OFFICE OF PLANNING ADVOCACY

The need for comprehensive state and regional planning in New Jersey has been recognized and undertaken for over 80 years. The Office of Planning Advocacy, part of the NJ Business Action Center (NJBAC) under the NJ Department of State, coordinates statewide planning to help guide future growth in New Jersey to protect the environment, promote economic vitality, and provide for housing opportunities for all residents. The office implements the goals of the State Plan to achieve comprehensive, long-term planning and integrates that planning with programmatic and regulatory land-use decisions at all levels of government and the private sector.

THE FACTS

OUR TEAM

The office staffs the New Jersey State Planning Commission to help **guide future growth** in the State.

WORKING TOGETHER

The Office works with local and county governments and state agencies **to build cooperation and coordination** across their planning activities.

WHAT WE DO

The Office works to ensure integrated planning that **improves the efficiency and reduces the costs** of land development and infrastructure.

WHAT IS THE NJBAC?

We are a business-first resource that can help you get answers from government agencies, direct you to appropriate officials or contacts, follow-up with regulatory agencies and so much more, all at no cost and strictly confidential.

Whether you are an entrepreneur, own a business on "Main Street," are located on a corporate campus, or are interested in expanding your products and services through export, we're here for you. We are dedicated to solving your problems and maximizing growth opportunities.

SUCCESS STORY

Municipalities work with NJBAC's Office of Planning Advocacy to protect their residents and community businesses from hazards and vulnerabilities, such as flooding and other nature-based threats. Working with its state and federal partners, the Office of Planning Advocacy provides workshops, advice, resources and information to assist local governments to identify and mitigate their risks and ensure their communities are resilient for many years to come.

THE NJ STATE PLANNING COMMMISION

The Office of Planning Advocacy supports the work of the State Planning Commission in developing and implementing the State Development and Redevelopment Plan (State Plan). The State Planning Commission consists of 17 members representing state and local government, as well as their residents. Local government and public members are appointed by the Governor and approved by the Legislature for three-year terms. The full Commission generally meets monthly and approved meeting summaries are posted online.

THE STATE PLAN

The State Plan provides a vision for a future that enhances the quality of life for all residents of New Jersey and protects our environment. It is a result of a process that included thousands of State citizens in hundreds of public forums, discussing all major aspects of the plan—its goals, strategies, policies and application. This process ensures that the plan belongs to the citizens of New Jersey, whose hopes and visions have shaped it.

The State Plan Act establishes that the purpose of the State Plan is to:

> Coordinate planning activities and establish Statewide planning objectives in the following areas: land use, housing, economic development, transportation, natural resource conservation, agriculture and farmland retention, recreation, urban and suburban redevelopment, historic preservation, public facilities and services, and intergovernmental coordination (N.J.S.A. 52:18A-200(f)).

The State Plan Act also established five mandates for the State Planning Commission, which are carried out by the Office of Planning Advocacy. Those mandates can be found online at the following link: **nj.gov/state/bac/planning/state-plan/development/index.shtml**

SO HOW CAN WE HELP?

INCENTIVES

Our team can help identify opportunities that are tied to smart growth development patterns and incentivize good land-use practices that reuse previously developed areas that preserve valuable open space and farmland.

COORDINATION AND TECHNICAL ASSISTANCE

The office coordinates statewide planning to protect the environment and guide future growth into compact, mixed-use development and redevelopment.

PLAN ENDORSEMENT COORDINATION

Our team works with local governmental plans to ensure consistency with the State Plan and to ensure a minimum level of State technical assistance along with specified regulatory and funding priority benefits.

NJBAC New Jersey Business Action Center
Answers, Advocacy, Connections

NEW JERSEY DEPARTMENT OF STATE

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