



# NEWS

State of New Jersey  
Jon S. Corzine, Governor

Department of Community Affairs  
Susan Bass Levin, Commissioner

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**Contact:**

Sean Darcy, (609) 292-6055

## **HMFA SMART GROWTH LOCATOR TOOL WINS NATIONAL PLANNING EXCELLENCE AWARD**

*New Jersey Smart Growth Locator Recognized For Identifying State's Areas For Growth*

TRENTON, N.J. - The New Jersey Smart Growth Locator has earned the prestigious 2007 Planning Excellence Award from the nationwide American Planning Association. The Locator, which is developed and maintained by the New Jersey Housing Mortgage & Finance Agency (NJHMFA), was announced as a recipient of the award on December 19.

“I thank the American Planning Association for recognizing the work we have done in developing a highly effective, inter-active, web-based tool to help developers and consumers determine whether they are eligible for development incentive programs from HMFA and other state agencies,” said Susan Bass Levin, Commissioner of the state Department of Community Affairs, which oversees the NJHMFA. “This award honors the innovative and user-friendly way the Smart Growth Locator answers the question ‘Is my home or development project in a Smart Growth area?’”

The Smart Growth Locator is a free, on-line, consumer-driven and user-friendly tool that indicates whether an address is located within a Smart Growth Area. By typing in an address, a user can find out: (1) if it is located in a Smart Growth Area; (2) the State Plan planning area and census tract in which it is located; and (3) the NJHMFA programs for which a project is eligible.

Within three years of its launch, the use of the Smart Growth Locator has expanded far beyond HMFA programs. Public utility companies and housing consumers now use the Smart Growth Locator to determine their eligibility for Smart Growth Area incentives available from the NJ Board of Public Utilities. Since 2004, the volume of usage has increased from 343 in 2004, to 10,606 in 2005 to about 15,000 web hits per month today.

(more)

“When we created the Smart Growth Locator, our goal was to create a tool to help implement incentives for the New Jersey State Development and Redevelopment Plan – by using internet-based mapping technology to let people know quickly and clearly whether they were located within a Smart Growth Area or not,” said Marge Della Vecchia, executive director of HMFA. “And it's working!”

The American Planning Association is a nonprofit public interest and research organization committed to urban, suburban, regional, and rural planning. The National Planning Excellence Awards for Best Practice highlight a specific planning tool, practice, program, project, or process that significantly advances planning. This category emphasizes results and demonstrates how innovative and state-of-the-art planning methods and practices helped to implement a plan. The Smart Growth Locator won one of two Best Practice Awards, out of 120 applications received nationally. The awards will be officially presented at the APA 2007 National Planning Conference on April 17, 2007.

The Smart Growth Locator is available online at [sgl.state.nj.us/hmfa/hmfa\\_locator.htm](http://sgl.state.nj.us/hmfa/hmfa_locator.htm). More information on the Smart Growth Locator can be obtained by calling 609-278-7504.

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