



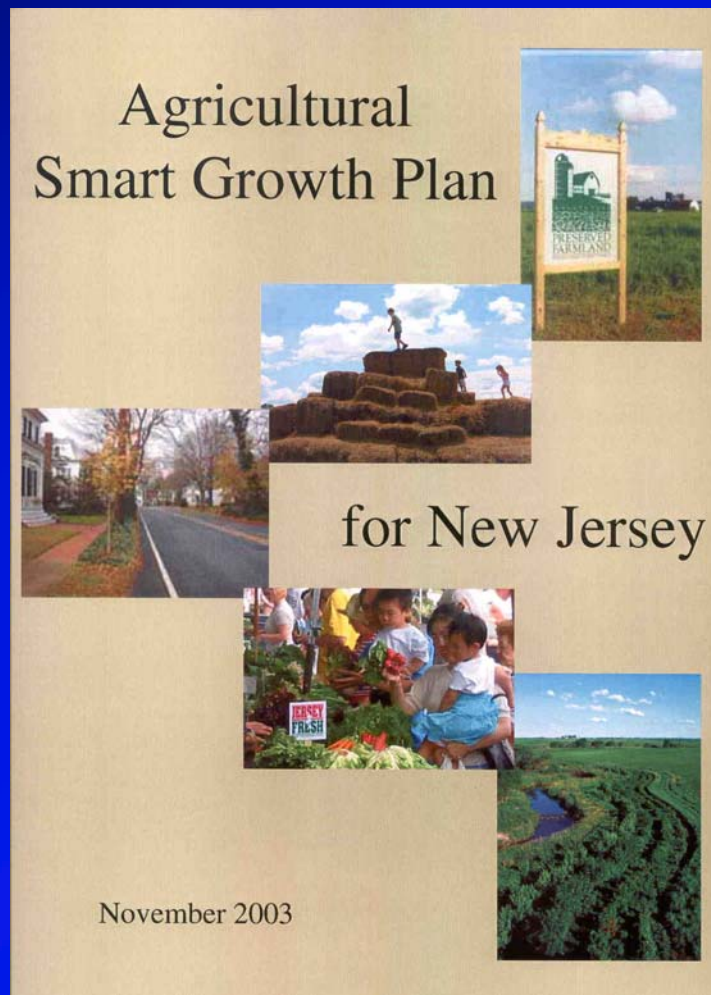
*Beyond Farmland
Preservation:
Municipal Strategies
to Retain Agriculture
in the
Garden State*



March 2, 2007

*New Jersey Farmland Preservation Summit
Cook College Campus Center
Rutgers University, New Brunswick*

Smart Growth Plan for Agriculture



- ❖ Farmland Preservation
- ❖ Agricultural Land Use Planning
- ❖ Economic Development
- ❖ Natural Resource Conservation
- ❖ Agricultural Industry Sustainability
- ❖ Tool Kit

Farmland Preservation

- ❖ Sponsor an Annual Landowners Workshop
- ❖ Assist Landowners with Applications
- ❖ Explore Installment Purchase Options
- ❖ Help Coordinate Landowner Outreach



Municipal Role in Farmland Preservation and Ag Retention



- ❖ Establish an Agricultural Advisory Committee
 - ❖ 3 to 5 Members
 - ❖ Report to the Planning Board
 - ❖ Majority must be Actively Engaged in Farming their own Land



Municipal Role in Farmland Preservation and Ag Retention

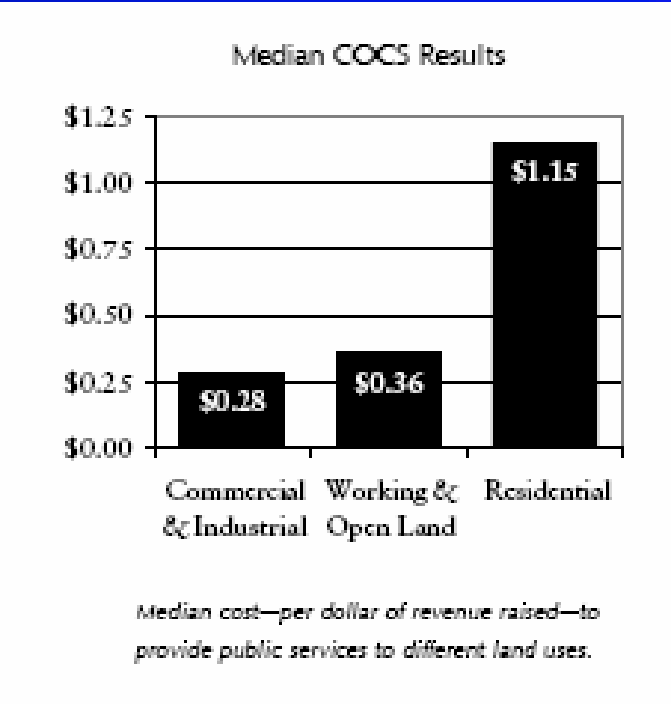
❖ Establish and Maintain a Dedicated Source of Funding for Farmland Preservation to Leverage Funds

- ❖ Dedicated Tax
- ❖ Bonds
- ❖ Annual Appropriations



- ❖ Use Fiscal Impact Analyses to Justify the Investment

Cost of Community Services Studies

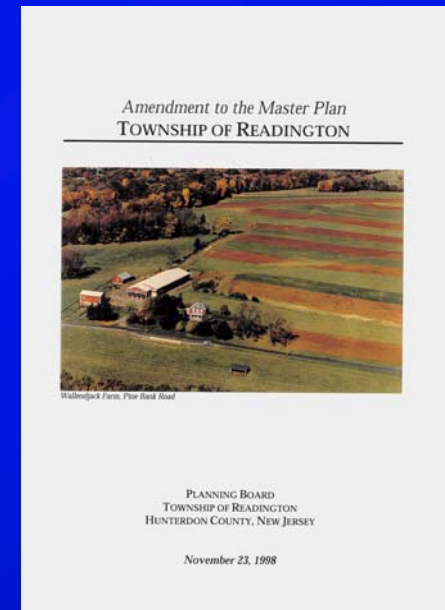


SUMMARY OF COST OF COMMUNITY SERVICES STUDIES, REVENUE-TO-EXPENDITURE RATIOS

Community	Residential including farm houses	Commercial & Industrial	Working & Open Land	Source
New Jersey				
Freehold Township	1 : 1.51	1 : 0.17	1 : 0.33	American Farmland Trust, 1998
Holmdel Township	1 : 1.38	1 : 0.21	1 : 0.66	American Farmland Trust, 1998
Middletown Township	1 : 1.14	1 : 0.34	1 : 0.36	American Farmland Trust, 1998
Upper Freehold Township	1 : 1.18	1 : 0.20	1 : 0.35	American Farmland Trust, 1998
Wall Township	1 : 1.28	1 : 0.30	1 : 0.54	American Farmland Trust, 1998

Municipal Role in Farmland Preservation and Ag Retention

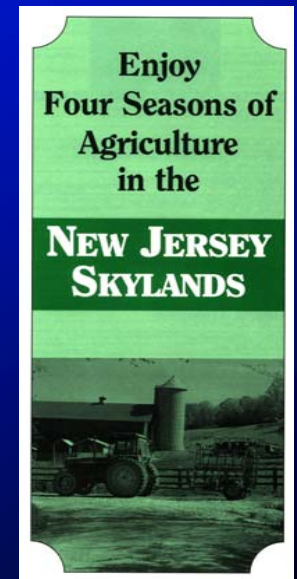
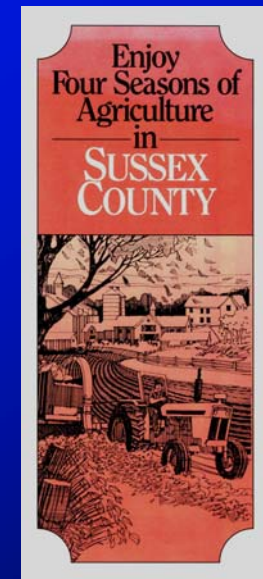
- ❖ Develop a Farmland Preservation Element in Your Municipal Master Plan
 - ❖ Inventory and Map Farms
 - ❖ Review Plans and Ordinances to Determine Level of Support for Agriculture as a Business
 - ❖ Develop Farm Preservation Strategy
 - ❖ Discuss Farming Trends
 - ❖ Develop Agricultural Economic Development Plans



- ❖ Encourage your County Agriculture Development Board

CADB Responsibilities

- ❖ Develop Ag Retention and Development Programs
- ❖ Develop Minimum Program Standards
- ❖ Review, Approve & Coordinate Applications
- ❖ Delineate Agricultural Development Areas
- ❖ Monitor and Enforce Restrictions
- ❖ Make Recommendations on Issues that Threaten Ag Viability and Farmland Preservation Programs
- ❖ Require an Ag Impact Statement on Any Non-Ag Development in an ADA



CADB Responsibilities

- ❖ Develop an Educational and Informational Programs on Farmland Preservation Techniques and Recommended Ag Management Practices
- ❖ Provide Assistance to Farm Operators Concerning State Permit Applications and Regulations
- ❖ Outreach to Landowners
- ❖ Program Promotion
- ❖ Adapt Ag Retention Program to Local Conditions
- ❖ Regional Coordination of Municipal Efforts
- ❖ Resolution and Avoidance of Right to Farm Conflicts



AGRICULTURE STATISTICS
County Population: 884,118
Full-Time Operators: 49
Part-Time Operators: 42
Approximate Number of farms: 91
Total Area Acres in County: 157,419.3
Bergen County Agricultural Land Use Assessment:
1,050 acres or .006% of County Land Area

RUTGERS COOPERATIVE EXTENSION SERVICE
The Bergen County Rutgers Co-operative Extension Service (BCRCES), headed by County Extension Agent Joel Flagler, helps residents on issues and needs relating to agriculture and the environment; food safety and quality; and youth development through their 4-H programs.

Through meetings, workshops, conferences and publications, BCRCES reaches residents through combined efforts of professionals and volunteers.

A wide array of services are provided such as the volunteer-trained Master Gardeners Program and agriculture and consumer services, including soil testing, identification of insects and leaf diseases, and publications on a variety of topics. They can be reached at 201-336-6780 and www.cce.rutgers.edu/county/bergen.

BERGEN FRESH PRODUCTS
Bergen Fresh products can be found in community farmers' markets, roadside markets, supermarkets, garden centers and nurseries. Also visit the Jersey Fresh website, www.state.nj.us/jerseyfresh.



COUNTY OF BERGEN
One Bergen County Plaza
Hackensack, NJ 07601-7076

DENNIS McNERNEY
County Executive

AND THE BOARD OF CHOSEN FREEHOLDERS

Department of
Planning & Economic Development



BERGEN COUNTY AGRICULTURE DEVELOPMENT BOARD

Robert A. Abbatomarco
Executive Director

Phone: 201-336-6442
www.co.bergen.nj.us/planning



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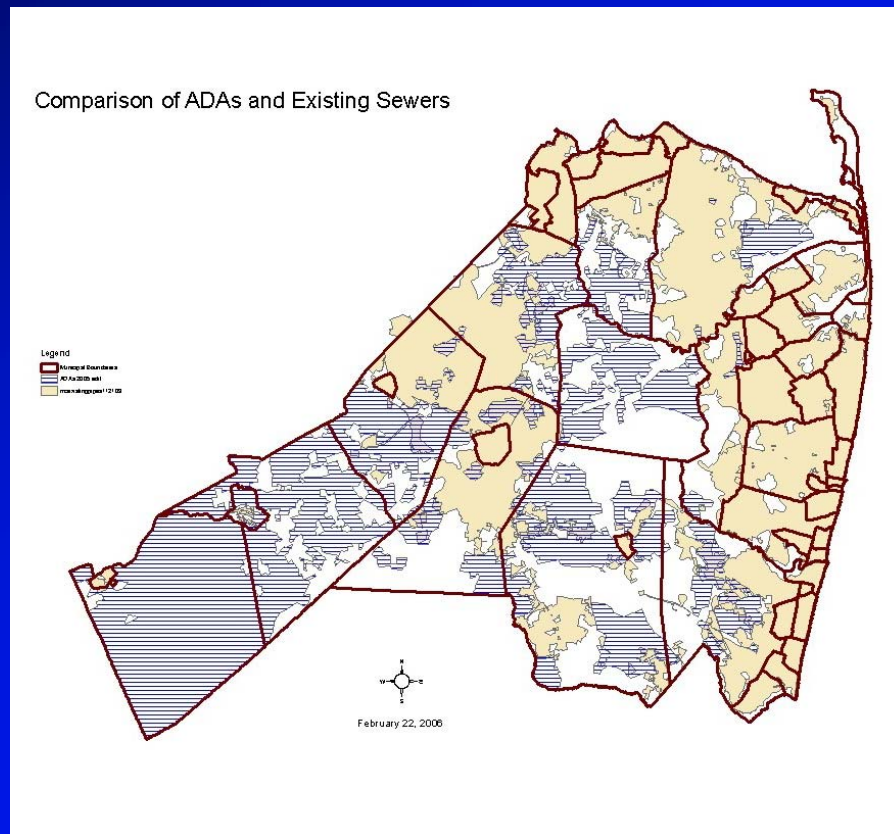


BERGEN FRESH
Right in your Backyard



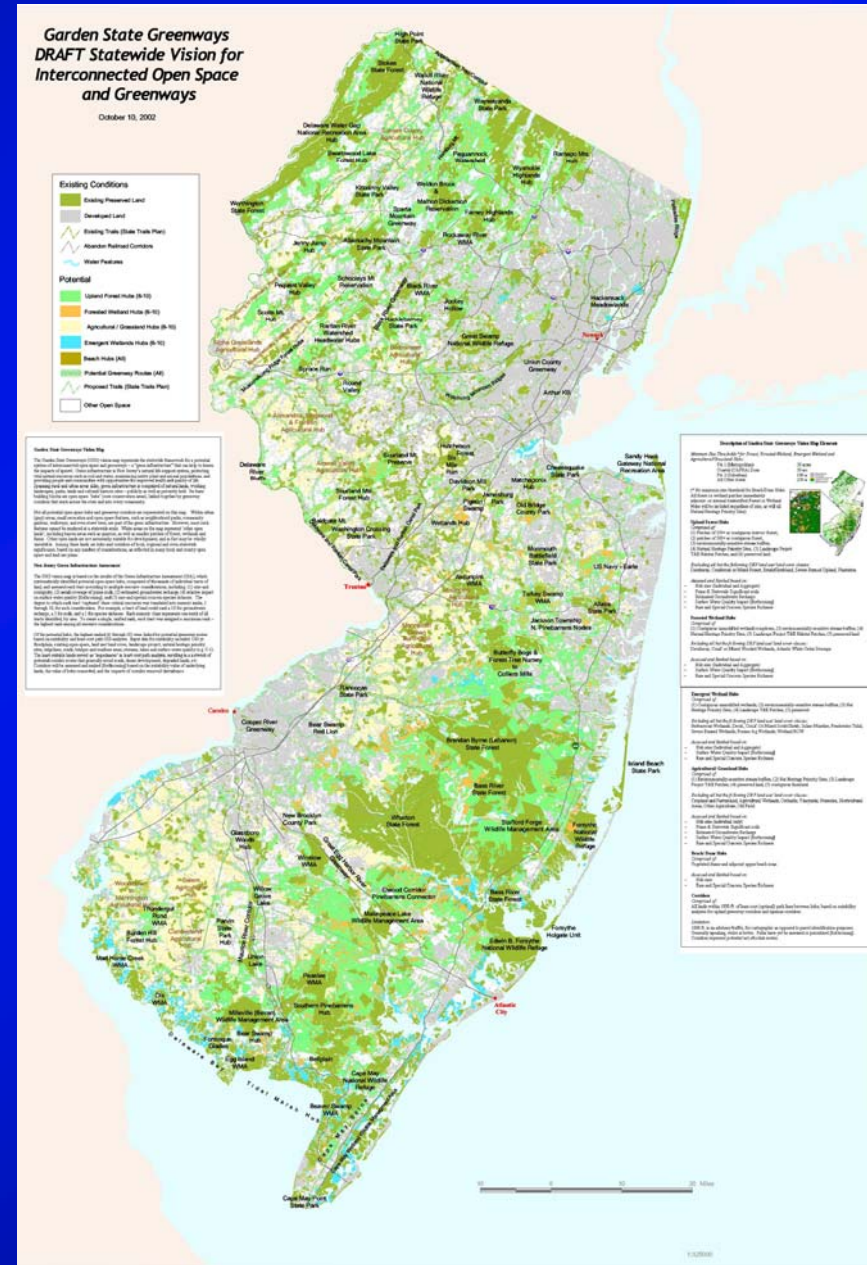
DENNIS McNERNEY,
Bergen County Executive and
Local Farmer Jim Abma

Agricultural Development Areas (ADAs)



- ❖ Concept of Strategic Targeting Crucial Since the Farmland Preservation Program's Inception
- ❖ Agriculture Retention and Development Act of 1983 Authorized CADBs to Identify ADAs
- ❖ 18 of NJ's 21 Counties have Designated and/or Voluntary ADAs

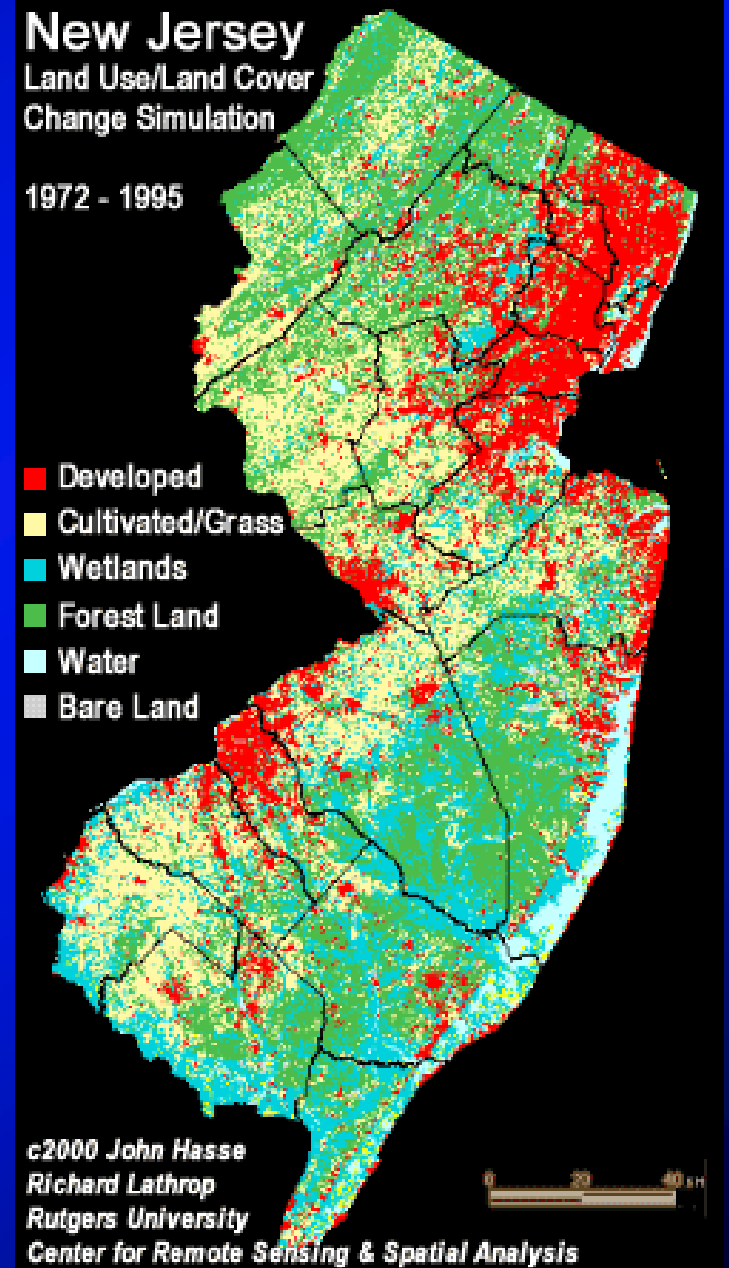
❖ Consider Partnerships with Environmental, Historic, Recreational and Scenic Organizations



Agricultural Land Use Planning

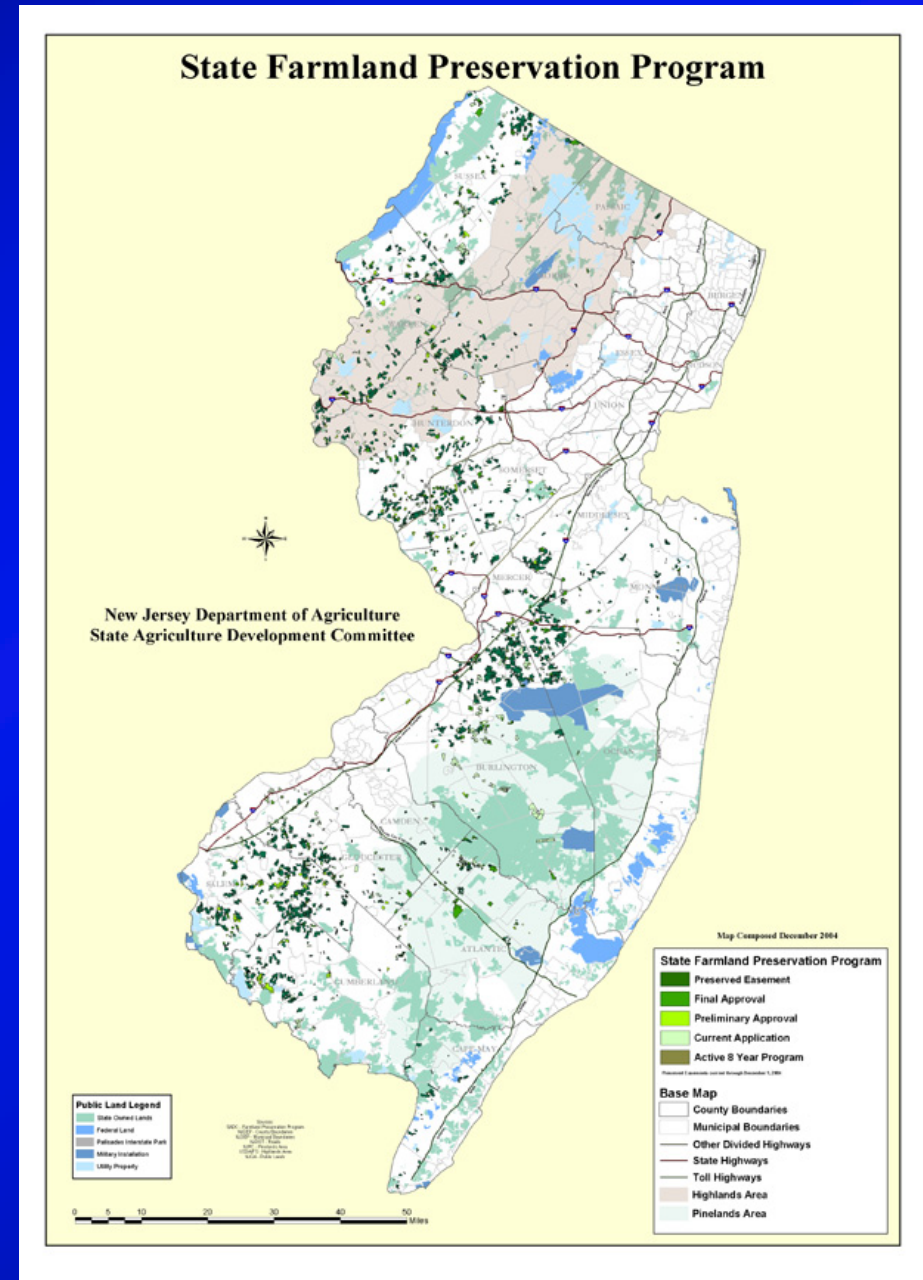
- ❖ Periodically Review Your Development Regulations
- ❖ Pursue Plan Endorsement and Other Opportunities to Coordinate Land Use Plans
- ❖ Review and Comment on Site Plans and Subdivisions
- ❖ Pursue Alternative Wastewater Treatment Systems
- ❖ Consider the Spectrum of Planning Options

The Planning Toolbox: Options for Agricultural Preservation



1. Purchase of Development Rights

- ❖ Voluntary Sale by Landowners
- ❖ Effective Equity Compensation
- ❖ Precludes Non-Agricultural Development
- ❖ Perpetual Deed of Easement
- ❖ Agricultural Development Areas Establish Geographic Focus
- ❖ 1,502 Farms / 153,678 Acres in 159 Municipalities Preserved to Date
- ❖ Uses Established SADC, CADB, Municipal PIG and Non-Profit Programs





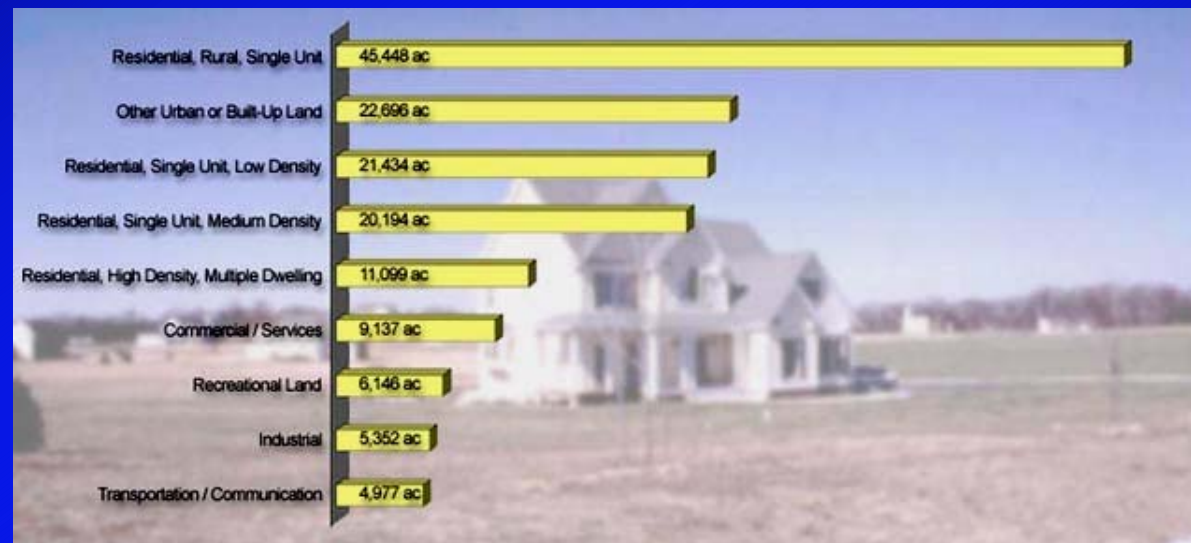
2. Large Lot Zoning / Downzoning

- ❖ Municipality Increases Minimum Lot Size
- ❖ Reduces Development Density, Usually Residential
- ❖ Sometimes Referred to as “Planned Sprawl”



Large Lot Zoning Not the Answer

Rutgers Land Use Study
Acres Developed 1986 – 1995
NJDEP Land Use / Land Cover Data



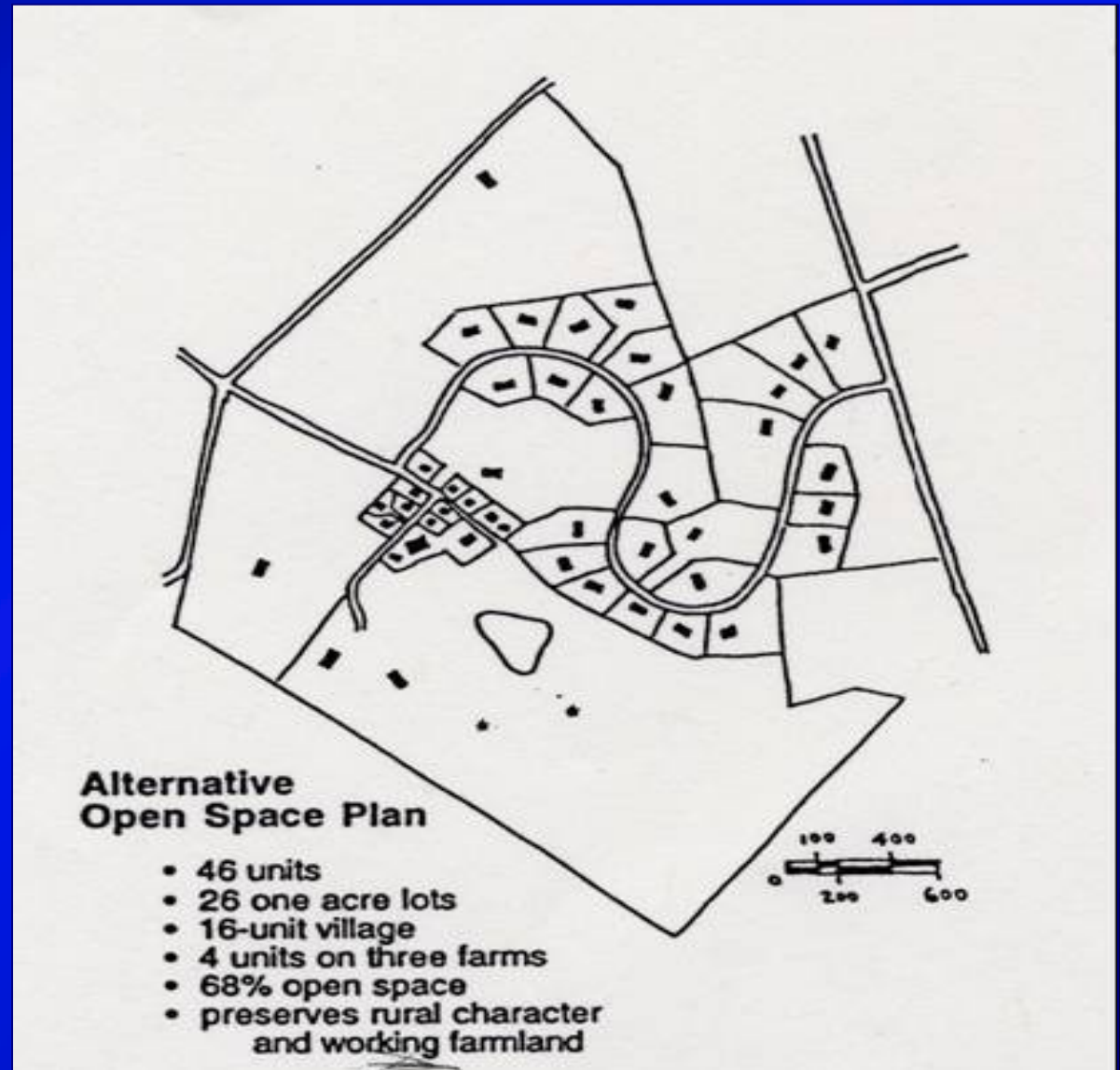
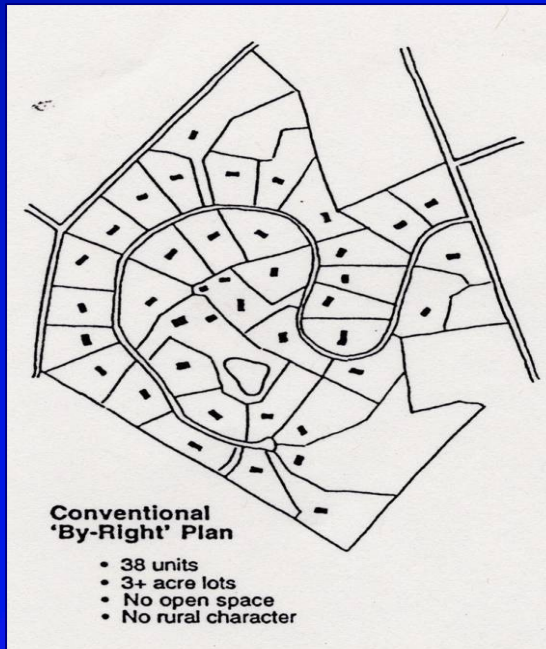
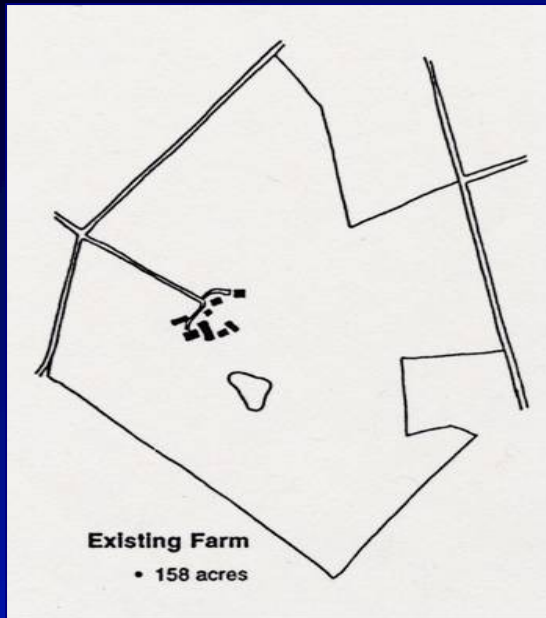


3. Cluster Zoning

- ❖ Concentrates Development on a Portion of a Property
- ❖ Preserves Remainder of Property
- ❖ Can be Used for Agricultural, Environmental and/or Recreational Purposes
- ❖ Can be Implemented on a Voluntary or Mandatory Basis
- ❖ Can Include Lot Size Averaging and Open Lands Ratios



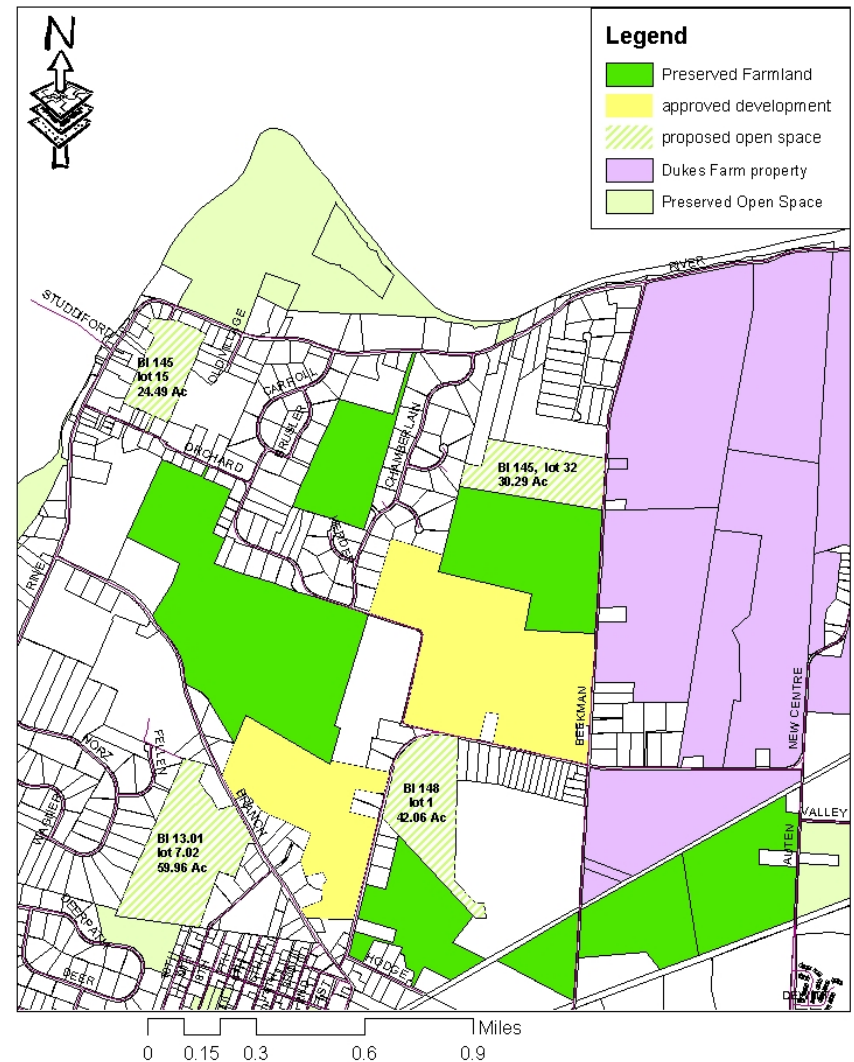
Conventional vs. Cluster Development



4. Non-Contiguous Clustering

- ❖ Incorporated into Municipal Land Use Law in 1996
- ❖ One “Planned Development” Option
- ❖ Requires Coordination of Municipality, Landowners and Developer
- ❖ Sending Area Parcel(s) Permanently Preserved
- ❖ Receiving Area Parcel Developed At Higher than Normally Permitted Density
- ❖ Parcels may be Miles Apart
- ❖ Can Contribute to Center-Based Development
- ❖ May Require Density or Infrastructure Incentives

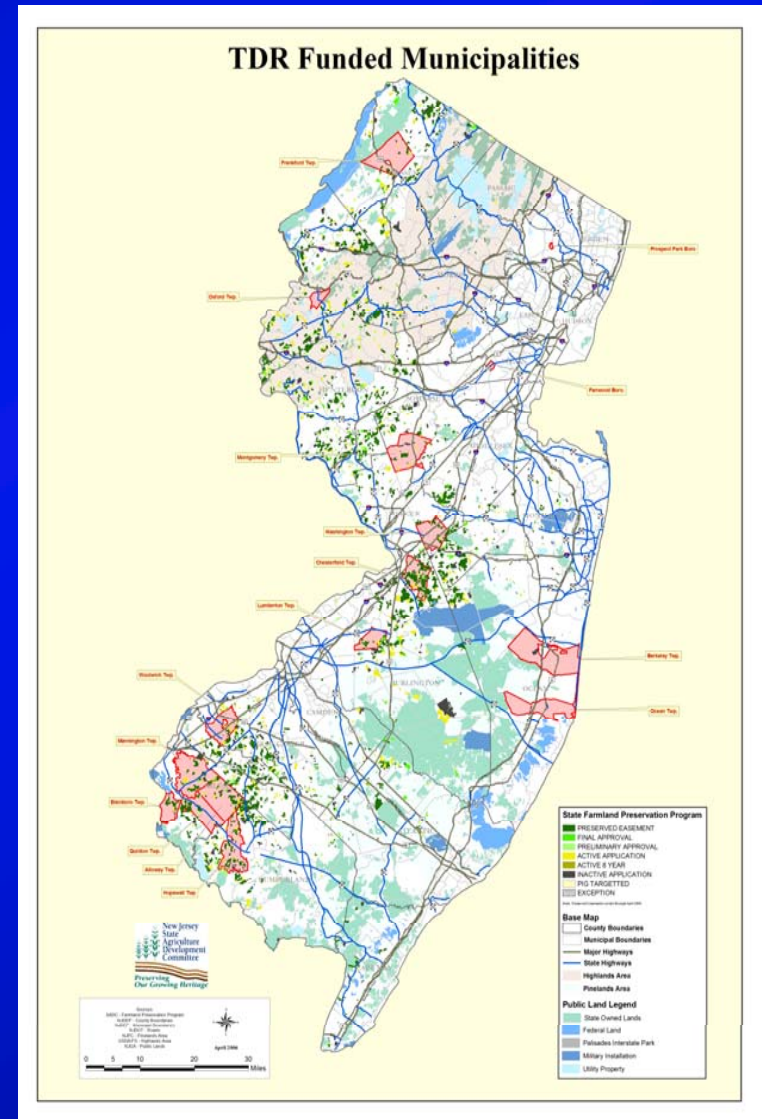
Flagtown South Branch Land Use Preservation
August 2005



Hillsborough Township, Somerset County

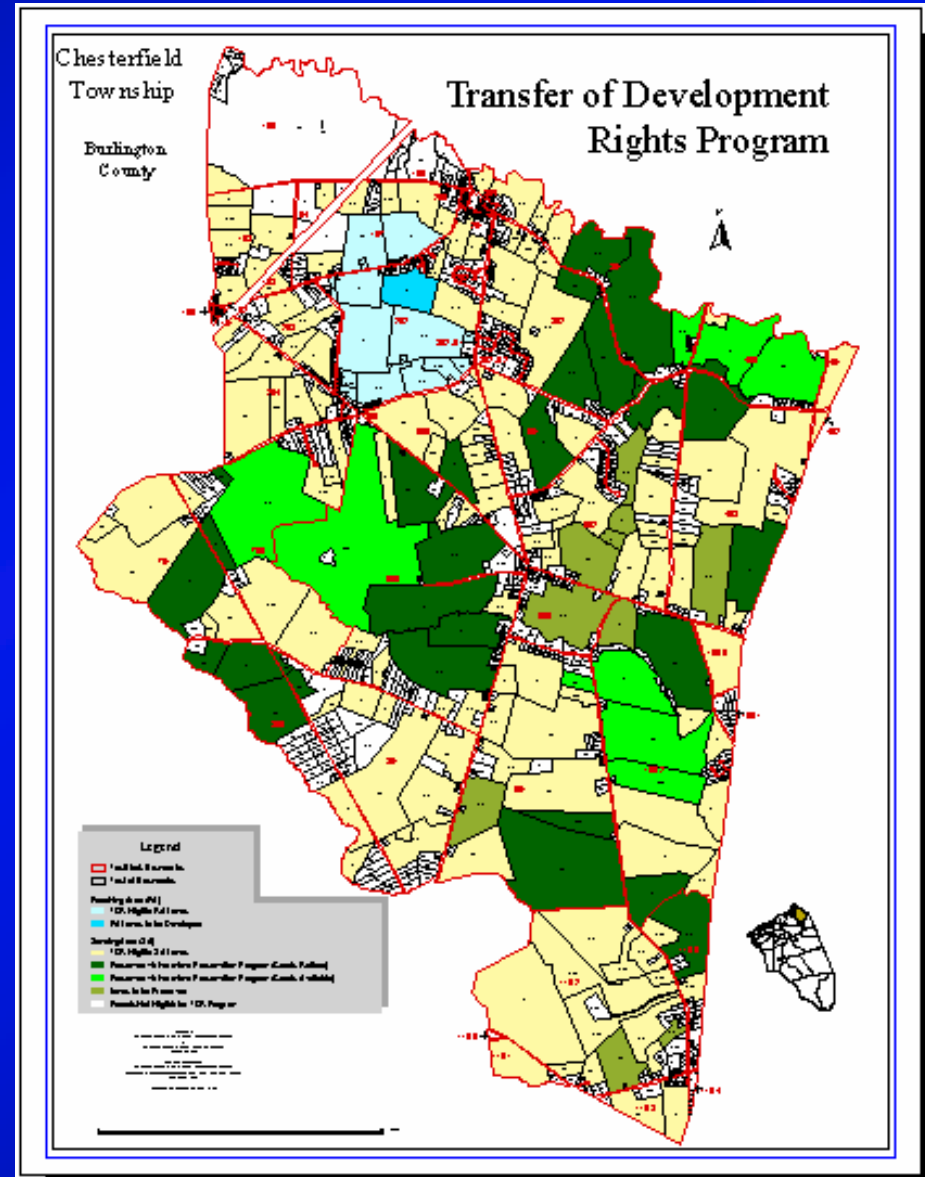
5. Transfer of Development Rights

- ❖ A Municipal Planning and Preservation Tool / Realty Transfer Mechanism
- ❖ Used to Permanently Protect Agricultural, Historic and/or Environmental Resources while Accommodating Development in Well-Planned Receiving Areas
- ❖ Allows Landowners in Designated Sending Areas to Separate the Development Rights of Their Property from the Property Itself for Sale and Use in Receiving Areas
- ❖ Enables Developers who Purchase Development Credits to Build in Areas Deemed Appropriate for Growth at Densities Higher than Otherwise Permitted
- ❖ Protects Landowner Equity
- ❖ Can Provide Benefits to Landowners, Developers and Municipalities
- ❖ Relies on Private Transactions Between Landowners and Developers but Can Involve TDR Banks or Private Investors

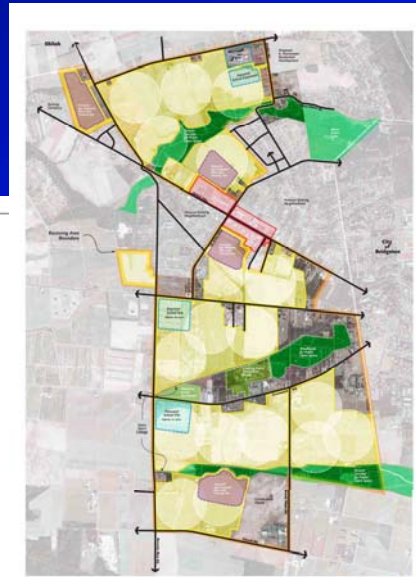
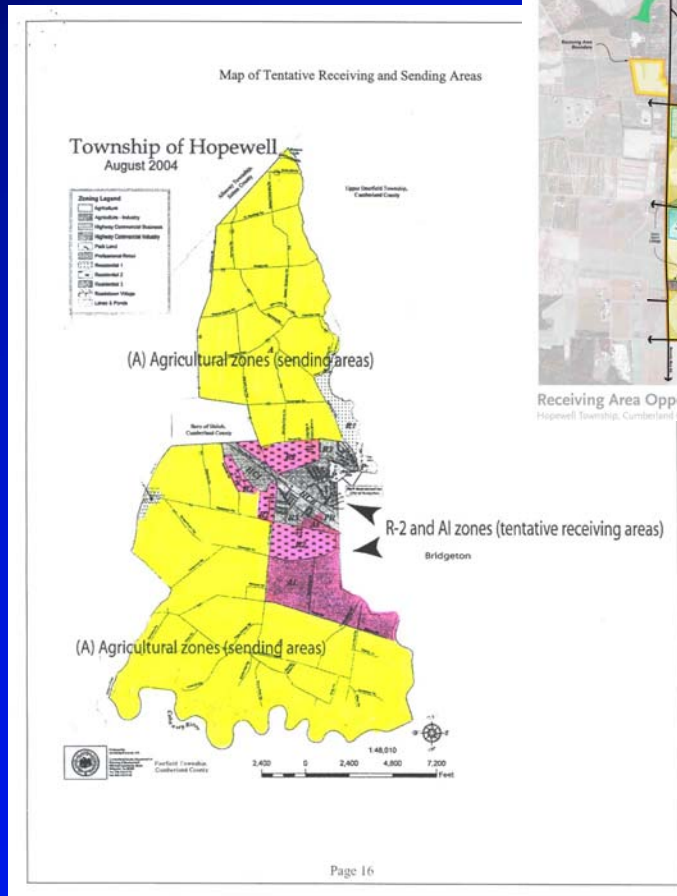


❖ Develop Growth Management Strategies that Steer Development Away from Farms without Compromising Landowner Equity

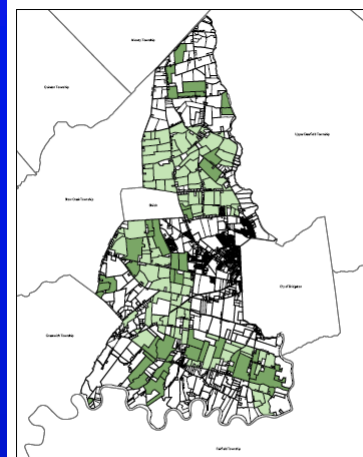
Transfer of Development Rights



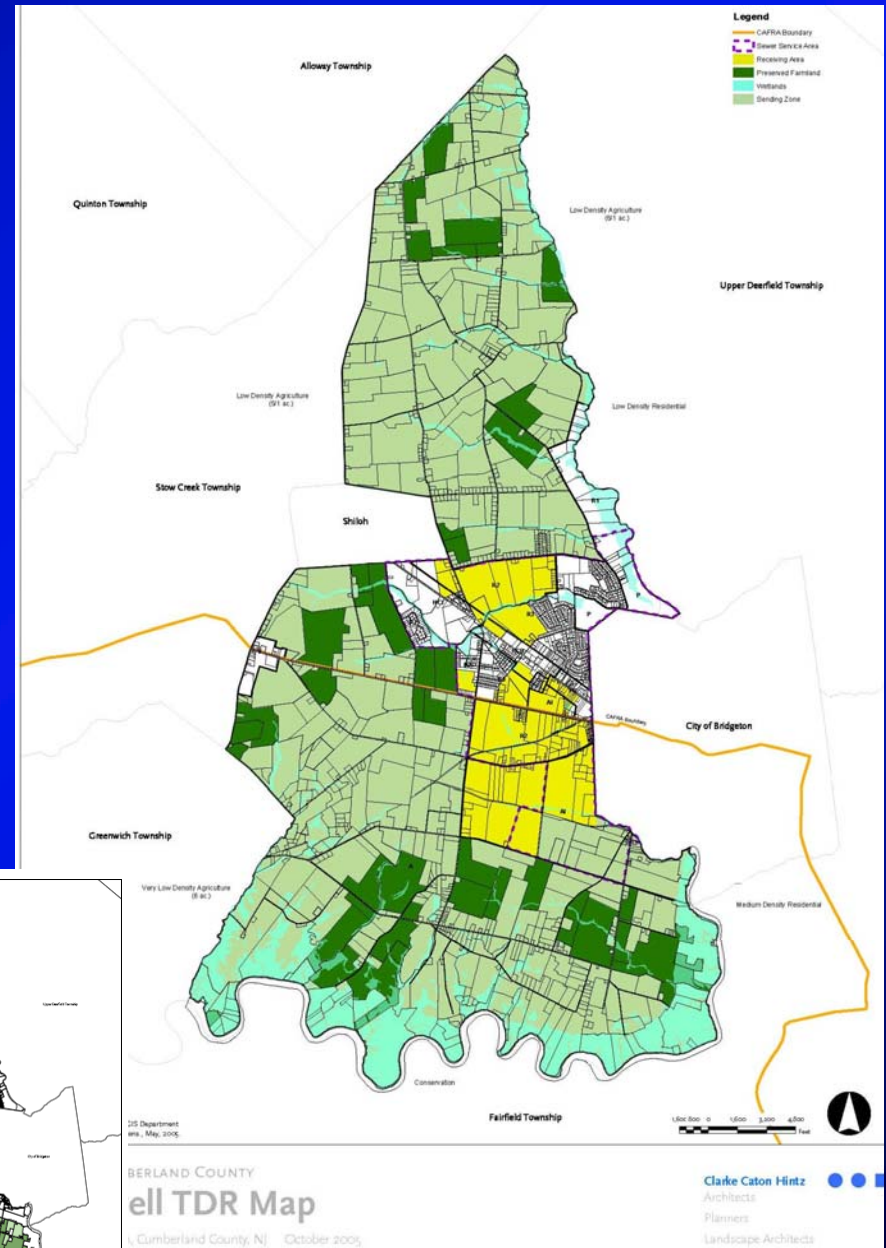
Hopewell Township, Cumberland County



Receiving Area Opportunities
Hopewell Township, Cumberland County NJ



Client: Pig Target Area
Hopewell Township, Cumberland County NJ



Conservation Zoning / Subdivision

Growing Greener Conservation by Design



Communities across Pennsylvania are realizing that they can conserve their special open spaces, greenways and natural resources at the same time they achieve their development objectives. How? Conservation through local zoning and subdivision ordinances, an approach we're calling Growing Greener: Conservation by Design. If you want your community to take control of its destiny and ensure that new development creates more livable communities in the process, the Growing Greener: Conservation by Design approach might be right for you.



Source: Natural Lands Trust



Figure 6 YIELD PLAN

The kind of subdivision most frequently created in Pennsylvania is the type which blankets the development parcel with house lots, and which pays little if any attention to designing around the special features of the property. In this example, the house placement avoids the primary conservation areas, but disregards the secondary conservation features. However, such a sketch can provide a useful estimate of a site's capacity to accommodate new houses at the base density allowed under zoning—and is therefore known as a "Yield Plan."



Figure 7 OPTION 1

Density-neutral with Pre-existing Zoning
18 Lots
Lot Size Range: 20,000 to 40,000 sq. ft.
50% undivided open space



Figure 8 OPTION 2

Enhanced Conservation and Density
24 Lots
Lot Size Range: 12,000 to 24,000 sq. ft.
60% undivided open space

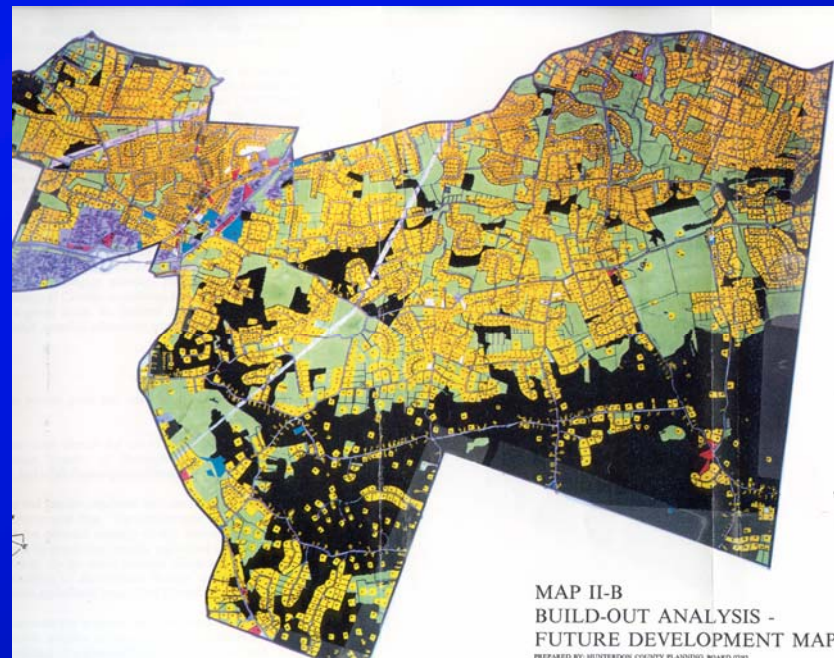
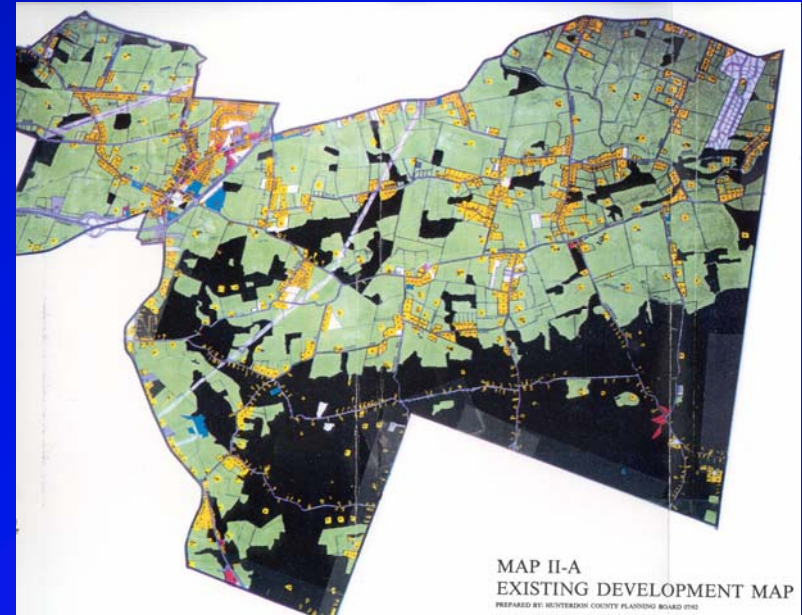


Figure 9 OPTION 3

50% Density Reduction
9 Lots
Typical Lot Size: 160,000 sq. ft. (4 acres)
Erase Lots

Use Existing Planning Tools

- ❖ Build Out Analysis
- ❖ Capacity Analysis
- ❖ Ag-Friendly Ordinances

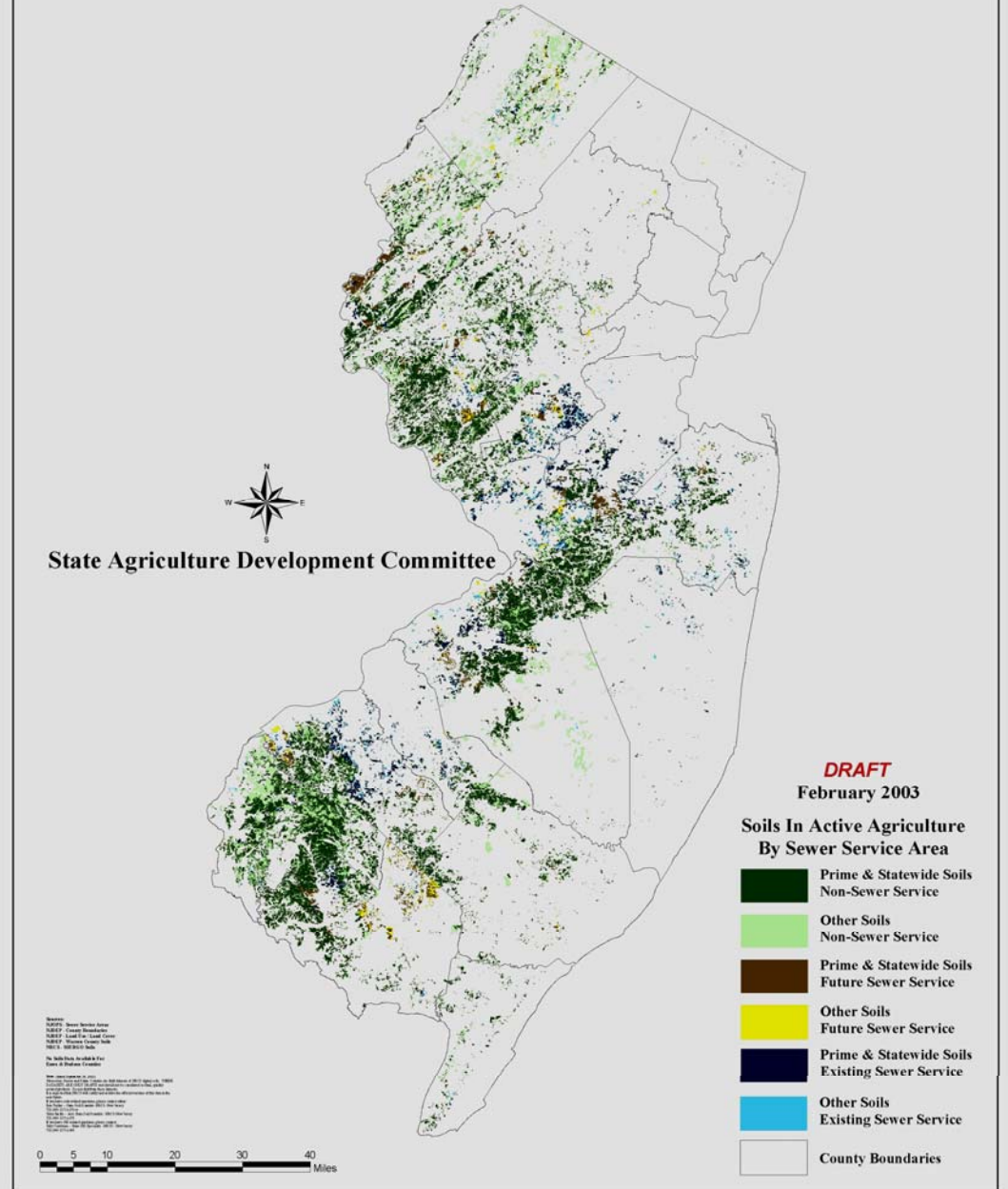


SADC / CADB Strategic Targeting Project

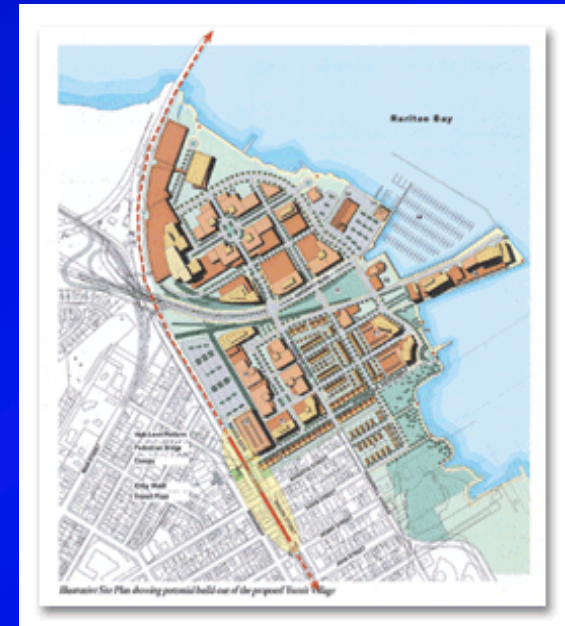
Soils In Active Agriculture By Sewer Service Area



Farmland Preservation Priorities



❖ Investigate Transit Village Opportunities



Overview

The New Jersey Department of Transportation (NJDOT) and NJ TRANSIT spearhead a multi-agency Smart Growth partnership known as the Transit Village Initiative. The Transit Village Initiative helps to redevelop and revitalize communities around transit facilities to make them an appealing choice for people to live, work and play, thereby reducing reliance on the automobile.

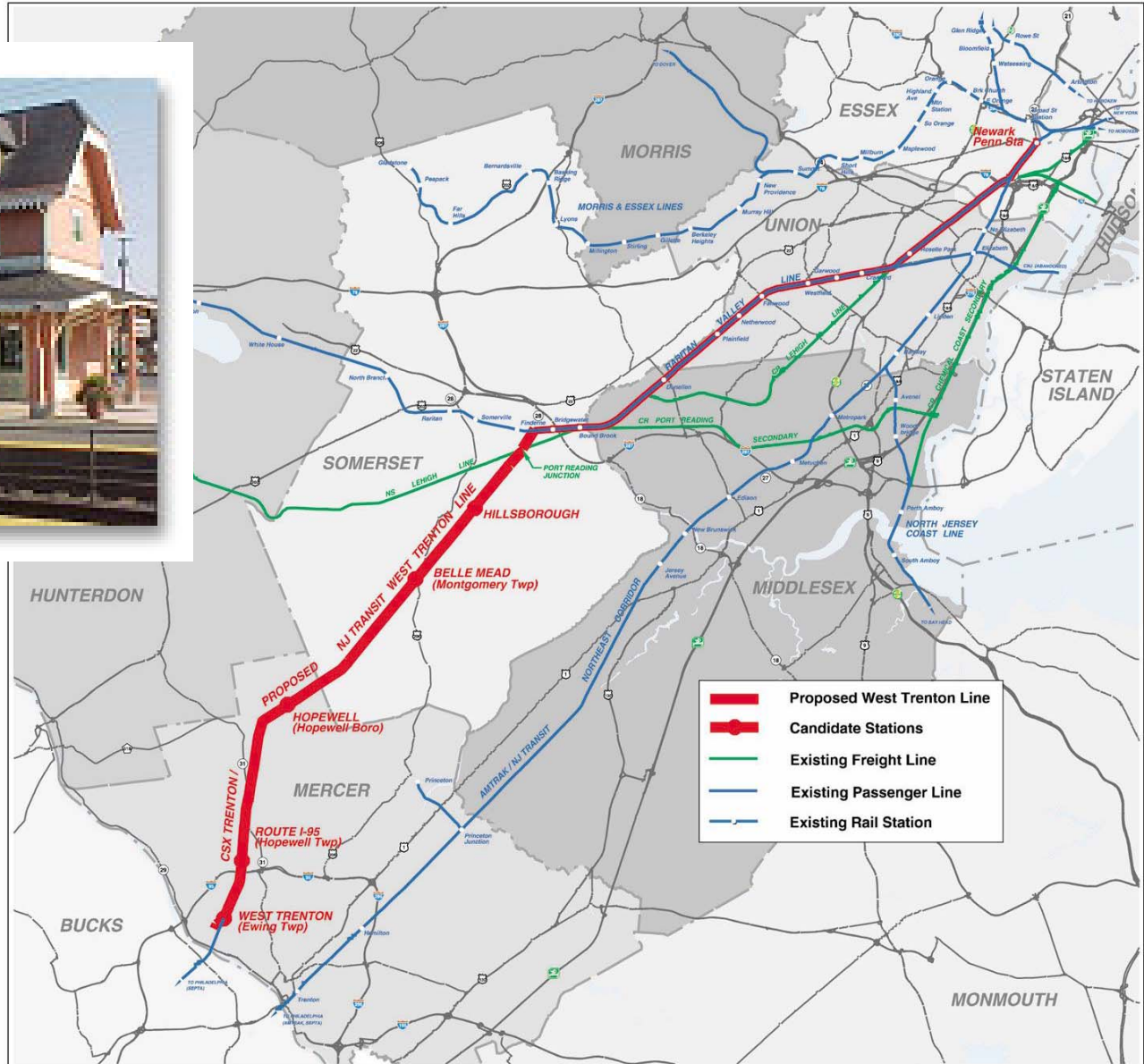
The Transit Village Initiative is an excellent model for Smart Growth because it encourages growth in New Jersey where infrastructure and public transit already exist.

Aside from Smart Growth community revitalization, two other goals of the Transit Village Initiative are to reduce traffic congestion and improve air quality by increasing transit riders.

Studies have shown that an increase in residential housing options within walking distance of a transit facility, typically a one quarter to one half mile radius, does more to increase transit ridership than any other type of development. Therefore, it is a goal of the Transit Village Initiative to bring more housing, more businesses and more people into communities with transit facilities.

How many designated Transit Villages are there?

There are currently 17 designated Transit Villages. They are Pleasantville (1999), Morristown (1999), Rutherford (1999), South Amboy (1999), South Orange (1999), Riverside (2001), Rahway (2002), Metuchen (2003), Belmar (2003), Bloomfield (2003), Bound Brook (2003), Collingswood (2003), Cranford (2003) Matawan (2003), New Brunswick (2005), Journal Square/Jersey City (2005) and Netcong (2005).

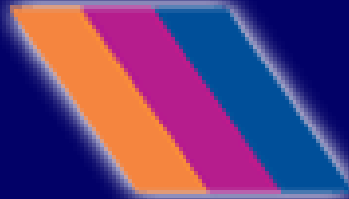


- Proposed West Trenton Line
- Candidate Stations
- Existing Freight Line
- Existing Passenger Line
- Existing Rail Station

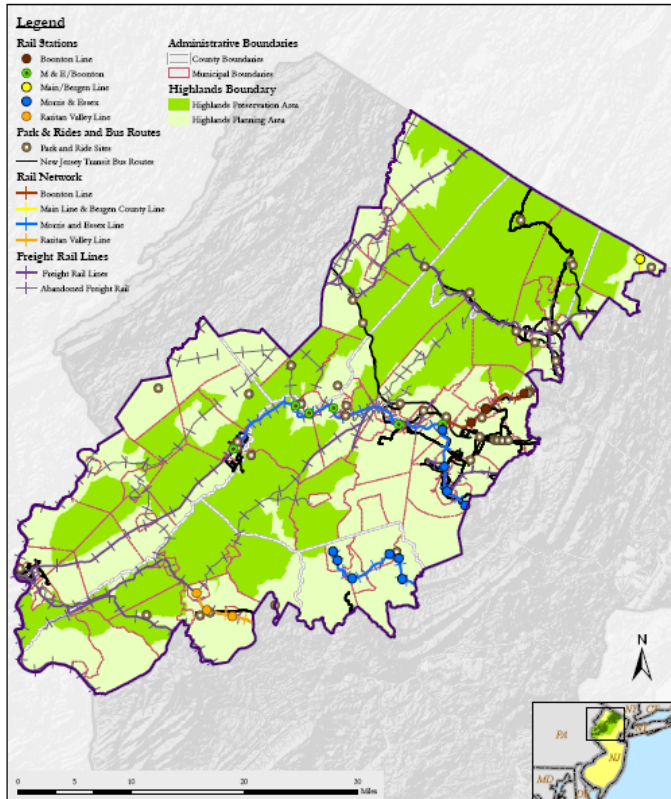


NTRANSIT

The Way To Go.



Transit Network

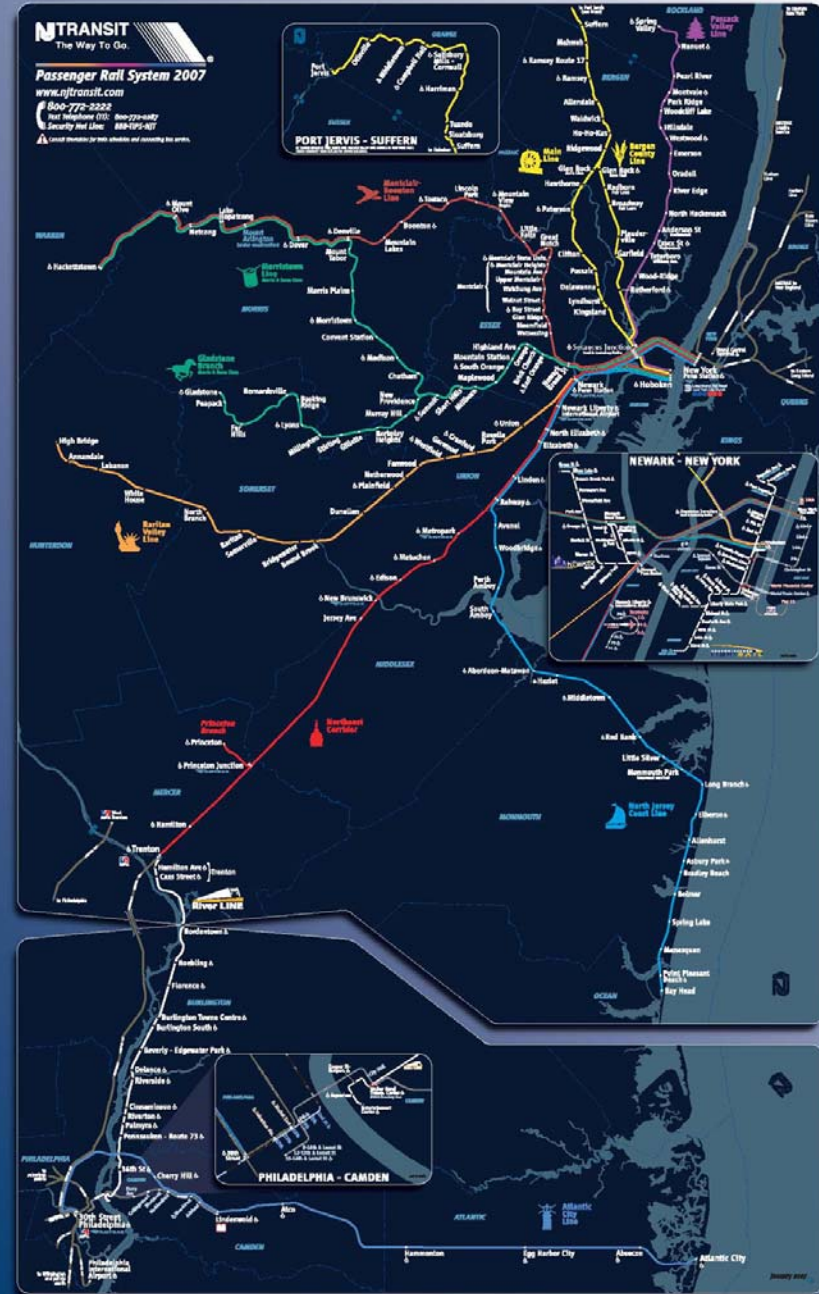


The Highlands Council makes no representation of any kind, including, but not limited to, the accuracy of availability or dates for a particular use, nor are any such warranties to be implied with respect to the information contained on this map. The State of New Jersey shall not be liable for any actions taken or omissions made from reliance on any information contained herein from whatever source nor shall the State be liable for any other consequences from any such reliance.

Draft Regional Master Plan, November 2006

Highlands Council
New Jersey

Sources:
New Jersey Highlands Council, 2006
New Jersey Department of Transportation, 2004
New Jersey Transit, 2006



Agricultural Economic Development

- ❖ Periodically Survey Farmers and Ag-Related Businesses
- ❖ Make Full Use of Expanded Jersey Fresh Promotional Efforts
- ❖ Help Farmers Pursue Value Added Products
- ❖ Incorporate NJDA Economic Strategies
- ❖ Assist in Retention, Expansion and Recruitment of Ag-Related Businesses

JERSEY FRESHTM
FROM THE GARDEN STATE



- ❖ Nationally Recognized Promotional Campaign Spotlights NJ's Produce to Consumers on East Coast of US and Canada

Economic Development

- ❖ Develop New Growth Opportunities for a Changing Market Place.
 - Broaden the Jersey Fresh promotion effort to include organic, horticulture, aquaculture & other NJ products.



Implement Key Economic Development Strategies



❖ Horticulture

❖ Produce

❖ Dairy

❖ Aquaculture

❖ Field Crops

❖ Organic Farming

❖ Equine

❖ Wine Production

Horticulture

- ❖ Leading NJ Commodity Group
 - ❖ Nursery
 - ❖ Greenhouse
 - ❖ Sod
 - ❖ \$297 million Annually



Equine



- ❖ NJ Very Progressive
- ❖ Over 49,000 Horses
 - More Than Kentucky
- ❖ Over \$600 million Annually to State Economy

- ❖ Training
- ❖ Boarding
- ❖ Breeding
- ❖ Professional
- ❖ Pleasure
- ❖ Standard Bred and Thoroughbred Racing



Produce

- ❖ Garden State Farmers Grow Over 150 Varieties of Fruits and Vegetables
- ❖ NJ among Top 10 Producing States of 15 Different Commodities
- ❖ \$275 million Sector of NJ Ag Economy



Wine Production



- ❖ 200 Year Old Tradition in NJ
- ❖ 1,000,000 Gallons per Year
 - #5 in US
- ❖ 26 Wineries in 10 Counties
- ❖ Increased Sales Opportunities
 - Festivals and Events

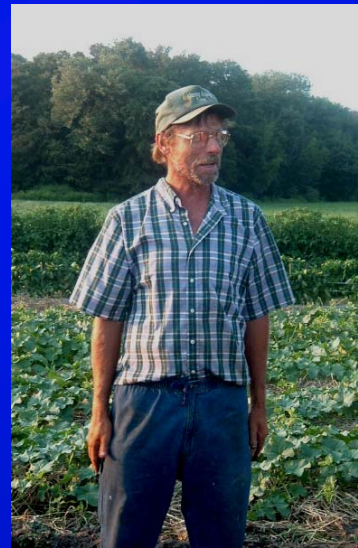
Field Crops

- ❖ 320,000 Acres in NJ
- ❖ Economic Value
\$86 million
- ❖ High Land Values
and Taxes
- ❖ Economic Assistance
 - New Crop Varieties
 - Edible Soybeans
 - Ethanol Plant
 - Organic Field Crops



Organic Farming

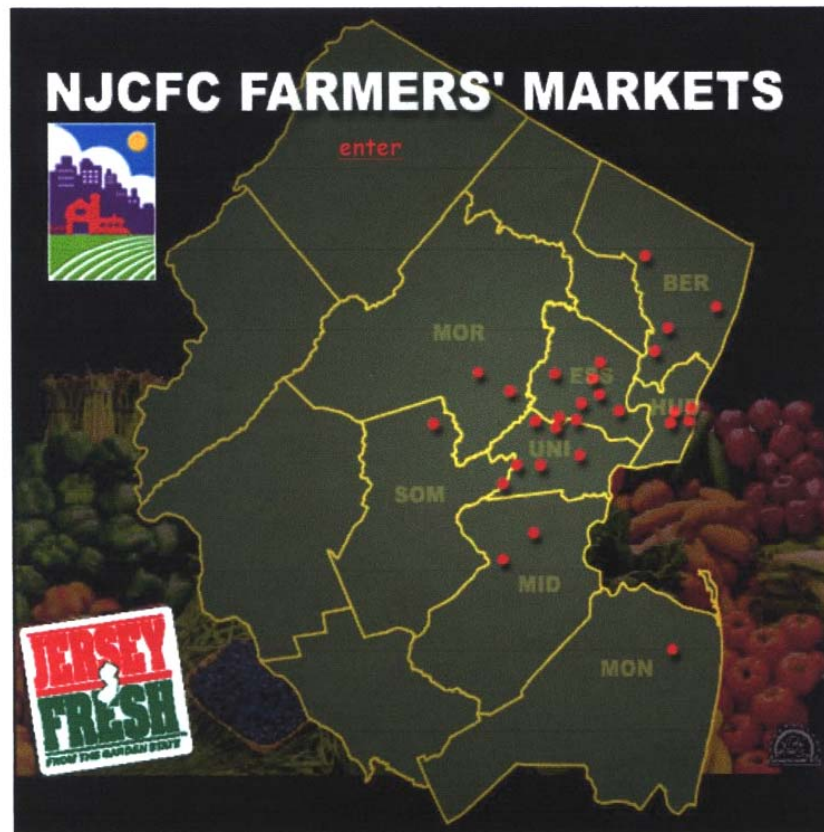
- ❖ Organic Certification Program
 - ❖ Fastest Growing and Profitable Segment of Agriculture in US
- ❖ Certified Growers
 - ❖ 54 Growers
 - ❖ 2,500 Acres



Community Farmers Markets



- ❖ Over 70 Markets in 65 Communities
- ❖ Integral to Historic Urban – Farm Linkage
- ❖ Consumers Increasingly Interested in Purchasing Fresh Produce Directly from Farmers
- ❖ Significant Customer Attraction for many Downtown Business Districts



2003-2004
Member Markets

- Bernardsville
- Bound Brook
- East Orange
- Elizabeth
- Englewood
- Hasbrouck Heights
- Highland Park
- Hoboken
- Jersey City (3)
- Harvest Square
- Journal Square
- Pavonia/Newport
- Madison
- Maplewood
- Metuchen
- Millburn
- Montgomery Twp
- Morristown
- Newcong
- North Plainfield
- Red Bank
- Ridgewood
- Roselle Park
- Scotch Plains
- South Orange
- Summit
- West Orange
- Westfield



Starting a Farmers' Market

- ❖ Goal: Establish a Place from which Farmers can Sell Fresh Produce Directly to Consumers
- ❖ Criteria for Success
 - ✓ Community Desires a Market
 - ✓ Cooperative Farmers
 - ✓ Visible, Accessible Location
 - ✓ Existing Customer Base
 - ✓ Effective Publicity



Work Cooperatively at all levels to Facilitate and Promote Infrastructure & Market Opportunities for the Agricultural Industry

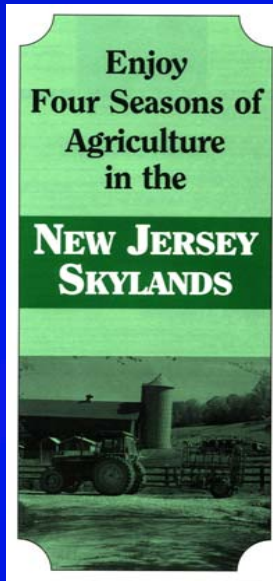
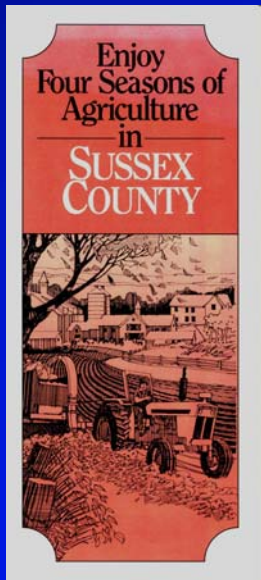


- ❖ Ethanol Plant
- ❖ F.I.R.E. Center
- ❖ NJ Dept. of Corrections
Food Processing
- ❖ Soy Bean Biofuel
- ❖ Jersey Fresh Milk
- ❖ Ready-Pac Fresh
Greens Processing

Economic Development



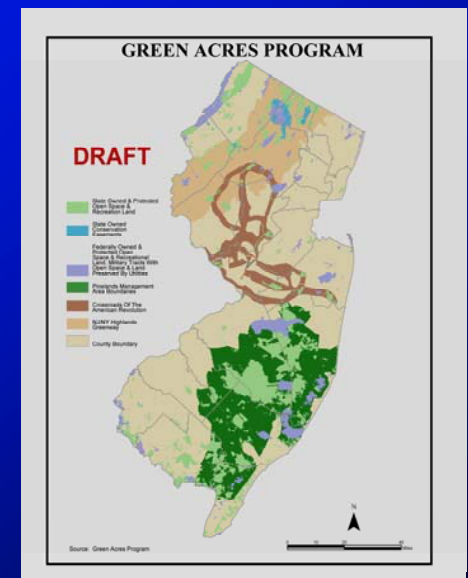
Municipalities & Counties with Agricultural Resources should incorporate agriculture into their Economic Development Plans.



- Create Economic Development Incentives for Agricultural businesses to support the expansion of food and farm-related businesses.
- Ag Representation in Local and Regional Business Organizations.

Natural Resource Conservation

- ❖ Encourage Development and Implementation of Conservation Plans
- ❖ Help with Education and Outreach
- ❖ Don't Stop with Soil and Water Conservation
- ❖ Coordinate Open Space and Farmland Preservation Planning
- ❖ Encourage On-Going Dialogue between Ag Advisory Committee and Environmental Commission



Natural Resource Conservation

- ❖ Implement Farm Conservation Plans Addressing Soil, Water and Other Natural Resource Concerns
- ❖ Ensure Ag Water Needs on Long Term & Sustainable Basis



❖ Promote Recycling,
Energy Conservation
and Renewable
Energy Systems
on Farms



Agricultural Industry Sustainability

- ❖ Update or Adopt a Right-to-Farm Ordinance with Notice for New Residents
- ❖ Use the Ag Mediation Program as an Alternative to Right-to-Farm Hearings
- ❖ Consider Adoption of a “Country Code” Policy
- ❖ Help Implement Wildlife Control Strategies
- ❖ Help Establish Agricultural Routes for Farm Equipment
- ❖ Address Affordable and Farm Labor Housing Needs
- ❖ Recognize that Ag Industry must Change Over Time to Remain Viable

❖ Promote Agri-Tourism



❖ Sponsor Periodic Forums to Educate about Agriculture as an Industry



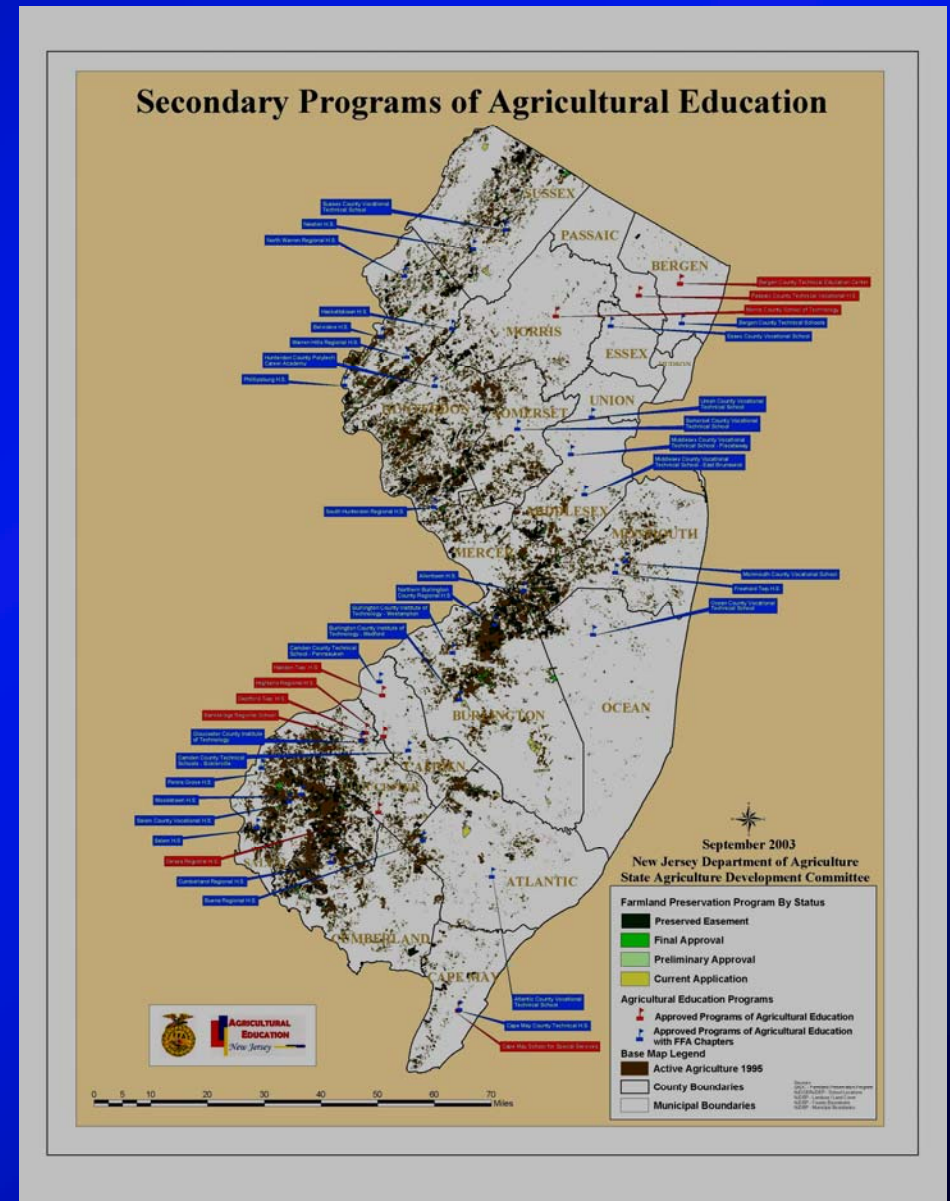
Ag Industry Sustainability

- ❖ Equip the Next Generation to Lead & Manage the Industry
- ❖ Create Supportive Environment at ALL Levels of Government

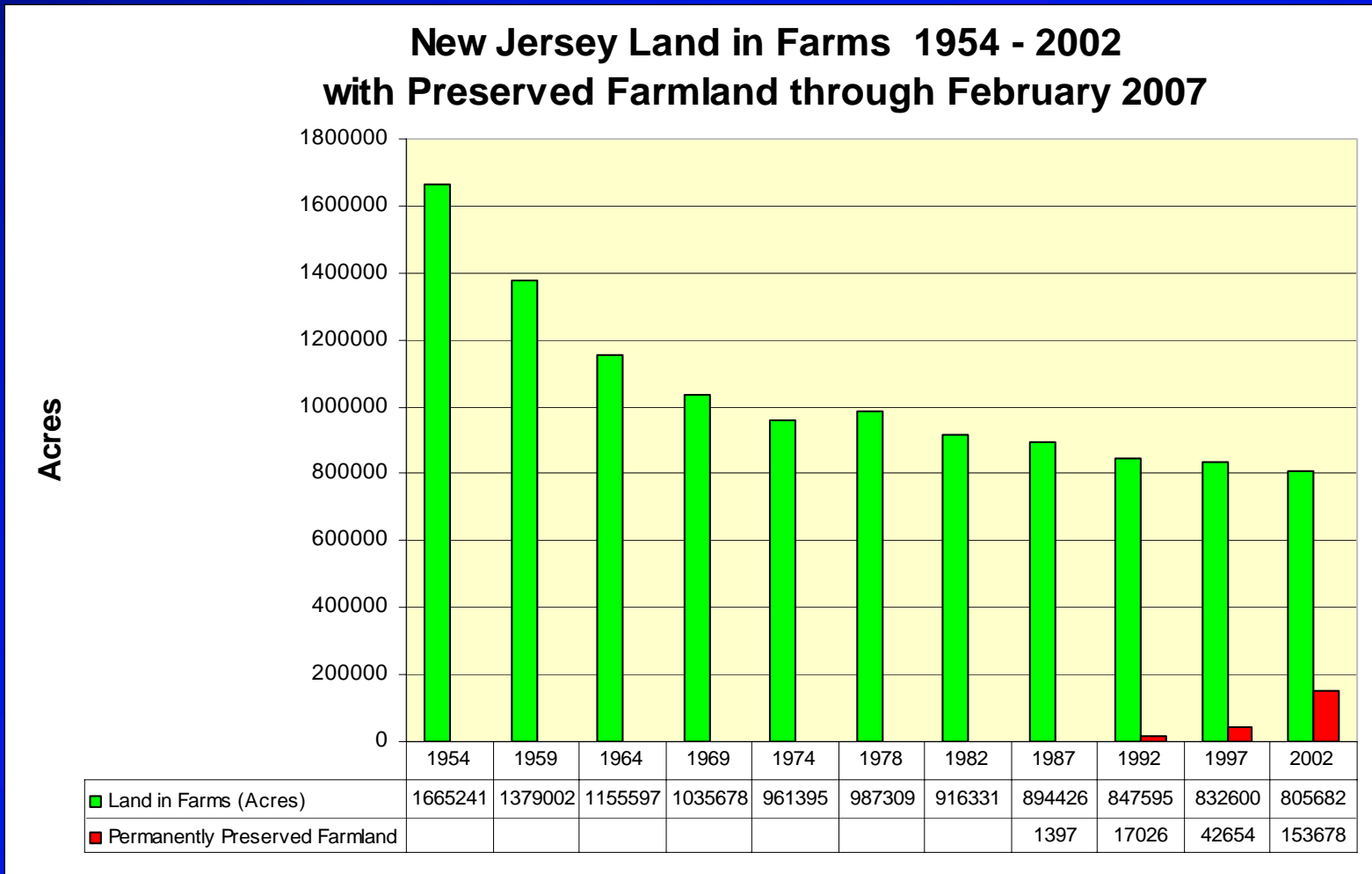


❖ Support Agriculture, Food and Natural Resource Education in Schools

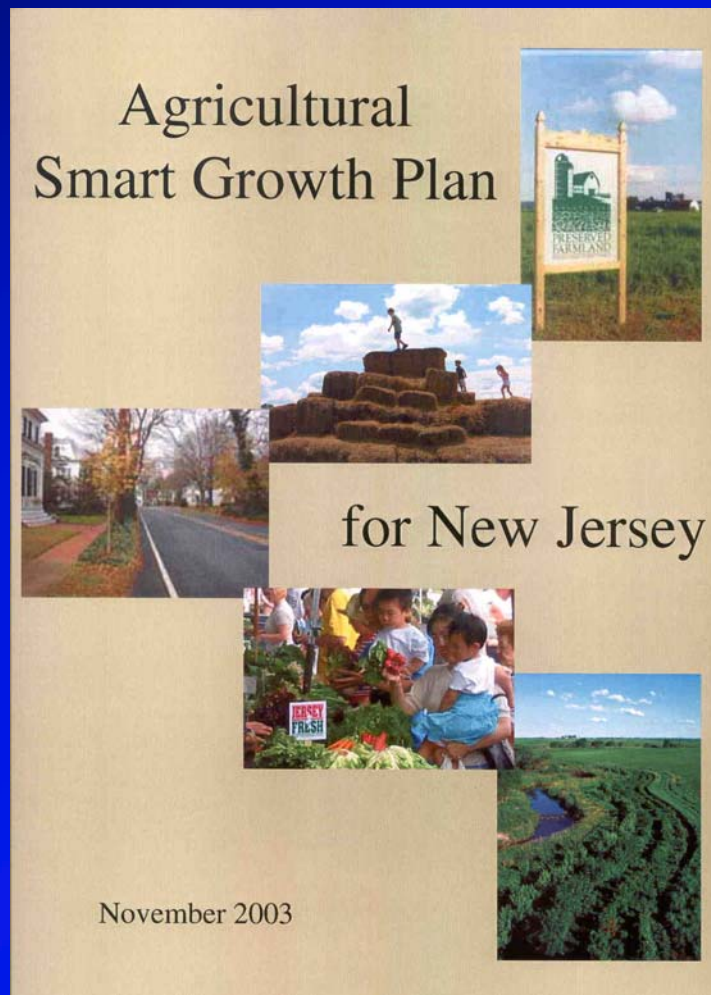
❖ Prepare Students for Career Success in Agriculture, Food and Natural Resources



- ❖ Sustain Existing Tax Incentives (e.g., Farmland Assessment)
- ❖ Help Develop or Extend Other Abatements or Exemptions for Ag Industry



Smart Growth Plan for Agriculture



- ❖ Farmland Preservation
- ❖ Agricultural Land Use Planning
- ❖ Economic Development
- ❖ Natural Resource Conservation
- ❖ Agricultural Industry Sustainability
- ❖ Tool Kit