



# *CWL Planning*

*Your Community Better Defined through Design.  
We ensure all the pieces fit*



## About the Firm

CWL Planning was founded in 2009. While we are a new Firm, we are not inexperienced development professionals. Our partners have gathered extensive breadth and depth of experience working in independent practice or at our former firms. We have combined our expertise to create a full-service top-quality planning Firm. In addition to serving our clients, members of our firm are involved in other professional endeavors that increase its expertise base thus its ability to serve a wide variety of clients on a wide variety of issues. As such, we teach graduate level courses at Rutgers University, and Hunter College, conduct training sessions with professional organizations, participate in professional training seminars, graduate level course at Columbia University, in addition to research and publishing. All of these experiences grounds the firm in the reality of day-to-day municipal operations with a solid understanding of the effects statewide policies have on the ground.

Providing a full range of professional planning services, the firm's expertise ranges from large-scale urban redevelopment, to commercial corridor retrofits, and site specific planning and design. All of our work is ground in our ability to build community consensus through our education and professional experience. The firm also has a great deal of experience in issues ranging from multi-community planning projects to County and regional plans. We take great pride in being able to work with all the factions within the communities we serve. The public process is important, especially politically, with regard to a community's ability to create plans that garner the support and can be implemented. Without this, plans are merely paper on a shelf or become political footballs.

One of the strengths of our firm is the ability to offer practical advice. We are cognizant of the issues faced by communities and can help develop consensus on matters relating to land use and site design, with important focus on integrating the environment and transportation investments. Vision is key, but implementation is a must. Our firm focuses on the ability to achieve both the short and long-term goals of our clients.

### **Our experience includes the following:**

- Redevelopment
- Master plans
- Public outreach
- Site plan and project design
- Land development and zoning ordinances
- Affordable housing/fair share plans
- Site plan and subdivision review
- Central business district plans
- Demographic studies
- Open space and recreation plans
- Waterfront planning and design
- Visual impact studies



## Experience

### Our Approach

Our planning experience has revealed that providing public decision makers with all the facts necessary to make informed decisions is critical. We utilize sound planning expertise and best practice examples to help guide community development initiatives toward successful completion. A great deal of thought and experience is brought to our projects in order to ensure seamless integration between new plan and existing development patterns, as each community we work in is unique. Our firm focuses on value-added development, not merely tax ratable building. Value-added development builds and strengthens a tax ratable base and promotes sustainable economic growth; merely looking at what a project brings to the municipal coffers does not necessarily add the value people may think.

Our extensive experience in public participation as well as urban design and redevelopment is most important to highlight. We view community outreach and design as the key components of all our planning projects, and we employ a graphics-rich approach to ensure the general public comprehends the discussion throughout the entire process. Pictures are worth a thousand words, and as such, we utilize graphics to educate and sometimes respectfully challenge the public on their presumptions, in order to gain a better understanding of how to achieve the overall goals.

CWL Planning, and its associates always apply a comprehensive approach toward its projects, no matter how large or small. Our experience with state and regional agencies is worth mentioning as local issues always have the ability to take advantage of regional systems and markets. We employ a context-sensitive approach to ensure the plans we create fit local character. We believe that all people and interested parties are important to consider, especially those where immediate impact will be felt. As such, we take a pedestrian-first approach no matter what the end-use of a site is to become. When projects are designed with the pedestrian in mind, they can work to create quality environments where people can not only live, work and play, but also live next to or access comfortably. We work to raise the value of specific sites, but also the community at-large.

Our Team's experience is a unique offering that is unparalleled. While context and historical perspective is important, we will offer creative solutions that can be implemented. The key is always to help facilitate an understanding of the best outcomes that fit the needs of the community at-large while breaking down the sometimes harmful presumptions that laypersons bring to the table at times.

While we have worked on many planning projects, all plans must be able to stand on their own.

### ***Ingredients of Community & Economy***





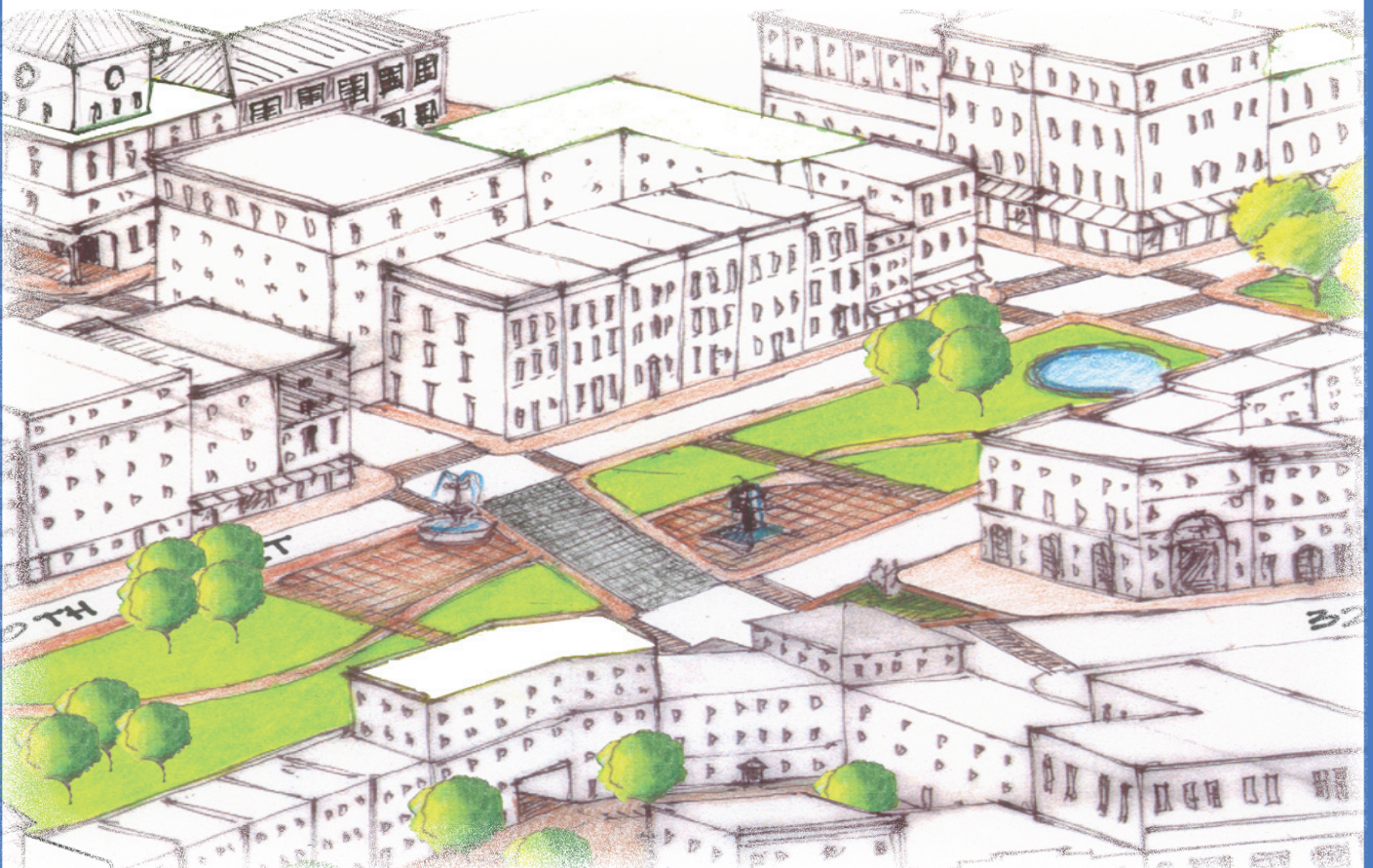
## Services

### Urban Design

CWL Planning has significant experience in the area of urban design, and provides creative approaches to development, and redevelopment planning. We have prepared design plans for neighborhoods, town centers, transit oriented development, waterfront projects and traditional site plans and subdivisions. We have also worked with market experts to test these designs.

CWL seeks opportunities to influence good design. Whether individual buildings or entire neighborhoods, aesthetics are a critical component in well-functioning communities. A common element in design is the integration and linkages with the “larger community” whether environmental, infrastructure, or aesthetic issues related to style and scale. The firm strongly believes in the collective power of the team through collaboration with all community stakeholders and uses the firm’s design-rich approach to convey the message through artist renderings, simulations, and photography.

Our focus is on “place making” and creating viable projects for clients and the communities where we work. We maintain membership with American Planning Association, the Congress for New Urbanism, and the Urban Land Institute, where we are continually interested in staying in-touch with the latest trends on community design. We often publish or work and findings as well. Our mission is to make communities more livable, and therefore more sustainable through solid, reality-based urban design techniques.





### **Town of Dover, Morris County:**

#### **Transit-Oriented Development Plan**

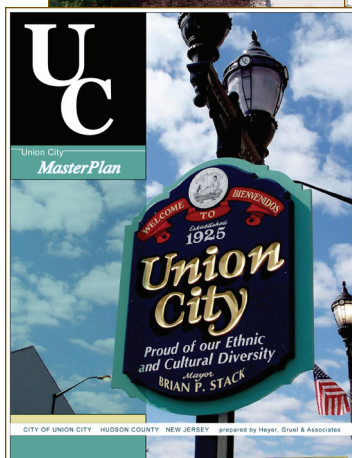
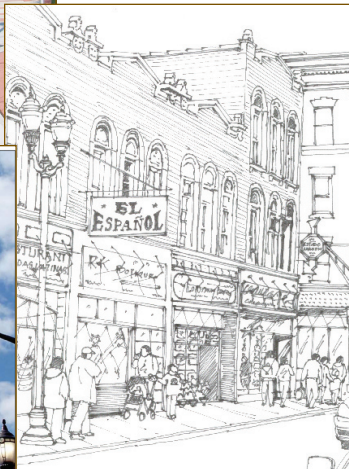
Through their work at Heyer, Gruel & Associates, members of CWL worked closely with the community to prepare the NJ American Planning Association and New Jersey Future award winning Transit-Oriented Development Plan for the Town of Dover. A great deal of attention was focused upon the Town's vibrant diverse downtown, historic resources and strong surrounding neighborhoods. Under a Form-based design strategy, the Plan coordinates and complements the Town's development efforts with the aim of restoring the Town to its true glory as a jewel within Morris County. Design standards for in-fill development coordinated with public parking, transit opportunities, parks, and environmental features work toward strengthening the Town's economic base. The Plan was prepared with an extensive public outreach component that worked through local stakeholders to achieve greater participation from traditionally under-served Latino demographic. The Plan gathered much positive attention from elected officials, developers, and historic community; even the traditional town naysayers.



### **City of Union City, Hudson County**

#### **Master Plan**

The City of Union City's Master Plan is a traditional master plan combined with site specific attention paid on 9 different areas in the City. Under a design rich approach that graphically illustrates the vision of the community, the Plan addresses the needs and challenging issues needed to overcome. Presented with several challenges, the City is setting forth a bold vision of the future that embraces all diverse cultures of the City. As one of the most densely populated municipalities in the country, Union City's design challenges are the presence of the I-495 approach to the Holland Tunnel, cultural differences in approaches to signage and advertising, and the need for open space. The Plan was created through the CWL Team's work at HGA.



## Redevelopment

CWL has significant planning experience in the area of redevelopment and can provide effective and insightful direction whether starting the process or fixing past failed attempts. The firm is familiar with the requirements of the “Local Housing and Redevelopment Law” and as such, has worked with legislators on updates. We have expertise in working with groups involved in the redevelopment process, including redevelopment agencies, planning boards, governing bodies, areas residents and property owners. In addition, with the aid of our urban design group, we have the experience and capability of presenting the issues, objectives and plans for redevelopment clearly, concisely and effectively.

Redevelopment Law in New Jersey allows for a great deal of flexibility and creativity to solve the challenges problems that usually exist when a community decides to take this approach. CWL utilizes its expertise in variety of its other planning experiences toward creating innovative plans that take advantage of the opportunities that redevelopment allows them to. In addition to our redevelopment work consulting work, the firm's principal serve on the redevelopment Committee of the American Planning Association - New Jersey Chapter, and has also participated on a number of panels regarding redevelopment and the impact of the Local Housing and Redevelopment Law. Members of the firm have also served as expert witnesses in a number of redevelopment cases.

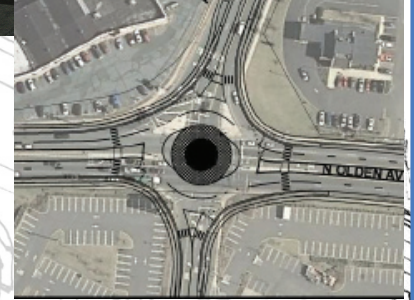




## Township of Ewing

### Olden Avenue Redevelopment Plan

CWL prepared the Olden Avenue Redevelopment Plan for the Ewing Township Redevelopment Agency. The Plan includes a new approach toward economic development along this commercial highway corridor that included redesigning a major County thoroughfare into an urban-style boulevard with project partner URBAN Engineers, Inc.. The approach to the Plan integrated known planning and street design practice with key tenets of economic development to create a holistic plan that can be practically implemented by market forces. Incentives built into the Plan ensure that property owners are rewarded for the high level of coordination the Plan works to achieve. The Plan coordinates such things as access, signage, landscaping, and inter-connectivity, with the pedestrian friendly boulevard design to ensure economic activity is bolstered and the area revitalized.

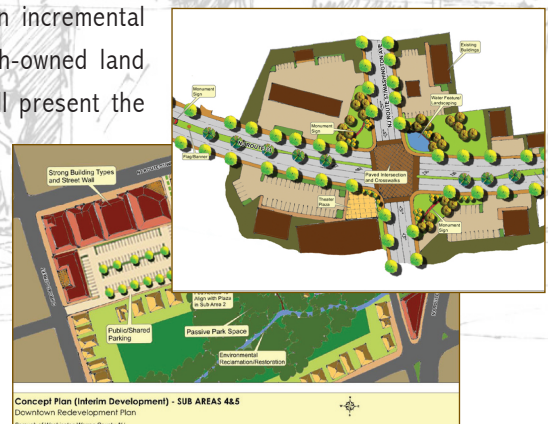


## Town of Harrison-Waterfront Redevelopment Plan (Heyer Gruel & Associates)

In his prior work Mr Latini and the members of the CWL Team worked to implement the award winning Harrison Waterfront Redevelopment Plan drafted by HGA for a 250+ acre former industrial area in Hudson County, New Jersey. The Plan capitalizes on assets such as its regional accessibility, the presence of the PATH station, the character and history of the area, and its location along the Passaic River to create a realistic opportunity for change. It also recognizes constraints to development such as environmental contamination due to its former industrial heritage and its location within the 100-year flood plain. Implementation of the Plan included negotiating and reviewing development plans, redevelopment agreements, and strategies for major infrastructure investments. Under his watch, Red Bull soccer stadium was designed, adopted by the Planning Board and constructed, as well as Harrison Commons a mixed-use development next to PATH.

## Washington Borough, Downtown Redevelopment Plan

Our Team also prepared the Downtown Redevelopment Plan for Washington Borough in Warren County at HGA. A historic downtown, the Plan seeks an incremental approach that capitalizes on the in-fill opportunities that Borough-owned land presents. When properly scaled and designed, redevelopment will present the Borough with a great opportunity to rejuvenate the downtown area and reconnect the community to its environmental assets. This plan is a true bottom up approach involving community stakeholders. The primary goal of the Plan is to revitalize the downtown through a pedestrian first approach that seeks to capitalize on the community's historic assets.





## Master Plans and Strategic Plans

CWL has extensive experience in the preparation of comprehensive master plans ranging from multi-jurisdictional and regional plans to community and neighborhood based plans. We believe comprehensive plans must start with a community-first approach, be issues driven, and based in both market realities as well as visionary. All of our plans are strategic in nature so that they can serve as road maps for successful public policy and implementation. Emphasizing the use of illustrations and graphics to convey ideas and recommendations our plans seek to educate stakeholders and build consensus.

A key component of our plans is extensive public outreach. Plans should be comprehensive documents in which all elements are integrated and coordinated to achieve the community's shared goals and objectives.

CWL has demonstrated expertise in developing plans that unite stakeholders within the community as well as horizontally and vertically across governmental strata. Combining regional market perspectives with a local focus, a master plan is about building relationships and leveraging resources toward more sustainable futures. Through this lens, CWL works to forge partnerships for communities that lead them toward successful implementation and a recognition that all components of a community make it a place worth living and investing in.

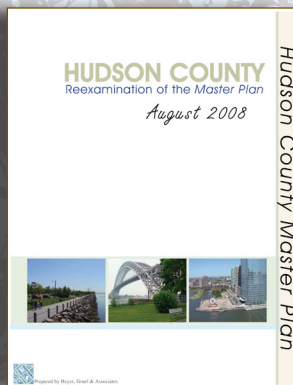
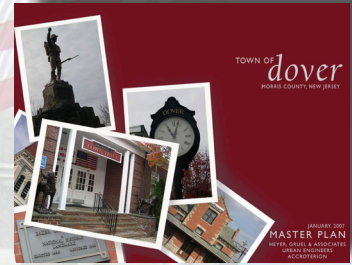


Figure 1	Figure 2
<b>Client:</b> Grant and Associates <b>Project:</b> Dover Township <b>Project Owner:</b> Dover Township <b>Site Address:</b> Dover Township <b>Project Dates:</b> 2005-2006 <b>Project Status:</b> Completed	<b>Client:</b> Grant and Associates <b>Project:</b> Dover Township <b>Project Owner:</b> Dover Township <b>Site Address:</b> Dover Township <b>Project Dates:</b> 2005-2006 <b>Project Status:</b> Completed
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### Town of Dover Master Plan

Under Mr. Latini's management, Heyer, Gruel & Associates prepared a comprehensive Master Plan for the Town of Dover. The Plan seeks to preserve and enhance Dover's historic character by protecting existing residential neighborhoods and providing new opportunities for Transit-oriented development around Dover Station on the Morris & Essex Rail Line. The Plan calls for targeted transportation infrastructure improvements to coordinate with a design-rich land development and pedestrian-first approach in this walk-to-school district. An extensive community outreach process was utilized to identify the goals and objectives that the Plan would work toward addressing and thus setting the stage for implementation.

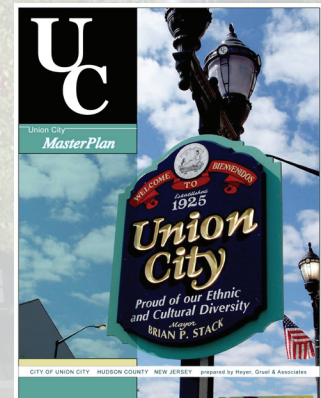


### Hudson County Master Plan Reexamination

Hudson County consists of 12 municipalities with very different needs and opportunities from the Hudson River in the east to the Passaic River in the west. This reexamination of the Master Plan through HGA took a look at development regulations and policies from a sustainability viewpoint. Looking at innovative development practices both at home and abroad, the Plan utilizes the County's statutory standing under the County Planning Act to craft a Plan that supported ordinance changes that empowers the County to be a more positive influence by providing strong support for its municipalities and residents. While the Plan's recommendations are innovative, they are practical and can be implemented.

### Union City Master Plan

Under HGA, the CWL Team prepared the Union City Master Plan as a continuation of the City's redevelopment and planning efforts. The work on developing this vision began with the identification of an ethnically diverse. The Plan was eventually translated into Spanish. The adoption of the 2003 Master Plan represents the next step in the process. With the implementation of the goals and objectives contained in the Master Plan, the redevelopment and revitalization of Perth Amboy will continue and the City's vision will become a reality.



### Franklin Township Housing Authority

With the emergent need to revitalize a difficult to manage and run-down housing project, the Franklin Township Housing Authority hired Mr. Latini and Mr Chittajallu through his former employment at Heyer, Gruel & Associates to develop a master site plan. The project involved taking residents and surrounding community through an input and educational process that informed a redesign that is being implemented today. The project included reconnecting streets for better access and security, improved interface with an adjacent Township park, new community center, and new housing stock the is fully integrated and compatible with the surrounding neighborhood.

## Integrated Land Use & Transportation Planning ~Facilitating Economic Growth

CWL has extensive experience in linking land use planning and design with transportation infrastructure planning and design as a tool for facilitating solid economic development climates. In most communities, an average of 2/3 of all public land is held within the rights-of-way of neighborhood streets, commercial highway corridors, and thoroughfares. In many instances, whether in Master Plan or redevelopment planning, our work has taken great measures to integrate the significant investment made in public infrastructure with economic growth and revitalization opportunities. By utilizing all a community's assets and leveraging them with private investment, true partnerships are created thus creating an atmosphere where business and citizenry can realize their true potential. Integrated planning at this level includes how we access and utilize the investments made in our neighborhoods, business districts, and open spaces, holistically. CWL works to bring these important tools into the public conscious.

All of our plans are strategic in nature so that they can serve as road maps for successful public policy and implementation. Emphasizing the use of illustrations and graphics to convey ideas and recommendations our plans seek to educate stakeholders, build consensus, and be utilized as a means to solicit funding for the infrastructure necessary to make the plan a reality.

CWL has expertise in developing plans that unite stakeholders within the community around a common vision. While a community often experiences individual interests that at times compete, we share sound planning practice as a means to educate as to why a community's special interest perform better when supporting one rather than as competing individually. CWL works to forge partnerships for communities that lead them toward successful implementation and a recognition that all components of a community make it a place worth living and investing in.





## Outreach / Visioning / Community Development Campaigns

CWL believes that effective planning and public policy must begin with the community being part of the process. It has been demonstrated time and again that when all members of a community are afforded an opportunity to be heard, not only do better plans ensue, but adoption and implementation thereof becomes easier. Not everyone will participate, but the opportunity to do so is an important part of transparency. We utilize creative ways to ensure the community is aware and able to participate. From Saturday morning coffee clutches at the senior center, to gathering input from high school students, we believe communication and input from all factions of the community is a great way to build a constituency.

We have demonstrated expertise uniting stakeholders horizontally and vertically in order to foster relationships and build consensus from neighborhood groups to high level policy makers. Building relationships so that resources can be leveraged to implement the plans we work with the community to create is the key to truly sustainable growth. Through a community-first approach, CWL works to forge partnerships for communities that lead them toward successful plan implementation and a recognition that all components of a community is what makes it a place worth living and investing in.



TOWNSHIP OF EWING, MERCER COUNTY

## PUBLIC MEETING


Share your thoughts on the Heart of Our Community!

The public is invited to the first of several meetings to gather input on how to redevelop the General Motors and Navy sites in the Parkway Avenue Redevelopment Area, and how they fit into the surrounding area.

As environmental clean-up progresses, come share your thoughts on a wide variety of issues like:

- What a "great place" would look like
- Stimulating sustainable economic growth to improve the tax base
- Managing traffic and mobility to support development
- Maximizing the benefits of nearby hospital, university, airport, and train station
- Ensuring existing neighborhoods and businesses benefit and prosper
- Creating a great place to live, work, shop, and play

**Help Plan Ewing's Future!**  
**When:** Wednesday, January 25, 2012 7:00 PM  
at the West Trenton Fire House



## *Contractual Arrangements & Fee Structure*

CWL acts in a variety of contractual obligations; as lead consultant, sub-consultant, fixed-fee, and hourly based on the project and our current hourly rates. We have a great deal of flexibility in how contracts are ultimately arranged, and as such, are willing to discuss different options with our clients. We have contracted with many public and private clients and are familiar with different potential arrangements. We are a NJ registered business and Limited Liability Corporation. We have staffing resources available to ensure proper delivery of services for the issue we are hired to address. From time to time we will consult with our clients to bring on sub-consultants depending on their interest and project need.

### **2012 Rate Schedule**

**Principal**  
**\$120**

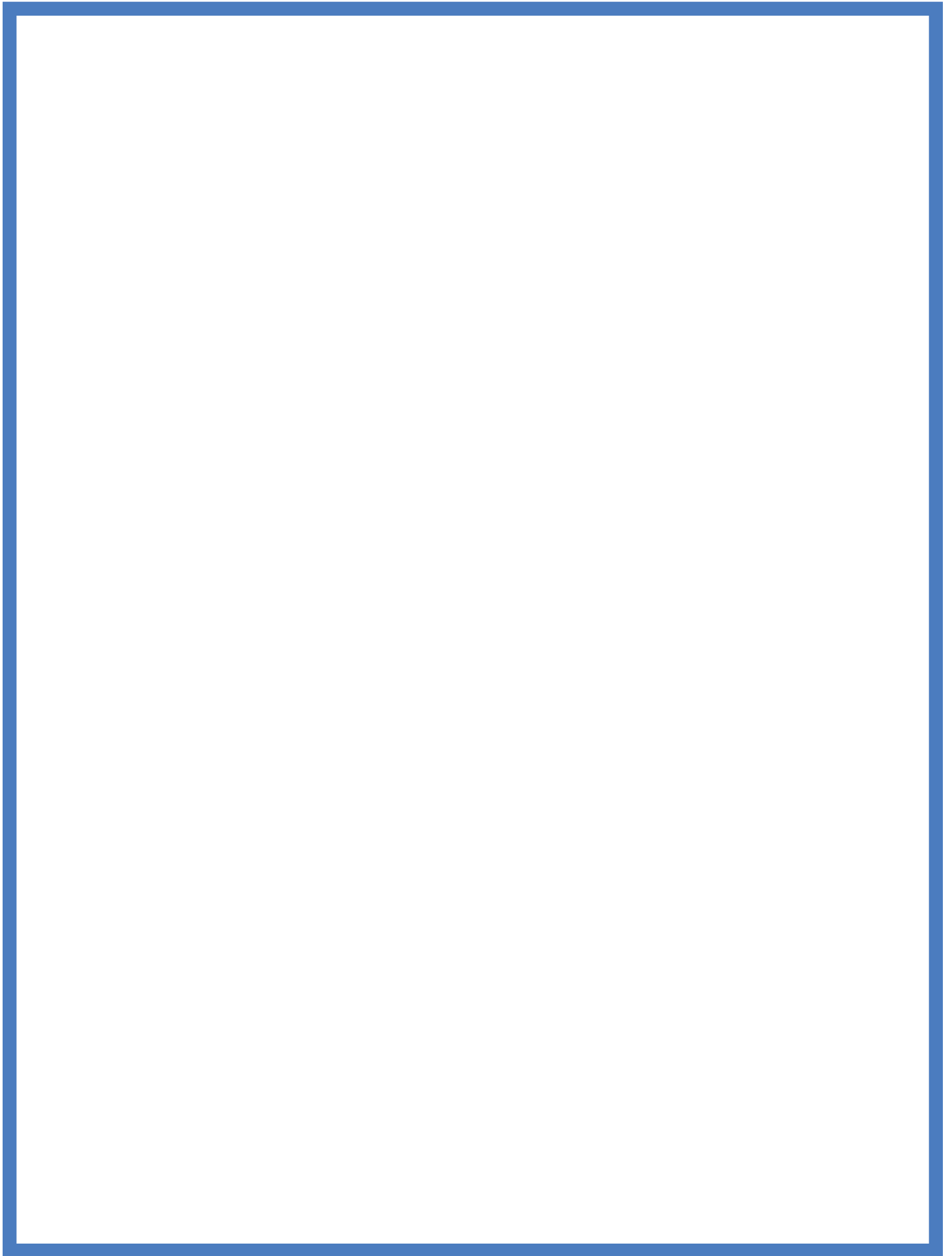
**Associate Planner**  
**\$85**

**Analysis and Research**  
**\$65**

**Graphic Design**  
**\$60**



*Your Community Better Defined by Design.  
We ensure all the components fit...*





## *Charles W. Latini Jr., P.P., AICP*

Mr. Latini is a principal at CWL and has nearly 15 years of diverse experience in municipal and regional planning including: site design, master planning, redevelopment, economic development, flood hazard mitigation and project management. He has particular expertise in urban design and placemaking and focuses on transit-oriented development, urban & community design, and highway corridor land use planning.

Redevelopment has always been a key component in his planning work where he has significant knowledge of the Local Redevelopment & Housing Law. Mr. Latini has wide experience and personal knowledge of the mechanics of local government and consensus building. He combines his experience in public policy at the municipal and state levels to ensure that a holistic approach remains the key focus within the planning process. Utilizing a strong urban design sense, projects focus on quality while remaining practicle.

### *REPRESENTATIVE PROJECTS:*

**Master Plans/Strategic Plans:** Mr. Latini has prepared numerous Master Plans. The key components of the Plans are the extensive public outreach process and an issues oriented form-based approach. The following Plans are representative examples:

- Town of Dover Master Plan
- Hudson County Master Plan
- Union City Master Plan
- Township of North Brunswick Master Plan

**Housing Elements/Fair Share/Affordable Housing Plans:** Mr. Latini has a broad range of experience in the field of affordable housing. He has prepared Housing Elements/Fair Share Plans under both the prior Round and the Growth Share regulations. In addition, he has participated in the COAH mediation process. The following Plans are representative examples:

- Town of Dover Housing Element/Fair Share Plan
- Town of Harrison Housing Element/Fair Share Plan
- Ewing Township Housing Element/Fair Share Plan

**Transit Oriented Development& Transportation Corridor Planning:** Mr. Latini has prepared and taken part in many transit- oriented development & transportation corridor projects. His experience working with NJ Transit and NJDOT has enabled him to be at the forefront of planning and design techniques related to this type of planning. The following Plans are representative examples of work he has been involved with:

- Town of Dover: Transit-Oriented Development Plan
- City of Hoboken: Transit-Oriented Economic Development Plan
- Franklin Borough: Route 23 Corridor Plan
- Borough of Garwood: TOD Vision Plan

Redevelopment: Mr. Latini has significant experience in all aspects of redevelopment planning. He has prepared numerous redevelopment studies and Redevelopment Plans. He has been involved in the implementation process including Request for Proposals (RFP), redeveloper selection and redevelopment agreement negotiations. He has also worked with the NJAPA Redevelopment Subcommittee on updates to the MLUL. The following are representative examples:

- Township of Ewing: Olden Avenue Redevelopment Plan
- City of Hoboken: Southwest Area
- Roselle Park: Romerovski Site Redevelopment Plan
- City of Paterson: St Joseph's Hospital Area Redevelopment Plan

### *PROFESSIONAL EXPERIENCE:*

- Senior Transportation Planner -  
NJ Department of Community Affairs- New Jersey Transit Corporation- August, 2004- January, 2005
- Grants and Funding Director  
State of New Jersey, Department of Community Affairs - Office of Smart Growth- January, 2004 - January, 2005
- Area Planning Representative -  
State of New Jersey, Department of Community Affairs-Office of Smart Growth- July, 2003 - January, 2005
- Acting Director of Planning and Economic Development -  
Township of Ewing, July, 2002 - June, 2003
- Township Planner -  
Township of Ewing, March, 1997 - June, 2003

### *PROFESSIONAL AFFILIATIONS:*

- New Jersey Professional Planners License #5721
- American Institute of Certified Planners (AICP)
- Executive Committee - NJ Chapter American Planning Association - Current President

### *EDUCATION:*

- Rutgers University, 1997, Bachelor of Science: Urban and Environmental Planning and Design
  - Certificate: Geographic Information Systems Analysis (Geomatics)
- Mercer County College, 1994, Associates: Humanities
- John S. Watson Institute of Public Policy 2004 Leadership Trenton Fellow

## *Paul Glietz, P.P., AICP*

Mr. Glietz is a partner at CWL and has extensive experience in municipal and regional planning including: master planning, natural resource and open space planning, and project management. He has served as a consulting planner for a dozen communities around the state for a variety of planning services from affordable housing to open space preservation, specializing in rural and suburban development. Also brings ten years of experience in open space and site conservation planning, natural resource management, database development and geographic information systems management to the firm from his tenure at The Nature Conservancy and in state government. He continues to present workshops and conference sessions on open space planning, natural resource management, state planning and geographic information systems.

### *REPRESENTATIVE PROJECTS:*

#### Continuing Services:

- Tinton Falls Borough Planning & Zoning Board
- Pohatcong Township Land Use Board
- Green Township Planning Board & Zoning Board
- Hopatcong Borough Planning Board & Zoning Board
- Village of South Orange Planning and Zoning Board
- Byram Township Land Use Board

#### Master Plans/Strategic Plans:

- Byram Township Master Plan
- South Orange Village Smart Growth Plan
- Green Township,
- Village of South Orange
- Byram Township Master Plan Re-examination Reports

**Affordable Housing:** Prepared Housing Element and Fair Share Plan in response to Court mandated COAH regulation amendments to seek substantive certification for:

- Green Township
- Hope Township
- Knowlton Township
- Borough of Tinton Falls
- South Orange Village

#### Open Space Plans:

- Hudson County Open Space and Recreation Plan
- Borough of Watchung Open Space and Recreation Plan
- Norwood Open Space Vision Plan
- Woodbridge, South Brunswick, Edison and Monroe Township Environmental Resource Inventories



#### Historic Preservation:

- South Orange Village
- Pohatcong Township Historic Preservation Plan

#### Land Development Ordinances:

- Byram Land Development Ordinance
- Borough of Tinton Falls Land Development Ordinance

#### Redevelopment:

- South Amboy Waterfront Redevelopment Study
- Byram Township Village Center Redevelopment Study and Plan

Highlands Plan Conformance: Assisted each Municipality through the Highlands Plan Conformance Process to achieve Center Designation or similar important Plan Conformance goal.

- Byram Township
- Pohatcong Township
- Hopatcong Borough
- Oxford Borough

### *EDUCATION:*

- Rutgers University Bloustein School of Planning and Public Policy, 2004, Master of City and Regional Planning —Environmental/Conservation Planning Focus. Graduated: GPA: 3.89
- Rutgers University, Cook College, 1995, Bachelor of Science in Natural Resource Management- Forestry Program
  - Certificate in Environmental Resource Monitoring (now GIS), Cook College, Rutgers University
  - Wetland Delineator Certificate Program, Cook College Continuing Education, Rutgers University,

### *PUBLICATIONS*

“Cross Acceptance and State Plan Endorsement”, ANJEC Report, Summer 2004

### *PROFESSIONAL PRESENTATIONS/INSTRUCTION*

- NJ League of Municipalities: Open Space Planning
- New Jersey Natural Lands Trust Rally: Plan Endorsement and Cross Acceptance
- ANJEC Congress: Assessing Development Plans for Environmental Impacts
- Natural Lands Network: Conservation Elements and Natural Resource Inventories
- The Association of Municipal Assessors of New Jersey: COAH Legislation and Affordable Housing Regulations
- New Jersey Planning Officials & Rutgers Center for Government Services: Mandatory Training for Planning Board and Zoning Board Members
- American Planning Association - New Jersey Chapter: Professional Planners Exam Review Seminar, Serving your Board: Going beyond the Site Plan Memo
- Rutgers University, Edward J. Bloustein School of Planning and Public Policy: Site Plan and Subdivision Review Seminar
- Rutgers University, Bloustein Online Continuing Education: New Jersey Planning Law

### *Aditi S. Mantrawadi, P.P., AICP*

Ms. Mantrawadi is an Associate with CWL. She has particular expertise in GIS mapping and urban design. Ms Mantrawadi is experienced in charrettes and public input processes and is able to utilize her skills as a urban designer to convey planning concepts to the public.

### *REPRESENTATIVE PROJECTS:*

Environmental Resource Inventories and Open Space Plans

- Watchung, Monroe, Norwood, Woodbridge, Hope, South Brunswick, NJ

GIS databases, analysis and mapping for planning projects

- Watchung, Harrison, Kearny, Wildwood Crest, Trenton and Pennsauken, NJ

### *PROFESSIONAL EXPERIENCE:*

Heyer, Gruel & Associates, New Brunswick, NJ

Associate Planner: December 2005 to 2009

Planning Intern: August 2005 to October 2005

- Planning and zoning review
  - Franklin, Byram, Pohatcong, Tinton Falls, Green, Monroe, NJ
- Form-based code for Village Center Zone – Hardyston, NJ
- Streetscape Revitalization – Oak Tree Road – Woodbridge, NJ
- Smart Growth Plan Endorsement – Toms River, NJ
- Zoning Ordinance Revision – Margate, NJ
- Neighborhood Strategic Plan, – Sewaren-Woodbridge, NJ

University of Cincinnati

- Graduate Assistant: September 2004 to June 2005

Programming, operation and maintenance of the CNC milling machine and the 3-D printer, creation and maintenance of Access project database, coordination and execution of student projects.

Cincinnati Area Geographic Information Systems, Cincinnati, OH

- Planning and GIS Intern: June 2004 to September 2004

Creation and maintenance of parcel and subdivision database, verification and editing of ownership and parcel information, map making, client interaction – property owners, developers, city officials and agencies such as E&G, Police, Roads and Buildings.

Shirdi Constructions Pvt. Ltd. Hyderabad, India

-Associate Architect: July 2002 to July 2003

Measured drawings, schematic design, preparation of working drawings, municipal layouts, and presentation drawings, and interaction with clients and contractors. Site architect for several residential projects.

Urban Arts, Hyderabad, India

Architectural Trainee: December 2001 to April 2002

Topic research, site analysis, measured drawings, schematic design, preparation of working documents, municipal layouts, and presentation drawings, model building, and budget calculations.

## *EDUCATION:*

Master of Community Planning

Urban Design and Physical Planning

September 2003 – 2005

DAAP, University of Cincinnati, Ohio

Bachelor of Architecture Urban Design

August 1997 – August 2002

C.S.I. Institute of Technology, Secunderabad, India

## *TECHNICAL SKILLS:*

Applications and Software: ESRI ArcView 3.X and ArcGIS 9.X, ArcInfo, Adobe Photoshop and Illustrator

Office Applications: MS Office XP Suite

Operating Systems: Windows 2000, Windows ME, MAC OSX

Graphic Skills: Pencil, fabric, poster and watercolors, photography, architectural drafting, model making

## *Dilip Roy Chittajallu, PP, AICP, BArch*

Ms. Chittajallu is an Associate with CWL. An Urban Designer who recently achieved his masters in real estate development, Mr Chittajallu brings the ability to design practical and implementable projects. His skills are a tremendous asset to CWL as his skill-set is multi-faceted.

### *REPRESENTATIVE PROJECTS:*

#### Redevelopment and Urban Design

- Town of Dover
- Township of Ewing
- Washington Borough
- Union City,
- Franklin Twp Housing Authority

#### GIS databases, analysis and mapping for planning projects

- Town of Harrison
- Town of Dover
- Hudson County

### *PROFESSIONAL EXPERIENCE:*

Associate Planner & Urban Designer - December 2004 to August 2008

Senior Planner & Urban Designer – August 2008 to May 2010 at Heyer, Gruel and Associates

- Performed entitlement/development review of 100+ development plans for municipal Planning and Zoning Boards;
- Conducted several market and demographic studies for planning and development projects, and developed a unique ability to identify land development opportunities;
- Authored award winning redevelopment plans that create an opportunity for the development of millions of square feet of commercial real estate;
- A pioneer in form-based coding, and authored one of the first New Jersey form-based development codes – complex coding system that promotes high density development, while minimizing time consumed in entitlement;
- An award-winning TOD planner and performed an extensive amount of work in creating development opportunities through high density development close to mass transit destinations;
- Authored affordable housing plans in accordance with the NJ Council on Affordable Housing statutes;
- Authored historic preservation and urban enterprise zone plans that create and enhance value.

Assistant Urban Designer at the Community Design and Development Center (CDDC) Cincinnati, Ohio –



September 2004 to December 2004

- Developed a comprehensive neighborhood redevelopment and marketing strategy for the rehabilitation and sale of substandard housing stock, redevelopment and adaptive reuse of industrial properties, and infill redevelopment of vacant residential properties;
- Conducted an extensive amount of market analysis through GIS Mapping and stakeholder interviews

Planning and GIS Intern at the Cincinnati Area Geographic Information Systems (CAGIS)

Cincinnati, Ohio – Summer 2003

- Performed an extensive amount of urban studies through GIS mapping;
- Scanned and digitized 1,200 data tiles for the Hamilton County;

## *EDUCATION:*

Master of Science in Real Estate Development, 2011

Columbia University, New York City, New York - GPA (Equivalent) of 3.7

Master's Degree in Community Planning, 2004 (Urban Design & Physical Planning)

University of Cincinnati, Cincinnati, Ohio

Bachelor's Degree in Architecture, 2002

School of Planning and Architecture, JNTU, Hyderabad, India

## *TECHNICAL SKILLS:*

- Real Estate Financial Modeling Applications: MS Excel 2003 & 2010, Argus Valuation - DCF
- Market Analysis Applications: ESRI Arc Map, US Census Data Tools, and COSTAR
- Other Applications and Software: MS Office 2003 & 2010, Adobe Photoshop, Google SketchUp

## *PROFESSIONAL ACTIVITIES/HONORS:*

- Certified Member, American Institute of Certified Planners, Membership #179446
- Licensed Professional Planner in New Jersey - License #6052
- Active Member of the American Planning Association
- Teaching appointments in Rutgers University and the American Planning Association