State Policy . . .

The New Jersey Experience

Peter Kasabach
Executive Director
New Jersey Future

Diane Sterner
Executive Director
Housing and Community Development Network of New Jersey
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

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<td><strong>Strong Market</strong>: change zoning near transit to allow mixed-income, mixed-use redevelopment</td>
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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
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.

Example: Princeton Junction Town Center
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
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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Executive Director
Housing and Community Development Network of New Jersey

www.njfuture.org
pkasabach@njfuture.org
609-393-0008

www.hcdnnj.org
dsterner@hcdnnj.org
609-393-3752