2014 NJ Regional Planning Summit

PLACES THAT WORK:
Changing Economy, Changing Land Use

June 13, 2014
8 am to 3 pm
The War Memorial
Trenton, NJ

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

In its 46th year, PlanSmart NJ concentrates on land use, economic growth, transportation, housing, environmental conservation, and related issues throughout the State of New Jersey.

PlanSmart NJ believes that balanced and 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 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.

PlanSmart NJ
118 West State Street
Trenton, NJ 08608
609-393-9434
www.plansmartnj.org

We have applied for and expect to receive AICP CM and NJ CLE credits. Please sign in/out at Registration to receive credit.
Welcome to PlanSmart NJ’s 3rd Annual Regional Planning Summit, Places That Work: Changing Economy, Changing Land Use. I am proud to be a leader in an organization that, since its inception in 1968, has made it its mission to protect the quality of life in New Jersey by addressing complex issues such as housing, transportation, environmental protection, economic development, and social equity as a whole.

This year is New Jersey’s 350th Anniversary and we join the State Chamber of Commerce and others in celebrating the State’s legacy of innovation. Advances in healthcare, telecommunications, and energy all have roots in New Jersey. We at PlanSmart NJ want to see that legacy continue. However, unless New Jersey’s regulatory system and infrastructure investment priorities change, we are at risk of losing the industries that provide jobs, clean up brownfields, and contribute to New Jersey’s tax base. PlanSmart NJ promotes policies that support housing and transportation options, vibrant cities, redevelopment, and protect New Jersey’s natural resources, all in a healthy and sustainable balance. We know that this is what today’s innovation leaders and employees want and we know it is good for the economy and the environment.

The decisions that we make today (or choose not to make) will shape what New Jersey looks like for decades to come. Whether you are a business leader, planning professional, municipal official or private citizen, I encourage you to become a member of PlanSmart NJ today. Visit our website at www.plansmartnj.org or talk to one of our staff or Board members to learn more about how your membership will help make New Jersey a better place to live, work, and play.

Richard Goldman
President
Welcome to PlanSmart NJ’s 3rd Annual Regional Planning Summit, Places That Work: Changing Economy, Changing Land Use. Our focus today is on exploring whether or not New Jersey’s regulatory system is keeping pace with the 21st Century economy. Do our land use policies and infrastructure investment priorities encourage mixed use, dynamic, and resilient communities that have a variety of housing and transportation choices and provide opportunity for all? We are pleased to provide you with the opportunity to hear from experts and to collaborate with your peers in breakout sessions in the land use and planning field. Our keynote speaker, Stephen Ezell, a Senior Analyst at The Information Technology and Innovation Foundation and co-author of Innovation Economics: The Race for Global Competitiveness will share his insights in what a region must do to stay competitive.

We are delighted to count the New Jersey State Chamber of Commerce and the New Jersey Builders Association as co-sponsors of today’s event. The day will open with a description of the changing demands of the 21st Century economy and environment. Panelists will discuss whether our regulatory and infrastructure investment systems encourage and allow all the elements that are needed to support an innovation economy. We know that supporting an innovation economy is more than just clustering like industries. New Jersey’s policies must encourage development and redevelopment that have housing choices in the right places, provide access to transportation alternatives, and encourage environmental protection. Summit attendees will be given ample opportunity in breakout groups to evaluate what they’ve heard and develop strategies that can become a package of reforms that PlanSmart NJ can advance.

Thank you to our sponsors without whom this Summit would not be possible.

Thank you for participating in today’s event. We hope that you will leave today’s Summit energized and united on devising a path forward to building more vibrant and resilient communities in New Jersey that are good for the economy and the environment.

Sincerely,

Ann Brady, Executive Director
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2014 NJ Regional Planning Summit: Places that Work: Changing Economy, Changing Land Use
Agenda

Registration
8:00 am  Registration and Networking Continental Breakfast

Welcome
8:30 am  Welcome — Richard Goldman, President, PlanSmart NJ

Does Our Regulatory System Support an Innovation Economy?
8:35 am – 9:05 am

Jeff Otteau of the Otteau Evaluation Group will discuss what is holding back New Jersey’s economic recovery from the recession despite New Jersey being home to many assets.

Response Panel
9:05 am – 9:45 am

This panel will present their perspective on the opening statements.
  Katherine Kish, Einstein’s Alley – Moderator
  •  Time is Money, Corporate Concerns – Tim Touhey, Investors Bank
  •  Permitting and Government Review – Ray Ferrara, Ph.D., Kleinfelder
  •  Zoning and Stranded Assets – Ralph Zucker, Somerset Development

Break
9:45 am – 9:55 am

Community Development Panel
9:55 am – 10:55 am

An innovation economy is more than clustering like businesses and linking to academic institutions. An innovation economy needs workforce housing, healthy communities, cultural and natural resources. This panel will discuss what regulatory changes are needed to support all elements of an innovation economy.
  Henry Kent Smith, Esq., Fox Rothschild – Moderator
  •  Workforce Housing – David Fisher, AICP/PP K. Hovnanian Homes
  •  Environmental Protection and Resiliency – Sandy Batty, ANJAC
  •  Healthy Communities – Janet Heroux, New Jersey Department of Health
  •  Preparing the Suburbs for an Innovation Economy – Patrick Impreveduto, Mayor, Holmdel
Infrastructure Investment Panel
10:55 – 11:55

An innovation economy relies on an eco-system of infrastructure to support it. This panel will discuss the infrastructure that is needed to make the whole system work.

**Pam Frank**, Gabel Associates – Moderator
- Economic Development – **Mike McGuinness**, NAIOP
- Transportation/Logistics Infrastructure – **Ruby Siegel**, AECOM
- The State of the State’s Infrastructure – **Sam Crane**, CraneConsulting, LLC
- Funding for Infrastructure Improvements – **David Zimmer**, New Jersey Environmental Infrastructure Trust

Working Lunch
11:55 pm – 1:45 pm

How to Innovate Through Policy
12:20 pm – 1:45 pm

Summit attendees will break into small groups for a facilitated discussion. The groups will be tasked with building consensus for strategies to improve New Jersey’s regulatory and investment priority system.

Moving Forward: The Challenges of the Future
1:50 pm – 2:50 pm

**Stephen Ezell**, The Information Technology and Innovation Foundation

Closing Remarks and a Call to Action
2:50 pm – 3:00 pm

**Ann Brady**, Executive Director of PlanSmart NJ
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What Will It Take to Support Regional Innovation Clusters?

The New Jersey Chamber of Commerce and PlanSmart NJ has 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 Coccoziello, 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.

This project is made possible thanks to the generous support of NJ Natural Gas, NJ Chamber of Commerce, and Princeton University.
Speaker Biographies

Sandy Batty
Executive Director, Association of New Jersey Environmental Commissions

Ms. Batty is the Executive Director of the Association of New Jersey Environmental Commissions (ANJEC), a statewide nonprofit organization that helps environmental commissions and municipal officials throughout New Jersey protect natural resources. Before becoming Executive Director in 2002, Ms. Batty was ANJEC's Assistant Director, editor of the quarterly ANJEC Report and supervisor of ANJEC publications. She currently serves as Chairman of the Mountain Lakes Planning Board. Previously she served as a member of the town's environmental commission, and was elected to two terms on the Borough Council.

Sam Crane
Principal, CraneConsulting LLC

Mr. Crane is the principal of CraneConsulting LLC, which specializes in issue and project strategic planning and governmental and community affairs consulting. Prior to establishing CraneConsulting LLC, Mr. Crane was Senior Vice President, External Affairs for Maher Terminals LLC, a marine terminal operating company with facilities at Port Elizabeth, New Jersey and Prince Rupert, British Columbia. Mr. Crane served as President of the Regional Business Partnership (1994-1999), a private non-profit business organization devoted to regional economic and business development in Newark and Northern New Jersey. Mr. Crane was State Treasurer (1992-1994) Under Governor Florio, where he served as the Chief Financial Officer for the State of New Jersey. In this position, he managed the state’s annual budget, all revenue collections and the state employee pension fund. Prior to becoming Treasurer, Mr. Crane held several senior level government positions (1978-1991) in government finance and policy development.
Stephen Ezell  
Senior Analyst, The information technology and Innovation Foundation

Mr. Ezell is a Senior Analyst with the Information Technology and Innovation Foundation (ITIF), a Washington-D.C based technology and economic policy think tank, where he focuses on science, technology, and innovation policy as well as international competitiveness, trade, and manufacturing issues. He is the co-author with Dr. Robert Atkinson of Innovation Economics: The Race for Global Advantage (Yale, September 2012). Mr. Ezell came to ITIF from Peer Insight, an innovation research and consulting firm he co-founded in 2003. He previously worked in the new product development group at NASDAQ. Mr. Ezell holds a B.S. from the School of Foreign Service at Georgetown University, with an Honors Certificate from Georgetown’s Landegger International Business Diplomacy program.

Raymond Ferrara, Ph.D.  
Vice President, Kleinfelder

Dr. Ferrara is Vice president of Kleinfelder, and is a former faculty member at both Princeton University and Lafayette College. He has served as Chair of the American Society of Civil Engineers Environmental Engineering Division Awards Committee, and is presently Editor for ASCE’s Journal of Environmental Engineering. He is well known for his work with the public and private sectors in solving complex water quality problems in litigation matters involving contamination of ground waters, surface waters, and drinking water supplies. He also works in water quality management and NPDES permit matters, and his work is equally respected by both the regulated and regulatory communities. In addition to his service to the professional community, Dr. Ferrara has also served his local community in a number of capacities including as Chairman of the Board for PlanSmart NJ, and as President of his high school Alumni Association (Cathedral Prep, Queens, New York) and co-chair of the school’s Capital Campaign. Dr. Ferrara holds a doctoral degree from the Massachusetts Institute of Technology, as well as Bachelor’s and Master’s degrees from Manhattan College.
David Fisher
Vice President, K. Hovnanian Homes

Mr. Fisher is Vice President of Governmental Affairs for K. Hovnanian Homes, and has been with the company since 1993. Mr. Fisher’s responsibilities include governmental affairs & public relations activities for K. Hovnanian’s NJ, NY and PA operations. He assists the company in the areas of land acquisition, the planning and design of new communities, urban redevelopment, and regulatory approvals. Mr. Fisher is a PlanSmart NJ board member, President of the New Jersey Builders Association, and also completed two terms as President of the Shore Builders Association of Central NJ. He was appointed in January 2000 by Governor Whitman to serve on the NJ State Planning Commission, a post he held for five years. For two years, he Co-chaired a Joint Revitalization Task Force formed by the State to investigate ways to enhance brownfields redevelopment. He also served as a member (and Chairman) of the NJ Clean Water Council for four years. Mr. Fisher holds a masters degree in Community Planning from the University of Cincinnati, and has been a licensed Professional Planner in the State of NJ since 1986.

Pamela Frank
Vice President, Gabel Associates

Ms. Frank has more than 15 years experience in sustainability issues and the renewable energy industry. She manages the firm’s efforts related to the development of renewable energy, advanced technology, and energy efficiency projects. She also supports regulatory and analytical activities for these markets. Ms. Frank has served as a key stakeholder in the development of the solar energy market in New Jersey. Since 2004, Ms. Frank has served on the state’s Renewable Energy Task Force, the policy body that has shaped solar development in the State. She worked closely with the New Jersey Board of Public Utilities, legislative leadership and the Governor’s Office for the successful passage of the Solar Advancement and Fair Competition Act of 2010. She has served as Project Developer/Project Manager for a wide-range of solar projects and has expertise on project development issues, including the implementation of cost effective financing approaches. Prior to her work in the solar market, Ms. Frank served as the Founding Executive Director for the not-for-profit organization, GreenFaith.
Janet Heroux  
Prevention Co-lead, New Jersey Department of Health

Since 2009, Ms. Heroux has worked with the New Jersey health department to promote healthy eating and active living in communities and schools. Before that she was an independent consultant working to promote active community environments. From 1992 to 1998 she served as program officer for the Robert Wood Johnson Foundation. Early in her career she worked in Latin America for a maternal and child health group at Johns Hopkins University, in Djibouti for Catholic Relief Services, and in Afghanistan as a Peace Corps volunteer. In recent years, she chaired Princeton’s pedestrian and bicycle advisory committee, which won a 2011 Sustainable Princeton Environmental Leader Award for successfully advocating for the installation of “sharrows”, or shared lane markings, on Princeton’s downtown streets. She currently serves on Princeton’s municipal board of health. She was an undergraduate in history at Harvard and earned master’s degrees in public health and business.

Patrick Impreveduto  
Mayor of Holmdel Township

Patrick Impreveduto moved to Holmdel in 1994 and was elected to the Holmdel Township Committee in 2008. He has been serving as Mayor since 2011. From 2001 through 2007 he served on the Holmdel Township Board of Education. He retired from the Secaucus School District in 2010 and currently works as an Associate Director for the Middle States Association for Schools and Colleges. He is Co-Chair of Holmdel Township’s Administration and also serves on the Township Planning Board.
Mr. Kent-Smith concentrates his practice in real estate including the land use permitting and redevelopment process and eminent domain/condemnation matters. He has also negotiated commercial development agreements and acquisitions and leasing for both landlords and tenants. Mr. Kent-Smith has appeared before more than 150 municipalities and more than 200 land use boards in every county in New Jersey. Henry successfully secured land use approval for the Raritan Town Square, a 500,000 s.f. redevelopment of the Flemington Fairground and Raceway. He has also negotiated redevelopment agreements in several municipalities, including Rahway, West Long Branch, Waretown (Ocean Township, Ocean County) and Delanco, New Jersey.

Mr. Kent-Smith also practices in the area of zoning litigation, including Mt. Laurel affordable housing suits and administrative proceedings before the Council on Affordable Housing. Mr. Kent-Smith is the immediate past Chair of the Land Use Section of the New Jersey Bar Association and an adjunct professor at Rutgers University, Bloustein School of Planning. He is active in the New Jersey Builders Association, serving on the Land Use Planning Committee and the Legislative Affairs Committee.

Katherine Kish
Executive Director, Einstein’s Alley

Ms. Kish is Executive Director of Einstein’s Alley, an economic development initiative promoting Central New Jersey as the destination for technology based business. Ms. Kish is also president of MARKET ENTRY, INC., a strategic marketing and business development firm, working in the b2b and non-profit worlds specializing in launching or repositioning products, services, and enterprises. Her corporate background was in broadcasting, publishing and technology. Ms. Kish is a fellow of Leadership NJ (LeadNJ), was named to the NJ Biz Top 50 Business Women in New Jersey and was honored as Woman of Distinction by the Girl Scouts and Humanitarian of the Year by a chapter of the American Conference on Diversity. She is active in and serves on boards of many civic, business and philanthropic organizations. She holds a bachelor’s degree from Allegheny College and a master’s degree from Antioch University, with additional graduate work at Williams College and the University of Hawaii.
Michael McGuinness
Chief Executive Officer, National Association of Industrial and Office Properties

Mr. McGuinness oversees the daily operations and programs of the National Association of Industrial and Office Properties, New Jersey Chapter. He works in consultation with the officers and board of trustees to carry out the association’s mission. He is a registered legislative agent, directs the advocacy program and manages the Developers Political Action Committee (DPAC). He frequently meets with and testifies before New Jersey legislative committees and regulatory agencies on matters of importance to the industrial and commercial real estate development industry.

Jeffrey Otteau
President, Otteau Valuation

Mr. Otteau manages all facets of the firm’s business and has been actively engaged in real estate consultation and valuation since 1974. He holds the State Certified General Real Estate Appraiser certification which is the highest level offered. His attention to detail and comprehensive fact finding has made him the go-to person for industry professionals seeking to enhance their competitive position in the marketplace. Mr. Otteau has provided testimony as an expert witness at the municipal, county and state levels, authored several texts on property valuation techniques and has lectured throughout the United States and in Canada. He served on the Appraisal Standards Advisory Council, which consulted with the Appraisal Foundation in Washington, D.C. on its agenda of projects and major technical issues. Mr. Otteau served as a past Chairman of the Employee Relocation Council's Appraisal Standards Council and was inducted into their distinguished Hall of Leaders in 1995.
Ruby Siegel  
Vice President/Senior Project Manager, AECOM

Ms. Siegel is a Vice President/Senior Project Manager with AECOM. She has worked with transportation agencies on long-range and strategic plans, corridor and major investment studies, feasibility studies and alternatives analyses, and capital investment strategies. Ms. Siegel has worked to advance complex transportation infrastructure projects through the federal project development and environmental review (NEPA) processes. In the Northeast, Ms. Siegel successfully led the Access to the Region’s Core EIS for a new trans-Hudson tunnel to a Record of Decision, managing a large interdisciplinary consulting team for a bi-state, multi-agency cooperative effort. Ms. Siegel is currently the Deputy Project Manager – Environment for a Joint Venture team working with the Federal Railroad Administration on the NEC FUTURE program to create a long-term vision for the Northeast Corridor (NEC) passenger rail line, and provide a framework for incremental investments needed to provide mobility for the region’s growing population, employment and economy. Ms. Siegel has a Bachelor’s of Arts Degree in Urban and Economic Geography from the University of California at Berkeley and a Masters in City and Regional Planning from Harvard University Graduate School of Design.

Timothy Touhey  
Senior Vice President, Investors Bank

Mr. Touhey is Senior Vice President of Investors Bank, and is responsible for expanding the new unit of the Bank’s Commercial Real Estate Finance Group that will be located in Robbinsville, N.J. Mr. Touhey brings to Investors broad expertise in financial services, construction, housing and urban development, government affairs, and relationship building across many industry sectors. During his career in the public, private and not-for-profit sectors, Mr. Touhey has advised and served several of New Jersey’s Governors including Chris Christie, Jon Corzine, Richard Codey, and Christine Todd Whitman. Mr. Touhey served as Chief Executive Officer of the New Jersey Builders Association (NJBA) from Nov. 2007 to March 2013. Working with the NJBA’s Board and senior officers, he developed a comprehensive strategy to assist New Jersey’s home building industry during a prolonged downturn in construction activity. Prior to heading the NJBA, Mr. Touhey served eight years as the Lead Director of the Fannie Mae Northeast Community Business Center. Mr. Touhey received his Bachelor of Arts degree from Mount Mercy College in Cedar Rapids, Iowa and earned his Masters Degree in Social Work Policy/Administration from Rutgers University.
David Zimmer  
Executive Director, Environmental Infrastructure Trust

Mr. Zimmer has served as the Executive Director of the New Jersey Environmental Infrastructure Trust since November 2010. The NJEIT works in partnership with the NJ Department of Environmental Protection to provide low interest rate loans to local municipalities, utility authorities and water companies to fund environmental infrastructure projects that improve the State’s water quality, protect the public health, improve New Jersey’s natural resources, and promote economic growth. During his tenure, Mr. Zimmer has focused on improving the efficiency and effectiveness of the NJEIT including developing a modern, web-based electronic loan system and overhauling the NJEIT’s credit policy. In addition, he has successfully introduced several new loan programs at the NJEIT targeted at specific needs within the State, including the SAIL Program, which provides short-term financing to local communities in the wake of disaster situations, and the NANO Loan Program, which provides heavily subsidized funding for the State’s smallest drinking water systems.

Mr. Zimmer worked on Wall Street in various financial capacities and is a Chartered Financial Analyst. He holds a Masters in Business Administration from the University of Notre Dame and a Bachelor of Civil Engineering degree from the University of Dayton.

Ralph Zucker  
President, Somerset Development

Mr. Zucker is president of Somerset Development, and has been at the forefront of bringing New Urbanism and Traditional Neighborhood Design to New Jersey and New York. He became a student of New Urbanism, traveling around the world to study and eventually collaborate on projects designed by Andres Duany, one of the pioneers of the New Urbanist movement. The principles of New Urbanism, including the ideas that housing should be clustered and located along transportation lines, and the creation of close-knit, walkable communities, resonated with Mr. Zucker and he set forth to build communities that would reflect the needs and desires of those who would call them home. As a result, Somerset Development is now sought after by municipalities throughout the county, who view Somerset Development’s projects as model communities. Somerset Development shared a New Jersey Future Smart Growth Award for Wesmont Station in Wood-Ridge in 2006, and won seven FAME Awards from the Shore Builders Association of New Jersey, including Community of the Year for Crystal Lakes in Egg Harbor Township in 2007.
2014 Governor’s Conference On Housing And Economic Development

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We are proud to announce that the conference’s agenda will include topics of interest for housing, economic development and business professionals, government officials, lenders, developers, non-profits and consultants.

We hope that you’ll join us as we work together on Restoring Our Past and Building Our Future in 2014 and beyond!

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—Calestous Juma, Harvard Kennedy
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