

THE JERSEY PLANNER



American Planning Association
New Jersey Chapter

Making Great Communities Happen

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A Community Design Initiative Model: Newton, NJ

By David M. Kutner
Director of Special Programs, New Jersey Pinelands Commission

“Smart growth”, “neo-traditional” town planning, “mixed-use development”, “compact development”, “form-based” codes, “sustainable development”, “community design” — these terms have become part of the planning lexicon over the past few decades. Most planners are well aware of the concepts underlying the terms and many have made strenuous attempts to apply them. However, despite our best intentions and efforts, conventional zoning continues to dominate land use decisions and inefficient growth patterns continue to prevail. The preeminence of zoning is not surprising given its 90-year history — it has become an entrenched and zealously protected control used by virtually every community

across the country. It is wielded as a blunt instrument forcing land use into increasingly distorted patterns. Initially a tool to protect the public’s health and welfare, zoning has morphed into a overbearing and rigid process that is used relentlessly, almost obsessively, to segregate and isolate land uses while, coincidentally, effectively undermining the network of social interaction that is fundamental to the concept of “community”. Moreover, monolithic land use patterns engendered through the application of zoning have become the default format of the development community. Consequently, we have reached a point where our regulations prohibit intermingled land-use forms and the private

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Sustainable Jersey: A Better Tomorrow, One Community at a Time

By Randall Solomon
Executive Director, New Jersey Sustainable State Institute

Sustainable Jersey is a certification and incentive program for municipalities in New Jersey that want to go green, save money, and take steps to sustain their quality of life over the long term. Sustainable Jersey will have required and elective “actions” that municipalities can implement to receive the certification. The actions address issues such as global warming, pollution, biodiversity, buying locally, community outreach, green building, and sustainable agriculture.

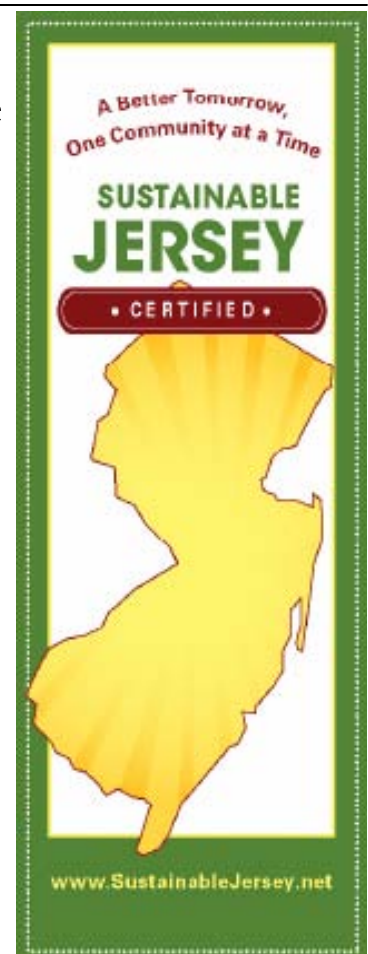
Sustainable Jersey will also provide a comprehensive package of tools, guidance materials, and resources to help municipalities make progress.

The program is an initiative of the New Jersey State League of Municipalities’ Mayors’ Committee for a Green Future (MCGF), the New Jersey Sustainable State Institute at Rutgers University’s Edward J. Bloustein School of Planning and Public Policy, the Municipal Land Use Center at the College of New Jersey, the Rutgers Center for Green Building, and the New Jersey Department of Environmental Protection.

To ensure the program was rigorous and reflected our best

understanding of what municipalities need to accomplish and how to accomplish it, the partners convened a Sustainable Communities Working Group to support the development of the actions, tools, and incentives. The working group consists of over 150 New Jersey leaders, experts and organizations including state agencies, universities, non-profit organizations, and business leaders. Currently there are 40 actions identified, each with a tool and guidance material. Participating organizations included the Association of New Jersey Environmental Commissions,

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The APA-NJ Bulletin committee welcomes submission of original articles, editorial letters, photographs, news items, and classified advertisements. The committee reserves the right to only publish submissions that are deemed appropriate for this publication. The views published in the bulletin are not necessarily those of the APA-NJ.

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PRESIDENT'S CORNER: NEW JERSEY'S RESPONSE TO GLOBAL WARMING

By Courtenay Mercer, APA-NJ Chapter President

The State, late in 2008, released an Energy Master Plan and implementation Recommendation Report in response to Governor Corzine's Executive Order 54 and the passage of the Global Warming Response Act of 2007. The Act calls for greenhouse gas reductions to 1990 levels by 2020, and 80 percent below 2006 levels by 2050. The Recommendation Report, whose comment period ended January 23rd, puts forth short, medium and long-range strategies and targets to meet these goals. While many of the strategies include tangible, scientific reductions in greenhouse gas (GHG) production (e.g. low/zero emission vehicles), the report also includes a set of somewhat less tangible Land Use and Transportation Planning strategies. From a planner's standpoint, however, these recommendations are not sufficient.

The first concern is that the Report makes no mention of the State Plan, the State Planning Commission or the Office of Smart Growth. I will only make mention of, but not expand on, the implications this omission has on the long ru-

mored demise of the Office of Smart Growth. While the Report recognizes "the present lack of a unified and mandatory process for sound growth management in New Jersey", it also calls for "a comprehensive land use planning process that integrates smart growth objectives with transportation system planning and funding". I thought the latter was embodied in the State Plan and Plan Endorsement; we just need the Administration to give the State Planning Commission the backing and authority to make these existing structures meaningful. In fact, the aforementioned desire for unity would be better served if the Energy Master Plan and the Recommendation Report were a part of the State Plan, rather than stand-alone documents. That said, an immediate action item of this Report should be the creation of a Cabinet-level position that coordinates the various land use agencies under the auspices of the Office of Smart Growth, which should correspondingly be moved to more neutral territory like the Governor's office or Treasury.

Write for The Jersey Planner!

The APA-NJ Bulletin welcomes planning-related articles, editorials, event announcements, press releases, calendar items, and photos. E-mail submissions and questions to APA-NJ Bulletin Editor Rebecca Hersh at:
rebeccamhersh@aol.com

Upcoming Deadlines:

- Friday March 6 for the March-April 2009 issue
- Friday April 25 for the May-June 2009 issue
- Friday June 27 for the July-August 2009 issue
- Friday August 29 for the September-October 2009 issue
- Friday October 30 for the Nov.-Dec. 2009 issue

I commend the recognition that sound land use planning can contribute to green house gas reduction. Unfortunately, the Report perpetuates a broken municipally based land use planning system. Specifically, the Report calls for amendments to the Municipal Land Use Law, although it does not delineate what amendments are appropriate and necessary. As long as NJ continues to allow municipalities to plan in a vacuum, ignorant and/or indifferent of their neighbors and the region, we cannot realize the significant change necessary to effect green house gas production. Accordingly, the Report should call for a shift from municipal planning to a County or other appropriate regional planning structure. I realize this has tax implications to municipalities, and further suggest that the regionalization of schools, services and taxes would also help in reducing green house gas production.

Perhaps I am a little idealistic, utopian...naive? Maybe it is because I am watching the inaugural festivities as I write this? Or, maybe it is because I think these things are going to happen eventually anyway? It is only time before property taxes get so out of control that structural changes will occur at the mandate of the burdened public. So, why not start working on it now, before the system is completely broken. I know that I have digressed from climate change and green house gas, but the economy is inextricably linked. Making these changes now will go a long way toward addressing both issues. I also know that these are not politically expeditious recommendations, but we often think of them as planners. If they are not spoken aloud and spoken often, then they certainly will never be heard.

For more information about the Global Warming Response Act and to view the Recommendation Report, please visit <http://www.state.nj.us/globalwarming/>.

As always, I welcome your thoughts. Please contact me at pres@njapa.org.

The President's Corner reflects the President's opinion and not necessarily that of the APA-NJ Executive Committee or APA-NJ membership.

Young Planners Group Update

The Young Planners Group (YPG) Committee was formed by APA-NJ in December 2008 and is being launched in January 2009. YPG encompasses talented planners in their 20s and early 30s whose mission is to identify and implement ways to encourage young planners to become more involved in the profession both in leadership roles in APA and the APA-NJ chapter and provide greater networking opportunities with young generation of planners to discuss issues of impact and importance to them. Sample future events of this committee will include: "Lunch 'n Learn" events; sessions and workshops at the annual APA-NJ conference geared at interests of young planners such as career development, moving into management positions, challenges of new professionals, etc; organized social networking events in New Jersey for young planners; recruitment events for young planners (undergraduate, graduate and new professionals) into APA-NJ; mentoring program for students in the planning profession; APA-NJ newsletter articles on issues pertaining to young planners interests; website updates and social, academic and professional resources for young planners, etc. The Young Planners Group of APA-NJ is part of a national network of young planners groups within APA around the nation.

We invite you to join us and take advantage of this great opportunity to help and obtain leadership skills, build your resume, shape the profession, and attract and network with generations of young planners within New Jersey and the region. **Interested in joining YPG of New Jersey? Contact YPG Chair Zunilda Rodriguez at zuniz89@hotmail.com or call (347) 463-2330.**

2008 APA-NJ Conference Certificate Maintenance (CM) Reporting Update

At long last, the APA-NJ Annual Conference is up on the AICP CM website for you to report!

Please be aware that there is still one problem that AICP is trying to work out. The Law and Ethics courses may not show up as such in your credit log—your log will show credits for the courses, but they will not register in the law/ethics tally. AICP promises that when they fix the problem on their end, it will automatically be up-dated in your log.

Again, we apologize for any inconvenience this long delay may have caused you. Should you have any questions or concerns about your CM log, please contact AICP directly at AICPCM@planning.org

...Sustainable Jersey

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New Jersey Future, Plan Smart New Jersey, Isles Inc., The New Jersey Environmental Federation, The U.S. Green Building Council, and the New Jersey Chapter of the American Planning Association.

After the program's first year, the project partners will release a second round of actions, tools, and incentives, raising the bar and moving municipalities further down the road to a green future. The process is intended to be a long term effort that builds on past success and becomes a staple part of local greening and sustainability efforts in New Jersey.

Sustainable Jersey plans to start accepting the first municipal participants into the program starting February 26, 2009. Municipalities that complete the certification requirements will be recognized at an annual awards event.

Towns that are part of the program will also have access to a new grant program funded by Wal-Mart Stores Inc. There will be ten \$10,000 and four \$25,000 grants awarded to municipalities. The grants are intended to help municipalities that join the Sustainable Jersey Program institute new greening and sustainability initiatives within their communities.

Participation in the program will also provide municipalities with priority access to State grants relating to energy and sustainability initiatives. The first such grant is the Municipal Energy Audit program of the Office of Clean Energy at the New Jersey Board of Public Utilities.

Full details about how to apply for the Sustainable Jersey certification, along with applications for the Sustainable Jersey grants, will be available on the website www.sustainablejersey.com. For more information, visit www.njssi.org or www.sustainablejersey.com or contact 732-932-5475 x660 or medeav@rutgers.edu

Sustainability: A Buzzword No More

By Angela S. Clerico
Sustainable Design Committee Chair

With the upcoming release of the Sustainable Jersey toolkit (see Page 1), sustainability will become less of a buzzword and more of how New Jersey communities go about business as usual. The APA-NJ Sustainability Committee has participated in creating one component of this toolkit, a model for a Green Building and Environmentally Sustainable Plan Element. This model will be available through the Sustainable Jersey program.

The model Green Building and Environmentally Sustainable Plan element was prepared in accordance with the Municipal Land Use Law (M.L.U.L.). N.J.S.A. 40:55D-28a and offers guidance to establish goals, policies and strategies to protect natural resources and to create a healthy and sustainable economy and society. Sustainability is described by the American Planning Association as "the capability to equitably meet the vital human needs of the present without compromising the ability of future generations to meet their own needs by preserving and protecting the area's ecosystems and natural resources. The concept of sustainability describes a condition in which human use of natural resources, required for the continuation of life, is in balance with Nature's ability to replenish them."

A successful sustainability plan will start with a community vision and a shared understanding of the vocabulary of sustainability. That understanding will be developed as residents generate a personal rationale for sustainability and feel that they contribute to the shift toward a sustainable future. Through continual education the concept of and work toward a more sustainable future will become an inherent ideal in the community. This model plan is the first step in that effort.

This model also gives guidance for communities to create Incentive Programs to encourage developers to provide green buildings and green design through various incentives including tax abatement, grants programs, zoning incentives, and expedited permitting programs. In addition, monitoring the success of a program that is implemented will provide feedback to the organization as to whether changes in the program are needed in order to meet target levels.

The model Green Building and Environmentally Sustainable Plan element offers guidance for a municipality to create a sustainable community in the following areas:

- Community Development;
- Land Use, Landscapes and Ecology;
- Water;
- Energy; and
- Materials & Resources

The Community Development section gives guidance to create complete communities that are multi-faceted, healthy and balanced. This should include, and is not limited to, sufficient housing, jobs, community services, recreation and transportation.

Land Use, Landscapes, and Ecology

This area looks at the development of the land. All development impacts its surrounding environment. Establishing sustainable design objectives will encourage development and preservation – or restoration – practices to limit environmental impact. Agricultural lands, open spaces, soils, and greenways then have the opportunity to become productive landscapes for people and for wildlife.

Water

Water, and the natural hydrology of a site is compromised in a conventional development and often times only restored through the use of expensive remediation techniques. Limiting the disruption from the outset can prevent water quality degradation, in turn saving money on remediation and potentially restoring a site to its natural state. In the same respect, efficient indoor water use puts less of a strain on the water supply and lowers water bills. Innovative measures to address stormwater, wastewater, and water efficiency create potential for a community or an individual site to reduce their impact on the system.

Energy

Buildings consume approximately 37% of the energy and 68% of the electricity produced in the United States annually, according to the U.S. Department of Energy. In addition, fossil-based generation of electricity releases carbon dioxide, which contributes to global climate change. Changing practices within a building help to reduce the amount of electricity used, and therefore reduces the demand on the source. Innovative technology such as solar, wind, and geothermal power can also reduce the need for raw materials to create electricity, but communities may also choose to promote better insulated homes, use of more energy-efficient appliances, and other techniques discussed in this section.

Materials & Resources

While the greenest building is the one that is already built, new construction can utilize materials that have been harvested responsibly, transported from nearby sources, and any waste produced can be diverted from landfills. On the land, materials management may include reducing the use of pesticides and fertilizers that degrade local waterways and

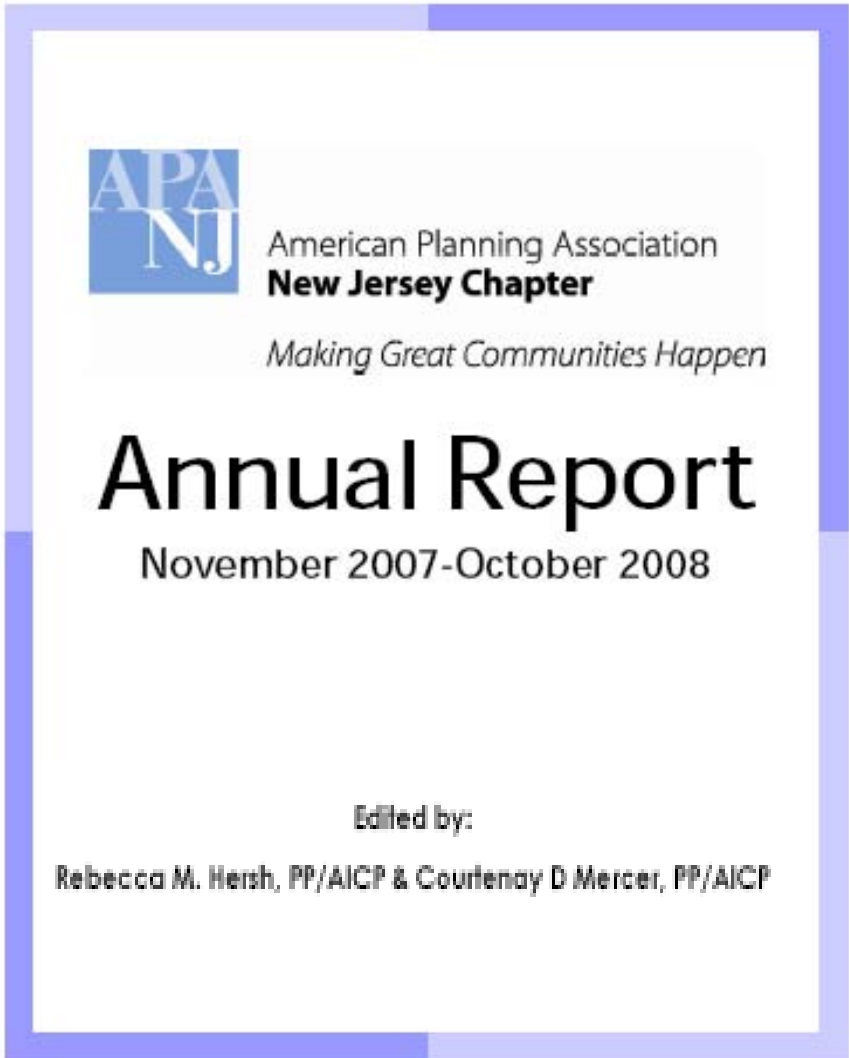
groundwater sources.

Public Education & Outreach

Throughout the process of developing a Sustainability Plan Element, the most important factor of ensuring its success is educating the public. A municipality creating a sustainability program should provide encouragement, support, and

education about short- and long-term actions to reduce the individual, as well as the community, environmental footprint.

This model plan element provides the information needed for any New Jersey municipality to develop a program for sustainability through the legal authority granted by the MLUL.



APA NJ
American Planning Association
New Jersey Chapter
Making Great Communities Happen

Annual Report

November 2007-October 2008

Edited by:
Rebecca M. Hersh, PP/AICP & Courtenay D Mercer, PP/AICP

Don't forget to check out APA-NJ's first ever Annual Report at http://njapa.org/annual_report/AR2008.pdf.

...A Community Design Initiative Model: Newton, NJ

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development sector would not choose to build them even if permitted to do so because they fear they are not marketable.

Although contemporary community planning tools have the potential to offer municipalities alternative methods to shape land-use patterns that support “community”, they continue to be viewed with considerable skepticism if considered at all. Probably the most significant reason these tools are not more widely applied is that, outside the field of planning, their benefits are not understood. Municipal governing bodies, planning and zoning boards are typically comprised of individuals who are often simply unaware that there are alternatives to use-centric, prescriptive zoning. And, to a large extent, planners have failed to make a sufficiently convincing argument to overcome reluctance to consider alternatives. This seems to be particularly, although certainly not uniquely, true throughout New Jersey where many municipalities reflexively equate the concept of mixed-use to density, density to overcrowding and overcrowding to traffic congestion and rising school, municipal service and infrastructure costs they can no longer afford and therefore alternative development forms of which they want no part. Consequently, although they strive to protect their environment, strengthen their community and promote their individual character through rigorous application of zoning, municipalities often get development that accomplishes the opposite result.

As sprawl rapidly consumes the remaining vacant, developable land in New Jersey, it is increasingly clear that the tools municipalities have employed to manage growth have become untenable. The gap between the potential of community design techniques to introduce more sustainable development forms and general knowledge about them needs to be bridged. If municipalities are to be

weaned from what is often seen as a divine right of conventional zoning, an effective and convincing method to introduce the benefits of community design is necessary. And a readily accessible resource that municipalities can draw on to help them effectively articulate and then apply these concepts to their individual circumstances is indispensable.

RESPONSE TO CONVENTION

Interest in providing such a resource triggered a Community Design Initiative recently developed by a subcommittee of the APA-NJ Sustainable Design Committee. The subcommittee set out to assemble an interdisciplinary panel of community planning and design experts who are particularly familiar with New Jersey’s regulatory environment. The panel would provide design assistance to a municipality to help solve difficult land use, development and/or redevelopment issues relating to a specific project site within the community. The primary goal of this initiative was two fold:

- To develop a model that offers a compelling explanation of how community visioning and form-based design can benefit New Jersey municipalities and how these practices differ from conventional land-use regulations or master plans; and
- To create the foundation for an ongoing, volunteer-based New Jersey program to which municipalities can turn to obtain design assistance.

In addition, the project could serve as a model for the State Office of Smart Growth, which has been promoting visioning as a central element of the Plan Endorsement Process. It could also demonstrate a process other state agencies that are encouraging im-

proved land use planning practices as prerequisites for funding and technical assistance could promote.

To undertake the project the subcommittee elected to engage in a competitive community selection process. Requests for proposals were distributed to all 566 municipalities throughout New Jersey. To be eligible the applicant municipality was required to have successfully completed a participatory visioning exercise and, through this process, selected a target site in need of effective design solutions. The objective was to identify a project that could embody the concepts of center-based development, incorporate mixed-use and “green-design” ideas and to work with a community that was poised for implementation. The members of the design panel donated their time and incidental costs to undertake this project were offset with a national grant award the New Jersey Chapter received through the American Planning Association in 2007.

The panel assembled to undertake the project was comprised of New Jersey certified and licensed professional planners with a range of planning expertise including land use, urban design, transportation, architecture, sustainability (green building) design and facilitation. The design team consisted of the following individuals:

- Dilip Chittajallu, Heyer, Gruel & Associates
- Robert A. Kull, Planigy LLC



- David M. Kutner, NJ Pinelands Commission
- Charles Latini, Heyer, Gruel & Associates
- Tara B. Paxton, Brick Township
- John Reiser, NJ Office of Smart Growth
- Pinky Samat, Intern
- Jeffrey Vernick, North Jersey Transportation Planning Authority
- Rob Wisniewski, MaGrann Associates

THE PROJECT

Invitations to participate in the community design initiative were distributed in

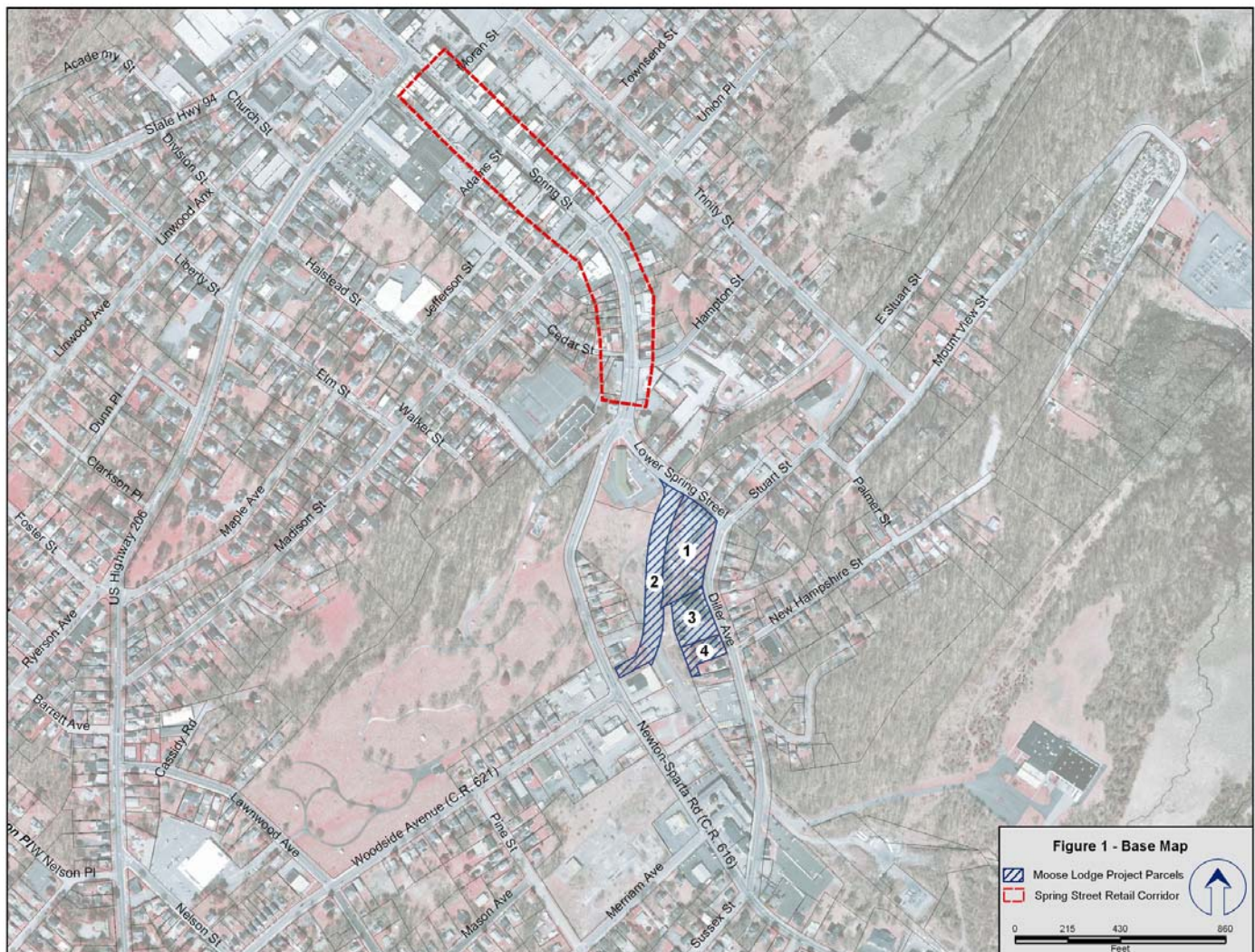
early May 2006. Responses to the RFP were received four weeks later and were evaluated by the members of the subcommittee. Site visits and community interviews were conducted in mid-July. By late-August the Town of Newton, located in the northern part of the State, was selected as the candidate community. The municipality's project focused on the redevelopment of a highly visible "Moose Lodge" site. The Lodge has served as one of the only community facilities in Newton and it hosted many social gatherings including Boy Scout club meetings, weddings, picnics and other similar community events. Because

of insufficient funds and deferred maintenance the Lodge building, shown below, has gradually fallen into a state of serious dilapidation. Access to many areas of the building is restricted and the Lodge is presently ill equipped to host the community events of the past.

SITE ANALYSIS

The project site is a combination of four parcels located at the easterly edge of Newtown's compact, pedestrian-scale downtown. The site area is slightly less than 4 acres and includes a 1.2-acre parcel owned by the Loyal Order of the

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Opinion Corner: Dramatic Changes in Land Use Patterns

By David Fisher, PP/AICP

Vice President of Governmental Affairs, The Matzel & Mumford Organization, Inc

When I read “NJDEP: Focus on Sustainable Planning” by Liz Semple and Athena Sarafides in the July—August 2008 issue of *The Jersey Planner*, I was stunned by the description of current development patterns and population growth. It is clearly not an accurate portrayal of development activity in New Jersey today.

The article did not cite the basis for its statistics other than to refer to “currently.” It is important when land use development patterns are evaluated that we look at what is occurring now as compared to what happened in past decades -- before the advent of the State Plan, before adoption of most of our environmental programs and prior to the designation of “areas in need of redevelopment”. Certainly these activities have had a huge impact on how land is now used and reused in New Jersey.

The article described a 16% New Jersey population growth. The U.S. Census estimate of population growth in New Jersey since the 2000 census through July 2007 is 3.2 percent, which is in the low range of population growth among the fifty states.

The DEP article claimed that “[C]urrently, 40% of development occurs outside of areas designated by the State Plan as Planning Areas 1, 2, and designated centers.” It further contended that 37% of this development occurs outside of sewer service areas. This is absolutely incorrect.

Since at least 2005, roughly fifty percent of all new residential development has been redevelopment. Looking at permit data for new residential development for 2007, about 89 percent of it has been in State Plan, Pinelands, and Meadowlands designated growth areas. Of the 11 percent outside of the designated growth areas, a large percentage of it took place in sewer service areas that should realistically be designated as growth areas per State Plan criteria. Almost half (48.5 percent) of all new housing units were attached housing in two or more family units.

Through September of 2008, only nine percent of new residential housing this year was constructed outside of the designated growth areas with a large por-

tion of it located in sewer service areas. An astounding 54 percent of this (non-growth area) housing was constructed as attached housing. The table below displays the small amount of new residential construction that has taken place outside of growth areas since 2002.

The trends described in the DEP article are those of past decades and they have already been reversed. Almost all new residential development is now occurring in designated growth areas with public infrastructure in conjunction with a multitude of environmental programs designed to protect natural resources. These DEP programs and increasing constraints on land use combined with well-documented demographic changes – have significantly altered development patterns in New Jersey.

*David B. Fisher is Vice President of Governmental Affairs for **The Matzel & Mumford Organization, Inc.**, a homebuilding company based in Edison, NJ. He is a licensed professional planner with 30 years of experience in land development, regulatory analysis and environmental programs.*

Yearly Statewide Residential Building Permits Non-Smart Growth Areas 2002-08	%
2002	19.51
2003	18.15
2004	15.60
2005	14.52
2006	10.72
2007	11.10
2008 (preliminary year to date through Sept)	9.30
<i>Table based on US Census building permit data</i>	

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Upcoming Events & Announcements

Climate Change: The Threat to Life and a New Energy Future

American Museum of Natural History
New York, NY

October 2008 - August 16, 2009

A major new exhibit that explores the science, history and impact of climate change and illuminates ways in which individuals, communities and nations can reduce their carbon footprints. For information, visit www.amnh.org.

NJ Future Redevelopment Forum February 27, 2009

Hyatt Hotel and Conference Center
New Brunswick, NJ

NJ Future's fourth annual Redevelopment Forum will be held at the Hyatt Hotel and Conference Center in New Brunswick on February 27, 2009. This event is a must-attend by many planners, architects, developers, lawyers and the general public throughout the region. For more information, visit www.njfuture.org or call 609-393-0008.

Speak Your Mind: Public Input for Community Planning

March 12, 2009

Edison, NJ

Participants will learn about the roles and responsibilities of planning professionals that are engaged in community outreach programs and visioning workshops, including best practices, individual experiences, important strategies for moderator/facilitator involvement, and useful tools for helping to bring community input to the forefront of the planning process. For information contact Jeffrey Taub at 973-693-4488 or jtaub@eng-wongtaub.com for more information.

2009 National Main Streets Conference Becoming Main Street 2.0

March 1-4, 2009

Chicago, Illinois

The 2009 conference will focus on how technology can enhance the Main Street approach, including: how to use new technologies to manage programs and engage constituents; what is social networking and how it applies to Main Street; how to get local businesses to take advantage of e-commerce; and how to recruit volunteers online. For information, visit www.mainstreet.org.

Transportation & Infrastructure Issues for the Next Decade

March 6, 2009

Woodrow Wilson School, Princeton U.

This daylong conference hosted by Princeton's Policy Research Institute will focus on reauthorization of the federal transportation program, infrastructure financing and climate change. For info, visit www.princeton.edu/prior/

NJ Land Conservation Rally

March 7, 2009

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The annual NJ Land Conservation Rally is a daylong educational event offering workshops, plenary sessions, and networking. Over 300 conservationists attend each year. For info, visit www.njconservation.org/rally or call 888-526-3728.

Conquering Gotham

Author Jill Jonnes

March 26, 2009 5:30 pm

Bloustein School, Rutgers University

Author Jill Jonnes will deliver a presentation

on her book, *Delivering Gotham*, which documented the Pennsylvania Railroad's construction of Penn Station New York and connecting rail tunnels under the Hudson and East rivers at the start of the 20th century. The event will also include discussion of NJ TRANSIT's project to build another pair of rail tunnels under the Hudson River and new station adjacent to Penn Station New York. For information, visit <http://policy.rutgers.edu/news/events.php>.

NJLM Educational Foundation's 2009 Housing Summit

March 31, 2009

East Brunswick, NJ

This special event is to help municipal officials address immediate and long-term challenges that relate to housing, with a positive, solution-driven agenda. Participants will have networking opportunities and access to timely, valuable information and tools to utilize in their community. East Brunswick Hilton, East Brunswick, NJ. \$50. To register: www.njslom.com or 609-695-3481 ext. 111

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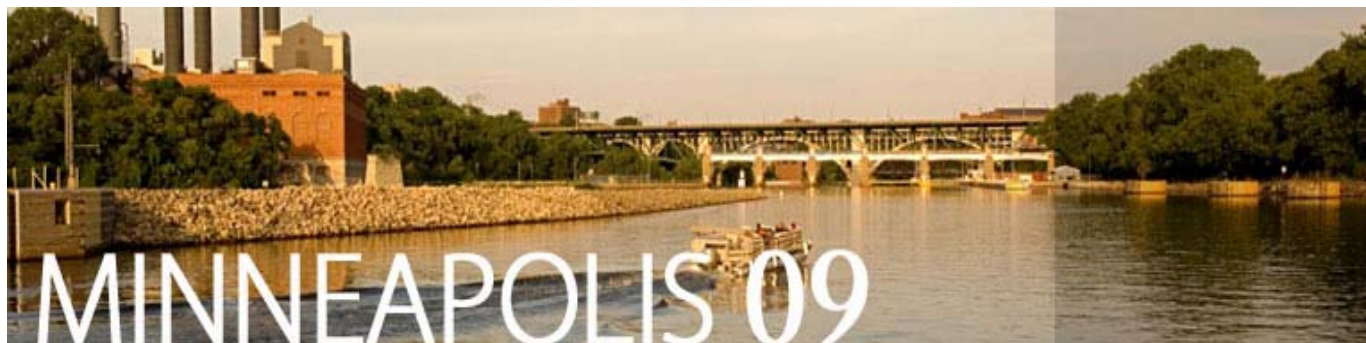
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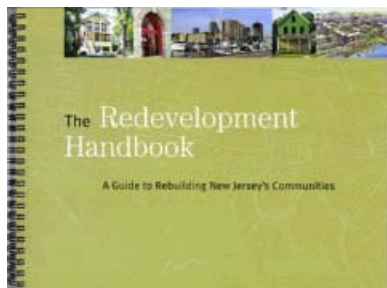
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Redevelopment Handbook: A Guide to Rebuilding NJ's Communities



by Stan Slachetka and David G. Roberts © 2003. This *Handbook* has been jointly published by the NJ Department of Community Affairs and the NJ Chapter of the American Planning Association. This book "is an easy-to-understand, practical guide that will help municipalities that are considering redevelopment."

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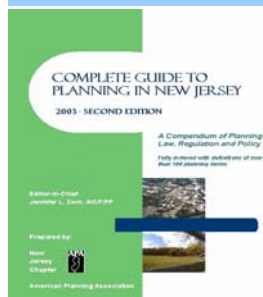
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...A Community Design Initiative Model: Newton, NJ

(Continued from page 7)

Moose (Parcel 1 see Figure 1-Base Map); a former Lackawanna Rail public right-of-way - a 1.32-acre parcel that the Town is planning to use as a segment of the Sussex/Lackawanna bicycle path (Parcel 2); and two lots (1.25 acres) owned by a local developer (Parcels 3 & 4) who intends to redevelop the site. The site is located at the southern end, and just one block outside of, the Spring Street central business district. Because of its close proximity to the retail center, one of the Town's redevelopment objectives is to ensure pedestrian accessibility. However, Diller Avenue, which forms the eastern border of the project area, is actively used as a bypass to avoid driving through the Spring Street retail area. As a result, high traffic volume along the roadway during peak periods, and the attendant noise and safety concerns, detracts from the pedestrian environment.

The potential for the 4-acre area is greatly constrained by the need to accommodate the parking, open space and the buildings of the Moose Lodge. In order for a developer to use any portion of the Moose Lodge parcel as part of a redevelopment project, a new Lodge that will accommodate their needs must be built. To generate enough revenue to facilitate the demolition and reconstruction of the Lodge an integrated site design is critical. Furthermore, in order to maximize on-site open space, innovative approaches to the design and implementation of parking are essential. This is because a conventional approach to parking will require large areas of asphalt that considerably reduce the opportunities to provide for open space and will result in a loss of development potential as well.

Over the past two years the Town and the developer have considered five different redevelopment plans incorporating a wide and changing array of land use types for the Moose Lodge site. Each concept included a residential component - apartments, town homes, duplexes and/or combinations of the three.

Retail and restaurant uses have also been contemplated and a most recent alternative plan included assisted living units. None of the plans were advanced, in part because of current volatile market conditions but also because none of the involved parties has been completely satisfied that the concepts meet their individual interests. As a result, the parties have continuously altered development goals, use mix and project density. The project site is small and it is necessary to balance potentially competing needs of the Moose Lodge, the Town's desire for public use of the municipal right-of-way, the owner/developer's interest in assuring a reasonable financial return on investment and the need to ensure that the project is compatible with the surrounding neighborhood. This was the design team's challenge - to develop a mixed-use redevelopment concept that accommodates a new Moose Lodge facility, provides the opportunity for a major public amenity (the pedestrian/bike trail), links the site to and compliments the Town's adjacent retail core without drawing resources and activity from it and "fits" the neighborhood character - no small order.

WORKSHOP FORMAT

The design initiative was organized as a 2-day, intensive, open-format workshop that allowed community officials and residents to witness the design process as it unfolded. Before the team's arrival, Newton's professional staff was tasked with preparing a "fact book" that offered detailed information about the subject site. This information included a community-wide Urban Design Plan prepared in 2007, transportation, land use, zoning and environmental constraints data, a base map series (GIS), infrastructure analysis, prior development plans, project pro-forma, a description of community issues, redevelopment objectives and obstacles.

Day 1: Site visits and inspection of the surrounding community were conducted on the first day of the workshop. The design team then conducted an in-depth interview with the Newton Redevelop-

ment Team, the site owner, developer and contract purchaser of the parcels, the manager of the Moose Lodge, a real estate consultant and the architect for the developer. With information gathered from the interview and site visit the team set out to define the main redevelopment issues and assemble a site assessment (opportunities and constraints) the results of which were presented to the public in a meeting that evening.

Day 2: The Design Team reconvened the next day to develop design alternatives and compile a report which was intended to offer innovative design alternatives while balancing the development objectives of both the community and the developer. The design concepts were presented to the public that evening, concluding the design workshop.

DESIGN CONCEPTS

It is important to emphasize that the design team did not set out to solve the myriad issues relative to the Moose Lodge project or the greater community implications associated with redevelopment in Newton. The goal was to devise creative design and planning alternatives that the Town could explore to "jump start" redevelopment of an important site that has languished for over two years without a suitable direction while meeting Newton's community development objectives and the site developer/owner's financial expectations. The concepts the team employed were form-based in that the uses within the structures that ultimately occupy the site could vary and change over time, but the design principles, outlined below, would remain constant.

1. Design should be the primary consideration NOT density or use.
2. The Moose Lodge must be used as a "community hub"
3. Lower Spring Street should be treated as a Gateway regardless of the location of the Moose Lodge within the site.
4. Taller and larger buildings could be included in the development plan to ensure economic viability but the

design should take advantage of the site topography to mask the visual impact of mass and height on the surrounding neighborhood.

5. Site constraints should be minimized by integrating the functional requirements of the Moose Lodge with those of surrounding retail, commercial and institutional uses.
6. Common open space serving uses on the site must be maximized to the extent possible. The design of site open space components should be coordinated with the needs of the Moose Lodge in order to develop a cohesive and integrated "community place".
7. On-site parking areas should serve multiple purposes (e.g. marketplaces and an extension of the Sussex/Lackawanna bicycle path).
8. Parking areas serving adjacent uses and those serving uses on site should be integrated into the site design and shared so that they provide maximum utility for the entire area.



Figure 1 Moose Lodge Concept Sketch

9. The Lackawanna Rail right-of-way must be integrated into the overall site design and not merely serve vehicular access to and from the site.
10. Site access should be maximized and

(Continued on page 14)



...A Community Design Initiative Model: Newton, NJ

(Continued from page 13)

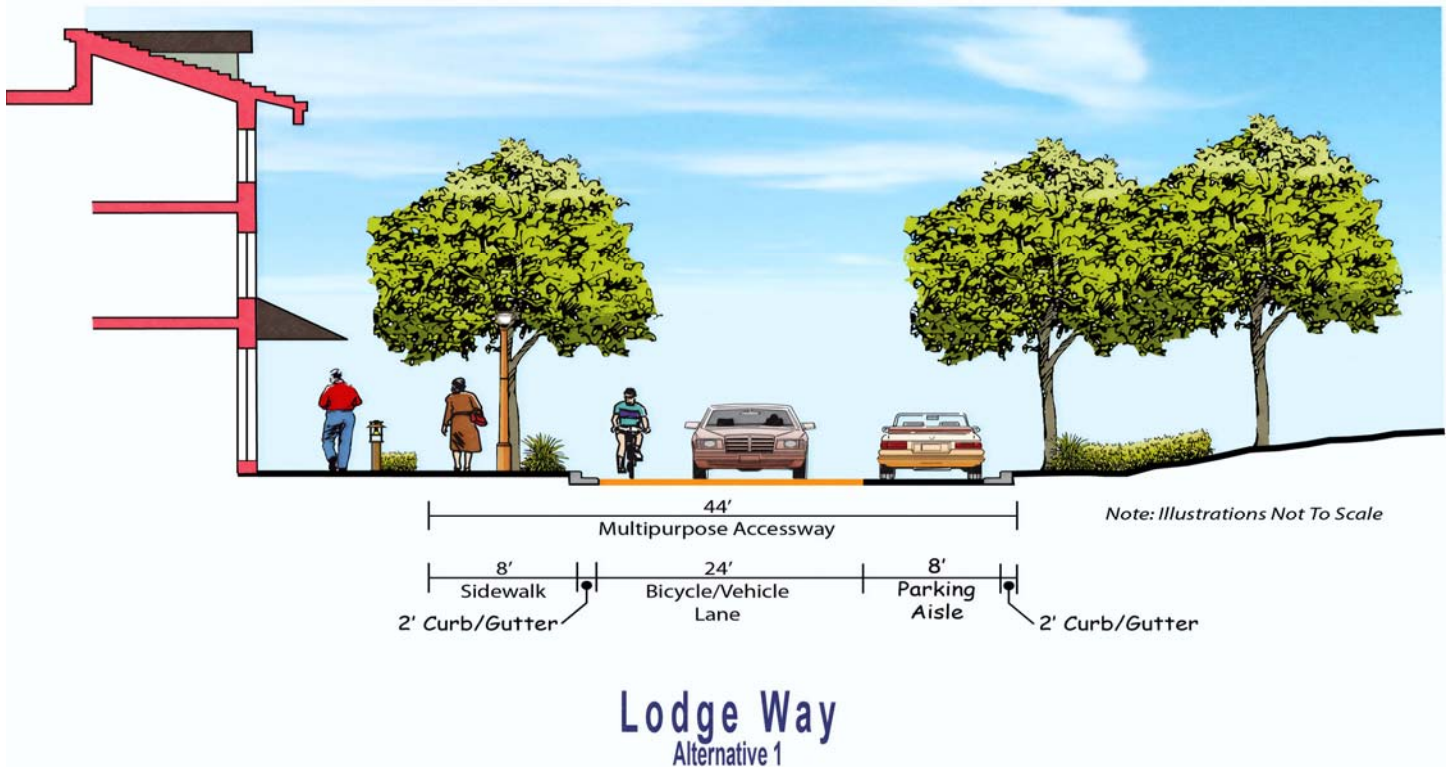
- designed to connect to surrounding neighborhoods to help address multi-modal community circulation needs.
11. The elements of the pedestrian and bicycle network that extend through the site should be designed in-concert with traffic calming measures.
 12. Buildings that house any commercial uses that may eventually occupy the site must front on the primary access way to the site so that they are coordinated with the Town's adjacent retail area, particularly as such activities relate to pedestrian travel.
 13. An array of building types should be encouraged and the architecture of all buildings, including multi-family dwellings, must be compatible with adjacent land uses and community character.

14. Architecture should reflect design elements of the surrounding community

Applying these principles the Team initially developed five (5) draft concepts and then extracted components from each to assemble two final layouts. In both of the final concepts the Moose Lodge is designed as the focal point of the development. Public space and plazas that are incorporated into the Lodge layout link to walkways and open spaces found throughout the redevelopment site tying the proposed mix of uses together. Roadways, pedestrian paths, sidewalks and bicycle paths connect directly to existing access networks which integrate the project with the surrounding neighborhood. In both concepts taller building are proposed on the site but the impact of greater building height is masked from neighboring properties

because the site sits at a lower elevation, relative to surrounding parcels. Consequently, higher densities on the site fit the character of the surrounding neighborhood while providing the development intensities that are necessary to ensure project financial feasibility and the potential to provide affordable housing. Under both concepts shared parking arrangements with adjoining uses is proposed. In Concept #1 the Moose Lodge is sited in its current location but is shifted to face Lower Spring Street. It is housed within a 3 to 5 story mixed-use building that allows for a small amount of neighborhood-based retail on the ground floor. A public plaza adorns the corner of Spring Street and the Town-owned right-of-way the team dubbed "Lodge Way". The proposed plaza area provides a space for public art and community gathering. An open space area is incorporated into the Moose Lodge





building layout, located immediately behind the structure, and is coordinated with interior open space serving the remainder of the development. Figure 1 depicts a concept sketch of the re-designed Moose Lodge Building.

In Concept #2 the former Lodge location is occupied by mixed-use structures, a formal plaza and park space that become an integral part of the retail environment. Angled parking lines Lodge Way, which serves more as a parking lot than a public street. The roadway's center aisle contains a travel lane and a bike lane. For this concept, the design team encouraged the Town to consider relocating the Moose Lodge to the southern side of the site because it allows for a more active use of the buildings that front on Lower Spring Street and establishes a physical and visual connection with the Downtown, while the Moose Lodge activities are better buffered and are aligned with a formal entryway from Sparta Avenue. Placing the Lodge in the southerly portion of the site also provides another opportunity to share park-

ing with several adjacent uses that are inactive in the evening.

Roadways represent the majority of the public space of most communities and therefore, to the greatest feasible extent, should be designed to serve not only as conveyances for automobiles but as gathering places and public amenities. Consequently, the roadways that form the easterly and westerly borders of the project site, Diller Avenue and "Lodge Way" respectively, have been incorporated into the design concepts as important public areas and gateways to Newton's central retail area. Under Concepts 1 and 2 Lodge Way is designed as a bi-directional, multi-purpose (bicycle/vehicle) public way that extends through the site and connects to Sparta Avenue. The design team proposed two different layouts for this roadway, both incorporating extensive landscaping, pedestrian-scale lighting and street furniture to invite day and evening activities. Under Alternative 1, the roadway is narrow, a walkway is located adjacent to the site build-to line and a parallel parking lane is

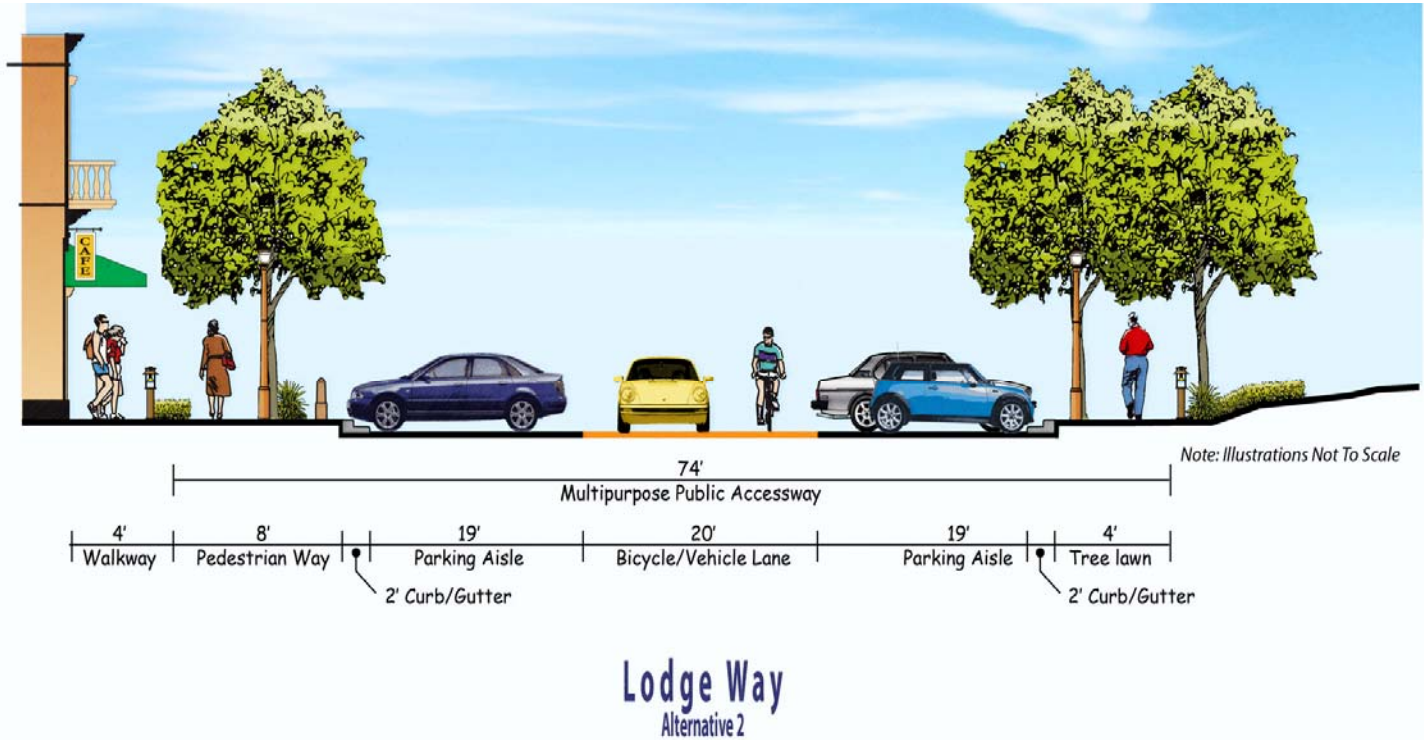
located on the westerly side of Lodge Way.

Under Lodge Way Alternative 2, a wider layout is proposed with perpendicular parking aisles lining both sides of the roadway. Pedestrian walkways line both sides of the road to enhance the public space.

Two alternative cross-sections were also developed for Diller Avenue. Both propose a "road diet" approach to narrow travel ways and allow for increased landscaping. These designs are intended to force a reduction in travel speeds and create a more neighborhood-friendly and pedestrian-accommodating atmosphere. Both concepts incorporate 22' wide, elevated speed tables constructed with brick or other textured materials to slow traffic speeds and enhance crossing safety. The sidewalks and bike path are landscaped and well lighted to promote safety and enhance evening activity. Road Diet Concept 1 narrows the roadway to accommodate a 10' bike path and a separate 6' sidewalk on the

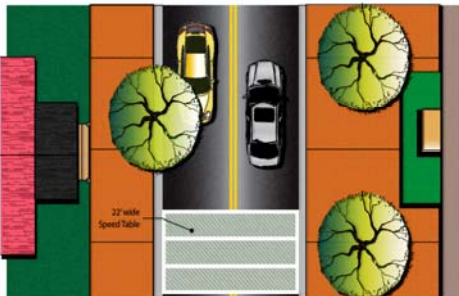
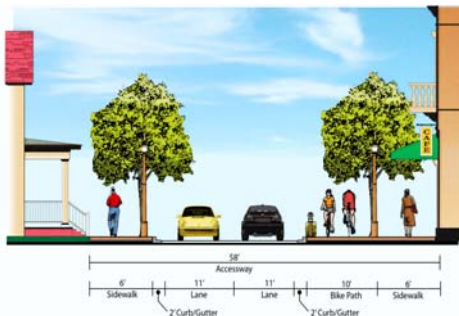
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...A Community Design Initiative Model: Newton, NJ



(Continued from page 15)

west side of the roadway, along the site build-to line, possible as a result of the narrower layout of Lodge Way (Alternative 1). Concept 2 proposes bump outs and a parallel parking aisle on the east side of the roadway.



Note: Illustrations Not To Scale

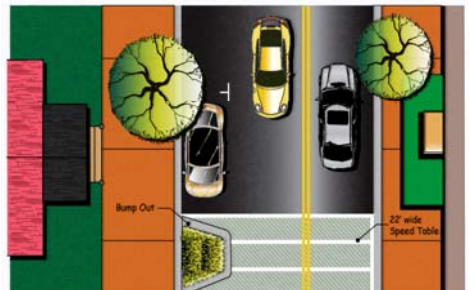
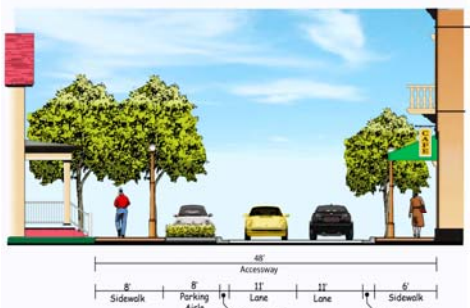
Diller Road Diet Concept 1

CONCLUSION

The report submitted to the Town at the conclusion of the workshop provide detailed recommendations for roadway design, pedestrian and bicycle accessibility strategies, transit strategies, design details for Lodge Way and Diller Avenue and several traffic calming concepts and public open space strategies. In addition, form-based code standards were included. These tools should prove valuable to Newton as it pursues a successful redevelopment program for the Moose Lodge site.

The team concluded that its initial goal of developing a model that municipalities throughout New Jersey can use to advance sound design principles and promote alternatives to conventional zoning practices was achieved. Virtually all of the elements that are needed to assemble similar design workshops for other communities are now in place. Since it is clear that one project alone will not be sufficient to shift the current paradigm of land use patterns, this model of community design assistance should be actively

supported, promoted and perpetuated by APA-NJ. Continuation of this initiative will also require the voluntary participation of the chapter's membership, but in light of the potential benefits, that investment seems worthwhile as well.



Note: Illustrations Not To Scale

Diller Road Diet Concept 2

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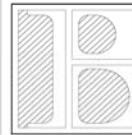
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