45th Annual Dinner:
November 14, 2013
5:30 PM – 9:30 PM
The Heldrich
New Brunswick, NJ
Green Resources for Municipalities, Businesses and Residents

At New Jersey Natural Gas, we’re all about resources – preserving them and providing them – so we can all do our part to save energy and protect our environment.

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Nearly a century ago, our founders embarked on a journey to revolutionize diabetes care based on the needs of one patient. Their innovative spirit and dedication have continued to fuel our commitment to patients.

Today, we are a leader in diabetes care, but our focus remains the same. We strive to provide optimal care for people with diabetes and to put their needs at the center of everything we do.

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novo nordisk is proud to support plansmart nj
PSE&G is investing more than $1 billion in solar and energy efficiency programs. These programs are creating thousands of jobs for New Jersey and helping residents and businesses save money and natural resources.
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Matrix Development Group

For more than 30 years, Matrix Development Group has continually focused on the process of building value in real estate. In commercial, industrial, residential, mixed use, and golf and hospitality developments throughout the Northeast, it has delivered the capabilities and innovative approaches necessary to turn obstacles into opportunities. With offices in New Jersey and Pennsylvania, Matrix’s superior commitment to meeting a tenant’s special needs and improving the communities in which it invests demonstrates the company’s differentiating essential business philosophy.

Matrix’s growth has been the result of determined effort by a talented team of individuals working together. Leading Matrix’s growth is Joseph S. Taylor, President & Chief Executive Officer together with partners Donald M. Epstein, Executive Vice President & Chief Financial Officer, and Senior Vice Presidents Kenneth A. Griffin, Richard F.X. Johnson, and Alexander B. Taylor. Over the course of its history, Matrix has firmly established itself as the leading full-service real estate and development firm in New Jersey.

Since its founding, Matrix has prosecuted the development of more than 20 million square feet of light industrial, 4 million square feet of commercial, thousands of residential homes as well as countless business opportunities in hospitality (hotels and golf courses). There is little doubt that real estate will continue to present new challenges and demand an even broader range of specialized skills. Creative thinking, flexibility and a solutions-oriented approach will be the keys to success. Matrix is a team of outstanding professionals with the judgment and experience necessary to navigate the challenges in real estate today - and tomorrow.

With an unrelenting focus on value, and the capabilities necessary to turn obstacles into opportunities, Matrix is uniquely suited to achieve your real estate solutions. For more about Matrix, please visit www.matrixcompanies.com.
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Drinker Biddle & Reath

With 650 lawyers in 11 offices nationwide, Drinker Biddle & Reath LLP has demonstrated a sustained commitment to excellence in the practice of law, public service and a civil society. Our priorities are knowing our clients’ business and providing the value they need so that we can be an integral part of their success. Clients choose us for our sophisticated, efficient approach to handling their most important business transactions, litigation and government affairs efforts.

With more than forty lawyers across the U.S., our Real Estate Practice Group possesses the breadth to handle projects of any scale or complexity, as well as the depth of location-specific experience necessary for success in several key U.S. real estate markets. We work with developers and property owners in every phase of land development and redevelopment to secure permits and approvals and to negotiate various agreements with governmental agencies. We have significant experience representing clients in proceedings at all levels of government for virtually every type of real estate project imaginable, including flex and warehouse buildings and industrial parks, shopping centers, malls and other retail properties, office buildings, multifamily housing, residential subdivisions and planned and mixed-used developments, hospitals, universities, continuing care retirement communities, casinos, hotels, conference centers, and sports facilities.

For more information, visit www.drinkerbiddle.com.
Avalon currently has nineteen rental communities in New Jersey. For information please visit: www.avaloncommunities.com/new-jersey

AvalonBay Communities Congratulates the 2013 PlanSmart NJ Award Recipients!
ETS

At ETS, our mission is to advance quality and equity in education for people worldwide. Founded in 1947, ETS provides customized assessment solutions for teacher certification, English language learning and elementary and postsecondary education. In addition to assessments, ETS conducts education research, analysis and policy studies.

More than 3,200 employees work at ETS’s offices throughout the United States and the world. Our staff includes test developers, statisticians and psychometricians, leaders in global assessments, researchers and education policy specialists dedicated to the progress of education worldwide.

Today, our research and assessment experts help individuals, educators and government agencies around the world find new way to advance learning through customized, innovative assessment solutions.

To learn more about ETS, please visit www.ets.org.
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AND THE
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New Jersey American Water

New Jersey American Water is the largest water service provider in the state, serving approximately 2.5 million people in 188 communities. More than 900 New Jersey American Water employees, including water quality specialists, distribution and field service personnel, plant operators, meter readers, and administrative support specialists, carry out the company’s foremost responsibility of providing high-quality, reliable water service to our customers around the clock.

Invested in our facilities
New Jersey American Water’s team of experts work around the clock to monitor, maintain and upgrade our facilities to ensure that they operate efficiently and meet all regulatory standards. This requires significant investment in our infrastructure, including treatment plants, tanks, pump stations, fire hydrants and metering equipment. Over the last five years, we invested approximately $750 million in our facilities statewide. This level of investment supports or creates thousands of jobs in the construction and other fields.

High-quality water service
Providing high-quality water service is our business. We monitor water quality every step of the way, from source to tap, and we know what it takes to provide water that meets or surpasses state and federal drinking water standards.

Our team of water quality and operations experts monitor the water from source to tap. We also have access to American Water’s Belleville, IL lab, one of the most advanced water quality laboratories in the U.S.

We take water quality so seriously that five of our water treatment plants have been nationally recognized with Directors Awards from the U.S. EPA’s Partnership for Safe Water program. We earned this prestigious award for surpassing federal and state drinking water standards.

Community partner
We take an active part in the communities we serve and support educational initiatives related to water. Here are some examples:

• Environmental Grant Program: Provides grants of up to $10,000 for community-based projects that improve, restore and protect our source water and surrounding watersheds.

• Speakers’ Bureau: We provide presentations on water-related topics for all ages. If your group is interested in learning more about water, call us at 1-800-652-6987.

• Volunteer Firefighting Support Grants: Provides grants of up to $1,000 to assist fire companies purchase equipment and training needs.

Visit us online at www.newjerseyamwater.com.
In today’s world, it’s not enough to be passionate advocates for legal clients. Pepper believes it’s equally important to be passionate advocates for our community, to give of ourselves through corporate citizenship and community partnerships. We’re proud to be an ally with PlanSmart NJ.

We salute the 2013 Award honorees and our friends at Lawrence Hopewell Trail and D&R Greenway Land Trust.
New Jersey Natural Gas

New Jersey Natural Gas (NJNG) is the principal subsidiary of New Jersey Resources, a Fortune 1000 company that provides safe and reliable natural gas and renewable energy services.

NJNG delivers energy-efficient natural gas to keep homes warm and businesses running for nearly half a million customers throughout New Jersey. But we’re more than just pipes in the ground. Our infrastructure investments add value to our communities by creating jobs and helping to strengthen the economy, all while ensuring the safety and reliability of our distribution system.

Well rooted in the neighborhoods we serve, NJNG is dedicated to the success of its local communities. Partnerships with organizations that focus on economic growth, education, health, safety and the environment are forged with a passionate belief that teamwork can make communities stronger. Our Conserve to Preserve tools and resources help residents, businesses and municipalities — in other words, all of us — work together to make wise energy decisions.

As a reliable community partner, NJNG is committed to making the places where we live and work the best they can be.
for inspiring everyone in this room.

A lot of hard work. And a lot of respect. PNC applauds doers like tonight’s PlanSmart NJ honorees. Congratulations

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Novo Nordisk

Novo Nordisk is a healthcare company with nearly a century of innovation and achievement in diabetes care. Our portfolio of diabetes treatments and delivery systems is the most comprehensive available. In addition to diabetes care, Novo Nordisk has a leading position within hemophilia, growth hormone related disorders, and women’s health.

To learn more visit us on our website novonordisk-us.com.
In a world of traditional thinking and conventional wisdom, where can you find a legal partner nimble enough to keep up with your business, entrepreneurial enough to understand your world, and imaginative enough to anticipate your next challenge? Fox Rothschild could be just what you’re looking for. It’s what we like to think of as uncommon law.

We are proud to support PlanSmart NJ and congratulate all of this year’s award recipients.
PSE&G

Public Service Enterprise Group Inc. (PSEG) is a diversified energy holding company. The company business consists of three reportable segments - Power, PSE&G and Energy holdings. It is a major supplier of gas and electricity operates in the Northeastern and Mid Atlantic United States. The company operates through four major wholly owned subsidiaries, namely, PSEG Power LLC, Public Service Electric and Gas Company (PSE&G), PSEG Energy Holdings LLC and PSEG Services Corporation. Its generating resources include nuclear and fossil facilities. PSEG is headquartered in Newark New Jersey.
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Outstanding Individual Leadership Award

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Congratulations to All the Recipients of the 2013 plansmart nj Awards

We are particularly proud to honor NAIOP members

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New Brunswick, NJ 08901

Keep New Jersey Working: learn more at www.naiopnj.org
AECOM is proud to be a Leadership Sponsor of PlanSmartNJ’s 2013 Annual Dinner and congratulates tonight’s award recipients:

**Regional and Community Planning Achievement Award**
The Lawrence Hopewell Trail

**Environmental Achievement Award**
D&R Greenway Land Trust

**Outstanding Individual Leadership Award**
Dr. Edward Salmon, Ph.D.

**Economic Development Achievement Award**
Robbinsville Redevelopment Plan

**Resource Efficiency Achievement Award**
Prologis

**Regional Equity Achievement Award**
Union Beach

With offices throughout New Jersey, AECOM...creating, enhancing and sustaining the world’s built, natural and social environments.
It is a great effort to produce a successful dinner for over four hundred guests every year. We could not do it without the generosity of many people. We, the staff of PlanSmart NJ, greatly appreciate the dedication and commitment of our Annual Dinner Steering Committee, which includes Linda Bentz, Thomas Drewes, David Fisher, PP, AICP, Ronald Ladell, Joseph McNamara, and Mark Solomon.

The success of our work throughout the year depends greatly on the kindness of others and the generosity of our members. In particular, we thank Clarke Caton Hintz, Drinker, Biddle & Reath, New Jersey Economic Development Authority, and Pepper Hamilton, for providing facilities for Board meetings throughout the year.

This year PlanSmart NJ, continued our partnership with the State Chamber of Commerce, on our Regional Innovation Cluster/Infrastructure Study to analyze the geographic relationship of the State’s growth industries and the existing infrastructure. The project was guided by a Steering Committee co-chaired by Ted Zangari, Sills Cummins & Gross and Peter Cocoziello, Advance Realty. The Committee is made up of representatives from the growth industries in New Jersey. A special thanks to Ted Zangari for hosting the meetings.

This year we also continued our partnership with The College of New Jersey, The New Jersey Builders Association and APA-NJ to bring you the popular Policy Briefings. A special thank you to D&R Greenway and The College of New Jersey for hosting the meetings. We also thank The Burlington County Enterprise Center at the Burlington County College for hosting our Defense Industry Conference.


Please note: this Resource Book contains a list of all those generous organizations which are special sponsors of this year’s Annual Dinner.

Finally, the staff extends a very special thanks to the many individuals who have so generously contributed their time, energy, and expertise at our many project meetings, seminars, and events. The success of PlanSmart NJ over the last 44 years has been directly connected to the strength of your ideas, professional analysis, and generosity. Thank you, all.
Congratulations to Bo Farkas, Prologis; Matrix Development; and all of the 2013 Award Recipients

- Eleanor Horne and Becky Taylor
- Dr. Edward Salmon
- Linda Mead and D&R Greenway
- Union Beach – Mayor Paul J. Smith and Jennifer Maier

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Better Land Use, Better Lives

Our Vision
PlanSmart NJ aims to revitalize New Jersey’s landscape so that our state’s citizens benefit from a sustainable economy and environment, based on resource efficiency and social equity.

Our Mission
PlanSmart NJ is an independent, non-profit planning and research organization committed to improving the quality of community life through the advancement of sound land use planning and regional cooperation.

What We Believe
PlanSmart NJ believes that thoughtful land use planning can strengthen our economy and environment to make New Jersey a better place to live, work, and play for all. We work with state, county and local officials who are struggling with land use decisions and how best to optimize the use of New Jersey’s scarce resources.

We help refocus the debate away from whether New Jersey should grow, to how best we can grow. We believe growth must balance both the environmental and economic needs of the state.

Our Unique Approach
PlanSmart NJ brings the following strengths to our work:

• Regional Perspective
  We work with public and private sector leaders to facilitate regional projects of significance. We help state, county, and local officials weigh the issues across all audiences, while keeping a keen focus on New Jersey as a whole. We take positions on regional issues, but we are not one-sided. Our public policy advocacy, education, and research are grounded in real life examples.

• Thoroughness
  We are able to address complex issues. We bring expertise in land use planning to all of our work.

• Balanced Approach
  We take a holistic, fact-based approach to land use decisions. We bring all parties to the table. We balance the environment, equity, economy and resource efficiency.

• Consensus Builder
  We cut through the stagnation and political lethargy to make things happen. We have the leadership and experience needed to build consensus. We understand there are many different perspectives in the land use arena and we work hard to make people feel we understand their point of view.

Become a Member Today!
Show your support for a better New Jersey by becoming a member of PlanSmart NJ today. Your membership demonstrates that you care about New Jersey’s future. Counting you as a member gives us a stronger voice, broadens our impact, and provides the financial resources we need to work towards a better future for New Jersey. Your membership allows us to continue to advocate for sensible, practical and necessary changes to our land use systems so that, together, we can create better quality places. By being a member you will have access to innovative research, regional and economic forums, special events and the opportunity to be part of the conversation in shaping New Jersey’s future. Visit www.plansmartnj.org and click on Join Us.
Congratulations to the 2013 PlanSmart NJ Award Recipients for your extraordinary service and contributions.

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Wolff & Samson is proud to support PlanSmart NJ and its 45th Annual Dinner and Awards

Congratulations to all of the 2013 Award Winners
Congratulations to PlanSmart NJ and this year’s award recipients

on their contributions to the future of planning in New Jersey

Innovative concepts. Enduring solutions.

Rutgers
Edward J. Bloustein School of Planning and Public Policy

policy.rutgers.edu

Rutgers, The State University of New Jersey
Achievements

Land Use

2013
- Hosted 2nd Annual NJ Regional Planning Summit: Investing for the New Normal at the Trenton War Memorial. Over 200 professionals attended the 2013 Summit which focused on recovery and resiliency in the face of natural disasters, and featured speakers Anthony Kuczinski, President and CEO of Munich Reinsurance America and Henk Ovink, Director General of Spatial Planning and Water Affairs for the Netherlands.

- Completed Discovery Phase Public Outreach workshops and baseline topic reports on existing conditions in the North Jersey region under a federal HUD $5 million, three-year Sustainable Communities Regional Planning Grant known as Together North Jersey. Part of a project team that includes Rutgers University, North Jersey Transportation Planning Authority, and the State of New Jersey Office for Planning Advocacy, among others. The effort supports transit-oriented development, regional equity, and integrated land use and transportation planning.

- Continued PlanSmart NJ’s successful Policy Briefings on regional planning and land preservation, the NJDEP Licensed Site Remediation Program, and affordable housing.

- Continued publication of a monthly column in NJ Spotlight on land use, transportation, redevelopment, economic growth and environmental issues.

- Was a member of the Keep It Green Coalition to advocate for long-term funding for open space.

2012
- Successfully advocated for the State of New Jersey to produce an updated State Plan, with a focus on economic growth, effective planning, preservation, and government alignment. Published opeds, participated in speaking engagements, testified at public hearings, and submitted written comments.

- Published a monthly column in NJ Spotlight covering land use, transportation, redevelopment, economic growth and environmental issues.

- Launched a new series of Policy Briefings for land use planners, attorneys, developers, the business community and others on current policy issues, including NJDEP Water Quality Rules, NJDEP Waiver Rules, and the 2012 solar “stabilization” legislation.

2011
- Hosted a focus group of high-profile business leaders to examine the barriers to sustainable economic growth in New Jersey. Issued a report on the findings of the focus group, What’s Land Use Got to Do with It?: Examining the Connections Between New Jersey’s Economic Prosperity and its Land Use Patterns.

- Organized a statewide conference, “Impacting Economic Expansion and Retention in New Jersey: A Land Use Perspective” to bring together planners and business leaders from around the state.

(continued)
Achievements

- Met with leaders in Governor Christie’s administration to advocate for a State Strategic Plan that integrates land use, economic development, environment, transportation, and regional equity. Submitted written comments to the Office for Planning Advocacy to shape the draft State Strategic Plan. Participated in the Common Ground coalition of planners and environmental leaders and submitted joint recommendations on principles for a new State Strategic Plan.

2010
- Shaped a new draft of the State Planning Act, working with the Smart Growth Economic Development Coalition and other stakeholders and advocates, to give the Plan and the Commission more power over state agency regulations and traditional Home Rule.

2009
- Organized a statewide conference titled, “Will Mega Investments Yield Mega Results?”, focusing on the $8.3 billion ARC/Mass Transit Tunnel project and how it should be connected to regional land use planning. Guest speakers described how similarly scaled investments have transformed Boston and Arlington, VA.
- Built on the “Will Mega Investments Yield Mega Results?” conference by meeting with Commissioners, MPO leaders, and other senior officials to advocate for a regional planning approach to the ARC/Mass Transit Tunnel project for the most efficient and effective use of the new transportation capacity.

2008
- Convened a coalition of coalitions consisting of New Jersey Regional Coalition, the Coalition for Affordable Housing & the Environment, the Platform for Prosperity Coalition the SmartGrowth Economic Development Coalition, Homes NJ, and the Keep it Green Coalition, to build a consensus that all our shared goals – jobs, housing, water, open land, transportation, and reducing the concentration of poverty – are equally important.
- Advocated for an updated State Development and Redevelopment Plan and State Planning Act consistent with our new land use planning framework and for the State Planning Commission to resolve differences among state agencies to advance all goals.
- Held a statewide conference titled, “What No One is Telling You about the Future of NJ,” and published and distributed a booklet describing our new framework for the reform of land use planning regulations and infrastructure to integrate economic, environmental, regional equity, and infrastructure efficiency goals.

2007
- Launched a statewide series of forums to champion comprehensive land use reform in New Jersey and redirect the national Smart Growth movement to integrate economic, environmental, regional equity and infrastructure efficiency goals in their programs.
1995
• Created and ran (until 1999) “Forum 2020,” convening groups in the Route 1 Corridor to discuss the economy, environment, land use, infrastructure, and governance. Recommended coordinating economic development strategies across the region and integrating them with “VISION 2050,” a concept plan for the future of the region based on transit corridors to shape land use decisions.

1994
• Wrote the award-winning book, Redesigning the Suburbs: Turning Sprawl into Centers, a guide for citizens and local officials, funded by the National Endowment for the Arts.

1992
• Convened the first of eight Planning Institutes to explore cutting-edge concepts in planning.

1989
• Wrote and published the Growth Management Handbook, one of PlanSmart NJ’s most popular publications among planning board members in New Jersey and nationally.

1985
• Created and ran (until 1987) “The Regional Forum,” an innovative public/private partnership with 200 active members that developed the center-based strategy used in the 1992 State Plan which has shaped the public planning debate since that time.

1983
• Partnered with others to write the report, “Elements of a State Planning Act,” which shaped the 1986 Act.

Economy
2013
• In partnership with the State Chamber of Commerce, released a groundbreaking report – including original data and mapping – analyzing New Jersey’s industry growth sectors, known as Regional Innovation Clusters. The report, What Will It Take to Support New Jersey’s Industry Clusters?, provides findings on the life sciences, healthcare, finance, technology, transportation & logistics, aerospace & defense, and tourism industries, and identifies infrastructure needs to support the growth of these industries.

• Organized a half-day conference in Mount Laurel, NJ, attended by over 100 participants, on the Impact of the Defense Industry in New Jersey.

2012
• Launched a Regional Innovation Cluster advisory committee of representatives from industry, government, and higher education to foster targeted economic growth and support the economic development goals of New Jersey’s State Strategic Plan.

• Hosted a statewide summit attended by over 250 professionals and business leaders with keynote speaker Richard Florida, urbanist and best-selling author of Rise of the Creative Class.

Summit drew attention to the idea of creating “quality places” as an economic growth strategy.

2009
• Working with the Smart Growth Economic Development Coalition, shaped legislation to encourage redevelopment in Smart Growth locations.

2008
• Testified as to the Smart Growth benefits of the enactment of a Permit Extension Act to reduce the duration of the recession. It was enacted into law in September.

• Joined the Smart Growth Economic Development Coalition to revise laws and regulations to support redevelopment efforts.

2005
• Launched the Smart Growth Economy Project to promote the location of new jobs in areas consistent with the State Plan, as well as to harness New Jersey’s growth sectors, especially Transportation, Communications, and Utilities that have significant land use implications, to create Smart Growth outcomes.

1999
• Created the Regional Economic Partnership to develop regional guidelines for local economic development activity, with over 70 recommendations to ensure that economic development would achieve Smart Growth.

Transportation/Clean Air/Energy
2012
• Part of a winning consortium awarded a federal HUD $5 million, three-year Sustainable Communities Regional Planning Grant, in partnership with the North Jersey Transportation Planning Authority, Rutgers University, and the State of New Jersey Office for Planning Advocacy, among others. The grant will support transit-oriented development, regional equity, and integrated land use and transportation planning.

2011
• Published a guide for the NJ Office for Planning Advocacy to promote multi-modal transportation options, Out and About: A Guide to Sustainable Local Circulation Planning.

• With URS Corporation, produced guidelines to explain and encourage use of New Jersey Transit’s Transit Score planning tool, which fosters the integration of local land use and transportation planning, Transit Score: New Jersey’s Unique Planning Tool.

2010
• With URS Corporation, held a training session on the draft guidelines we wrote for using New Jersey Transit’s Transit Score planning tool in state agency programs and local land use and transportation planning.

(continued)
ACT Engineers, Inc.

joins

PlanSmart NJ

in extending

Congratulations

to the

2013 Award Recipients

Thank you for your continued

service and contributions

ACT ENGINEERS

Civil/Site Engineering, Planning, Land Surveying, Environmental
Permitting, Landscape Architecture

Robbinsville, NJ Norristown, PA

www.actengineers.com
Achievements

• Developed an assessment tool, a Multi-Modal Transportation Rubric, to help municipalities apply Smart Growth principles in their master plan, zoning ordinance and circulation plan.

2009
• Submitted extensive recommendations to the Board of Public Utilities and to the Departments of Environmental Protection and Transportation for use in New Jersey’s Energy Master Plan and the Global Warming Response Act Recommendations. Our recommendations drew heavily on the new planning tools we have created as the means to meet their targets.
• Convened a roundtable on Transportation and Economic Development in the Route 1 Corridor. National development consultant, Michael Gallis, urged leaders to protect the region’s assets before the economy is weakened by fragmented decision-making, lack of investment and poor land use decisions.

2008
• Supported the NJ Turnpike Authority’s plan to increase tolls to pay for investments in New Jersey’s infrastructure: the ARC Tunnel, the widening of the Turnpike, and the Garden State Parkway, and provide funding for public transit.
• As a member of the Access Code Advisory Committee, advocated to remove obstructions to growth in designated growth areas.

2007
• National Academies of Science invited PSNJ President Dianne Brake to join its expert panel on land use, transportation, and energy. Panel recommendations were made to Congress in 2009.

2006
• Created a Greenhouse Gas Emissions Calculator to help local governments connect their land use planning decisions to the number and length of trips. (Transportation contributes about one-third of New Jersey’s total greenhouse gas emissions.) This tool is one of a number of PlanMetrics’ Calculators that we have created.

2005
• Developed land use/transportation scenarios for Passaic County using our GOZ® model.

2004
• Demonstrated the value of zoning scenarios in New Jersey Transit’s plan for a new Bus Rapid Transit Service in the Route 1 Corridor.

2003
• Developed an integrated land use and transportation strategy for the Route 1 Corridor, based on the region’s role in the global economy. Ongoing.

2002
• Developed the first county highway access management code project in the state. Developed a “Hot Spots Atlas” for use in the project.

2000
• Attracted state investment in planning for new transit services by demonstrating the benefits of center-based zoning to the 13-town Central Jersey Transportation Forum.

1999
• Developed a breakthrough methodology to study the impact of land use decisions on transportation for the Federal Transit Administration (then UMTA). Our study demonstrated that State Plan-centers, when combined with aggressive demand management and improved transit services, could reduce growth in traffic in the region by as much as 60%.

1990
• Partnered with the Urban Land Institute to sponsor debates on traffic reduction ordinances, demand management strategies, and local land use controls to reduce traffic congestion.

1988
• Created the first private Transportation Management Association on the East Coast, named the Greater Mercer TMA.

1982
• Conducted public outreach for the first major corridor study in New Jersey, resulting in a NJDOT plan to upgrade Route 1 and in two innovative laws: 1) to create transportation financing districts; and 2) to provide stronger control over highway access. Project ended in 1985.

1981
• Attracted $125 million of funding designated for the abandoned section of I-95 to the Route 1 Corridor, where development and infrastructure already existed.

1979
• Partnered with others to stop the extension of I-95 through New Jersey’s Sourlands, replacing it with a plan to make the NJ Turnpike the designated Interstate corridor.

Water Resources
2012
• Participated in a series of NJDEP stakeholder meetings and provided policy recommendations on revising NJDEP Water Quality Management Rules to better align them with regional planning objectives and watershed-based resource planning.

2010
• Completed a report on the Highlands Counties with a new planning method to find receiving zones for transferred development from the Preservation and Planning Areas.

2009
• Spoke to the State Legislature and other policy forums to explain our critique of the watershed planning rules and our recommendations for improving them.

(continued)
Atlantic City Electric

Is Proud To Support

Plan Smart NJ

Annual Dinner

2013

Atlantic City Electric

A PHI Company
Achievements

2008
• Convened a regulatory reform roundtable to make recommendations to NJDEP’s Permit Efficiency Task Force.

2007
• Launched a campaign to get DEP to change rules that “protect land from infrastructure, but not from development in the wrong places.” In fact, rules are discouraging growth in adopted growth areas and encouraging sprawl, which will degrade water resources.

2004
• Worked on a GIS-based methodology for counties and local governments to use to prioritize open space preservation based on importance to watersheds, habitats, and regional equity.

2002
• Invented a risk assessment methodology, using GOZ® and other tools, to guide decisions to improve water quality and protect water supply.

• Demonstrated the benefits of zoning changes to municipalities in the Doctors and Crosswicks Creek Watershed Management Area, using our GOZ® model to explore build-out of existing zoning and alternatives that would better protect the water.

• Created an innovative approach to watershed management for the Central Delaware Tributaries Watershed Management Area, writing a model “Settings Report, Action Plan.”

1978
• Partnered with the Delaware & Raritan Canal Commission to write model regulations to protect stream corridors.

1976
• Succeeded in changing a sprawl-inducing proposal to sewer the Hopewell Valley to one that would correct failing septic systems in the Boroughs and provide service to a section of the Township where highways, a rail line and the airport made it more appropriate for development.

Open Space, Urban Forestry, Farmland

2013
• Advocated for a long-term stable funding source for open space, farmland, and historic preservation in partnership with the NJ Keep It Green Coalition, a coalition of more than 180 park, agricultural, historic preservation, and conservation organizations.

• Hosted a PlanSmart NJ Policy Briefing on Land Preservation and the Role of Regional Planning in partnership with the D&R Greenway, Central Jersey’s nonprofit land preservation organization.

• Advocated for a long-term source of open space and farmland funding through the Keep It Green Campaign.

2011
• Joined the Keep It Green Coalition to support a long-term stable source of funding for the Green Acres Program, Farmland Preservation Program and the NJ Historic Trust.

2010
• Developed a conservation credits proposal with Hunterdon County Soil Conservation District and explored a carbon credit program for farmers.

2009
• Completed a report on the Highlands Counties with a new planning method to find receiving zones for transferred development from the Preservation and Planning Areas.

• Developed conservation credits proposal with Hunterdon County Soil Conservation District and explored a carbon credit program for farmers.

2008
• Completed a handbook for the NJ Department of Environmental Protection to demonstrate how to integrate the value of natural capital into local land use planning and zoning regulations.

2007
• Developed an Open Space Access Score, which evaluates places for their access to open space, pointing out equity issues in the amount of investment that goes to suburban, rather than urban areas.

2006
• Used our GOZ® model to demonstrate ways in which Transfer of Development Rights (TDR), a seldom used planning tool, could be used in Salem County.

2004
• Worked on a model planning process to plan for Transfer of Development Rights from land targeted for preservation to land targeted for growth.

2001
• Wrote The Green Infrastructure Guide for the US Department of Agriculture on the importance of natural resources in community planning, attracting national press and the attention of a national publisher.

1992
• Created and managed a major urban forestry demonstration project, developing the “Mercer County Green Links Plan” and educational materials for local residents.

1989
• Partnered with other groups to create a land trust for the region, the Delaware and Raritan Greenway.

(continued)
Achievements

1981
• Wrote and published, Planning for Agriculture in New Jersey, which remains a valuable primer on farmland preservation techniques.

1980
• Conducted an analysis that became the basis for New Jersey’s farmland retention program and for the delineation of Agricultural Development Areas (ADAs).

Affordable Housing & Regional Equity
2013
• Formed an Advisory Committee to guide the Fair Housing and Equity Assessment (FHEA) for the 13-county Northern New Jersey region. Compiled data, mapping, and analysis on equity patterns in the region. The FHEA is a component of the Together North Jersey project, a three-year federal Sustainable Communities Regional Planning Grant of which PlanSmart NJ is a project team member.

2012
• Part of a winning consortium awarded a federal HUD $5 million, three-year Sustainable Communities Regional Planning Grant, in partnership with the North Jersey Transportation Planning Authority, Rutgers University, and the State of New Jersey Office for Planning Advocacy, among others. PlanSmart NJ is the the lead on drafting the Fair Housing and Equity Assessment for this federal grant.

2010
• Working with the New Jersey Regional Coalition, convened a sold-out statewide conference called “Building One New Jersey: State Planning for Inclusion, Sustainability and Economic Growth” at Princeton University with keynote by Ron Sims, Deputy Secretary of HUD.

• In the face of new legislative proposals and Governor Christie’s desire to eliminate the Council on Affordable Housing (COAH), redoubled our efforts to build consensus on a strong state planning approach to affordable housing, eliminating “growth share” and impact fees, and seeking to change basic land use regulations: zoning and state agency rules to promote enough housing affordable to the workforce and special-needs populations.

2009
• Worked with the Coalition for Affordable Housing & the Environment to build consensus on housing reform proposals, including the elimination of the “growth share” approach, to be replaced by jobs, regional planning, and an objective assessment of the need.

• Worked with the Smart Growth Economic Development Coalition on the abolition of the state 2.5% impact fee for the duration of the recession, but to keep the focus on the need for housing and the municipal obligation to zone for it.

• Advised CRDA and the Pinelands Preservation Alliance on how regional housing plans could be drawn up.

2008
• Completed a report for the Mercer Alliance to End Homelessness in which we developed an analysis to estimate the number of units needed to provide opportunities for affordable housing.

• Worked with the New Jersey Regional Coalition on a new housing bill to reform some housing policies and abolish Regional Contribution Agreements (RCAs). The bill was signed into law in July, 2008.

• Demonstrated in a handbook and at a conference how to reform land use planning, regulations and infrastructure to achieve racial and economic integration and reduce government costs, while pursuing economic and environmental goals.

2007
• Active in demonstrating ways that Council on Affordable Housing (COAH) rules, the Fair Housing Act, and other housing programs should change to produce more affordable housing for families in safe neighborhoods with good schools and jobs.

2006
• Developed PlanMetric Calculators to connect jobs to incomes to housing, and to improve access of the urban labor force to jobs and affordable housing in suburban locations.

2004
• Provided an evaluation of various ways to set affordable housing targets to use as background for our own critique of current and proposed government programs as well as shaping the positions of other non-profits.

2003
• Partnered with others to form the New Jersey Regional Coalition and hire national Smart Growth and regional equity expert, Myron Orfield, to report on New Jersey’s pattern of racial and economic segregation. PlanSmart NJ President Dianne Brake elected Treasurer of the Board and co-chair of the policy advisors. The Coalition, which consists of faith-based, civic, and union groups as well as policy and planning organizations, focuses on educating and organizing a constituency to support racial and economic integration, more affordable housing in the suburbs, property tax reform, and stronger regional planning. Ongoing.

1998
• Partnered with others to create the statewide Coalition for Affordable Housing & the Environment. PlanSmart President, Dianne Brake, elected Secretary of the Board. The Coalition has shaped open space preservation legislation to include urban areas, put together an 85-member coalition in opposition to proposals to cut back on affordable housing production, and initiated a lawsuit against COAH rules that would reduce the amount of affordable housing built. Ongoing.
1996
- Established the Regional Housing Partnership to promote alternatives to the court-enforced “builders’ remedy” to provide affordable housing.

1991
- Organized the “Red Bricks Green Fields” conference, the first of its kind in New Jersey to bring together environmental and affordable housing advocates.

1984
- Shaped and advocated for the adoption of the 1985 Fair Housing Act and the 1986 State Planning Act.

1978
- Filed a brief, joined by the New Jersey Chapter of the American Planning Association, in support of good planning when locating affordable housing sites. The Supreme Court agreed in the 1983 Mt. Laurel II decision.

1970
- Published “Housing and the Quality of the Environment” to call attention to the limited amount of land zoned for housing as opposed to the amount zoned for jobs.

Governance
2010
- Held multiple meetings with the NJ Lt. Governor, Commissioners, and other key officials in the new Christie Administration, with particular traction on revisions to wastewater rules, the State Plan, and the Highway Access Code.

2009
- Met with Commissioners and other senior officials to encourage the elimination of sprawl-inducing regulations, replacing them with results-oriented strategies that will not impede other agencies’ goals.

2008
- Upon his invitation, met with Governor Corzine and senior members of his cabinet to outline our land use and regulatory reform package.

2005
- Worked with the New Jersey Regional Coalition on an advocacy platform for property tax reform, including regional tax-base sharing, and targeted portable school funding to support poor school children wherever they live. Ongoing.

2003
- Revised a regional planning process that ends in multi-jurisdictional agreements on changes to plans, regulations and investments to achieve Smart Growth. This agreement is called a Regional Action Plan®, or RAP.

1997
- Convened a coalition for property tax reform that filed a brief with the NJ Supreme Court in the Abbott v. Burke school-funding case, and testified to Governor Whitman’s Property Tax Commission, advocating a broader-based source of revenue to fund schools and other public facilities.

1996
- Created and managed the Land Use, Infrastructure, and Environment Project (LUIE), resulting in detailed proposals for New Jersey to integrate decision-making, streamline permits and provide better environmental outcomes.

1987
- Partnered with others to create New Jersey Future, an organization whose mission is to promote state planning and advocate for the implementation of the State Plan.
A lot of interesting things happened 45 years ago.

Hair opened on Broadway.

Intel was founded.

Rowan & Martin’s Laugh-In, Hawaii 5-0, and 60 Minutes made their TV debuts.

Green Bay Packers won Super Bowl II.

2001: A Space Odyssey and Planet of the Apes hit movie theaters.

Detroit Tiger Denny McLain became the first pitcher since Dizzy Dean to win 30 games in a season.

NASA debuted The Apollo Program.

And PlanSmart New Jersey was created!

Congratulations, PSNJ, on being recognized as “the state’s leading independent planning organization” by South Jersey’s #1 business newspaper, Southern New Jersey Business People.

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Congratulations to all of the 2013 Plansmart NJ award honorees

The ACUA particularly congratulates its friend and colleague, Dr. Edward Salmon, on being selected for the Outstanding Individual Leadership Award.

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Congratulations to our client, Matrix Development Group, on receiving the Economic Development Achievement Award.

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Congratulations
Dr. Edward H. Salmon
Recipient of the Outstanding Individual Leadership Award

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We would like to congratulate our clients for their award winning achievement.

Matrix Development Group
Economic Development Achievement Award

Prologis and Partners
Resource Efficiency Achievement Award

This was some good work that was truly valuable to our industry and society.

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Congratulations
to all of tonight’s
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United Water is proud that Dr. Salmon will be honored with the Individual Leadership Award. We celebrate Dr. Salmon’s contributions to our State.

unitedwater.com
Chairman’s Welcome

Thank you for joining us for PlanSmart NJ’s 45th Annual Dinner! We are grateful that New Jersey’s business and public sector leaders continue to support PlanSmart NJ’s vision of a strong economy, livable communities, and a healthy environment.

This year I am pleased to announce that Ann Brady, who has been with PlanSmart NJ for over 20 years in various leadership capacities, has assumed the helm as Executive Director. Ann brings a unique combination of planning and business skills to the organization and I am confident that she will take PlanSmart NJ to new heights.

Under Ann’s leadership, several new initiatives are underway to strengthen regional planning in New Jersey, improve NJ’s economic position, and make informed public policy decisions with regard to development, resiliency, preservation, and investment in our State.

Earlier this year, PlanSmart NJ released a cutting edge report – including original data and mapping – analyzing New Jersey’s industry growth sectors, known as Regional Innovation Clusters. The report, What Will It Take to Support New Jersey’s Industry Clusters?, was produced in collaboration with the State Chamber of Commerce and offers findings on the life sciences, healthcare, finance, technology, transportation & logistics, aerospace & defense, and tourism industries. The study identifies infrastructure investment needs that would support the growth of these industries. We also hosted a well-attended ½ day conference in support of this work, focused on the defense industry in New Jersey.

PlanSmart NJ continues to play a leadership role as a member of the project team that was awarded a $5 million federal Sustainable Communities Regional Planning Grant, known as Together North Jersey. Together North Jersey is creating a regional plan for sustainable development for the 13-county Northern New Jersey region. Discovery Phase public outreach workshops have been completed and the public will now have an opportunity to engage in visioning to shape the future of this 13-county region. This project continues to be a major focus of work for PlanSmart NJ and will result in a regional plan for aligning investments and policies with regard to transportation, housing, and economic development, among other areas.

It is just over a year since Hurricane Sandy struck New Jersey and the broader region, and earlier this year, PlanSmart NJ’s 2013 NJ Regional Planning Summit: Investing for the New Normal was dedicated to examining successful strategies for recovery and resiliency in the wake of this and other damaging natural disasters. As short-term recovery gives way to longer-term resiliency and sustainability considerations, PlanSmart NJ continues to be a source for research, best practices, and engagement around these issues which are likely to affect New Jersey for years to come.

PlanSmart NJ has continued its successful Policy Briefings on timely regional planning topics. Topics covered this year include Regional Planning and the Role of Land Preservation, a one-year retrospective on the NJDEP Licensed Site Remediation Professionals Program, Economic Opportunity Act of 2013: Implementing the Law is planned for later this month. And an update on the status of Mt. Laurel and affordable housing in New Jersey is also planned.

As a land use and real estate attorney with Drinker Biddle & Reath, I experience first-hand the problems with our broken land use and planning system. The prevalence of “home rule”, irrational regulations, and a failure to plan regionally take their toll on our quality of life, making it harder to create livable communities, increasing traffic, and decreasing economic prosperity.

PlanSmart NJ understands these challenges and works daily to change the status quo. Through education, research, advocacy, and advancing regional planning on-the-ground, PlanSmart NJ makes a difference. PlanSmart NJ brings balance, perspective, and depth to the table. PlanSmart NJ advocates for a strong State Plan, new economic growth models to advance our economy, forward-thinking resiliency strategies, open space preservation, and more.

That’s why Drinker Biddle & Reath has chosen to support PlanSmart NJ over many years and continues to do so today. I encourage business and community leaders to join me by becoming a member of PlanSmart NJ today.

Strong planning organizations such as PlanSmart NJ are vital to New Jersey. We bring new ideas and research to the table and advocate for policies that will spur investment in our economy, strengthen our transportation system, create new housing opportunities, and foster livable communities.

We thank you for the support you have already provided. Please take a look at the 2013 Annual Dinner Resource Book for information about what we have achieved and our future plans. We encourage you to visit our website at www.plansmartnj.org and sign up for our email alerts.

Please join PlanSmart NJ today. We all want New Jersey to have a strong economy, livable communities, and an excellent quality of life. With your help, we can get there.

Richard Goldman, Esq.  
Partner, Drinker Biddle & Reath  
PlanSmart NJ Chairman
Building New Jersey’s Future Today

From litigation, real estate, land use and government affairs to administrative, environmental and construction law — the attorneys of Eckert Seamans (formerly Sterns & Weinroth) deliver proven results and an uncompromising commitment to clients.

We proudly salute the 2013 PlanSmart NJ Awardees for their achievements and well-deserved honor:

**ELEANOR HORNE AND BECKY TAYLOR**
for the Lawrence Hopewell Trail

**DR. EDWARD SALMON**
for his leadership and years of service

**ROBBINSVILLE TOWNSHIP AND MATRIX DEVELOPMENT GROUP**
for their Redevelopment Plan

**LINDA MEAD, D&R GREENWAY**
for their regional approach to land preservation

**PROLOGIS AND PARTNERS**
for the redevelopment of a superfund site into the Pulaski Distribution Center

**MAYOR PAUL J. SMITH, JR. AND JENNIFER MAIER, UNION BEACH**
for their rapid rebuilding from Hurricane Sandy

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Welcome to PlanSmart NJ’s 45th Annual Dinner! We are delighted to celebrate our 45th Anniversary in the city that was home to some of our founding members when we were known as the Middlesex Somerset Mercer Regional Study Council. New Brunswick embodies many smart planning ideals on which we were founded: access to transit, a compact, walkable community, thriving arts and culture institutions, a higher education presence, and private sector investment and commitment to the City.

Tonight’s awardees embody the tenets of PlanSmart NJ’s mission. We are proud to recognize our diverse group of today’s leaders. We hope that 45 years from now people like us will gather to not only celebrate the past, but look to the future to make New Jersey a better place to live. With your support, we have protected open space and trails, directed growth to areas where infrastructure exists, and provided opportunities for economic development. We have advocated for housing that is affordable for all income levels and we have provided opportunities for redevelopment in transit centers. Of course there is more work to be done, but we are on a path to making New Jersey more sustainable.

Tonight’s awardees embody the tenets of PlanSmart NJ’s mission. We are proud to recognize our diverse group of today’s leaders. Despite a difficult economy and in the face of natural disasters all of tonight’s awardees have worked to make a better world for all of us in this room and for generations to come. Through their leadership they have preserved land and protected rivers, created a regional trail system that crosses township boundaries, rebuilt housing for those displaced by Hurricane Sandy, promoted a state-of-the-art transportation hub, and brought contaminated land back into productive use, thereby creating jobs and economic opportunity. Their efforts are to be commended for making strides to advance regional planning, economic growth, environmental protection, and regional equity. We are thrilled to showcase our awardees’ achievements and we know you are too. Please be sure to read the profiles of this year’s awardees in this Resource Book.

Just as our founders looked to the future, we will continue our role as a leading voice in the public policy debate that shapes future economic development, state planning, environmental protection, and affordable housing. This year PlanSmart NJ supported the groundbreaking Economic Opportunity Act of 2013 and the Keep It Green campaign to find a secure source of funding to protect our open space. We released our What Will It Take to Support Regional Innovation Clusters? report and through our Regional Planning Summit: Investing for the New Normal, we shed light on the need to prioritize infrastructure funding not only to support critical economic engines in the State – but to make our State more resilient and better able to manage in times of disaster. Our popular Policy Briefing series continues to inform, and yes, even question policies that are proposed or may be in place.

We know we can’t do it alone. As we have in the past, PlanSmart NJ will work with allied organizations to advance environmental protection, economic growth, and a sound transportation infrastructure. Making progress toward these goals means building non-traditional alliances. It means forming coalitions with environmental groups, businesses, educational institutions, and planning organizations.

We know that questions such as how and where we grow as a State and how we find the resources to invest in our infrastructure are complex. They require non-traditional partnerships and an openness to seeing things from different points of view.

It is this perspective that is the hallmark of PlanSmart NJ’s success. And with your participation we will continue to thrive. Whether as a member of one of our advisory committees, a participant in one of our events, or through membership, your involvement makes a difference. We thank those of you that have already been involved and invite those of you that have not, to become a partner with PlanSmart NJ to create a more vibrant and prosperous future for us all.

Ann Brady
Executive Director
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The Laborers’ International Union proudly salutes the PlanSmart NJ 45th Annual Dinner honorees

Dr. Edward Salmon
Eleanor Horne and Becky Taylor
Mayor Dave Fried, Ken Griffin, and Alexander Taylor
Linda Mead, D&R Greenway
Prologis and partners
Mayor Paul J. Smith and Jennifer Maier

Raymond M. Pocino, Vice President & Eastern Regional Manager
5:30 PM
Cocktails

7:15 PM
Dinner

Greeting
Ted Zangari, PlanSmart NJ Board Member

Chairman’s Welcome
Richard Goldman, Esq., Chairman, PlanSmart NJ Board of Directors

Awards
The Regional and Community Planning Achievement Award
Eleanor Horne and Becky Taylor for the Lawrence Hopewell Trail.

Outstanding Individual Leadership Award
Dr. Edward Salmon for his leadership and years of service.

Economic Development Achievement Award
Mayor Dave Fried, Robbinsville Township and Ken Griffin and Alexander Taylor, Matrix Development Group for their redevelopment plan.

Environmental Achievement Award
Linda Mead, D&R Greenway for their regional approach to land preservation.

Regional Equity Achievement Award
Mayor Paul J. Smith and Jennifer Maier, Union Beach for their rapid rebuilding from Hurricane Sandy.

Resource Efficiency Achievement Award
Prologis for the redevelopment of a superfund site to the Pulaski Distribution Center.

9:00 PM
Dessert Buffet

9:30 PM
Adjournment

Proudly Celebrating

Dr. Edward Salmon

and all of the
Award Recipients.

South Jersey Industries proudly supports PlanSmart NJ.
We are Proud to Support PlanSmart NJ.
Congratulations to Matrix Development Group and all of the Evening’s Honorees.

Frank J. Giantomasi, Esq.
Angelo J. Genova, Esq.

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Tel: 973.533.0777
Fax: 973.533.1112

www.genovaburns.com
The Staff and Board thank the following Board members who resigned this year. They made significant contributions to the organization:

Thomas Drewes
Raymond Ferrara, Ph.D.
James Kehoe
Richard Lloyd
Ronald Ladell
The good you do makes life better for us all.

Johnson & Johnson proudly supports the PlanSmart 45th Annual Awards Dinner. Congratulations to all of tonight’s awardees. The work you’re doing to create a better, safer and more prosperous community is truly something to celebrate.

Johnson & Johnson
Thomas Edison State College congratulates this year’s PlanSmart NJ’s award recipients:

**Regional and Community Planning Award:**
*Eleanor Horne and Becky Taylor*

**Outstanding Individual Leadership Award:**
*Dr. Edward Salmon*

**Economic Development Achievement Award:**
*Robbinsville Township and Matrix Development Group*

**Environmental Achievement Award:**
*Linda Mead, D&R Greenway*

**Resource Efficiency Achievement Award:**
*Prologis and Partners*

**Regional Equity Achievement Award:**
*Mayor Paul J. Smith Jr. and Jennifer Maier*
Princeton University
And
Princeton Forrestal Center
Join
PlanSmart NJ

In congratulating the following 2013 award recipients for their outstanding initiatives and community service records:

Eleanor Horne and Becky Taylor
Regional & Community Planning Achievement Award

Dr. Edward Salmon
Outstanding Individual Leadership Award

Mayor Dave Fried, Robbinsville Township
and
Ken Griffin and Alexander Taylor, Matrix Development Group
Economic Development Achievement Award

Linda Mead, D&R Greenway
Environmental Achievement Award

Prologis and partners
Resource Efficiency Achievement Award

Mayor Paul J. Smith and Jennifer Maier, Union Beach
Regional Equity Achievement Award
Congratulations to Eleanor Horne and Becky Taylor!

We salute you for receiving the Regional & Community Planning Achievement Award and dedicating your leadership efforts to help build the 20-mile Lawrence Hopewell Trail.

ETS develops, administers and scores more than 50 million tests annually — including the TOEFL® and TOEIC® tests, the GRE® General and Subject Tests and The Praxis Series™ assessments — in over 180 countries, at more than 9,000 locations worldwide.

www.ets.org
Ask Becky Taylor or Eleanor Horne about the Lawrence Hopewell Trail and their eyes light up. They have worked together since 2001 to see the trail come to fruition. At the time, Becky worked for Bristol-Myers Squibb (BMS) and Eleanor worked for Educational Testing Service (ETS). Both companies are major employers in the region and they wanted to give back to the communities in which they had campuses. BMS employed 6,300 people in the region and was a major contributor to traffic congestion. BMS came up with the idea to build a trail that would both ease traffic congestion and provide recreational opportunities for their employees and the community at large. BMS began working with Lawrence Township and other key players to get the ball rolling. Lawrence Township’s Mayor Pam Mount suggested broadening the project and working with ETS. She knew that involving ETS would make the process and the trail more robust and she knew that Eleanor had a long standing commitment to giving back to her community.

A public/private partnership was formed and a committee was developed to oversee the implementation of the trail. Through Becky and Eleanor’s leadership, the 22 mile trail is nearly complete. The trail crosses public and private land, connecting Lawrence and Hopewell Townships. As envisioned, the trail is handicap accessible, provides an alternative to the automobile, and promotes health, recreation, and education.

In addition to the corporate sponsorship from Bristol-Myers Squibb and Educational Testing Service, the key players in this project also included: Hopewell and Lawrence Townships, Mercer County, and the NJ Department of Transportation. The project was also supported by the D&R Greenway, Delaware & Raritan Greenway Land Trust, the Hopewell Valley Regional School District, the Hopewell Valley YMCA, The Lawrenceville School, Main Street Lawrenceville, the Lawrence Township Public Schools, NJ Department of Transportation, NJ Department of Environmental Protection, NJ Green Acres Program, St. Lawrence Rehabilitation Center, Brandywine Realty Trust, Stony Brook-Millstone Watershed Association, Master Gardeners of Mercer County, and a number of bicycle clubs, recreational groups, environmental organizations, and local residents.

In the early stages of the trail development, the planners were criticized for creating a looping trail that “didn’t go anywhere”. However, Mercer County officials saw the value of the trail and made it the backbone of the County’s trail system. Today, the “trail to nowhere” connects to the East Coast Greenway which runs from Maine to Florida and the D&R Canal. Ewing, Pennington, Princeton, and West Windsor Townships and Hopewell Borough have plans to connect to the trail. Portions of the trail follow the existing road network as well as off road trails. It crosses the ETS and BMS campuses as well as other private land. The trail provides access to historic sites such as the Brealy and Hunt Houses as well as eateries in Lawrenceville town center, Mercer County Equestrian Center, and picnic areas.

In this home rule state, it is unusual for townships to work collaboratively. The process developed a culture of trust between the two townships and they continue to work together on projects that are mutually beneficial.

PlanSmart NJ applauds the vision and leadership of Becky and Eleanor. The trail represents many of the tenets of PlanSmart NJ’s mission – think regionally and act locally, achieve multiple goals, and provide alternatives to the automobile.
As a founding sponsor of the **Lawrence Hopewell Trail**
and as a corporate leader in environmental stewardship,
Bristol-Myers Squibb
congratulates our community partners

**Becky Taylor and Eleanor Horne**
*Regional & Community Planning Award*

**Linda Mead and the D&R Greenway Land Trust**
*Environmental Achievement Award*

and all of tonight’s honorees
on the occasion of PlanSmart NJ’s
45th Annual Dinner

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To discover, develop and deliver innovative medicines that help patients prevail over serious diseases.

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The Regional and Community Planning Achievement Award was known as the C. McKim Norton Community Development Award from 1983 to 2010. In 2011 PlanSmart NJ's Board felt that the award title should be more descriptive of the purpose of the award and changed the name. This award is presented to an individual or organization that has demonstrated outstanding leadership in growth management and regional planning. Recipients of this award embrace all the facets of smart growth by integrating concern for the environment and economic development with a desire to provide opportunities for all of New Jersey's residents especially in the area of transportation, open space and access to good jobs and affordable housing. Previous award winners include:

1983: Lou Gambaccini, NJ Commissioner of Transportation, for Transportation Policy
1984: Gerald Stockman, State Senator, for State Planning
1985: John Heldrich, J & J, for New Brunswick Tomorrow
1986: Alan Landis, developer, for Tower Center/Carnegie Center
1987: Maureen Ogden, Assemblywoman, for Wetlands Protection Act
1988: Bruce Coe, NJBIA, for SLERP Commission
1989: Hazel Gluck, NJ Commissioner of Transportation, for Transportation Policy
1990: Jim Amon, D & R Canal Commission, 15th Anniversary
1992: The State Planning Commission
1993: Harry Sayen, former MSM Chairman
1994: Somerset Alliance for the Future
1995: Ron Berman, developer, for redevelopment in Trenton and New Brunswick
1996: American-Re Insurance, for BEES program
1997: Washington Township, for Town Center Plan

1998: DEVCO, for redevelopment in New Brunswick
1999: Lawrenceville Main Street Program
2000: Train Link Project, Greater Mercer TMA, Corporate and Municipal Sponsors
2001: Willingboro Town Center
2002: City of Trenton
2003: Peter Cantu, Plainsboro Township Mayor
2004: Anthony R. Coscia, Port Authority of New York and New Jersey
2005: J&J, accepted by Tom Gorrie
2006: Maher Terminals, accepted by Sam Crane
2007: Ralph LaRossa, PSE&G
2008: The River Route Advisory Committee and Burlington County
2009: The Port Authority of NY & NJ and NJ Transit
2010: Thomas Corcoran, Cooper's Ferry Development Association
2011: Christopher J. Paladino, DEVCO for the Gateway Project
2012: Burlington & Ocean Counties Joint Land Use Study

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The Martin-Rizzo Group at Morgan Stanley is proud to support the PlanSmart NJ 45th Annual Dinner!

We wish to make special congratulations to Linda Mead of D&R Greenway, Recipient of the Environmental Achievement Award and Jennifer Maier of Union Beach, Recipient of the Regional Equity Achievement Award!

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Environmental Achievement Award

D&R Greenway Land Trust, Linda J. Mead, President & CEO

At a time when environmental conservation was an afterthought, Linda Mead and D&R Greenway Land Trust pioneered techniques for preserving land. Today, under Linda’s leadership, D&R Greenway is among the leading land trusts in the country and is recognized for its innovative programs and strong results. Here in central New Jersey, D&R Greenway is the organization that is most prominent in keeping our landscape green through permanent land preservation and stewardship.

Faced with rapid rates of development and a dwindling supply of open space in the 1980’s, PlanSmart NJ (then known as Middlesex Somerset Mercer Regional Council) joined with Stony Brook Millstone Watershed Association, Friends of Princeton Open Space, the Delaware & Raritan Canal Coalition and the D&R Canal Commission in an initiative to protect the critical natural areas in the region. From this idea, the Delaware & Raritan Greenway was founded in 1989. Renamed the D&R Greenway Land Trust as its mission expanded, the grassroots organization’s founding mission was to preserve natural areas along the D&R Canal and its tributary streams as a way to protect water quality.

Working collaboratively with the New Jersey Green Acres Program, D&R Greenway was the first land trust in New Jersey to complete preservation of a parcel of land with a State nonprofit grant in 1992. That first purchase preserved the heart of what has become the 3,000+ acre Sourlands Ecosystem Preserve. It launched D&R Greenway’s success in leveraging state funding and relationships to achieve multi-million dollar preservation.

D&R Greenway Land Trust’s mission expanded to encompass six counties in Central New Jersey, and Salem County in South Jersey. D&R Greenway protects farms, natural areas and historic landscapes. Its work has created parks and permanent open spaces in our region including Greenway Meadows and Farm View Fields in Princeton, and the St. Michaels Farm Preserve in Hopewell.

Guided by a regional vision plan to permanently protect interconnected greenways and important large-scale landscapes, D&R Greenway links natural areas, open spaces and farms that support ecosystems and communities. These public greenways enhance the quality of life and provide important places where the public can walk on trails, enjoy local parks and buy food from local preserved farms. Under Linda Mead’s tenure, D&R Greenway has preserved close to 15,000 acres, for a total organizational track record of 17,335 acres preserved. In September 2013, D&R Greenway completed its 250th land preservation acquisition. The total value of these lands is over $362 million.

Since 1997, as D&R Greenway’s President and CEO, Linda Mead has spearheaded the growth of D&R Greenway Land Trust through her expertise in structuring complex land preservation transactions and public-private partnerships. Her work has been instrumental in the preservation of signature landscapes and in generating awareness through art and educational programs that inspire a conservation ethic. D&R Greenway’s unique partnership with the financial planning community has garnered national attention for making land preservation economically attractive to landowners by incorporating financial planning techniques. Linda’s vision for an engaging resource center to increase the pace and quality (continued)
The Trustees of D&R Greenway Land Trust
Extend their Congratulations

to all of the Recipients of the 2013 PlanSmart NJ Awards
and in Particular to our Friends and Colleagues:

Linda Mead and all of the Staff at D&R Greenway Land Trust
for the vision, creativity, and energy they devote to pursuing a
comprehensive land preservation strategy

Eleanor Horne
for her leadership and commitment to both the Lawrence Hopewell Trail
and D&R Greenway Land Trust

Background: The Hillman property, Hopewell Township, preserved as a park space by D&R Greenway and now a section of the Lawrence Hopewell Trail.
Environmental Achievement Award

The work that Linda J. Mead and D&R Greenway Land Trust have done to advance land preservation and environmental stewardship throughout New Jersey advances responsible land use planning as a land preservation tool. These lands will continue to benefit the many people who live and work in central New Jersey now and for generations to come.

Environmental Achievement Award

This award was created to recognize individuals or organizations that have demonstrated leadership and accomplishments in protecting, restoring and enhancing the quality of the environment. This can include the achievements of an effective non-profit, or changing business practices to improve air quality and increase carbon sequestration, reduce the consumption of natural resources, or alter land use patterns to be better served by public transportation and other infrastructure. Previous awardees include:

2007: Ted Stiles
2008: Richard Dovey, President, Atlantic County Utilities Authority
2009: The Salvation Army Kroc Corps Community Center, Camden, NJ
2010: Nelson Ferreira, Ferreira Construction
2011: Debby Turner-Fox, Salem County Improvement Authority; Jed Richardson, Johnson & Johnson; Avi Avidan, Avidan Management
2012: Ridgewood Green LLC

LANGAN Congratulates
Robbinsville Township, Matrix Development Group

All PlanSmart NJ Honorees

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Geotechnical
Environmental
Earthquake/Seismic
Surveying/Mapping
Traffic/Transportation
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800.3.LANGAN  Image: Falken Tire Distribution Building, Matrix Business Park at 7A, Robbinsville, NJ  www.langan.com
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For more information, please call 856-279-2182 Ext. 12 or visit our website at www.scianj.com
Dr. Edward Salmon, Ph.D.

Dr. Edward Salmon has had many roles as a teacher, Mayor, Freeholder Director, State Legislator, Member of the Governor’s Cabinet, and President of the New Jersey Board of Public Utilities but he says that his favorite role has been as a coach. Dr. Salmon’s successful record of transforming struggling basketball players into championship teams has been mirrored in his long career of public service and community involvement. He has promoted economic development and environmental conservation policies to reshape South Jersey’s landscape and redefine the economic competitiveness of the region’s future.

Dr. Salmon attributes his success as a public servant to lessons he learned on the basketball court, as a player and coach. He brought a teamwork approach to his life in public service – he consistently worked across party lines. He also believes that public policy is about balance. This outlook shaped his work as the youngest elected mayor of Millville, New Jersey in 1973. During his tenure as Mayor, Dr. Salmon partnered with federal programs to bring economic development opportunities in industrial development and aviation to Millville.

As Dr. Salmon continued his career in public service, he maintained this method of leadership for establishing civic engagement and building consensus. Dr. Salmon was elected to Cumberland County’s Board of Chosen Freeholders in 1977. In this position, he achieved one of his earliest successes in environmental stewardship for Southern New Jersey. He worked with other Freeholders, cities, and concerned citizens to defeat a State measure to site a toxic landfill in an environmentally sensitive area by ensuring the designation of local rivers in the Manumuskin River Watershed as part of the National Wild and Scenic River System. By obtaining this protected designation, Dr. Salmon helped preserve a pristine natural environment against future environmental degradation.

After serving as a Freeholder, Dr. Salmon was the first Democrat in State history elected to the First District of the State Assembly. As an assemblyman, Dr. Salmon advocated for economic development strategies to enhance the short and long term competitiveness of New Jersey, balanced with policies that provided funding to conserve land and protect New Jersey’s environmental landscape. After four years as an assemblyman, Dr. Salmon was appointed to be President of the New Jersey Board of Public Utilities (NJBPU) by Governor Jim Florio. The NJBPU philosophy of safety, reliability, and affordability influenced Dr. Salmon’s philosophy towards real estate and land development as he transitioned to a private consulting career after 26 years in public service.

In addition to serving as Chairman and co-founder of Salmon Ventures Limited, a utility, government, and education consulting firm. Dr. Salmon is also the Chairman of the New Jersey Energy Coalition. In this role, he advocates for the development of clean, reliable, and affordable energy that is balanced with responsible environmental stewardship for New Jersey. Dr. Salmon also serves as the President of the Board of Trustees of the Next Generation Aviation, Research, and Technology Park, Inc. (NextGen Park). The mission of the NextGen Park is to create an innovation center for the next generation of aviation technology while providing jobs and development opportunities to South Jersey. This public-private partnership draws on the region’s rich aviation history and resources, like the FAA William J. Hughes Technical Center and local universities.

In all of Dr. Salmon’s varied jobs, he has been guided by the principles of teamwork and balance. In his planning related projects, this has translated into a development strategy

(continued)
Congratulations to

Dr. Edward Salmon
and all the 2013 PlanSmart Honorees

Dr. Edward Salmon
Outstanding Individual Leadership Award

Eleanor Horne and Becky Taylor
Regional & Community Planning Award

Robbinsville Township and Matrix Development Group
Economic Development Achievement Award

Linda Mead, D&R Greenway
Environmental Achievement Award

Prologis and Partners
Resource Efficiency Achievement Award

Mayor Paul J. Smith, Jr. and Jennifer Maier, Union Beach
Regional Equity Achievement Award

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that balances economic development with environmental conservation. This method of planning ensures a legacy of New Jersey’s future competitiveness and enhances the current quality of life for Dr. Salmon’s family, Southern New Jersey, and New Jersey as a whole.

### Outstanding Individual Leadership Award

This award was set up in 1996 to honor our long-time Board member and former chairman of the Board, Van Williams. It was created specifically to honor an individual that has given back to the community by promoting smart growth principles in their personal and or professional life. Recipients of this award have accomplished one or more milestones in advancing smart growth principles including such things as shaping legislation, leading advances in a state agency or municipality, taking a leadership role with one or more non-profits that protect the quality of life in New Jersey, or a life-time of service. This award is not necessarily given every year, it is only presented when a particularly worthy individual comes to the attention of the Awards Committee. Previous awardees include:

1996: Van Zandt Williams, Jr., Princeton University
1997: Joseph Taylor, Matrix Development Group
1998: Bob Prunetti, Mercer County Executive
2000: George Taber/Don Wilson
2001: Commissioner James Weinstein
2002: Joseph Maraziti, Jr., Maraziti, Falcon and Healey
2005: Candace Ashmun
2006: Institute for Advanced Study accepted by Dr. Peter Goddard
2007: Thomas Harvey, Cranbury Township Planning Board Chairman
2008: Eleanor Horne, Educational Testing Service
2009: Robert Wolfe, Princeton Forrestal Center
2010: Christiana Foglio, CareOne
2012: Caren Franzini
CONGRATULATIONS...

To this year’s recipients of the 2013 PlanSmart NJ Regional and Community Planning Achievement Award and the Awards for Economic, Environmental, Resource, Efficiency, and Regional Equity Achievement

ELEANOR HORNE AND BECKY TAYLOR
Regional & Community Planning Award

MAYOR PAUL SMITH, JR. AND JENNIFER MAIER
Regional Equity Achievement Award

LINDA MEAD, D&R GREENWAY
Environmental Achievement Award

ROBBINSVILLE TOWNSHIP AND MATRIX DEVELOPMENT GROUP
Economic Development Achievement Award

DR. EDWARD SALMON
Outstanding Individual Leadership Award

PROLOGIS AND PARTNERS
Resource Efficiency Achievement Award

T&M Associates is an employee-owned engineering, consulting and environmental services provider with a 47 year history of responding to the challenges facing our public and private clients with effective, innovative and timely solutions.

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In the 1980’s, the leaders of Robbinsville Township (then Washington Township) anticipated the pressures of development in their mostly rural township. Easily connected to major highways, Robbinsville was poised for explosive growth. Robbinsville’s leaders wanted to capture this growth while maintaining the feel of the township. In order to accomplish their goals, the township worked with the community to develop a master plan that preserved the township’s character while creating opportunities for economic development.

To harness the potential growth, Robbinsville’s plan identified strategic areas to direct commercial and residential land uses. The area bordered by the NJ Turnpike and 195 was identified as a warehouse and industrial district, based on its proximity to major thoroughfares that provide easy access to the greater Northeast region. A mixed-use town center was designated for the area bordered by Routes 130 and 33. To counterbalance the development, Robbinsville’s plan established greenbelts around the new developments that preserved the open space and character.

Once Robbinsville adopted this land use strategy, they partnered with Matrix Development Group to develop the first phase of the industrial and warehouse district. In trying to achieve the vision outlined by Robbinsville’s plan, the township and Matrix Development Group broke new ground in land use planning policy. Matrix’s Northeast Business Park at 7A was the first non-residential project to receive an approved General Development Plan in New Jersey, which streamlined site approvals. To make the project economically feasible, Robbinsville paid the upfront costs to bring utilities to the site and the transfer of development rights (TDR) was used to permanently preserve eighty acres of open space. At the time, TDR was typically applied only to residential development. Matrix Development Group rapidly developed the Northeast Business Park, completing the project in 2000. Tenants such as W. W. Grainger, Sleepy’s, and Lifetime Brands are just a few of the businesses that are located in the Northeast Business Park.

Spurred by the success of Northeast Business Park at 7A, Matrix Development Group focused on developing the adjacent property, but encountered new barriers to development. The land was contaminated and had been subdivided at a scale that was too small for the proposed use. Again, Robbinsville was responsive to the planning challenges and they embarked on creating a Redevelopment Plan to amass the land for Matrix’s proposed development. In order to make the remediation of the site less of a financial burden, Robbinsville used the Payment in Lieu of Taxes (PILOT) program. The town leaders worked proactively to garner support and show that Matrix was the right developer for the project. Matrix worked with Robbinsville on the park’s design features, demonstrating sensitivity to its neighbors. The plan included landscaped berms, separated routes for business traffic, and lighting diverted from residential areas. However, the 2008 economic downturn stalled the project.

Just as they had in the 1980’s Robbinsville bided their time and anticipated commercial growth once the market rebounded. They continued to work with Matrix Development Group to prepare the site, so that this development would be “shovel ready” to coincide with a market upturn. Their strategy made Phase II – Matrix Business Park at 7A appealing to potential tenants that were conducting multi-state searches. They were able to land Mercedes Benz, McKesson and others as tenants. In 2012, The Governor’s Office wooed (continued)
Congratulations!

Robbinsville Township, Mayor Dave Fried &
Matrix Development Group

2013 Recipients of the PlanSmart NJ Economic Development Achievement Award
Amazon to New Jersey, and Robbinsville, thanks to their planning flexibility, had the perfect site ready. Amazon chose to locate in Robbinsville for its proximity to the Port of NY and NJ and because there was an established reputation for a streamlined review process that allowed projects to be completed on time and on budget. It is estimated that Matrix’s developments have created more than 4,000 jobs and have an economic impact of $700 million.

Now that Robbinsville has implemented the plan it envisioned in the 1980’s, the township is facing a new set of planning issues from the successful developments. Robbinsville is continuing its partnership with Matrix Development Group, the tenants of the warehouse district, the New Jersey Department of Transportation, and the Greater Mercer TMA to create transit service to the site that will help manage the influx of workers.

The Redevelopment Plan was a win/win for the town. Without the Redevelopment Plan and PILOT, the contaminated site would have remained undeveloped and polluted. Instead, jobs have been created and ratables brought into the community. PlanSmart NJ is proud to recognize Matrix Development Group and Robbinsville Township for their proactive planning and positioning the township to act when the recession subsided. Robbinsville Mayor David Fried’s philosophy is that “recessions will always end and you have to be ready when it recovers.”

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**Economic Development Achievement Award**

This award is designed to honor those that have demonstrated outstanding leadership in promoting economic development in a way that is respectful of the principles of smart growth – improving the regional economic base, whether for an urban, suburban or rural area; connecting jobs to housing and transportation; promoting growth in areas where infrastructure is planned or already exists; and promoting opportunities for all New Jersey residents. Previous awardees include:

- **2007**: Caren Franzini, New Jersey Economic Development Authority
- **2008**: The Honorable Thomas D. Carver
- **2009**: Rutgers Food Innovation Center
- **2010**: James, Kehoe, New Jersey State Association of Pipe Trades
- **2011**: David Samson, Port Authority of New York and New Jersey
- **2012**: Caren Franzini

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We’re Pleased To Honor PlanSmart NJ’s 2013 Award Winners

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Special Congratulations to Robbinsville Township and Matrix Development Group

2013 Economic Development Achievement Award

We’re Proud to Have Served as Redevelopment Counsel

Robert Beckelman, Esq.
Board Member, PlanSmart NJ
Partner, GRS&D Real Estate Department
Congratulates

PlanSmart NJ

and all the honorees, especially our friends and colleagues

• • •

Eleanor Horne and Becky Taylor, Lawrence-Hopewell Trail

Linda Mead, D & R Greenway Land Trust

Paul Smith and Jen Maier, Union Beach

• • •

New Jersey is better thanks to you all!

www.pacf.org
A year ago New Jersey was hit by SuperStorm Sandy causing unprecedented damage along the coast. Homes were flooded, many destroyed beyond repair. Thousands lost power and were left in limbo. As the storm winds subsided, local officials and first responders were thrust into a different type of hurricane – how to respond to the impact of the storm.

Union Beach’s Mayor Paul Smith and Jennifer Maier, the Borough Administrator, were faced with a new challenge: providing for the immediate needs of the community. Instead of planning for future projects, they had to quickly provide shelter, food, and repairs. They assessed the situation, and recognized that it was dire. Time was of the essence in restoring the town and getting people back on their feet because 85% of the low-to-moderate income residents were affected, 200 homes were destroyed, 1,200 houses were damaged, and safety and medical emergency services were decimated. Since getting aid could turn into a prolonged process, they flew into action and immediately applied for grants and made the decision to “say yes” to any offer of help.

Providing housing that was near people’s homes, schools, and businesses was a priority for Union Beach’s leaders, so Jennifer Maier and her team applied for two grants from the Robin Hood Foundation. Impressed by Maier’s grant ideas, the Robin Hood Foundation awarded Union Beach a $725,000 grant called “Re-Build”, to provide four solar-powered, energy-efficient modular homes for families whose homes were destroyed, and a $235,000 grant named “Re-Home”, to provide aid with construction costs for families whose homes were damaged. The almost $1 Million value of these grants was unprecedented, because the Robin Hood Foundation had previously only awarded grants of $100,000 - $200,000 to communities affected by SuperStorm Sandy.

Union Beach accepted offers of help from organizations that provided various forms of relief to the community. One of the first offers for help came from Burners Without Borders (BWVB), a non-profit that grew out of a group of volunteers from the Burning Man Festival that helped Hurricane Katrina victims. BWVB volunteers came to Union Beach and operated heavy equipment to demolish one hundred seventy homes that were destroyed beyond repair. By allowing BWVB to provide free demolition services, Union Beach officials helped reduce the financial burden each resident faced.

Other support was found in the Gateway Church of Christ, who organized and managed the majority of the volunteer efforts and operations in Union Beach. They connected both skilled and non-skilled laborers, willing to donate their time and expertise with homeowners who needed help with reconstruction, further reducing the costs of rebuilding and recovery. The Monmouth County Workforce Development provided funding through the National Emergency Grant for specialized jobs that were needed to provide necessary services for recovery. A public-private partnership between Investors Bank and Madison Borough helped to pay for construction supplies and provided building inspectors and construction experts to aid rebuilding efforts for residential properties and Union Beach’s school.

Rebuilding after SuperStorm Sandy is a long-term project, and Mayor Smith has kept attention on recovery efforts in Union Beach while advocating for rebuilding the community. (continued)
Congratulations to
Dr. Edward Salmon
PlanSmart NJ’s 2013
Outstanding Individual Leadership
Award Winner

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Congratulation
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and the Matrix Development Group

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Regional Equity Achievement Award

This award is for individuals or organizations that demonstrate outstanding leadership in achieving social justice and regional equity by promoting policies that promote racial and economic integration; breakdown the barriers to affordable housing, good jobs, public transportation; and promote successful schools, safe neighborhoods and access to recreation and natural areas. Previous awardees include:

2007: Peter J. O’Connor, Fair Share Housing
2008: Calvary Community Development Corp., accepted by Reverend Dr. Edward W. Dorn, Chairman of the Board
2009: Dr. DeForest Blake Soaries
2010: South Orange/Maplewood Community Coalition on Race
2011: Matthew A. Reilly, MEND
2012: Sandra Persichetti

He coordinated efforts with Habitat for Humanity to bring President Jimmy Carter to help rebuild houses in Union Beach and bring exposure to the challenges of rebuilding.

Mayor Smith and Jennifer Maier continue to help with SuperStorm Sandy relief, but they have also started shifting recovery efforts to a more secure future. Union Beach ordered two foundation plans that comply with updated insurance requirements and has made these plans freely available to residents. By providing this service, Union Beach has cut out the confusion of fulfilling new standards, cutting the costs of obtaining rebuilding plans, and making recovery more feasible for residents that lost their homes in tough economic conditions.

PlanSmart NJ applauds the efforts of Mayor Paul Smith and Township Administrator Jennifer Maier in paving the way for relief efforts to come to Union Beach quickly and for making long term recovery streamlined and affordable.
Congratulations to our clients and friends—Prologis for their reimagination of a landfill site and Matrix Development Group for restarting the economic engine of Robbinsville Township.

Think Smart | Plan Smart
Build Smart | Live Smart
Prologis is the leading owner, operator and developer of industrial real estate, focused on global and regional markets across the Americas, Europe and Asia. The company’s portfolio covers more than 554 million square feet of logistics and distribution facilities in 21 countries. These properties are primarily located in global infill markets proximate to major population centers and key trade hubs.

As part of this focused investment strategy, Prologis wanted to continue to grow its portfolio in Northern New Jersey, one of the largest and most desirable distribution markets in the United States. There are very few locations that are suitable for development in Northern New Jersey’s tightly constrained real estate market. A 50 acre portion of the previous PJP Landfill in Jersey City, a former industrial and chemical waste disposal site that is located adjacent to the Pulaski Skyway was determined to be an ideal location with direct access to the New York/New Jersey distribution market. These features, and the opportunity to build a uniquely new distribution center in the tightly constrained in-fill market, outweighed the challenges of cleaning up and closing the environmentally challenged site, especially with Prologis’ experience in redeveloping brownfields.

In order to make this former landfill developable, Prologis entered into negotiations with the United States Environmental Protection Agency, New Jersey Department of Environmental Protection, Hudson County, Jersey City, Waste Management, Inc. and the landfill’s owner, the Archdiocese of Newark. The unique transaction is an example of a transformative public/private partnership. Working out a satisfactory agreement to complete clean up and closure of the site took many years.

Through a series of meetings with local, state, and federal stakeholders, and the citizens of Jersey City, support for remediating the site and a strategy for restoring economic activity to this economically challenged area emerged as the foundation for the new Prologis Ports Jersey City Distribution Center. In 2008 Prologis was able to acquire the site and go on to successfully rezone the property and obtain all the necessary permits for development under the General Development Plan. Progress on completing development of the site temporarily slowed when the recession hit. Prologis, CBRE, and Jones Lang LaSalle secured two important tenants for the new state of the art distribution center in 2012. The leases with Ahold USA’s online grocer PeaPod and Imperial Bag & Paper, Co. were finalized with the help of Grow NJ and Urban Transit Hub Tax Credits from the New Jersey Economic Development Authority. With these customers in place, Prologis was finally able to start construction in April 2013. The fully leased building is on track to be fully operational by 2014.

During the planning and development of the site, Prologis worked with KSS Architects to develop a facility that made sustainability and environmental protection a priority. The designs created by KSS Architects not only meet LEED Silver standards, but also employ new and efficient technologies for building on capped sites. The 878,000 square foot facility will have one of the first applications of Controlled Modulus Column technology in the United States that allows for a more stable structure as landfill material continues to settle. The Prologis Ports Jersey City Distribution Center site plan was developed to fit into the neighborhood, and includes significant improvements to the adjacent transportation corridors. Upon completion, the site will also include a conservation easement along the Hudson River.
Smith Pizzutillo LLC

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Eleanor Horne and Becky Taylor
Dr. Edward Salmon
Robbinsville Township and Matrix Development Group
Linda Mead, D&R Greenway
Prologis
Mayor Paul J. Smith, Jr. and Jennifer Maier, Union Beach
Resource Efficiency Achievement Award

Recipients of this award have demonstrated outstanding leadership in promoting the reduction in the costs of government, the costs of living and of conducting business in New Jersey. These actions may include leading fiscal reforms, championing land use patterns that use infrastructure efficiently and reduce the consumption of resources, or changing business practices to move goods more efficiently or reduce waste. Previous awardees include:

2007: Jack Lettieri, Former Commissioner of NJ Department of Transportation
2008: The New York Shipping Association, accepted by Frank McDonough, President
2009: The Atlantic City Convention & Visitors Authority
2010: The Harrison Waterfront Redevelopment Project
2011: Barry Rabner, Princeton HealthCare System
2013: Novo Nordisk & Partners

Prologis has set a new standard in warehouse development. Instead of building on easily developable land in a suburban warehouse district, they chose to remediate an environmentally impaired and unproductive urban site. This not only returns economic viability to land that was considered unusable, but also creates jobs and tax revenue. PlanSmart NJ congratulates Prologis for creating a win-win for all by reclaiming contaminated land, opening new economic opportunities, and redirecting development to urbanized areas.

Congratulations to Bo Farkas & Prologis

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The New Jersey Economic Development Authority (EDA) Congratulates the Awardees of PlanSmart NJ’s 2013 Annual Dinner

Eleanor Horne and Becky Taylor  
Regional and Community Planning Achievement Award

Dr. Edward Salmon  
Outstanding Individual Leadership

Mayor Dave Freid, Robbinsville Township  
Ken Griffin and Alexander Taylor, Matrix Development Group  
Economic Development Achievement Award

Linda Mead, D&R Greenway  
Environmental Achievement Award

Prologis and partners  
Resource Efficiency Achievement Award

Mayor Paul J. Smith and Jennifer Maier, Union Beach  
Regional Equity Achievement Award

EDA is an independent State agency that finances small and mid-sized businesses, administers tax incentives to retain and grow jobs, revitalizes communities through redevelopment initiatives, and supports entrepreneurial development by providing access to training and mentoring programs.

To learn about the EDA’s resources for community development in New Jersey, visit www.njeda.com or call 866-534-7789.
Overview
In November 2011, the US Department of Housing and Urban Development (HUD) awarded the North Jersey Sustainable Communities Consortium a $5 million grant (with an additional $5 million in leveraging funds from our project partners) to develop a Regional Plan for Sustainable Development (RPSD) in the 13-county North Jersey Transportation Planning Authority region of New Jersey. The project has been named TOGETHER North Jersey and PlanSmart NJ has been a partner in the project from its inception.

The Plan will be both “place-based” and “issue-based” and will use sustainability, transit system connectivity and Transit Oriented Development (TOD) as the central framework for integrating plans, regulations, investments, and incentive programs at all levels of government to improve economic and environmental conditions, while promoting regional equity and resource efficiency.

The outcome of plan implementation will be a more sustainable future for the region that invests in existing communities where housing, jobs, educational, cultural, and recreational opportunities are made more easily accessible to most residents of the region without having to drive to them.

Goals of the Process
The goals of the RPSD are to:

- Strengthen the region’s economy
- Ensure communities are safe, healthy, great places to live
- Improve everyone’s access to opportunity (good jobs, quality public schools, shopping and housing that is reasonably priced)
- Enhance efficiency and conserve land
- Protect and enhance the environment
- Address regional growth issues in a coordinated way

Plan development is divided into three phases. Public outreach plays a key role in the development of the plan. Each phase seeks to answer specific questions through scenario planning exercises that gather input and explore priorities of residents throughout the 13-county region.

STEP 1
Where are we now?

STEP 2
Where do we want to go?

STEP 3
How do we get there?

TOGETHER North Jersey will undertake a scenario planning process to define the vision for the 13-county region through a consensus-based process. The process will engage local officials, multiple levels of jurisdiction, planning professionals, stakeholders and the general public.

Local Demonstration Projects
Local Demonstration Projects (LDP) create “on-the-ground” success stories and are an important component of creating a supportive implementation framework and informing plan development. LDPs will achieve measurable demonstrable goals that make a difference in helping individual communities position themselves for a more sustainable future.

LDPs include a variety of local project planning and other implementation activities to make transit corridors and communities “more livable”. A total of 15 will be phased in throughout the three year grant period. The 12 projects currently in process address such topics as: Connecting Community Corridors (Monmouth County), Green Infrastructure Strategic Planning (Hoboken), Access to Opportunity (Newark), Transit District Strategy (Perth Amboy), Corridor Mobility Project (Jersey City), Corridor Vision and Mobility Plan (Union County), Route 202 Connecting Corridor (from Flemington to Somerville) and the Essex Coalition for Smart Growth.

Local Government Capacity Grant Program
The Local Government Capacity Grant Program (LGCGP) provides financial and/or technical assistance to county and municipal members of the TOGETHER North Jersey Steering Committee to
conduct outreach, analysis, coordination and planning activities that help build the capacity of local governments to support and materially advance the development of the RPSD. Projects include a Bus Rapid Transit Opportunities Study, Green Streets Initiatives, Crime Prevention Through Environmental Design, TOD Marking Tools, Redevelopment Planning, Complete Streets, and a Long Term Community Recovery Planning.

**NGO Micro-Grant Program**

The NGO Micro-Grant Program provides financial assistance to non-governmental organizations to meaningfully participate in the planning processes that will lead to the development of the RPSD. Through the NGO Micro-Grant Program, TOGETHER North Jersey partnered with community-based organizations, including community development corporations, social service and faith-based institutions, or other groups at the local level that regularly interact with, are trusted by, and include members of traditionally underrepresented populations. The projects undertaken by grantees include Neighborhood Safety and Crime Prevention, Access to Healthy Food Assessment, Safe Routes to Transit, Safe Routes to School and many more.

**The TOGETHER North Jersey Project Team**

The Alan M. Voorhees Transportation Center (VTC) at the Bloustein School for Planning and Public Policy at Rutgers University serves as the administrative and fiscal agent for the grant. Rutgers-Bloustein is the liaison between the consortium and HUD and oversees the day-to-day work of the project team and the implementation of the overall work plan. Project team partners are: NJTPA, NJ Transit, PlanSmart NJ, Housing and Community Development Network of New Jersey, Sustainable Jersey, Regional Plan Association, Building ONE NJ, New Jersey Future, and New Jersey Department of State Office for Planning Advocacy.

For more information on the project go to www.togethernorthjersey.com.
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OUTSTANDING INDIVIDUAL LEADERSHIP:
Dr. Edward Salmon for his leadership and years of service

ECONOMIC DEVELOPMENT ACHIEVEMENT:
Robbinsville Township and Matrix Development Group for their redevelopment plan

ENVIRONMENTAL ACHIEVEMENT:
Linda Mead, D&R Greenway for their regional approach to land preservation

RESOURCE EFFICIENCY ACHIEVEMENT:
Prologis and Partners for the redevelopment of a superfund site into the Pulaski Distribution Center

REGIONAL EQUITY ACHIEVEMENT:
Mayor Paul J. Smith, Jr. and Jennifer Maier, Union Beach for their rapid rebuilding from Hurricane Sandy

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PlanSmart NJ and The New Jersey Chamber of Commerce have conducted a collaborative research project to explore the concept of Regional Innovation Clusters (RICs), a theory that is explicitly promoted as a means to achieve targeted economic growth in various state level economic development initiatives. To be successful, the appropriate infrastructure and investment priorities to support these growth industries must be available. The report documents the relationship between New Jersey’s industry clusters and the state's existing infrastructure to evaluate how infrastructure investment and economic development align on the ground.

An Advisory Committee of industry leaders and infrastructure experts, chaired by Ted Zangari, Sills Cummis and Gross and Peter Cocoziello, Advance Realty, recognize the importance of this work and are sharing their insight into economic growth challenges and opportunities in New Jersey to inform the project and ground it in real world experience. The report is available at www.plansmartnj.org.

This report generated the following findings:

- All identified growth industries exhibit a clustering.
- The Life Science, Healthcare, Finance, Technology, and Transportation, Logistics, and Distribution are more concentrated in New Jersey than the rest of the country.
- The Life Sciences and Healthcare are considered strong and growing industries within the state.
- Research shows that infrastructure plays a critical role in the development and prosperity of industry clusters.
- A relationship exists between the location of employment density and the state’s existing infrastructure as evidenced by the report’s unique cluster maps.

We hope that the knowledge gained from this analysis can spark meaningful discussion and policy ideas that can further the goals of state level initiatives concerned with but not limited to regional innovation clusters, economic development incentives and future state planning efforts.
ENVIRON congratulates Matrix Development Group, Robbinsville Township and all 2013 PlanSmart NJ award winners.

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PlanSmart NJ 45th Annual Dinner
November 14, 2013

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PlanSmart NJ’s Board of Directors adopted a Strategic Business Plan to guide our work for 2012 through 2014. Our priority areas are to: 1) reform New Jersey’s state and regional planning systems; 2) strengthen our state’s transportation infrastructure; 3) facilitate redevelopment and compact development; and 4) foster regional equity.

We conduct this work in four primary areas: public policy advocacy; research; education and outreach; and training and technical assistance. We also spend a considerable amount of time building coalitions with allied organizations.

Public Policy Advocacy
1. In late 2011, the State’s Office for Planning Advocacy released a new draft of the State Strategic Plan, last updated over a decade ago, in 2001. This important milestone was heralded by PlanSmart NJ and other planning groups that work to support a strong State Plan. The State Plan represents a timely opportunity to spur business growth, foster innovation, attract and retain a talented workforce, and create thriving communities. The Plan is meant to serve as a statewide guide for both growth and preservation, and contains four broad goals: 1) targeted economic growth; 2) effective planning for vibrant regions; 3) preservation and enhancement of critical state resources; and 4) tactical alignment of government. PlanSmart NJ submitted written testimony on the State Plan, testified at public hearings held in 2012 and 2013, and published written opinion pieces on the State Plan. Superstorm Sandy and its planning implications caused a delay in Plan adoption and we continue to push for its revision and adoption.

2. 2013 was a critical year for the State of New Jersey as it began to rebuild and recover from Superstorm Sandy, which landed on October 29th, 2012. The storm devastated a large portion of the shoreline and impacted many communities throughout the state with power and transportation disruptions. The region’s complex and developed land area presents a unique challenge for how the state prepares for future events. PlanSmart NJ advocated the creation of a long-term source of state funding for acquiring, preserving, and protecting open space, waterways, parks, farmland, and historic sites. For greater investment in infrastructure to mitigate damage and promote resilience in anticipation of the future natural disasters and for regional planning as a tool in long-term preparedness.

3. Economic Opportunity Act of 2013, a mammoth piece of legislation that consolidates New Jersey’s disparate economic development incentive programs into two. Grow NJ is focused on attracting and retaining companies here in New Jersey, while the Economic Redevelopment and Growth Grant Program (ERG) creates incentives for development and redevelopment in urban and other designated areas. PlanSmart NJ provided testimony about this legislation.

PlanSmart NJ testified and wrote an oped in support of this legislation.

Research
The State Strategic Plan has identified Regional Innovation Clusters (RIC) as a priority economic development strategy and the State is in the process of aligning state agencies to support their viability. This place-based industry cluster strategy has an important role to play in New Jersey’s economic growth. However, to be successful, the appropriate infrastructure and investment priorities to support these growth industries must be available.

PlanSmart NJ and the State Chamber worked with an Advisory Committee of industry leaders and infrastructure experts to publish this report. The initial report, “What Will It Take to Support Regional Innovation Clusters? A Preliminary Analysis” was released this spring after Advisory Committee input. The second phase of the project will examine land use reforms and infrastructure investment needed to support economic growth, transportation and utility infrastructure, and development and priority growth areas.

PlanSmart NJ worked with Leo Vazquez of the National Consortium for Creative Placemaking in preparing an Arts & Culture Baseline Assessment: Strategies for promoting sustainability through and for arts and culture, a report for TOGETHER North Jersey. This report provides two key dimensions of information for decision-making. It explores current conditions and trends facing the creative and cultural sectors, thereby providing baseline measures for future evaluation. It also offers key policy recommendations to enhance these sectors in ways that support the goals and objectives of the Regional Plan for Sustainable Development (RPSD). Arts and culture provide important benefits to the region’s economies and communities.

PlanSmart NJ actively worked as a member of the Keep It Green Coalition to advocate for a long term source of open space, farmland, and historic preservation funding (20 years or longer) to replace the Green Acres, Farmland Preservation and Historic Trust funding that has now expired. The coalition’s goal was to get a measure on the November 2013 ballot.

Education and Outreach
In times of economic distress, most people understand the urgency of meeting basic needs of shelter and food for those who are struggling. At the same time, if New Jersey is to regain economic prosperity, make the right investments, and preserve our natural environment, long-range planning must continue to be a priority. PlanSmart NJ understands the continued critical need to educate the public about the importance of regional planning and quality of life. New Jersey
urerly needs to move away from fragmented and politicized local decision-making that too often thwarts prosperity and lowers our quality of life.

In keeping with this perspective, PlanSmart NJ this year launched educational and communication initiatives in these cross-cutting areas:

1. PlanSmart NJ hosted a daylong Summit on Superstorm Sandy recovery and resiliency on April 30th. Over 200 land use planners, engineers, attorneys, local officials, academic and nonprofit leaders attended PlanSmart NJ’s 2nd Annual Regional Planning Summit: Investing for the New Normal. The day-long event featured panel discussions on community rebuilding and infrastructure investment.

2. PlanSmart NJ expanded the Policy Briefings series, which are being held quarterly on current land use planning, environmental and development topics. In 2013, we hosted sessions on Land Preservation and the Role of Regional Planning, and the LSRP. A Year Later. A briefing on the recent Supreme Court ruling on COAH is scheduled for December 13th at The College of New Jersey.

3. In June, PlanSmart hosted over 100 business leaders, military, non-profits, and government representatives at NJ’s Defense Industry: Are We Taking It for Granted? Conference. Participants gathered to discuss the impact of the defense and aerospace industries on New Jersey’s economy. Experts from the U.S. military, business, higher education, planning, and non-profit sectors came together to raise awareness about this critical employment sector and to discuss economic growth and regional planning strategies to strengthen New Jersey’s defense and aerospace industries.

4. PlanSmart NJ wrote monthly opinion columns for the online news service NJ Spotlight on planning, redevelopment and transportation-related issues. Recent columns have covered Long-term funding preservation programs to help ease the impact of Sandy, the Economic Opportunity Act, Infrastructure Investment in Sandy Rebuilding, and the State Plan.

Training and Technical Assistance

In late 2011, the U.S. Department of Housing and Urban Development (HUD) awarded the North Jersey Sustainable Communities Consortium a $5 million grant (with an additional $5 million in leveraged funds from project partners) to develop a Regional Plan for Sustainable Development (RPSD) in the 13-county North Jersey Transportation Planning Authority region. The name of the project is TOGETHER North Jersey.

The plan will be both “place-based” and “issue-based” and will use sustainability, transit system connectivity and Transit-Oriented Development (TOD) as the central framework for integrating plans, regulations, investments, and incentive programs at all levels of government to improve economic and environmental conditions, while promoting regional equity and resource efficiency.

The grant includes technical assistance, education/training, and re-granting programs. It will showcase 1.5 Local Demonstration Projects and provide both Local Capacity Grants and NGO Micro-Grants. Key topic areas covered under the grant include:

- Livability and environment, economic competitiveness and workforce development, and society and community.

PlanSmart NJ is a key member of the project team. We are the staff liaisons to the Society and Community Committee, which includes issues of health and safety, education, and arts and culture. PlanSmart NJ is also the project lead on the Fair Housing and Equity Assessment (FHEA), which will conduct data analysis and provide recommendations regarding fair housing and regional equity in the 13-county region.

Counties, municipal governments, non-profits and businesses are invited to join the North Jersey Sustainable Communities Consortium and can find more information at www.togethernorthjersey.com

Coalition-Building

1. In response to Superstorm Sandy, Rutgers University convened the New Jersey Climate Adaptation Alliance, a network of policymakers, public and private sector practitioners, academics, and NGO and business leaders designed to build climate change preparedness capacity in New Jersey. PlanSmart NJ is a member of the Advisory Committee.

2. PlanSmart NJ has been involved with the development of the National Consortium for Creative Placemaking (NCCP). NCCP was created to build capacity for sustainable and cost-effective creative placemaking. Creative placemaking is a new way of making communities more livable and prosperous through the arts, and making them better places for the arts. Creative placemaking is about more than public art or performing arts centers. It is about making places better for everyone.

3. PlanSmart NJ was a founding member of the Greater Mercer Transportation Management Association (GMTMA). GMTMA is a non-profit, public private partnership dedicated to reducing traffic congestion and improving mobility in and around Mercer County. PlanSmart NJ Executive Director Ann Brady serves on the GMTMA Board.

4. For more than ten years, DVRPC has convened the Central Jersey Transportation Forum (CJTF) for NJDOT to promote a regional approach to project development in the Route 1 Corridor. PlanSmart NJ staff serves on the project Steering Committee, as well as the Bus Rapid Transit (BRT), Legislative and Freight Committees.

5. PlanSmart NJ continues to participate in the Smart Growth Economic Development Coalition, a coalition of primarily real estate and development interests that was the leading force in passage of the Urban Transit Hub Tax Credit. The Coalition was instrumental in the passage of the Economic Opportunity Act of 2013 which bundled several incentive packages into two.

6. PlanSmart NJ has been working for more than 10 years with the Coalition for Affordable Housing and the Environment on reforming housing policies in New Jersey to be sensitive to environmental constraints as well as the need for affordable housing. PlanSmart NJ Executive Director Ann Brady is the Secretary of the Board.
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Our Synonym for Leadership is “Salmon”

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Regional & Community Planning Achievement Award:
Eleanor Horne and Becky Taylor for the Lawrence Hopewell Trail

Outstanding Individual Leadership Award:
Dr. Edward Salmon for his leadership and years of service

Environmental Achievement Award:
Linda Mead, D&R Greenway for their regional approach to land preservation

Resource Efficiency Achievement Award:
Prologis and partners for the redevelopment of a superfund site to
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Regional Equity Achievement Award:
Mayor Paul J. Smith and Jennifer Maier;
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<td>Princeton Area Community Foundation</td>
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<td>Princeton University and Princeton Forrestal Center</td>
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<td>RC Andersen LLC</td>
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<td>Robbinsville Township</td>
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<td>Salem County Improvement Authority</td>
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<td>South Jersey Transportation Authority</td>
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<td>The Mercadian Group</td>
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<td>The Richard Stockton College of NJ</td>
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<td>United Water</td>
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<td>V.J. Scozzari &amp; Sons, Inc</td>
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<td>WMSH Marketing Communications</td>
<td>38</td>
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<tr>
<td>Wolff &amp; Samson PC</td>
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</table>
INVESTED IN YOUR COMMUNITY

Providing high-quality, reliable water service for less than a penny per gallon

New Jersey American Water is the largest water service provider in the state, serving approximately 2.5 million people in 188 communities. More than 900 New Jersey American Water employees, including water quality specialists, distribution and field service personnel, plant operators, meter readers, and administrative support specialists, carry out the company’s foremost responsibility of providing high-quality, reliable water service to our customers around the clock.

Invested in our facilities

New Jersey American Water’s team of experts work around the clock to monitor, maintain and upgrade our facilities to ensure that they operate efficiently and meet all regulatory standards. This requires significant investment in our infrastructure, including treatment plants, tanks, pump stations, fire hydrants and metering equipment. Over that last five years, we invested approximately $750 million in our facilities statewide. This level of investment supports or creates thousands of jobs in the construction and other fields.

High-quality water service

Providing high-quality water service is our business. We monitor water quality every step of the way, from source to tap, and we know what it takes to provide water that meets or surpasses state and federal drinking water standards.

Our team of water quality and operations experts monitor the water from source to tap. We also have access to American Water’s Belleville, IL lab, one of the most advanced water quality laboratories in the U.S.

We take water quality so seriously that five of our water treatment plants have been nationally recognized with Directors Awards from the U.S. EPA’s Partnership for Safe Water program. We earned this prestigious award for surpassing federal and state drinking water standards.

Community partner

We take an active part in the communities we serve and support educational initiatives related to water. Here are some examples:

• Environmental Grant Program: Provides grants of up to $10,000 for community-based projects that improve, restore and protect our source water and surrounding watersheds.
• Speakers’ Bureau: We provide presentations on water-related topics for all ages. If your group is interested in learning more about water, call us at 1-800-652-6987.
• Volunteer Firefighting Support Grants: Provides grants of up to $1,000 to assist fire companies purchase equipment and training needs.

Less than a penny per gallon—an exceptional value

New Jersey American Water invests millions of dollars each year in its treatment and distribution facilities to ensure that its customers receive high-quality, reliable water service. At the same time, the cost of tap water remains less than a penny per gallon. That’s an exceptional value. For most customers, the water bill is the lowest utility bill they pay each month.

WE CARE ABOUT WATER. IT’S WHAT WE DO.®
Robbinsville Township and Matrix Development Group
Linda Mead, D&R Greenway
Prologis and Partners
Eleanor Horne and Becky Taylor
Dr. Edward Salmon
Mayor Paul J. Smith, Jr. and Jennifer Maier, Union Beach

For helping to build a better NJ.

Drinker Biddle proudly supports PlanSmart NJ and shares its vision: better land use planning, better lives.
Think Matrix

Exit 7A Industrial Parks

Northeast Business Park at 7A
Robbinsville, NJ

Matrix Business Park at 7A
Robbinsville, NJ

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