



“Smart Growth planning  
and brownfield  
development in  
Davidson, North Carolina”

27 September 2004

## How Do We Do It?

- Collaborate with the community
- Engage supportive leadership
- Encourage infill on brownfield sites
- Commit to ***Smart Growth*** principles
- ***Follow the Ordinance!***

## Why Smart Growth?



Davidson's Smart Growth Ordinance

Town of Davidson, NC Planning Department

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## 8 Planning Principles of Smart Growth for Davidson

- Preserve Davidson's status as a small town
- Preserve and enhance Davidson's unique downtown
- Growth must be sustainable
- Preserve substantial amounts of Open Space
- Re-establish our historic diversity of People
- Development must proceed no faster than the Town can provide public facilities
- In Davidson, we rely on a unique combination of private property rights and the health of the community as a whole
- Architecture and Planning can either enhance or deteriorate the quality of Life

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## Smart Growth Toolkit

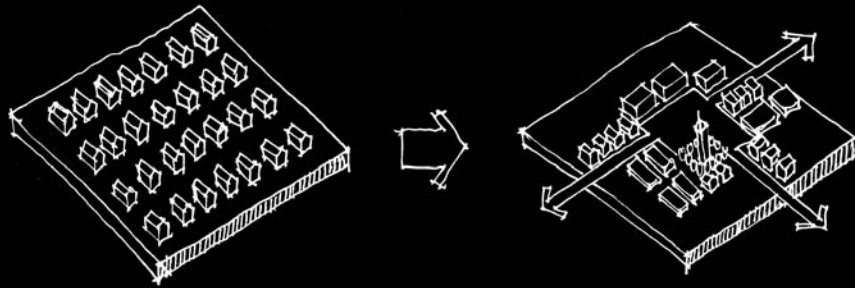
# SMART GROWTH

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## Sense of Place



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## Sense of Place



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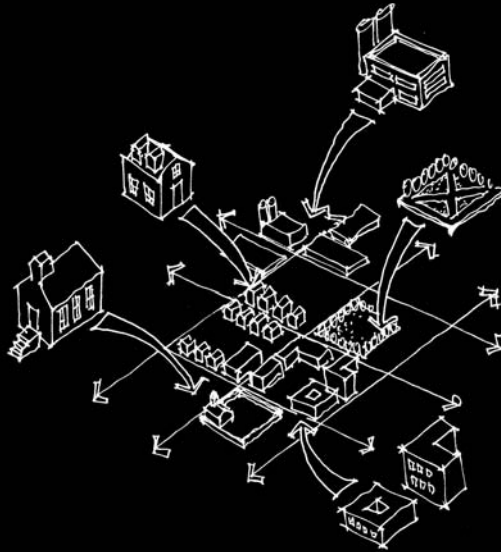
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## Preserve and Enhance Davidson's Character



*Historic downtown Davidson dates back to the 1860s. The Planning Ordinance aims to maintain Davidson's identity as a small town. The historic district is the mixed use model for future growth.*



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## Design Regulations: Buildings



*Located in downtown Davidson, the Planning Ordinance required that the new CVS building have two functional stories with the primary entrance on Main Street.*



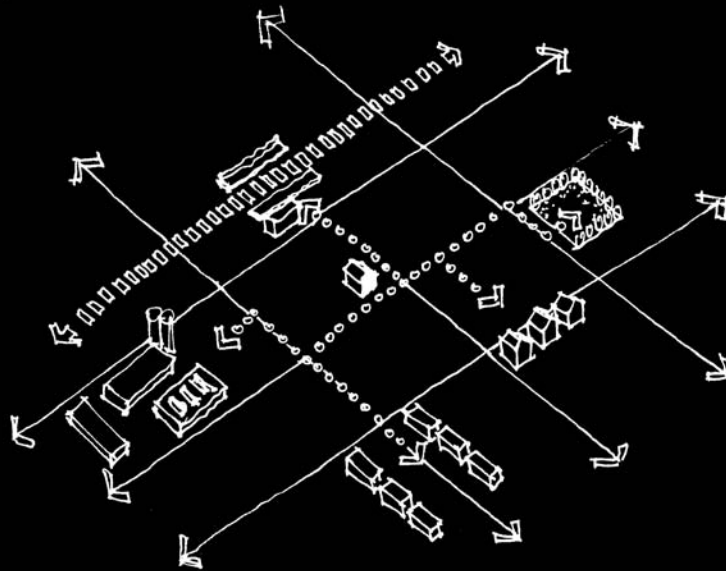
*As per the ordinance, this gas station will have pumps in the rear and a second story mezzanine for convenience store customers.*

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## Create Walkable Neighborhoods



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## Design Regulations: Urban Design



*Required street trees, sidewalks on both sides, narrow travel lanes, and on-street parking encourage pedestrian activity by making streets more safe and pleasant.*

## Design Regulations: Urban Design

*Alleys minimize the curb cuts and the visibility of cars. They also provide affordable housing opportunities such as garage apartments. All lots 60' or less in width must have alley access.*



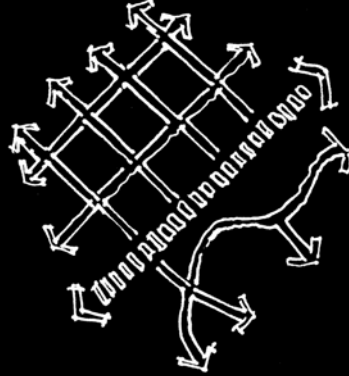
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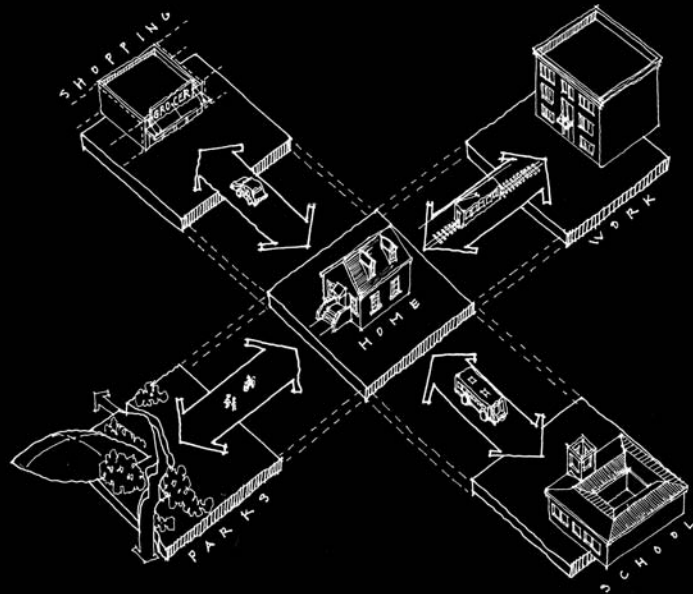
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## Sustainable Site Development: Mobility

- Multiple transportation options
- Use appropriate option for each trip
- Energy efficiency
- Reduce pollution



## Connectivity



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## Connectivity Planning



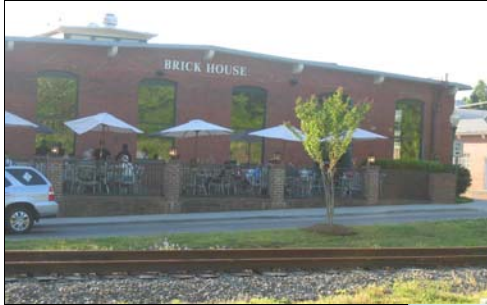
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## Encourage Adaptive Re-use of Brownfields



*The old Davidson Cotton Mill has been revitalized and transformed into offices, apartments, and a restaurant. Soon commuter trains will pass directly in front of this development.*

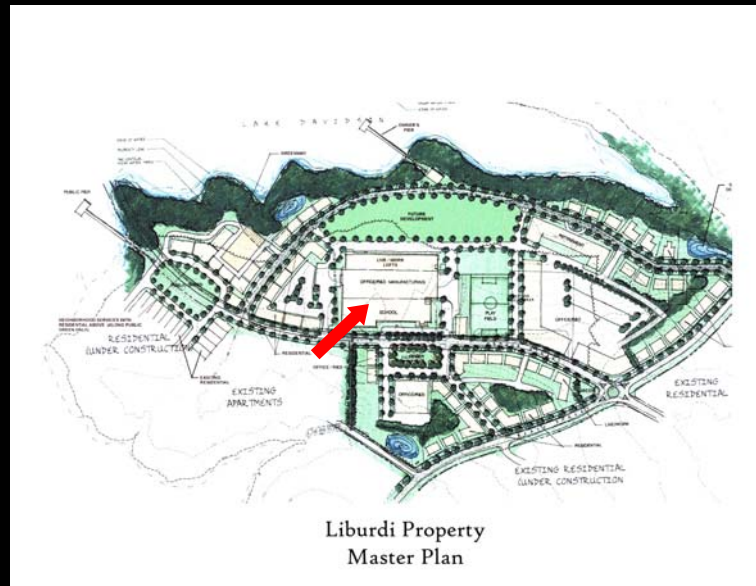


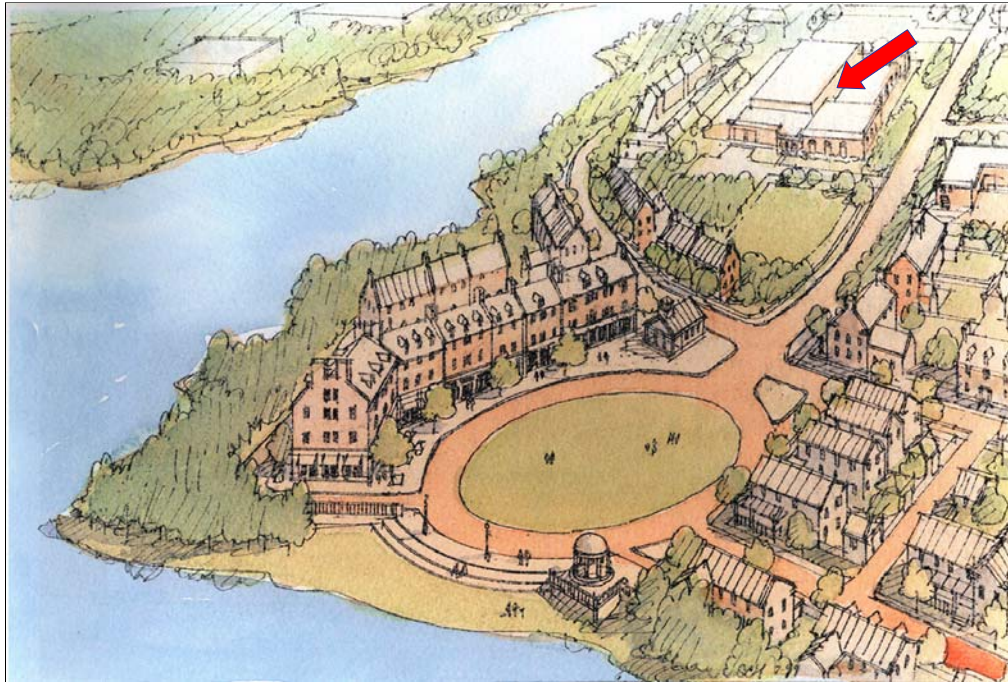
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## Liburdi Master Plan





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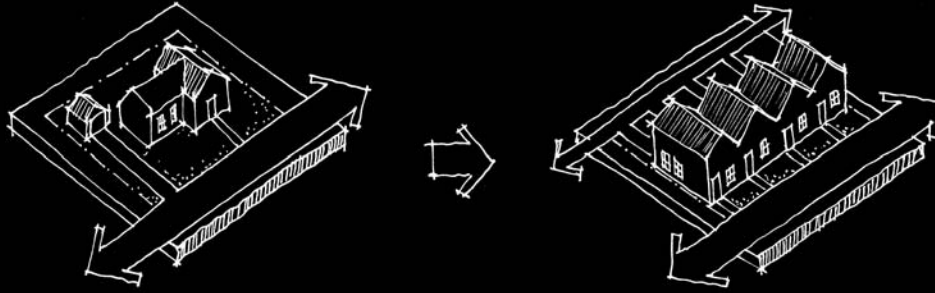
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## Elox Master Re-development Plan





## Compact Building Design



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## Compact Neighborhoods: Boone



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## Boone Neighborhood



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## Compact Neighborhoods: Lake Davidson Park



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## Lake Davidson Park

*These houses overlooking Lake Davidson front on publicly accessible open space and are the most valuable in the neighborhood. Developers may receive reductions in open space requirements by constructing single loaded streets.*



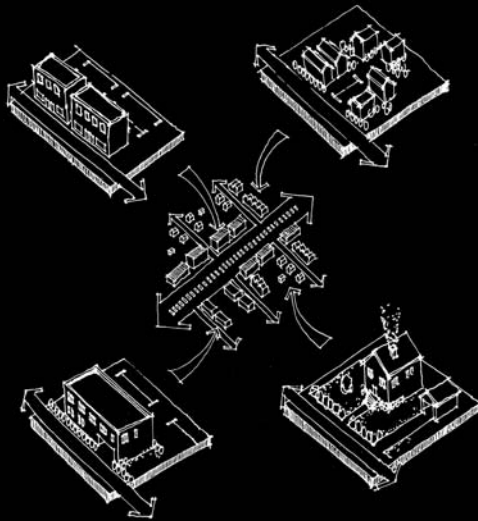
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## Range of Housing Opportunities

*Davidson's Adequate Public Facilities Ordinance is one of several ways the town is striving to maintain this historic small town community. Davidson's APFO covers fire protection, law enforcement, intersection capacity, community parks, greenways, and is the first APFO in the nation to include affordable housing.*



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Move housing later

*12.5% Affordable housing is required as part of every development. These units demonstrate that affordable housing can be attractive so as not to devalue the surrounding houses.*

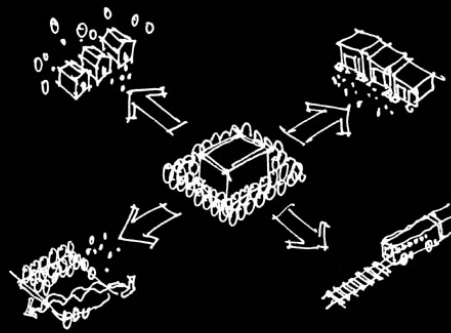


*3 unit bungalows*



*The Bungalows: 6-unit corner building*

Transportation  
Land Use  
Micro Climate  
Vegetation  
Stormwater Management  
Reduce Heat Islands  
Minimize Site Disturbance  
Brownfield Development



## Sustainable Site Design and Development Best Practices

## Smart Growth & Sustainable Development

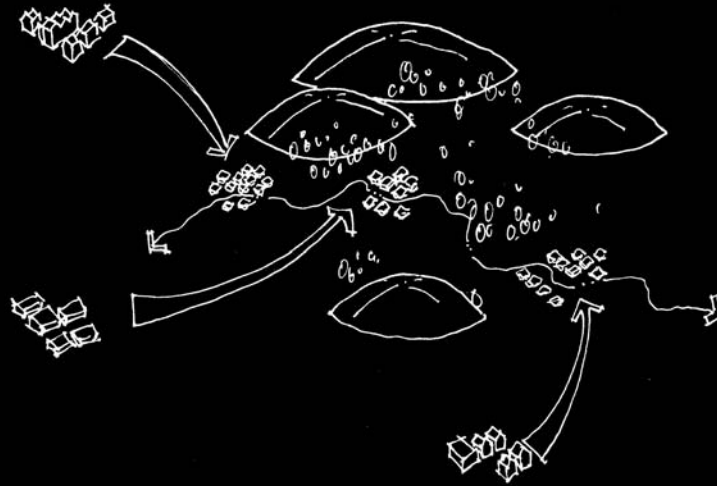


**“...the Ecological Footprint  
of a specified population is the  
area of land / water required to  
produce the resources  
consumed, and to assimilate the  
wastes generated,  
by that population on a  
continuous basis, wherever on  
Earth that land may be located.”**

William Reese, November 1998,  
Green Building Challenge

In 1997:  
Developed Countries = 22.2 to 24.7  
acres/capita

## Sustainability: Direct Development Toward Existing Infrastructure

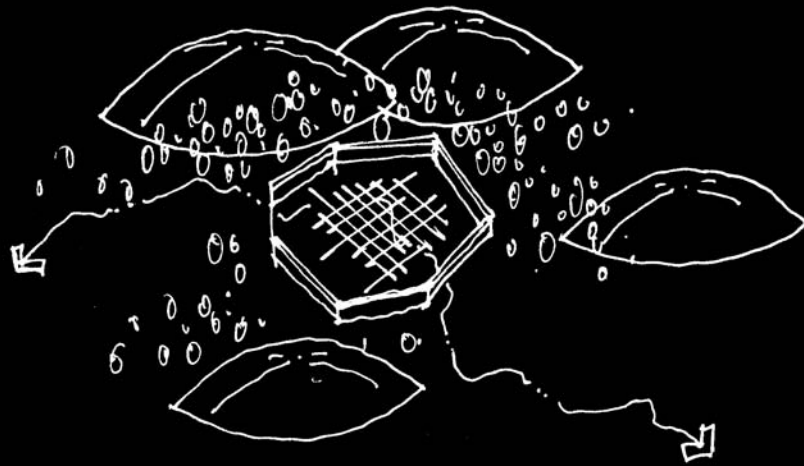


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## Preserve Open Space



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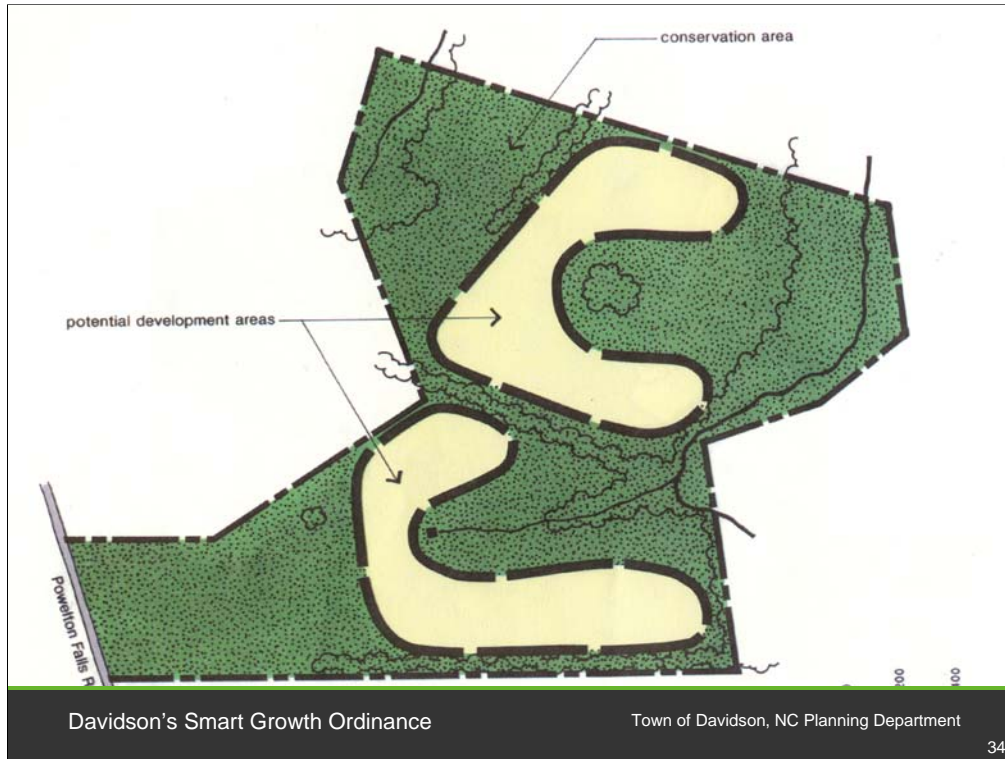
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## Preserve 50% Open Space in Rural Area

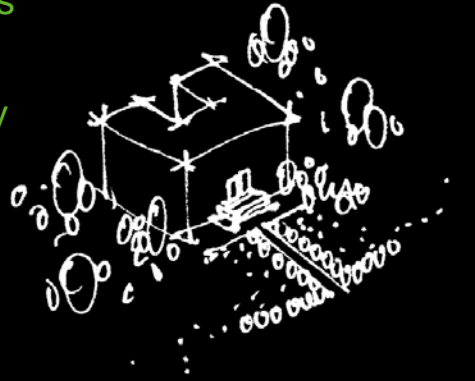


*One of Davidson's main priorities is to preserve open space. Through extensive public visioning sessions, the town identified its goal of preserving 50% of the current rural area.*



## Sustainable Site Design: Habitat

- Land Suitability
- Restore Natural Habitats
- Appropriate Vegetation
- Environmental Inventory

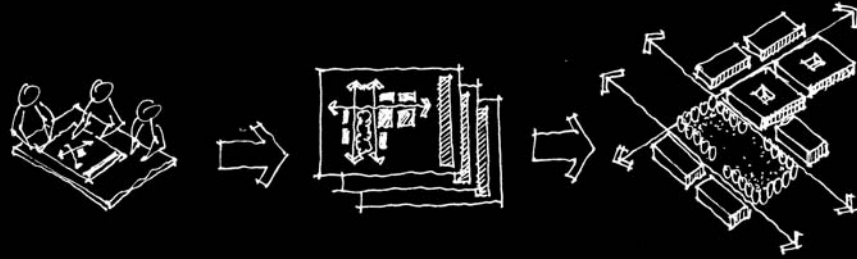


## Walkable Neighborhoods: Preserve Trees



*Recognizing that trees provide environmental and financial value for entire neighborhoods, individual property owners must obtain town-issued permits before removing one.*

## Community Collaboration



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## Community Collaboration: Charrettes



*Charrettes are required as part of every project approval process and are extremely important to ensure that the residents, and all stakeholders, have meaningful input into the development of their community.*

## Community Collaboration: Education

### Skeptic becomes advocate of Davidson land ordinance

Developer who opposed town's land use plan becomes the first to have a plan approved under the new policy

BY M.E. FELLIN

Frank Jacobus thought it was impossible, but he proved himself wrong. He didn't have a choice.

Last month, Jacobus became the first developer to submit a subdivision plan under the controversial guidelines of a new planning ordinance adopted last spring by the Town of Davidson. That's the same ordinance that, only months earlier, Jacobus and dozens of Davidson landowners had labeled a "land grab" by town leaders.

The ordinance requires that up to 50 percent of new developments be preserved as open space. During the period that Davidson officials were putting the plan together, landowners claimed the requirement would devalue their property by driving away developers. Developers claimed it would be impossible to find places for commercially viable projects under the new rules. Opponents pushed town board meetings to delay what they claimed was an interim step in the ordinance.

It turned out that Jacobus was that somebody. The result, however, wasn't what he expected. Instead of the open space requirement being a dealbreaker, Jacobus says, it turned out to be a blessing in disguise. The requirement, he says, forced him to come up with a new plan that was better than the original.

The Davidson Town Board of Commissioners like the same way and last month approved Jacobus' plan for the first new subdivision in the town in nearly half a decade.

The 133-acre project, to be developed on 50 acres along Davidson-Lenoir Road near the River East office field, features a mix of single-family homes, townhomes and affordable housing units — a key element in meeting the standards of the new ordinance. In addition to mandating open space, the ordinance requires that nearly 12 percent of the units in any new developments be financially accessible to residents who



CONTINUED PAGE 14

Developer Frank Jacobus' plan, which complies with Davidson's new land use ordinance, will save trees like the one in this photo.

*Recommending innovative changes to Davidson's ordinances created a great deal of interest and, in many cases, concern. Working with residents to guarantee that their concerns were addressed helped ease these tensions and create a better ordinance. According to the above developer, "the [open space] requirement . . . forced me to come up with a new plan that was better than the original."*



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## Global Smart Growth and Sustainable Development Goals

**Design**--Create places that are vibrant, livable, and embody Smart Growth principles.

**Economic/Fiscal**--Develop an economically balance project that reflects market opportunities, provides positive benefits for the surrounding region and delivers a return on the stakeholder's investment.

**Community**--Facilitate the development of a diverse community that is physically, socially, and culturally connected with its surroundings and incorporates the public's vision.

**Transportation**--Implement a transportation system that provides multiple choices for safe access to destinations in a cost efficient manner throughout the site and the region.

**Sustainability**--Organize the site is an environmentally sensitive manner that makes use of green design principles.



# Sustainability and Brownfields Reuse

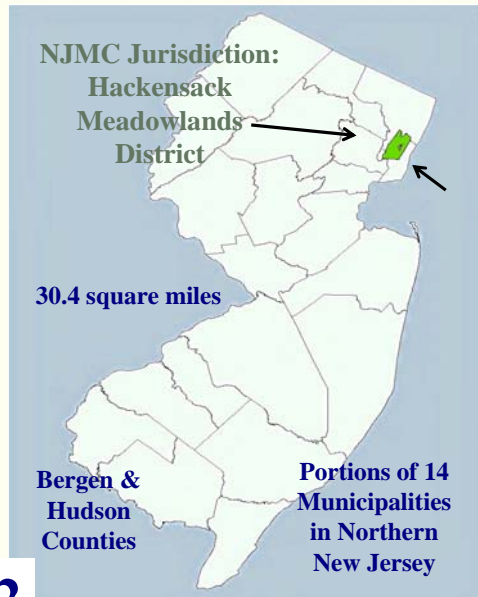
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The New Jersey  
**Meadowlands**  
Commission



## Overview of New Jersey Meadowlands Commission



### ***Roles as a State Commission:***

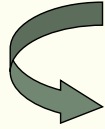
**Promote Quality  
Economic Development**

**Facilitate Environmental  
Preservation &  
Enhancement**

**Manage Solid Waste**

**#42**

## **Overview of New Jersey Meadowlands Commission**



**Statutory  
Powers**



**#43**

**Master Planning**

**Redevelopment**

**Zoning Regulation & Code Enforcement**

**Construction**

**Solid Waste Management**

**Property Acquisition**

**Certain Financial Powers**  
(Special Assessments & Bonding)

## Existing Land Uses

**District covers 19,485 acres  
(30.4 square miles)**

## Transportation uses consume 1 in 5 acres

## Industrial uses constitute the primary type of site development

## Some developed properties lie idle or underutilized

## Most undeveloped areas are environmentally sensitive



## #44

## **District Demographics**

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**Resident population - 10,635**

**Employment in a wide range of industries  
with over 80,000 employees**

**Housing units - 4,649; housing in high  
demand throughout the greater region**

**High median income for Bergen and  
Hudson householders = strong consumer  
buying potential**

**#45**



## What is the NJMC Master Plan?



**Adopted January 2004 as the NJMC's official planning document for the Hackensack Meadowlands District**

**Promotes a balancing of environmental and economic development needs**

**Based on smart growth and sustainability principles**

**First major revision to original 1970 plan**

**#47**



## **Vision Statement**

**An expression of the overall vision of a regreened Meadowlands and a revitalized urban landscape**

**A commitment by the NJMC to serve as trustee of the Meadowlands' natural resources and to foster a sustainable regional economy**

**#48**



# Comprehensive Plan



## SYSTEMS PLANS

Address District-wide planning issues for six functional systems:

- Natural Environment
- Economic Development
- Transportation
- Housing
- Community Facilities
- Historic and Archeological Heritage

## AREA PLANS

Divide the District into 19 planning areas

Each area has its own identity and potential

Synergistic impacts when implemented in conjunction with systems plans

Compare to traditional land use plans

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## **Systems Plans**

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### **Natural Environment**

- Preserve wide expanses of land for open space, wildlife habitats, and recreational opportunities
- Improve air and water quality
- Promote environmental education and awareness

### **Economic Development**

- Cultivate sense of place unique to the District
- Realize the opportunities provided by brownfields and grayfields
- Encourage mixed use/transit-related development and innovative technology including green buildings
- Streamline review process

### **Historic Resources**

- Preserve the District's historic and archaeological heritage

**#50**



## Systems Plans

### Transportation

- Enhance coordination with local and regional agencies
- Create synergy between land uses and the transportation system
- Encourage expansion of mass transit and pedestrian/bicycle opportunities
- Create an integrated intermodal freight system

### Housing

- Allow for additional housing units within the limits of current infrastructure, community facilities, and the natural environment
- Spur the production of affordable housing in the region

### Community Facilities

- Encourage a suitable array of community facilities
- Consider capacity of existing facilities when planning new development

**#51**

## Area Plans

Designate types, locations, intensities, and general design of permitted land uses

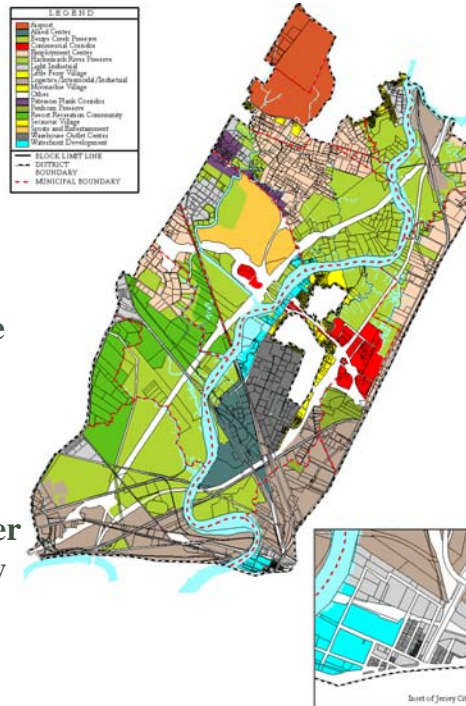
Preserve the District's remaining wetlands

Promote transit-related, mixed-use developments

Foster redevelopment of brownfields and grayfields

Capitalize on the Secaucus Transfer rail station and changes to the New Jersey Sports and Exposition Authority's Sports Complex

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**Let's take a look . . .**

## **Brownfields and Grayfields in the Meadowlands District**



**#53**

## Definitions

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**Brownfield** – real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant (federal Brownfields Revitalization and Environmental Restoration Act of 2001)

**Brownfield** – any former or current commercial or industrial site that is currently vacant or underutilized and on which there has been, or there is suspected to have been, a discharge of a contaminant (New Jersey Brownfield and Contaminated Site Remediation Act)

**Grayfield** – real property that is declining in use, but with no contamination

**#54**

## **Meadowlands Brown and Gray**

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**Former landfills**

**Superfund sites**

**Other contaminated properties listed  
in federal or state reports or databases**

**Underutilized or abandoned industrial  
properties**

**Vacant properties of unknown history**

**#55**

## **Reuse Strategies**

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**Broad powers for redevelopment of blighted areas (first project completed in 1994)**

**NJMC Master Plan, adopted January 2004, calls for District to “realize the opportunities provided by brownfield and grayfield sites,” facilitating the preservation of District’s remaining 8,400 acres of wetlands**

**Currently 10 areas with adopted redevelopment plans**

**Inventory brownfield/grayfield sites as first step to establish additional redevelopment priorities**

**#56**



## **Brownfields/Grayfields Inventory**



**Partnership with New Jersey Institute of Technology**

**Focus on industrial and commercial properties**

**2-part test for brownfields:**

**1. Presence or potential presence of a hazardous substance, pollutant, or contaminant**

**Properties identified in federal or state governmental reports or databases**

**Other locations with polluting activities**

**2. Idle, abandoned, or underused**

**Grayfields to meet part 2. only.**

**#57**

## **Inventory Applications**

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**Guide selection of future redevelopment areas**

**Reference for potential developers; listings in New Jersey Brownfields Site Mart**

**Selection of suitable management techniques for environmental characterizations**

**Secure additional resources**

**Baseline data for “Sustainable Meadowlands”**

**#58**

## Case Study

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### Meadowlands Golf Resort Redevelopment Project



**1300 acres with 380  
acres of wetlands and  
6 former landfills**

**Groundbreaking:  
June 2004**

**Largest brownfield to  
greenfield project in  
New Jersey**

**#59**

## Case Study



### Paterson Plank Road Carlstadt and East Rutherford, NJ



**148 acres adjacent to Giants Stadium and  
Sports Complex site**

**USEPA Brownfields Demonstration grant  
Redevelopment in tandem with \$1.3 billion  
Xanadu project at Sports Complex site**

**#60**

## Case Study



### Secaucus Transit Center



**A vision for the area around the new Secaucus Junction Station**

**Planned mixed use development**

**386 acres of which 241 acres are planned as open space**

**#61**



## **Sustainable Meadowlands**

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### **Four tools to serve local needs:**

- 1. NJMC Master Plan**
- 2. Financial and technical assistance to the District's municipalities to apply smart growth and safe growth techniques**
- 3. Intermunicipal Tax-Sharing Program to reduce financial inequities that may arise from regional zoning**
- 4. Annual "State of the Meadowlands" reports to track and promote implementation of the Master Plan and progress towards sustainability**

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# State of the Meadowlands Report



SYSTEM	POTENTIAL INDICATORS
Natural Environment	<input checked="" type="checkbox"/> Open space coverage compared to impervious surfaces
	<input checked="" type="checkbox"/> Vegetative cover: amount and types
	<input checked="" type="checkbox"/> Water Quality Index: dissolved oxygen, fecal coliform bacteria, heavy metals
	<input checked="" type="checkbox"/> Air Quality Index: carbon monoxide, nitrogen dioxide, ozone, particulates, sulfur dioxide, lead
	<input checked="" type="checkbox"/> Persons reached through programs promoting environmental education and awareness
Economic Development	<input checked="" type="checkbox"/> New development compared to build-out allowed by master plan
	<input checked="" type="checkbox"/> Change in municipal tax rates
Transportation	<input checked="" type="checkbox"/> Volume: traffic counts on major roadways
	<input checked="" type="checkbox"/> Safety: traffic accidents/fatalities involving motorists or pedestrians
	<input checked="" type="checkbox"/> Transit ridership (at selected Meadowlands locations)
	<input checked="" type="checkbox"/> Miles of sidewalks, trails, bicycle paths
Housing	<input checked="" type="checkbox"/> Housing supply (number of units)
	<input checked="" type="checkbox"/> Housing affordability (number of affordable units)
Community Facilities	<input checked="" type="checkbox"/> Numbers of recreational facilities
	<input checked="" type="checkbox"/> Changes in public school enrollment
	<input checked="" type="checkbox"/> Utility demand levels remaining under capacity
Historic Preservation	<input checked="" type="checkbox"/> Number of resources in NJMC inventory

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**For more information . . .**

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**<http://www.njmeadowlands.gov/>**

**<http://www.state.nj.us/dca/osg/>**

**<http://www.nj.gov/dep/srp/brownfields/>**

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# Thank You

After viewing the links to additional resources, please complete our online feedback form.

**Thank You**

[Links to Additional Resources](#)