



Chapter I: Goals and Objectives

General Goals

1. To improve the overall quality of life in Hudson County.
2. To provide for the economic revitalization of the County's commercial and industrial base.
3. To preserve the character of existing well-established neighborhoods.
4. To improve the transportation network.
5. To increase the tax base.

Land Use

Goals

1. To maintain and improve areas that provide centers for employment, education, entertainment facilities, services, shopping and other resources.
2. To encourage existing manufacturing and industrial uses to remain, modernize and expand and to encourage new manufacturing and industrial uses to locate in the County.
3. To provide for a full range of retail businesses and personal services in suitable locations to serve the needs of the County.
4. To assist in the implementation of the development and redevelopment of the waterfronts of the Hudson, Passaic and Hackensack Rivers.
5. To relate land use planning to transportation capacity and to promote development intensities that will support mass transit.

Objectives

General

1. Encourage redevelopment that utilizes transit-friendly design practices and capitalizes on existing and planned transportation improvements.
2. Consider the established character of existing neighborhoods as a factor in the evaluation of new development and redevelopment projects.
3. Provide assistance to municipalities in the preparation of urban design standards for infill development to create "urban neighborhoods of place" that reflect the character of existing neighborhoods.

4. Encourage municipalities to adopt performance controls for nuisance factors that occur when incompatible uses are located in close proximity.
5. Encourage municipalities to consider design standards for new construction that create a sense of unity and order in the design of buildings, signs and other structures and separate standards for uni-fied streetscape improvements in downtown areas.

Waterfront Areas

1. Encourage the construction of a coordinated waterfront walkway along the County's waterfronts.
2. Encourage the development of marinas and ports, where appropriate.
3. Integrate waterfront development with adjacent neighborhoods by assuring strong physical linkages and appropriate infill development.

Industrial Areas

1. Improve the developability of industrial areas through measures such as infrastructure and access improvements.
2. Encourage and assist in the retention and expansion of existing industries in the County.
3. Take advantage of possible niche opportunities in existing and emerging industries such as apparel, telecommunications, business services and food processing.
4. Establish industrial areas with sufficient access to transportation facilities.
5. Encourage the development and expansion of industrial activities that use regional resources, labor skills and other local assets and advantages.

Commercial Areas

1. Establish local community-based organizations such as special improvement districts, neighborhood improvement districts and local development corporations to help revitalize neighborhood commercial and residential areas.
2. Encourage convention, cultural and entertainment activities within the core areas of the County.
3. Encourage the grouping of compatible retail establishments into functional commercial centers to promote synergy among businesses.



4. Encourage municipalities to provide creative solutions to parking and loading problems.
5. Promote the viability of commercial districts by retaining first floor retail sales and services.
6. Encourage the development of complementary land uses in proximity to commercial areas.
7. Establish design and aesthetic controls in commercial areas to create and maintain attractive shopping areas.
8. Identify and create financial and technical assistance programs available to businesses from the County, State and Federal government.
9. Assist in the coordination of community revitalization projects that are multi-jurisdictional.

Residential

1. Protect existing neighborhoods from incompatible development.
2. Discourage illegal additions of dwelling units to residential structures.
3. Promote home ownership to increase incentives for housing maintenance and improvements.

Circulation

Goals

1. To provide transportation improvements which support economic activity.
2. To promote transit and use of alternate transportation modes.
3. To coordinate land use activities with the transportation network.
4. To support system coordination, efficiency and safety.
5. To mitigate congestion on local roads and highways.
6. To protect and improve quality of life.

Objectives

1. Provide cost effective transportation systems that support business by providing for the efficient movement of goods and people.
2. Plan transit and roadway infrastructure system improvements to support existing economic activity centers and promote development of new activity centers along transit corridors and at transit hubs.
3. Maintain the efficient movement of goods

with planning for safe and efficient truck travel and promotion of the transport of freight by rail. Encourage the siting and expansion of intermodal facilities at locations where existing infrastructure can accommodate the movement of freight.

4. Promote the timely construction of the Hudson Bergen Light Rail Transit (HBLRT) system with continued sensitivity in alignment selection to historical properties, parks and the ecosystem for the Supplemental Operating Systems (SOS).
5. Coordinate local bus and shuttle service, pedestrian ways and parking with transit stations, residential and commercial locations.
6. Coordinate public and private bus service, information on service, transfers, fares and bus passes.
7. Improve the ease and speed of modal change by creating multi-modal transit centers, with parking at outlying transit locations, improved signage both to the center and within it, and separate pedestrian connectors where volumes warrant.
8. Promote the expansion of existing ferry service and integration of transit (including HBLRT) lines feeding ferry terminals.
9. Encourage pedestrian/bike traffic by providing appropriate, safe and attractive facilities between population and employment centers.
10. Provide scenic walkways and bikeways along the Waterfront.
11. Complete missing links in the Hudson River Waterfront Walkway and between major attractions.
12. Coordinate the development and design of comprehensive and continuous walkway and bikeway facilities among the communities.
13. Promote public access to the Hudson River Waterfront.
14. Improve on-street and off-street parking by establishing parking management practices, providing additional signage and increasing capacity, where appropriate.
15. Promote connections to the Secaucus Transfer Station.

Economic

Goals

1. To develop a diversified economy to maintain full employment.
2. To develop an equitable distribution of jobs,



- support services and facilities consistent with the needs of the population.
3. To provide for the economic revitalization of the County's commercial and industrial base.
 4. To retain existing businesses and attract new industries.
 5. To reduce the tax burden on residential uses by encouraging additional development that generates significant tax benefits.
 6. To encourage clean-up of contaminated sites through various programs such as loans and technical assistance.

Objectives

1. Promote job training and retraining services to close the employment "skills gap" and meet the employment needs of the County and the region.
2. Provide stronger linkages between employment centers and housing through effective transportation programs.
3. Encourage utilization of the County Economic Development Corporation to effectively promote economic development in the County.
4. Encourage the adaptive reuse of older industrial facilities.
5. Review on a case-by-case basis conversion of industrial buildings to commercial uses.
6. Encourage use of the redevelopment process to target specific neighborhoods for development assistance.
7. Create a shared real estate database that can be used to promote sites with interested developers.
8. Encourage close coordination between local schools, including the high schools, Hudson County Schools of Technology, Hudson County Community College, St. Peters College, Stevens Institute of Technology and New Jersey City State University, and local businesses to ensure that school curricula and resources help prepare students for entry into the labor force.
9. Encourage the construction of additional cultural and recreational amenities such as hotels, convention centers and waterfront walkways to build on the region's tourist industry.
10. Encourage the preservation of the County's historic districts to provide a focus for the revitalization of historic residential and commercial areas.
11. Maximize the Hudson River waterfront as an asset for economic development.

12. Recognize the potential for developing water-dependent industrial uses in appropriate areas along the waterfronts.
13. Provide increased opportunities for domestic and international trade through International Trade Zones (ITZs) and trade corporations.
14. Encourage the development of new and emerging industries to provide for a diverse economic base.
15. Encourage municipalities to use creative planning tools such as redevelopment, special improvement districts (SID's) and urban enterprise zones to promote their goals and objectives.
16. Analyze the region's economic base and coordinate with other agencies to identify obstacles and opportunities.
17. Provide County industries with information on the development of energy efficiency programs so as to enable them to effectively reduce energy expenditures and receive Emission Reduction Credits.
18. Make businesses aware of public and private sector business programs and financial incentives for development and expansion.
19. Encourage the creation of additional business and trade associations.
20. Initiate marketing activities to attract and recruit new industries to the County.
21. Promote the development and availability of advanced telecommunication technology to enhance the delivery of public services, to access government information and to support an advanced telecommunications and information infrastructure.
22. Assist small, minority and women-owned businesses in increasing their procurement opportunities in both the public and private sectors.
23. Capitalize on brownfields cleanup as an economic development tool.

Housing

Goals

1. To preserve the character of existing well-established residential neighborhoods.
2. To increase the production of a variety of housing opportunities in Hudson County.
3. To encourage the rehabilitation of the County's older housing stock.
4. To provide additional affordable housing opportunities for the elderly.



5. To promote home ownership to increase incentives for housing maintenance and improvement.
6. To develop housing and related services for the “special needs” population.

Objectives

1. Encourage utilization of the Affordable Housing Trust Fund to create affordable housing.
2. Utilize existing nonprofit corporations to be developers of affordable housing.
3. Promote municipal discussion regarding housing issues that impact on taxes and investment (e.g. illegal conversions, rent control).
4. Provide programs which create opportunities for home ownership, discourage abandonment and reduce displacement and relocation.
5. Actively pursue Regional Contribution Agreement (RCA) funds for housing rehabilitation and new housing construction.
6. Encourage the packaging of housing funds from various sources to make housing more affordable.
7. Provide technical and financial support to non-profits whose primary mission is to provide affordable housing.
8. Promote municipal discussion regarding the reuse of municipally owned properties for housing.
9. Develop assisted living services within subsidized housing to provide low income older persons with additional services.
10. Allocate HOME and CDBG funds to develop additional elderly housing.

Community Facilities

Goals

1. To provide recreational and park facilities that are accessible to all residents and provide a variety of amenities.
2. To provide community services, such as elderly and child care services, that meet the needs of the population.
3. To encourage more efficient utilization of community services.

Objectives

1. Encourage intergovernmental and intermunicipal agreements to eliminate redundancy and improve service efficiency in areas such as public safety, education and health services.
2. Provide additional after school programs, pre-kindergarten programs, child care and elderly care services through public, private and nonprofit organizations to accommodate the increasing numbers of women in the workforce.
3. Support the renovation, new construction or consolidation of police and fire stations to modernize facilities and expand services in areas of concentrated development activity.
4. Ensure that new development provides public access to waterfront areas, recreational facilities and open space.
5. Require developers to provide for coordinated public access in accordance with NJDEP’s Hudson River Walkway and Hackensack Walkway plans.
6. Increase funding priority for the maintenance and upgrading of existing parks.
7. Expand existing parks and encourage development of new parks where feasible.
8. Encourage municipalities to prepare inventories of publicly-owned properties to consider the use of such properties for community facilities or to be sold for private investment.
9. Encourage coordination between municipal and county park departments and boards of education to maximize the potential for recreational programs that meet the needs of the population.
10. Use development bonuses or similar mechanisms to require new development to provide plazas, public seating areas, mini-parks, pedestrian links and riverfront walkways.
11. Provide education, preventative programs and adequate clinical facilities to meet the health care needs of Hudson County’s residents.
12. Provide assistance to local libraries and boards of education to coordinate resources and avoid duplication of services.

Social Services

Goals

1. To coordinate social service program needs with planning and community development efforts to avoid duplication, identify areas of



- need and improve service efficiency.
2. To improve the quality of life in the community by creating an atmosphere in which disadvantaged people have hope and can build a better future.

Objectives

1. Promote the role of the County as an “umbrella” resource organization.
2. Assist in the mobilization of new resources and funding for the purpose of filling service gaps, avoiding duplication and coordinating services within the County.
3. Mobilize all elements of the Hudson County community to combat social problems by raising the level of awareness among Hudson County community leaders, professionals and general public regarding the impacts of these problems on the communities, families and residents of Hudson County.
4. Provide relevant information on the needs of disadvantaged populations to the state and communities to promote public support and utilization of services.
5. Develop and implement a comprehensive and integrated continuum of prevention/treatment, and maximize access to programs, facilities and resources by Hudson County agencies and individuals.
6. Provide improved transportation services to disadvantaged populations, particularly in areas outside of Jersey City.
7. Create a resource referral center where disadvantaged people can get information on services and resources.
8. Assess the needs of “at-risk” groups and establish priorities for programs and resources.
9. Encourage citizen participation in the planning of community services for “at-risk” populations.
10. Provide better communication with constituents and caretakers to determine their needs.
11. Evaluate the use of competitive bidding through funding by needs.
12. Help low income families avoid becoming homeless by continuing to provide homeless prevention services, since it is the most effective means of preventing homelessness.
13. Reach out to homeless persons and assess their individual needs by providing increased outreach services to bring homeless people to existing shelters and providing Hispanic outreach workers who are not only bilingual,

but also aware of the Hispanic culture.

14. Address the emergency shelter and transitional housing needs of homeless persons.
15. Assist homeless persons in making the transition to permanent housing and independent living.
16. Increase services for the disabled population including shelter care facilities, emergency housing and housing for the mentally ill.

Utilities

Goals

1. To maintain existing capital facilities and replace aging capital facilities that are no longer effective.
2. To provide new infrastructure systems where necessary to encourage new development.
3. To invest in new infrastructure technology to encourage future economic growth and re-development.
4. To protect potable water quality.

Objectives

1. Where feasible, separate combined stormwater and sanitary sewers as new development occurs.
2. Upgrade sanitary sewer systems to reduce the level of pollutants discharging into the rivers.
3. Investigate methods to reduce pollutant levels and reduce stormwater runoff into the Hudson River.
4. Encourage municipalities to adopt capital improvement plans to maintain and replace existing infrastructure facilities as needed.
5. Encourage the construction of new technological improvements, such as fiber optic cable, to provide incentives for future economic growth.
6. Construct drainage facilities to alleviate local flooding problems.
7. Protect out-of-county reservoir watersheds to maintain water quality and ensure an adequate water supply.
8. Encourage measures to improve public participation in recycling efforts and coordinate municipal programs within the County.

Conservation

Goals



1. To encourage the clean-up and reuse of contaminated sites.
2. To preserve existing scenic vistas, particularly skyline views of Manhattan.
3. To protect environmentally sensitive areas, such as rare and endangered species habitats, wetlands and surface water quality.
4. To reduce pollution and maintain a healthy environment.
5. To encourage recycling.
3. Encourage owners of buildings in historic districts to preserve their facades through facade easements.

Objectives

1. Reduce regulatory and financial barriers to clean-up operations.
2. Protect visual resources of the "Palisades" and long range harbor viewsheds.
3. Provide technical assistance to local environmental communities to protect environmentally sensitive areas.
4. Maintain an up-to-date level of understanding of environmental regulations to assist the development process by coordinating environmental documentation and facilitating an expedited and coordinated environmental review.
5. Encourage energy conservation and reduce air pollution by designating land use patterns that reduce the need for additional automobile trips.
6. Assist New Jersey Meadowlands Commission (NJMC) in providing public access to, and educational programs for, wetlands and other key environmental areas of the Meadowlands.

Historic Preservation

Goals

1. To preserve the integrity of the County's historic districts and places.
2. To preserve structures of important historical significance.

Objectives

1. Encourage the use of the County's historic districts and sites to provide a focus for the revitalization of residential and commercial areas.
2. Consider the conversion of historic structures to community-based uses.