It's a bright spring morning at the (fictional) New Jersey Development Company, and the Marketing Manager is going over the presentation boards to her boss. "Joe, "these units are moving so fast that we are going to have no problems selling them. New Jersey needs a lot of new development, which has added hundreds of new housing units, rehabilitated thousands of older buildings, and generally given people the hope that there is something better to come."

Thomas Jay Hall SILLS CUMMIS RADIN TISCHMAN EPSTEIN & GROSS

A Good Market?

There are several elements which are needed for a "hot" development market. First - and foremost - is customers. For that, New Jersey had plenty. As we learned from the census reports, in the last decade the state population grew at a nearly 9% rate, and even our urban areas, which have traditionally shown an affinity for urban areas, since job opportunities and transportation facilities are frequently more important to people who value education as the primary reason for buying a home. 2. Crime - Like it or not, there is both the perception and the reality that the state's urban areas are more unsafe, both for persons and property, than the suburban areas. If, for example, one accesses the Insurance Institute's list of the top 25 areas for car theft, Jersey City, Newark, and Trenton, feature prominently.

3. Difficulty in Obtaining Land - If one accesses the New Jersey State website and goes into the townships map, one finds lots of land within the urban areas, much of it contaminated and requiring extensive remediation. Other land within the urban areas, is "developed", with decaying, abandoned, or otherwise obsolete buildings. While the land may be contaminated, the owners of the land and the buildings may still think it has value, and the un-oriented builder finds the acquisition of land in urban areas frequently a very stiff challenge.

4. Infrastructure - While the State Development and Redevelopment Plan tells us to go to the cities because that is where the infrastructure is, the sad fact of the matter is that most of the infrastructure in urban areas is old, frequently compromised, and unable to accept a lot of additional use without expensive repairs.

Finally, many of the big challenges marketing specialists will face is the image of the cities. Many current suburban residents were never builders and left because they perceived that urban areas did not offer much hope for the future and that they could achieve a better life for themselves and their children in suburbia.

Is Help On The Way?

The urban administration talked much, but did not actually do a lot to assist urban areas to "pull themselves up" by the bootstraps. Fortunately, there were other players on the field. As a result of the very long Abbott v. Burke litigation and its prog-

Planned growth policy to include development of additional opportunities throughout the state, but urban areas need new investment in housing, education, and private dollars, will need to put together a team of planner, technical assistance, HUD; state and federal money, federal dollars, and private investment. Yes, Perth Amboy is the recipient of approximately $1 billion in state, federal and private investments. It is going to make a difference in that community, but in reality, the new school is just the tip of what is needed in order to complete the rehabilita-

Where Do We Go From Here? We have a building industry which is capable of building as many units per year as there is demand; we have plenty of demand, but we have not had much in the way of new housing. The environmental community and the state policy makers want ex-urban growth closed off, and that growth directed towards the cities. There are enough examples of how this can be accomplished to give some policy makers and business leaders hope. But the illustrations also indicate the difficulties and underscore what needs to be done.

1. The costs of clearance and rebuild-

2. Political leadership has got to be available. There were many local political leaders who had been elected, governed, and retired in Perth Amboy. Many of them had articulated a vision of rebirth of the City. Mayor Vas has been able to carry it off, which is a tribute to his political skills and determination. The development community was much higher than people care to admit.

3. The State has to provide better train-

Back To The Cities: A Room For A Million

Thomas Jay Hall SILLS CUMMIS RADIN TISCHMAN EPSTEIN & GROSS

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The New Jersey Urban communities have long suffered from a lack of planning and investment. For example, the Abbott v. Burke litigation and its prog-

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be the result of the very long Abbott v. Burke litigation and its prog-

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