

## EDUCATION

Masters of City and Regional Planning, Bloustein School of Planning & Public Policy, Rutgers University, New Brunswick

BA, Political Science, Rutgers University, New Brunswick

## ACCREDITATIONS, AFFILIATIONS & AWARDS

NJ Professional Planner

American Institute of Certified Planners

American Planning Association (APA)

Bloustein School of Planning & Public Policy Young Alumni Award

## RELEVANT ACTIVITIES

Board of Directors, American Planning Association (2014-Present)

Co-Chair, TNJ Efficient Task Force, (2016-Present)

Co-chair, APA National Planning Conference Local Host Committee, (2015-Present)

Board Member, Downtown NJ (2014-Present)

Past-President, New Jersey Chapter of the APA (President 2007-2010, Treasurer 2004-2005)

Secretary-Treasurer, APA Chapter President's Council (2011-2014)

Member, NJ TDR Task Force

Member, NJ State Historic Preservation Plan Advisory Committee (2009-2010)

Trustee, The Fellowship for Metlar-Bodine House Museum (Treasurer 2002-2004)

Designee, State Agriculture Development Committee (2005-2007)

Designee, State TDR Bank Board (2005-2007)

Member, Highlands TDR Technical Advisory Committee (2005-2007)

Co-instructor, Rutgers Design Studio for Highlands TDR (2007)

Resource Team, RPA's NJ Mayors' Institute on Community Design (2006 & 2007)

Appointed, Middlesex Borough Planning Board (2008-2009), Zoning Board (2005-2006) and Redevelopment Committee Chair (2008-2009)

Designee, Highlands Task Force (2003)

## ARTICLES & PRINT RESOURCES

*NJ Transit Friendly Development Newsletter*,

Editorial Board Member, 2007, 2014-Present

*Our Region's Success is Fragile*, NJLJ Magazine, February 2015

*The Complete Guide to Planning in New Jersey*, Editorial Board, Organizing Committee & Contributor, 2010

*NJ in Transition: What Does it Mean for Planning?*, The Jersey Planner, Jan 2010

*NJ's Response to Global Warming*, The Jersey Planner, Jan 2009

*The State of the State TDR Act*, The Jersey Planner, March 2008

*Courts Fluster Non-Contiguous Cluster*, The Jersey Planner, March 2008

*No More Garden State?*, The Jersey Planner, May 2008

*How About Some Real Economic Stimulus?*, The Jersey Planner, July 2008

# Courtenay D. Mercer, PP, AICP Principal

Courtenay Mercer is a land use planner with substantial public sector experience that enabled her to provide assistance to diverse and complex planning projects, and to work with all types of communities. Her project experience ranges from rural conservation planning to urban redevelopment. In addition to public and private sector planning work, Courtenay is involved with many civic and volunteer efforts, including public community boards and non-profit organizations.

Courtenay is the former Director of Planning at the NJ Office of Smart Growth, which staffs the State Planning Commission in developing and implementing the NJ State Plan. She was also the NJ Director of the Regional Plan Association, a non-profit research and advocacy organization working in the NY metropolitan area. She has overseen myriad projects, including traditional neighborhood design (TND) plans, transportation oriented development (TOD) projects, contaminated site cleanup and reuse plans, as well as rural and historic preservation projects.

One of Courtenay's core assets is her ability to coordinate diverse stakeholders and garner inter-governmental coordination for complex planning projects. Courtenay capitalizes on her vast public and non-profit sector experiences to assist her clients in attaining Regional, State and Federal-level assistance and approvals.

## PROJECT EXPERIENCE

### Local Demonstration Projects, Northern NJ

Managed community engagement and stakeholder coordination for the Together North Jersey regional planning consortium, including social media management, online community engagement, implementation planning assistance, and inter-governmental coordination.

### Highlands Master Plan Monitoring Program, Northern NJ\*

Managing the Highlands Regional Master Plan Monitoring Program Recommendation Report, which addresses the periodic Regional Master Plan (RMP) update required by the Highlands Act. The Program includes significant stakeholder and public outreach, as well as creating monitoring indicators and milestones, and a science and research agenda related to future implementation initiatives.

### Complete Streets Study, Sussex County, NJ

Managed outreach and education coordination for a comprehensive Complete Streets Study and Plan for the County of Sussex, including public relations, community engagement, stakeholder identification and coordination, and Steering Committee management.

### Strategic Growth Plan, Sussex County, NJ

Managed outreach and stakeholder coordination for an Economic Base Assessment and Strategic Growth Plan for the County of Sussex, including public relations, community engagement, stakeholder identification and coordination, and Steering Committee management.

### Transit Access Study, Pompton Lakes, NJ

Provided coordination support to the project Steering Committee, production and distribution of the transit access survey, translation services, and public outreach and social media coordination to inform the planning of future transit facilities, bus routes, and services.

## PRESENTATIONS

*Interconnecting Local Cities and Suburbs*, Paterson Metropolitan Region Research Center Conference, 2016

*Economic Impact of New Jersey's Transportation Future*, New Start NJ Forum, 2016

*Improving NJ's Infrastructure*, New Leadership Council of NJ Policy Summit, 2016

*Improving Transportation Across the Hudson*, Saint Peter's University Forum, 2015

*Fragile Success: Taking Stock of the NY Metro Region*, Community Development Conference, 2015

*Strategies for Implementing Regional Plans*, APA Conference, 2015

*Access to Workforce*, APA-NJ Annual Conference, 2015

*Preservation through Non-Contiguous Cluster*, NJ Historic Conference, 2014

*Planning & Preservation Field Workshop*, NJ Historic Conference, 2012

*Navigating New Careers in A Down Economy*, APA-NJ Annual Conference, 2010

*Infrastructure Investment Policy Forum*, Rutgers University, 2009

*Public Participatory GIS*, APA-NJ Annual Conference, 2008

*Abercorn Street: A Case Study in Community Development*, APA-NJ Conference, 2007

*The NJ State Plan*, APA National Conference, 2007

Created the NJ TDR Outreach Program and presented *TDR 101* at innumerable municipal, county and state government agency meetings, public meetings and non-profit sponsored forums, 2004 to present (*notable TDR presentations*):

*NJ State TDR Program*, University of MD Land Use Forum for Local Governments, 2007

*Smart Growth Planning Through TDR*, APA Conference, 2007

*TDR: The NJ Model*, Eastern CT Resource Conservation & Development Council, 2007

## REGULATORY & LEGISLATIVE

*NJ Plan Endorsement Guidelines*, Co-Author, 2007

*NJ TDR Real Estate Market Analysis Regulation (N.J.A.C. 5:86)*, Author - 2005

*NJ TDR Planning Assistance Grant Guidelines & Regulation (N.J.A.C. 2:77)*, Co-Author, 2004

Oversaw the NJ Plan Endorsement Process, NJ Cross Acceptance Process, as well as the coordination of the NJ State Plan re-write - 2006-2007

Represented the NJ Department of Agriculture during the promulgation of the *Highlands Water Protection and Planning Act* (N.J.S.A. 13:20), 2004

Reviewed and provided comment on key land use regulations, including the *Water Quality Management Planning Rule* (N.J.A.C. 7:15), *Stormwater Management Rule* (N.J.A.C. 7:8), *NJ Highlands Rule* (N.J.A.C. 7:38) and the *Highlands Regional Master Plan (RMP)*

## Greater Dayton Neighborhood Revitalization Study, Newark NJ\*

Managed the Greater Dayton Revitalization Study to explore the potential to transform Newark's Dayton neighborhood from a distressed, largely isolated area into a revitalized, transit-oriented community that is connected to the greater region around it. The Study included baseline land use, environmental, transportation and economic analyses, as well as significant stakeholder outreach to inform a set of implementable design and policy recommendations for the City of Newark to move forward with in anticipation of the PATH extension to the Northeast Corridor Rail Link Station (NEC Station) at Newark Liberty International Airport (EWR).

## Transfer of Development Rights (TDR)

A national expert in TDR, Mercer launched and oversaw a statewide TDR Demonstration Program in which substantial financial and technical assistance was provided to a targeted group of projects in an effort to supply model TDR mechanisms. Mercer also created a TDR education and outreach program through which she explained the TDR concept and planning process to diverse constituencies. Notable TDR projects Mercer has managed:

- TDR Demonstration Program, NJ (Statewide)\*
- Highlands TDR Fiscal Analysis, Highlands Region, NJ
- Urban TDR Plan, Jersey City, NJ
- TDR Feasibility Study & Implementation Plan, Kingwood, NJ
- Highlands TDR Feasibility Study, Oakland, NJ
- Highlands TDR Fiscal Analysis, Vernon, NJ

## Urban TDR Program, Jersey City, NJ

Served as the lead planning consultant and project manager of a complex urban TDR program that includes several distinct project areas. The project created a mechanism for the City to redevelop and increase density to more appropriate levels, while preserving historic structures and garnering capital funds for the acquisition and/or improvement of recreational lands. Services include coordinating technical advisory committees, public engagement workshops, market analysis, and TDR and redevelopment planning.

## TDR Feasibility Study & Implementation Plan, Kingwood, NJ

Provided planning services to analyze the feasibility of TDR in rural Kingwood Township through build-out analysis and project area mapping, coordinating with the economist on the preliminary market analysis and proposed TDR transfer ratios, and preparing the draft Plan Element, ordinance and deed restrictions. Also facilitated public engagement activities, including the creation and dissemination of an informational video, in-person and online visual preference survey, an open house workshop, and social media promotion of all activities.

## Integrated Transportation & Land Use, NJ\*

Led the Office of Smart Growth's Integrated Transportation & Land Use program and provided stakeholder coordination support to the NJ Department of Transportation in their effort to implement smart growth strategies along several major transportation corridors around New Jersey, including Route 9 in Atlantic and Ocean Counties, Route 57 in Warren and Morris Counties and Route 1 in Middlesex and Mercer Counties. The initiative included stakeholder and multi-jurisdictional coordination, community outreach, as well as technical assistance to local and regional governments.

\*Work performed by Courtenay Mercer with another organization