

The *Real* Cost of NIMBY: The Economic Development Case for Affordable Housing

Moving Beyond NIMBY with Data

How housing data and vacant land mapping help communities see their real options

NJHOMES  **Choice**

NJHOMES  **Atlas**

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NJ Department of Community Affairs

Tuesday, September 29, 2026

4:00 PM to 5:15 PM
Wildwood 20/21



Division of Housing and Community Resources



Why Opposition Takes Hold

Affordable housing rules are complex, and the process is hard to follow from the outside.

Complex rules

Obligations, credits, income tiers, and unit mix requirements are hard to follow.



A process that is hard to see

Residents rarely see their town's obligation, what has been built, or what options the town has.



Assumptions fill the gap

Assumptions and misinformation can become the accepted story, and that story is hard to correct later.

When people see the real options, affordable housing often looks different from what they expected.

Publish the data so everyone can see the same facts.

Use the data to drive local conversations.



Housing that is affordable to people in the community.

THE COMMON PICTURE

Large, high-density complexes in every town

WHAT THE PROJECT DIRECTORY SHOWS

61 South Ward Avenue Housing

Rumson Borough · 2 family rental units

Allen House 2

Millstone Township · 10 senior rental units

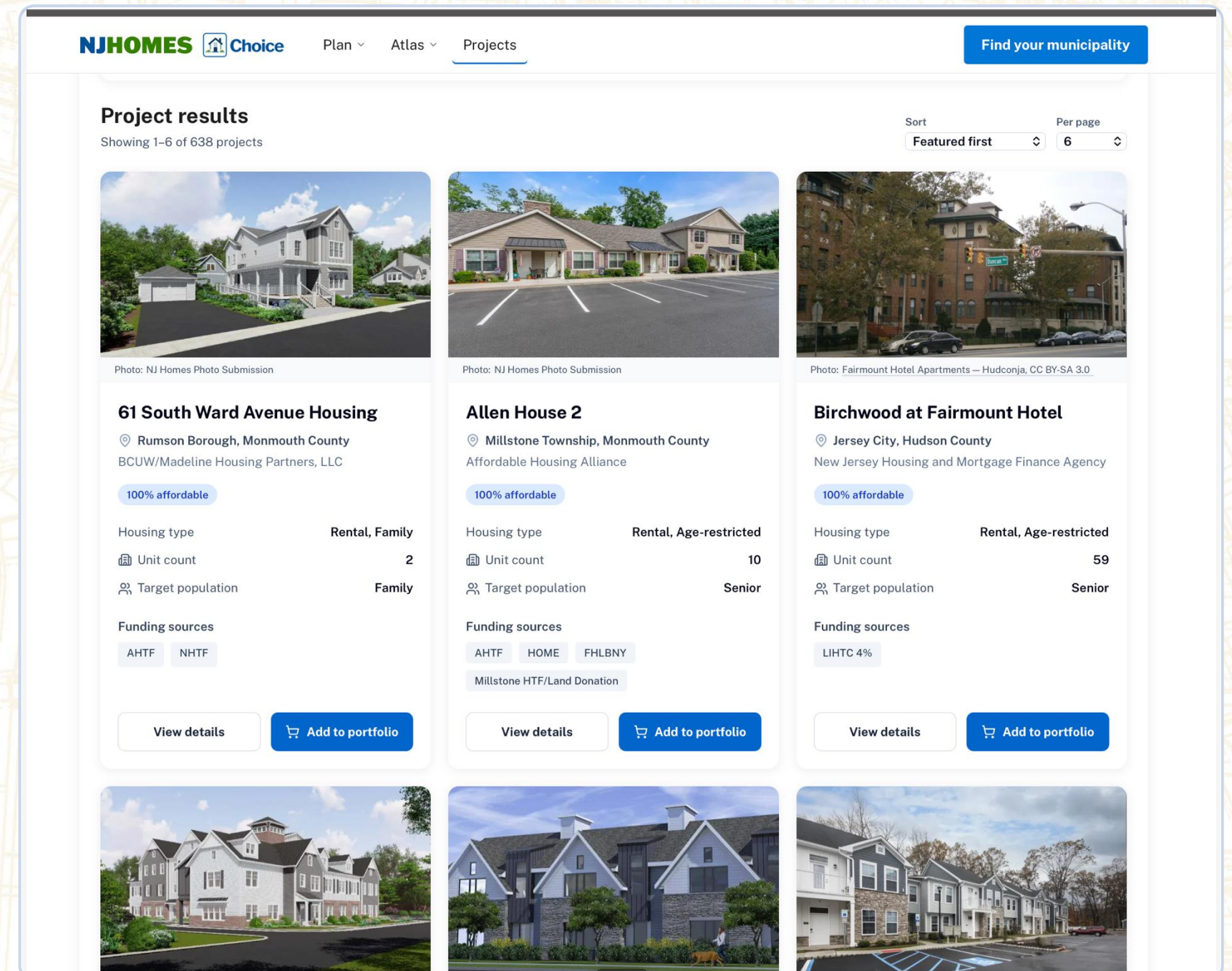
Birchwood at Fairmount Hotel

Jersey City · 59 senior rental units



Build a portfolio that fits your community

Browse 638 projects and save the ones that fit your town, as easily as filling a shopping cart.



Every Town's Record in One Place



NJHOMES Choice brings together public affordable housing information for all 564 New Jersey municipalities.

- 1

Fourth Round responsibility

DCA's published need calculations under P.L. 2024, c. 2.
- 2

Documented projects

DCA awards and NJHMFA tax credit projects in each town.
- 3

The town's land

Vacant town-owned parcels from NJHOMES Atlas.

COMING SOON

Fourth Round plans, mapped

Housing Element and Fair Share Plan data, analyzed and mapped for use.



Official Site of the State of New Jersey

Governor Mikie Sherrill | Get Updates

Department of Community Affairs | Division of Housing and Community Resources

NJHOMES Choice

Plan Atlas Projects

Find your municipality

NEW JERSEY AFFORDABLE HOUSING PLANNING

Every municipality's affordable housing record, in one place.

NJ HOMES Choice shows each of New Jersey's 564 municipalities its Fourth Round affordable housing responsibility, its documented projects, and its land, from the public record. The responsibility is set by P.L. 2024, c. 2 and calculated by the Department.

Find your municipality

Q Municipality, county, or DCA code

All 564 municipalities, grouped by county. Your choice stays in the header while you browse.

Atlas / Municipalities / Demonstration County

DEMONSTRATION RECORD FOURTH ROUND

Anytown Borough

MUNICIPALITY	9999 · Demonstration County
REGION	Region 9
STATUS	PUBLISHED
SOURCE	Published Fourth Round municipality calculations

120

Prospective need responsibility

45

Present need

0

Documented projects

Anytown Borough has no documented projects

A real municipality's record lists each DCA award and NJHMFA tax credit project recorded for it, with its affordable units.

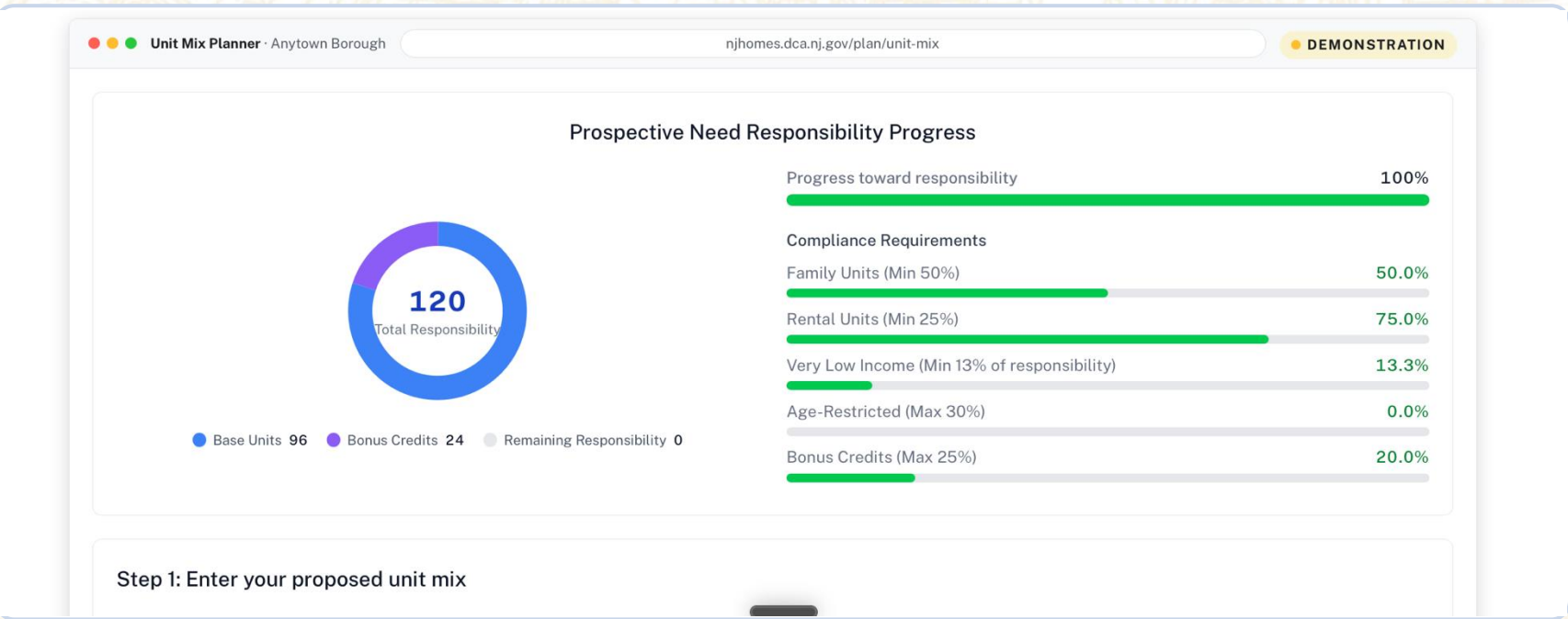
A demonstration: Anytown Borough is not a real municipality. Every record has this shape.

Find your municipality

Shown: Anytown Borough, a demonstration record.

Planning the Real Options

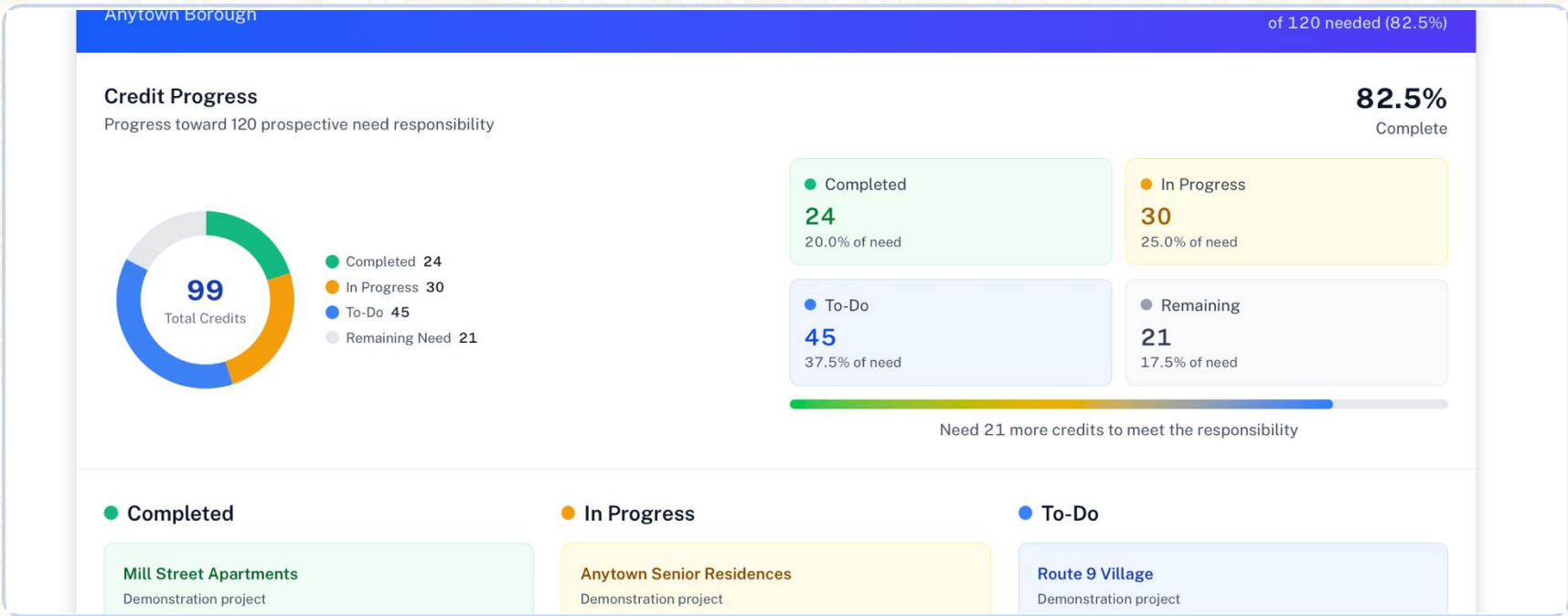
Planning tools show how a town’s obligation breaks down into specific projects and unit types.



UNIT MIX PLANNER

Build a unit mix and count the credits

Set units against the rules for family, rental, very low income, and age-restricted housing.



PROJECT PLANNER

Track projects from to-do to completed

See the distance to the target, and any rule a scenario breaks.

Shown with demonstration data for Anytown Borough.



Start With the Land You Own



NJHOMES Atlas maps vacant parcels owned by New Jersey's 564 municipalities.

76,108

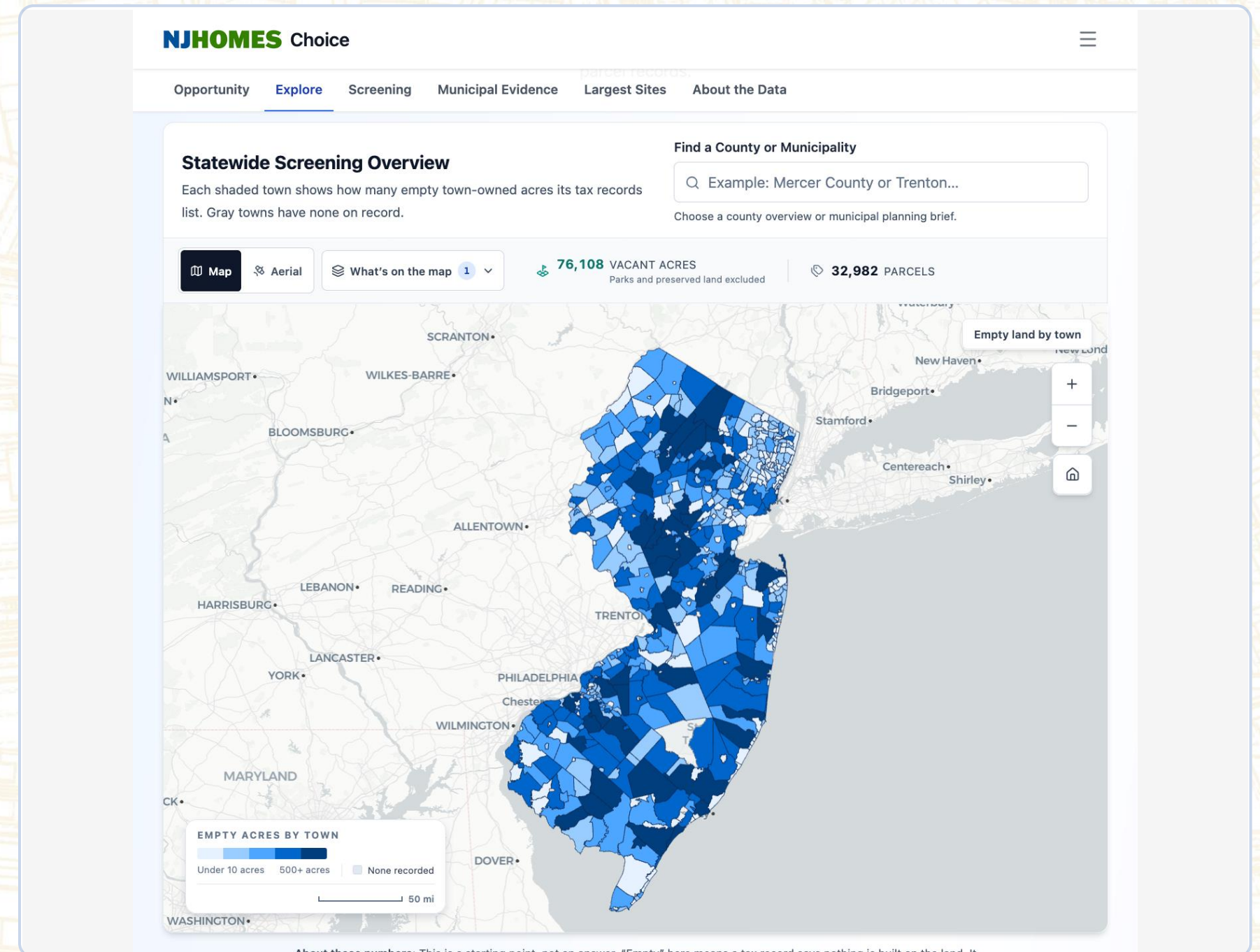
acres of town-owned land
recorded as vacant

32,982

parcels

- Built from the State's tax assessment records, the same way for every town
- Parks and preserved land shown separately and left out of the totals
- Each town reviews and corrects its own list

Provisional figures, subject to change as towns review their lists.



Facts About Each Site

Each town's planning brief moves the conversation from the whole town to specific parcels.

1 Size and recorded use

Acreage and parcel counts for each town, with what the tax record says about each lot.

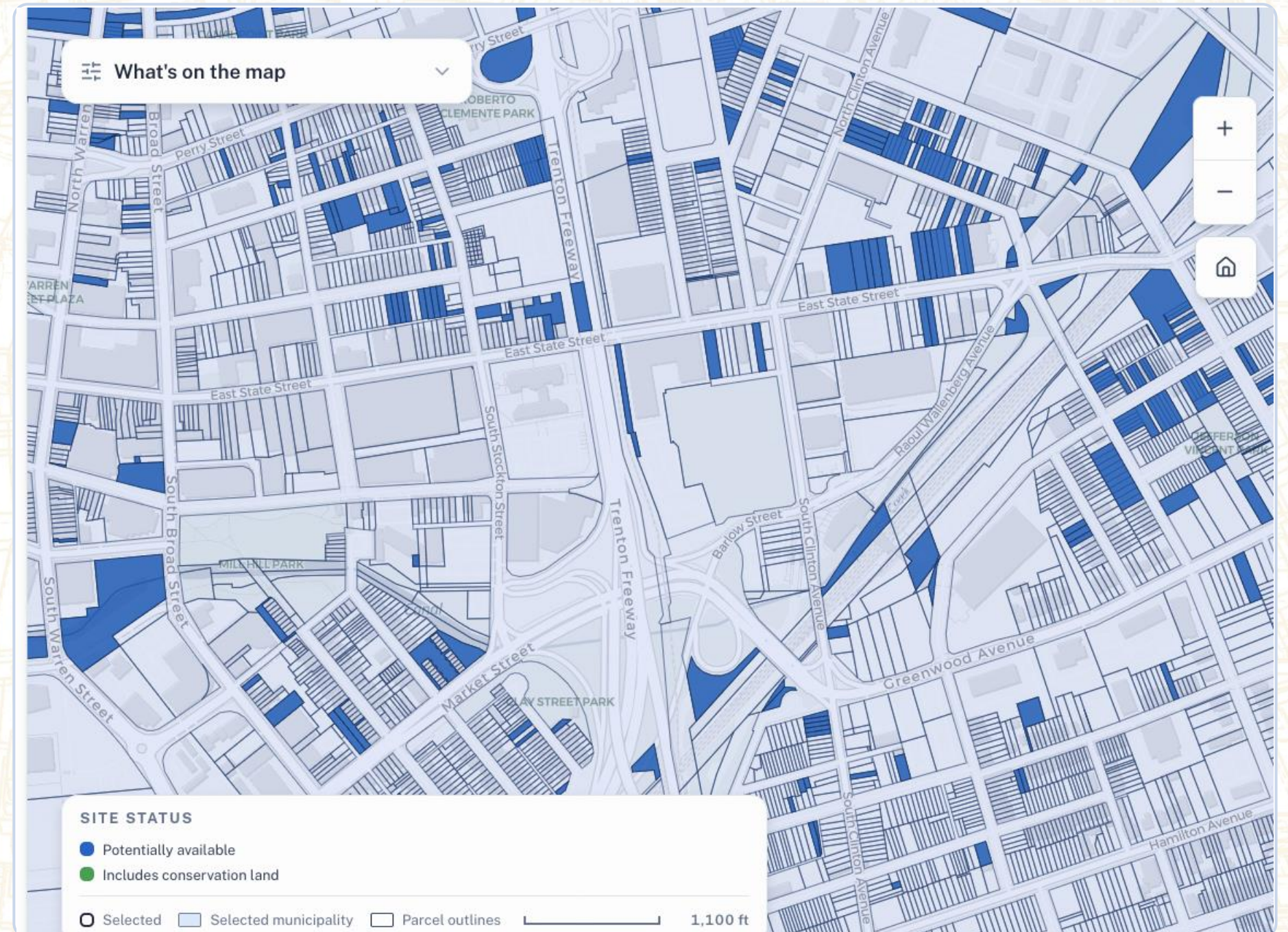
2 Larger sites

Adjacent lots are grouped, so a site split across several tax lots shows up as one.

3 Context layers

Aerial imagery, ownership, CDBG areas, and conservation land on the same map.

Being on the list does not mean a parcel is available, planned, or approved for development.



Communities in the Driver's Seat

Shared evidence helps explain why things are done the way they are, and what choices a community has.

1 Consistent

One method for all 564 towns, so no town is measured differently from its neighbors.

2 Viewable and exportable

View data and reports on the website, or export them to share with municipalities, stakeholders, and developers.

3 Correctable

In Atlas, local staff correct what the tax records miss. Each change is logged with a reason and a name.

4 Specific

Real projects and real parcels replace general claims about a whole town.

Towns, residents, and developers can work from the same information when they make choices.



Everything Under One Roof



Free to use, built and maintained by DCA. View it online or export the data and reports.

Plan

- Unit mix planner
- Project planner

Atlas

- Municipal affordable housing records
- Vacant town-owned parcels
- Municipal planning briefs

Projects

- Directory of 638 affordable housing projects
- Save projects that fit your community to a portfolio

Visit

njhomes.dca.nj.gov



Thank You

njhomes.dca.nj.gov

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DCA Data Booth #302

Wednesday, Sept. 30 · 8:00 AM to 12:00 PM

Live demos of NJHOMES Choice and NJHOMES Atlas

NJHOMES  **Choice**

NJHOMES  **Atlas**

Atlas pilot interest form go.dca.nj.gov/njhomes-pilot-interest-form



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