

NEW JERSEY FUTURE  
SMART  
GROWTH  
AWARDS 2019

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M&T Bank is proud to partner with New Jersey Future on the Smart Growth Awards. We salute Wendy Neu and all of tonight's remarkable projects and honorees.

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Join the conversation!



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**#NJFSGA19**



NEW JERSEY FUTURE  
**SMART  
GROWTH  
AWARDS** 2019

# WELCOME

## DEAR DISTINGUISHED HONOREES AND GUESTS,

Welcome to the 2019 Smart Growth Awards celebration! It's always our pleasure to host this annual event honoring the very best of sustainable planning and development in New Jersey.

If there's one theme that runs through all of tonight's winning entries, it's the idea of connectivity. Revitalization of three iconic, landmarked buildings work to connect new residents and new workers to downtown jobs, amenities and transit. The expansion of a college back to its original urban location reactivates a neighborhood and reaches new students. A new early childhood learning center connects a close-knit community with health and economic opportunity. An updated land-use plan allows our densest city to connect its historic character to a sustainable, growing future. And a walking and cycling trail, maintained by a broad cross-section of volunteers, provides a unique connection among residents, employers and local destinations. Each winning project is different, but all will help to strengthen their communities through better connections.

Tonight it is also a privilege for New Jersey Future to present its Cary Edwards Leadership Award to Wendy Kelman Neu, the chairwoman and chief executive officer of Hugo Neu Corporation. While this award showcases a leader's past achievements, tonight's honoree also shows us a vision for the future — a future in which sustainable economic vitality is achieved only through environmental integrity and a deep commitment to social justice and equity.

The Smart Growth Awards are judged every year by an independent selection committee of experts in planning, architecture, transportation, development, local government and environmental stewardship. You can read more about them on page 8. They give generously of their time and insight, and we are grateful for their commitment to the awards program.

You'll notice that our awards this year are new, designed and produced by MudGirls Studios in Atlantic City. You can read more on page 7 about MudGirls and the essential work they are doing to transform the lives of women coming out of poverty. We are honored to partner with them.

And finally, please join me in thanking our sponsors, who make possible not just this event, but the ongoing work New Jersey Future does to advocate for a sustainable, equitable, vibrant Garden State.

Congratulations again to tonight's honorees. We thank you all for coming to help celebrate them, and we look forward to working together throughout the year for a stronger New Jersey future.

Sincerely,



**PETER KASABACH**  
Executive Director





NEW JERSEY FUTURE  
**SMART  
GROWTH  
AWARDS** 2019

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## AWARDS PROGRAM

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### WELCOME

**Meishka Mitchell**

Vice President of Community Initiatives, Cooper's Ferry Partnership  
Trustee, New Jersey Future

**Peter Kasabach**

Executive Director, New Jersey Future

**James Morris**

Administrative Vice President, Commercial Real Estate Group, M&T Bank

### PRESENTATION OF 2019 SMART GROWTH AWARDS

**Presenter: Andrew Hendry**

Chairman, 2019 Smart Growth Awards Selection Committee  
Trustee, New Jersey Future

**Honorees:**

Walker House, Newark

Mercer County Community College, Trenton

Second Street Youth Center, Plainfield

Lawrence Hopewell Trail, Mercer County

People's Bank Building, Passaic

Sustainability, Resiliency, Equity: A Plan for Hoboken's Future Growth

Ironside Newark

### PRESENTATION OF 2019 CARY EDWARDS LEADERSHIP AWARD

**Honoree: Wendy Kelman Neu**

Chairwoman and Chief Executive Officer, Hugo Neu Corporation

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New Jersey Future offers its heartfelt thanks to the sponsors of the 2019 Smart Growth Awards, whose generous support makes it possible to celebrate the best in development and redevelopment projects in the state of New Jersey.

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*This practice area complements Maraziti Falcon's existing practice devoted to the counseling of public and private entities regarding environmental, redevelopment, land use law, government, construction law and litigation.*



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# ABOUT THE SMART GROWTH AWARDS

New Jersey Future's Smart Growth Awards honor adopted plans and approved and built developments that exemplify sound land-use practice through the implementation of smart-growth principles as embodied in the State Development and Redevelopment Plan. The awards shine a well-deserved spotlight on the municipal officials, developers, contractors, architects, and corporations with the courage to initiate projects and growth patterns that help strengthen New Jersey's economic, social, and environmental future.

Nominees are drawn from a statewide public nomination process launched in June of each year. The finalists are selected by an Awards Selection Committee of professional developers, architects, planners, redevelopment experts, environmentalists, and local officials. The winning entries are chosen following site visits and interviews with project leaders.

Preference is given to initiatives that promote redevelopment and infill development in areas and centers designated for growth by the State Plan, or that promote open-space conservation in the state's rural areas

- ➔ Near existing development and infrastructure
- ➔ Create or enhance connections to existing developments or plans
- ➔ Create or enhance a vibrant mix of uses (residential, retail, office)
- ➔ Protect or enhance open space, farmland, parks, and critical environmental areas
- ➔ Increase the range of available housing options
- ➔ Create or enhance transportation choices
- ➔ Encourage walkability and activities at the street level that facilitate personal interaction
- ➔ Improve resiliency to natural hazards
- ➔ Respect community character, design, and historic features
- ➔ Utilize green or generative design techniques and materials

June 2002 marked the first Smart Growth Awards celebration. The annual event attracts state, county, and municipal leaders, as well as community activists and professionals who are committed to bringing smarter growth to New Jersey.

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## HOW TO NOMINATE

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If you know of an initiative that you think would be a good candidate for a Smart Growth Award, please visit the information page on our website at [njfuture.org/sgainfo](http://njfuture.org/sgainfo).

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## ABOUT THE TILES

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For the first time this year, our award tiles are designed and produced by MudGirls Studios in Atlantic City. This nonprofit organization empowers disadvantaged women through the creation of functional ceramic art. By providing training and employment, MudGirls Studios offers women an opportunity to earn supplemental income, helping them make the transition out of poverty and onto a pathway toward self-sufficiency. New Jersey Future is proud to partner with MudGirls on our awards as a way of supporting economic opportunities for all.



# 2019 AWARDS SELECTION COMMITTEE

The selection committee is an all-volunteer group that spends many hours reviewing the nominations, conducting site visits and interviews all over the state, and deliberating to select the winners. The selection committee evaluates each nomination against smart growth principles, as well as its contribution to the surrounding community and the state as a whole. We thank the committee for its effort and dedication to selecting the best smart growth projects in the state.

## **ANDREW HENDRY**

*Senior Advisor, First Energy/JCP&L*

*Chairman, 2019 Smart Growth Awards Selection Committee*

Until May 2019, Andrew Hendry was president and chief executive officer of the New Jersey Utilities Association, a statewide trade association for investor-owned utilities that provide water, wastewater, electric, natural gas and telecommunications services to New Jersey residents and businesses. Since 1992, Hendry has held numerous legislative and government positions, including positions in the Office of Legislative Services, the Department of Education and the New Jersey Assembly Majority Office. Prior to the joining New Jersey Utilities Association he served as the executive director of the New Jersey Senate Majority, where he worked closely with legislative leaders, the governor and the governor's senior staff to craft major pieces of legislation, including the annual Appropriations Act. He is a trustee of New Jersey Future.

## **SARAH BRYANT, AICP**

*Director of Community Initiatives, Cooper's Ferry Partnership*

Sarah Bryant joined Cooper's Ferry Partnership as a project manager in early 2010. In her current capacity she manages a diverse portfolio of planning, infrastructure development, and placemaking projects and initiatives throughout Camden, including neighborhood plans, park rehabilitation and new construction, adaptive reuses of historic structures, streetscape transformations, and activation of vacant or underutilized open spaces. She also co-manages several of Cooper's Ferry Partnership's collaborative sustainability initiatives, including the Camden SMART (Stormwater Management and Resource Training) Initiative, the city's stormwater management initiative. She co-convenes the City of Camden Green Team, which in 2013 helped the city become one of only 28 Sustainable Jersey silver certified municipalities.

## **HON. BRAD COHEN, M.D.**

*Mayor, Township of East Brunswick*

Mayor Brad Cohen was elected to the office in November 2016. One of his focus areas has been the abandoned Route 18 commercial corridor. Like most suburban communities, East Brunswick is wrestling the problems of vacant commercial space, an aging community, and massive infrastructure needs. There has been significant progress in defining areas in need of redevelopment on Route 18, and there are active talks underway regarding creating a world-class live/work/play transit-oriented development along the corridor. Mayor Cohen has brought on board an economic development officer to bring in new businesses and organize the business community, and has turned to newer technology and applications to identify infrastructure needs along the township's 300 miles of roads.

## **EARL JACKSON, AIA**

*Principal, Architecture Workshop*

Before starting the Earl Jackson Architecture Workshop, which fills the gaps between art, architecture, urban design, landscape, and infrastructure, Mr. Jackson was partner and design director at Cooper Robertson, associate director at Skidmore Owings Merrill, and designer with Michael Graves. He has experience in master plans for transit-oriented development and corporate and higher education campuses; and in the design and planning of streetscapes, parks, plazas and waterfronts. He teaches architecture at Columbia University's Graduate School of Architecture and has taught at the New Jersey Institute of Technology. In the wake of Superstorm Sandy he served as a design lead for New York City's Special Initiative for Rebuilding and Resiliency, New York State's New York Rising, and HUD's Rebuild By Design, and was an advisor for the Rockefeller Foundation's 100 Resilient Cities Initiative.

# 2019 AWARDS SELECTION COMMITTEE

## **KEVIN KEENAN, PH.D. AICP**

*Chairman, Department of Geography, Planning and Sustainability, Rowan University*

Kevin Keenan has published widely on the topics of environmental risk and hazards. His work appears in several journals of note, including *Environment and Planning A*, *Urban Affairs Review*, and *Urban Geography*. Most recently, Dr. Keenan has studied the articulation of race and racism in the U.S. south. In addition, Dr. Keenan has published research on how students learn research methods in geography, as well as how gender affects the interpretation of risk. Formerly, Dr. Keenan was an associate professor in the Department of Political Science at the College of Charleston in Charleston, South Carolina, and a core faculty member in the Public Administration Program there. Dr. Keenan also maintains a teaching affiliation in Hunter College's Department of Urban Policy and Planning.

## **JACLYN RHOADS, PH.D.**

*Assistant Executive Director, Pinelands Preservation Alliance*

Dr. Jaclyn Rhoads started working in the Pinelands in 2004. In her current role she manages the policy and science staff at Pinelands Preservation Alliance, leads the organization's activities for the Delaware River Watershed Initiative, and primarily handles lobbying efforts. On behalf of the alliance she tracks municipal activities, works closely with the Pinelands Municipal Council, and engages with the communities to implement green stormwater infrastructure practices. In addition, she serves on the New Jersey League of Conservation Voters political committee, as co-chair for the outreach committee for the New Jersey Keep it Green Coalition, and as president of the Darby Creek Valley Association and Friends of the John Heinz National Wildlife Refuge in Pennsylvania, where she lives.

## **PATRICK TERBORG**

*Founder and Managing Member, TD+Partners*

As a real estate developer, Patrick Terborg has transformed large blighted and vacant sites into retail, distribution centers, urban farms, childcare centers and high-quality multifamily housing. Over the last 10 years he has delivered more than \$400 million in adaptive reuse and new development and over 1 million square feet of new buildings. He has structured transactions using Low Income Housing Tax Credits, New Market Tax Credits, tax abatements and federal block-grant funds. These projects

have assisted New Jersey municipalities in revitalizing difficult to develop areas, adding new property tax revenue and providing affordable and middle-income housing and jobs for local residents. Prior to launching TD+Partners, Mr. Terborg served in various financial leadership roles, including as chief financial officer and head of real estate development for Blackstone Group.

## **LAURA TORCHIO, AICP**

*Deputy Director, Transportation Initiatives, Project for Public Spaces*

Laura Torchio has more than 30 years of community planning experience. She is a veteran bicycle and pedestrian planner with a strong background in partnership-building and leadership. She has worked in the private, public, advocacy, tourism, and health sectors. Throughout her career, she has managed multi-disciplined projects related to best practices for transformative placemaking, bicycle and pedestrian networks, healthy and livable communities, Complete Streets, and Safe Routes to School. In her current role she manages Project for Public Spaces' Healthy Places Program and Main Street Initiative. In her "free" time, she is a community champion serving on the board of Bike&Walk Montclair.

## **WANDA SAEZ**

*Senior Vice President, Corporate Responsibility and Community Relations Group, Wells Fargo*

Wanda Saez has more than 20 years of experience in the community development and community relations fields. In her current role, she has responsibility for the New York, New Jersey and Connecticut markets, helping to manage relationships with community groups, activists, small businesses, nonprofit organizations, local governments and community leaders. She serves on Greater Trenton's board, the New Jersey Department of State's Center for Hispanic Policy Foundation Advisory Board, the Education Committee of the New Jersey Business and Industry Association, and The Center for Financial Wellness Advisory Board, and she is a longtime member of the New Jersey Council for Financial Education. She is a graduate of the Leadership New Jersey program. She is a trustee of New Jersey Future.

***Jurors with a direct interest in an entry under consideration are asked to recuse themselves from adjudicating that entry.***

The staff of Hugo Neu Corporation  
and  
Kearny Point would like to  
congratulate

**WENDY KELMAN NEU**

**recipient of the**

**2019 New Jersey Future  
Cary Edwards Leadership Award**

*"Without change there is no  
innovation, creativity, or incentive  
for improvement. Those who initiate  
change will have a better  
opportunity to manage the change  
that is inevitable."* — William Pollard

**HUGO NEU**



**KEARNY  
POINT**

# CARY EDWARDS LEADERSHIP AWARD

**The Cary Edwards Leadership Award recognizes individuals who have an outstanding commitment to improving the quality of life and promoting smart growth in New Jersey through sustainable land use policy and practice.**

By Wendy Neu's own testimony, she is not a real estate developer.

Rather, she's a no-one-left-behind, take-care-of-the-environment, sustainable-future entrepreneur. She has spent her career proving that social justice and environmental responsibility are not antithetical to sustainable growth, but are in fact essential ingredients.

Her firm, Hugo Neo Corporation, builds, operates and invests in innovative environmental resilience and other public-benefiting ventures. Just look at Kearny Point, a 2017 Smart Growth Award winner and perhaps her firm's best-known project — a repurposing of a Hurricane Sandy-ravaged warehouse facility into an innovative series of flex-, co-working, industrial and event spaces that provide small and start-up businesses with affordable office and manufacturing space and are generating meaningful economic development in the region. The first building to be redeveloped is now home to more than 100 small businesses, more than 70% of which are women- or minority-owned, employing more than 450 people. Complementing the workspaces and helping to establish a sense of community are a bistro, shared communal spaces and a full calendar of events and activities designed to make the workplace more productive and fun. Future buildings will cater to a mix of businesses that share Kearny Point's values, including companies focusing on cleantech, solutions to climate change, and environmental innovation. When complete, the project is expected to create more than 10,000 jobs.

Acknowledging its environmental vulnerability, the facility also has extensive and innovative green stormwater management installations, including a living shoreline and park, that are helping to reactivate its waterfront as a public open-space amenity and that will help protect it against the impacts of a changing climate.

For Wendy Neu, Kearny Point is more than a real estate project: It manifests her vision of sustainable entrepreneurship and



## **Wendy Kelman Neu**

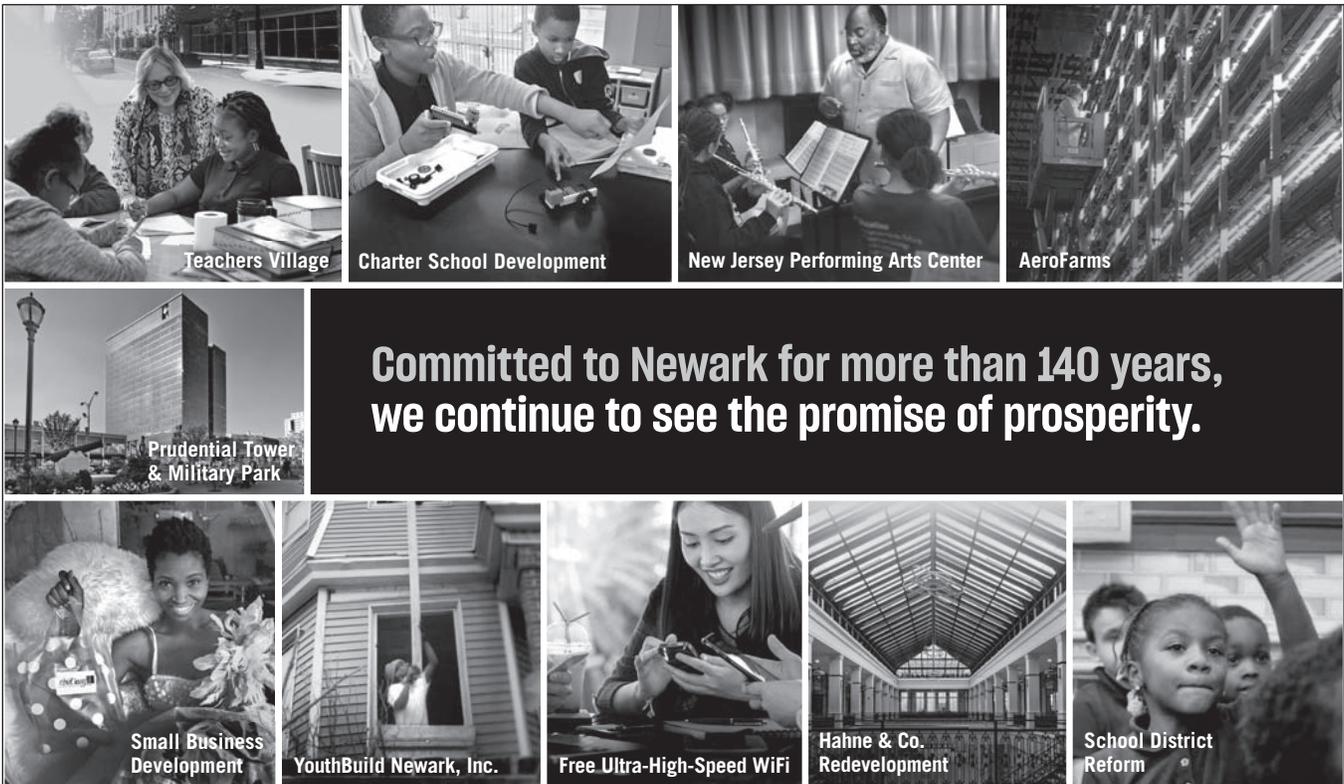
*Chairwoman and Chief Executive Officer,  
Hugo Neo Corporation*

growth, and serves as an exemplar of how environmental integrity and a commitment to equity can guide development and redevelopment to meet the changing demands of the economy, of people, and of the planet.

Wendy Neu is also in this for the long haul; she has no desire to sell her investment. She knows she needs her business to be profitable, but she wants Kearny Point to be a garden in which other businesses — the ones started by women or minorities, the ones that employ ex-offenders, the ones that need inexpensive but inspiring space and community to incubate entire new industries — can be planted and prosper.

And she is not limiting entrepreneurial leadership to Kearny Point. She is a lifelong animal advocate. In 1986, she cofounded Companion Animal Placement (CAP), an animal welfare organization. After Hurricane Maria, CAP collaborated with other animal groups to airlift animals from Puerto Rico, and in 2018 the coalition spayed/neutered tens of thousands of animals on the island.

Wendy Neu serves on the boards of the Basel Action Network, a global environmental health and justice organization; the Brennan Center for Justice at New York University School of Law; and Natural Resources Defense Council; and she is a former board member of NY/NJ Baykeeper. On a larger scale, her goal is to be an accelerator for a sustainable model of business growth that integrates economic development, environmental stewardship and social justice. She helped to found one of the East Coast chapters of Environmental Entrepreneurs (E2), a group of business leaders, professionals and investors who advocate for policies that bring economic growth while also being good for the environment. Nationally, E2 has founded more than 2,500 companies, created more than 600,000 jobs, and manages more than \$100 billion in venture and private equity capital. For Wendy Neu, it is investments like these, and like the one she has made in Kearny Point, that will power sustainable growth for generations to come.



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**We began with a sense of purpose that lives on today** in our commitment to Newark and communities around the world.

**Prudential is proud to sponsor New Jersey Future's Smart Growth Awards. Best wishes for continued success.**



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## WALKER HOUSE *Newark*

**Citi Community Capital, Goldman Sachs Urban Investment Group, L+M Development Partners, Prudential, Inc.**

What is now called Walker House is perhaps better known as the New Jersey Bell building. Designed by Ralph Walker, it was built in 1929 for the Bell Telephone Company when Newark was one of the Eastern Seaboard's dominant centers of commerce. Its iconic Art Deco-style sandstone exterior and its grand lobby are on the National Register of Historic Places. Its location gives it access to Washington Park across the street, to multiple transit options, and to cultural amenities including the New Jersey Performing Arts Center, the Newark Museum, and the Aljira Center for Contemporary Art.

The building has always been occupied by offices, and has received few upgrades since its original construction. Now, more than 80 years after it was built, it was time for a renovation. Rather than keep it exclusively as office space, given Newark's recent resurgence, was there an opportunity to reposition the building as something more? The developer, L+M Development Partners, thought there was. This kind of repurposing of iconic buildings is an area of expertise for the firm; in 2016 it finished the Hahne & Co. Building, just blocks away. For the Bell Building, they envisioned a unified live-work-play environment comprising retail on the basement and ground floors, office space on the next four floors, new housing for floors six through 21, and a full-floor amenity space for residents, complete with panoramic views, on the top floor. A full 20% of the 264 new residences that the project has created are designated as affordable, and apartment types range from studios up to three-bedroom units in an effort to draw a diverse mix of residents. Refitting the building in this way also makes it part of Newark Mayor Ras Baraka's "Hire. Buy. Live. Newark." initiative, which is working to bring a productive ecosystem of jobs, business growth and new residents to the city.



Adding new housing to what had always been a downtown office building is accomplishing another of the city's goals: activating the streets in a primarily business district during non-work hours. More activity, with more businesses and attractions, is helping to reinforce a perception that Newark is safe for both workers and residents, and is creating new demand for dining, nightlife, culture and small businesses in the area.

Because this was a repurposing of an existing structure in a dense urban core, there was limited opportunity to incorporate green stormwater management techniques. Nonetheless, a new stormwater detention system added under an undeveloped portion of the

site will detain runoff from that area and lessen the burden on Newark's stormwater infrastructure, and a partially landscaped rooftop terrace will help lessen the stormwater runoff from the top of the building.

The renovation of what is now Walker House, named after its designer, is keeping at least one major office tenant: Verizon, the successor to New Jersey Bell, will retain the renovated office space it has always had there. With completion of the renovation imminent, Walker House is set to distinguish itself as one more milestone in Newark's efforts to build its reputation as a landmark home for new residents and businesses.

### SUPPORTING PARTNERS:

**New Jersey Community Capital, Inglese Architecture and Engineering, Broad Mark Builders LLC, CetraRuddy Architecture DPC, Skyline Engineering, Urban Atelier Group, National Trust Community Investment Corporation**

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## **New Jersey Future**

Congratulations to the 2019 Smart Growth  
Award Winners including our dear friend

## **Wendy Kelman Neu**

W. Cary Edwards Leadership Award



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# MERCER COUNTY COMMUNITY COLLEGE *Trenton*

## Clarke Caton Hintz, Mercer County Community College, City of Trenton, Mercer County

When Mercer County Community College was founded in 1966, its campus was in downtown Trenton, near the State House. Its West Windsor campus, constructed in 1972, took most of the college's departments and activities to the suburbs. Left behind was a higher education void in the city; only a small outpost of the college remained on North Broad Street, an economically depressed area that had been the epicenter for the riots in 1968. That building, Kerney Hall, was most memorable for its fortress-like exterior, with no windows or nearby street activity.

More than 40 years later, with cities just beginning their resurgence, the college began looking for ways to expand its programs and outreach around its old location. It amplified its focus on low-income students, many of whom are the first in their families to attend college. Its 2010 master plan and the plan's 2017 update both had an ambitious agenda for re-establishing a presence in downtown Trenton to serve these students. Not only would Kerney Hall be refurbished but, through partnerships with the city, Mercer County and private developers, four additional buildings on North Broad Street, several of which had long been vacant, would be redeveloped and devoted to academic, arts, performance and retail spaces. A fifth, leased building would offer health- and science-related programs.

A key goal of the revitalization was to increase the interaction between the buildings and the street and to showcase student work to passers-by. Kerney Hall will get new windows to reduce its fortress-like feel. The large, storefront-style windows in Trenton Hall and Trenton Hall Annex act as flexible gallery space displaying work produced in the college's fashion design and art programs.

A courtyard in the back of Trenton Hall Annex serves not just as a warm-weather lounge area but as a living classroom for landscape and horticulture students. Its green stormwater management features, including a bioretention basin and the diversion of roof-level stormwater away from the street to courtyard, allow stormwater to be harvested for irrigating the landscaping in the courtyard, reducing stormwater flow to city's storm drain system. Addition of these features has kept most stormwater that runs off the building, except from the heaviest storms, out of the system.

The college is also a key part of a proposed arts, entertainment and education district that will align its North Broad Street campus with the city's existing South Broad Street vision



plan. As part of the arts district, a partnership with the public library around the corner will allow it to serve as the college's library; the college bookstore and cafe will relocate to one of the storefronts; and a nearby vacant movie theater will be revitalized with performance and teaching spaces.

The North Broad Street area will also see street improvements, including bike lanes and street trees, to create a more college-oriented, pedestrian-friendly zone. The college, which is well served by bus transit, is pursuing sponsorship of a bike-share program to help connect the campus with the Trenton Transit Center and downtown cultural amenities and reduce the need for students to drive to school.

When this project was first proposed, it was seen as a pioneer investment when there was still substantial doubt about the viability of New Jersey's cities. The city and the county were receptive, but the college had been so closely associated with a suburban location for so long that some of the biggest initial doubters were among its administration and Board of Trustees. Now they are enthusiastic supporters. The project has already increased street activity, bringing new students, faculty and staff to the area. It has reactivated long-vacant buildings, and created new linkages to the city's civic and commercial center. The college hopes the continued expansion of its downtown presence will spark other development, including new housing opportunities so students, faculty and staff can live nearby.

## SUPPORTING PARTNERS:

**Greater Trenton, Trenton Downtown Association**

Congratulations to our client,  
Second Street Youth Center, on the  
opening of your beautiful new school!



We are honored to have played a role in this project and look  
forward to your continued success in Plainfield, New Jersey!



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## SECOND STREET YOUTH CENTER *Plainfield*

City of Plainfield; J.G. Petrucci Company, Inc.; Second Street Youth Center; TD+Partners



The environmentally compromised property at the corner of Plainfield Avenue and South Second Street in Plainfield had been used as a parking lot for almost two decades. Its neighborhood, once home to employees of nearby manufacturing facilities, has recently seen disinvestment and neglect, and today is home to more than 4,000 mainly low-income and minority residents. Despite its assets — there are two Olmsted-designed parks, many churches, and abundant public transit nearby — there is no major grocery store within two miles, making it a USDA-designated low-food-access area and creating a particular food insecurity problem for residents with no car.

City officials believed the site could be redeveloped as a multi-purpose civic asset that would address multiple community needs, and serve as a springboard to give residents greater access to economic opportunity. The city created a redevelopment plan for the site, and was able to leverage New Market Tax Credits, a lease subsidy, developer contributions and a payment-in-lieu-of-taxes agreement to make the project financially feasible. Now completed, the Second Street Youth Center offers a high-quality early-learning environment that prepares children to succeed in school and beyond. Because it has both preschool and after-school programs, it gives parents greater freedom to work, knowing that their children are in a safe and educationally stimulating environment. It is within walking distance for many of the families that use it and it is accessible by public transportation, reducing the need for car ownership and driving. And remediation and

reactivation of the site is expected to have a positive effect on nearby property values.

In addition to enhancing economic opportunity, the center is intended as a vector for implementation of the city's Healthy Plainfield initiative, which identified obesity and diabetes as key health issues in the community. A partnership with the Newark Conservancy has brought an urban farm to the site, both as a nutrition education tool and to provide children and their families with healthy fruits and vegetables they otherwise might not find nearby. The center also includes one of 26 Kids' Cafes in New Jersey — a partnership with the Community Food Bank of New Jersey that provides food to children and families in food-insecure households. The site includes green stormwater management features that remove pollutants and allow the water to be used for urban farm irrigation. And office space is provided for social-services providers who can offer health, nutrition and financial literacy education and family support services to the wider community.

The center is intended to help reduce the city's carbon footprint through the use of energy-efficient design, appliances, and fixtures and water-conserving plumbing. Its urban farm and Kids' Cafe lower the transportation costs of bringing healthy food to the community, and the urban farm takes advantage of on-site composting of food waste.

Second Street Youth Center is a central element in Plainfield's multi-year comprehensive economic development strategy, joining initiatives that will soon bring to the area 90 new units of affordable housing, a renovated recreation center, and a 44,000-square-foot distribution warehouse with its attendant jobs. It now serves more than 200 preschoolers and another 200 after-school children. It has become a key civic asset, leveraging both its location and its range of services to generate expanded opportunity for the neighborhood it serves.

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A 22-MILE WALKING AND CYCLING TRAIL CONNECTING A VARIETY OF DESTINATIONS, THE RESULT OF A BROAD VOLUNTEER COLLABORATION AMONG COMMUNITY LEADERS, AREA EMPLOYERS, AND LOCAL RESIDENTS

## LAWRENCE HOPEWELL TRAIL *Mercer County*

**Lawrence Hopewell Trail Corporation, Bristol-Myers Squibb, ETS, Township of Hopewell, Township of Lawrence, Mercer County**



In a society structured around cars and electronic screens, it can be hard to get people outside. In 2002, Bristol-Myers Squibb set out to improve quality of life by establishing a public biking and walking trail. Seventeen years and multiple partnerships later, the Lawrence Hopewell Trail has become a 22-mile network of biking and walking trails that benefit around 1.2 million visitors annually.

The trail is unique in that it extends across both public and private properties, none of which are owned by its managing nonprofit organization, the Lawrence Hopewell Trail Corporation (LHTC). Rather, the trail represents a rare collaboration among businesses, employers, individual landowners, schools, and other nonprofits that have contributed portions of their property to this public pathway. Bristol-Myers Squibb and ETS served as the earliest trail locations and financial supporters. The LHTC was established as a nonprofit in 2004, and it worked to create partnerships with a wide variety of groups, including Mercer County, Lawrence and Hopewell townships, the D&R Greenway Land Trust, the Watershed Institute, and the Saint Lawrence Rehabilitation Center.

The trail connects key destinations in Lawrence and Hopewell, including major employers, historic sites, recreation areas, downtowns, preserved land, and residential developments. It provides a safe and attractive route for traveling among these

destinations via biking and walking. A survey of trail visitors found that 60 percent are walkers and 40 percent are bikers. Almost 10 percent use the trail to commute, reducing their car travel and thereby reducing congestion and greenhouse gas emissions.

In addition to providing a transportation alternative, the trail brings its visitors close to natural areas and water, helping create awareness of how these undeveloped lands absorb stormwater. The trail surface is constructed of porous pavement, which allows stormwater to filter through it into the ground.

The trail was developed to align with local and regional planning guidelines, including those set out by Mercer County Bicycle and Pedestrian Task Force, the Greater Mercer Transportation Management Association, the Delaware Valley Regional Planning Commission, the state Department of Transportation, and Lawrence and Hopewell townships' Master Plans. It also connects to Circuit Trails, which allows users access to access the Delaware and Lehigh trail in Pennsylvania, as well as the East Coast Greenway.

Financial support for the trail has come from numerous organizations, including Bristol-Myers Squibb, ETS, Mercer County, the Mercer County Park Commission, Lawrence and Hopewell townships, the state Department of Transportation and Department of Environmental Protection, the Delaware Valley Regional Planning Commission, the Watershed Institute, D&R Greenway Land Trust, the Lawrenceville School, Prism Capital Partners, Capital Health, and individual donors.

The LHTC has survived through multiple challenges, including finding funding and not having full-time staff. While it is easy to create excitement around initial trail construction, it is harder to find funding and volunteers to sustain and maintain them on an ongoing basis. However, by recruiting the right people, learning from technical experts, and most of all, staying true to the vision over time, the organization has succeeded in making the trail a reality. The Lawrence Hopewell Trail has become more than just a travel corridor — it is destination that connects people to the outdoors and to each other.



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## PEOPLE'S BANK BUILDING *Passaic*

City of Passaic, The Hanini Group LLC, Low Income Investment Fund, New Jersey Community Capital

Unlike during its industrial manufacturing heyday, the city of Passaic has recently suffered high rates of unemployment, a low rate of high school graduation, and low median household income. In the middle of the city, on a prime block in the downtown business corridor, sits the former People's Bank Building, at 12 stories the tallest building in Passaic County. It was constructed during the Great Depression and is a designated historic landmark. Prior to the start of the revitalization project in November 2016, the building had been vacant for more than 20 years. With no preventative upkeep, it had been damaged by exposure to rain and winds, and a stream that ran under the building had flooded the basement. Overall, it exacerbated the sense of disinvestment and decline that permeated the entire city, and damaged the viability of any potential redevelopment projects nearby.



Today this distinctive Art Deco building has been completely reborn as a commercial, retail and business hub. A fitness facility and a restaurant with outdoor seating, part of the city's efforts to expand its existing Passaic Bistro District, occupy the bottom three floors. The Passaic Board of Education has moved from its former location in the Passaic High School into six of the office floors. This move has not only freed up needed teaching space at the high school, it has brought new jobs, along with the associated foot traffic and commerce, to the heart of the city's downtown.

In addition to the building itself, the project also includes the development of a small plaza area next to it, named the Dr. Joseph Buga Parque in a nod to the longtime director of the city's Enterprise Zone and to the city's large Latino population. The parque will be used for community events, beginning in late spring 2019 with a farmer's market sponsored by City Green, a Clifton, New Jersey-based nonprofit urban farming and gardening organization that works to revitalize urban

areas through agriculture and educational programming.

Financing for the project was accomplished through a mixture of private capital, historic preservation tax credits, a grant from the city's Urban Enterprise Zone program to improve the facade, and New Market Tax Credits, without which the project could not have moved forward.

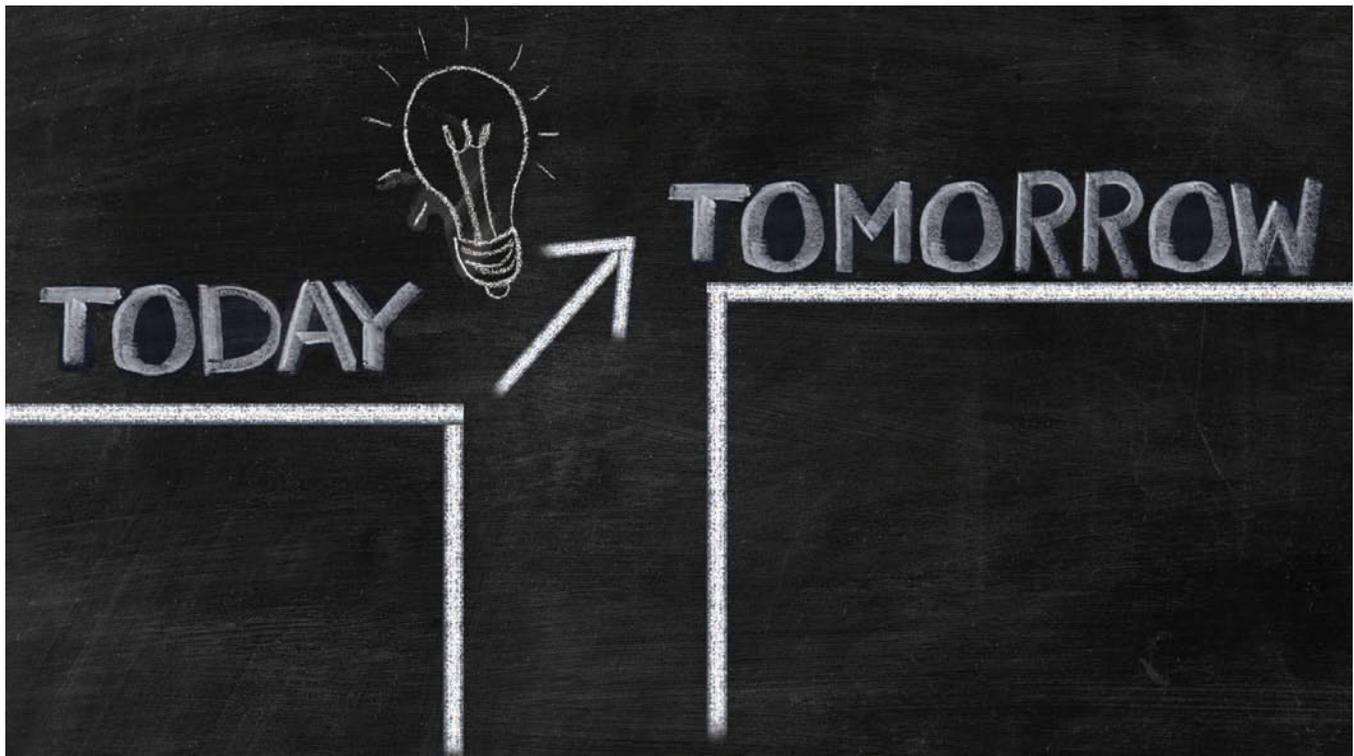
Completion of the project was not without its engineering challenges. Besides the remedial work needed on a building that had sat vacant for so long,

including pumping out the basement water and testing it for contamination, the building has full facades on all four sides, giving it no natural service entrances and making it difficult to divide any facade to meet the delivery needs of the building's retail and restaurant tenants.

The renovated People's Bank Building welcomed its first occupants in March 2018. Today it stands as testament to rigorous efforts by the city to reactivate a key portion of its downtown, catalyze job expansion and local business growth in an area well served by transit, and spark additional redevelopment in the city's central business corridor. The difference is palpable, not just within the building but throughout the neighborhood: There are new businesses, new jobs and new activity on the street, new tax revenue for the city, and a new sense of anticipation and excitement about the future.

### SUPPORTING PARTNERS:

**Passaic Urban Enterprise Zone Program,  
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Lawrence Hopewell Trail

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# SUSTAINABILITY, RESILIENCY, EQUITY: A PLAN FOR HOBOKEN'S FUTURE GROWTH

**BFJ Planning, City of Hoboken Department of Community Development, City of Hoboken Planning Board**

Some municipalities treat the periodic re-examination of their master plan as a required exercise, performed by their planning professionals without much ado and resulting in a fairly technical report to the governing body with suggestions for updates to the master plan itself. Hoboken's Master Plan Re-examination Report is a much different document. The city transformed a required technical document into something that captures how much it has changed since 2010, when its last master plan was adopted, what it needs to do in order to capitalize on those changes, and what kind of city it wants to become going forward.



The city framed the discussion around five key things residents said they wanted: complete neighborhoods, shared prosperity, connected places, sustainability and resiliency, and being an engaged and efficient public partner. The resulting report both chronicles progress toward these goals, and looks at how the city must change, and should stay the same, in order to achieve them.

Perhaps the biggest change in the city since 2010 is Hoboken's population: It has grown almost 9% in a city that is almost entirely built out, with children and middle-aged adults the two fastest-growing groups. The fact that families are choosing to stay in the city meant Hoboken had to figure out whether it had enough housing for larger households, and whether those homes were affordable to families. As a result, the updated Land Use element that came out of the re-examination report included changes to the zoning code to increase the range of housing types allowed in some places, and, to help accommodate growth, increases in allowable densities, in particular near transit. The new Land Use element also enabled a greater mix of uses in various parts of the city, expanded the city's waterfront as a public amenity and designated more space for parks — initiatives that will appeal not just to families, but to all residents. At the same time, acknowledging the city's unique historic character, it strengthened preservation protections for much of its building stock.

In the aftermath of Hurricane Sandy, Hoboken has become a national leader in climate resiliency, and the re-examination report carries that forward. Recommendations, largely adapted from the city's existing Green Building and Environmental Sustainability (GBES) element of its master plan, include development of a green infrastructure strategic plan and a climate action plan, implementation of parking and transportation strategies aimed at reducing car use and lowering

greenhouse gas emissions, expansion of the use of parks as climate and flooding defense, and upgrading outdated infrastructure.

One of the challenges the city faced in doing the re-examination report and new Land Use element was trying to integrate them with other initiatives already under way, including a redevelopment plan for the north end and the GBES element of the master plan. The re-examination report attempted to build on this work, but not duplicate it.

But perhaps the biggest challenge the city faced was engaging a true cross-section of residents in building a common vision. Despite a survey that garnered 1,500 responses and more than 20 public meetings of various kinds, the city acknowledges that those who participated in the process were already those most civically engaged, and that it needs to do more to reach parents of young children, older residents, and residents who are not white. Nonetheless, there was enthusiasm about the process and the outcome, and both the re-examination report and the new Land Use element were adopted unanimously by the city's planning board in June 2018.

## SUPPORTING PARTNERS:

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## IRONSIDE NEWARK *Newark*

Edison Properties LLC, City of Newark, Newark Community Economic Development Corporation, Perkins Eastman

In 1956, brothers Jerry and Harold Gottesman purchased their first parking lot in downtown Newark, a lot that would mark the beginning of Edison Properties. Adjacent to that lot now sits Ironside Newark, the company's transformation of a long-vacant, highly visible 110-year-old former industrial warehouse into a mixed-use office and retail building that is serving as an accelerator for the revitalization of Newark's central business district.



Although Newark has enjoyed significant redevelopment activity recently, Ironside is the city's first speculative office project in more than 30 years. It sits in the heart of downtown, a critical nexus in an increasingly walkable neighborhood that includes Mulberry Commons park, the Prudential Center, and a growing number of retail, dining, cultural and entertainment options. The development also sports an above-ground pedestrian bridge that connects it, and the surrounding downtown district, directly to the tracks at Newark Penn Station and to the Ironbound district beyond.

Within the building is a wide variety of office types, from lofts to collaborative spaces to a glass penthouse, all geared toward a 21st-century workforce. The ground two floors will be retail and restaurant space. The building is also the first redevelopment project in New Jersey to receive a WiredScore Platinum certification, reflecting the building's technological capacity. It is already luring key tenants from other parts of the state that want to be in a more walkable, transit-accessible environment, making it a key new job center in Newark's business district.

When the building is fully leased, it is projected to house more than 1,000 new jobs that will bring additional business to nearby retail and attractions and enliven the neighborhood beyond business hours. And its direct connection to Newark Penn Station means that many of those workers will be able

to commute by transit, reducing driving and parking demand and contributing to the city's efforts to reduce carbon emissions.

Rather than consider individual redevelopment projects discretely, the city has begun looking at Newark's downtown core as a cohesive economic entity, and focusing on how its assets and opportunities can reinforce and

enhance each other. Under that approach, Ironside has become a centerpiece of the greater Mulberry Commons district, which includes the building and the park and a number of surrounding parcels that may be considered for redevelopment in the future — all components of a new vision for the revitalization of this part of the city.

The risk of committing \$80 million to a speculative office project was significant. But the success of Ironside speaks to the power of a key location and modern design to attract a modern workforce, and to the power of effective public-private partnerships in project execution. It also represents further confirmation that Newark has become a destination for major employers seeking a vibrant, transit-accessible urban setting with amenities as rich and diverse as a park and an arena, and that offers modern technological infrastructure and a plentiful talent pool. The project provides an emulable model for other urban areas around the state, showing the possibilities that come with transforming a historic asset into a facility that will fuel 21st-century economic growth.

### SUPPORTING PARTNERS:

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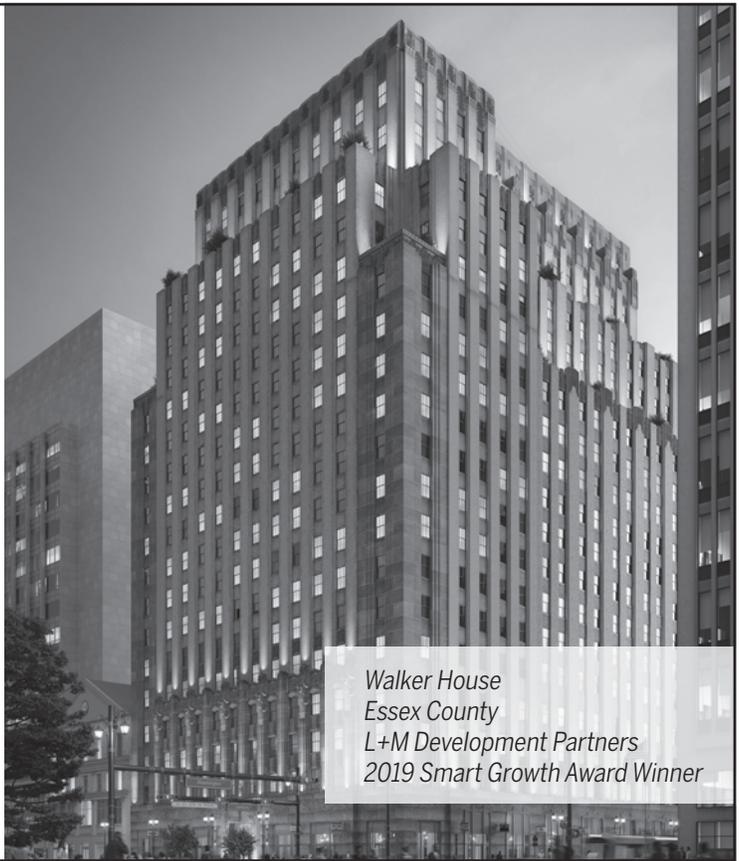


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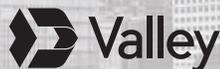
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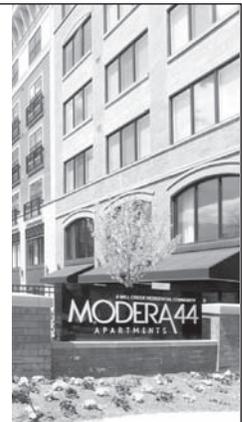
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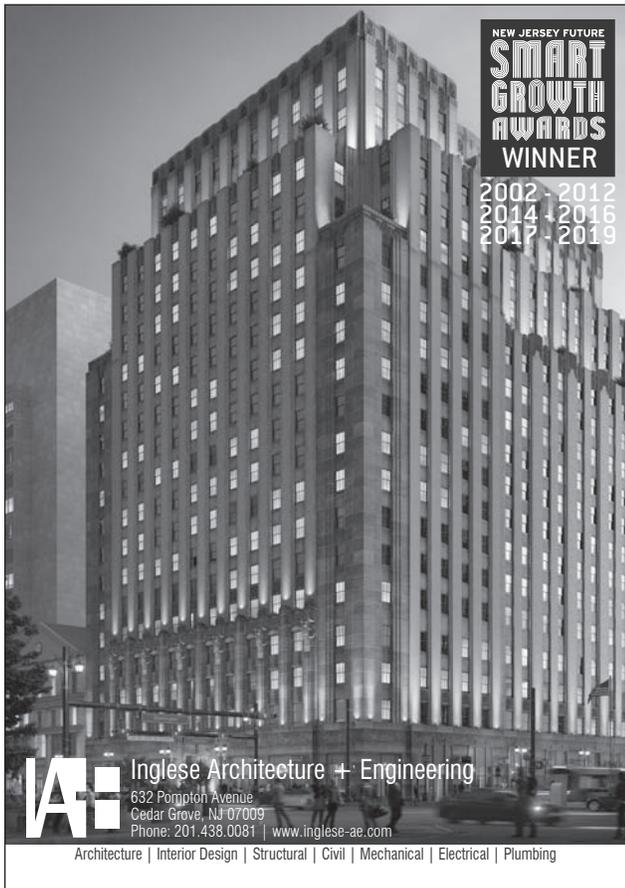
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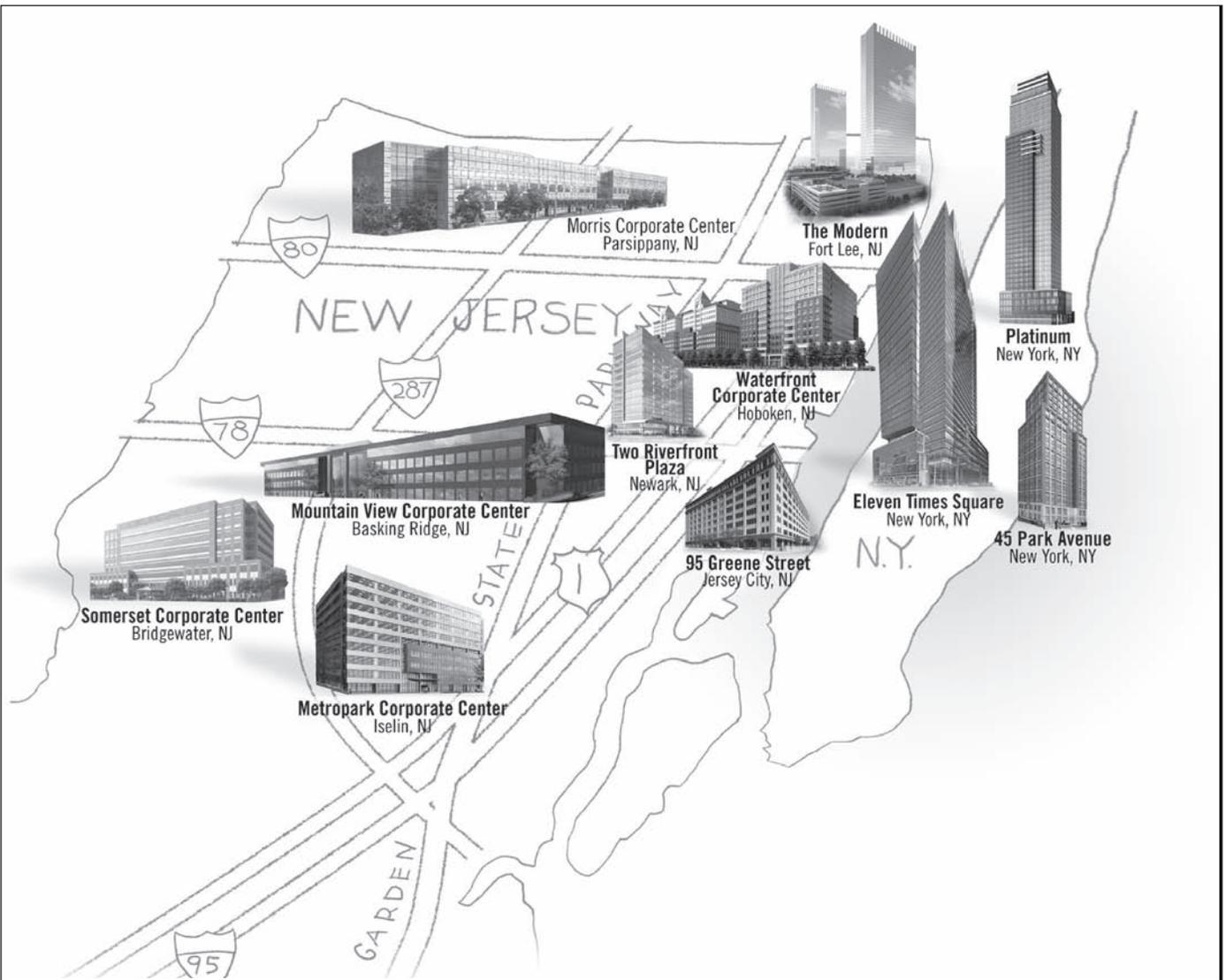


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