

# JERSEY PLANNER



American Planning Association  
New Jersey Chapter

Making Great Communities Happen

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## A Passage to India: Habitat for Humanity Global Village

By Tanya Marione-Stanton, AICP

This past July, a team of 20 people from all over the world participated in a Habitat for Humanity Global Village trip to build a house in a village called Parasureddypalayam, about an hour southwest of Pondicherry, India. Most of the members of the team had no prior building experience; many were teachers taking advantage of their summer vacation.

The village of Parasureddypalayam is far enough away from any cities that the majority of the men living there are agricultural day laborers, and the women stay behind in the village tending to basically everything else. Despite the fact that the caste system is technically no longer legal in India, it was obvious to

our team that we were dealing with people who were considered part of the lowest caste — the untouchables.

The village is sandwiched between two rivers, one of them quite large, that overflow, flooding the village every monsoon season. Their houses were thatched straw houses where the ceiling was no higher than 4 to 5 feet, although there were a few families who had made enough money outside the village to construct their houses out of concrete in the center of the village. When the floods come, the straw houses usually can not stand up to the waters and are destroyed. However, even when the houses survive the floods, the family is still forced to evacuate to higher land

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The Jersey Planner is a quarterly publication of the New Jersey Chapter of the American Planning Association (APA-NJ).

The APA-NJ editor welcomes submission of original articles, editorial letters, photographs, news items, event announcements, and classified advertisements. We reserve 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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**Deadline to submit for the January Newsletter is December 15th, 2010.**

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## PRESIDENT'S CORNER: REFLECTIONS ON THE PAST THREE YEARS

By Courtenay Mercer, AICP, PP

This is my last musing in the *NJ Planner* as your President. Come November 1st, I will pass the reigns to my colleague and friend Chuck Latini, whom I expect will continue to strengthen and grow the organization. (And if he doesn't, I know a guy, if ya know what I mean. A little bad Jersey humor...forgive me, it's been a long 3 years!) I am very proud of the accomplishments APA-NJ has achieved during my term, including:

- Membership numbers topping 1,000
- Expanding to a 2-day conference, and increasing attendance each year (over 500 in 2009)
- Providing members with an Annual Report of the organization's activities
- Expanding APA-NJ's participation in policy initiatives
- Increasing member access to AICP CM credits through APA-NJ programming and strategic partnerships
- Obtaining grant funding to conduct a Planning Assistance Program charrette for a worthy New Jersey community
- Releasing the 2010 Edition of *The Complete Guide to Planning in New Jersey*
- Elevating APA-NJ's staff position to executive director to better assist in accomplishing our mission and goals of our Strategic Development Plan.

We were able to do the above and more, because of the hard work and dedication of many volunteers—Executive Committee members, sub-committee members, and educational program speakers, just to name a few. Their efforts exemplify the depth of expertise and spirit of volunteerism that makes this organization special. I thank everyone that has contributed their time and energy to making APA-NJ better!

Before I leave the limelight, I would like to use my bully pulpit to comment on the fragile state of planning in New Jersey. We used to be recognized as a leader in land use policy, with our initiatives and projects serving as national models. Today, the Transportation Trust

Fund is nearly broke, ARC tunnel funding is in jeopardy, the fate of the State Planning Commission and the State Plan are in question, a long-term source of preservation funding has yet to be identified, and planning (and planners) is being cut from budgets at all levels of government. Ironically, these very things are what can help bring New Jersey out of its downward economic spiral.

Public works projects are exactly what we need to create jobs and stimulate the economy. Take the ARC project—not only does it provide engineering, construction and bureaucratic jobs today, but there are also the secondary and tertiary effects of increasing access to high-paying New York City jobs and stimulating growth in towns along the way. At multiple levels, planners also get a piece of that pie in planning for the associated growth.

I also feel very strongly that state and regional planning is key to stymieing the poor land use decisions based on the ever-elusive “ratable” that has evolved from New Jersey’s “multiple municipal madness” (thanks to Alan Karcher for that term). Luckily, the percentage of our 566 municipalities that may continue to plan in a vacuum has decreased with each new regional planning entity that comes on-line (the Highlands being the most recent), but there is still a lot of damage that continues to be done. Moreover, with the exception of the Meadowlands, our decision makers still have not figured out that regional tax sharing alleviates the “ratable” chase (and the associated sprawl, which in turn, requires even more money be spent on infrastructure and services). As long as hundreds of municipalities and even more school districts continue to inefficiently manage public services; taxes will continue to go up, people and businesses will continue to leave and New Jersey will continue to suffer. Perhaps it is time we looked to incorporate the models of other states (those importing our people and jobs), and move to a strengthened county form of government and stop relying so heav-

ily on property taxes to fund schools.

I truly believe that New Jersey will

reach its breaking point in the next ten to fifteen years. Despite the band-aid fixes our decision-makers continue to come up with, property taxes continue to increase out of control. Providing carrots to induce shared services is not working. Real consolidation will come—out of local desperation and/or forced from above. Hopefully these structural changes will occur before it is too late to turn things around.

So, what does this all have to do with planners and planning? Everything! We are on the ground trying to implement sound land use strategies in a fragmented and broken system. Meanwhile, planners hold positions and have influence within every level of government, as well as with those trying to build something that is economically viable (whom we know also have influence with decision-makers). It is time we stop simply trying to “make it work.” It is time that, as a profession, we use our positions to influence change.

The APA-NJ has done much to enhance its visibility with policy makers. When I assume the role of Past-President in November, I plan to continue the organization's work in advocating for better land use policy, and I ask that you join me. Educate your bosses, your constituencies, your families, your neighbors. Explain to them how things could be better. New Jersey has the prime location, infrastructure capabilities, cultural amenities and all the opportunity to be something better—dare I say, to be the best. Let's make that happen—our jobs depend on it!

Signing off...for now.



## MESSAGE FROM THE PRESIDENT-ELECT: FOCUS ON EQUITY AND SUSTAINABILITY

*Charles Latini, AICP, PP, will be taking the reins as President of APA-NJ at November's annual conference. Chuck is currently a Senior Planner at NJ TRANSIT in the Transit Friendly Land Use Planning and Development Unit, where he works with communities assisting them to make informed land use decisions that take advantage of their public transit assets. Previously a Principal at Heyer, Gruel & Associates, his professional focus is on transit-oriented development, commercial corridor retrofits, and redevelopment and urban design. He has worked on a wide range of projects from affordable housing, master plans, and visioning. Earlier in his career, he was the Township Planner and then Director of Economic Development for Ewing Township before becoming a Senior Planner and Grants and Funding Director at the Office of Smart Growth.*

*Throughout his career, he has always tried to see planning from both the local and regional perspectives. Having been on both sides of the fence, he has learned that home rule and regional planning are not mutually exclusive, and that both will carry New Jersey forward to help build better places while strengthening regions — as long as egos are kept in check to leverage everyone's assets. He firmly believes that public awareness at the grassroots level is crucial to all planning projects.*

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*By Charles Latini, AICP, PP*

Neglecting New Jersey's foundation — its human capital — threatens to keep our state from being able to fire all cylinders of our economy. The economic disparities that plague our society are one of the primary issues holding our state back.

APA is organized for charitable, educational, literary and scientific research purposes to advance the art and science of planning -- physical, economic, and social -- at the local, regional, state and national levels. The objective is to encourage planning that improves to public well-being by developing places that meet the needs of people and society.

The socioeconomic and educational challenges in many of our struggling communities lead to a perception that further weakens the marketplace and thus breeds reluctance of private investment to take advantage of the diverse and unique redevelopment opportunities that exist. It then hinders our collective ability to create a strong, sustainable statewide economy because these image and market realities have regional affects as well.

As professional planners, we must step up the plate and lead the way forward to facilitate open and honest discussions that address all facets of our economy, especially issues that directly affect our most vulnerable communities, including the ethnic and cultural intolerance that continues to deter progress.

Even in one of the most diverse states in our nation, communities have yet to climb overcome the challenges of segregation; the breadth of intolerance runs deeper than we'd like to hope.

As professionals, we need to understand the burdens of socioeconomic decay. But understanding alone doesn't cut it. We need to act for those communities where getting educated is a challenge, not an opportunity. Hence, we must all support a strengthened State Development and Redevelopment Plan and we must all work toward sensible legislation that allows divisions — such as the Office of State Planning (Office of Planning Advocacy) and whatever the next generation of COAH is — to truly coordinate state agency resources and to do so with planning expertise.

While some of our cities have experienced success, many others, like our state capital Trenton, still struggle in profound ways. The "successes" some communities have enjoyed are also challenged by gentrification and affordability issues. Planners can continue to make a positive impact on bricks and mortar design issues, but we must also become well-versed in matters of race and cul-

ture so that our plans and implementation programs can ensure

equity. In fact, I believe knowledge of cultural diversity can create unique communities and not the "cookie-cutter" places that have come about due to lack of planning leadership and cut-and-paste plans because municipalities fail to understand why they need to invest in planning.

In Trenton, where businesses are fearful to invest and some people would look at you like you have two heads if you said you wanted to live there, our state government needs a dose of fortitude to turn years of talk of developing state-owned parking lots downtown and the Route 29 boulevard into reality (see related article on page 10). We need affordable housing reform that leads to well-designed places, but through a state-led effort leveraging the comprehensive State Plan led framework. A strong State Plan can also address job creation that works in concert with transportation investment and environmental protection.

It is clear that urban America is troubled. The socioeconomic issues present in far too many of our cities and towns reduce the opportunities for its children. Lack of opportunity and hope breeds despair, despair leads to vulnerability, vulnerability to, well, you get the point. No good is what it amounts to.

This isn't about folks being lazy or being bad people or having a different skin color, this is about access to jobs, healthcare, education and affordable housing - the foundation of a truly strong economy. If we continue to work to provide people with opportunity, slowly the tide will turn. And maybe one day, we'll stop referring to struggling areas as those communities but instead... our communities.





## ...A Passage to India: Habitat for Humanity Global Village

*(Continued from page 1)*

until the waters recede. The life expectancy of a straw house is approximately two years.

Habitat India, the Habitat for Humanity Global Village branch located in India, teamed up with another non-profit and our team was the first team in this village to build nine houses for nine families. The largest house, which was closest to the river, was about 600 square feet with two bedrooms, a kitchen area, and a veranda that would serve as a place to sleep in the summer and as a detention basin during the monsoon season. The house's first story started at five feet above grade. Three generations of one family was set to live in the house — about 12 people.

All of the houses were built with bricks that the villagers made themselves, and

the base elevation of the 'cellar' depended on how close they were to the river. The other houses were smaller, but smaller families were going to live in them. The size of the house depended on the location of your hut, your lot, and how much you could afford to build.

Habitat for Humanity Global Village works the same way internationally as it does in the United States. Habitat and the homeowner essentially agree to a cost that the homeowner can afford, and then the homeowner is also required to put in their "sweat equity" during the build.

Participating in this trip was a wonderful experience, and it feels great knowing that a family can live in a house that they know they can reside in for 50 to 100 years instead of one that they don't know for sure if it will provide them

shelter for the rest of the year. The picture below shows one of the "visioning" sessions we had for the village. The map shows the locations of all of the vacated huts, and where all of the new Habitat homes are and will go. But what really stands out about the map is that you can clearly see that there is a central gathering place for the village. The village is centered around a wonderful banyon tree, where the community hall is located, both of the schools, the temple and the water tower. Anytime there are community events, the whole village comes out and sits in the space around the banyon tree, and the community center is not only a place for public meetings but also for public refuge when the flood season hits.

*Tanya Marione-Stanton is a planner with the Jersey City Division of Planning.*



# The State of NJ: Holism and Reductionism Explored

*Will You Fight for the Former or Settle for the Latter?*

*A Message from the New Executive Director*

APA-NJ welcome a new executive director this summer, Sheena Collum. Sheena lives in South Orange, where she has been a resident and active volunteer for the past nine years. She brings with her an extensive background in community development, public policy, and nonprofit management.

Having successfully worked with governments and agencies on the local, state, and federal levels, her areas of expertise include strategic planning, lobbying, campaign coordination, fundraising, and communications.

Sheena graduated Summa Cum Laude from Seton Hall University with a MPA in public policy and nonprofit management and a BA in political science with minors in economics and international relations and diplomacy.

By Sheena C. Collum, MPA  
APA-NJ Executive Director

I know the title of this article might suggest that I'm writing for an academic journal but I see no better way to write my first article than by taking a philosophical approach to planning.

Having officially been in this position for two months, one thing is very certain to me – planners are programmed to view the world through the lens of a telescope. The whole is always greater than the sum of its parts (thank you, Aristotle) and the system as a whole, determines in an important way how the individual parts should behave (e.g., *a strong State Plan anyone?*)

Now as you apply this idea to New Jersey, you quickly realize the role of planning has been reduced down to its component parts – namely, reductionism. We are the most densely populated state in the nation represented by a whopping 566 municipalities and if that isn't a challenge in and of itself, let's add "home rule" to the equation just to make things a little more exciting!

So where exactly does this notion of

comprehensive planning and sustainability fit into this gigantic jigsaw puzzle?

Maybe these were just great ideas of yesteryear that could never realize their full potential. Maybe we, as a society, have chosen to sacrifice our long-term goals in exchange for satisfying our immediate wants and needs. As debilitating as this trend may seem, we, as the New Jersey Chapter of the American Planning Association have two options 1) we can sit on the sidelines and watch or 2) we can decide to take our gloves off, get in the game and force a planning paradigm shift.

Our membership peaked this month with 1100 planning

professionals. I dropped all of your respective locations into a Google map with the red pins to see what kind of coverage we have throughout the State. The outcome was a sea of red — we blanket this state.

Our collective power is the power of planning. The future depends on our ability to make today the beginning of new era and it can't be defined by the vision of one or the determination of a few but rather...the will of many. Us playing small does not serve the world or the values of this profession.

So, I choose option #2. Will you?

Education and advocacy work hand in hand – they are like mind and heart. Yet for whatever reason, advocacy has received a bad reputation somewhere along the way, as if actively supporting your ideals is all of a sudden a bad thing.

Some might say we're just another special interest group. I'll have no choice but to correct them; we're not just a special interest group. In fact, we're a very very

special interest group because our battle is one where the stakes are too significant to be on the losing end.

It is now our time to fight for the whole - because after all...it's easier to build strong communities than to repair a broken state.

On a final and personal note, I wanted to take this opportunity to thank our outgoing President, Courtenay Mercer. Having worked with dozens of nonprofit organizations throughout the country, I can confidently say I have never in my life witnessed such a strong work ethic. She has laid a very solid foundation for

*"...we have two options 1) we can sit on the sidelines and watch or 2) we can decide to take our gloves off, get in the game and force a planning paradigm shift."*

this organization in so many ways that the list is endless. It's now up to us to stay the course. But this is definitely not a good-bye, because for those of you who have met Courtenay, you know her commitment to this organization doesn't begin or end with a title. I'm optimistic that she has every intention of remaining equally as active as Past-President.

As we turn this page in our book, I hope you will also join me in supporting Charles Latini as our new fearless leader. I have gotten to know Chuck pretty well in a short period of time and to be quite honest, I couldn't have handpicked a better choice. Chuck embodies every leadership characteristic that's necessary to continue moving us forward. He welcomes challenges, inspires creativity but most importantly, he understands what it means to use the telescope – the holistic approach to both planning within the state and our organization.

Here's to a new chapter for the APA-NJ, I am truly honored to be a part of something so special.

## Congratulations to APA-NJ's New Executive Committee Members

On October 1, the 2010 Nominating Committee of the APA-NJ Chapter certified the election results of our recent election. 288 responses were received. Congratulations to our new Executive Committee members!

### **Shane Godshall**

**Southern Shore Area Representative**  
(Atlantic, Cape May, Cumberland and Salem)

Shane, a recent transplant to southern New Jersey, is a resident of Woodstown in Salem County and serves on the Woodstown-Piles Grove Joint Environmental Commission, which acts as a review and education organization dedicated to natural resource protection and sound environmental measures. Shane moved to South Jersey two years ago when his employer, Triad Associates, relocated its headquarters to Vineland. Shane holds two degrees from Temple University: a BS in Community and Regional Planning and a BA in Environmental Studies. He recently completed the LEED Green Associate certification and will be pursuing the certification for LEED Associated Professional for Neighborhood Development.

### **Leah Furey Bruder, AICP, PP**

**Southern Area Representative**  
(Ocean, Burlington, Camden and Gloucester)

Leah has been working in the planning field in New Jersey for 11 years. In college she studied international affairs and anticipated working with international development and diplomatic organizations, but a summer working with a community organization in Camden introduced her to the importance of land use planning in community development. Since then she has put her professional efforts into enhancing and creating viable communities through planning and advocating for sound land use policies. Along the way she has worked for municipal government and private planning firms, and earned a Masters of City and Re-

gional Planning at the Bloustein School at Rutgers. Presently she is the Vice-President for Planning at Bach Associates, a Planning, Engineering and Architecture firm in Haddon Heights.

### **Paul Gleitz, PP, AICP**

**Central Area Representative**  
(Mercer, Middlesex and Monmouth)

Paul is a principal planner with Heyer, Gruel & Associates; he has been with the firm for six years. He is currently engaged in a broad range of planning activities for various public clients throughout New Jersey, including the preparation of master plans and master plan reexamination reports; land use plans; affordable housing and fair share plans; open space and recreation plans; natural resource inventories; redevelopment studies and redevelopment plans; neighborhood revitalization strategies; use variance and site plan review; land development ordinances; and community visioning plans. Recently, he has become involved in NJ Highlands regional planning issues and is working with a number of client communities to navigate the Highlands RMP conformance process. He also brings ten years of experience in open space and site conservation planning, natural resource management, database development and geographic information systems management from his time at The Nature Conservancy and in state government.

### **Alexander Dambach, PP, AICP**

**Northeast Area Representative**  
(Bergen, Essex, Hudson, Passaic and Union)

Alex has 14 years of experience as a planner, and currently acting as the Supervising Planner for the City of Newark. He serves as Newark's main development review planner and advisor to the Planning Board and Zoning Board of Adjustment, and manages Newark's land use development review process. He developed a streamlined site plan and variance review process for Newark's high-volume planning and zoning offices.

Alex authored numerous redevelopment plans and area in need of redevelopment studies including the redevelopment plan for Newark's Downtown that won the New Jersey Future Smart Growth Award for 2009 and Newark's new land use policy for small lot infill construction projects that won the APA-NJ Outstanding Community Engagement or Education Award for 2009.

Alex has a Masters in city and regional planning from The Ohio State University Bachelors in history from the College of Charleston.

**In addition to the new members, the APA-NJ Executive Committee welcomes back:**

**Mirah A. Becker, AICP, PP**  
**VP of Policy**

**Rebecca Hersh, AICP, PP**  
**VP of Public Affairs**

**Eric P. Snyder, PP, AICP**  
**Northwest Area Representative**  
(Morris, Sussex, Warren, Hunterdon and Somerset)



**Call for  
Volunteers**

We are always looking for interested and dedicated members to participate in our committees. If you want to get more involved, please contact the appropriate committee chair.

[www.njplanning.org/  
excomm](http://www.njplanning.org/excomm)



# The 2010 New Jersey Planning Awards

The American Planning Association New Jersey Chapter is pleased to announce the recipients of the 2010 NJ Planning Awards. These awards honor planning initiatives, built projects, individuals and organizations that are in the forefront of planning and design in New Jersey. The 2010 honorees are:

## Madison Avenue Commuter Rail Corridor Study

*Passaic County Planning Board*

**Smart Growth Award:** Recognizes a plan, project or initiative of unusually high merit that advances sustainable principles.

## City of Burlington 2010 Master Plan

*City of Burlington, Environmental Resolutions, Inc., Alberto & Associates - Architecture & Planning and Burlington County*

**Outstanding Plan Award:** Recognizes a plan of unusually high merit. Examples include, but are not limited to neighborhood, economic development, conservation, transportation and other comprehensive plans. Technical reports and site plans are not eligible for this award.

## Green Buildings and Environmental Sustainability Plan

*Township of Woodbridge Department of Planning and Development*

**Outstanding Community Engagement or Education Award:** Recognizes a planning project or initiative that has involved, or resulted in significant advancement of community comprehension of planning issues or outcomes. Examples include, but are not limited to publications, interactive project websites, public planning and design charrettes or seminars. Applicants should demonstrate how and to what extent the community knowledge

base was advanced, and how the enhanced knowledge affected the planning process and outcomes, as well as public perception of issues.

## Community Stability in Jersey City's West Side

*Bloustein School of Planning & Public Policy*

**Outstanding Student Project Award:** To outstanding class projects or papers by a student or group of students that contribute to advances in the field of planning. The submission should be primarily the work of the students. Students may be from any secondary education institution, but the project must be NJ based.

## Brent Barnes, PP, AICP

**Budd Chavooshian Award for Outstanding Professional Planner:** Recognizes a professional planner for sustained contributions to the profession through practice, teaching or writing.

## Association of New Jersey Environmental Commissions (ANJEC)

**Distinguished Civic Leadership Award:** Recognizes an elected official, citizen planner or organization who has advanced sound planning in the public arena. A citizen planner can be a lay member of a planning board, board of adjustment, economic development board, other appointed official, citizen activist, neighborhood leader or head of a community development organization.

## Pinelands Preservation Alliance

**Elwood "Woody" Jarmer Award for Environmental Achievement:** Recognizes a professional planner, elected official, citizen planner or organization that has demonstrated exceptional creativity in balancing environmental concerns with the realities of real estate development.

## Leah Furey, PP, AICP

**APA-NJ Distinguished Young Planner Award:** Recognizes a professional planner, 35 years or younger, who has demonstrated extraordinary commitment to leadership, professional development and the advancement of the field of planning in New Jersey.

**The APA-NJ will also remember friend and colleague, Chris Hellwig, who passed earlier this year.**

*The 2010 NJ Planning Awards were selected by an independent jury of professional planners. This year's awards jury was:*

- **Committee Chair:** Courtenay Mercer, PP, AICP, Mercer Planning Associates, APA-NJ President
- Christopher Brown, PP, AICP, Remington & Vernick Engineers, APA-NJ Young Planners Group Chair
- Nicholas Graviano, PP, AICP, JD, Graviano Planning Group
- Karl Hartkopf, PP, AICP, NJ Office of Smart Growth, APA-NJ Treasurer
- Jennifer Stuart, PP, AICP, Rutgers Dept of Transportation Services
- Charles Latini, PP, AICP, NJ Transit, APA-NJ President-elect
- Creigh Rahenkamp, PP, AICP, Creigh Rahenkamp and Associates
- Sandra Sung, Jersey City Division of Planning

## Award Booster Opportunity

**Would you like to show your support for the award winners? Become an APA-NJ Awards Booster and write a special message in the awards program. Information about award boosters and other sponsorship opportunities can be found at:**

[www.njplanning.org/conference.html](http://www.njplanning.org/conference.html)



## Join the Celebration!

Join us in honoring the award recipients at the 2010 NJ Planning Awards dinner on **Thursday, November 4th, from 6:00 to 9:00PM at the Hyatt Regency, 2 Albany Street, New Brunswick.** A ticket is included in your conference registration. "Dinner-only" tickets can also be purchased. More information about the 2010 NJ Planning Conference and Awards dinner can be found at [www.njplanning.org](http://www.njplanning.org)

## Policy Corner

### **APA-NJ Statement On Bill A3272: Municipal Land Use Changes to Dismantle Sound Planning in New Jersey**

Earlier this month, APA-NJ voiced its opposition over a bill approved by the New Jersey Assembly that would allow New Jersey municipalities 10 years between reviews of their master plans.

The bill, A3272, yet to be introduced in the state Senate, would relax provisions in the state's Municipal Land Use Law that require local officials to review their master plans to identify and consider major development issues.

To view the press release and full text of the letter, visit:  
[www.njplanning.org/news.html](http://www.njplanning.org/news.html)

### **APA-NJ OpEd On ARC: ARC Tunnel Delay Causes Urban Planners to Question Christie's Commitment to the Economy**

While pressing project planners to affirm that the almost 9 billion dollar Access to the Region's Core (ARC) project can be delivered on budget, Governor Christie has left us all wondering if he understands the true importance of the project.

APA-NJ, representing over 1,000 professional planners throughout the Garden State, strongly asserts that any attempt by the Governor to stop one of the nation's most important transit improvements is simply myopic and makes us question his commitment to the State's economy.

To view the full text, visit:  
[www.njplanning.org/news.html](http://www.njplanning.org/news.html)

### **APA-NJ Weighs In On The Office Of Planning Advocacy**

With changes in state planning policy underway, including the Lieutenant Governor's recent announcement of the creation of the Office of Planning Advocacy, APA-NJ is working to make sure the valuable voices of New Jersey's professional planners will be heard in the administration. Read the letter on our website that we recently sent to the governor and lieutenant governor discussing the importance of: the State Plan; professional qualification considerations for the Office of Planning Advocacy staff; and inter-agency coordination as a means to support sustainable growth in New Jersey.

To view the full text, visit:  
[www.njplanning.org/news.html](http://www.njplanning.org/news.html)

### **Fair Housing Survey**

The New Jersey Department of Community Affairs will be conducting an Analysis of Impediments to Fair Housing. Surveys are available for residents and agencies. Please take a few moments to fill out the survey and make sure to encourage others to do the same. Surveys will be accepted through the end of 2010.

To take the survey, visit:  
[http://www.state.nj.us/dca/divisions/dhcr/announcements/approved/20100811\\_Fair\\_Hsg\\_Survey.html](http://www.state.nj.us/dca/divisions/dhcr/announcements/approved/20100811_Fair_Hsg_Survey.html)

### **APA-NJ Partners With The "Move New Jersey Forward" Campaign**

APA-NJ has signed on to the "Move New Jersey Forward" campaign, a broad-based coalition of transportation, business, land-use, and environmental advocates, labor unions, and social justice organizations working toward a sustainable re-authorization of the Transportation Trust Fund.

For more information, visit:  
<http://www.movenjforward.org/>



American Planning Association  
**New Jersey Chapter**

*Making Great Communities Happen*





## OPINION CORNER

### A Call for State Plan Implementation in Trenton

By Charles Latini, AICP, PP

To reveal the benefits that a revive State Plan could provide New Jersey, I'm advocating that we make a case study out of the City of Trenton. What better place than the capital city for the state and its agencies to turn their collective attention to show how we can make a difference by working together instead of pulling in opposing directions? In order to truly begin to turn places like Trenton around, the State of New Jersey must step up to the plate and leverage its resources. A state agency-supported State Plan could accomplish this.

The City of Trenton is one of the most historic places in the country. On this soil, the tide of the American revolution turned. In this location, halfway between Philadelphia and New York, the industrial revolution boomed. Trenton signified the promise that is America. Trenton did make, and the world did take. It could once again be NJ's promise.

Granted, the level of state involvement

will vary from place to place, as each place is unique, but for Trenton, one idea is a massive development project to jumpstart its economy (and its tax base). It is in Trenton where the state occupies entirely too much land with too little benefit. State buildings are mostly served by surface parking and interior cafeterias keep people isolated from downtown business activity.

The state must implement the Capital City Redevelopment Plan and stitch together other initiatives that have been left to fend for themselves as individual disjointed efforts. Examples include Waterfront Park, the Route 29 tunnel and park, Warren Street Historic district, the Marriott, Mill Hill, the Arena, and Conduit. These projects all about neighborhoods with historic housing stock and socioeconomic issues. We could connect these places together, and give them access to the river through a redesigned Route 29 (let's call it Riverfront Boulevard). We could create new neighborhoods that encourage the old the thrive; create opportunity to live and work in a

place of rich history; have agencies coordinate their programs in a concerted effort. If we do all this, I believe we'll see great things.

We can no longer turn our backs on places of historic significance, on places where infrastructure exists and redevelopment potential screams for investment although perception hinders progress. Through our legislative efforts we must strive to do good, not merely improve isolated pieces of bad legislation, but scrap those that don't work and work together to create true opportunity and balance our scales. As President Obama said in a speech before his run for President, "We are not white America, we are not black America, we are the United States of America." The only way we can do this is together, resources leveraged, communities empowered! The State Plan should be utilized to unite New Jersey in a way many of us merely dream about.

Use Trenton as the first example of what we can build together.

## Write for *The Jersey Planner*

*The Jersey Planner* Is a quarterly publication of the New Jersey Chapter of the American Planning Association (APA-NJ). We welcome submission of original articles, editorial letters, photographs, news items, event announcements, and classified advertisements. We are always interested in hearing from our membership.

**To submit content to the newsletter or to be a member of the editorial team, please contact:**

Rebecca M. Hersh, AICP, PP

Vice President of Public Affairs & Editor-in Chief

[rebeccamhersh@aol.com](mailto:rebeccamhersh@aol.com)

**Deadline to submit for the January Newsletter is December 10th, 2010.**

# Suburbanization in New Jersey Picks Up Pace Since 2002

*This article has been modified from the New Jersey Future press release sent upon the report's release in July.*

A joint Rowan-Rutgers report released last summer shows that New Jersey is losing open space at an increasing pace. Between 2002 and 2007, 16,061 acres per year, an amount equal to 34 football fields each day, were developed in New Jersey. This is a 7 percent increase from the previous rate of 15,123 acres per year between 1995 through 2002.

New Jersey has long been the nation's most developed state, but the data show it is now more developed than anything else: As of 2007, developed land covered 30 percent of the state and surpassed forest land as the dominant land-use type in New Jersey. The Garden State now has more acres of buildings, parking lots and lawns than it has of upland forests – including the Pinelands and all the state's parks and reserves.

"By taking a careful look at how land is used in New Jersey, our research offers a glimpse into what the future might hold," explained President Donald Farish of Rowan University. "If new homes continue to be built on larger lots, our landscape will be dominated by subdivisions and strip malls, even in rural areas like South Jersey. I'm not sure that is what most New Jerseyans want."

"This research shows that the cumulative effect of thousands of municipal planning board meetings across the state is poorly planned growth that wastes natural resources, while doing little to improve conditions for residents and businesses," noted Pete Kasabach, executive director of New Jersey Future. "The New Jersey State Plan was created over 20 years ago to better coordinate our land use decisions. We applaud the Christie administration's interest in strengthening state planning to improve our decisions about where and how we grow."

The report acknowledges that due to a major recession, a housing bust, and spiking gasoline prices development ac-

tivity in general after 2007, the year the study data ends, has been down. In response, Dennis Bone, President of Verizon New Jersey, commented that, "New Jersey's economic growth is inseparable from the continuing development of our cities. Directing investment into these infrastructure-rich urban centers will be the economic stone in the pond that sends ripples of growth and revitalization throughout the state. A sustainable state plan is critical to realizing these economic benefits."

"New Jersey's efforts to steer new homes and jobs away from open spaces and farmland are not working very well," according to Carleton Montgomery, executive director of the Pinelands Preservation Alliance. "What we've learned in the Pinelands, though, is that we can protect New Jersey's special places and promote sustainable development by using a regional plan that guides municipalities, landowners and developers and directs growth to the places that make sense."

"The DEP's core mission always has been and will continue to be the protection of our natural resources," said Marilyn Lennon, DEP Assistant Commissioner for Land Use Management. "At the same time, we recognize that a healthy environment and a healthy economy go hand in hand, and that haphazard development undermines both. With input from the DEP, other State agencies and stakeholders, the Administration is developing a balanced State Plan that maximizes opportunities to grow the economy while continuing to protect the environment through effective, science-based regulations."

The report website offers interactive, animated maps that allow the user to zoom in and see how suburbanization has affected their community over the 21-year study period between 1986 and 2007. "This tool should encourage people to think more about the long term implications of our land use decisions," explained co-author John Hasse. "For example, new homes are being built on substantially larger lots, on average, than

the historical pattern, which is why so much more land was developed despite a slowdown in population growth. Between 2002 and 2007, New Jersey's population increased by only 1.1 percent, but the amount of developed land increased nearly five times faster."

The data analyzed since 1986 confirm the dramatic changes residents have experienced. The amount of farmland, for example, has shrunk by one-quarter – an area larger than Bergen, Mercer, or Cape May County in size. "Even more troubling," said co-author Rick Lathrop, "is the increase in the rate deforestation over the last twenty-one years. Between 1986 and 1995, the state lost 4,300 acres per year of forestland, but between 2002 and 2007, annual losses of forest lands almost doubled to 8,490 acres, largely due to sprawling residential development."

View the full report:  
<http://gis.rowan.edu/projects/luc/>

About the report: *Using high-precision aerial photography, the state has created one of the most comprehensive inventories of land composition of any state. The land use mapping initially developed by the NJ DEP in 1986 has just been updated to give a picture of land use patterns and changes in the Garden State up through 2007. The results are described in Changing Landscapes in the Garden State: Urban Growth and Open Space Loss in NJ 1986 thru 2007, by John Hasse, Geospatial Research Lab, Rowan University, and Rick Lathrop, Center for Remote Sensing and Spatial Analysis, Rutgers University.*

*This report is part of an ongoing series of collaborative studies between Rowan and Rutgers Universities examining New Jersey's urban growth and land use change. The DEP data set utilized for the analysis represents a detailed mapping of the land use and land cover as depicted in high resolution aerial photography that was acquired in the spring of 2007. The imagery was then classified and mapped (figure 1.1) providing a window into how the Garden State has developed over the past several decades (from 1986 through 2007) and the subsequent consequences to its land base. It views land development patterns from several different angles providing a "report card" on urban growth and open space loss.*

## APA-NJ Walking Tours

### On Hoboken's Waterfront

By Zunilda Rodriguez, AICP

The New Jersey Young Planners Group (NJ YPG) hosted a two-hour walking tour of the waterfront public spaces and parks of the City of Hoboken, NJ. This event was held on the beautiful Saturday morning of August 21, 2010 beginning at Pier A in Hoboken. It offered 2.0 AICP CM credits. The Hoboken walking tour was sponsored by the New Jersey Young Planners Group Committee and the NY Metro Young Planners Group.

The tour group of nearly 30 young planners and professionals from New Jersey and New York found themselves quickly immersed in the story, issues, challenges and successes of waterfront planning in the City of Hoboken. The tour guide was Ron Hine from the organization of Fund for a Better Waterfront. He was joined by Brandy Forbes, Community Development Director of the City of Hoboken. The tour guides described the context and story, planning and financing mechanisms behind the development of

the publicly used waterfront parks and spaces in Hoboken. Historical photographs and first-hand accounts of the area provided a vivid view of what the waterfront was like prior to development. As the group navigated by foot along Hoboken's waterfront, there was an active exchange of information, lessons learned and success stories that participants took away with them for practice in their own work. The walking tour consisted of visiting several small public spaces, parks for children and adults, verandas and even a natural beach. With breathtaking views of New York City's skyline, the Hoboken walking tour offered valuable planning lessons within a regional context.

At the end of the tour, many participants gathered for a post-networking lunch at a local waterfront restaurant. Attendees shared their thoughts about the tour and networked.

NJ YPG looks forward to planning additional professional development and networking events in the future. Please contact the NJ Young Planners Group Committee Chair, Chris Brown at [APA.NJ.YPG@gmail.com](mailto:APA.NJ.YPG@gmail.com) to join our efforts or propose ideas.

### Riding the Hudson-Bergen Light Rail

By Bob Cotter, AICP, PP

Thanks to New Jersey Transit, 33 members of APA-NJ took a three-hour tour along the Hudson Bergen Light Rail (HBLR) line on August 20<sup>th</sup>.

Hosted by Jersey City's Planning Director, Bob Cotter, as well as planners from towns the HBLR travels through, the trip was free, complete with lunch and 3 certification maintenance credits. The tour began at Exchange Place, where we met our dedicated "Out of Service" trolley car.

Exchange Place is so named because it was where you exchanged from a rail car to a ferry boat for the ride across the Hudson to Manhattan. The transit mall at Exchange Place is no longer in service due to security issues, but in the immediate vicinity are buses, PATH subway, HBLR, and ferries and taxis.

Heading south, we discussed the redevelopment of the Colgate-Palmolive Company's 13 city blocks into a mixed-use complex that is now home to Goldman-Sachs, over 2,000 apartments and several thousand jobs. Although adjacent to the Historic Paulus Hook neighborhood, the skyscraping office and residential towers step down to meet their 19<sup>th</sup> century neighbors with respect and just enough brick in the bases to feel comfortable across the street. Intense negotiations with K. Hovnanian, city planners and Historic Paulus Hook Neighborhood Association resulted in this successful design. K. Hovnanian deserves great credit for working so respectfully with the historic district residents and city.

Passing through Liberty Harbor North, the planners were shown the results of a 1999 charette that brought Andres



(Continued on page 12)



## APA-NJ Walking Tours

*(Continued from page 11)*

Duany and Jeff Speck to town for an intense week of planning that is now taking shape as a “true-urban” neighborhood, complete with two light rail stations, ferry terminal and a five-minute walk to the PATH station. The APA-NJ award winning plan has been executed to specification, which includes a requirement that not more than 50 feet of contiguous frontage can be designed by the same architect. The results are interesting. Not all are successful, but that’s what happens in a city, so it’s OK.

Shuttling past a vast tract of vacant land below the new Jersey City Medical Center, we learned of the EPA removal of 1,200 drums of chemicals dumped there decades ago by some of the former industrial complexes. The city-owned site will soon be put out for RFP as the city seeks to redevelop it under the Grand Jersey Redevelopment Plan.

As we rolled south, we discussed the city’s vision of redeveloping the industrial corridor that the HBLR uses to get to Bayonne. This stretch will convert to residential mixed use development over the coming years. Most of the planning is in effect, and light rail will play a big part in allowing these developments to have reduced parking ratios.

John Fussa and Jesse Ann Ransom took over as the trolley entered Bayonne.

On the return back north, Bob Cotter discussed the Canal Crossing Redevelopment Area, and the complexities of planning this almost entirely industrial tract into a new, mixed-use development in the coming years. It will need a new light rail station and is planned to contain 5,000 housing units on 100 acres.

North of Exchange Place, we discussed the adaptive reuse of the Harborside complex from railroad warehouse to high tech office. Across the tracks, the 1909 Hudson & Manhattan Railroad Powerhouse is being stabilized by the Jersey City Redevelopment Agency with financial assistance from part owners, the Port Authority of NY&NJ, and Jersey

City’s Urban Enterprise Zone Fund. The Cordish Company is the designated re-developer of the site and plans a festival market place similar to the powerhouse in the Inner Harbor of Baltimore.



We moved on to Newport, where we discussed this 300-acre mixed-use project that is over 30 years in the making. Although not yet complete, when it is done, it will continue to evolve as the single-story retail venues will be replaced with apartment towers with retail in the base. We could see the Hudson River Waterfront Walkway, which is now connected by bridge to Hoboken.

Brandy Forbes, Hoboken’s Planning Director, took the microphone and described the plans Hoboken has for the light rail system.

In Hoboken, the city is coordinating with NJTransit to prepare a redevelopment plan over the Hoboken Terminal and rail yards. This terminal serves several modes of mass transit, including light rail, so the need for employees and/or residents to drive on their commute will be diminished significantly. As this area redevelops, NJTransit is considering an additional stop at the southern end of

Hoboken to serve the southwest portion of the community, as well as the Jersey City development on the other side of the light rail line.

Since the light rail became active on the western side of Hoboken, the city has seen more interest in development and redevelopment. Some developers have gone to the zoning board for approvals for more massive residential, but to hinder that from continuing, the city is studying the southwestern portion of Hoboken to determine if it is an area in need of redevelopment. Whether this area is determined a redevelopment area, rehabilitation area, or is just rezoned to appropriately meet the vision of the community, there will definitely be more development that will utilize the Second Street light rail station. As well, the housing authority is looking to revamp their site, providing easier pedestrian access for the residents to get to the light rail station.

Moving further north along the line, at the 9<sup>th</sup> Street light rail station, there has already been redevelopment for residential and commercial use that utilizes this station. The city is constructing a rede-

*(Continued on page 13)*

## APA-NJ Walking Tours

*(Continued from page 12)*

velopment plan just north of the station for more mixed use, including commercial space and technological business incubator space and residential. The city's draft plan includes major pedestrian connections throughout the area to this station. The city plans to partner with Stevens Institute to recruit start-up businesses that will boost Hoboken's economy while working with Stevens and tap into the Institute's resources.

North of the 14<sup>th</sup> Street viaduct that connects Union City to Hoboken, the city is interested in either rezoning or studying this section to determine if it is an area in need of redevelopment or rehabilitation. As development is sparked in this section of the community, NJTransit will install an additional rail stop to serve the various uses.

Then Jill Hartman, Weehawken planner, discussed the transformation of Weehawken's waterfront and what to expect next.

At Union City, we "de-trained" and took the elevators up 160 feet to Bergenline Avenue, which bustles with activity and has benefited mightily from the convenience of the light rail station.

We ended the day at Michael Anthony's, a waterfront restaurant in Newport, where Bob introduced Mayor Jerramiah T. Healy. The mayor happened to be in the restaurant greeting a delegation in from the Republic of Bineen, in Africa. They too have a waterfront in need of redevelopment and they came to Jersey City to see how it is done.



## Have an idea for an educational program?

The NJ Chapter has gone to great lengths to provide far more than the required 32 credits hours worth of educational opportunities in various venues and at various price points to assist its members in attaining all of their required CM credits. Please let us know if you have an idea, and/or would like to help organize an educational program. We are also looking for partners in providing CM. Please let us know if you are a part of an organization that would like to co-sponsor an event.

**To discuss potential CM eligible educational programming, please contact:**

Tom Schulze, AICP, PP

Professional Development Officer for Continuing Education

[tomschulze@aol.com](mailto:tomschulze@aol.com)



American Planning Association  
**New Jersey Chapter**

*Making Great Communities Happen*





## Announcements

### 95th Annual League of Municipalities Conference November 16-18, 2010 Atlantic City Convention Center

The NJPO Days of Planning series of sessions during the NJ State League of Municipalities Conference are eligible for up to 14.25 CM credits. Registration with NJPO covers all approved sessions over the three day schedule.

For more information, visit [www.njpo.org](http://www.njpo.org) or call 908.412.9592

### The Professional Development Institute

PDI provides online courses, webinars, workshops, training and development programs, research, and technical assistance to communities, organizations and professionals around the United States.

BOCEP: Bloustein Online Continuing Education Program  
Designed for busy professionals who want high-quality learning, our interactive online courses and Learning Lab webinars help the best and brightest become

smarter. Services: Training, deep-learning courses, custom learning solutions.

BOCEP courses starting in November: Site Planning Analysis, Affordable Housing Strategies, Intro to Urban Planning, Business Development

PDI also hosts the ABC: Arts Build Communities and TLI: The Leading Institute.

For more information, visit: <http://policy.rutgers.edu/pdil>



This two-day event is New Jersey's premier conference for land use planning professionals in the state, county and local government, private practice, issue advocacy, as well as citizens that are interested in maintaining and improving a high quality of life for the residents of the state. The American Planning Association – New Jersey Chapter seeks to promote sustainable land use planning by providing this forum for New Jersey's planning community to share information about current legal, regulatory, policy and technological issues that inform and impact land use decision-making.

[www.njplanning.org/conference](http://www.njplanning.org/conference)



## Announcements

### Urban Schools Program November 4, 2010 7:30PM-12:30PM

ULI NNJ cordially invites you to participate in an interactive half-day conference designed to showcase excellence in the design and development of K-12 projects. The program will consist of presentations and discourse about specific projects and critical issues relevant to successful K-12 facilities. Marc Larkins, CEO of the NJ School Development Authority, as well as experts from several schools and design firms, will be featured.

Eligible for 4 CM Credits!  
Visit: <http://nnj.uli.org>



### APA-NJ's NEW Online Events Calendar

View or submit NJ  
planning events at  
[www.njplanning.com/  
calendar](http://www.njplanning.com/calendar)

### Continuing Education Webinar Series

APA-NJ has partnered with 26 Chapters/Divisions on an extensive Certification Maintenance worthy webinar series for 2010 worth 42 CM credit hours. The sessions are free to APA-NJ members!

As part of the ongoing webinar series, APA-NJ is hosting the December 3rd session "Community Based Organizations and Planning".

For more information, visit  
[www.utah-apa.org/  
webcasts.htm](http://www.utah-apa.org/webcasts.htm)

# 2010 NJ Planning Conference After Party!

Friday, November 5th  
Tumulty's Pub - 361 George St.  
6:00PM-8:30PM



Appetizers ~ Business Card Drawing for a Bottle of Wine and the 2010 Complete Guide to Planning



American Planning Association  
New Jersey Chapter



YCDPA  
YOUNG COMMUNITY DEVELOPMENT PROFESSIONALS ASSOCIATION



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**SPONSORED BY:**  
American Planning Association - New Jersey, Young Planners Group and Ethnic & Cultural Diversity Committee  
Young Community Development Professionals Committee & US Green Builders Council, Emerging Professionals Committee

## Dress for Success: Reviving Hope and Opportunity

By Linda E. Wills, AICP, PP

Although the recession officially ended in June 2009, it remains very real to the millions of us who are unemployed or otherwise feel its effects. The national unemployment rate stubbornly hovers just below 10 percent. The U.S. Census Bureau reports that the income gap between the richest and poorest Americans has widened from 2006 to 2009, with 43.6 million people living in poverty in 2009. When appearing at a recent town hall meeting, President Obama was asked by an unemployed law school graduate if the American dream is, in fact, dead.

Stepping outside our traditional roles as planners, Debra Dworkis, AICP, PP and I have found a way to assist people who are unemployed or underemployed with reviving the American dream. Each of us has a professional network of planners, architects, engineers, attorneys, government officials, and others who "dress for success." So we are asking our fellow professionals for donations to benefit Dress for Success Hudson County.

Dress for Success is an international non-profit organization that provides interview-appropriate clothing and employment retention programs to help people enter and thrive in the mainstream workplace. If you don't have a job, you cannot afford career-oriented clothes. But without the right clothes, you cannot get the job. Dress for Success affiliates are located in Essex, Hudson, Mercer, and Morris counties. Through its Suits for Success program, Hudson County is the only state affiliate serving men as clients.

If it suits you to make a donation of new or gently worn business attire, please contact me at [LEWills@optonline.net](mailto:LEWills@optonline.net) or Debra Dworkis at [DebraD13@aol.com](mailto:DebraD13@aol.com). All donations are tax deductible, and you will receive a tax receipt. As a bonus, you will lower the carbon footprint of your wardrobe while decluttering your clothes closet.

We are accepting the following business attire:

- Men's and women's suits, jackets, & dress pants and women's skirts with current design lines—on hangers. Women's sizes 12 to 24 and men's sizes 48 to 55 are especially needed.
- Men's and women's dress shoes, new or slightly worn
- All accessories
- New make-up
- New underwear

If your donation is work appropriate, and if you would still feel comfortable wearing it to an interview, we'll take it! Or we can tell you how to make a cash donation of \$5 directly to Dress for Success Hudson County for its Blouse Fund to buy new blouses for women clients.

We are also accepting office supplies for the Dress for Success Career Center, which helps clients navigate the job-search process. The Career Center needs copy machine paper, pens, pencils, and writing pads.

Visit <http://www.dressforsuccess.org> to learn more about Dress for Success and how you can serve as a volunteer. Hosting a suit drive such as ours involves marketing, arranging for a drop-off location for the donations, and delivering the donations to the Dress for Success affiliate.

**"Service to others is the rent we pay for the privilege of living on this earth."**

*-- Shirley Chisholm, first African-American woman elected to Congress*

Editor's Note:

Linda Wills is an APA-NJ member and a former member of the APA-NJ Executive Committee. She is actively involved in the "Dress for Success" program that helps unemployed or underemployed people find interview- and job-appropriate clothes that they could not otherwise afford.

Volunteering is an important public service, and volunteers are essential to making great communities happen. We encourage you to share your experiences as volunteers by submitting an article for a future edition of the Jersey Journal.



## News from APA National

By Angela Vincent, Region I Director, Board of Directors

[angela.aparegion1@gmail.com](mailto:angela.aparegion1@gmail.com)

603-305-5385

### Summer Leadership Retreat

The APA Board of Directors and AICP Commissioners met in Chicago in July for an APA Leadership Retreat. This retreat, which only happens every two years, brought together new and existing Board members and Commissioners for an action-packed weekend of updates, brainstorming and teambuilding. Some of the highlights from this retreat, and things to look forward to, include:

#### The APA Development Plan

With a new President-Elect on board (congratulations Mitchell Silver), comes the creation of a new Development Plan for APA. The purpose of this biennial Development Plan is to outline new initiatives and leading priorities for the American Planning Association. The Development Plan is a tool to ensure that our operations and activities relate directly to our mission, vision, and goals. It serves as a guide to assist APA's leaders, the Professional Institute, and all components, including Chapters and Divisions, in formulating the association's budget. We hold ourselves and the organization accountable as we work to achieve the goals of this Development Plan. The Development Plan will be devised over the next six - eight months, reviewed by the Board of Directors and voted on by the APA Board at the National Conference in Boston in 2011. Stay tuned for more information about this instrumental Plan. Sustaining Places Initiative – in March 2010, APA President Bruce Knight, FAICP formally announced the Sustaining Places Initiative. This Initiative is a multi-year, multi-faceted program to define the role of planning in addressing all human settlement issues relating to sustainability. President Knight emphasizes that this role is recognized as not being “limited to a building or a site, but en-

compasses all scales and all forms of organization of human settlements, from rural areas and small towns to cities and metropolitan regions. We look forward to providing more details on this Initiative. For highlights about the launch of this Initiative and updates about its progress, please visit: <http://www.planning.org/sustainingplaces/>

#### Great Places in America

Now in its second year, APA's flagship program celebrates places of exemplary character, quality, and planning. Places are selected annually and represent the gold standard in terms of having a true sense of place, cultural and historical interest, community involvement, and a vision for tomorrow.

APA Great Places offer better choices for where and how people work and live. They are enjoyable, safe, and desirable. They are places where people want to be — not only to visit, but to live and work every day. America's truly great streets, neighborhoods and public spaces are defined by many criteria, including architectural features, accessibility, functionality, and community involvement. Know of a Great Street, Neighborhood or Public Space that you think merits designation as a Great Place? Start planning now to designate this great place! To date, there have not been any great places in Connecticut, Delaware, Maryland, New Jersey, Rhode Island or Vermont. Let's show America how great the Northeast is! For more information, please visit: <http://www.planning.org/greatplaces/>

#### APA Assistance for Planners

In these tough economic times, it is even more important that planners can stay connected and have access to planning tools, resources and support. APA has created two ways to stay connected:

- Unemployment Membership Category: Active (current and continuous) paid APA membership for the past 3 or more years entitles you to 1 year of

membership dues at the unemployment rate for a maximum of 5 years (15 years of active service). This is not a billable rate, so you will have to request the unemployment rate every year upon renewal.

- Unemployment rates: APA dues \$50, Chapter dues \$10, AICP (if applicable) \$25. All publications and divisions are at regular price. Call 312-431-9100 or e-mail [customerservice@planning.org](mailto:customerservice@planning.org).
- Jobs Online: Looking for the next perfect planning job or internship? Search APA's extensive database of jobs in planning: <http://www.planning.org/jobs/>

### Planners' Communications Guide

*The Planners' Communications Guide: Strategies, Examples, and Tools for Everyday Practice* helps APA members reach and deliver positive, values-based messages about planning and APA to targeted audiences. The document is downloadable in full or in part at <http://www.planning.org/communicationsguide> and does not have to be read in its entirety prior to being used.

Three messages were developed, tested, and adopted by the APA Board of Directors with this purpose in mind:

1. APA members help create communities of lasting value.
2. Good planning helps create communities that offer better choices for where and how people work and live.
3. Planning enables civic leaders, business interests, and citizens to play a meaningful role in creating communities that enrich people's lives.

The guide provides great examples of the benefits of utilizing a planner and implementing a plan in a chapter that describes the dollar value of planning. Another chapter describes how to form alliances with influential parties and key stakeholders from government, the development community, businesses, and



## News from APA National

the general public in order to gain support for your plan and put it into action. The guide explains that it's not only your message, but how it's conveyed, that matters.

*The Planners' Communications Guide: Strategies, Examples, and Tools for Everyday Practice empowers you as a planner by providing a multitude of communication options for delivering a message, project, plan or presentation to your audience.*

### Meet Debbie Alaimo Lawlor, AICP Region I Commissioner

New Jersey's own Deborah Alaimo Lawlor, AICP/PP, has been elected to serve as a Commissioner for the American Planning Association's professional institute, the American Institute of Certified Planners. APA is a 43,000 member organization that provides leadership in the development of vital communities.

Elected from Region I, Commissioner Lawlor serves all members for four years on the eight-member commission guiding certification, ethics, professional development and accreditation policies. She represents more than 16,000 members of APA's professional institute.

Debbie has 30 years of state, regional, and private sector planning experience. She is Chief of Sustainability for the New Jersey Meadowlands Commission (NJMC) and recently took on the additional role of Director of Administration for the Meadowlands Commission's NJMC Business Accelerator, an incubator for emerging businesses related to renewable energy and sustainability.

An active association member, Lawlor has held a number of leadership roles within the APA New Jersey Chapter, including Northeast area representative, chapter vice president, as well as vice chair of state planning for the APA Regional and Intergovernmental Planning Division. She received the 2009 New Jersey Chapter Distinguished Service

Award.

Lawlor volunteers her time in her state and local community, serving on the Rutgers University Center for Green Building Advisory Board and was a recipient of the 2010 Arline Simpson Leadership Award for her work with the Meadowlands Regional Chamber of Commerce. She is a past president of the Packanack Lake Community Association in Wayne, New Jersey.

Lawlor received her bachelor's degree in environmental planning and design and master's degree in geography from Rutgers University. She is a certified planner and a licensed professional planner in the state of New Jersey.

Debbie resides in Wayne, New Jersey with her husband Marc, who is also a planner, and children Sean (a recent Quinnipiac University graduate) and Alexis (a Bentley University sophomore).

Contact Information:

**[debbie.lawlor@njmeadowlands.gov](mailto:debbie.lawlor@njmeadowlands.gov)**  
Cell Phone 1-862-377-3668

### Meet David Kruse, SRC Region I Student Representative

As Representative, David will be a liaison to 16 universities that comprise Region I. His responsibilities include encouraging student engagement with APA events, assisting with entry-level job searching activities, and promoting the services of APA to student members.

David has worked with University at Buffalo's Center for Urban Studies teaching students the benefits of community gardens and actions that can be taken for neighborhood beautification projects. He has also worked for Erie County with the Department of Environment and Planning. Last summer, he interned with the Town of Clarence.

David graduated from UB's Architecture and Planning school with a bachelor's

degree in Environmental Design and a minor in Geography. He is in his second year of graduate studies with the University specializing in environmental planning and GIS. Upon graduation, he plans to move to Boston to continue contributing to the Region and APA's relationship with its student members.

## Student Corner

One way to build relationships with fellow students and young professionals is to get involved with Young Planners Groups (YPGs), who introduce younger working professionals to students and can provide advice in breaking into the professional world or educational guidance.

In the student section of APA's website, *The New Planner* is a fantastic publication that highlights the work done by students throughout the country, as well as related news of interest and a section on a working planner in the field and the advice that can be given.

Another way to get involved is to attend chapter conferences, which offer opportunities to meet fellow students and potential employers, and learn subjects that may not be discussed in class.

Now is the time to get involved; the benefits can last throughout your professional planning career.

David Kruse, **[david.l.kruse@gmail.com](mailto:david.l.kruse@gmail.com)**



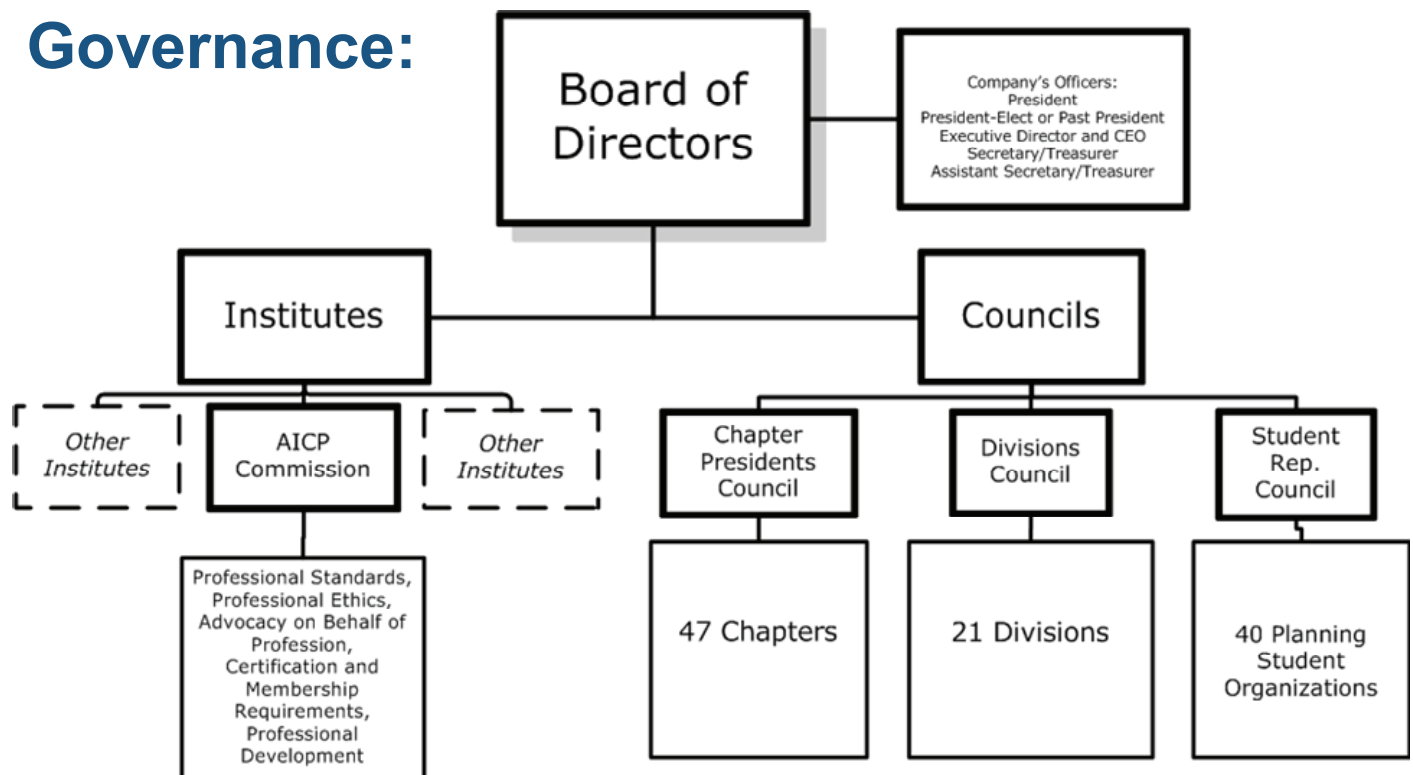
# News from APA National

## American Planning Association's Organizational Governance Structure

APA

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Making Great Communities Happen

### Governance:



**BOSTON**  
APA will hold the 2011 National Planning Conference April 9-12 in Boston at the Hynes Convention Center.

Plan on attending the 2011 National Planning Conference and select from hundreds of sessions, technology showcase presentations, mobile workshops, GIS workshops, poster sessions, facilitated discussions, and training workshops.

Visit [www.planning.org](http://www.planning.org) for complete conference details.

# News from APA National

## How to Earn CM Credits

This chart details the latest information on how AICP members can earn CM credits. Please read through this information carefully, as important details related to current credit options have been added or edited.

This list does not represent the types of activities that are eligible for CM credit (e.g. workshops, lectures, online courses, etc.), but rather the mechanism by which AICP members may earn CM credits.

Ways to earn CM credits	Eligibility	Credit details	How to log these credits
By attending an activity that is registered for CM credit by the educational provider	<ul style="list-style-type: none"> <li>• All activities must meet the CM criteria for approval.</li> <li>• AICP members may report credits for activities that occurred since April 14, 2007.</li> </ul>	Members will receive CM credits for the duration of the activity.	Members may continue to log credits into their personal CM log.
By speaking / instructing at an activity that is registered for CM credit by the educational provider.	<ul style="list-style-type: none"> <li>• All activities must meet the CM criteria for approval.</li> <li>• AICP members may report credits for activities that occurred since April 14, 2007.</li> <li>• Credit may be earned only once for the same presentation or instruction.</li> </ul>	Members will receive CM credits for the duration of the activity plus 1 hour (CM) for preparation, regardless of activity length (e.g. speaking at a 4-hour workshop = 5 CM credits).	Members are able to log these credits electronically. This new feature will be added in the first half of 2009. Please continue to keep a manual record in the interim. To claim credits from a registered activity, using the online calendar find and select the activity and answer all required fields within the pop-up box.
By self-reporting attendance or speaking / instructing at an activity that is not registered for CM credit by the provider but meets CM criteria and is approved by APA staff.	<ul style="list-style-type: none"> <li>• All activities must meet the CM criteria for approval. See details about CM criteria on the <a href="#">self-reporting information page</a>.</li> <li>• AICP members may report credits for activities that occurred since April 14, 2007.</li> <li>• Distance learning activities are not eligible for self-reporting.</li> </ul>	<ul style="list-style-type: none"> <li>• Members may self-report up to 8 CM credits per two-year reporting period.</li> <li>• While the credits will automatically be added to a member's log, CM staff may contact you to provide further documentation.</li> </ul>	Members are able to log these credits electronically from the CM activities calendar by clicking on the "speaker toggle" and following the provided instructions.
By authoring an article	<ul style="list-style-type: none"> <li>• The article must be planning related.</li> <li>• The article must be a double-blind peer-reviewed article.</li> <li>• See details about AICP member start dates and claiming credits on the <a href="#">authoring information page</a>.</li> </ul>	<ul style="list-style-type: none"> <li>• Members will receive 8 CM credits per article, regardless of length.</li> <li>• Authoring cannot exceed 16 CM credits per two-year reporting period.</li> <li>• While the 8 credits will automatically be added to a member's log, CM staff may contact you to provide further documentation.</li> </ul>	These credits are claimed electronically by filling out and submitting an online form that is accessed from the CM member log.



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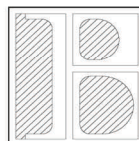


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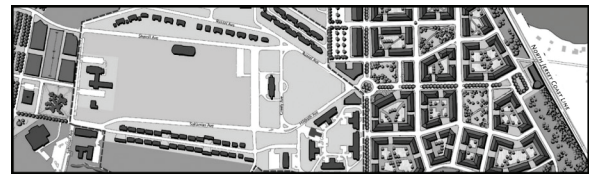


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