

**Mainstreaming Green Infrastructure**  
**Green Infrastructure Demonstration Showcase**  
**Application Guidelines**



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A key feature of New Jersey Future’s [Mainstreaming Green Infrastructure](#) program is the advancement of demonstration projects that illustrate the powerful benefits of green stormwater infrastructure in public and private-sector development or redevelopment. New Jersey Future will identify and support two high-profile green infrastructure demonstration projects – one public-sector and one private-sector – in the Highlands or Kirkwood-Cohansey regions.

The purpose of the Green Infrastructure Demonstration Showcase is to provide design, finance and legal consulting assistance to two development or redevelopment projects to help them become exemplars of green infrastructure and water quality improvement. The showcase competition is an opportunity for applicants to take projects that are in the design stage and make them better (in terms of water quality, flood mitigation, cost savings, property value, curb appeal, public safety, public health, etc.) by adding or enhancing green infrastructure features. New Jersey Future is looking for high-profile projects that will demonstrate innovative, effective and replicable use of green infrastructure designed to manage a large volume of stormwater.

**Financial Support and Incentives**

- Each selected project will receive design, finance and/or legal consulting services valued at approximately \$10,000 to help develop detailed plans that demonstrate innovation and design excellence, as well as technical, financial and regulatory feasibility.
- In addition, each selected project will receive up to \$5,000 of incentive funding, to help remove any barriers to implementation. This funding will be used to provide targeted technical assistance or additional funding to existing government or developer consultants for plan review or revisions.
- Selected projects will receive media exposure and other positive publicity through New Jersey Future’s website, social media, Future Facts electronic newsletter and a press release circulated to local and regional media.

**Eligible Applicants and Projects**

- Municipalities, counties, public educational institutions or other public-sector entities
- Developers, corporations, private non-profit organizations, or other private-sector entities

- Projects can be conceptual or in design, provided the opportunity exists to add or enhance stormwater management with green infrastructure practices.
- Projects must be located within one of the William Penn Foundation’s Delaware River Initiative [Areas](#): the [Highlands](#) of northwest New Jersey or the [Kirkwood Cohansey Aquifer](#) area of southern New Jersey.

### Submission Requirements

- The application packet must include:
  - For public projects
    - A letter signed by a senior elected official – e.g., mayor, freeholder director or school board president – that provides a brief overview of the applicant’s goals for participating in the program, basic project goals, and the names of one political/policy official (elected or senior non-elected) and/or one senior technical expert to serve as lead point(s) of contact. (One point of contact may be identified to serve in both roles.)
    - A project description (one page) including:
      - A description of the site and its intended use
      - Basic project goals
      - Estimated time frame to complete the project and land use regulatory approvals that will be necessary to move forward
      - Overall project cost estimates.
    - A map identifying the location of the project within its municipality.
    - Proof that the property is owned or wholly controlled by the application sponsor.
    - At least one concept plan or preliminary site plan for the project.
    - Names and firms of the planner and design professionals associated with the project.
    - Estimated stormwater engineering calculations, if available.
  - For private-sector projects
    - A letter signed by the chief executive officer or appropriate executive that provides a brief overview of the applicant’s goals for participating in the program, basic project goals and the name of a senior technical expert or project manager to serve as the lead point of contact.
    - A project description (one page) including:
      - A description of the site and its intended use
      - Basic project goals
      - Estimated time frame to complete the project and land use regulatory approvals that will be necessary to move forward
      - Overall project cost estimates.
    - A map identifying the location of the project within its municipality.
    - Proof that the property is owned or wholly controlled by the application sponsor.
    - At least one concept plan or preliminary site plan for the project.

- Names and firms of the planner and design professionals associated with the project.
- Estimated stormwater engineering calculations, if available.

Additional letters or written expressions of support (e.g., resolutions) from local community groups, local or regional nonprofits, municipal boards, commissions or committees, etc. will strengthen the application.

### **Timeframe**

New Jersey Future will accept project proposals through Friday, Dec. 9, 2016. Demonstration projects will be selected by Monday, Jan. 16, 2017.

### **Selection Criteria**

- Impact on water: Strong evidence that the project will have a quantifiable beneficial impact on water quality and runoff volume.
- Feasibility: Assurance that the project is on target to be permitted within 15 months and, if possible, under construction within two years, including:
  - Proof or strong evidence of secure financing
  - Zoning or redevelopment area in place that allows the proposed land use. Preference will be given to projects that lie in a growth area designated by a municipal or regional master plan.
  - Letter(s) of support
- Innovation: Creative, innovative design for the management of stormwater that goes beyond the typical use of green stormwater infrastructure in New Jersey. The use of related techniques such as water re-use is a plus.
- Replicability: The project should provide a model that can be successfully built elsewhere in New Jersey.
- Scale: Substantial scale – the project is ambitious and manages stormwater from a sizeable area.
- Triple-bottom-line benefits: The project advances environmental, social and economic objectives. Projects should contribute to the quality of the built environment in a visible way. Locations in compact, walkable settings are preferred.

### **Agreement**

New Jersey Future anticipates entering into a simple agreement with the sponsor of each selected project.

New Jersey Future will provide design, finance and/or legal consulting services valued at approximately \$10,000 to develop detailed plans that demonstrate innovation and design excellence, as well as technical, financial and regulatory feasibility. In addition, New Jersey Future will commit up to \$5,000, as well as staff guidance and assistance, to assist the town and developer with eliminating technical or regulatory roadblocks that stand in the way of implementation.

The project sponsor will commit to making every effort to meet the following timeframe:

- Fully-engineered site plan by June, 2017

- Site plan approvals and permits by March, 2018
- Construction started before January, 2019.

Additional expectations:

- The project sponsor will allow New Jersey Future to share a project description and illustrations (whether a rendering, site design or other) with the public.
- Project sponsor should anticipate adopting an Operations and Maintenance Plan for all green infrastructure features.
- Project sponsors may need to deed-restrict areas underlying green infrastructure features.

### **How to Apply**

To apply, complete the online [application form](#). Applications are due by midnight Friday, Dec. 9, 2016.

Winners will be selected by Monday, Jan. 16, 2017.

Questions? See [FAQs](#) or email [Kandyce Perry](mailto:kperry@njfuture.org) at [kperry@njfuture.org](mailto:kperry@njfuture.org)

### ***About New Jersey Future***

Founded in 1987, New Jersey Future is a nonprofit, nonpartisan organization that promotes sensible growth, redevelopment and infrastructure investments to foster vibrant cities and towns, protect natural lands and waterways, enhance transportation choices, provide access to safe, affordable and aging-friendly neighborhoods and fuel a strong economy. The organization does this through original research, innovative policy development, coalition-building, advocacy, and hands-on technical assistance.

### ***About Mainstreaming Green Infrastructure***

New Jersey Future's Mainstreaming Green Infrastructure program seeks to make green infrastructure the first choice for stormwater management in New Jersey. We do this in three ways: working with towns, working with developers and design professionals, and accelerating demonstration projects through this competition.