ROSELLE PARK

NEW DIRECTIONS...

recommendations for progress in the borough of Roselle Park
**Governing Body**

Mayor  *Joseph DeIorio*
Councilman At Large  *Ricky Badillo*
First Ward Councilman  *Laurence Dinardo*
Second Ward Councilman  *Rick Matarante*
Third Ward Councilman  *Robert Rubilla*
Fourth Ward Councilman  *Loren Harms*
Fifth Ward Councilman  *Robert Zeglarski*
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Clerk  *Debbie Buli*
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New Directions...
INTRODUCTION

In April of 2006 the Borough of Roselle Park hired Heyer Gruel & Associates (HGA) to review past, present and future planning efforts in the Borough. This task outlined a significant public participation and educational campaign designed to solicit community input and support for the long-term growth and viability of the Roselle Park. The task also involved the Redevelopment of the Romerovski Site (Marconi Wireless) on Westfield Avenue, as well as a review of an Area in Need of Rehabilitation designation for the Borough at large.

This document is ground in input from the residents of Roselle Park, and uses best practices in professional planning and community development to effectively plan and prospectively fund community development projects. Realizing that municipal budgets do not contain an endless supply of money, this report prioritizes what the Borough should undertake and the importance in doing so. The Borough will then be in a position to proactively plan for the future and the solidification of its tax base for future generations.

Heyer, Gruel & Associates has garnered these recommendations based on a two-fold community input approach; those which identify general policy considerations worthy of consideration, and those that led to consideration of areas in the Borough where a more aggressive and proactive planning approach should be considered.
PUBLIC INPUT & VISION

Through the initial public input received, and conversations with community members, officials, and others, HGA has compiled this report as a precursor for further discussion with the Planning Board as well as the Governing Body. HGA believes that this report is consistent with the Borough’s Master Plan as well as the direction in which the leaders and citizens in Roselle Park seek to go.

At the various public meetings, issues were discussed surrounding many issues the Borough experiences. These issues surround the Borough’s ability to:

Attract development or redevelopment
- To grow as a community
- Its ability to move people by foot, by car, by bus, by train
- How things could/should look, feel and function.
Specifically, HGA asked that the public think of S.W.O.T. (Strengths, Weaknesses, Opportunities, & Threats). The community’s responses are detailed in the following pages:

Community Planning Consultant
Heyer, Girvel & Associates
in association with the
BOROUGH OF ROSELLE PARK
Invites You to a
PUBLIC MEETING

• Come listen to the results of the last public meeting.
• The Romerovski Corp. on Westfield Ave, is slated for redevelopment and a plan is being created for it.
• Updates of development of commercial sites in the Borough such as A&B Glass, Tavern in the Park, Luberco and others along Westfield Ave.
• The purpose of this effort is to: Attract New Business, Address Senior Housing Needs, Expand the Tax Base to Stabilize Property Taxes, Improve Quality of Life, and Revise the Land Development Regulations & Zoning.
• Visit the newest commercial development in Roselle Park, Senior Spirit – senior citizen day care center.

Your input is shaping the Roselle Park future!
MONDAY, OCTOBER 2nd, 7:00 PM
At Senior Spirit of Roselle Park - 430 E. Westfield Ave

Jitney Service is available. For additional information go to www.rosellepark.net or contact the Clerk’s Office at 908-245-6222

BE HEARD, BE A PART OF THE SOLUTION!
~Strengths- What the Borough has to offer or build upon.

- Romerovski Site (Area) Provides a “Gateway” Opportunity
- Railroad and associated passenger service
- Great Highway Access
- Library
- Clean and Safe
- Roselle Park Youth Center - Boys & Girls Club
- Downtown Core
- History
- Casano Community Center
- Volunteers
- Great Public School System
- Sense of Community
- Sense of Belonging
- Town Center
- Westfield Avenue- Historic and part of the Olmstead Blvd project
- Location and Accessibility
- Livability and Unity

- Strong Sewer System
- Movie Theater
- Proximity to Hospitals
- People are Looking to Buy in Roselle Park
- Jitney Service
- Weaknesses: Things that could be improved upon or that challenge the Borough.
  - Code Enforcement (Staffing)
  - Marketing
  - Rental Apartments
  - Limited Size of the School Space
  - Limited Size of Volunteers

- Business Areas along Westfield Avenue lack a cohesive focus
- No Strong Retail Attractions/ Businesses (not) in Walkable Distance
Opportunities - How the Borough can utilize its Strengths to improve itself. What you would like to see change.

- More Aggressive Marketing
- Public Space in New Development
- Transit Village
- Historic Buildings and sites
- Adaptive Reuse to create
- Eating places
- Diverse Retail Opportunities
- Loft Space
- Professional Offices
- Local Retail - New Investment & Improvement
- Capitalize on the Train Station and Rail Service
- Create Additional Public Space
• Areas along Westfield Avenue are ripe for change
• Attract a supermarket
• Sullivan Chevrolet Property is key to downtown revitalization
• Build upon Chestnut Street and create extension of the Downtown on Westfield
• Create a Marconi Museum at the former Site (Romerovski)
• Build Uniformity through Landscaping and Streetscape design
• Opportunities for Infill development that complement existing
• History (Marconi) an asset to marketing
• Light Rail may come along Central Jersey Rail Line
• Take Better Advantage of the Jitney
• Romerovski Site Redevelopment
  • Enhance the Roselle Park market by creating product that bolsters the local market.
  • Create additional Parks (and Open Space) with Smaller Stores and Senior Housing in mixed-use environment

• Adaptive Reuse and Loft Housing
• Keeping the facade of the older part of Romerovski building
• Locating the Historical Society Museum somewhere in Romerovski building
• Commercial Development - mixed use.
• Look at Red Bank's Galleria as an example of the mixed use.
~Threats- The Different influences on the community (or region) that will challenge us moving forward.
  • Property Maintenance & Deterioration
  • Westfield Avenue Cross Section (DOT)
  • Status Quo
  • Costs of Demolition - Romerovski
  • Political Procrastination & Partisans
  • Depreciation of Businesses in Downtown
  • UEZ in Elizabeth and Roselle
  • Cleanliness of Downtown

~Other Pertinent Input
  • Parking Issues in the Downtown need to alleviated
  • Rent Control an issue
  • Ground Testing is needed on older Industrial Sites
  • Develop Laberco site on Hawthorne St into Senior Citizen housing and create a "theme" for the seniors such as stores on the bottom floor and housing on the top floors. Create outdoor sitting areas to enjoy sun and flowerbeds, etc.
• Develop the A&B Autobody property it into something other than industrial to create a softer appeal coming into Roselle Park from Cranford other than auto repair and huge industrial/dirty looking buildings. Make it a little more appealing (first impressions!)
• Corner of Filbert and Westfield (burned out building). Create something that would be appealing for people to come into Roselle Park for retail shopping. Currently it is being looked at now to create a "specialty" service for cosmetic non-surgical procedures
• Develop/incorporate a recycling center and bulk/grass/leave drop off at DPW.

This input directly affects how we view the bigger picture and then work toward a better Roselle Park. One comment we add during this discussion is to ensure we DO NOT focus on the Why, but on the Why Not... This document works to influence subsequent Zoning and Land Development Ordinance changes that will capture the true assets of Roselle Park to advance it towards where it belongs - as a community of stature such as the likes of a Princeton, Montclair, or Westfield.
During the input process, HGA asked the public to envision how the changes we make today will influence the future of the Borough 20, 30 even 50 years from today. Focusing on the future, the Borough should work toward "value-added" development that improves the quality of life physically and socially and shouldn't settle for allowing the market to expressly dictate what the direction the Borough takes. Rather, the Borough should weigh market demands against its longer-term vision for itself. Ratables are not merely the answer, a solid, secure, tax base is.
POLICY CONSIDERATIONS

REDEVELOPMENT

As the Borough moves forward in the Redevelopment Process, Roselle Park has a decision to make regarding who will act as the “Redevelopment Entity in the Borough; the Governing Body or a separate Agency created to handle the task of Redevelopment. To assist the Borough in making this decision, the following are the pros and cons of both approaches.

-The Redevelopment Entity-

The redevelopment entity is the group in charge of implementing the Redevelopment Plan. It does not develop the project or projects, but selects the redeveloper who will and negotiates agreements to that end. In Roselle Park’s case, the entity would determine which development team is best suited to redevelop the Romerovski site based on proposals that are submitted in response to an Request For Proposal (generally). The Entity also ensures the provisions of the Plan are met. Furthermore, as time moves on, there may be additional Agencies created for different Redevelopment Areas, should others be created.

The Redevelopment Entity has significant powers and can be either a Governing Body, a specific agency set up to handle the Redevelopment Area, a Local Housing Authority or the County Improvement Authority. The Entity’s powers include:

- Authority to select a redeveloper
- Acquire Property through Eminent Domain (if identified in the plan)
• Issue bonds
• Hire professionals
• Undertaking planning in the Area
• Buy, sell or lease property

Should Roselle Park choose to create an Authority, it must do so by Ordinance. The following are the advantages and disadvantages of both a separate entity and governing body. There is no right or wrong way to handle Redevelopment, only what the Borough is most comfortable with.

**Governing Body acting as the Redevelopment Entity**

**Advantages**
- They are Elected Public Officials, not appointees, charged to carry out the public’s vision.
- No need to hire additional support staff to support a Brand-new agency. (Excluding professionals)
- Regulatory process is avoided in creating the agency.

**Disadvantages**
- Governing Body may be overburdened given many other governmental responsibilities
- Puts strain on support staff and planning resources with small staffing levels
- Process may become politicized

**Separate Entity in charge of Redevelopment**
(7 members appointed by the governing body + an Executive Director- Director must have specific experience that is outlined in the Local Redevelopment and Housing Law LRHL)

**Advantages**
- Redevelopment is their Primary mission
- No other competing purposes
- Depoliticizes the process by insulating the elected officials from the process

**Disadvantages**
- May isolate the process from the public and limit accountability
- May be more costly if staff duplicates expertise of existing staff
- Requires Approval and Oversight by the NJ Division of Local Government Services
CONSIDERATIONS

POLICY

(DLGS) at the Department of Community Affairs (DCA).

• Takes time to set up.

Administrative Steps for a separate entity are as follows:

1) Approvals by DLGS- submit and present an application.

2) Hire or Assign Staff-
   a. Executive Director (Full or Part-time)
      Must meet qualifications
      i. Degree in Public Administration, Social Science or equivalent
      ii. Five (5) Years of public administration, finance, realty, or similar experience.
      iii. Master degree may substitute two (2) years of experience.

3) Staff and Commissioners must be trained through the NJDCA’s mandatory Training Program

Recommendation-

Given the timeframe involved and the desire to capture the strength of the current development marketplace, (one that seems to have peaked nationwide but still strong in New Jersey), the Borough should entrust redevelopment of Romerovski to the Borough Governing Body. Given the time involved in creating a separate agency, the Governing Body can act quickly to work with the property owner and select a redeveloper for this important Roselle Park site. The site of the area and the owners’ willingness to work with the Borough makes it the ideal situation for the Governing Body to handle.

While Romerovski should be handled by Governing Body, other areas may have a different entity which is created to specifically other areas. At the time the Borough considers other areas for redevelopment, it should revisit who handles redevelopment, particularly in areas that may be more difficult and involved.
ECONOMIC DEVELOPMENT

Many communities have found great success by providing an administrative structure that addresses marketing, economic development, planning, zoning, and other community development related functions. Communities enjoy progress toward the stabilization of their taxes. Private developers and investors enjoy access and predictability in moving projects forward. Given these community and investor desires, having staff dedicated, knowledgeable and accessible is important. In order to achieve efficiencies in this respect, some communities have created departments whose responsibilities center on activities.

For the Borough of Roselle Park, creating a position of Economic Development Director would meet many of the Borough’s needs in several ways directly in response to community input.

- Marketing the Borough can be centralized, targeted and aggressive.
- The “Special Improvement District” will have a point person.
- Developers and Investors will have “9-5” access to knowledgeable, attentive staff.
- Code enforcement activities can be coordinated with the needs of the Borough’s business community.
- Representation at Chamber events and important business gatherings.
- Planning and Zoning applications/proposals can be vetted early-on in the process with preliminary input and realistic expectations moving forward.
- Planning and Redevelopment projects can be effectively managed.
- Public works projects (public investment) can be coordinated with the Borough’s development activities (private investment) to create a “value added” approach.

The new perspective administrative position can be created in different ways including a separate position or as an Administrator that heads all development related Borough Divisions. This report recommends that the best possible approach to achieve efficiencies be through a Departmental structure that is structured as follows. Regardless of the Borough’s decision, this element of the administration can serve to advance the Borough exponentially.
DECLARING A BOROUGH-WIDE AREA IN NEED OF REHABILITATION DESIGNATION

"An Area in Need of Rehabilitation" is a technique that many communities utilize to facilitate rehabilitation of its housing stock. Making this declaration therefore enables communities, if eligible, to provide tax abatements to homeowners who wish to rehabilitate their homes. The abatement essentially freezes the pre-rehab property tax for 5-years. The freeze then becomes a saving to the homeowner and enables them to recover the rehabilitation expenses over the 5-year period.

Declaring an “Area in need of Rehabilitation” also has the effect of Redevelopment status, but without the powers of condemnation. While tax abatements, a tool utilized to facilitate development, a tool sometimes necessary to ensure all the “details” of a plan can be implemented, are present in both rehabilitation and redevelopment area designations, only the short-term abatement (5-years) is accessible in rehabilitation. Long-term abatements (30-years) are eligible through Redevelopment.

Maintaining the solid Roselle park housing stock should be a Borough priority.
The true benefit to the Borough of Roselle Park is that a "Rehabilitation Area" provides great flexibility in creating comprehensive redevelopment plans that facilitate the ability to negotiate design details and other improvements. This ability enables the Borough to act expeditiously and proactively. Because redevelopment plans in this scenario are created under the rehabilitation area designation, it would be up to the redeveloper itself to assemble any land needed to realize the project. The Borough may also choose to pursue redevelopment with condemnation powers, as statutorily enabled through the LRHL. The distinction is that the process of finding under the criteria established by statute must be presented- as was the case with Romerovski.

In order for the Borough to declare itself an Area in Need of Rehabilitation it must contain a TOTAL housing stock that is 50 years or older. In our analysis we found that roughly 52.9% of residential structures in the Borough are 55 years or older. While the Borough's MOD IV parcel is complete, our analysis was based off of the United States Census Bureau's Physical Housing Characteristics data (QT-H4), for the Borough of Roselle Park. Of the total 5,258 housing units in the Borough, 2,786 of them were constructed in 1949 or earlier. In fact, the median year built is 1948, which means that the median age of residential property in the Borough is 58 years old. Furthermore, the majority of sewer and water infrastructure in the Borough has been in place for many years. Seeing as though this aging infrastructure has been in place to serve the aging housing stock and annually requires routine maintenance, repairs and upgrades, it is feasible and appropriate for the Borough to take any and all measures to proactively assist its residents by ensuring the proper tools and incentives are in place to maintain and upgrade the Borough's systems. As such, the Borough may create, by Resolution, an Area in Need of Rehabilitation based on these findings. Appendix A contains the resolution required to create the rehabilitation area for Council's consideration.

**PLANNING FOR RESIDENTIAL LAND USES**

The property tax burden in New Jersey can be a seemingly insurmountable problem to deal with. Many communities have turned to the burden that housing can place on already overburdened school budgets by attempting to limit new units developed in the community. This report makes the distinction between housing types and their potential impact on communities such as Roselle Park so that the Borough can fully understand the effects of future planning decisions.

Single-family housing creates a significant strain on a municipality’s budget. With average household sizes
sometimes in excess of (4) four persons per unit, a single-family home often produces (2) two children in a particular unit. In many communities, the costs associated per child can reach $15,000+ a year to put a child through (1) one school year. Single-family homes outside of huge mansions fail to cover the costs of (1) one child annually and are tax burdens. In Roselle Park, the per pupil cost is $10,267.

Condominiums, apartments and townhomes are different, particularly in Transit Villages (As Roselle Park effectively is). These multi-family unit types produce far less school-aged children than the traditional single-family household. Rutgers University recently reported that while 2-bedroom structures see little difference in the school-aged population from a 2-bedroom family unit, (3) three or more bedrooms see levels in multi-family unit types roughly half that and more generated by single-family limits.\(^1\) A point to clarify is that 2-bedroom single-family units generate fairly low school children, hence the lack of difference from other housing types.

While these numbers prove useful when analyzing what type of residential unit if any, are appropriate, there is yet another consideration for communities such as Roselle Park. Rutgers University also analyzed the impacts of housing units in transit oriented development scenarios. The “Transit

\(^{1}\) “Residential Demographic Multipliers” Rutgers University; Burchell, Listokin, Dolphin; 7/06
Oriented Developments in New Jersey research document stated that traditional single-family homes (all bedroom types included) produce an average of 0.446 public school aged children, or roughly 45 children per 100 units. In a town with convenient access to rail and a Downtown, the number reduces to 0.017 or 1.7 children per 100 units of housing. Several factors attributing to this are:

a) Housing type, size and design/lay-out unit.
b) Communal style of living. Usually favored by pre or post-aged child rearing adults.
c) Absence of private open space.
d) Urbane, mobile individual with limited personal attachments and high degree of freedom.

Another factor in these analyses was purchase or rental pricing. The reports seem to indicate that the more luxurious the unit, the less children it produces. Price, not ownership versus rental, is the determinant. So in order to make the case for additional housing types, particularly in the Downtown area, these factors deserve consideration.

Examples from within Roselle Park illuminate this discussion. The Borough Schools System reports the following numbers of school children from each of the following housing developments. Based on the seven (7) largest multi-family developments in Roselle Park, the average public school aged children per residential unit is 16%. This figure is further agitated by design, site amenities, Section 8 housing vouchers as well as actually proximity to the Roselle Park Rail Station and the amenities of the Downtown.

<table>
<thead>
<tr>
<th>Development</th>
<th>Units</th>
<th>Children</th>
<th>Percentage</th>
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<tr>
<td>Sunrise Village</td>
<td>250</td>
<td>94</td>
<td>37.60%</td>
</tr>
<tr>
<td>Woodside Gardens</td>
<td>234</td>
<td>7</td>
<td>2.99%</td>
</tr>
<tr>
<td>Colfax Manor - Condos</td>
<td>192</td>
<td>15</td>
<td>7.81%</td>
</tr>
<tr>
<td>Grande Apartments</td>
<td>119</td>
<td>27</td>
<td>22.69%</td>
</tr>
<tr>
<td>Knights Apartments</td>
<td>111</td>
<td>7</td>
<td>6.31%</td>
</tr>
<tr>
<td>Webster Gardens</td>
<td>82</td>
<td>18</td>
<td>21.95%</td>
</tr>
<tr>
<td>Paradise Gardens</td>
<td>56</td>
<td>4</td>
<td>7.14%</td>
</tr>
<tr>
<td>Hedgewood Apartments</td>
<td>33</td>
<td>2</td>
<td>6.06%</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>1044</strong></td>
<td><strong>174</strong></td>
<td><strong>16%</strong></td>
</tr>
</tbody>
</table>

Lastly, from a design and functional perspective, single use and single story commercial structures produce mundane and uninspiring building types that have little positive effect on the surrounding area. Aesthetics aside, downtowns and the retail establishments therein require and desire human activity. Retailers want to know how many people will be walking in front of their
storefronts. Therefore, new housing choices in the Downtown should be a consideration of the Borough. While age-qualified units may be appropriate, they are not the only type of structure to consider. This mixed-use approach with design considerations is very important in stabilizing and enhancing the Downtown, thus stabilizing property values and strengthening the tax base.

Many communities in New Jersey have taken steps to improve themselves through the mixed-use, design-based approach with much success. Communities of varying scales such as, South Orange, Rahway, Morristown, Netcong, and others that are following them like the Town of Dover and West Windsor, have understood the importance of housing near their rail stations and the Downtown areas. An eclectic mix of residential land uses and commercial activity leads to healthy, vibrant communities. The “Transit Village Monitoring Report” research also showed the net affects of children have been negligible. The results of the study included all housing types within proximity to the Transit Village Area, but still showed significantly lower school-aged populations near Transit hubs:

- Morristown Transit Village – 18.4% school-aged children
- Belmar – 15.5%
- Cranford – 16.2%

Conclusion
On average, Statewide trends show that 26.4 of all housing units types have school-aged children under 19 years old. When compared, towns with reliable transit service show significantly less children than towns without. However, as shown above, when studies have factored housing types into the mix, school-aged children drops even more.

For Roselle Park, housing can made a significant contribution to both the design and marketability of the Downtown and Transit Areas. Such planning decisions need to be carefully weighed and integrated into all development projects- particularly where mixed-use development types can be integrated into the fabric of the built environment.

A diverse housing stock is one of the Borough’s outstanding qualities.

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2 Transit Village Monitoring Report; Edward J. Bloustein School of Planning and Public Policy; Jan Wells & Peter Lombardi; October 2005
GEOGRAPHIC INFORMATION SYSTEMS (GIS)
GIS is a collection of computer hardware, software, and geographic data for capturing, managing, analyzing, and displaying all forms of geographically referenced information. With a geographic information system you can link information (attributes) to location data, such as people to addresses, buildings to parcels, or streets within a network. You can then layer that information to give you a better understanding of how it all works together. You choose what layers to combine based on what questions you need to answer—and in an extremely timely manner.

-Map Where Things Are
Mapping where things are lets you find places that have the features you’re looking for, and to see where to take action.
- Find a feature – People use maps to see where or what an individual feature is.
- Finding patterns – Looking at the distribution of features on the map instead of just an individual feature, you can see patterns emerge.

-Map Quantities
People map quantities, like where the most and least are, to find places that meet their criteria and take action, or to see the relationships between places.

This gives an additional level of information beyond simply mapping the locations of features.

-Map Densities
While you can see concentrations by simply mapping the locations of features, in areas with many features it may be difficult to see which areas have a higher concentration than others. A density map lets you measure the number of features using a uniform aerial unit, such as acres or square miles, so you can clearly see the distribution.

Mapping density is especially useful when mapping areas, such as census tracts or counties, which vary greatly in size. On maps showing the number of people per census tract, the larger tracts might have more people than smaller ones. But some smaller tracts might have more people per square mile — a higher density.

-Find What’s Inside
Use GIS to monitor what’s happening and to take specific action by mapping what’s inside a specific area. For example, a district attorney would monitor drug-related arrests to find out if an arrest is within 1,000 feet of a school—if so, stiffer penalties apply.
-Find What’s Nearby
Find our what’s occurring within a set distance of a feature by mapping what’s nearby.

-Map Change
Map the change in an area to anticipate future conditions, decide on a course of action, or to evaluate the results of an action or policy.

- By mapping where and how things move over a period of time, you can gain insight into how they behave.
- Map change to anticipate future needs. For example, a police chief might study how crime patterns change from month to month to help decide where officers should be assigned.
- Map conditions before and after an action or event to see the impact. A retail analyst might map the change in store sales before and after a regional ad campaign to see where the ads were most effective.

Conclusion
Maps and mapping are an integral part of many local government activities. In the Borough of Roselle Park, maps can play a crucial role in diverse areas as infrastructure management, planning, environmental planning and management, development regulations, taxation, and response to emergencies. Because of the importance of mapping, Borough departments devote substantial resources to preparing, maintaining, duplicating and distributing maps.

The Borough should consider entering into cross-data sharing agreements with the County to establish a system that can help streamline the functions of many Borough Departments. The County of Union first had the aerials done in 1999 and are in the planning stage to update these aerials sometime next year. In addition, the County has many valuable and useful layers, which they share with participating municipalities. Any municipality within Union County may participate in the County GIS program by digitalizing its Parcels and the Bureau of GIS provides all the support and necessary data layers. Once a municipality is a participant in GIS, the Bureau will update its information periodically as more data is collected.³

³ County of Union Website; December 2006
PLANNING CONSIDERATIONS

HOUSING ELEMENT & FAIR SHARE PLAN
The Council on Affordable Housing (COAH) was created by the Fair Housing Act of 1985 as the State Legislature’s response to a series of New Jersey Supreme Court cases known as the Mount Laurel decisions. The Supreme Court established a constitutional obligation for each of the 566 municipalities in the state to establish a realistic opportunity for the provision of faire share law and moderate-income housing obligations, generally through land use and zoning powers. The legislature provided an administrative alternative to this constitutional obligation via the Fair Housing Act.

Without a Fair Share Housing Plan, the Borough is at risk from Developer lawsuits should they deny certain land development applications. COAH does provide municipalities that choose to enter its process and obtain substantive certification of their fair share plans with an administrative shield from developer’s lawsuits. Often such lawsuits result in the imposition of “builder’s remedies” (four market units for each low and moderate income unit created).
The Process

New Jersey municipalities enter the COAH process voluntarily. They do so by filing a housing element (required by the Municipal Land Use Law as part of each municipality’s master plan) and a fair share plan establishing a realistic opportunity for the provision of a predetermined number of units affordable to low and moderate income households as well as an affordable housing obligation directly related to certificates of occupancy issued for residential and non-residential market rate development.

Within two years of such filing, municipalities must petition COAH for substantive certification (approval) of such plans if a municipality is to remain under COAH’s jurisdiction. Petitioning assures continued protection from lawsuits while COAH reviews, sometimes requires revisions a possibly mediates objectives from interested parties before COAH grants or denies substantive certification. Certification is granted for a ten-year period and may be withdrawn if a municipality fails to assure the continuing realistic opportunity for its fair-share housing obligation.

A portion of the fair share obligation is the rehabilitation of existing units. To provide a realistic opportunity for the construction of new units, municipalities may zone specific sites for residential developments by the private sector. Developers must agree to build a fixed percentage of affordable units—usually 20 percent of the total constructed on the site, to market to low and moderate income households and to maintain affordability for 30 years.

Other methods for meeting the obligation include municipally sponsored construction using for-profit or nonprofit builders, the purchase of existing units for sale or rennet to eligible households, regional contribution agreements (RCA’s), the creation of accessory apartments with existing structures, a buy-down program and the provision of alternative or congregate living arrangements including group homes for the physically handicapped or developmentally disabled.

Growth Share

COAH has determined that a Growth Share approach will be the way New Jersey provides for its affordable housing obligation. In other words, you grow, you
provide affordable housing. The Growth Share methodology is for the period January 1, 2004 through January 1, 2014 and is to be calculated based on municipal growth projections. These projections are based upon both population and employment growth. Projected growth is then converted into projected growth share of affordable housing by applying a ratio of one (1) affordable unit for every eight (8) new market-rate residential units projected, plus one (1) affordable unit for every 25 newly created jobs as measured by new or expanded non-residential construction projected in the municipality. The growth share projections are converted into actual growth share obligation when market-rate units and newly constructed and expanded non-residential developments receive permanent certificates of occupancy.

This methodology requires a municipality to project the growth it will have over the next ten years and, to do this, the municipality must calculate growth utilizing the following supporting documentation and submit the findings as part of the Housing Element and Fair Share Plan.

Recommendation
The Borough should create a Housing Plan Element of its Master and a Fair Share Plan to address its affordable housing obligation. While the Borough does not have a tremendous growth projection, protection from lawsuits by developers will be important as larger sites (Sullivan, Train Station Area, Romerovski) look to sell their properties and then proposed development on the sites is an important consideration. Should an application come to either the Planning or Zoning Board and the project be turned down because the Borough does not find it appropriate, an applicant may file suit based on Fair Share Housing Act. In all likelihood, without a Plan protected by COAH, the Borough will lose said suit.

AREAS WHERE ADDITIONAL PLANNING IS RECOMMENDED
Upon review of the Opportunities and Constraints within the Borough, this Report has analyzed the Borough’s existing land use patterns in relation to community input and has determined where more intensive planning efforts are needed. While traditional zoning may be effective in transforming some of the
areas discussed below, several others will require a more comprehensive approach particularly in that design and compatibility with existing neighborhoods are critical components to a town with a downtown and rail station. The areas below are presented in order of priority.

1. The Chestnut Street Gateway
Westfield Avenue presents Roselle Park with a tremendous redevelopment opportunity. As such, a comprehensive approach to this area should be considered where 1-2 blocks east and west of Chestnut would be analyzed and planned to be integrated into the Downtown. As depicted in the conceptual sketch in Figure A the Downtown could greatly benefit from several improvements. These improvements would be best coordinated through a redevelopment plan as multiple properties along Westfield Avenue as they exist today work against the central business district along Chestnut Street. Coordinating design elements and land

Figure A - An example of what downtown Roselle Park could become.
uses are essential to the long-term success of the Downtown. Taking on this project in concert with the goals of the Special Improvement District will solidify the Borough as a “place to be” in Union County. This report concludes that the following principles be considered within this prospective planning effort:

a. The Borough should engage NJ DOT to discuss the long-term needs of the Borough namely Route 28 (Westfield Avenue). Westfield Avenue must be calmed and aesthetically treated. Potential to revive Fredrick Olmstead’s Boulevard design of the Avenue also exists. Pedestrian considerations are vital to the Downtown’s success.

b. The Borough should engage Union County to discuss the long-term needs of Chestnut Street- particularly as it interfaces with State Highway 28, Westfield Avenue.

c. The Terminal view of Chestnut Street should be treated as “signature”, thus linking together both sides of Westfield Avenue physically, aesthetically, and socially.

d. Architectural treatments to new structures should act to complement the existing important historical architecture within the Borough. This is not to say contemporary or modern architecture should be discouraged, but rather encouraged to be complementary.

e. Parking should be integrated into the existing parking system in the Borough. Where Figure B - The Terminal View of Chestnut Street should be treated as signature with fountain for public art.
possible, parking should be strategically located to support the existing business community and new development. Surface parking should discouraged or hidden from views along the street frontage of the Downtown.
f. The potential of a new light rail station should continue to be explored and integrated into the plan.
g. Land uses should be consistent with traditional Downtown or Central Business District uses. Ground level retail should be mandatory.
h. Buildings should be mixed-use with new residential opportunities and office space above retail. Residential units should be designed to target empty nesters and young professionals.

2. Review the design of Westfield Avenue with NJDOT

Westfield Avenue is a corridor that serves a regional transportation need but fails to respect the local needs of the Borough. An integrated approach where the road and land uses are coordinated is extremely important, particularly near the central business district at the intersection of Chestnut Street. As such, an appropriately scaled Boulevard is an appropriate pursuit.

Figure C - The aesthetics of Westfield would be greatly improved through creation of “Westfield Boulevard.”
Creating a more aesthetically pleasing design while calming traffic will add tremendous value to the community while announcing one’s arrival into the Borough of Roselle Park. Regional traffic patterns are important but must be respectful of towns these roadways traverse. The discussion that ensues with NJ DOT should also involve the State Department of Community Affairs, Office of Smart Growth as well as NJ Transit. These agencies specialize in assisting communities through their interagency Smart Growth Team. While Item #1 in this report is the most important Land Development project in the Borough, the redesign of Westfield Avenue is tantamount to the success within the Borough’s core.

3. Transit-Oriented Development

Development near the existing rail station could build upon this tremendous resource. By capitalizing on this fantastic asset as many communities along the Raritan Valley Line have, Roselle Park can effectively strengthen its market through Transit-Oriented Development (TOD) practices. The sketch depicted in Figure D indicates how a TOD based approach could create opportunities for the Borough. Some of the principles to consider are:

a. Pedestrianism should be the core principle guiding development patterns and road treatments.

b. Connection and integration with Chestnut Street. Encouraging a smooth transition from station to the existing business districts.

Figure D - A hypothetical mix of uses near the train station can be a tremendous Borough resource.
c. Both sides of station need consideration as access points.
d. Design sensitivity toward the surrounding neighborhood.

4. Hawthorne Street Area
Several properties present different opportunities from a community development perspective.
a. The area should be looked at as a cohesive whole.
b. Consideration of the entire western section of Westfield Avenue.
c. Explore a re-design the 5+-acre stormwater basin on Hawthorne itself. Given the limitations of available land for new park space, this site could serve multiple functions.
d. Great opportunity for age-restricted housing at the Laberco Site.
e. Explore opportunities for public/private investments as potential development of Laberco may interface with a new park.

A rezoning of the Area may be the most appropriate means to ensuring the most appropriate use of the site. However, review of the Basin should be explored and included into the site design should some form of housing be located on Laberco. Other communities where a dual functioning storm water detention facility and community park have been employed exist throughout New Jersey. Some of them have also been public – private ventures. To better inform the Borough of this possibility, the following communities are examples of such initiatives.
- Ewing Township; Mercer County – Ewing Golf Range is a 5+ acre stormwater detention
facility was constructed by the Town. The basin acts to control regional flooding but its also a fully functioning Golf Driving Range.

- Town of Dover; Morris County – Hurd Park is primarily a 9-acre passive park that is also a major floodplain that serves as a natural stormwater detention facility.

There are many parks throughout New Jersey that have been parks because of their location near waterways or their flooding potential. The Borough should explore the opportunity to improve this basin to better serve the community at large.

5. Area Surrounding Romerovski
As this firm analyzed and planned for the redevelopment of the Romerovski Site, the north side of Westfield came into focus while determining the best use. Given the proximity to West Clay Avenue and its direct access to the rail station as well as the other roads in the circulation system, more can be done to tie in Westfield Avenue to the rest of the community rather than continuing to let it be a barrier. Figure F depicts the potential for this area by displaying its potential to be redesigned.

Figure F - This area could become an important gateway opportunity for the Borough.
6. Westfield Avenue
In its entirety, Westfield Avenue or Route 28 presents unique challenges from a land use perspective. While it is important that the Borough continue to address the roadway’s design with NJ DOT, the Borough must also review its land uses and their relationship and impact on the road. This report details several areas that require advanced attention. However, the needs of the entire corridor must also be reviewed, particularly at the Borough’s “Gateway” entries at each end of the road. Some key available properties exist along the corridor and present the opportunity to implement some projects that will work for the Borough’s benefit.

7. Department of Public Works Yard (DPW)
Some community input focused on the DPW facility. While the public work’s operations are outside of the scope of this project it is appropriate to comment that the highest and best utilization of this property should be investigated. Whether portions of the property may become available for other public uses such as an organic waste recycling facility, or redesigned to be better integrated into the neighborhood, should be thoroughly explored and discussed. Regardless, aesthetic treatments to the site through adequate buffering from the existing neighborhood while improving the site’s appearance should be pursued.

Figure G

Enhanced Streetscape & Buffering
Improve Pedestrian Accessibility
8. Casano Community Center

The Casano Community Center is an extremely well utilized public facility. As such, the Borough should consider purchase of land adjacent to the Center for potential expansion. Whether the land is utilized for more building space or, as depicted, the space is utilized for open play area and future additions are constructed on top of the existing center, more space for this valued asset is desirable.
OVERARCHING COMMUNITY DESIGN
PRINCIPLES
Key principles of community planning and design are recommended to be included in any and all planning projects.

1. Design should be first consideration when reviewing projects. Building types that complement the existing development patterns should be encouraged. Connections, whether present day or for future consideration, should always be a consideration.

2. Further community education on the demographics associated with certain types of housing (and their impacts on the school system) need to be fully understood by the entire Borough and its residents before planning for housing options other than senior citizen. Senior citizen housing also needs to explore its impacts on Borough services.

3. Usable public open space should be required/considered, or payments in lieu of, within all new major developments.

4. Local Retail- New investment & improvement opportunities for small businesses need to be aggressively administered. There seems to be a desire and need for new attractions and businesses, located in a walkable distance, to supplement the existing business atmosphere. New projects should detail their retail component and prepare a list of retailers that will occupy new space.

5. Examination and Expansion of the Jitney service to serve the community. Routes in relation to new development and potential ridership should be routinely examined.

6. Light Rail Extension should continue to be monitored with the County along the abandoned Central Jersey Rail Line.
IMPLEMENTATION

In order to achieve success and tackle the tough issues, the Borough must remain vigilant for different grant opportunities. The following is a list of grant resources the Borough may utilize to help find these initiatives.

Downtown Revitalization- Rehabilitation, affordable housing, infill development & redevelopment

- **At Home Downtown Program**
  NJ Department of Community Affairs
  At Home Downtown allows a borrower to finance both the purchase (or refinance) and rehabilitation of an existing structure or the construction and permanent financing of a new structure. Properties may be 1- to 4-family residential structures, if owner occupied, or 1-3 residential structures, if non-owner occupied, which include a storefront commercial component.
  For more information:
  - Visit the [www.state.nj.us/dca/hmfa/consu/buyers/ownprg/downtown.html](http://www.state.nj.us/dca/hmfa/consu/buyers/ownprg/downtown.html)
  - Contact Paul Ceppi, Construction Loan Supervisor, New Jersey Housing and Mortgage Finance Agency, (609) 278-7617, pceppi@njhmfa.state.nj.us

- **City Living Program**
  NJ Department of Community Affairs
  The City Living Program provides construction, permanent and subsidy funding for predominantly market-rate rental housing developments in urbanized locations where: 1) the market rate rents are not yet high enough to support the development of the project, and 2) the project is part of a municipally approved revitalization plan.
  For more information:
  - Contact 1-800-654-6873, hotline@njhmfa.state.nj.us

- **Community Development Block Grant Program (Small Cities)**
  Note: This program is only available to select municipalities. Read below for more details.
  NJ Department of Community Affairs
  Community Development Block Grant (CDBG) funds, administered by the DCA, are used for a wide range of community development activities directed toward neighborhood
revitalization, economic development, and improved community facilities and services. CDBG funds have been used to fund pedestrian improvements, including streetscape improvements, sidewalk installation, curb ramps, and building modifications to meet ADA access requirements. CDBG funds can also be used to help construct neighborhood centers, rehabilitate public and private buildings, and provide planning assistance for community development activities.

For more information:
- Visit www.state.nj.us/dca/dcr/scdgb/index.shtml
- Contact Roger Hoeh, (609) 633-6278, rhoeh@dca.state.nj.us

• Downtown New Jersey
  Downtown New Jersey, Inc.
  Downtown New Jersey is a nonprofit organization that helps to support, guide and lead efforts at downtown revitalization throughout New Jersey. DNJ provides informational and educational opportunities; tracks judicial and legislative issues which would affect the success of New Jersey’s downtown commercial districts; and fosters communication among business, political and professional leadership.

For more information:
- Visit www.downtownnj.com
- Contact Downtown New Jersey, (973) 992-8800.

• HOPE VI Main Street Grants for Small Communities
  Note: This program is only available to select municipalities. Read below for more details.
  U.S. Department of Housing and Urban Development
  The HOPE VI Main Street program seeks to rejuvenate older, downtown business districts while retaining the area’s traditional and Historic character. The purpose of the HOPE VI Main Street Program is to provide assistance to smaller communities in the development of affordable housing that is undertaken in connection with a Main Street revitalization effort. Local governments of fewer than 50,000 people that have a Main Street rejuvenation effort and that are served by a public housing agency with no more than 100 public housing
units may apply.
For more information:
• Contact Lawrence Gnessin, (202) 708-0614, ext. 2676 lawrence_gnessin@hud.gov
• Contact the Newark Office of HUD at (973) 622-7900.

- **Live Where You Work Program**
  NJ Department of Community Affairs
  The Live Where You Work Program (LWYW) is designed to provide low-interest, 30 year mortgage loans to homebuyers purchasing a home in the municipality in which they are employed provided that the municipality has agreed to participate in the Program. In keeping with Smart Growth principles, the Program supports efforts to reduce automobile use, encourages alternative modes of transportation while improving air quality and reducing pollution. LWYW also provides down payment and closing costs assistance to eligible homebuyers in an amount up to 4% of the first mortgage loan amount.
  For more information:
  • Visit the [www.state.nj.us/dca/hmfa/consu/buyers/close/live.html](http://www.state.nj.us/dca/hmfa/consu/buyers/close/live.html)
  • Contact 1-800-654-6873, hotline@njhmfa.state.nj.us

- **Local Finance Tools**
  Municipal Governments
  • **Tax Increment Financing**: Tax increment financing can be used for a variety of purposes, including acquiring property to be resold at reduced prices and on-site improvements such as utilities, lights, repaving streets, and restoring neighborhood parks. TIF works like this: When a TIF plan is adopted, the assessed valuation of real property within a designated redevelopment area is frozen. Taxes are paid on the property at this base level while improvements to the area are made, new businesses are attracted, and property values rise. Typically, any increase in the assessed value of the property or additional sales tax revenues makes up the tax increment, which is then used to pay project costs or repay the bonds or other obligations that helped finance the project. By investing in a designated area, the TIF technique has aptly been described as a means of borrowing against the speculative gain that a project should bring.
  • **Impact Fees**: An impact fee is a one-time charge that private entrepreneurs, often developers, must pay to the local
government in order to undertake their projects. In turn, the revenue from the impact fee finances public goods and services associated with the project, but which the developer would not provide voluntarily. Water and sewer lines, streets and bridges, and parks and recreational facilities are typical impact fee-funded projects.

- **User Fee Financing**: Parking fees, dog tags, community college tuition, water bills, and park and recreation fees are just a few of the many different kinds of user fees collected by local governments. These funds can then be used to pay for transportation improvements, park maintenance and other municipal services.

- **Property Tax Financing**: Perhaps because it is paid in a large lump sum check as opposed to small additions to each purchase, the property tax is the least popular of all state and local taxes. Yet they are an important source of revenue for local governments because they provide a steady source of revenue, less affected by downturns in the economy than either the sales or the income tax. In addition, property taxes are relatively easily administered at the local level, revenues can be accurately predicted, and the tax burden is fairly equitably distributed.

For more information:
- See the [www.tpl.org](http://www.tpl.org) at the website of The Trust for Public Land.
- Local Transportation Planning Assistance Program (LTPA)

NJ Department of Transportation
This program is for NJDOT consultant support designed to address local transportation and quality of life issues by promoting local implementation of the state’s Smart Growth land use and transportation policies. The LTPA program provides municipalities with consultant expertise in the professional disciplines of transportation and land use planning to develop local circulation elements, access management plans, local traffic calming studies, and other transportation related planning initiatives. Potential and designated State Development and Redevelopment Plan Centers, Transit Oriented Developments, and participation in the Department’s Transit Village and smart growth corridor planning initiatives receive highest priority.
For more information:

- Contact Bob Miller, NJDOT Manager of Systems Development and Analysis, (609) 530-2856, robert.miller@dot.state.nj.us

- **Main Street New Jersey**
  
  NJ Department of Community Affairs
  
  Main Street is a comprehensive revitalization program that promotes the historic and economic redevelopment of traditional business districts in New Jersey. Every two years the New Jersey Department of Community Affairs accepts applications and designates selected communities to join the program. These communities receive valuable technical support and training to assist in restoring their Main Streets as centers of community and economic activity, and provide communities with the skills and knowledge to manage their own business districts. Assistance is provided to designated Main Street New Jersey municipalities, downtown revitalization organizations, Economic Development Corporations, Urban Enterprise Zones, Special Improvement Districts, and New Jersey citizens. 

  (NOTE: Similar assistance, including workshops and Downtown Business Assistance Teams, is provided by Downtown New Jersey, Inc., a not-for-profit partner with NJ TRANSIT in the Transit Friendly Communities for New Jersey Program; not affiliated with NJDCA.)

  For more information:

  - Contact Jef Buehler, State Coordinator of Main Street New Jersey, (609) 633-9769, jbuehler@dca.state.nj.us

- **Neighborhood Preservation Program**
  
  NJ Department of Community Affairs
  
  The Neighborhood Preservation Program provides direct financial and technical assistance to municipalities over a three-to-five year period to conduct activities associated with the preservation of designated neighborhoods based on strategic revitalization’s plans within those municipalities. Appropriate neighborhoods are those that are threatened by decline, but that are still viable.

  For more information:

  - Visit [www.state.nj.us/dca/dcr/np/index.shtml](http://www.state.nj.us/dca/dcr/np/index.shtml)
  - Contact Roger Hoeh, (609) 633-6278, rhoeh@dca.state.nj.us

- **Neighborhood Revitalization Tax Credit (NRTC) Program**
  
  Note: This program is only available to select municipalities. Read below for more details.

  NJ Department of Community Affairs
The Neighborhood Revitalization Tax Credit Program’s mission is to foster the revitalization of New Jersey’s low and moderate income neighborhoods through comprehensive strategies driven by residents and other public and private stakeholders within the neighborhood; specifically. The NRTC Program offers business entities a fifty percent tax credit against various New Jersey state taxes. Credits are provided to business entities that invest in the revitalization of low and moderate-income neighborhoods in eligible cities. A total of $10 million per year is available in tax credits, generating a total neighborhood revitalization investment of $20 million. Nonprofit entities must use at least 60% of the tax credit funds for housing and economic development; the remaining funds may be used for supportive services. Municipalities under the “Special Municipal Aid Act” or “Abbott Districts” are eligible.

For more information:
- Visit the www.nj.gov/dca/dcr/nrtc/index.shtml
- Contact Mary Ann Barkus, (609) 292-9794.
- Review the www.nj.gov/dca/dcr/nrtc/nrtcmuni.doc

New Jersey Brownfields Program
NJ Department of Community Affairs
The DCA Brownfields Program facilitates Brownfields redevelopment, promoting coordination among state agencies and maximizing the impact of state Brownfields resources and providing a forum for state Brownfields policy. This is where the planning, the regulatory programs, the financial and technical support, the infrastructure for redevelopment and other state incentives come together to work with Brownfields project managers, municipalities and counties to implement the best possible redevelopment as quickly as possible. The Brownfields Redevelopment Task Force, the NJ Brownfields Redevelopment Interagency Team (BRIT) and the state’s Brownfields inventory (Brownfields Site Mart) are managed through this office.

For more information:
- Visit the www.njsitemart.com
- Read DCA’s www.nj.gov/dca/osg/docs/brownfieldsresourcekit.pdf
- Contact Frances Hoffman, Director of the Brownfields Program at OSG, (609) 292-3096, fhoffman@dca.state.nj.us
• **Smart Commute Initiative**
  
  Fannie Mae
  
  In 2004, NJ TRANSIT and Fannie Mae introduced the New Jersey Statewide Smart Commute Initiative. The program, designed to encourage state residents to consider homeownership options near public transportation, is supported by the New Jersey Association of Realtors and a range of local and national lending institutions.
  
  The Smart Commute Initiative is based on the premise that living near transit and using it for work and non-work trips can reduce a household’s total spending on transportation, and that those potential savings can be redirected toward housing costs. Lenders participating in the program will add a share of the borrower’s potential transportation savings - $200 per month for single-wage households and $250 per month for dual-wage households - to their qualifying income, thus increasing the applicant’s home-buying power.

To qualify for the program, homes must be within one-half mile of rail or light rail stations or within one-quarter mile of a bus stop. Buyers cannot own more than two cars and must agree to use transit for their trips to work. Additional features of Smart Commute include low down payments of 3 percent and up to two free one-month transit passes from NJ TRANSIT. This newest incentive for locating near transit complements transit-friendly financing products already offered by the New Jersey Housing and Mortgage Finance Agency. These include the HMFA’s “City Living” program for the development of market-rate rental housing in urban locations, and its “At Home Downtown” program for the rehabilitation or construction of one- to four-unit residential structures with storefront commercial components.

For more information:

• Visit the [www.efanniemae.com/sf/mortgageproducts/mcm/smartcommute.jsp](http://www.efanniemae.com/sf/mortgageproducts/mcm/smartcommute.jsp)

• **Smart Future Planning Grants**
  
  NJ Department of Community Affairs
  
  These grants are intended to advance the legislative goals of the State Planning Act by helping local jurisdictions to plan for growth. The program is designed to promote comprehensive urban redevelopment that is sensitive to community needs, as well as efficient investment in and use of public infrastructure, affordable housing, environmental, natural, historic and cultural resource protection, and farmland preservation. Smart Future Planning Grants can be used
to create centers-based plans, master plans, economic development or redevelopment plans, regional strategic plans, zoning or site plan ordinances, or other planning documents. This program is administered by the Office of Smart Growth at the Department of Community Affairs. For more information:

- Visit nj.gov/dca/osg/resources/grants/index.shtml
- Contact Jennifer Purcell, (609) 633-0600, jpurcell@dca.state.nj.us

• Special (Business) Improvement Districts: Loans & Grants
NJ Department of Community Affairs
Dollar for dollar matching grants up to $10,000 from DCA to support the technical and professional services needed to establish a Special Improvement District (SID). Provides loans up to $500,000 to make capital improvements within designated downtown business improvement zones. Also provides technical assistance and acts as a clearinghouse for information concerning New Jersey’s SID statute. For more information:

- Visit www.state.nj.us/dca/dcr/sid/index.shtml
- Contact Jef Buehler, State Coordinator of Main Street New Jersey, (609) 633-9769, jbuehler@dca.state.nj.us

• Bicycle/Pedestrian Planning Assistance
NJ Department of Transportation
This program is for NJDOT consultant support designed to develop local pedestrian/bicycle circulation plans and facility inventories. The program provides municipalities with consultant expertise in the professional disciplines of transportation and pedestrian/bicycle planning to develop local circulation elements and other transportation related planning initiatives. Potential and designated State Development and Redevelopment Plan Centers, target neighborhoods under the Urban Strategies Initiatives and improving bicycle and pedestrian access and safety locations receive priority. Assistance is to be provided under a partnership arrangement, and applicants must commit staff and/or financial resources to these efforts. All studies undertaken must have a public outreach aspect, including continuing involvement by both the official representatives of the municipality as well as participation by local citizens. This Program is administered by the Division of Transportation Systems.
Planning & Research, Bureau of Systems Development and Analysis (BSDA).
For more information:
• Contact Bob Miller, NJDOT Manager of Systems Development and Analysis, (609) 530-2856, robert.miller@dot.state.nj.us

• Discretionary Aid Program
NJ Department of Transportation
The Discretionary Aid Program provides funding to address emergency or regional needs throughout the state. Any county or municipality may apply at any time. These projects are approved at the discretion of the Commissioner. Under this program a county or municipality may also apply for funding for safe streets to schools and bikeway projects. This program is administered by the NJDOT Division of Local Aid and Economic Development.
For more information:
• Visit www.state.nj.us/transportation/business/localaid/descrfunding.shtm
• See www.state.nj.us/transportation/business/localaid/documents/SAHDBK2005_000.pdf
• Contact the www.state.nj.us/transportation/business/localaid/office.shtm

• Downtown New Jersey
Downtown New Jersey, Inc.
Downtown New Jersey is a nonprofit organization that helps to support, guide and lead efforts at downtown revitalization throughout New Jersey. DNJ provides informational and educational opportunities; tracks judicial and legislative issues which would affect the success of New Jersey’s downtown commercial districts; and fosters communication among business, political and professional leadership.
For more information:
• Visit www.downtownnj.com
• Contact Downtown New Jersey, (973) 992-8800.

• Local Aid for Centers of Place
Note: This program is only available to select municipalities. Read below for more details.
NJ Department of Transportation
This funding is a NJDOT program designed to assist municipalities who have formally participated in implementation of the New Jersey State Development and Redevelopment Plan (SDRP). Such participation entails designation as a Center by the State Planning Commission, preparation of a Strategic Revitalization Plan and Program, which has
been approved by the Commission, or entrance into an Urban Complex, which has been approved by the Commission. The program provides the opportunity to apply for funds to support non-traditional transportation improvements that advance municipal growth management objectives as outlined in the action planning agenda of the municipality. Participation of municipalities in the SDRP ensures eligibility to compete for funds in the program. This program is administered by the NJDOT Division of Local Aid and Economic Development.

Typical projects include: pedestrian and bicycle improvements; adaptive reuse of abandoned railway corridors (pedestrian and bicycle trails); scenic or historic transportation improvements; landscaping/beautification of transportation related facilities (streetscape improvements); and rehabilitation of transportation structures. In general, eligible projects are similar to Transportation Enhancements projects, but only SDRP municipalities are eligible to apply for funding.

For more information:
- Visit www.state.nj.us/transportation/business/localaid/centerplace.shtm
- See www.state.nj.us/transportation/business/localaid/documents/centershandbook.pdf
- Contact the www.state.nj.us/transportation/business/localaid/office.shtm

- Locally Initiated Pedestrian Projects
  NJ Department of Transportation
  This program provides funds for municipalities and counties for the construction of pedestrian access and safety improvements. It includes the Safe Streets to School program. The solicitation for project applications occurs at the same time as the solicitation for municipal aid projects. Applications are solicited, evaluated, and rated by NJDOT staff. Based on this evaluation, a list of recommended projects is proposed to the Commissioner of Transportation, who makes the final selection. The program is administered by NJDOT’s Division of Local Government Services.

For more information:
- Contact the www.state.nj.us/transportation/business/localaid/office.shtm
- Contact Sharon Roerty, New Jersey office of National Center for Bicycling and Walking, (973) 378-3137.
• **Local Scoping and Local Lead Projects**  
  Metropolitan Planning Organizations

  The Local Scoping Program provides the MPOs’ subregions (counties) the opportunity to use federal funding to advance local, surface transportation projects through preliminary engineering and the National Environmental Policy Act (NEPA), thereby developing a solution to a defined transportation problem. The subregion identifies a transportation problem (i.e., congested roadway, structurally deficient bridge, missing link in a bike or pedestrian system) and solves this problem during the “scoping” phase of the project development process. After the scoping process, the project would be ready for final design. The Local Lead Program allows the MPOs’ subregions to apply directly for federal funding for the advancement of local, surface transportation projects through the final design, right-of-way acquisition and construction phases of the project development process. Projects must be surface transportation projects (i.e., roadways, bridges, bike paths, pedestrian facilities) on roads with the functional classification of rural major collector, rural minor arterial, rural principal arterial, urban collector, urban minor arterial, or urban principal arterial.

  For more information - NJTPA Counties:
  • Visit NJDOT’s [www.state.nj.us/transportation/business/localaid/scoping.shtm](http://www.state.nj.us/transportation/business/localaid/scoping.shtm)
  • Visit [www.njtpa.org/capital_programming/project_development/LSMainPage.htm](http://www.njtpa.org/capital_programming/project_development/LSMainPage.htm)
  • Contact Sasha Braithwaite, Principal Environmental Planner, (973) 639-8422.

• **Local Transportation Planning Assistance Program (LTPA)**  
  NJ Department of Transpor have a public outreach aspect, including continuing involvement by both the official representatives of the municipality as well as participation by local citizens. This Program is administered by the Division of Transportation Systems Planning & Research, Bureau of Systems Development and Analysis (BSDA). For more information:
  • Contact Bob Miller, NJDOT Manager of Systems Development and Analysis, (609) 530-2856, robert.miller@dot.state.nj.us

• **Municipal Aid Program**  
  NJ Department of Transportation Municipal Aid funds are appropriated by the Legislature annually for the improvement of public roads and bridges under municipal
jurisdiction. Funding is made available for municipalities in each county based on a formula that takes into account municipal road mileage within the county and county population. These funds are allocated to individual projects within various municipalities through a competitive process. Projects may be improvements to public roads and bridges under municipal jurisdiction. As is the case with the County aid program, independent pedestrian and bicycle projects can be funded under the municipal aid program; however, few if any independent pedestrian and bicycle projects have been funded through this program. This program is administered by the NJDOT Division of Local Aid and Economic Development.

For more information:
- Visit www.state.nj.us/transportation/business/localaid/municaid.shtm
- See www.state.nj.us/transportation/business/localaid/docs/stateaidhandbook.pdf
- Contact the www.state.nj.us/transportation/business/localaid/office.shtm

• **Public Works (Capital) Funding**
  County and Municipal Governments
  County or Municipal funding can be used to fund smart transportation and smart land use projects, by including the projects in the municipal (or county) budget, or bonding for it in the same way bonds are used to fund the construction and rehabilitation of roadway improvements for cars. Pedestrian improvements can be fully or partially assessed against the property owners along whose frontage the improvement (ordinarily a sidewalk) is placed. As with other categories of funding, bicycle and pedestrian improvements may be incidental to larger roadway projects; or they can be independent and solely to address pedestrian needs. Even small amounts of funding in county or municipal sources can be very important since they may be used to leverage or show local commitment in applications for other funding sources (e.g., Transportation Enhancements, Local Aid For Centers, etc.).
  For more information:
  - Contact the appropriate County or Municipal government.
• **Safe Routes to School**  
**NJ Department of Transportation**

Safe Routes to School is a new federal-aid program. Its purposes are to: enable and encourage children, including those with disabilities, to walk and bicycle to school; make bicycling and walking to school a safer and more appealing transportation alternative, thereby encouraging a healthy and active lifestyle from an early age; and facilitate the planning, development, and implementation of projects and activities that improve safety and reduce traffic, fuel consumption and air pollution in the vicinity of schools. In New Jersey, the program is coordinated by the Division of Local Aid and Economic Development.

For more information:
- Visit [safety.fhwa.dot.gov/saferoutes](safety.fhwa.dot.gov/saferoutes)
- Read the [www.fhwa.dot.gov/safetealu/factsheets/saferoutes.htm](www.fhwa.dot.gov/safetealu/factsheets/saferoutes.htm)
- Contact Sheree Davis, NJDOT Bicycle & Pedestrian Coordinator, (609) 530-6551, sheree.davis@dot.state.nj.us

• **Safe Streets to School**  
**NJ Department of Transportation**

This funding is available for communities seeking to improve the safety of children walking to school, and encourage more children to walk to school. Types of projects funded include: new sidewalks, pedestrian walkways, crosswalks, traffic signals, pedestrian signs, warning devices, traffic calming and intersection improvements. This program is administered by the NJDOT Division of Local Aid and Economic Development.

For more information:
- Visit [www.state.nj.us/transportation/business/localaid/safestreets.shtm](www.state.nj.us/transportation/business/localaid/safestreets.shtm)
- Contact Sheree Davis, NJDOT Bicycle & Pedestrian Coordinator, (609) 530-6551, sheree.davis@dot.state.nj.us

• **State and Community Highway Safety Grants**  
**NJ Department of Law & Public Safety**

State and Community Highway Safety grants are apportioned to the States through the National Highway and Traffic Safety Administration to pay for the non-construction costs of highway safety programs aimed at the reduction of injuries, deaths, and property damage from motor vehicle accidents. These projects generally consist of developing or
upgrading traffic record systems; collecting and analyzing data; conducting traffic engineering studies and analyses; developing technical guides and materials for States and local highway agencies; developing work zone safety programs; encouraging the use of safety belts and child safety seats; developing roadway safety public outreach campaigns; reducing impaired drivers; developing programs to combat drivers who speed or drive impaired; and developing programs to reduce aggressive driving. Pedestrian and bicycle projects are on the NHTSA priority list. In each state, the program is administered by a designated Highway Safety representative. In New Jersey, the designated representative is the Director of the Division of Highway Traffic Safety in the Department of Law and Public Safety. Pedestrian projects have been funded, including the development and dissemination of brochures and public service announcements promoting safe pedestrian practices and a 3-E (Engineering, Enforcement, Education) program in cooperation with the City of Trenton which includes road signs and crosswalk marking. Recently, cooperative pedestrian safety programs have been implemented with Jersey City and Elizabeth. This program may be repeated in other communities with high pedestrian accident experiences, where there is local support.

For more information:

- Visit the www.njsaferoads.com/grants/index.html
- Read the www.fhwa.dot.gov/tea21/factsheets/n_402.htm
- Call the appropriate contact for your county:
  - Al Tindall, (609) 633-9028 (Hunterdon, Mercer, Middlesex, Monmouth, Ocean, Somerset, Union)

**Subregional Study Program**

Note: This program is only available in Bergen, Essex, Hudson, Hunterdon, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union, and Warren Counties.

North Jersey Transportation Planning Authority

This is a competitive program that provides
two-year grants to individual subregions or subregional teams. The program is designed to assist subregions in refining and developing transportation improvement strategies rooted in the NJTPA’s Regional Transportation Plan (RTP). Ultimately, the program aims to generate project concepts ready for further development or implementation consistent with the RTP and/or other transportation planning activities in the region.

For more information:
- Visit www.njtpa.org/public_affairs/subregions/subregion.htm
- Contact Hamou Meghdir, Regional Planning Manager, (973) 639-8436.

- **Transit Village Initiative**
  
  NJ Department of Transportation / NJ Transit
  
  This program provides funds for municipalities and counties for the construction of pedestrian access and safety improvements. It includes the Safe Streets to School program. The solicitation for project applications occurs at the same time as the solicitation for municipal aid projects. Applications are solicited, evaluated, and rated by NJDOT staff. Based on this evaluation, a list of recommended projects is proposed to the Commissioner of Transportation, who makes the final selection. The program is administered by NJDOT’s Division of Local Government Services. For more information:
  - Visit www.state.nj.us/transportation/community/village/
  - Contact Vivian Baker at NJ TRANSIT, (973) 491-7822, vebaker@njtransit.com

- **Transportation, Community, and System Preservation (TCSP) Program**
  
  Federal Highway Administration
  
  The Transportation, Community, and System Preservation (TCSP) Program is a comprehensive initiative of research and grants to investigate the relationships between transportation, community, and system preservation plans and practices and identify provide sector-based initiatives to improve such relationships. States, metropolitan planning organizations, local governments, and tribal governments are eligible for discretionary grants to carry out eligible projects to integrate transportation, community, and system preservation plans and practices that:
• Improve the efficiency of the transportation system of the United States;
• Reduce environmental impacts of transportation;
• Reduce the need for costly future public infrastructure investments;
• Ensure efficient access to jobs, services, and centers of trade;
• Examine community development patterns and identify strategies to encourage private sector development patterns and investments that support these goals.

For more information:
• Visit www.fhwa.dot.gov/tcsp/
• Read the www.fhwa.dot.gov/safetealu/factsheets/tcsp.htm
• Contact Kenneth Petty, TCSP Program Manager, Office of Planning, FHWA Headquarters, (202) 366-6654, kenneth.petty@fhwa.dot.gov

• Transportation Development Districts
Transportation development districts are regional districts created voluntarily by municipal and/or county governments to fund transportation infrastructure costs, whether transit or roadway. Costs of infrastructure improvements are borne by the public sector (taxpayers) and private developers under a predetermined cost-sharing formula based upon traffic generation or other criteria associated with the development that occasions the need for additional investment in infrastructure. The advantage of a TDD is that local government entities usually do not have such revenue-raising power for transportation projects.

For more information:
• Contact the www.state.nj.us/transportation/business/localaid/office.shtm

• Transportation Enhancements
NJ Department of Transport • Visit www.enhancements.org
• Visit www.state.nj.us/transportation/business/localaid/enhancements.shtm
• Read the www.fhwa.dot.gov/safetealu/factsheets/transenh.htm
• Contact the www.state.nj.us/transportation/business/localaid/office.shtm

• Transportation Improvement Program
Each of New Jersey’s three MPOs is responsible for preparing a Transportation Improvement Program, a list of all transportation projects and programs of the New Jersey Department of Transportation, the New Jersey Transit Corporation, and individual
counties and municipalities, to be funded in the next three fiscal years. Together, the three TIPs form the STIP (Statewide Transportation Improvement Program).

In order for a local transportation project to receive federal or state funding, it must be included in the TIP.

For more information - NJTPA Counties:
- Visit www.njtpa.org/capital_programming/WebTables/capital_programming.asp
- Contact Kevin Twine, Principal Planner TIP Development, (973) 639-8430.
Resolution Designating
The Borough of Roselle Park As an ‘Area in Need of Redevelopment’

WHEREAS, the Borough of Roselle Park has a significant aging housing stock; and

WHEREAS, the water and sewer system of the Borough is also aging and in need of repair or substantial maintenance; and

WHEREAS, the Borough Planning Consultant Heyer, Gruel & Associates has prepared a report of findings in a report dated December 7, 2006, indicating that more than half the housing stock in the Borough of Roselle Park is at least 50 years old.

WHEREAS, the Borough Planning Board has investigated a number of areas in the Borough for redevelopment rehabilitation; and

WHEREAS, the Borough Planning Board and the Governing Body has received a report commissioned by them prepared by Charles Latini, P.P., AICP recommending consideration by the Governing Body of designating the Borough as an Area in Need of Rehabilitation; and

WHEREAS, NJSA 40A:12A-14.a sets forth criteria that must be met in order for a delineated area to qualify as an “Area in Need of Rehabilitation”; and

WHEREAS, criteria number 2 of said statute has been determined to have been satisfied by the above noted report of the Planner with respect to the age of the housing stock; and

WHEREAS, it is believed that a program of rehabilitation can be expected to prevent further deterioration and help promote the overall development of the Borough; and

WHEREAS, the Governing Body has referred this resolution prior to adoption to the Planning Board for review and comment as required by law.

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and Borough Council that all land within the municipal boundaries of the Borough of Roselle
Park are hereby designated as an “Area in Need of Rehabilitation.”

**BE IT FURTHER RESOLVED,** that the Redevelopment Entity of the Borough shall investigate the need for the preparation of Redevelopment Plans at appropriate locations in the Borough and recommend same to the Governing Body.