EDC obtained \$1.6 million in state funding to upgrade and expand water infrastructure
- 2002—Township designated and planned a 2,500-acre Redevelopment Area
- EDC partnered with environmental firms to secure over \$2 million in hazardous discharge remediation funds
- Township combined its Planning and Zoning Boards to streamline the review process for proposed developments and any associated zoning code variances
- 2001—Actively participated in Salem County's Smart Growth Delaware River and I-295/NJ Turnpike Corridor Strategic Plan
- The Township has actively engaged the private sector interested in pursuing the renewable energy project.



*Photovoltaic technologies, like these flat-plate crystalline silicon arrays, can produce electricity even on cloudy days. (Courtesy McConnell Energy)*

# Carneys Point

# South Bound Brook

**Project Name**  
**GAF Site Cleanup**

**Goals**

- Clean up and/or contain contamination
- Attract shoppers from neighboring towns
- Revitalize downtown section of the Borough
- Re-establish a strong economic base
- Create new jobs and increase local revenue

**Assets**

- Dedicated local government leaders with a vision, and support from local community leaders and business owners
- Good rail and bus service; access to major highways
- Compact, pedestrian-oriented community
- Recreational opportunities and close proximity to the D&R Canal State Park

**Challenges**

- Absentee owner/bankrupt responsible party
- Potential liability for natural resource damages
- Losses suffered by the Borough during Hurricane Floyd in 1999
- Demolition and cleanup costs

**Grants Received**

- 2002 & 2004 - Hazardous Discharge Site Remediation (HDSR) from NJ Economic Development Authority

**Results**

- Removal of contaminated soil
- Restoration of the D&R Canal Bank
- Placement of a site-wide cap to contain contaminants
- \$600,000 annually in local revenue is anticipated



Between 1895 and 1984, the GAF Site served as the base of operations for several companies that produced various roofing products, including asphalt roofing paper and asbestos cement shingles. The 11-acre site was once the major employer in South Bound Brook; losing the solid economic base that industry provided was a major blow to the Borough. This heavily contaminated site blighted the center of South Bound Brook for 20 years after it was abandoned.

Through the resources of the Brownfields Redevelopment Interagency Team, the town was able to negotiate partial coverage of the demolition costs as part of the cleanup, so that the developer could be reimbursed for those expenses. The project was also a test case to determine the treatment of innocent purchasers under Natural Resource Damage regulations. Successful resolution of both the cost and liability issues was instrumental to the project's economic viability.

On October 19, 2003, the 100-year old smoke stack at the site was demolished, signifying the beginning of the remediation and redevelopment phase of the project. Critical to the success of this effort was the fact that, as a redeveloper, Matzel & Mumford became a true "partner" with the Borough of South Bound Brook. This relationship allowed the Borough to create a redevelopment plan that was not only consistent with the vision of the elected officials and their constituents, but was also sensitive to marketing realities. This plan also creates many other opportunities to upgrade the areas surrounding the project site.

**South Bound Brook (Somerset County)**  
**12 Main Street**  
**South Bound Brook, NJ 08880-1491**  
**732/356-9258**  
**Population 4,492**





- Plans for 23,000 s/f of retail space with 18 apartments to be constructed above the businesses
- Plans for a new plaza
- Transit-oriented location and design
- Construction of 152 townhouses has begun
- Open Space will be pursued for part of the area
- The site will provide public access to the D&R Canal



*Redevelopment Plan for former GAF site*

# South Bound Brook

# Wood-Ridge

## Project Name

**Wesmont Station/Curtiss-Wright**

## Goals

- Revitalize major section of borough to blend with the existing surrounding community
- Establish new transit station
- Generate new tax revenues and jobs
- Provide for a wider range of housing options
- Clean-up and/or contain contamination
- Increase open space and land for recreational uses

## Assets

- Strong local leadership committed to project success
- Small, cohesive community with high level of interest in project by residents and businesses

## Challenges

- Relocation of NJ Transit Maintenance Yard
- Infrastructure improvements
- Other aspects of financing – grants and loans
- Negotiating agreement with NJ Transit to have trains stop in municipality, and financing the station
- Environmental issues: treatment of landfill on property, coordinating cleanup work with construction activities; managing multiple permitting process at DEP

## Grants Received

- Smart Future Planning Grant - \$50,000
- NJ Economic Development Authority Pre-Development Loan for soft costs - \$1 million

## Results

- Full support and enthusiastic commitment from residents and businesses in borough
- Precedent-setting design that blends with existing patterns and culture while providing wider range of residential and business opportunities and bringing mass transit and pedestrian focused living to existing structures



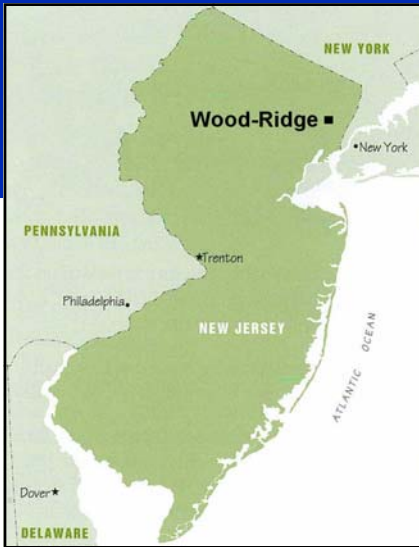
The Borough of Wood-Ridge, in collaboration with Somerset Development, is embarking on a cutting edge redevelopment project for the former Curtiss-Wright Plant. The massive main building alone occupies 32 acres of bomb-proof construction where aircraft engines for World War II were manufactured by Wright Aeronautical. The buildings and grounds, covering approximately one-third of the municipal area, were sold in the 1980s and have been marginally used and virtually forgotten by many of the 7,644 residents. A week long community-wide charrette, conducted by a prominent community design firm, produced a universally supported vision for the area.

A new development, called Wesmont Station, was designed to incorporate the philosophy of “New Urbanism,” and is fully compatible with the policies advocated by the New Jersey Office of Smart Growth. The Redevelopment Plan envisions a Transit Oriented Development providing the possibility for a combination of neighborhoods that will embrace residential, commercial, and high-tech office space: one that promotes a pedestrian-friendly mix of homes and local shops, while preserving open space in a manner that will allow the combination to be integrated into the existing residential areas of Wood-Ridge. In addition, the project will generate thousands of jobs throughout its various stages.

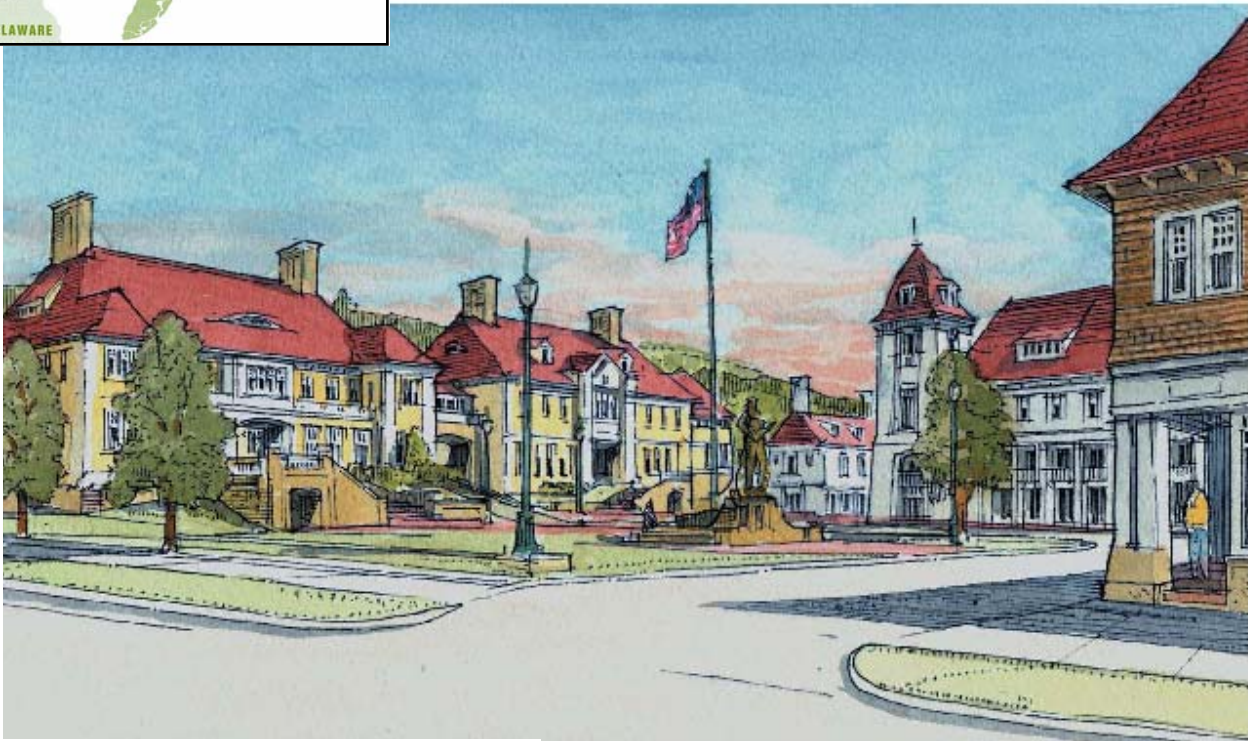
The Brownfields Redevelopment Interagency Team (BRIT) has facilitated access to the wide array of incentives for brownfields development. Clean-up is about to begin on the site, and there is already a line forming for the loft units that formerly served as engine-testing cells.

**Wood-Ridge Borough (Bergen County)**  
**85 Humboldt Street**  
**Wood-Ridge, NJ 07075**  
**201/939-0202**  
**Population 7,644**





With help from the municipality and Somerset Development, and extensive consultation, technical assistance and planning grants from the Office of Smart Growth, the 144-acre brownfields site took on the aspect of potential, rather than demise.



*Proposed Town Square*



# Wood-Ridge



# Eastampton Township

## Project Name

### Eastampton Village Plan

#### Goals

- Create a walkable Village Center that will provide a sense of place and prevent further sprawl
- Preserve and enhance natural resources
- Create opportunities for business development
- Invest in neighborhoods and parks for a greater sense of community

#### Assets

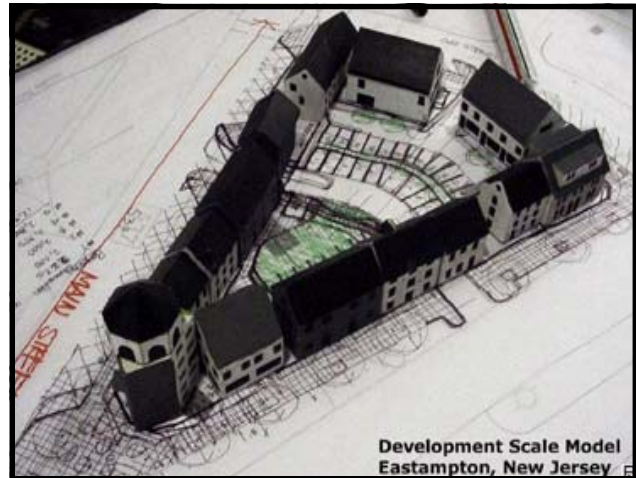
- 1100 acres of preserved farmland
- Over 5 square miles of farmland, wetlands, and forests, including a major branch of the Rancocas Creek
- Unique contrast of suburban and rural
- Unique combination of suburban amenities
- Accessible from major cities and attractions
- Smithville County Park and Museum
- The Manor House-a mid 19<sup>th</sup> Century farmhouse, which was restored and serves as the Town's municipal building

#### Challenges

- Lack of commercial ratables
- The Township has been over-reliant on single-family residences to fund public services
- Sprawl- unmanaged growth

#### Grants Received

- County and State resources for open space preservation total approximately \$5.5 million
- 2003 Smart Future Planning Grant Award \$60,000
- Obtained a \$130,000 DOT grant to construct a bike path in the center



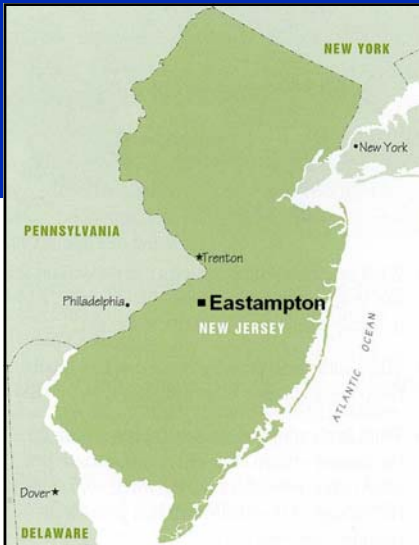
Using a portion of a Smart Future Planning Grant, a series of workshops were organized to focus the community's attention on updating Eastampton's antiquated commercial district and an adjacent 35 acre parcel owned by the township. Nearly 200 residents contributed a total of 600 hours of their time to share their ideas on the future of the township. Through this extensive visioning process, known as Plan the Land, residents expressed their preference for a classic, mixed-use Village Center that puts emphasis on a positive pedestrian experience, and seeks to connect the township's open spaces with the rest of the community.

The Plan includes a community green, a clock tower, and a mix of 200 residential and commercial units in the center. Some units would be mixed-use – shops with apartments above. The Village Center will also be connected to nearby housing by a bike path and sidewalks. Eastampton has approved strict design standards for whatever is built on its property and the project's private property. Existing businesses in the center will have to comply with new design standards if they change facades, structure or signs. Meanwhile, over 1,100 acres of preserved farmland, forest, wetlands, and open space that surround the center will add to the center's appeal.

Another direct outgrowth of the tremendous participation of residents was the formation of plans for a new K-8 school in the center, which will provide a walkable environment for children to get to and from school.

**Eastampton Township (Burlington County)**  
**12 Manor House Court**  
**Eastampton, NJ 08060**  
**609/267-5723**  
**Population 6,202**





## Eastampton Village Center — a good example of striking a balance between growth and preservation



### Results

- Plans for first phase of construction includes 80 residential units (townhouses, condos, single-family) and 12,000 square feet of commercial space
- Infill development includes the construction for three classic townhomes
- First mixed-use building for the Village Center began construction in 2004
- The Township's Open Space Plan has been implemented, which established a 1100 acre envelope of farms, wetlands and passive and active open space surrounding a developed center
- Permanently preserved land increased from 8% to approximately 30% in the past four years
- Historic buildings have been preserved, including the Manor House, which now operates as the community's municipal building
- Design guidelines have been adopted and implemented
- A new K-8 school will be provided in a Community Campus environment in the Village Center
- Completed a pocket park improvement project in 2003 (located in the Village Center District)
- Affordable housing development in the Village Center built by Pennrose Properties
- The Village Plan won an award from NJ Future for "embracing smart growth design principles as a blueprint for its future"

# Eastampton Township

# Milltown

**Project Name**

**Milltown Town Center**

**Goals**

- New housing construction, especially for the elderly, on selected sites near the community core
- Promote redevelopment of Milltown's downtown area, especially in relation to the Ford Avenue redevelopment site
- Evaluate ways to relieve congestion on Main Street and improve mass transit opportunities

**Assets**

- Existing traditional Main Street
- Cohesive community
- Planned network of municipal parks
- Diverse housing stock

**Challenges**

- Inadequate signalization at key intersections along Main Street
- Inadequate public parking lots
- Speed limits don't coordinate with adjoining municipalities where streets cross municipal boundaries
- Inadequate pedestrian and bike circulation

**Grants Received**

- 2002 grant for Ford Avenue Redevelopment Area for \$50,000
- 2003 a Brownfields Assessment Grant for \$350,000 from the US Environmental Protection Agency
- Milltown Redevelopment Agency received \$500,000 from the NJDEP through Middlesex County

**Results**

- Open space designated on Ford property
- Working with community on housing ideas



Milltown Borough is a Town Center as designated by the State Planning Commission. North Main Street is Milltown's main thoroughfare, and is lined by businesses, residences, a school and houses of worship. However, North Main Street is increasingly consumed by passers-through seeking a preferable route from U.S. 1 to the sprawling subdivisions of fast-growing surrounding communities. Balancing the needs of their downtown with the reality of a major thoroughfare as their Main Street is a challenge for the Borough.

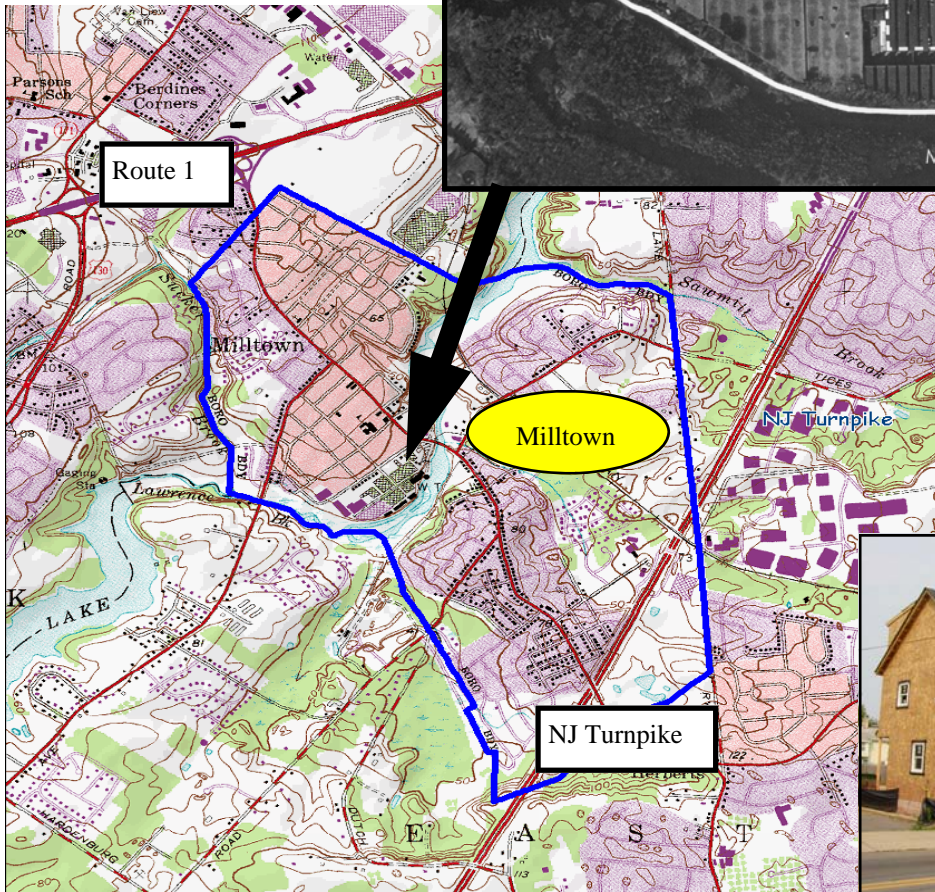
The solutions may lie within the Plan Implementation Agenda for the Borough's Center Designation. While the Borough does employ strict vehicular enforcement techniques, and while the North Main Street Corridor is reflective of the care that property owners and business people work to maintain, a more comprehensive approach may simultaneously aid in altering the experience of Main Street in Milltown.

This comprehensive approach would be based on the introduction of uniform functional design features to the corridor, such as the installation of attractive brick pavers at all crosswalks in the area. A campaign could also be launched to encourage pedestrians and cyclists to respect the laws that apply to them. This would further encourage non-motorists to utilize the streetscape features in place to allow safe crossing at well identified, properly controlled locations, often intersections.

With the Ford Avenue Redevelopment Area adjacent to North Main Street, Milltown also has the opportunity to develop a plan that will integrate the existing downtown with selected infill and new housing developments.

***Borough of Milltown (Middlesex County)***  
***39 Washington Avenue***  
***Milltown, NJ 08850-1238***  
***732/828-2100***  
***Population 7,000***





# Milltown

*New infill office space under construction on Main Street*

# Oxford

## Project Name Oxford Village Center

### Goals

- Business development that leverages the community's assets
- Enhancement of the downtown district
- Development of new, mixed-use areas
- Brownfields remediation for key sites

### Assets

- Rural, close-knit community
- Desirable location near major transportation arteries and business centers
- Compact downtown core
- Historic and environmental resources

### Challenges

- Significant brownfields sites
- Traffic and transportation issues
- Loss of manufacturing and retail services

### Grants Received

- 2005 - TDR Pilot Program Grant for \$65,000

### Actions Taken

- Developed strategy for brownfields remediation
- Completed downtown district redevelopment plan
- Coordinated activities with Highlands Council

### Next Steps

- TDR planning for furnace and mill sites
- Implementation of downtown redevelopment plan
- Develop ordinances for the 140-acre furnace site, and a redevelopment plan for the Mill site



Oxford is a growing township of 2,307 residents located in central Warren County, one that played an important part in American history. The Oxford Furnace was the site of iron mining and production from 1743-1940, and one of the most significant properties for the township's milling industry was the recently closed Oxford Textile Mill site.

The township is primarily rural with a core of older development concentrated in the center along Route 31, most of which is residential, with some businesses in a downtown district and older industrial sites surrounding it. The downtown district is underutilized and some structures are in need of rehabilitation.

The township is interested in revitalizing their downtown district and redeveloping the mill and furnace properties in order to make it an attractive place to live and work. There is also the opportunity to promote the town and the Oxford Furnace site as a significant historical and cultural attraction in the region.

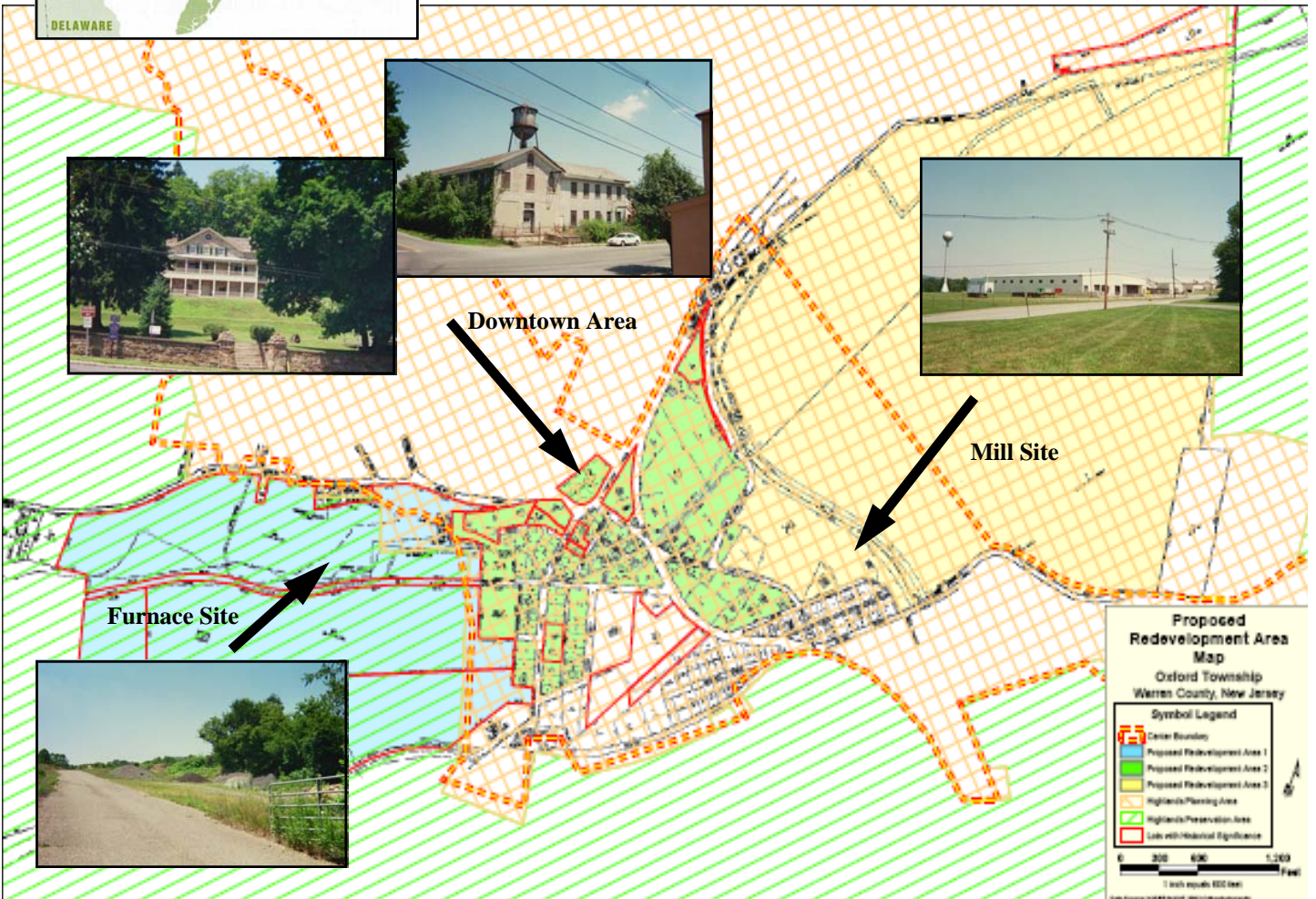
Oxford received Village Center designation from the New Jersey Office of Smart Growth in 1998. In addition to being located in an area designated for growth, the township is located completely within the Highlands Region, with portions of the municipality in the preservation area and portions in the planning area. Careful coordination with the Highlands Council is critical as they begin to develop the first Master Plan for the region.

***Oxford Township (Warren County)***  
***11 Green Street***  
***Oxford, NJ 07863***  
***908/453-3098***  
***Population 2,307***





In addition to general redevelopment planning, Oxford has received a Smart Future Grant as part of the statewide Transfer of Development Rights (TDR) pilot program. Development is planned for the Oxford Furnace site, with some of its development rights to be sent to the Mill site, which will act as a receiving area. Planning has begun for a mixed-use development compatible to the existing downtown district.



# Oxford

# Camden

## Project Name

## Strategic Development Plan

### Goals

- Utilize Camden's unique multi-modal public transportation network to stimulate investments to expand workforce, housing, and commercial opportunities
- Support, enhance, and link investments already made to Camden's Waterfront

### Assets

- Close proximity to Philadelphia and accessible from major highways, with access to rail and bus lines
- An accessible waterfront, which offers regional entertainment and historic and cultural sites and districts
- Academic and medical institutions and major corporations in the area
- Rich in organizations dedicated to improving physical, social, and economic conditions

### Challenges

- Decades of urban decline and disinvestments in the city caused vacant and underutilized sites
- Brownfields sites
- History of population decline, low-income residents, unemployment and high crime rate
- Inadequate stormwater and sewer infrastructure
- Inadequate parking to meet future demand

### Grants Received

- NJ Transit Friendly Community Assistance Program and DVRPC Transportation and Community Development Initiative Program
- 2004 Cross-acceptance grant for \$15,000; Balanced Housing Funds for \$2.5 million; Historic Preservation Trust Funds Grant for \$460,513; HMFA Funding for \$3 million for the Cooper Grant Neighborhood



The Downtown Camden Strategic Development Plan is a result of a unique partnership of city, state, and private resources that came together to stimulate public and private investment in the downtown area of Camden. The city, along with NJ Transit, the Delaware Valley Regional Planning Commission, and the Greater Camden Partnership, commissioned the Plan to assist the Camden Redevelopment Agency by developing consensus on a vision that would guide future development in the downtown area. This vision would later become a part of the Downtown Development Plan, adopted by the City in 2005.

The Office of Smart Growth served as a member of the steering committee, and lent its assistance by coordinating state financial and technical resources and support for implementation of the Plan. The Plan coordinates current and future initiatives, provides a comprehensive development strategy, and suggests how the River Line can be leveraged to promote new development by addressing downtown traffic issues and the demand for new parking facilities.

The preparation of the Plan took approximately 20 weeks, and focused on the revitalization of four east/west streets in Camden's downtown: Cooper Street, Federal Street, Market Street and Martin Luther King Boulevard, which all lead down to the Camden Waterfront. This poses a unique opportunity for Camden to use its Downtown Plan to also capitalize on waterfront redevelopment projects. From civic uses, to university and academic uses, to open space, each of the four streets offers something distinct and special that will transform the area into a diverse, mixed-use and vibrant downtown that achieves a balance between the natural and the built environment. With ridership on the River Line increasing, further economic development and investment is expected.

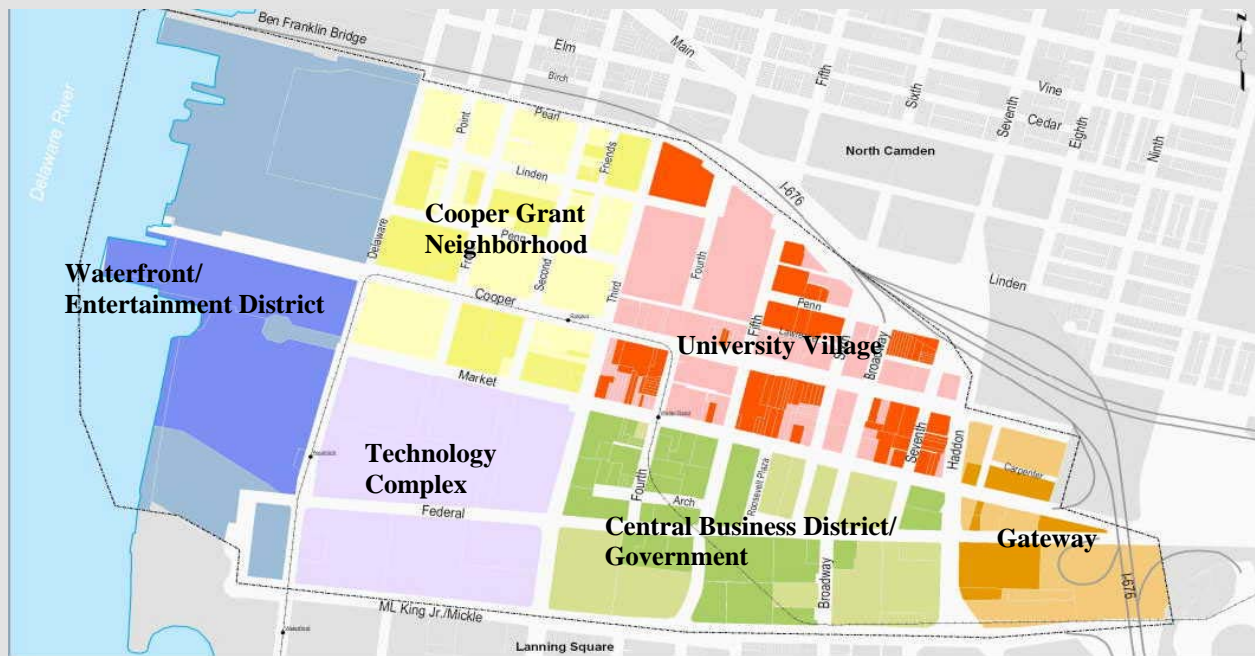
**City of Camden (Camden County)**  
**P. O. Box 95120**  
**Camden, NJ 08101-5120**  
**856/757-7000**  
**Population 79,904**





### Actions Taken

- A \$57 million expansion of the Camden aquarium, which sits along the waterfront
- RCA Victor factory building was restored and converted to luxury apartments
- Camden's higher education and healthcare institutions are investing more than \$100 million in new facilities citywide
- Completed seven redevelopment plans citywide: Downtown, Bergen Square, Waterfront South, Centerville, Central Waterfront, and Parkside
- Fairview Street and Broadway designated as partners in the Main Street NJ Program
- Plan developed for 29 single-family homes in the historic district of Cooper Grant
- Updated the Center City Redevelopment Plan



### Next Steps

- Assemble key sites for development identified in the Plan so they are ready when initiatives arise
- Rehabilitate vacant housing in a cost-effective manner
- Prepare design guidelines consistent with the Plan
- Obtain detailed plans and costs for construction of public infrastructure and public environments
- Revise the city map to reflect new streets and parks
- Form a Business Improvement District for Downtown

# Camden

# Glassboro/Rowan

## Project Name

### Downtown/Technology Park

#### Goals

- Identify appropriate areas for expanding employment and retail services in order to balance housing and population growth in the Borough
- In partnership with Rowan University, create a united vision for all of Glassboro, and construct a new boulevard to link the campus to downtown
- Establish a technology-based entrepreneurial economy in the South Jersey Technology Park

#### Assets

- Economically viable business district
- Accessible to major highways to Philadelphia, Atlantic City and Wilmington, Delaware
- Home of Rowan University, with approximately 10,000 students and over 1,000 employees
- 2,000-acre State Wildlife Management Area

#### Challenges

- Underutilized properties in the downtown area
- Brownfields (contaminated sites)
- Lack of connectivity between Rowan University and the downtown area and between residential and commercial areas

#### Grants Received

- 2003 Smart Future Planning Grant for \$125,000
- 2003 Smart Future Planning Grant for \$150,000 for the Technology Park
- \$940,000 Brownfields Grant for remediation
- Various federal and state grants for creation of "cyber district"
- \$500,000 CDBG Façade Grant
- \$720,000 TEA-21 and Federal EDA for streetscaping



The Borough of Glassboro has a rich history built on the manufacturing of glass. In 1923, the New Jersey Normal School, later named Glassboro State College and now called Rowan University, was built. With the closing of the manufacturing plant and the Main Street commercial strip falling prey to the era of malls and strip centers, Glassboro was a town looking for a new identity. The University has 10,000 students and employs 1,200 people – making it a key partner in the pursuit of a healthy community.

The University's aggressive multi-year improvement plan includes the purchase of 600 acres nearby to relocate athletic facilities and build a technology research center, academic buildings and residence halls. The biggest joint venture between the University and the Borough would be the creation of Rowan Boulevard, to directly link the campus and downtown.

The Borough already is home to a glass museum, and there is interest within the private sector to develop a downtown arts district. Several older industrial buildings are getting an updated look and incentives are available to improve the facades of historic buildings and homes.

Since 2001, the University has offered financial incentives to encourage staff members to live in Glassboro; five years ago the downtown area had a 50% vacancy rate; commercial space is now in demand. The first building in the Technology Park is expected to begin construction in early 2006, which will help establish a new, technology-based economy for the area, and will expand and strengthen the research and learning environment of Rowan University.

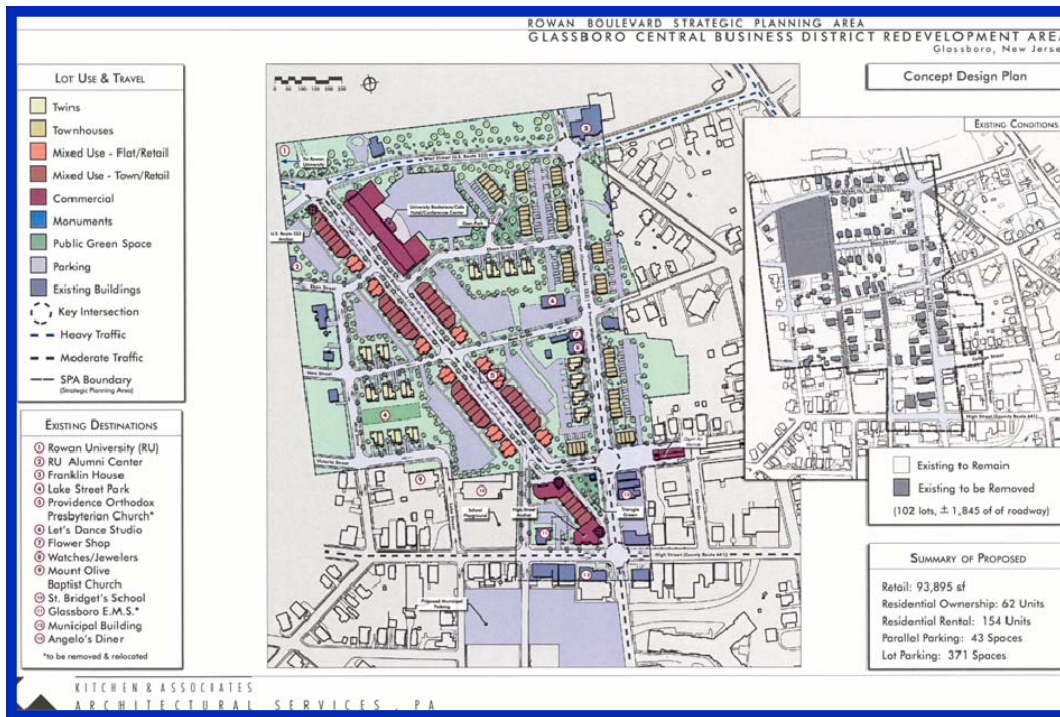
**Glassboro Borough (Gloucester County)**  
**One South Main Street**  
**Glassboro, NJ 08028**  
**856/881-9230**  
**Population 19,068**





### Actions Taken

- Established relationships/partnerships with private and public entities
- Preparing a fiber optic network throughout the Borough for technology businesses
- Updated Master Plan and approved four redevelopment areas
- Construction has begun on new Rowan Boulevard to link campus with downtown
- Final Technology Park Master Plan completed; a set of design guidelines are completed; and the detailed site plan and conceptual design for the first building at the Technology Park are completed
- Glassboro has been designated as a Main Street community



### Next Steps

- Continue to work with Rowan University to implement improvement plan
- Continue to work with the county on the implementation of the Northeast Region Strategic Plan
- Start second phase of the South Jersey Technology Park plan (development approvals and plans for infrastructure and site improvements)

# Glassboro/Rowan

# Paterson

## Project Name

### Ellison Place Neighborhood

#### Goals

- Business development that leverages the city's assets
- Increased housing options that take advantage of underused buildings
- Improved mobility through better access and linkages
- Revitalization that capitalizes on the ethnically diverse community

#### Assets

- Government, health care and education services
- Good bus and rail service
- Available work force and ethnic diversity
- Compact, pedestrian community

#### Challenges

- Relatively low household incomes
- Limited parking and traffic congestion
- Loss of manufacturing and retail services
- Perception of high crime rate

#### Grants Received

- 2003—Comprehensive Visioning Plan for \$52,000
- 2004 – Smart Future Grant for \$200,000
- 2004 – Livable Communities Grant for \$75,000
- 2004 – Cross Acceptance Grant for \$15,000

#### Results

- Transit Village will be pursued for the area
- Library will be renovated and expanded
- A clear vision of the direction for the city's redevelopment is in place



*Photo courtesy of NJIT's Paterson Research Initiative*

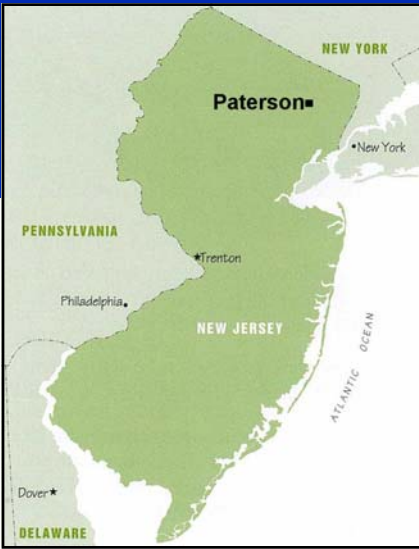
Paterson is New Jersey's third largest city with approximately 150,000 residents, and has a unique history as the nation's first planned industrial city. Designed for industrial uses along Great Falls with housing for workers in walking distance, Paterson developed as a compact, pedestrian community that served as a gateway for new immigrants. Despite being one of the most distressed communities in New Jersey, the city's economic base continues to include manufacturing and food distribution, with the major current employment sources now being government, health care, and education.

Long-term planning had been missing for some time in this historic city. The city's desire to spur economic development, revitalize the existing housing stock, and enhance existing resources led city officials to reach out to the Department of Community Affairs for assistance in realizing their vision for the future. Although there were other obvious areas in need of redevelopment – the Great Falls and Downtown – the city choose to focus on a key neighborhood, Ellison Place.

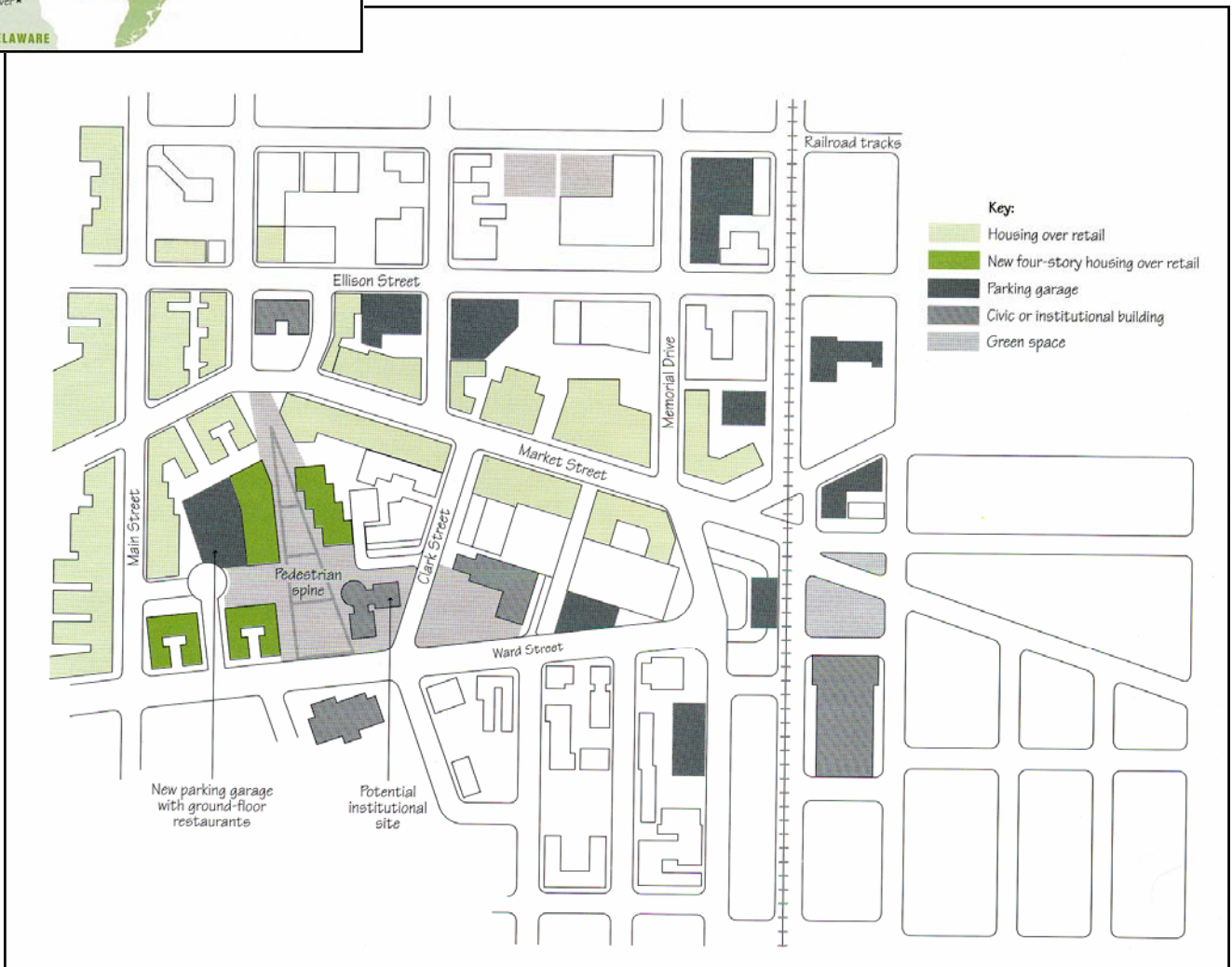
The success in receiving a grant to create a Comprehensive Visioning Plan in 2003 was the first step. The grant enabled the city to create a community asset inventory and a market analysis that would explore what types of economic development would take advantage of the location and work with the existing mix of businesses. From this information a Vision Plan will be created that serves as a guide to redevelopment, and an Action Plan will outline how the goals and objectives can be met, all of which will guide Paterson into the future.

*City of Paterson (Passaic County)*  
**155 Market Street**  
**Paterson, NJ 07505-2508**  
**973/321-1500**  
**Population 149,222**





Paterson is using its \$200,000 Smart Future award to create a comprehensive strategy that coordinates the efforts of the city's community, economic development and redevelopment planning with the technical support of the Office of Smart Growth, the New Jersey Department of Transportation and the Regional Plan Association. With its funding, Paterson will work with the New Jersey Institute of Technology to expand and coordinate transportation, create a mix of housing types, and take advantage of the city's cultural and historical assets.



# Paterson

# East Orange

## Project Name

### Dr. King Plaza/Green Homes

#### Goals

- Revitalize the city's Main Street commercial district
- Build energy efficient residential units with a mix of affordable and market-rate housing
- Develop parking for building residents, patrons and community
- Develop 28,000 square feet of ground-level retail

#### Assets

- Located less than one eighth of a mile west of the Brick Church Rail Station
- Access to "Midtown Direct" service into Manhattan
- Five major New Jersey Transit commuter bus routes serve the area

#### Challenges

- Remove of hazardous material and soil excavations
- Eliminate non-conforming uses and obsolete structures in advanced stages of deterioration

#### Grants Received

- \$3.44 million—DCA Balanced Housing Program
- \$9.46 million—HMFA financing
- \$1 million—NJRA Brownfield's Redevelopment Initiative
- \$1.4 million—UDAG repayment funds and HOME funds
- \$800,000—Essex County
- \$720,000—Federal Home Loan Bank funding
- RPM Development Group

#### Results

- Mixed-income housing with indoor air quality, energy efficiency and production, and water efficiency
- Successful completion of Phase I of the Redevelopment Plan, with Phase II underway
- Clear direction for future redevelopment efforts in the City of East Orange
- Lost tax ratables have been replaced



The Dr. King Plaza project represents the culmination of over 10 years of comprehensive planning by the City of East Orange. This mixed-use project, located in the heart of a major, pedestrian-friendly, regional transit hub, has created a distinct "gateway" for the city. It utilizes compact building design, energy efficiency, zero lot setbacks and coherent site design, and a public-private partnership for financing.

The redevelopment area comprises 6.27 acres covering portions of three blocks, each of which represents a different phase of the project. Dr. King Plaza is a five story mixed-use, multi-family building with a retail area of approximately 28,000 square feet on the first floor. A portion of this space will be used for a local restaurant with café style dining. The sidewalks are approximately 20 feet wide to establish more foot traffic for the retail customers, and creates a promenade effect on the street level. Surface parking is located to the rear of the site for retail tenants and customers.

The project's residential units are located on levels two through five and consist of 96 units; 80% of the units are at the affordable income range and 20% are at market rate.

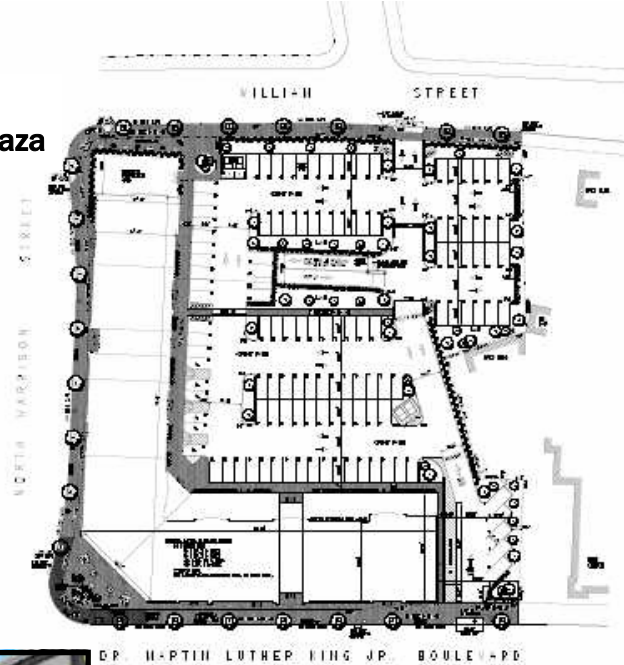
Dr. King Plaza at North Harrison Street represents the first phase in this three-phase project. Phase II is a similar development known as Brick Church Commons, and is located on an adjacent block. It will be a little larger mixed-use development consisting of retail on the first floor and residential units on the upper floors. Phase III, known as Millennium Homes, will comprise 18 market rate townhouses.

*City of East Orange (Essex County)*  
**44 City Hall Plaza**  
**East Orange, NJ 07019-9998**  
**973/266-5100**  
**Population 69,824**





### Phase I Dr. King Plaza



**Phase II** of the redevelopment project is Brick Church Commons, located on an adjacent block. It will be a larger, mixed-use development consisting of retail on the first floor and residential units on the upper floors.

**Phase III**, known as Millennium Homes, will comprise 18 market-rate townhouses.

# East Orange

# Sourland Mountain Region

## Project Name

### Sourland Regional Plan

## Goals

- Protect environmentally sensitive area
- Regional planning and organization development

## Assets

- Flora and fauna
- Rocky outcrops
- Forested wetlands
- Vernal ponds
- Stopover for wide variety of migratory birds

## Challenges

- Coordinating diverse volunteer membership
- Region spans seven municipalities and three counties
- Impenetrable rock and acidic soil
- Aquifer under great stress

## Grants Received

- 2003 - Smart Future Grant for \$80,000
- 2005 - Smart Future Grant for \$100,000

## Results

- Conservation and Open Space Plan
- Natural Resource Inventory
- Education programs

## Next Steps

- Creating additional education materials
- Developing formal governance structure
- Visioning the Sourlands for the future



At over 90 square miles, the Sourland Mountains are an oasis of contiguous forest, rocky outcrops, forested wetlands, whispering streams, and vernal ponds, in the heart of some of the most rapidly developing areas of New Jersey. The region is under tremendous development pressure despite the fact that the aquifer is under great stress. In the Sourlands, groundwater recharges at some of the lowest rates in the State. Each new house on the mountain brings a septic system which discharges nitrates and other contaminants to the aquifer.

To address this situation, the Sourlands Planning Council was formed. The group is composed of representatives from surrounding municipalities, as well as staff from Stony Brook-Millstone Watershed Association, the D&R Greenway and the New Jersey Audubon Society.

Two grants have been awarded to address the plight of the Sourland Mountains. During Phase I, the Sourland Region was studied by conducting a Natural Resource Inventory and Hydrology Analysis, and culminated with the Conservation and Open Space Plan. With a greater understanding of the problems facing the Sourlands, the group set out to conduct education sessions and tours.

The Sourland Planning Council is using the second \$100,000 Smart Future award to continue its mission to preserve the delicate natural resources of the Sourlands Mountain with technical support from the Office of Smart Growth.

**Sourland Planning Council**  
**Hunterdon/Mercer/Somerset Counties**  
[www.sourland.org](http://www.sourland.org)

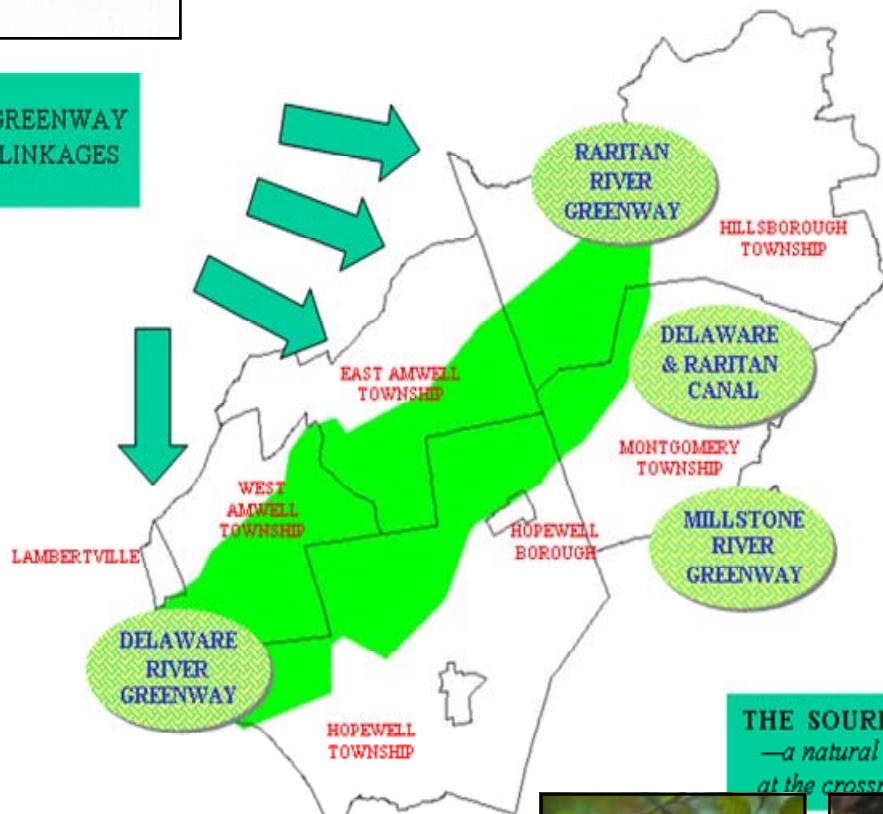




## Hunterdon, Mercer and Somerset Counties

East Amwell, West Amwell, Hopewell Township, Hopewell Borough, Montgomery, Hillsborough and Lambertville

GREENWAY  
LINKAGES



THE SOURLANDS  
—a natural area  
at the crossroads



The Sourland Mountain Region contains the largest area of contiguous mature forest in New Jersey, and is a critical habitat for many wildlife species.



# Sourland Mountain Region

# Trenton

## Project Name

### Bellevue Court Homes

#### Goals

- Restore the block retaining unique historical features
- Provide affordable housing
- Transform the structures into energy-efficient homes

#### Assets

- Close proximity to shopping, medical facilities and downtown Trenton with access to public transportation
- Borders the Delaware and Raritan Canal Greenway
- Project team has experience with the neighborhood

#### Challenges

- Neighborhood in need of repair and occupancy
- On site coordination between developer and architect
- Learning curve for using energy and green features

#### Grants Received

- City of Trenton - \$1,000,000
- NJDCA Balanced Housing program - \$577,813
- NJDCA HOME - \$556,500
- NJDCA Green Homes Office - \$165,000
- Federal Home Loan Bank of NY/ Pittsburgh-\$440,000

#### Actions Taken

- Homes renovated to meet NJBPU Energy Star Program
- Incorporation of recycled as well as durable, stronger materials for the interior and exterior of the residences
- Used proper materials for improved indoor air quality
- Selected native and drought tolerant plants

#### Results

- Approximately 30% reduction in energy consumption
- Remaining homes on the block to be restored by Trenton due to success of the project



The late 19<sup>th</sup> century homes on the 200 block of Bellevue Court form a picturesque streetscape in New Jersey's capital city. In an area where many of the dwellings are vacant or in disrepair, the 22 semi-detached units of the Bellevue Court project feature newly renovated interiors and facades that have been restored to their original grandeur. Responding to a need for affordable housing and eager to save the architecturally unique homes on Bellevue Court, the City of Trenton committed to bringing back the block. Isles Inc. and Tara Construction were selected as the nonprofit/for profit partnership for the project. The team transformed the once dilapidated shells of homes into attractive, energy efficient showplaces.

Sustainable and recycled materials were incorporated throughout the project. All porches and decks are made from recycled content, plastic/wood composite lumber. PET carpet, made from reclaimed plastic soda bottles, is used for bedrooms and hallways. Window frames are made from fiberglass, which are stronger, more durable and energy efficient than window frames typically used for affordable housing. Clapboard siding is made of fiber-cement, which is more durable and more thermally stable than typical siding. The homes will be affordable to moderate and low income families.

The homes were renovated to meet NJBPU Energy Star Program standards and DCA's Affordable Green Program standards. Through the use of new methods to reduce heating and cooling losses and energy-saving appliances and mechanical systems, these homes are projected to use approximately 30% less energy than a home built to typical New Jersey standards.

**City of Trenton (Mercer County)**  
**319 East State Street**  
**Trenton, NJ 08608-1766**  
**609/989-3939**  
**Population 85,403**





## Lesson Learned

The energy efficient, sustainable aspect of this project was the first of its kind for many of the team members. In the future, most felt the learning curve could be reduced with pre-construction meetings attended by all the appropriate subcontractors. There was also the desire for closer coordination of on-site administration between the developer and architect. The contractor for the job noted that after Bellevue Court he would be “at least 40% more efficient” with the energy and air sealing requirements on his next project of this type.



*Rigid and cellulose insulation were one of the many types of products used to create an energy efficient “building envelope.” Mechanical systems included passive solar, heat recovery ventilation and photovoltaic array systems.*



*The homes at 233-235 Bellevue Court were renovated as a “Microload Home,” which will use over 70% less energy than a code compliant home and 50% less energy than their Energy Star neighbors.*

# Trenton

# Somerdale

## Project Name Lion's Head Plaza

### Goals

- Turn an underutilized shopping center into a compact, pedestrian-oriented area
- Bolster the municipal tax base
- Serve as a community focal point
- Establish higher standards of architectural quality for future development

### Assets

- Minimal environmental constraints
- Existing utility and roadway structure
- Adjacent parcels are available for future use
- Consistent with state, regional, county and local plans
- Consistent with Camden County Comprehensive Economic Development Strategy

### Challenges

- Visual exposure to motorists and pedestrians is extremely limited
- Numerous vacant businesses in the area

### Grants Received

- 2005 – Greyfields Pilot Program Grant for \$50,000

### Actions Taken

- 2003 – Designated as redevelopment area
- 2004 – Redevelopment Plan amended to allow housing to enable mixed use
- Worked with neighboring municipalities to plan for the White Horse Pike, adjacent to the site

### Next Steps

- Community outreach
- Needs and Impact Assessment
- Final Plan Development



Lion's Head Plaza was initially developed in 1988 and enjoyed the benefit of several viable retail businesses including a supermarket and a discount department store. The site was a retail hub that helped to provide needed services to the residents of Somerdale and the surrounding communities of Magnolia, Lawnside, and Voorhees.

Today the plaza is no longer the strong commercial center it once was, with approximately 70% of its 230,000 square feet vacant. Several factors including limited visibility, corporate bankruptcies and a local population that has declined 12% since 1980 have made it extremely difficult to attract new, viable businesses which would help bolster the municipal tax base. The site contains 51.98 acres with 1,340 parking spaces that can easily allow for expansion, reconfiguration and better utilization of the site's resources.

Somerdale comprises standard suburban tract homes and highway commercial development. While community leaders respect the era within which their town was developed, they were eager to explore opportunities where more smart growth-oriented planning and architecture could be implemented. The borough sought a redevelopment opportunity where a mixed-use town center-type project could be developed to not only improve the ratable base, but serve as a community focal point and establish a higher standard of architectural quality for future development. The Lion's Head Plaza greyfield site was the perfect opportunity.

Through the Greyfields Development program, Somerdale will be able to pay for the cost of community outreach, a needs/impact assessment, and a final plan for implementation.

***Borough of Somerdale (Camden County)***  
***105 Kennedy Boulevard***  
***Somerdale, NJ 08083-1095***  
***856/783-6320***  
***Population 5,192***





The Office of Smart Growth has advanced a major initiative to encourage the redevelopment of areas that are already built up but in various phases of physical decline and/or economic underutilization. In comparison to our successful work with brownfields, our greyfields efforts focus on areas that are not contaminated.



Greyfields include underperforming shopping centers, strip malls and office parks. There are various greyfield indicators, including physical appearance of the land and buildings, retail sales per square foot, and occupancy rates.

Existing greyfield uses can be overlooked in the overall planning process in favor of greenfield sites that are easier to plan from scratch. However, greyfield locations in urban areas, inner-ring suburbs and on highway corridors have significant mixed-use redevelopment potential. They offer opportunities to meet community goals because they are often close to existing infrastructure including roads, sidewalks, public transit, schools, and other community facilities. Redevelopment of existing built-up areas can help to save open

space, reverse any deterioration in the immediately surrounding areas, increase the tax base, and stabilize the community at large.

# Somerdale

# Chesterfield Township

## Project Name

### Chesterfield TDR Plan

#### Goals

- Maintain rural character
- Permanently preserve farmland
- Accommodate future growth in a new village
- Utilize neo-traditional design principles

#### Assets

- Proven dedication to farmland preservation
- Relatively low development pressure
- Successful existing villages
- Consistent with state, county and local plans
- Close to transportation corridors

#### Challenges

- Finding sewer service
- Educating stakeholders about the complex tool

#### Steps Taken

- 1997-Master Plan identifies sending and receiving areas
- 1998-Land development ordinance creates TDR zoning
- 1999-Wastewater Management Plan approved by DEP
- 2000-NJ State Planning Commission designates receiving area as a center
- 2002-Master Plan amendment creates Village plan and architectural standards
- 2003-Construction starts on first subdivision
- 2004-First CO's issued subdivision approvals for 596 units; 188 units pending

#### Grants Received

- 2001 Smart Future Grant for \$118,360

#### Results

- Highly successful TDR program that is a model to communities throughout the state
- Over 1,000 acres of permanently preserved farmland, with thousands more in line
- New village center under construction per the community's vision



Chesterfield Township is a rural community in northern Burlington County where agriculture and horse farming are the predominant land uses. The community has a strong commitment to preserving its rural heritage through farmland preservation programs. In fact, Chesterfield ranks second in the state in number of acres preserved. While the community has been extremely successful in preserving the land, the preservation of the industry requires large contiguous tracks of active agriculture. Chesterfield saw TDR as a way to prevent development from segmenting their agricultural base.

In 1997, the township adopted a Master Plan that described their vision of targeting growth and preserving farmland through TDR. In 1998, they implemented that vision through a zoning ordinance that called for the transfer of development from approximately 7,500 acres in the environs ("sending area") into a new 560-acre center known as Old York Village ("receiving area"). The new village employs a neo-traditional design concept that emphasizes people rather than cars, and promotes walking, biking and other recreational activities. In addition, Chesterfield incorporated strict design standards into their plan to ensure the new structures compliment the existing historic characteristics in the community.

The NJ State Planning Commission approved the receiving area as a designated Town Center in 2000. The 2001 Smart Future Grant assisted the Township in furthering the planning of Old York Village. At completion, the village will contain approximately 1,200 residential units and 30,000 square feet of commercial development, as well as a new school. The project will also result in over 6,000 acres of preserved farmland.

***Chesterfield Township (Burlington County)***  
***300 Bordentown-Chesterfield Road***  
***Trenton, NJ 08620-9656***  
***609/298-2311***  
***Population 5,955***

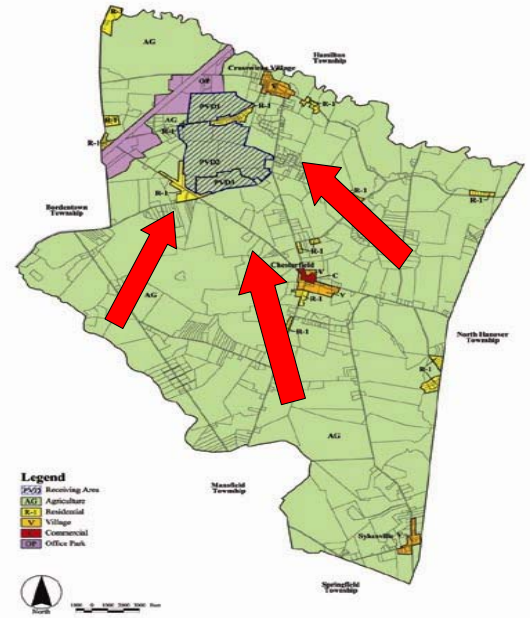




Transfer of Development Rights (TDR) allows for the transfer of development potential from farmland, environmentally sensitive lands, or historic and cultural resources into a receiving area better suited to accommodate the growth.

Developers purchase these rights in exchange for the ability to build at a higher density or different use in the receiving area.

TDR captures the best of both worlds, enhancing the viability of development in appropriate growth areas, while protecting critical resources from uncontrolled growth. It gives municipalities greater control over where and how growth will occur.



*Designated receiving area*



*New Town Center plan*

Landowners and developers also benefit from TDR. The landowners are compensated fairly for permanently preserving their property, and developers have a clear picture of where they can build. By relying on a market-based structure of exchange, TDR also reduces the strain on public resources that would otherwise have to be used to purchase development rights.

# Chesterfield Township

# Flemington/Raritan

## Project Name

### Route 31 Corridor Plan

#### Goals

- Improve traffic flow, separate regional from local traffic, and improve pedestrian and bicycle options
- Coordinate county, borough and township transportation plans
- Develop design standards for two historic districts
- Maintain the region's rural and historic characteristics

#### Assets

- Integrated commercial, residential and retail sites
- Local, highly functional grid road system proposed
- Recreational opportunities provided by the South Branch of the Raritan River
- Historic districts in Flemington and Raritan Township
- Existing agricultural land and preserved green space

#### Challenges

- Minimize impact to cultural and natural resources
- Develop a combined (county, borough and township) vision of realistic development plans and goals
- Coordinate with developers to provide sections of proposed roadway network
- Develop consensus among stakeholders

#### Grants Received

- 2005 - Smart Future Grant for \$150,000

#### Actions Taken

- Coordinated a Local Planning Committee - representing state, county, borough and township officials
- Held interactive public design sessions, including one three-day session
- Web site developed ([www.southbranchparkway.com](http://www.southbranchparkway.com))
- Conceptual plans developed

#### Next Steps

- Develop design guidelines and refine framework plan
- Traffic studies and environmental documentation
- Evaluate feasibility of joint planning board
- Ongoing public involvement



Route 31, the major north/south corridor through Flemington Borough and Raritan Township in Hunterdon County, carries significant volumes of traffic causing numerous traffic delays. All traffic in the corridor flows through the Flemington Circle where Route 12, Route 31 and Interstate 202 intersect. The traffic corridor comprises a wide variety of uses: residential, shopping centers, some industrial properties and the Hunterdon Medical Center. The anticipated growth in the area has everyone concerned. Elected officials and the State of New Jersey are searching for solutions.

The New Jersey Department of Transportation (NJ DOT) has been exploring a number of ideas to address local traffic concerns including eliminating the circle with a series of parallel roads that form a traditional grid network, and creating the South Branch bypass. A joint Smart Future grant was awarded to Flemington Borough and Raritan Township in Hunterdon County to develop an integrated transportation and land use plan for the area. They are working together with NJ DOT, Hunterdon County and concerned citizens to identify new road networks to avoid the dependence on limited access roads like Route 31, and eliminate the bottlenecks that currently occur.

Traffic patterns as well as the land use, open space and historic aspects of the area are being reviewed in public planning sessions to ensure that the area's development is comprehensively addressed. The intent is to create a design that permits development of the area to be in concert with the new road network, and improve the quality of life for both area residents and people traveling through the area.

**Hunterdon County**

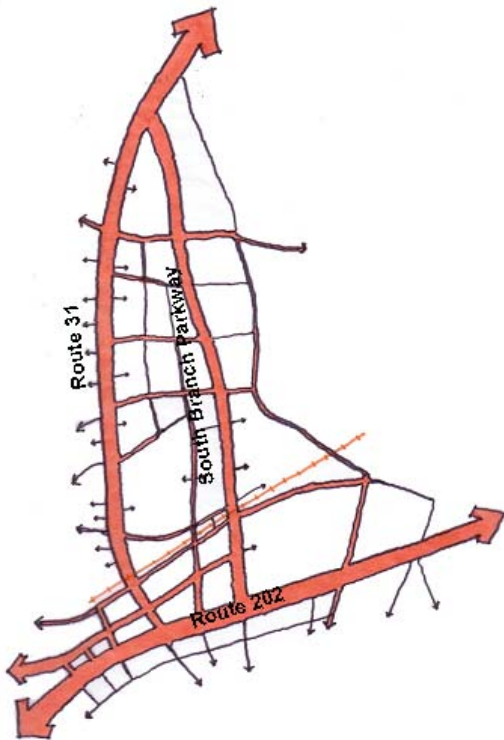
**Flemington Borough (Population 4,200)**

**908/782-8840**

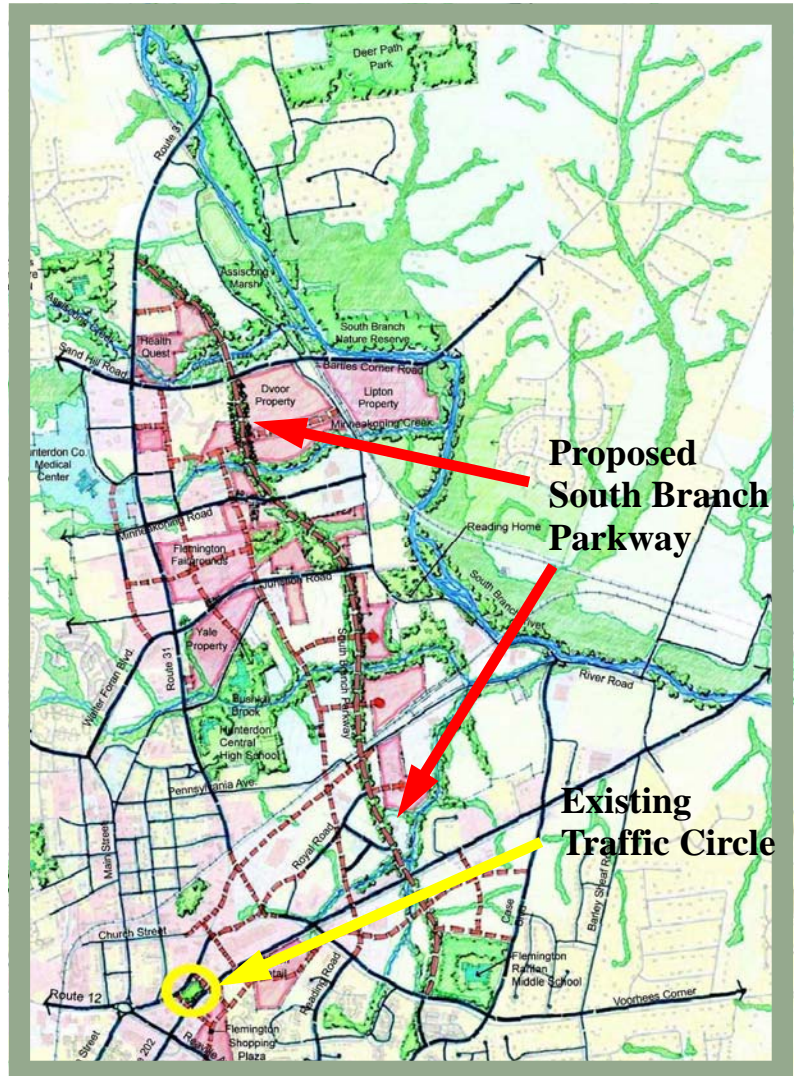
**Raritan Township (Population 19,809)**

**908/806-6100**





*A traditional grid network of roads is suggested to ease traffic congestion*



# Flemington/Raritan

# Western Monmouth

## Project Name

### Route 9 Corridor Plan

#### Goals

- Create a vision and a policy framework for the region that will promote sustainable development and transportation mobility while managing growth
- Preserve natural resources and promote growth in Centers and other compact forms
- Improve mobility by enhancing the existing transportation network and by encouraging the development of alternative transportation modes such as biking, walking and transit

#### Assets

- Vibrant, attractive downtown in Freehold Borough
- Many towns in the study area are relatively affluent
- Some rural areas still remain in the study area

#### Challenges

- Continued rapid rate of suburban development
- Preserving farmland despite development pressures
- Traffic congestion on Route 9
- Many areas not suitable for pedestrians/bicyclists

#### Grants Received

- 2000 - Route 9/Western Monmouth Corridor Region Development Plan for \$250,000

#### Actions Taken

- Study has been completed, and the Monmouth County Planning Board adopted it as an element of the "Monmouth County Growth Management Guide"
- Completed study has been submitted to Office of Smart Growth for regional plan endorsement

#### Next Steps

- Awaiting review from Office of Smart Growth



*Freehold Borough*

Route 9 runs through or near seven municipalities in Western Monmouth County, which has grown in population largely because it is in the path of development heading south from Middlesex County. Route 9 has accommodated the commuters heading home after their work in other parts of the state, as well as in New York City. The population growth was not preceded by the establishment of major businesses within the study area. For these reasons, the study area is quintessentially suburban, and has all of suburban sprawl's usual attendant problems, such as traffic congestion and strip development that is not amenable to travel by foot or bicycle, as well as disappearing farmland and open space.

The Western Monmouth Development Plan focuses on seven municipalities which are tied together by their common dependence on U.S. Route 9 as the major north-south arterial.

The study produced a "smart growth" plan that encourages the formation of more livable communities and better preservation of the natural resources currently being consumed by suburban sprawl. The plan addresses short term issues through proposing strategies that the municipalities in the study area can incorporate into their land use and design regulations, and is also intended to provide a longer term vision for the communities to work in concert. The Plan examines potential traffic conditions along Route 9 in the future, and makes recommendations for strategies that will improve conditions for all transportation modes: vehicular, pedestrian, bicycle. Recommendations are also made on improving design conditions in the study area; these recommendations are particularly appropriate for the Route 9 corridor, which lacks a distinct character and which many residents find unattractive.

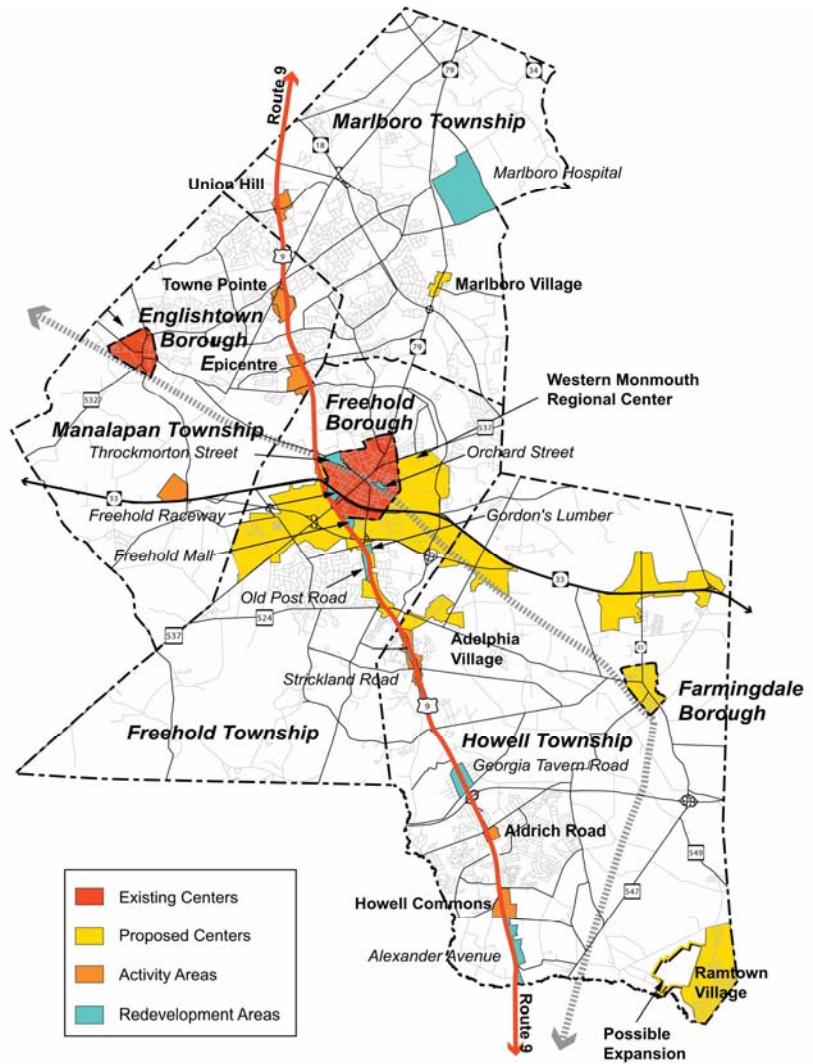
*Englishtown Borough, Farmingdale Borough, Freehold Borough, Freehold Township, Howell Township, Manalapan Township, Marlboro Township*





**Question:**

How do you create a plan that involves seven municipalities with various land uses, demographics, environmental resources, infrastructure, transportation, and design elements?



*One of the ideas generated by the Development Plan process was to create "gateways" on bridges as you enter the various municipalities in order to create some consistent design elements throughout this region of the Route 9 Corridor.*



# Western Monmouth

# Hudson-Bergen

## Project Name

### Hudson-Bergen Light Rail Line

#### Goals

- To provide public transportation opportunities to the towns along the Hudson waterfront and into Bergen County
- To support and encourage significant economic development in the region

#### Assets

- Numerous opportunities to redevelop brownfields sites
- Commitment to strong public-private partnerships
- Adequate infrastructure to support growth
- Access to ferry services to New York City

#### Challenges

- Age of sewer infrastructure
- Growing traffic management associated with growth
- Social infrastructure needs (schools and preserving/increasing open space)
- Encouraging use of public transportation
- Growing parking issues

#### Grants Received

- The project is funded by the Federal Transit Administration and the State of New Jersey

#### Actions Taken

- Capitalizing on growth potential
- Preparing additional redevelopment plans
- Zoning changes to support higher densities

#### Next Steps

- Completion of the segment of the line that will run from Hoboken Terminal to the Tonnelle Avenue Park-n-Ride in North Bergen



In April 2000, after many years of planning and construction, NJ Transit opened the Hudson-Bergen Light Rail Line. This system was designed to serve the developing “Gold Coast” in downtown Jersey City, and it also linked Hudson County residents with the PATH train to New York City.

Initially the system reached north to Exchange Place, serving both Bayonne and southern Jersey City. Through a series of service extensions over the years it has now grown to also serve Harborside, Newport, Hoboken and Lincoln Harbor in Weehawken, and has stretched southward to 22nd Street.

As the light rail line has improved the transit service options in the county, the development activity has increased dramatically. Major commercial projects such as the Goldman Sachs high-rise building have been completed; the Jersey City Medical Center at Jersey Avenue and several residential complexes along Essex Street are additional examples of projects that have been built and opened in recent years.

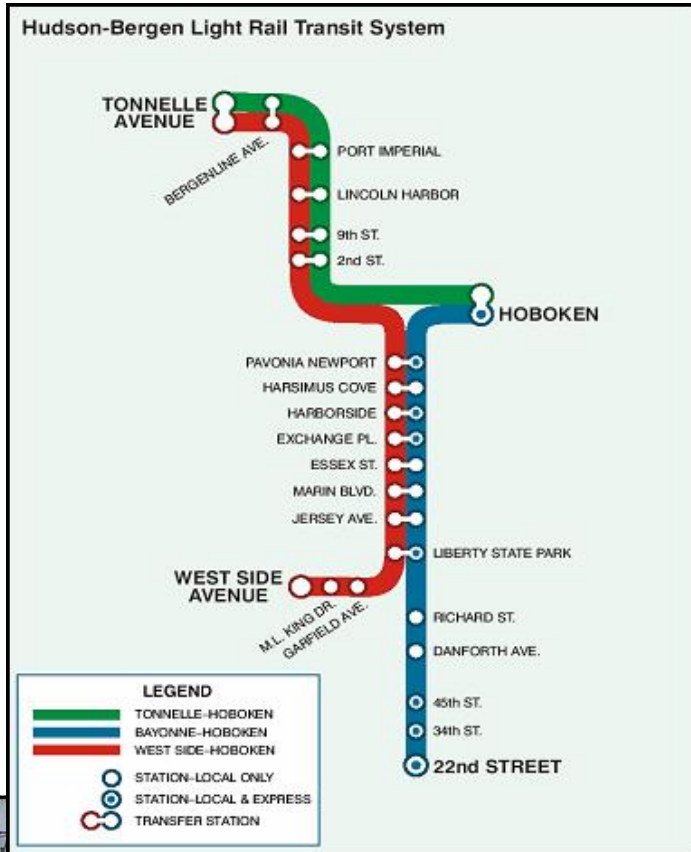
Developers have jumped at the chance to rejuvenate older industrial properties and aging apartments along the rail line, including some of the declining neighborhoods in Union City and Jersey City.

Over 3,000 residential units have been built along the rail line on Essex Street in Jersey City, and approximately 6,000 residential units and millions of square feet of office space will be built on the 86-acre site adjacent to Liberty State Park in the next ten years.

The line serves 25,000 riders each day, and is expected to serve over 30,000 riders daily next year.

***NJ Transit***  
***One Penn Plaza East***  
***Newark, NJ 07105***  
***973/491-7000***





# Hudson-Bergen

# Morristown

## Project Name

### Morristown Transit Village

#### Goals

- Redevelopment of key urban areas
- Walking/biking access to transit for more commuters

#### Assets

- Location within a Regional Center and near a major transportation hub
- Potential for flexible, mixed-use zoning
- Technical planning assistance from Office of Smart Growth and NJ Transit

#### Challenges

- Need for public/private partnerships
- State agency coordination for redevelopment of key parcels

#### Grants Received

- 2000 Smart Future Grant
- Technical planning assistance from Office of Smart Growth & NJ Transit

#### Actions Taken

- Completed town-wide redevelopment plan
- Adopted Transit Village zoning standards
- Solicited development proposals

#### Next Steps

- Phased redevelopment of other parcels in project area
- Further integration of multi-modal activities
- Business solicitation and retention



The New Jersey Department of Transportation and NJ Transit spearhead a multi-agency Smart Growth partnership known as the Transit Village Initiative. This program helps to redevelop and revitalize communities around transit facilities to make them an appealing choice for people in which to live and work, thereby reducing reliance on the automobile. This initiative encourages growth where infrastructure and public transit already exist, and is intended to enhance the areas around the train station with commercial, residential, and recreational opportunities.

Designated as a Regional Center in 1995 and a Transit Village in 1999, Morristown has received funding and technical assistance for various redevelopment activities through the Office of Smart Growth and NJ Transit's Transit-Friendly Assistance program. One portion of their comprehensive redevelopment plan was to devise a strategy to develop the area around the town's train station, a key station on the Morristown Line. What emerged was the development of a mixed-use zoning district, known as the Transit Village Core Zone. It was devised in conjunction with NJ Transit so that the agency could solicit proposals from developers for the construction of a mixed-use development on top of an existing Park-and-Ride lot.

The first development, the Highlands at Morristown, has been approved for this location, and the developer will break ground on the project this year. The project will have 218 units of market rate and affordable housing; 9,000 square feet of retail space; and 722 parking spaces, half of which will be reserved for commuters. The developer has arranged a 99-year lease with the NJ Transit-owned property.

**Town of Morristown**  
**200 South Street**  
**Morristown, NJ 07963-0914**  
**973/292-6627**  
**Population 18,544**





**The Highlands:**

- 218 units of market rate and affordable housing
- 9,000 square feet retail space
- 722 parking spaces



**THE HIGHLANDS AT MORRISTOWN STATION**

PERSPECTIVE 3

MORRISTOWN, NEW JERSEY  
RSLO73a AUGUST 2, 2004

ROSELAND PROPERTY COMPANY / WOODMONT PROPERTIES

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MELILLO + BAUER  
ARCHITECTS  
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SCHOOR DEPALMA  
Engineers and Consultants

# Morristown

# Somerville

## Project Name

### Somerville Station Area

#### Goals

- Prepare Station Area Master Plan
- Rehabilitate and integrate the former Somerville Landfill into the plan
- Improve mobility by linking transit to mixed-use development
- Spur economic revitalization
- Increase train ridership

#### Assets

- Very good bus and rail service
- Station is adjacent to redevelopment area
- County Seat
- Commuter parking facilities

#### Challenges

- Determining alternative uses for the former landfill
- Balancing increased rail service with traffic congestion
- Pedestrian vs. vehicular circulation

#### Grants Received

- 2004–North Jersey Transportation Planning Authority/Somerset County TOD Tech Study countywide for \$145,000
- 2005–Smart Future Grant for \$50,000
- 2005–New Jersey Transit matching Grant for \$50,000

#### Actions Taken

- Somerset County study identified Somerville as ideal for Transit Oriented Development

#### Next Steps

- Conduct visioning sessions
- Assess landfill potential
- Prepare Station Area Master Plan



The Somerville Train Station is located within a short walking distance of downtown Somerville. As the Somerset County seat, the central business district is a vibrant, active place throughout the day. As an employment center, the city swells on a daily basis to approximately 16,700 people from its resident population of 12,500. The quarter mile area surrounding the project site includes the business district to the north, the residential neighborhoods to the east and west, and Route 206 and the Raritan River Greenway to the south.

The Train Station is adjacent to the West Main Street Redevelopment Area. Its proximity lends itself to mixed-use, pedestrian friendly designs that can take advantage of the train station. In 2004, on a daily basis more than 600 people boarded the train at the Somerville Station for trips to Newark and New York City. During rush hour it takes commuters a little more than one hour to reach New York City.

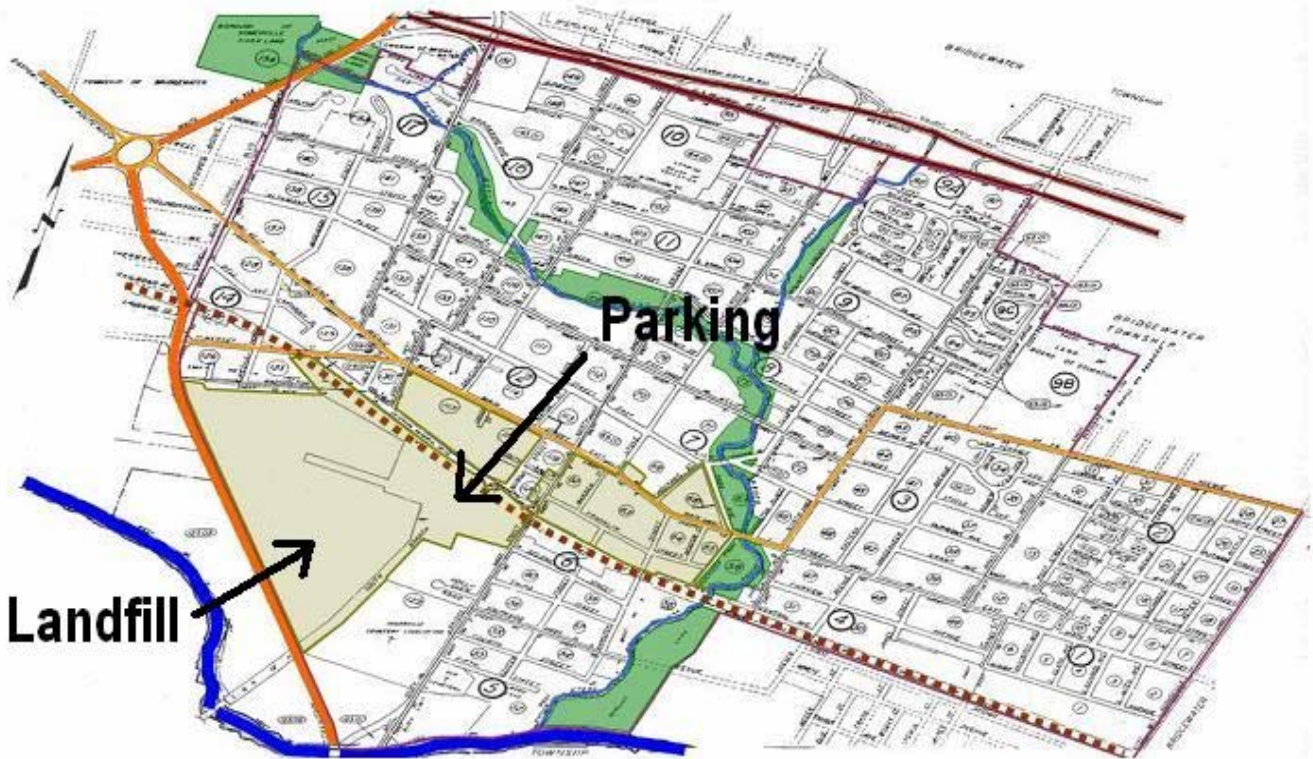
This grant builds on the Somerset County/North Jersey Planning Authority grant that examined potential Transit Oriented Development (TOD) opportunities in Somerset County. It enables the Borough of Somerville to move from the TOD concept and develop a blueprint for an updated master and redevelopment plan for the surrounding train station area. The comprehensive outlook of this study also focuses on cleaning up the former landfill site and exploring alternative reuses such as public open space, mixed-use development and commuter parking.

**Somerville Borough (Somerset County)**  
**25 West End Avenue**  
**Somerville, NJ 08876-1800**  
**908/725-2300**  
**Population 12,423**





The Somerville TOD Plan being developed by NJ Transit and the Borough of Somerville will examine the 112-acre site around the train station. Public and stakeholder visioning will begin in late 2005 and examine the station, surface parking area and the potential reuse of the 47-acre landfill area included in the site. The goal is to serve the Somerville community and commuters, utilizing Smart Growth principles.



# Somerville

# The State Plan

The New Jersey State Development and Redevelopment Plan is a comprehensive set of goals, policies and strategies, as well as a land-use map, that provides the vision and the tools to manage future growth. It serves as a framework for state investment in growth and preservation, and municipalities whose plans are consistent with the State Plan are more likely to get funding from the state to support the implementation of their plan.

Smart growth can be seen all around us in New Jersey. It is evident in large cities such as Jersey City, in small towns like Somerville, and in rural communities like Chesterfield. These towns have planned for their growth and made sure that the elements of livable communities are present.

To support Smart Growth policy initiatives, it is important to understand what smart growth is and how it is achieved.

## 10 Principles of Smart Growth

1. Mixed land uses
2. Compact, clustered community design
3. Range of housing choice and opportunities
4. Walkable neighborhoods
5. Distinctive, attractive communities offering a sense of place
6. Open space, farmland, and scenic resource preservation
7. Future development strengthened and directed to existing communities using existing infrastructure
8. Transportation option variety
9. Predictable, fair, and cost-effective development decisions
10. Community and stakeholder collaboration in development decision-making

## Goals of the State Plan

1. Revitalize the state's cities and towns
2. Conserve the state's natural resources and systems
3. Promote beneficial economic growth, development and renewal for all residents of New Jersey
4. Protect the environment; prevent and clean up pollution
5. Provide adequate public facilities and services at a reasonable cost
6. Provide adequate housing at a reasonable cost
7. Preserve and enhance areas with historic, cultural, scenic, open space and recreational value
8. Ensure sound and integrated planning and implementation statewide

**Smart Growth requires changing many of our current design principles from “designing for cars” to those of “designing for people.”**

**It may take decades to reorient the layout of many older developments, but by becoming more familiar with Smart Growth principles your community can begin to integrate your current land use characteristics with the traditional mixed-use pedestrian-oriented development that can really create a “sense of place.”**

# Resources

## ***Smart Future Planning Grant Program***

Following five years of planning success throughout New Jersey, the Smart Future Planning Grant Program has been extended for 2006. This program, one of a kind in the nation, provides over \$2 million to towns, counties, and non-profit agencies to plan for a better future that balances development and redevelopment with the preservation of open space and environmental resources. Projects range from broad-based regional plans to local or county initiatives.

## ***Brownfields Redevelopment Resource Kit***

First published in September 2003 and updated in 2005, this kit serves as a comprehensive resource to anyone interested in redeveloping brownfields, whether it is for residential, commercial or recreational use. The kit contains information on the financial, legal, technical and planning resources available from the state. It also includes clear prerequisites to qualify for assistance as well as contacts in each state agency that will assist in the redevelopment process.

## ***Redevelopment Handbook***

In September 2003, the NJ Department of Community Affairs and the New Jersey Chapter of the American Planning Association jointly published this practical guide, written by experienced planners Stan Slachetka and David Roberts. The handbook helps New Jersey communities more effectively control the redevelopment process and implement smart growth by providing a thorough review of relevant laws and guidelines. It also contains case studies and current examples of how towns throughout the state have used redevelopment to revitalize their communities.

## ***NJ Smart Growth Planning and Program Resources Guide***

Executive Order No. 4 directed state agencies to realign policies and programs to support the State Plan. The Program Resources Guide serves as a single source for state agency technical and financial resources, and is now available to assist municipalities, counties, community organizations, regional planning entities and redevelopers with planning on infrastructure improvements in New Jersey.

## **Smart Growth and Planning Publications**

OSG and its partner agencies and organizations have published a wide range of plans, reports, reference documents and CD-ROMs on matters pertaining to smart growth and planning. Listed below are major publications from the last two years, listed alphabetically by title.

### ***Plans & Policies***

- *Building a Better New Jersey – The New Jersey State Development and Redevelopment Plan: Preliminary Plan.* New Jersey State Planning Commission, April 2004.
- *Preliminary Plan CD 2004 v 1.0.* New Jersey Office of Smart Growth, June 2004. Windows/Macintosh CD-ROM.
- *Plan-Endorsement Guidelines.* New Jersey Office of Smart Growth, April 2004.

# Resources (continued)

## **Guidance & Technical Assistance**

- *Brownfields Data Collection and Information Resource: Your Guide to Gathering Brownfields Property Information and Tips on How to Obtain a Private Property Owner "Consent and Release" Form.* New Jersey Office of Smart Growth, August 2004.
- *Mercer: Trenton, Lawrenceville and Ewing. An Advisory Services Panel Report.* Urban Land Institute, March 2004. Co-sponsored Planning Study.
- *NJ Brownfields Redevelopment and Inventory Assistance.* New Jersey Brownfields Redevelopment Task Force, September 2004.
- *Paterson, New Jersey. An Advisory Services Panel Report.* Urban Land Institute, December 2003. Co-sponsored Planning Study.
- *Planning Resources CD.* New Jersey Office of Smart Growth. Windows/Macintosh CD-ROM.
  - o September 2003, 2003 v 3.0
  - o April 2004, CD 2003 v 3.1
  - o June 2004, CD 2003 v 3.2
  - o Fall 2005, CD 2005 v 5.0

## **Outreach & Education**

- *Building a Transit Friendly Community.* New Jersey Transit with New Jersey Office of Smart Growth, et al., June 2003.
- *Mayors Create Healthy Communities, The 2003 New Jersey Mayors' Institute on Community Design.* Regional Plan Association with the New Jersey Office of Smart Growth, June 2004.
- *Smart Growth, NJ.* New Jersey Office of Smart Growth.
  - o Fall 2003 (Vol 1, Number 1)
  - o Winter 2004 (Vol 1, Number 2)
- *Office of Smart Growth Annual Report, 2004*

## **GIS Mapping**

- *GIS Resources CD.* New Jersey Office of Smart Growth. Windows/Macintosh CD-ROM.
- *Informational Layer & 2001 NJ State Development & Redevelopment Plan Maps CD, December 2003.* New Jersey of Smart Growth, September 2003. Windows/Macintosh CD-ROM.
- OSG's GIS Cartography and Research Unit produces and maintains hundreds of maps and data files to satisfy an ongoing flow of data requests from the public regarding planning areas, and population and employment data. These numerous files will help OSG analyze the proposed
- Policy Map amendments and data projections to be submitted by counties during Cross-Acceptance III.

# OFFICE OF SMART GROWTH

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[www.state.nj.us/dca/osg](http://www.state.nj.us/dca/osg)



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