

TAKING FIRST STEPS Toward a Transit Friendly Future

~ a TOD in Your Downtown Event ~

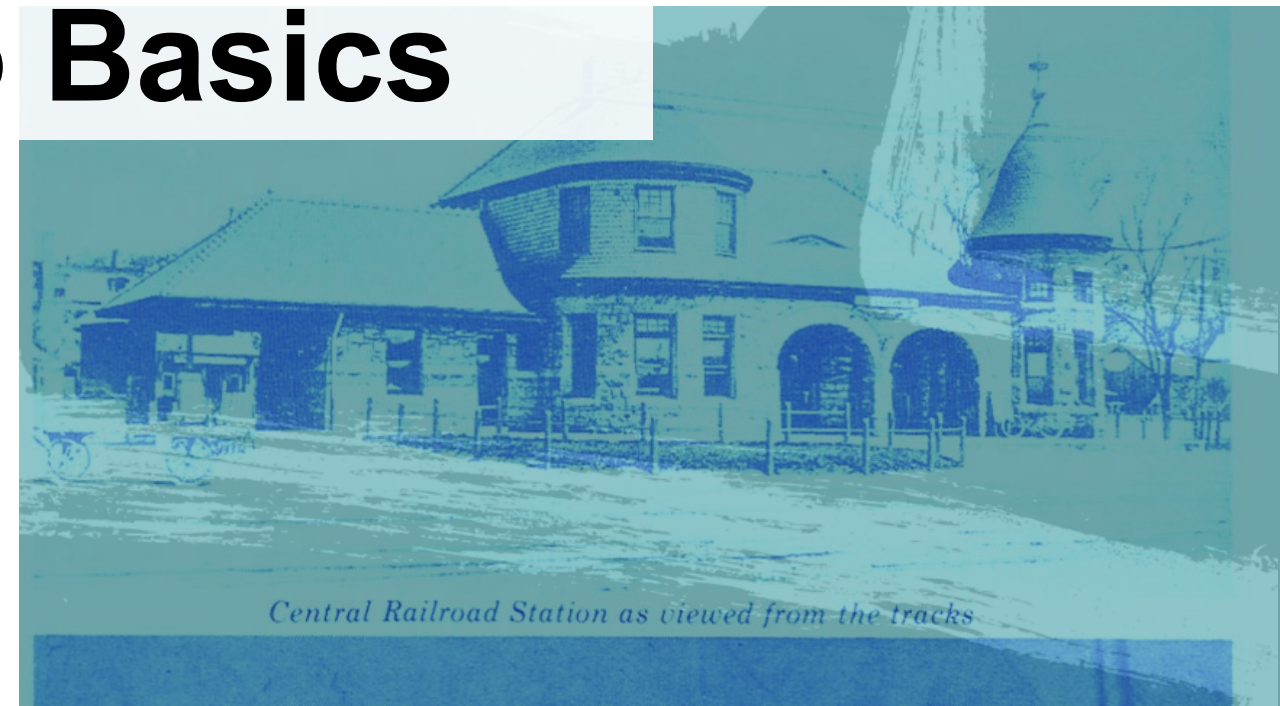
Thursday, June 4, 2026 | 9:30 am – 12:00 pm





Transit Friendly 101

Back to Basics



Central Railroad Station as viewed from the tracks





Old Bridge Park and Ride





Present



Future

Somerville



2012



2024



Division St.



2012



2012



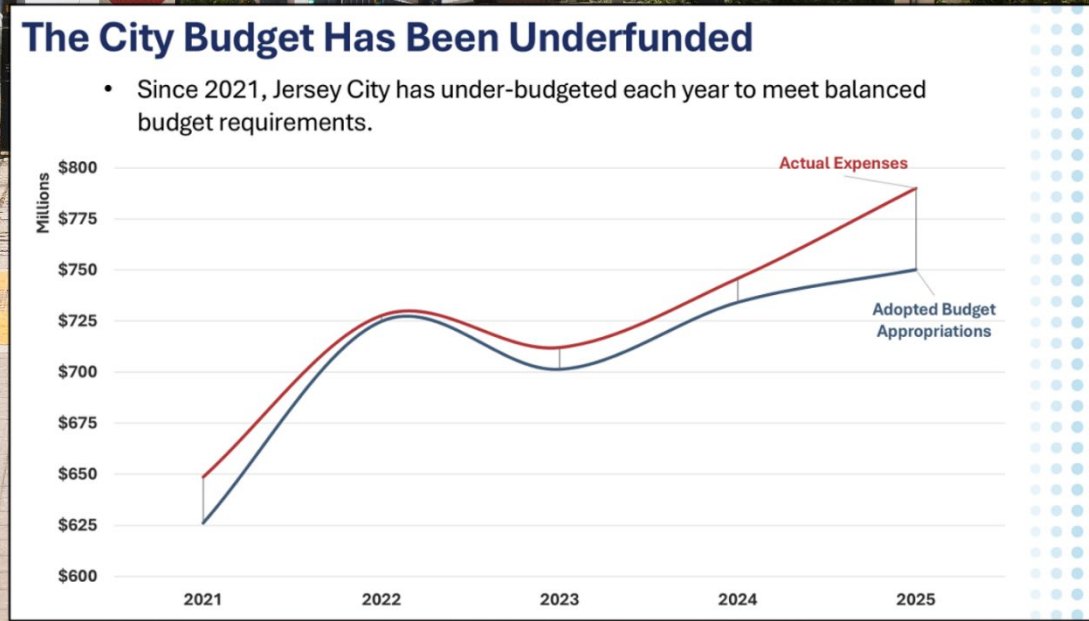
2026

2013



2025







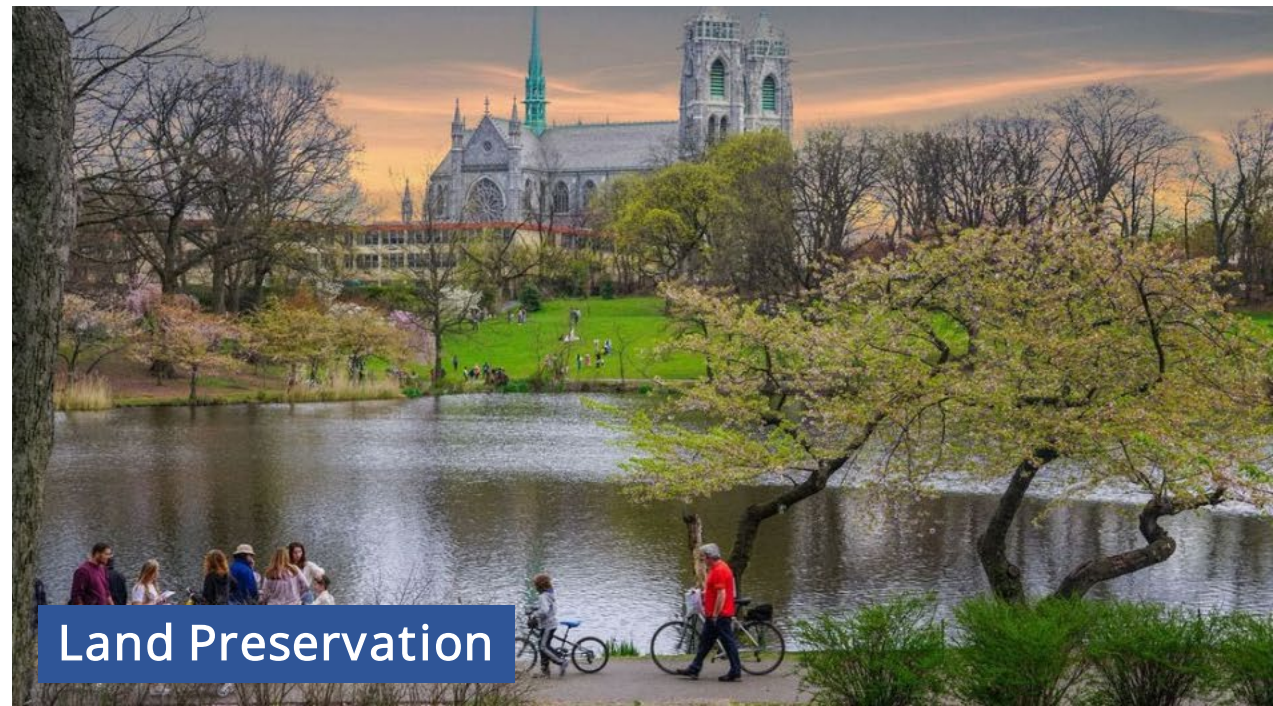
Vibrant Downtown



Community Investment



Housing Choice



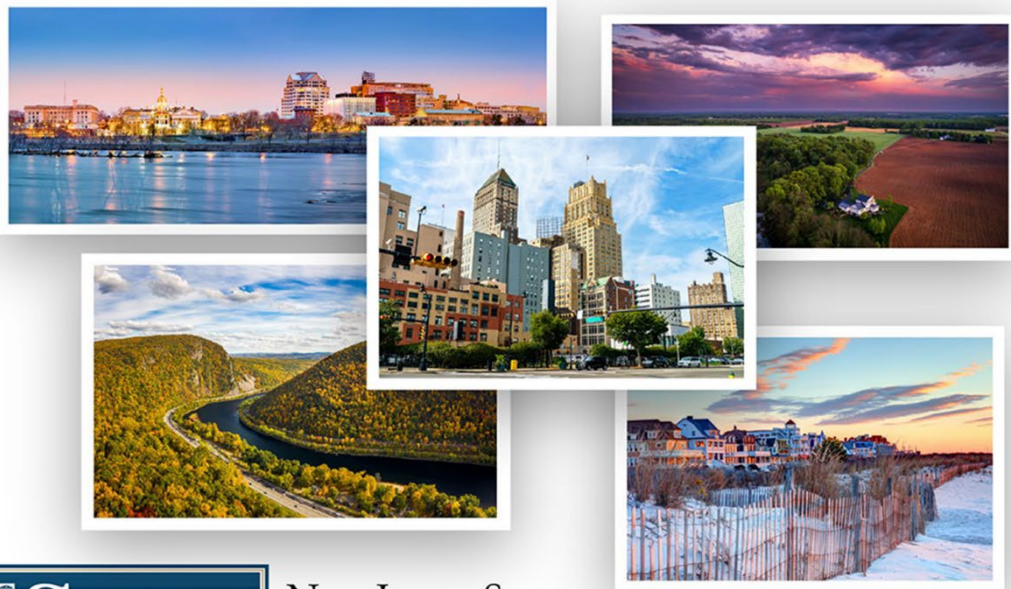
Land Preservation



STEP 1: UNDERSTAND THE PLACE



THE NEW JERSEY STATE DEVELOPMENT AND REDEVELOPMENT PLAN



New Jersey State
Planning Commission

Adopted December 17, 2025



STEP 2: CHANGE THE RULES



STEP 3: START SMALL



The State Development and Redevelopment Plan

- 1st new State Plan in nearly 25 years
- Framework to align planning, policy, and investment decisions at all levels of government
- 10 Goals
 - Economic Development
 - Housing
 - Infrastructure
 - Climate Change
 - Natural and Water Resources
 - Equity
 - Revitalization and Recentering
 - Natural and Water Resources
 - Historic and Scenic Resources
 - Comprehensive Planning
- Promotes Mixed-Use Planning Strategies
- Technical Assistance and State Agency Coordination





Transit Friendly Planning

Program Overview

Transit Friendly Planning Mission

Since 1999, Transit Friendly Planning (TFP) has been an external-facing program that serves to advance NJ TRANSIT's mission through transit-supportive land use planning around NJ TRANSIT stations.

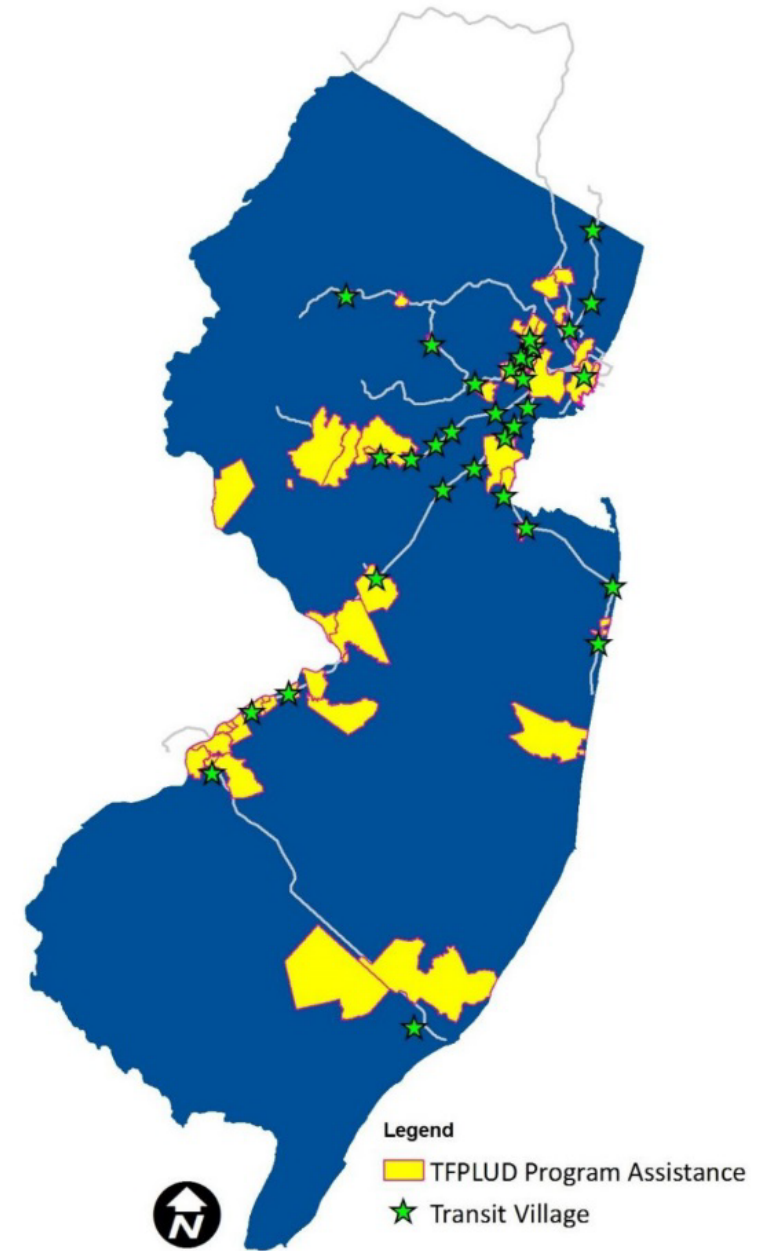
Key Objectives

- Builds and maintains local partnerships to encourage TOD
- Works directly with state agencies on joint initiatives
- Acts as an intra-agency collaborative forum
- Provides local planning technical assistance to municipalities

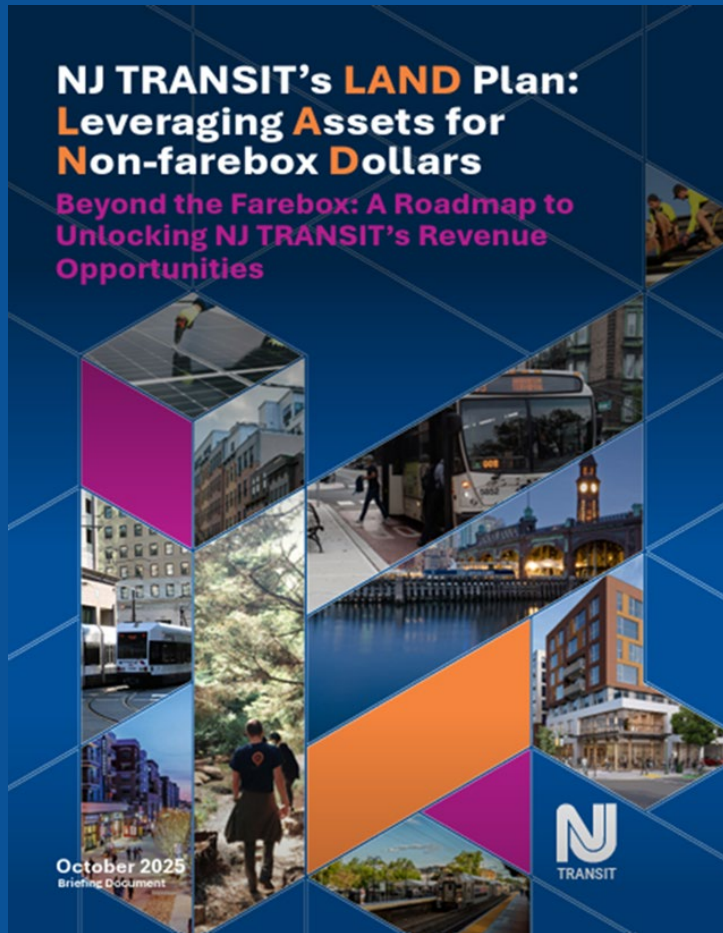


Pillar 1: Technical Assistance

- Recently Completed Projects
 - Gentle Density for NJ Communities
 - Gentle Density Guide for Metuchen
 - Red Bank Preliminary Development Review
 - Route 9 TOD Planning Project –FTA Grant
 - Pennsauken Transit Center TOD Study – DVRPC Grant
 - Mahwah TOD Vision Plan
- Station Access Projects
 - Atlantic City Station Access Plan
 - Dunellen Active Transportation Plan
- Additional Strategic Studies/Resources
 - Transit Usage Impacts of NJ TODs
 - Benefits of Transit Study
 - Value Capture White Paper



NJ TRANSIT Real Estate / TOD



- Development on NJ TRANSIT-owned or controlled land
- njtransit.com/tod
 - Policy Statement
 - Projects
 - Interactive Map
 - Solicitations / Unsolicited Requests



Kristen Mitchell, Director, Transit Oriented Development
NJ TRANSIT Real Estate & Planning
kemitchell@njtransit.com

DOWNTOWN

NEW JERSEY

Education

Technical Assistance

Quarterly Newsletters

Quarterly Round Tables

Webinars & ZOOM Exchanges

Annual Conference

Advocacy

Policy Watch

Real Time Policy Advisories

Legislative Testimony

Recognition

Annual Awards

Quarterly Member Spotlights

Social Media Shares

www.DowntownNJ.com

Downtown New Jersey is a member-supported non-profit organization.



Upcoming Programs

NJ PLANNING AND REDEVELOPMENT CONFERENCE: Commercial Core to Community Core

Rethinking Downtown Land Use, Design, and Investment

June 12 | 10:45 AM | Hyatt Regency New Brunswick

Register at <https://site.pheedloop.com/event/njprc26/register#category>

Become a Member!

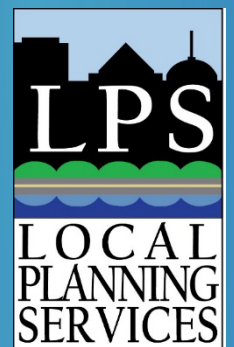
www.DowntownNJ.com

Downtown New Jersey is a member-supported non-profit organization.



State of New Jersey
Department of
Community Affairs

Local Planning Services Main Street New Jersey



Local Planning Assistance through LPS

Master Plans and Redevelopment Plans

- Assist municipalities in the development, drafting and re-examination of Master Plans, including Master Plan Elements. Prepare Redevelopment Plans.

Land Use Planning and Mapping

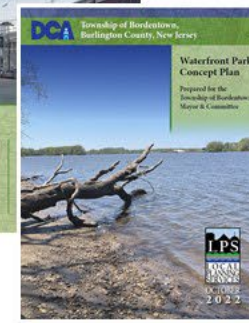
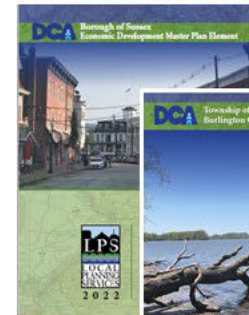
- Review existing studies and plans, analyze census and other demographic data, create GIS maps, facilitate public focus group meetings, draft land use ordinances, and propose recommendations.

Economic Development Plans

- Analyze demographic trends including characteristics of residents, housing conditions, property values, and employment data to propose strategies to create economic development in the municipality.

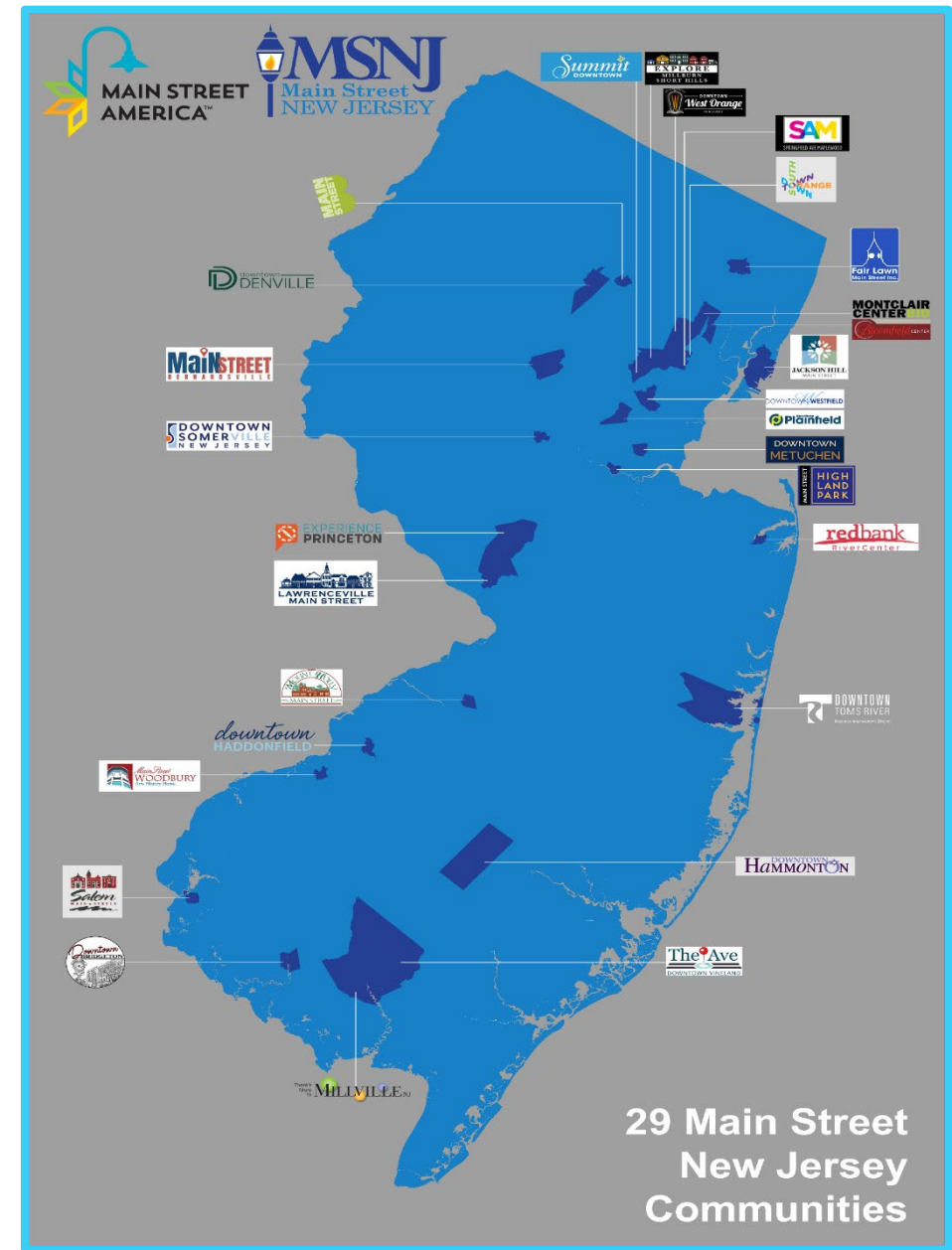
Special Municipal Projects

- Provide assistance to implement special municipal projects.



Main Street New Jersey

- A comprehensive revitalization program that promotes the historic and economic redevelopment of traditional business districts in New Jersey.
- Created in 1989 by N.J.S.A. 52:27D-452 et. seq.
- Part of the Division of Local Planning Services, Department of Community Affairs





ABOUT US:

The New Jersey Housing and Mortgage Finance Agency (NJHMFA) provides funding for affordable home ownership and housing opportunities for New Jersey residents. NJHMFA is the State's housing finance agency.

MISSION:

The New Jersey Housing and Mortgage Finance Agency (NJHMFA) advances the quality of life for residents of and communities throughout New Jersey by investing in, financing, and facilitating access to affordable rental housing and homeownership opportunities for low- and moderate-income families, older adults, and individuals with specialized housing needs.

Presenter:

Jonathan Sternesky, Director of Policy and External Affairs



NJEDA GRANT PROGRAMS



Small Business Lease Grant

Provides **grant funding to offset a portion of lease payments** for small businesses leasing new or additional space in New Jersey.

Launched Oct/21



Small Business E-Commerce Support Program

Provides **free e-commerce and digital marketing consulting services** to NJ small businesses in the restaurant, retail and personal care industries that operate from a commercial location.

Launched Feb/23



Main Street Acquisition Support Grant

Reimburses NJ small businesses **up to \$50,000** for closing costs related to the purchase of a NJ commercial property from which the small business will operate.

Launched Oct/24



Small Business Liquor License Grant

Reimburses eligible NJ small businesses **50%, up to \$100,000**, of the purchase price of a previously inactive Plenary Retail Consumption License, purchased within 12 months prior to application.

Launched Oct/25



Small Business Fund

Provides up to \$500,000 in funding for eligible NJ-based businesses with revenue less than or equal to \$3 million. Funding can be used for working capital, the purchase or refinance of owner-occupied commercial real estate, and equipment.



Direct Loans

Provides up to \$2 million in financing for eligible NJ-based businesses committed to job creation/retention in NJ. Funding can be used for working capital, the purchase or refinance of owner-occupied commercial real estate, and equipment.



Premier Lender Program

Provides up to \$2 million in funding through the partnership with banks. Funding can be used for working capital, the purchase or refinance of owner-occupied commercial real estate, and equipment.



Bond Financing

Eligible New Jersey manufacturing companies can apply for **up to \$10 million**, and New Jersey 501(c)(3) nonprofits and exempt facilities can apply for long-term financing with no cap on the dollar amount.

NJEDA LOAN PROGRAMS

Transit Village Initiative



The purpose of New Jersey's Transit Village Initiative is to incentivize municipalities to implement best practices in transit-oriented development that align with the goals of the State Development and Redevelopment Plan, advance a shared Smart Growth vision, and enhance public transportation ridership, safety, and active mobility for all community members.

Transit Village Coordinator: Jelena Lasko

-  37 Designated Transit Villages
-  30 Million+ Grant Funding
-  10 State Agencies and MPO's
-  Transit-Oriented Development
-  Bicycle and Pedestrian Priority



Speed Sessions: Ground Rules



Time Limits

- **Questions:** Keep yours under 30 seconds.
- **Speakers:** Answers are capped at 3 minutes.



Table Etiquette

- **Share the Air:** Let everyone speak.
- **Focus:** Hands-free listening, no laptops needed.
- **Notes:** Trust your dedicated table note-taker.



Off-Topic Ideas

- **Card It:** Write tangents and additional questions on a table notecard.

Let's Get the Conversation Started



For Communities

1. Where is your town in your transit friendly planning process?
2. What challenges or opportunities are shaping your work?
3. What kind of assistance would be most helpful?
 - Assessment • Planning • Zoning • Parking • Complete Streets • Early Actions
4. Projects or ideas already in the pipeline?

For Agencies & Organizations

1. How can your organization help towns get started?
2. What technical assistance, funding, or guidance is available?
3. What strategies help communities address parking, density, affordability, and public support?
4. When should towns reach out, and who should they contact?

Thank You for Participating

What is your community's next step?

Share feedback, questions
& ideas for future programs.



Scan the QR code

Your input will help shape
future NJTOD and Transit
Friendly Planning resources
and events.

