

DEPARTMENT OF PARKS & COMMUNITY SERVICES

# HUDSON COUNTY

***DIVISION OF PLANNING***

***BIENNIAL REVIEW***

2018 - 2020



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## EXECUTIVE SUMMARY

Hudson County is unlike any other in the state. Its location on two peninsulas, surrounded by three rivers, paired with the fact that Hudson County is also the smallest and most densely populated County in all of New Jersey, makes it an innovator in both economic and community development. Since June of 2018, the Division of Planning has driven forward many objectives that serve residents and businesses.

As the manager of the County's Planning Board, the Division of Planning plays a vital role in reviewing all subdivision applications in the County and site plan applications for development along County roads that may affect traffic and drainage facilities. The Planning Board promotes sustainability and environmentally friendly development through their Land Development Regulations.

The Covid-19 pandemic, coupled with its associated economic downturn forced the Hudson County Division of Planning to drastically shift its daily practices to ensure an impressive and courageous year, which is summarized in the 2019-2020 Biennial Review. The pandemic indubitably brought upon a myriad of challenges, but it also drove innovation.

Despite dealing with the Covid-19 pandemic and all the challenges that came along with it, the Division of Planning continued to provide excellent service to Hudson County residents in some of the most unprecedented ways. Through zoom meetings and social distancing, the Division was able to work extensively on the Ferry Service Expansion Study. As a leader in Census outreach, the County managed a large state grant, identified partner organizations, and was on-the-ground promoting participation. As a result, New Jersey was able to maintain its legislative power and accurate demographic data.

Additionally, the Division managed two full funding cycles of the Hudson County Open Space, Recreation, and Historic Preservation Trust Fund, totalling over \$14 million in park acquisition and development. These improvements were vital to County residents during the pandemic as demand for open space soared.

Looking forward, the Division of Planning is prepared and eager to best serve the constituents of Hudson County.

Sincerely,

Francesca Giarratana  
Division Chief, Hudson County Division of Planning

## DIVISION OF PLANNING STAFF

The Division of Planning is organized under the Department of Parks & Community Services, overseen by Director Thomas DeLeo, Deputy Director ShaRhonda Walker, and Deputy Director Russell Fallacara.

### FRANCESCA GIARRATANA, PP, AICP

Division Chief

Born and raised in Jersey City, Francesca attributes her upbringing to her initial interest in urban planning. She earned her undergraduate degree from American University and Master's from Rutgers Bloustein School of Planning. She started at the County as an intern and has proudly served the residents of Hudson County since 2011.

### KEVIN FORCE, PP, AICP

Principal Planner

A native of Teaneck and current resident of Jersey City, Kevin received his Master's in City and Regional Planning from Rutgers University in 2013, where he concentrated in Community Development and earned a Certificate in Historic Preservation. Kevin's been with the Division since December 2013.

### MARIO TRIDENTE

Building and Zoning Inspector

A native of Hoboken and lifelong Hudson County resident, Mario is the liaison between municipal construction/zoning officials. Mario has received his Zoning Official certification from the Bloustein School of Government Services and has earned his Municipal Shade Tree Management and Hazard Shade Tree Assessment certifications from Rutgers University extension.

### GINA JARAMILLO, CPM

Office Manager (Executive Assistant)

Gina is an experienced office manager and is skilled in graphic design. Gina ensures that critical functions for the office are carried out and serves as human resource manager for the office. Gina also manages our office's participation in a high school internship program.

### SAMUEL SCHROEDER, AICP

Principal Planner

Samuel earned his Bachelor's in Urban Planning from the University of Cincinnati, where he participated in a cooperative education program earning experience in the private, public, and non-profit sectors of the planning profession. Samuel recently earned his AICP certification.

### ELIZABETH MORALES

Bilingual Clerk II Typist

Elizabeth, a Hudson County native, has worked as the bilingual Clerk Typist for the Division of Planning for the past 13 years. She is responsible for facilitating the efficient functioning of the office. She has a passion for networking with others, and leadership development.



## MARCELLA TRAINA

Assistant Planner

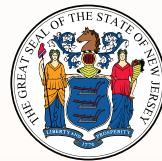
Marcella, a Bayonne native and recent graduate of Bloustein's School of Planning and Public Policy, has been with the County since 2020. Marcella provides assistance to the Planning Board and with various planning studies, and is also the OPRA designee.

## PLANNING INTERNS

Over the course of the past two years, the Division hired three interns. The role of interns in the office is beneficial to the office and the individuals. They aid the staff in long-term and short-term projects, providing a learning experience for soon to be planning professionals. The office is thankful of our interns since 2019 (listed alphabetically): **Rachel Brown, Dia Morales, and Zachary Kourgialis.**

## PROFESSIONAL DEVELOPMENT

The Division of Planning participates in professional training every year. Each year, the Division sends representatives to the New Jersey American Planning Association Conference in New Brunswick to learn about strategies and best practices in planning. Additionally, the Division sent representatives to the 2019 National Planning Conference and the 2020 National Planning Conference, which was held virtually. The staff participate in professional competitions and certification programs so they can best serve the needs of Hudson County.



### PP LICENSED

Two Division staff members are licensed Professional Planners(PP) in the State of New Jersey.



### AICP CERTIFIED

Three Division staff members have received certification by the American Planning Association.



In February 2020, the Hudson County Census Team was hired to encourage participation, engage municipal and non-profit partners, and advertise the Census in multiple languages. Our County website remained a major hub during the full effort, receiving 60,000 views by the end of the campaign. Social media allowed for the County to highlight important updates on the dynamic situation of the US Census Bureau Operations, upcoming events, and the progression of our self-response.

A kick-off event in March was held to start with a big push on April 1, Census Day. The operation quickly pivoted during the COVID-19 lockdown, shifting to print advertising (with digital overlay) and digital marketing with ads in various publications, including in Spanish only outlets. We also “targeted” social media accounts that had major HTC population followings, including certain geographic areas or a group that includes a major HTC demographic. While staff interaction was prohibited, we brought our giveaways to where people were out in public: we had 100s of reusable grocery bags, flyers, and other giveaway items distributed to food pantries and food distribution sites.

Our weekly emails to important Hudson County partners (municipal LCCCs, education contacts, non-profit partners, and elected officials) provided detailed Census Bureau, state, and local updates. Hyper-local advertising was a key component of the campaign: We initially contracted small business advertising for 140 businesses across the County. During the next round, we utilized the theme of “We’re Open!” after COVID restrictions loosened and distributed English and Spanish posters throughout the County (**pictured on page 5, bottom right**). We partnered with various SIDs and municipalities to assist with the distribution. Our month-long text banking campaign also allowed us to remind HTC populations to fill out the Census as well as answer questions as needed.

Our team and “moving kiosks” (of tables, tablets, and giveaways) at dozens of community events were an important personal point of contact for individuals to ask questions about the Census. Our team always had a Spanish-speaking staff member

present and many times, an Arabic speaker as well. Starting in June, all staff at in-person events were equipped with appropriate PPE and tablets with data plans to allow individuals to fill out the Census then and there.

As the effort progressed, we actively focused on community events that were located in low-performing census tracts. Together with NALEO and some of the above Hispanic publications, on June 18th our team hosted a Facebook live in conjunction with the Hudson County Latino Foundation. Later, we hosted a “Day of Action” via Facebook Live in partnership with the NJ Latino Pastors.

During the week of July 27, our team organized and implemented a Census PUSH week, which was in coordination with the State and national PUSH weeks. Over the course of seven days, we had HC Census presence at key events and locations across all 12 municipalities. These locations were determined in conjunction with representatives from municipal Complete Count Committees (CCCs). We contracted an electronic billboard truck which covered routes through the County’s lowest response tracts, and parked with our team at the aforementioned events to help draw attention to our staff, who answered residents’ questions and assisted in Census completion on their tablets.

This week was so successful and engaging that our team planned a second and final PUSH week for the final two weekends of the self-response period in September. This took place from September 17-27 and was named Hudson County Census Final COUNT-down. This 10-day period covered events across all 12 municipalities. Locations were set in one of each municipality’s lowest self-response rate tracts. A variety of local food trucks provided the encouragement of free meals to motivate residents to complete the Census with our staff members and Census Bureau CRRs. A Hudson County DJ set the mood to make the Census a festive and exciting event!





The Census Outreach Team visits Andrew Jackson Gardens in Hoboken.



The County Outreach Team attended a food distribution event outside of the RedBulls' Stadium in Harrison. The County extends gratitude to partners, NALEO, for the giveaways!



Reusable bags and water bottles were appreciated by community members at a North Bergen outreach event with Mayor Sacco.



Mayor Rodriguez and other local officials met with community members during the Final Count-Down outreach week.

**Yes, we're OPEN**

United States  
**Census 2020**

Complete the 2020 Census  
to create jobs and improve  
the local economy!

**MY2020CENSUS.GOV**

Hudson County received a grant from the Dept. of State Complete Count Commission.

# HUDSON COUNTY PLANNING BOARD

## ABOUT THE PLANNING BOARD

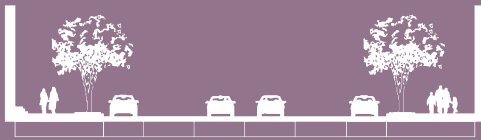
The Division of Planning manages the County's Planning Board which has jurisdiction over all subdivision applications in the County and site plan applications for development along County roads that may affect traffic and drainage facilities. Ultimately, the goal is to protect investment in the County road system and drainage facilities. Hudson County was the first Planning Board in the state to incorporate a Green Infrastructure Technique Checklist in its application to promote sustainability in building and site design.

The Division of Planning receives applications, performs a review of development regulations, conducts a technical review meeting in which applicants are invited to attend, and holds the Planning Board's public hearing. The Planning Board's application, site inspection and escrow fee schedule and Land Use Development Regulations are adopted by the Board of County Commissioners.

Post-approval, the Division of Planning assists with conditions of approval set forth in the resolution, working with the Law Department and the County Engineer's Office on franchise agreements for any encroachment onto County Roadway and assisting with any post-approval permits between the municipal construction officials and the County Engineer's office.

## SIDEWALK CAFES

As the COVID-19 pandemic unfolded, the County Planning Board adopted an addition to its Land Development Regulations, with standards for businesses looking to provide seating in the County's right-of-way. Staff recognized the need for an expedited review process for these applications, so review for these applications moved quickly. Since 2020, the County Planning Board reviewed 21 applications. Approved applicants entered into a Temporary License Agreement with County for use of the sidewalk for outdoor seating.



Residential Boulevard



Mixed Urban Boulevard



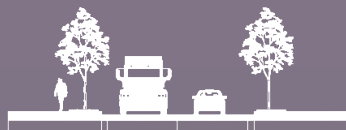
Scenic Boulevard



Downtown Avenue



Mixed Use Avenue



Industrial Avenue



Main Street



Neighborhood Street



## COMMISSIONERS

The Bylaws of the Hudson County Planning Board, recently amended in March 2018, state that the Board shall have nine members, including the County Engineer, who shall be appointed by the County Executive with the advice and consent of the Board of County Commissioners.

### SAMANTHA LUGO

Chair

A North Bergen resident and commissioner since 2016, she works as a school counselor in the North Bergen schools and is a former volunteer counselor and cheerleading coach.

### RUSHABH MEHTA

Vice Chair

A North Bergen resident and commissioner since 2003, he serves on the North Bergen Zoning Board of Adjustment and is originally from Mumbai, India.

### FLOYD JETER

Commissioner

A Jersey City resident and commissioner since 2017, he currently works with the Jersey City Office of Inclusion and is an adjunct professor at New Jersey City University.

### KENNEDY NG

First Alternate

A Union City resident and commissioner since the 2000s, he serves as the Director of the Community Development Agency of Union City, is on the Union City School Board.

### TANYA RODRIGUEZ

Second Alternate

A West New York resident and commissioner since 2021, she is the Board Secretary of the Zoning Board of Adjustments & Planning Board of West New York. She is a former Paraprofessional for the West New York Board of Education.

### THOMAS MALAVASI, P.E., P.P., C.M.E.

County Engineer

Previously the Township Engineer of Maplewood, New Jersey, he became the Hudson County Engineer in 2016.

### DANIEL CHOFFO

Vice-Chair

A Harrison resident and commissioner since 2003, he is the School Business Administrator and Board Secretary for the Harrison School District and commissioner of the Harrison Housing Authority.

### HON. JERRY WALKER

County Commissioner | District 3

A Jersey City resident, Honorable Jerry Walker was elected to the Board of County Commissioners in 2017.

### HON. YRAIDA APONTE-LIPSKI

County Commissioner Alternate | District 4

A Jersey City resident and commissioner since 2021, she is a professor and clinical instructor at Eastern International College in Journal Square. She is also an elected Democratic Committeewoman, and serves as the Sergeant-At-Arms for the Jersey City Democratic Organization.

### FRANCIS KENNY

Commissioner

A Jersey City resident and commissioner since 2020, he is an Associate Attorney for Lite DePalma Greenberg, LLC. He formerly served as the Judicial Law Clerk to the Hon. Carmen Messano, P.J.A.D. at the Superior Court of N.J., Appellate Division.

### JOHN ALLEN

Commissioner

A Hoboken resident and Commissioner since 2019, an attorney with the City of Hoboken and counsel with the firm Schenck, Price, Smith & King, Commissioner for the Garden State Joint Insurance Fund, and member of the Easterseals New Jersey Board of Directors.

### JOSEPH GLEMBOCKI, P.E.

Assistant County Engineer

# APPLICATIONS SUMMARIZED

## 2019-2020 HIGHLIGHTS

The Planning Board approved 114 applications during 2019 and 2020. Of these applications, 102 were site plan applications along County roads.

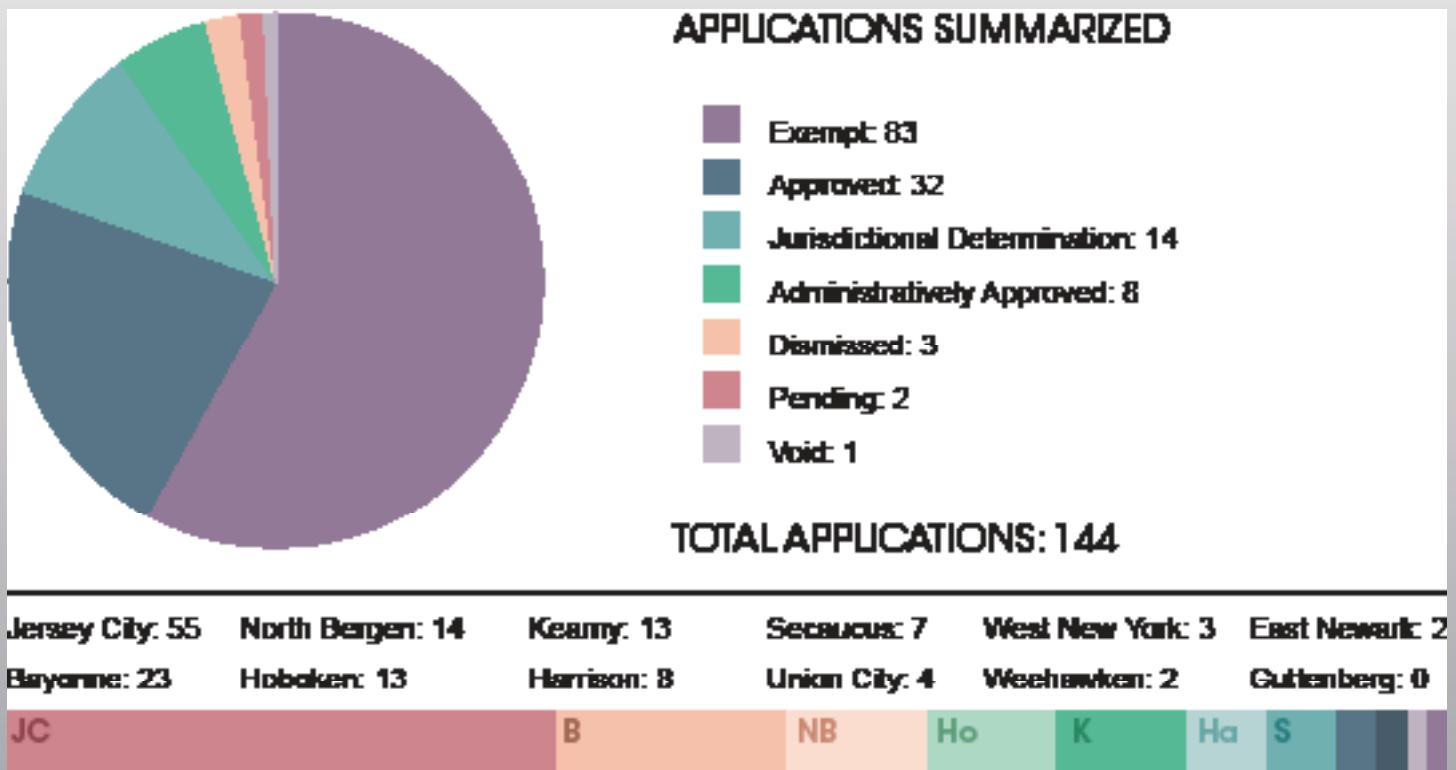
## ENCOURAGING SMART GROWTH

The County has many policies which promote smart growth. One example is the Low Impact Development Checklist, which encourages the use of nonstructural stormwater management strategies and provides guidance in their incorporation in land development projects. This Checklist complements the NJDEP Stormwater Management Rules with additional oversight on vegetation, circulation, pollution prevention, and consistency with the Hudson County Master Plan.

The Planning Board has a shade tree requirement, where one (1) street tree shall be provided for every 30 feet of street frontage along a County road. Where that is not possible, a contribution in lieu of plantings shall be made to the Hudson County Shade Tree Fund. The Division uses that funding to plant new trees on suitable sites along County roadways. During the two past years, the Planning Board has required 127 shade trees.

## GREEN TECHNIQUES

All site plans that are approved must have met the minimum requirement of two (2) green techniques outlined by the County's Best Management Practices list. Some common examples of green techniques include bike racks, porous pavers, and green roofs.



# STUDIES, INITIATIVES, MUNICIPAL COLLABORATIONS & PARTNER- SHIPS

## JERSEY CITY MASTER PLAN

The Jersey City Master Plan Vision seeks to capture the impacts and opportunities that have surfaced through the City's rapid growth to develop a plan that celebrates and strengthens our vibrant community. The master plan has two elements: Land Use and Open Space. Division of Planning staff serve as Technical Advisory Committee members for both elements.

## RESILIENT NJ GRANT PROJECT

The Hudson County Division of Planning is serving as a representative for Hudson County in the Resilient Northeastern NJ project, one of the initiatives as part of the NJDEP's Resilient NJ program. Resilient Northeastern New Jersey is an initiative led by NJDEP, Jersey City, Newark, Hoboken, Bayonne, Hudson County, Ironbound Community Corporation, and HOPES CAP, Inc. that aims to reduce flood risk and improve quality of life. These communities have experience with flooding during heavy rainstorms and coastal storms, such as Hurricane Sandy. Flooding from rainfall, coastal storms, and high tides is expected to worsen over time as climate change causes more intense rainfall and sea level rise. The project, which launched in March 2021, will bring together the people government, business, infrastructure providers, engineers, scientists, and community organizations, and the public in an inclusive decision-making process to create a clear action plan using the best available data to address current and future flooding, looking at changes to our built environment, new policies, education, and other creative solutions, and building ongoing collaboration beyond the action plan. The project team is engaging community organizations for public outreach and participation in the spring of 2021. In the summer, risks and vulnerabilities to our communities will be identified, along with tools that can address these risks. In the fall and winter, potential solutions will be developed to address the identified risks and achieve our region's vision for resiliency, with the final action plan to be completed in the spring of 2022.



## Shade Trees Planted in 2019:

### JFK Blvd:

- Bayonne - 2
- Jersey City - 18
- Union City - 4

### Park Ave:

- Hoboken - 11

### Garden St:

- Hoboken - 3

### Manhattan Ave:

- Union City - 1

## Shade Trees Planted in 2020:

### JFK Blvd:

- Bayonne - 7
- Jersey City - 9

### Willow Ave:

- Hoboken - 1

### Hudson St:

- Hoboken - 1

### 14th St:

- Hoboken - 2

Trees planted through the program (as outlined to the right) do not include the count of any trees mandated by the Planning Board.

The Division of Planning also assisted in planting 81 trees in Washington Park in Union City

# HUDSON COUNTY OPEN SPACE

## ABOUT OPEN SPACE IN HUDSON COUNTY

*"Hudson County is surrounded by three magnificent rivers, full of a diversity of cultures and incomes, and endowed with over 400 years of history." - Thomas DeGise, County Executive*

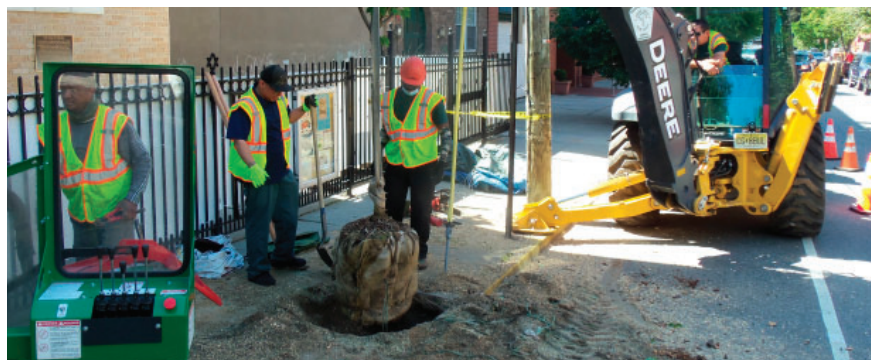
The Division of Planning plays an instrumental role in the way residents and visitors interact with open space. Throughout the County, there are parks large and small, that cater to the needs of neighborhoods and the region, and that act as passive places to benefit from nature and as active places for recreation.

## RECREATIONAL AND OPEN SPACE INVENTORY

The County is required to prepare a ROSI as a condition of applying for and receiving Green Acres funding. The ROSI lists all Green Acres-funded properties as well as all other lands held for conservation and/or recreation purposes. Lands listed on a ROSI include those owned, leased, or otherwise controlled by the County and may include land owned in fee, land leased by the County for recreation purposes, land owned by a private entity upon which the County holds a conservation easement, or any land in which the County holds a specific recreation and/or conservation interest.

## SHADE TREES - URBAN FORESTRY INITIATIVE

The County's Urban Forestry Initiative has a mission to promote a progressive community forest and shade tree plan that fosters the sustainable development and maintenance of Hudson County's urban forest resources, which will benefit the environment, improve human health and psychological well being, provide economic advantages, minimize County liability and the enhancement the overall quality of life for residents, workers, visitors, pedestrians and motorists alike.



## OPEN SPACE TRUST FUND

The Hudson County Open Space, Recreation & Historic Preservation Trust Fund was established in 2003 after approval by a two-to-one majority of County voter participants. The Board of County Commissioners annually approves the property tax rate which funds the Trust Fund.

### RECENT ACCOMPLISHMENTS OF THE TRUST FUND

Since 2005, Hudson County has awarded over 79 million dollars in funding assistance for the acquisition of open space, improvements to existing parks, and preserving the county's historic resources to ensure that all county residents have access to recreational and cultural opportunities within their community. To date, 782.44 Acres of open space have been preserved.

### REPROGRAMMING FUNDS

Reprogramming of funded projects are granted at the discretion of the County. Under program guidelines, reprogramming can only be awarded to Park Improvement projects and Historical Capital projects. No more than 50% of the total funded project award amount can be used for reprogramming.

In response to the Coronavirus pandemic, the Board of County commissioners approved a one-time suspension of the reprogramming clause, allowing for \$1.5 million in grant awards to be reprogrammed to immediate projects throughout the county.

### DOLLARS AWARDED



2019  
\$7,665,218

2020  
\$7,300,078

\$9.19 million  
reimbursed in  
construction  
and acquisition  
costs

### AWARDS MADE IN 2019 AND 2020

Municipality	2019	2020
<b>Bayonne</b>	Russell Golding Park 28th Street Park	Russell Golding Park
<b>East Newark</b>	--	Recreation Center
<b>Guttenberg</b>	Pocket Park Acusision & Development	127 71st St. All-Access Park
<b>Harrison</b>	Little Leauge Field	Harrison Courts
<b>Hoboken</b>	Northwest Resiliency Park Church St. and Stevens Dog Runs	Northwest Resiliency Park Elysian Park Dog Run
<b>Jersey City</b>	Gateway Park Complex Reservoir 3: Ornamental Fence Old Bergen Cemetery (County)	Pavonia Marion Park Reservoir 3: Trail & Lighting
<b>Kearny</b>	Brighton & Miglin Ave. Playgrounds	Harvey Field
<b>North Bergen</b>	Community Center Roof & Gym	10th Street Park
<b>Secaucus</b>	Schmidts Woods Park	Millridge Rd. Field Complex
<b>Union City</b>	Peru Park Firefighters Memorial Park	Field Complex Acquisition Washington Park East
<b>Weehawken</b>	Pier B, Waterfront Park	Waterfront Park: Landscaping
<b>West New York</b>	Centennial Field	Miller Park
<b>Hudson County Parks</b>	Washington Park Playground	Stephen R. Gregg Tennis Courts Laurell Hill Playground



## ACOMPLISHMENTS OF THE TRUST FUND

Over the past two years, numerous projects have broken ground and open to the public. The community has much to celebrate with each new acquisition and park development.



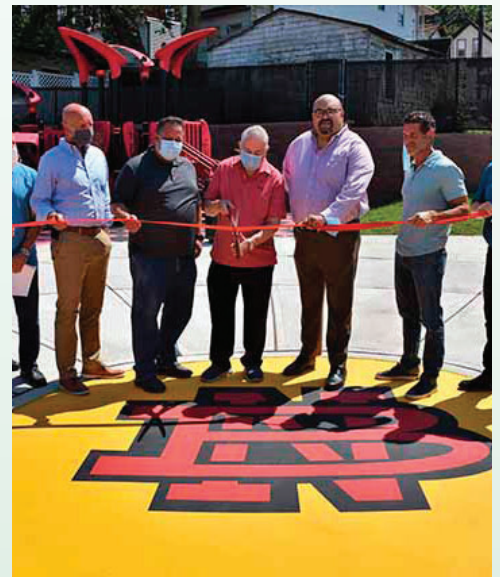
**Hoboken Madison Street Park** broke ground January 7, 2018 and celebrated the park opening June 8, 2019. The project was awarded \$500,000 from the County's OSTF.



**Jersey City Reservoir 3** broke ground April 17, 2021. The County is funding fencing, trails, and lighting.



**Kearny Gunnel Oval** celebrated a ribbon cutting on September 25, 2020. The project was awarded nearly \$1.5 million from the County's Open Space Trust Fund.



**North Bergen opened Policemen's Memorial Park** (awarded \$500,000) on July 29, 2020.



**West New York Miller Stadium** reopened on May 8, 2021. The project was awarded \$473,999.27 in 2017. The historic site's legacy includes baseball legends Babe Ruth and Lou Gehrig and Bruce Springsteen throwing a pitch from the mound in his 1985 music video "Glory Days." The project leveraged Trust Fund award with CDBG funding to cover the \$1.5 million price tag.



**Bayonne Neil DeSena Park** reopened on May 9, 2019. The project was awarded \$500,000 in 2018.



**Jersey City Berry Lane Skate Park** opened on August 6, 2020. The project was awarded \$500,000 in 2018, which served as a matching grant from the Tony Hawk foundation.





## COUNTY MAP

In accordance with New Jersey County Planning Act (N.J.S.A. 40:27-5), the County has completed the 2020 update to the Official Hudson County Map.

### ABOUT THE COUNTY MAP

The map illustrates all highways, roadways, parks, and public facilities or works which fall under County jurisdiction. According to the New Jersey County Planning Act, the Board of County Commissioners is empowered to adopt and establish an official county map (40:27-5). The Division of Planning solicited feedback from Hudson County municipalities, other Hudson County divisions (such as Engineering and the Office of Emergency Management), the State Department of Transportation, as well as the NJ Sports and Exposition Authority. This feedback was incorporated into the most current draft of the County Map and presented to the Hudson County Planning Board. After review, the Planning Board voted to recommend the Board of County Commissioners consider the 2020 “Draft” Official County map for adoption.

The 2020 Official Hudson County map was designed to follow a foldable pamphlet format thereby making distribution easier within the County as well as at public events.

### PARK MAPS

The rear panels of the map were designed to provide new, up-to-date information on County parks and open space. Such material includes a timeline of the history and success of the Hudson County Open Space & Historic Preservation Trust Fund as well as new visualizations of park history and amenities. The back of the county map also includes a new welcome message, an outline of County Roads, and a full street index.

Illustrations of County Parks were developed by the Hudson County Division of Planning in consultation with the Division of Parks.

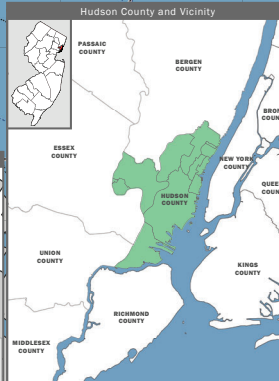
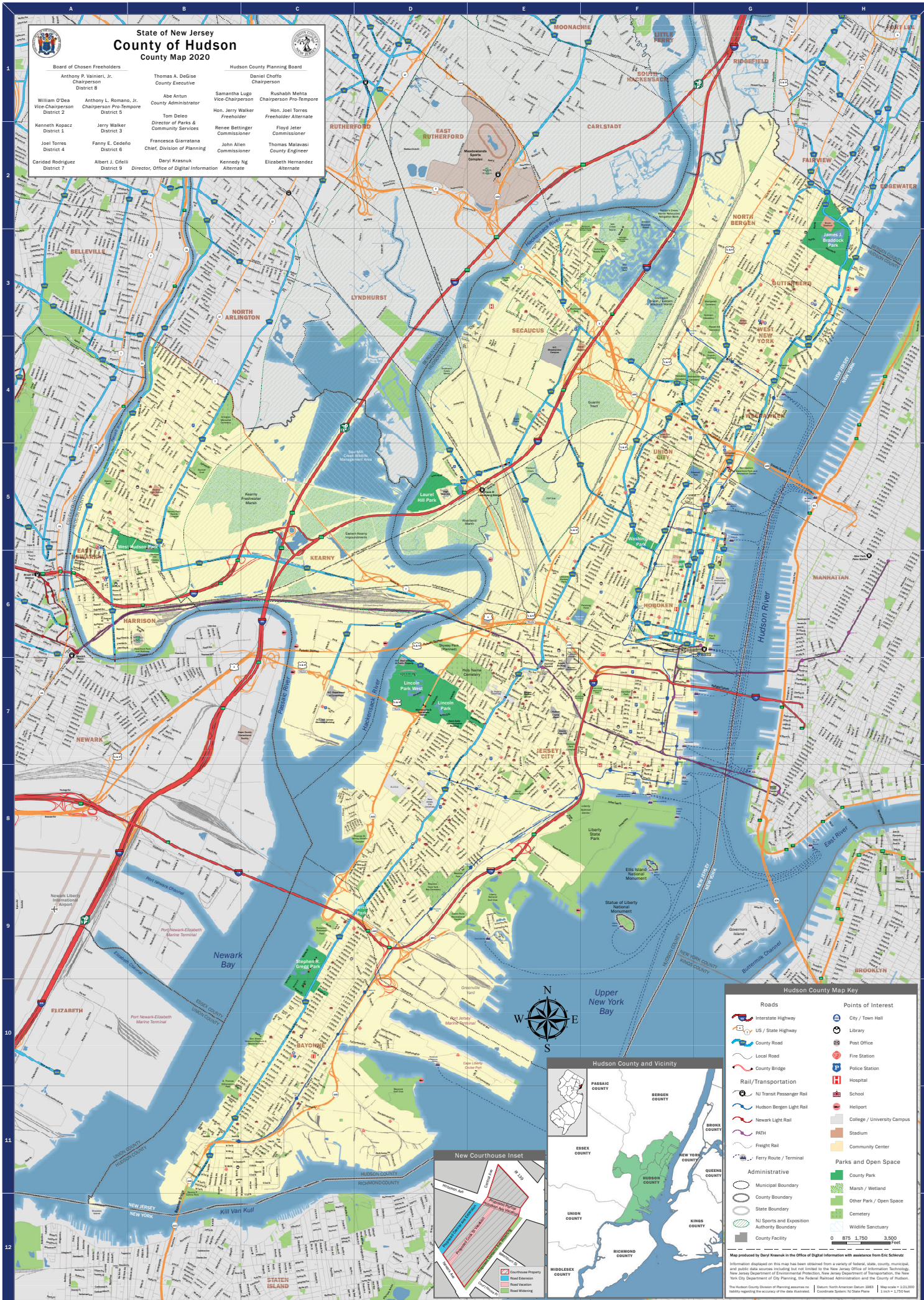




# State of New Jersey County of Hudson County Map 2020



Board of Chosen Freeholders		
Anthony P. Vainieri, Jr. Chairperson District 8		
William O'Dea Vice-Chairperson District 2		
Kenneth Kopacz District 1		
Joel Torres District 4		
Candida Rodriguez District 7		
Thomas A. DeRose County Executive		
Abe Antun County Administrator		
Tom Deleo Director of Parks & Community Services		
Francesca Giarratana Chief, Division of Planning		
Daryl Krasnuk Director, Office of Digital Information		
Daniel Choffo Chairperson		
Rushabh Mehta Chairperson Pro-Tem/Per		
Hon. Jerry Walker Freeholder		
Renee Bettinger Commissioner		
John Allen Commissioner		
Kennedy Ng Alternate		
Elizabeth Hernandez Alternate		
Floyd Jeter Commissioner		
Thomas Malavasi County Engineer		



### Hudson County Map Key

<b>Roads</b>	<b>Points of Interest</b>
Interstate Highway	City / Town Hall
US / State Highway	Library
County Road	Post Office
Local Road	Fire Station
County Bridge	Police Station
<b>Rail/Transportation</b>	Hospital
NI Transit Passenger Rail	School
Hudson Bergen Light Rail	Helipoint
Newark Light Rail	College / University Campus
PATH	Stadium
Freight Rail	Community Center
Ferry Route / Terminal	<b>Parks and Open Space</b>
<b>Administrative</b>	County Park
Municipal Boundary	Marsh / Wetland
County Boundary	Other Park / Open Space
State Boundary	Cemetery
NI Sports and Exposition Authority Boundary	Wildlife Sanctuary
County Facility	

Map produced by Daryl Krasnuk in the Office of Digital Information with assistance from Eric Schwartz. Information data sources including but not limited to the New Jersey Office of Information Technology, New Jersey Department of Environmental Protection, New Jersey Department of Transportation, the New York City Department of City Planning, the Federal Railroad Administration and the County of Hudson.

The Hudson County Division of Planning assumes no liability regarding the accuracy of the data furnished.

Scale: 0 875 1,750 3,500 Feet

Scale: 1 inch = 1,250 feet

Scale: North American Datum 1983

Coordinate System: NAD83



# TRANSPORTATION & CONNECTIVITY

## FERRY SERVICE EXPANSION STUDY

The Hudson County Division of Planning launched the Ferry Service Expansion Study in June 2020. Given the County's geographic location and need for more transportation services, the Division began exploring the potential for an additional transportation option – a passenger ferry service. The purpose of the study was to evaluate the potential demand for ferry service in new areas of Hudson County that are not currently served. The study also explored the market feasibility for intra-county, inter-county, and inter-state ferry service to serve six general areas of Hudson County: Bayonne's Newark Bay waterfront, the Bayfront Redevelopment Area of Jersey City, Hoboken, South Kearny, south Harrison, and West New York.

The Hudson County Division of Planning received a grant of \$276,000 from the North Jersey Transportation Planning Authority (NJTPA) Subregional Studies Program to conduct the study. With these funds, the Division of Planning has hired McLaren Engineering Group who have assembled a team with Steer, FHI Studio, and GGES, to assist with preparing the study. The Division of Planning contributed a 20% match of \$69,000 through staff work on the study.

Since the initial launch of the study, the Division has led several outreach efforts to develop an understanding of feasibility and the interest in potential ferry service options. Public outreach kicked off in July 2020, with a study website, Facebook page and a coordinated social media effort. Through a photo contest, members of the public were able to photograph their favorite places along the Hudson County waterfront and enter them into a contest on the study's Facebook page. Facebook users then voted on the winners, each of whom received a prize, as well as had their photos included in our study. A public survey asked questions about interest in ferries, travel preferences, and the preferred routes and destinations. Hudson County residents were able to fill out our survey on our website, which was conveniently available in Spanish,

Arabic, and Tagalog. A total of five virtual public meetings were held for the project team to present the study to gain insight on interest, ideas, and some of the concerns of residents regarding the potential demand for ferry service in their area. These meetings also gave members of the public a chance to give and receive direct feedback about the study. Public outreach through different methods and targeted to different populations helped with the goal to allow for full opportunities for participation and results which were reflective of most of Hudson County's diverse demographics.

The Project Team spent the last year interacting with Hudson County residents and analyzing potential ridership, identification of origins and destinations, as well as the demand for service and potential routes to and from the preferred locations. The Project Team gained insight and best practices through a review of case studies of existing ferry services, meetings with a Technical Advisory Committee comprising regional stakeholders, and a series of round table discussion with local governments, private ferry service operators, and transportation agencies across the country. Information obtained through outreach was supplemented with data from the Census, NOAA, and other sources to assess potential ridership and physical site conditions. Ridership demand was estimated using the NJTPA's North Jersey Regional Transportation Model-Enhanced (NJRTM-E) supplemented by travel data based on cell phones. A financial analysis was developed by comparing different levels of fare revenues with infrastructure and operating costs.



*Development along the Hackensack River suggest demand may be on the horizon. Rendering courtesy Jersey City Redevelopment Agency.*



The study has resulted in the development of three concept routes with estimated ridership demand, both current and projected into the future assuming new land developments which are planned or in progress. Through the study, it was determined that ferry landings at most of the sites are technically feasible and it is possible to operate ferry routes between them, although there are some navigational challenges, and coordination with key regional partners is essential. The study outlines the conditions that could make new ferry service possible in the future, the necessary infrastructure, potential funding sources, essential partners, and the steps that would be required to implement a service. The study will be presented in a final report which will be released in July 2021.



*The photo contest invited many County residents to get involved in the Study.*

## HUDSON COUNTY TRUCK ROUTES AND IMPACTS ASSESSMENT

In 2020, the County submitted a proposal and was awarded funding from the North Jersey Transportation Planning Authority (NJTPA) for a subregional transportation study grant to create a Hudson County Truck Routes and Impacts Assessment. The purpose of the study is to consider the movement of freight through the county by trucks in the context of the local community. Through the study, the Division of Planning will develop an understanding of the contributions of this industry to the county's economy and the livelihood of county residents, examine the movement of freight and deliveries by trucks throughout the county, and will develop recommendations for infrastructure and efficiency upgrades, as well as mitigation measures to address health and safety concerns. Through the outreach component of the study, the Division will engage the public to increase their awareness and encourage their participation, and will also bring together public and private sector professionals to create a collaborative dialogue regarding key issues related to freight movement requirements and impacts. The Division of Planning, will solicit for a consultant firm to assist with the study through the Request for Proposals (RFP) process with the NJTPA in 2021, with the study process to begin at the start of 2022.

**COUNTY OF HUDSON**  
**DEPARTMENT OF PARKS & COMMUNITY SERVICES**  
**DIVISION OF PLANNING**  
**BERGEN SQUARE CENTER**  
**830 BERGEN AVENUE, SUITE 6A**  
**JERSEY CITY, NEW JERSEY 07306**  
**[WWW.HUDSONCOUNTYNJ.ORG/PLANNING](http://WWW.HUDSONCOUNTYNJ.ORG/PLANNING)**

**THOMAS A. DeGISE**  
County Executive

**THOMAS DeLEO**  
Director

**SHARHONDA R. WALKER**  
Deputy Director

**RUSSELL FALLACARA**  
Deputy Director

**FRANCESCA GIARRATANA, PP, AICP**  
Division Chief

