

Regional Transit-Oriented Development That Includes the Working and Middle Class: The New Jersey Experience

Presentation for National Housing
Conference Webinar

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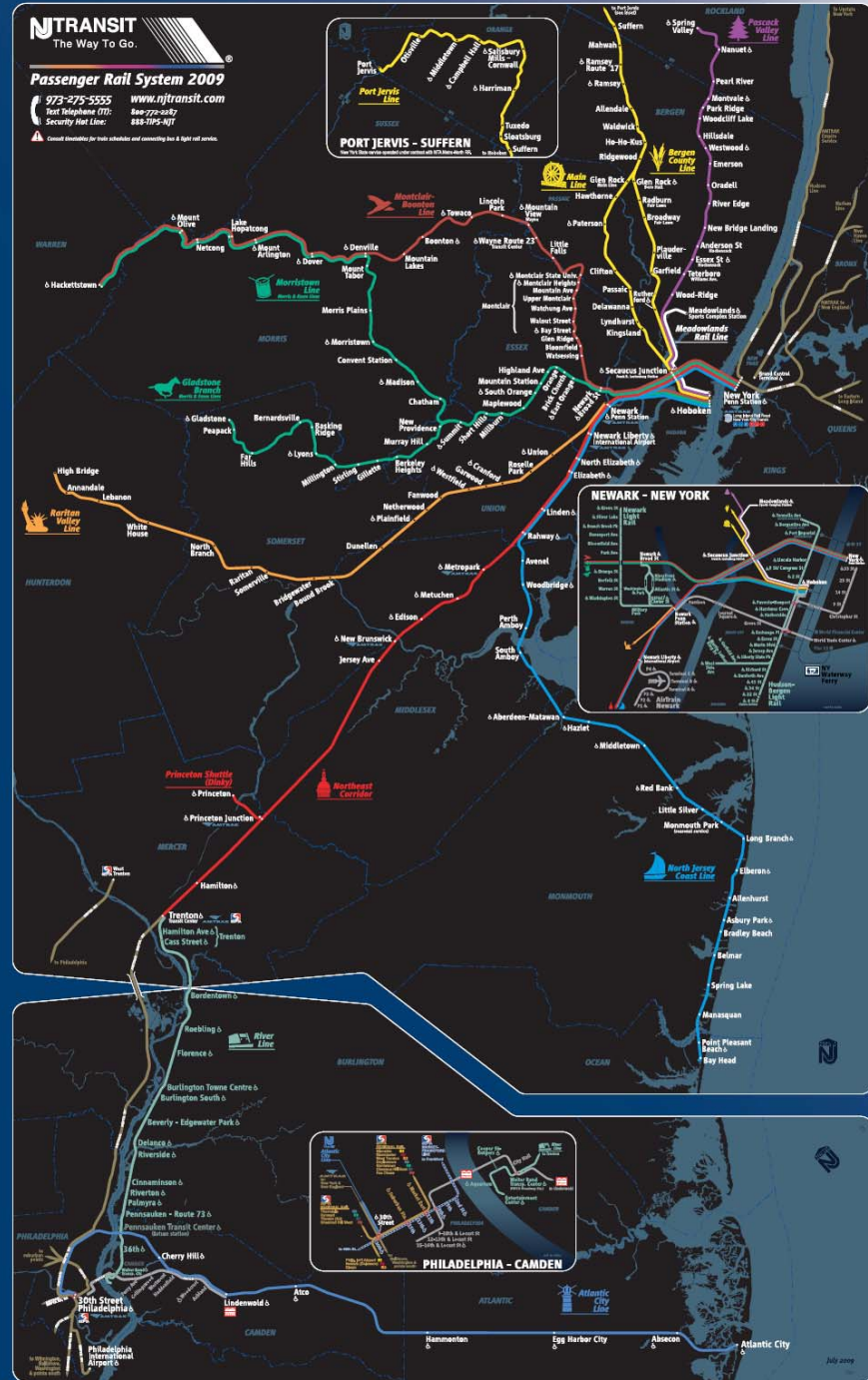


How Has New Jersey Created Over 3,000 New Housing Opportunities for Working and Middle Class Families Near Transit?

- **Strong Demand**
 - Strength of High-Opportunity Communities Drive Demand
 - New Jersey's Transit Network
 - Development Interest from Both Private and Non-Profit Sector
- **State Policy (Both Carrots and Sticks)**
 - Transit Village program, rehab codes
 - Mount Laurel decisions, statewide housing legislation
- **Case Studies**
 - Downtown Haddonfield Rezoning
 - Cherry Hill Racetrack Redevelopment

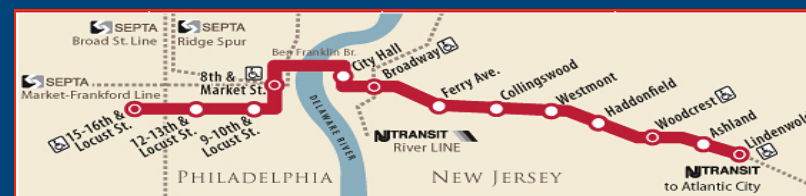
Strong Demand: High Opportunity Communities

- **Kirwan Institute: “High-opportunity indicators include the availability of sustainable employment, high-performing schools, a safe environment, access to high-quality health care, adequate transportation, quality childcare and safe neighborhoods.”**
- **Especially when these places are near transit, strong demand from people of all incomes to live there.**



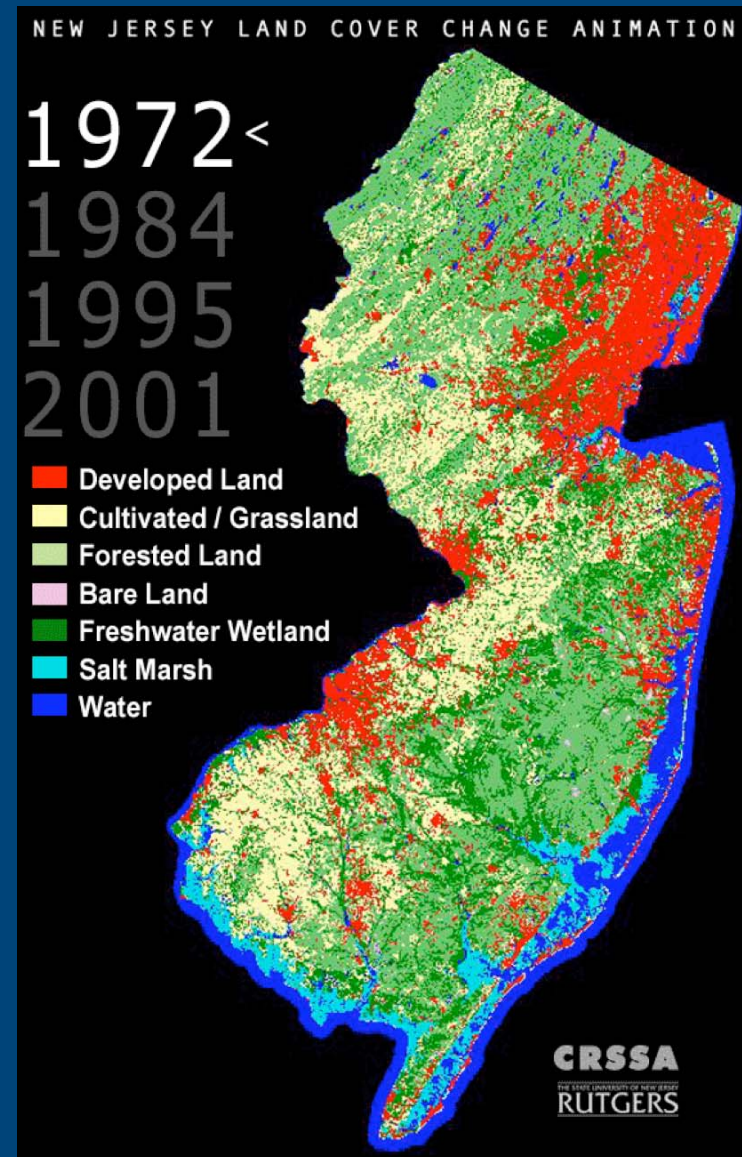
Strong Demand: New Jersey's Transit Network

- 224 rail transit stations in 138 municipalities
- 70 percent of NJ residents live within 5 miles of a rail transit station
- 10.7 percent of employed NJ residents commute by transit, second-highest rate in the country



Strong Demand: Market Drivers

- **The first state in the nation to reach build-out** – intense market pressure for redevelopment near transit
- **CEO of NJ Builders Ass'n:** Future market opportunities are largely working and middle class housing, built as apartments or townhomes
- **Strong Non-Profit Sector:** Increasingly interested in TOD outside of core cities



State Policy Framework: Carrots and Sticks

- **State Incentives**
 - Transit Village program
 - Nationally recognized rehab code
 - Some state planning support

- **State Requirements**
 - Importance of framework for dealing with NIMBY opposition
 - Mount Laurel decisions and implementation
 - A-500 legislation on transit villages and regional planning

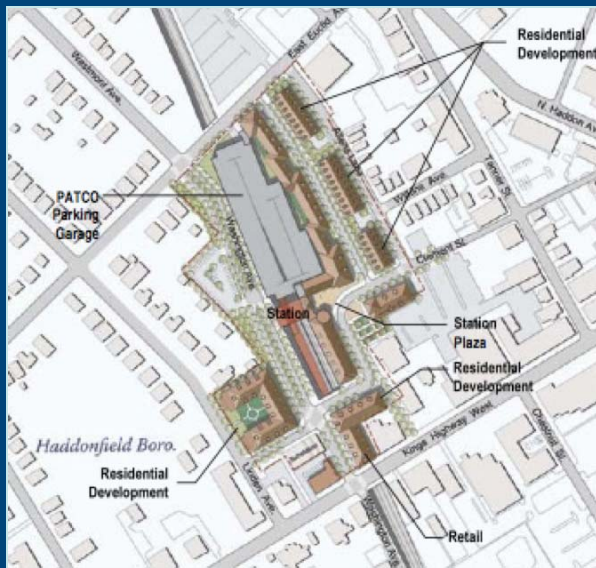


Case Studies: Haddonfield



- Started with a development of just 20 homes in 2004
- Issue with non-compliance with state housing requirements
- Short term result: 4 homes affordable to low and moderate income people included in development in most desirable town in South Jersey, 15 minutes by train (1 block away) from Center City Philadelphia

Case Studies: Haddonfield



- Triggered extensive strategic planning process in town – due to a mix of having to deal with state requirements and community concern.
- Outside planning consultant (Brown & Keener) helps design comprehensive mixed-income TOD strategy throughout downtown
- Support from local businesses, churches helps get new ordinance passed

Case Studies: Red Bank



- Context: town that had been lower-opportunity gentrifying (though caution about what this means)
- Complaints to our organization from local NAACP about redevelopment
- Violation of state law found, leading to negotiations

Case Studies: Red Bank



- Result: Rezoning around train station with 20 percent requirement for homes affordable at three tiers – approx. \$25,000, \$45,000, and \$70,000 for family of four
- Rezoning allowed more comprehensive mix of uses in addition to this requirement, thus giving developers key incentives.
- Development applications started coming in within a few months.

Key Takeaways

- Importance of high-opportunity communities
- Strong regional policies are needed – both carrots and sticks
- Those strong regional policies are necessary but not sufficient – need to build local business and community support
- “When will all the fighting stop?” – it won’t. There will always be opposition to equitable development near transit. But letting that opposition derail everything poses significant threats to economic competitiveness and a working housing market for any region.

For More Information



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