



PLANNING *transit- friendly* PLACES



TRI-STATE TRANSPORTATION CAMPAIGN SYMPOSIUM
Transit Oriented Development: How to Get it Done
How Can a Transit Agency Lead TOD?
NJ TRANSIT's Experience
November 15, 2013

Overview

- New Jersey context
- NJ TRANSIT's Transit Friendly Planning, Land Use & Development Program (TFPLUD)
- NJ's Transit Village Initiative
 - Transit Village TOD Case Study examples

NJ's Land Use & Transit Milestones



- **NJ TRANSIT created in 1979 to reverse decline of public transportation**
- **State Development & Redevelopment Plan adopted (1986)...encourages growth in areas where population, jobs and infrastructure exist**
- **NJ TRANSIT's Transit-Friendly PIng, Land Use & Development Program created (1999)...tech assistance for community engagement, visioning and TOD plan adoption**
- **NJ's Statewide "Transit Village Initiative" (1999)...rewarding communities who "get" TOD**
- **Fall 2011...NJ Office of PIng Advocacy releases the DRAFT Strategic State Plan; focus on getting people to jobs and industry retention/expansion; final plan adoption pending**
- **Fall 2011...North Jersey 13-county region receives US HUD Sustainable Communities PIng Grant**
- **NJ Economic Opportunity Act (2013)...collapses various state development incentive programs into one...broadens reach of statewide economic incentives package; renewed focused on fostering employment, jobs and housing near transit**

NJT's Intermodal System



- Commuter Rail
- Express Bus, Intra-state Bus, Private Bus Carriers, Bus Rapid Transit “Lite”
- Community Paratransit (by private carriers and/or counties)
- Light Rail
- Connecting NJ to Center City Philadelphia, Atlantic City, Newark, Jersey City and Lower and Midtown Manhattan

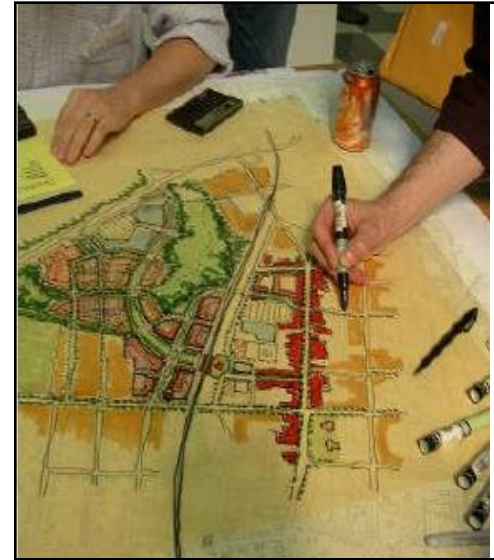
NJ's Integrated Transit Network Enables TOD...

- **75% of New Jersey's residents live within 5 miles of a transit station**
- **1 in 4 New Jersey communities hosts a rail station**
- **30% of New Jersey residents live within walking distance of rail stations; and**
- **10% of New Jersey residents use mass transit for work trips**

How does NJ TRANSIT assist communities so that they take advantage of NJ's multi-modal, interconnected transit network to ensure a sustainable land use/transportation connection?

TRANSIT FRIENDLY PLANNING!

- ☐ **Engaging community leaders, residents business owners, advocates, stakeholders**
- ☐ **Providing technical assistance and on-call consultant expertise**
- ☐ **Collaborating with local, county, regional and state partners & building consensus**
- ☐ **Local municipalities memorialize TOD supportive land use codes (thru zoning ords or redevelopment plans)**
- ☐ **Market-worthy plans are a must**



NJ Transit's Approach

- **EDUCATE communities**
- **Create a VISION for Transit Oriented Development, engaging numerous, varied partners & stakeholders**
- **Work with local government so they adopt redevelopment PLANS or new land use ORDINANCES to memorialize the vision; creation of local, sustainable development entitlements is essential!**
- **IMPLEMENT (build something!)**
- **If NJ TRANSIT-owned property involved:**
 - Competitive developer solicitation process
 - Development and/or conveyance agreements transacted

Education is Benchmarking...

Planning for Transit-Friendly Land Use

A Handbook for New Jersey Communities



NJ TRANSIT's T-F Handbook
1994

...and Testing the Waters...



**NJ TRANSIT's "Building a Transit-Friendly Community"
1999-2003 FHWA Transportation, Community & System Preservation
(TCSP) Grant Program**

...and Best Practices...

Transit-Friendly Development

Newsletter of Transit-Oriented Development and Land Use in New Jersey

May 2005 Volume 1, Number 1

Welcome to the first issue of *Transit-Friendly Development*, a newsletter designed to keep municipal officials, planners and advocates up-to-date on the potential for development and redevelopment around transit stations. Topics will include a wide array of information on transit-oriented strategies both in New Jersey and around the country.

We would like reader comments so please make sure to fill out the short survey when you are finished. Thanks for joining us in this exciting new venture!

[Click here for pdf printout of the entire newsletter \(5.1 MB\).](#) Get Adobe Acrobat [Here](#)



Why a Newsletter about Transit-Oriented Development (TOD)?

Read about why NJ TRANSIT and Rutgers have teamed up to produce a newsletter discussing transit-oriented design and development! [\(more\)](#)



Recent Research Demonstrates Desire for TOD

Three articles published during the past year reveal a strong desire for transit-oriented design and development. [\(more\)](#)



10 Principles for Successful Development around Transit

See what's "In" and what's "Out" in current development trends. [\(more\)](#)



Municipal Spotlight: The Resurgence of Rahway

Once the home of a deteriorating downtown, Rahway is making a comeback with the help of transit-oriented design solutions. [\(more\)](#)



Practitioner Spotlight: Joel Schwartz, Landmark Companies

Joel Schwartz and Landmark Companies have received numerous national accolades for their transit-friendly designs around New Jersey. [\(more\)](#)



Recommended Reading

Looking to brush up on your TOD knowledge? These publications by the leading scholars of transit planning are on the cutting edge of the field. [\(more\)](#)



Tell Us What You Think!

Click here to take a 60-second survey letting us know what you liked and disliked in Issue 1, and what you'd like to see in future issues! [\(more\)](#)

What's New



Transit Villages Update

- New Brunswick and Jersey City named new Transit Villages!



Recent New Jersey TOD News

- Somerset County Plans for TOD
- Smart Commute Mortgages

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Please feel free to forward this newsletter to other interested parties!



...and Collaborations!



TOGETHER
**NORTH
JERSEY.**



Community Creates a Vision

BURLINGTON TOWNE CENTRE: STATION AREA MAPPING



45 townhouses and apartments along the riverfront at the site of the old waterworks property between AME Bethlehem Church and Burlington Manor Apartments is under consideration by the City Council.

Pennrose Properties of Philadelphia received ownership and recently completed renovation of the Metropolitan Inn at 400 High Street and former West Electronics building at 235 Penn Street.

These adaptive reuse projects amounted to a \$9 million investment, culminating in 52 senior housing units for age and income restricted residents of Burlington City.

Burlington City is exploring the possibility of redeveloping underutilized parking lots in the central business district.

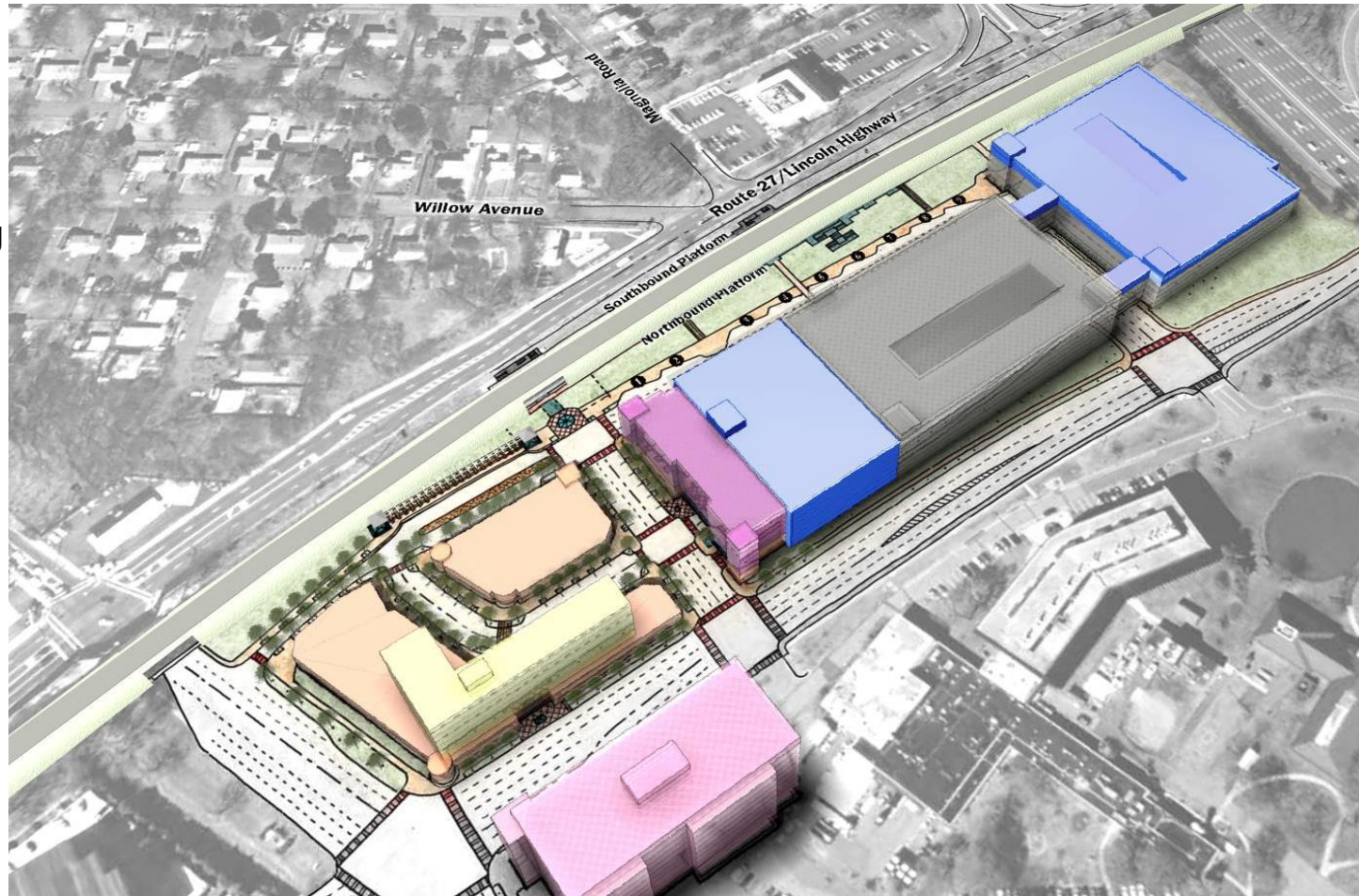
An estimated 126 residential units situated on 6.3 acres are possible (at 20 DU/acre).

Community Adopts a Plan

- Key station located along the Northeast Corridor
- Expanded Transit Capacity
- Relocate and expand Bus loading capacity to 9 positions
- 500 new commuter parking spaces

Mixed use development program proposal:

- 260,000 SF of mixed-use development:
- 60,000 SF Retail
- 35,000 SF Professional Offices
- 35,000 SF Communiversitiy
- 160 Room Hotel



Metropark Rail Station Economic Analysis
(2009)

Evaluating the Options: Summary



Option A
Maximize Commuter
Parking



Option B
Traditional Office
Development / Single Use



Option C
Transit-Oriented
Development / Parking

Maximize Land Value of Parcel	No	No	Yes
Trigger Offsite Traffic Improvements	Yes	Yes	Yes
Maximize Ratables/Fiscal Impact	\$0 million	\$ 1.9 million	\$ 1.3 million
Build long term value of the Area	No	No	Yes

The Transit-Oriented Development / Parking Expansion produces the greatest benefits to both NJ Transit and Woodbridge Township:

- Largest ridership increases***
- The only option that provides amenities and services to the workers in the area, enhances the Woodbridge and Metropark brands and builds the long term value of the district***
- It is the option that has a positive residual land value***

Build Something!

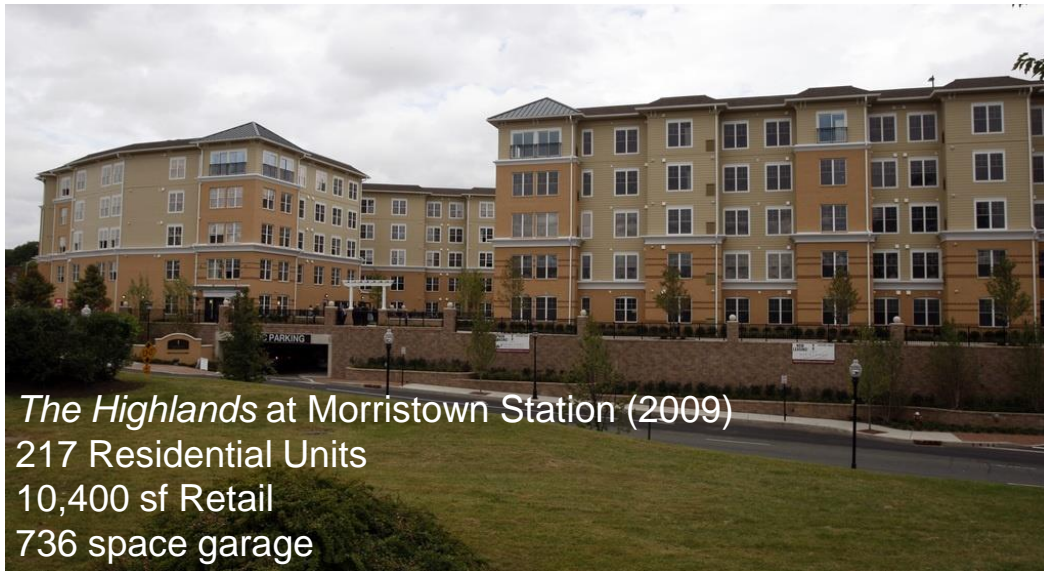
- Joint Development Partnership (Morristown)
- Facilitation of Property Assembly (Cranford)
- Structured Parking Partnership (Montclair)



Montclair Residences at Bay Street Station (2009)

165-unit studio, one and two BR Rental Residential Units

New garage shared by residents, commuters and visitors



The Highlands at Morristown Station (2009)

217 Residential Units

10,400 sf Retail

736 space garage



Cranford Crossing (2007)

50 Residential Units

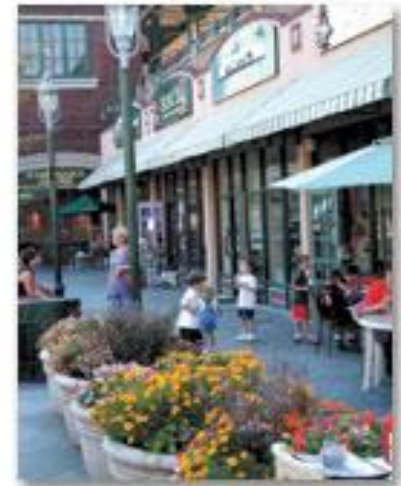
22,000 sf Retail

310 space garage

NJ's Transit Village Initiative



TRANSIT VILLAGE INITIATIVE



NJ's Transit Village Initiative

The New Jersey Department of Transportation (NJDOT) designates Transit Village status once a municipality has completed the [Transit Village Application](#) and demonstrated that it has met all the application criteria.

Information about how the applications are evaluated, may be obtained from the [Transit Village Criteria and Scoring Guide](#) (rtf 183k).

The Transit Village Task Force and NJDOT Commissioner designate Transit Villages. The number of designations varies each year and may be limited by the capacity of the State of New Jersey to accommodate and support additional Transit Villages.



NJ's Transit Village Initiative

Municipalities must take the following steps in order to receive Transit Village designation:

Attend a pre-application meeting with the Transit Village Coordinator

Identify existing transit

Adopt a transit-oriented development (TOD) redevelopment plan or TOD zoning ordinance

- Include transit-supportive site design guidelines**
- Include transit-supportive architectural design guidelines**
- Include transit-supportive parking regulation**

NJ's Transit Village Initiative

Identify specific TOD sites and projects

Document ready-to-go projects

Include affordable housing in the transit village district

Identify bicycle and pedestrian improvements

Identify "Place making" efforts near transit station

Establish a management organization

- Identify annual community events and celebrations**
- Identify arts, entertainment and cultural events**

NJ's Transit Village Initiative

BENEFITS of TV Designation...

Designation provides a municipality with the following benefits:

State of New Jersey commitment to the municipality's vision for redevelopment.

Coordination among the state agencies that make up the Transit Village Task Force.

Priority funding from some state agencies.

Technical assistance from some state agencies.

Eligibility for specific Transit Village grants from the New Jersey Department of Transportation (NJDOT). *

*(The funds for the annual TV Grant Program at NJDOT come from NJ State Transportation Trust Fund; in the past, this grant program was funded thru Federal USDOT CMAQ dollars; typically the NJDOT TV Grant Fund distributes \$1 million in competitive grants per any given budget year to TV applicants, subject to annual budget appropriations and approval by the Legislature and the Governor.)

State Agencies that serve on the NJ Transit Village Task Force

NJDOT

NJ TRANSIT

NJ Redevelopment Authority

NJ Housing & Mortgage Finance Agency

NJ Dept of Environmental Protection

NJ Economic Development Authority

NJ Office of Planning Advocacy (w/in the NJ Dept of State)

NJ State Council on the Arts (w/in the NJ Dept of State)

NJ Dept of Community Affairs

Main Street NJ (w/in the NJ Dept of Community Affairs)

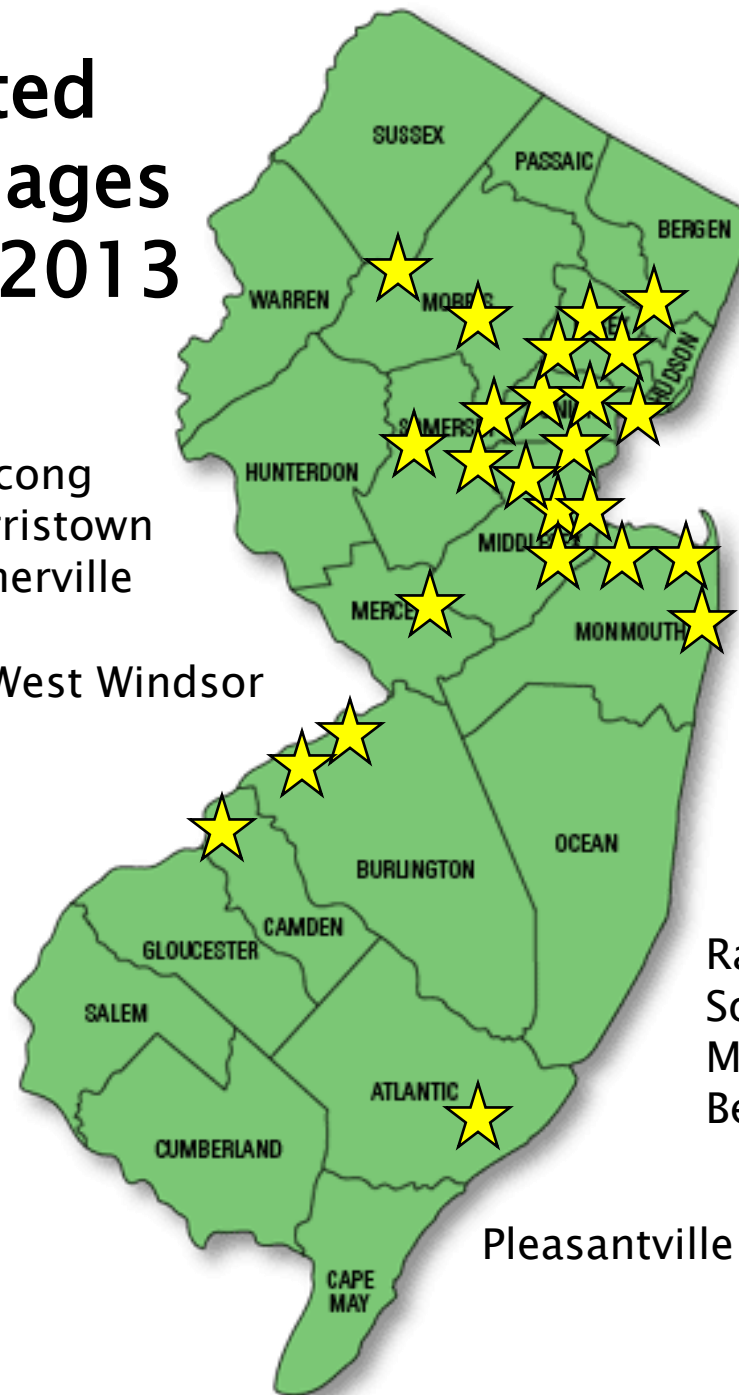
Designated Transit Villages November 2013

Total: 27

Netcong
Morristown
Somerville

West Windsor

Riverside
Burlington City
Collingswood



Rutherford
Elizabeth
Bloomfield
Orange
East Orange
South Orange
Montclair
Jersey City

Linden
Summit
Metuchen
New Brunswick
Dunellen
Cranford
Bound Brook

Rahway
South Amboy
Matawan
Belmar

Pleasantville

Village of South Orange Township



South Orange Station Plaza Shoppes

- ☐ **NJ TRANSIT partnered with the community to renovate retail space under the railroad viaduct**
- ☐ **Numerous redevelopment projects underway or recently completed in station area; mixed-use, heavy residential within walking distance of station or along community-operated shuttle routes (originally funded through NJT)**
- ☐ **Commuter parking expansion provides evening and weekend parking for retail and new performing arts center (SOPAC)**
- ☐ **New Complete Streets policy adopted**

Rahway, NJ – Northeast Corridor



- **NJ TRANSIT Reconfigured and modernized rail station (mid-1990's)**
- **Partnered with the community to provide commuter parking in downtown deck: 450 dedicated spaces, resulted in...**
- **Significant private investment in downtown TOD:**
 - **1,000+ new downtown residential units,**
 - **New retail, office commercial and civic spaces**
 - **100-room Hotel Indigo**
- **Downtown Cultural & Arts Initiatives include Union County Performing Arts Theatre -- open-air concert shell, black box theatre**

City of Jersey City



**JERSEY CITY'S
HUDSON RIVER WATERFRONT
(Downtown Manhattan in the background)**

- Transit Village District established around multi-modal Journal Square Transportation Center (traditional CBD) where high-rise housing and mixed use renaissance is planned
- Significant parks and open space created and preserved for public access and enjoyment (Liberty State Park, Hudson River Waterfront Walkway) enhances livability
- Major new mixed-use developments as a result of access to Manhattan and NJ TRANSIT *Hudson Bergen Light Rail (HBLR)* system; connecting employees and residents to job centers in NJ and NYC
- 10,000+ residential units built along Hudson River since HBLR opened in 2001; more to come!
- Western waterfront (Hackensack River) “new” frontier for redevelopment, infrastructure investment, open space, transit (HBLR extension)

THE HIGHLANDS AT MORRISTOWN STATION

- ❑ **\$75 million, mixed-use, transit-oriented development with 217 rental residential units and 8,000 square feet of retail.**
- ❑ **Built adjacent to Morristown train station on former NJ TRANSIT parking lot.**
- ❑ **724-space garage includes 415 spaces dedicated to NJ TRANSIT commuters, increasing the station's commuter parking capacity by 115 spaces, a \$3.5 million value**
- ❑ **Construction began in 2007 and was completed in September 2009.**
- ❑ **The 217 units are 100% rented & have yielded roughly 41,400 new annual trips and \$250,000 in non-farebox revenue**





The Highlands @ Morristown Station, 2009
Morristown, New Jersey

BAY STREET STATION, MONTCLAIR



**Former Surface Parking Lot w/ new deck, mid-2000's
Montclair, New Jersey**



Montclair Residences at Bay Street Station (2009)
165-unit studio, 1 and 2 BR Rental Residential Units

Next Gen Land Use/Transit Connections



- Engage not-for-profit developers and community development finance institutions (CDFIs) in TOD
- **Regional Corridor Approach**
- **Bus/Bus Rapid Transit TOD Opportunities**
- **Reconnecting Jobs to Transit**
- Expand partnerships to leverage ALL available funds
- Develop understanding of sustainable benefits of TOD (GHG reduction, green land use, brown/greyfield reuse, walkable environments = healthier lifestyles) and environmental impacts
- Understand and exploit trends...increasing senior population, increasing demand by Gen Y and “Millennials” for gadgets and proximity to jobs rather than cars, smaller households = **significant increase in demand for housing within walking distance of transit**

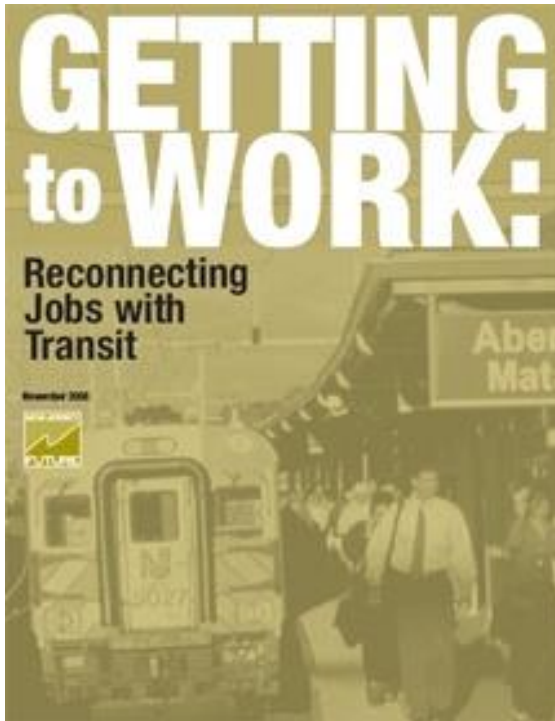
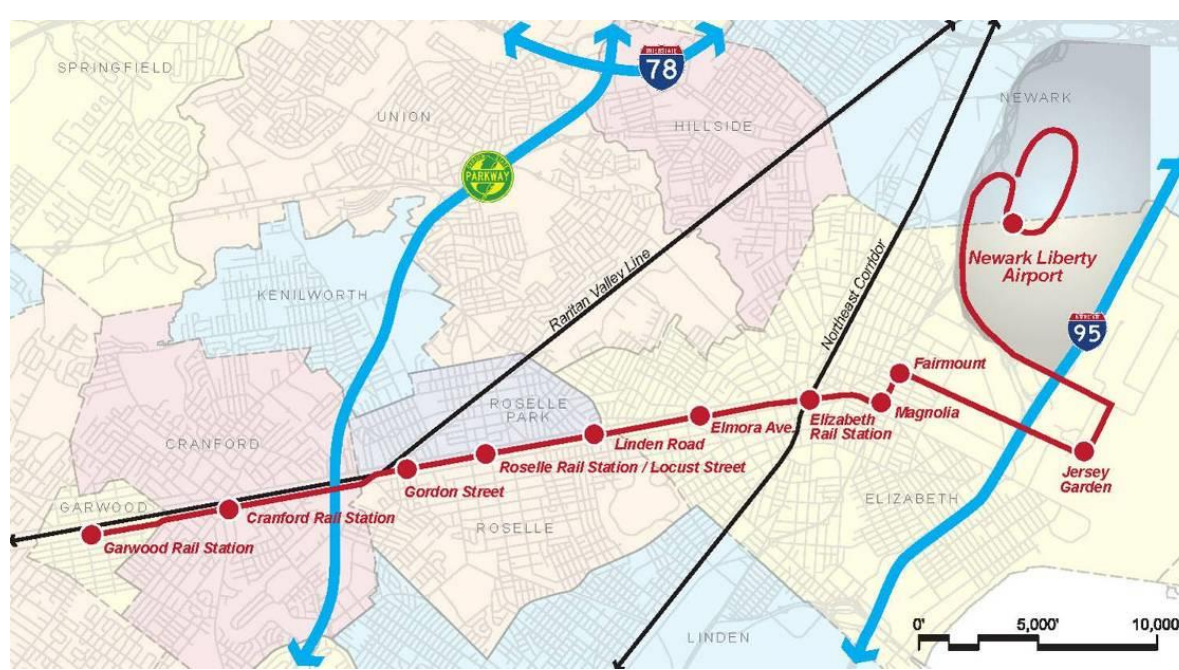


PHOTO: BRAZIL'S BRT

REPORT IMAGE: NEW JERSEY FUTURE 2009

Bus - Union County Sustainability Corridor (BRT)



- Dedicated Right of Way (old Conrail track bed)
- Runs from west of Garwood Rail Station to Newark Liberty Airport and Jersey Gardens Mall (NJT Exit 13A)
- Connects NE Corridor to Port of Newark & JOBS! (Port, Airport and Mall)
- Envisioned as a “Sustainability Corridor” with BRT, bike paths, trails all sharing the dedicated ROW
- Up front collaboration with communities to evaluate and, where appropriate, change land use codes to allow TOD; identify and market potential TOD sites; secure gov’t, not-for-profit and private sector support for implementing community vision
- Feasibility study completed Sept 2013; next step in federal process



Lessons Learned...so far!

TOD is an economic empowering strategy that improves access to transit

TOD can be a win-win for a community if the correct, helpful approach is taken

Education and partnerships are central to success AND ongoing!

TOD cannot be mandated or pushed on communities – push back will occur in the form of anti-growth policies and actions

Transit providers need TOD to succeed in order to survive...we have to build our constituent base...

- ☐ **What better way than to foster infill and/or new development within closer walking and biking distances to transit stops**
- ☐ **Providing environments where walking and biking are attractive access alternatives to cars**
- ☐ **Encouraging communities to deploy effective shuttle bus and van systems to connect transit riders living further out**
- ☐ **Thoughtfully locating parking around our systems where we can reach a comfortable accommodation with host communities**

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<http://www.njtransit.com>

<http://www.state.nj.us/transportation/community/village>

www.togethernorthjersey.com

