

State Policy . . .

The New Jersey Experience

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Three Themes

1. Adapting to adverse **politics**
2. Working with a diverse set of **partners**
3. Spanning state policy and local implementation - **bandwidth**



Three Complimentary Partners Come Together

1. New Jersey Future
2. Housing and Community Development
Network of New Jersey
3. Fair Share Housing Center

Politics - Partners - Bandwidth



Ford Equitable Transit-Oriented Development Project

Integrating state and local approaches

Strategy	State Policy	Local Action
Smart Growth: shift from greenfield to mixed-use, higher-density redevelopment	State Planning Transportation Redevelopment	Master Plans Infrastructure Investments Model Projects
Strong Market: change zoning near transit to allow mixed-income, mixed-use redevelopment	Housing	Zoning Reform Model Projects
Weak Market: spur investment while ensuring long-term affordability for existing residents	Housing Community Revitalization Economic Development	Neighborhood Plans Model Projects Building Local Capacity



Policy Change

Culture

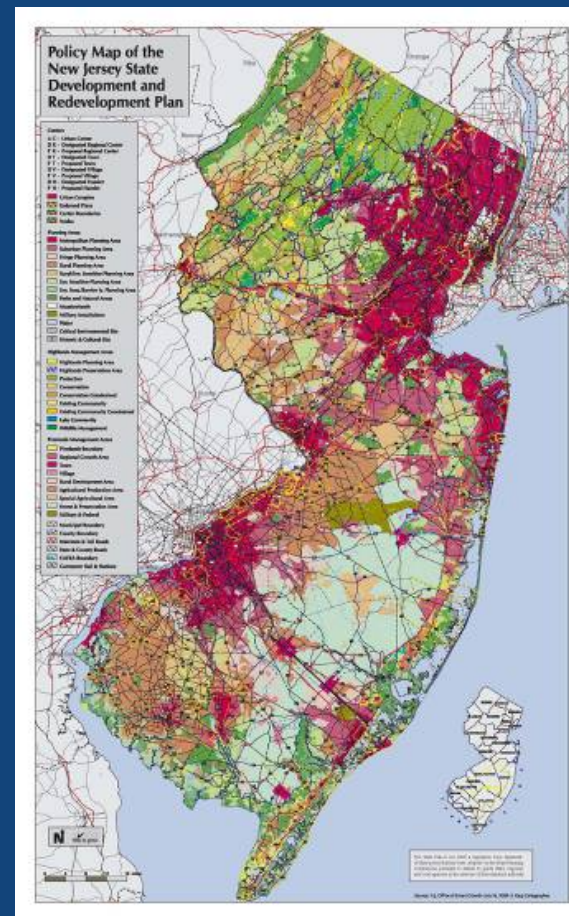
Rules and Tools

Models



Example: State Strategic Plan

- State Planning Act not being implemented, but supported – changing the culture.
- 2009 Gubernatorial Campaign issue and opportunity. Multiple transition team members support. New policy office embraces, but with its spin.
- Common Ground organized and creates principles. County, local and professional outreach and education. Extensive coaching, including Governor's Institute.
- Incremental advancements: Commission, Act, Executive Order, Plan, Agency Plans
- Linking other efforts: HUD grant, Water Quality Rules, Transit Parking Privatization, Urban Transit Hub Tax Credit



Politics - Partners - Bandwidth

Example: Princeton Junction Town Center

- Creating local models of excellence.
- Underutilized property next to train station in one of highest-opportunity towns in NJ
- Six year battle over development leads to settlement including 800 new homes
- Our collaboration makes the settlement equitable. Includes 98 new homes affordable to very-low, low, and moderate-income families all created through private investment and cross-subsidy.



Politics - Partners - Bandwidth

Community Development Policy Examples for Weak Markets:

- State Neighborhood Revitalization Tax Credit
- State Rehab Code
- NJ Abandoned Properties Rehabilitation Act
- Creditor Responsibility Law

Abandoned Properties Rehab Act of 2004: Case Study

Provisions:

- Accelerated tax foreclosure
- Special tax sales
- Spot blight eminent domain
- Vacant property receivership
- Go after owners' other assets to recover costs



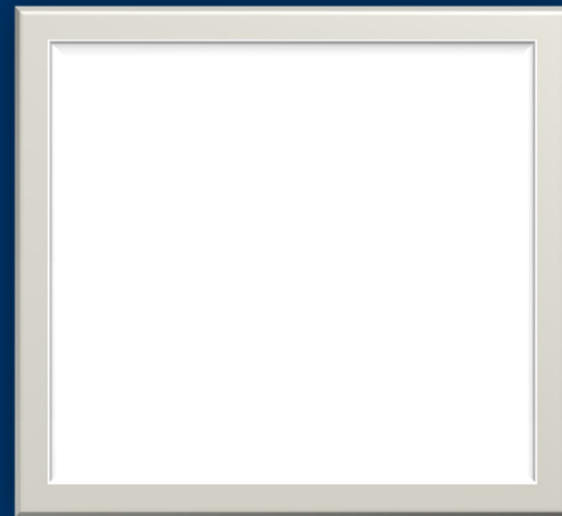
Abandoned Properties Rehab Act of 2004: Elements of Campaign

- Developed Legislative Proposal
- Organized Broad Coalition
- Key Strategies:
 - Outreach to legislators, allies
 - Testify at hearings
 - PR/media including op eds, letters to editor, special events



Abandoned Properties Rehab Act of 2004: Implementation

- Conducted educational campaign with Urban Mayors' Assn and State League of Municipalities
- Working with individual municipalities on integrated strategies



Abandoned Properties Rehab Act of 2004: Lessons Learned

- **Create policies with end in mind – the simpler the better!**
- **Stay nimble, open minded & creative to get best deal**
- **Think outside the box to find new partners**
- **Implementation plan is as important as getting the policy passed**

Next steps

- **Pass Land Banking Legislation**
- **Reform State Tax Sale Law**
- **Build Larger Coalition and Make Part of Larger Reform Package to Support Urban & Downtown Redevelopment**

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