



Jonathan Wetstein

Community Planning and Project Design Consultant

Systems thinker, providing context sensitive development through planning, design and feasibility expertise. Recognized for community-based project management from concept to execution. Success throughout Camden, NJ and greater Delaware Valley Region.

Professional Services

- Planning + Urban Design.
- Schematic Design.
- Grant Funding + Administration.
- GIS mapping.
- Demographic + Market Analysis.
- Branding + Graphics Design.

Software Capabilities

- Adobe Creative Suite | Photoshop + Illustrator + InDesign
- 3D Modeling | Sketch-Up + AutoCAD
- GIS Mapping | Arc Map + QGIS
- Microsoft Office | Word + Excel + PowerPoint + Publisher

Current Work Experience

Self-Employed Consultant, June 2011-Present

Needs	Solutions
Providing pre-development site analyses.	• Presented strengths, weaknesses and opportunities findings including all land use regulations, market demand and local permitting requirements.
Ensure proposed developments create a public benefit from a context sensitive design.	• Created site plans enhancing and complementing the surrounding built environment . • Produced presentation materials addressing the impact a proposed development could have within the context of the community.
Funding solutions for local municipalities and organizations.	• Completed grant writing and research services, generated relevant mapping and data visualization resources as well as managed private and public funding administration.
Planning and urban design support services for public and private clients.	• Developed conceptual renderings in 2D as well as 3D models including site plans and elevations for potential development projects.
Improve community health and livelihoods by creating a local food economy initiative.	• Established new sales channels for locally-grown produce from urban gardens through healthcare provider purchasing agreements. • Created workforce and nutritional education programming through strategic and neighborhood planning. • Managed an annual operating budget of \$300,000 for programs as well as a staff of three.
Develop two new community facilities for education, cultural events and horticultural training.	• Managed design, construction and operation of Parkside Learning and History Gardens (\$65,000 each). • Secured \$150,000+ in funding to sustain each facility's programming and expansion.

Clients

- Temple University
Philadelphia, PA
- Parkside Business & Community In Partnership (PBCIP)
Camden, NJ
- Haley Donovan Architecture
Camden, NJ
- Alfreea.com
Galloway, NJ
- Triad Incorporated
Vineland, NJ
- The Michaels Organization
Marlton, NJ

Previous Employment

- McCormick Taylor, Inc.
Land Use and Urban Design Group,
Philadelphia, PA Associate Planner,
Full-Time, September 2005-June 2010
- Jersey City Housing and Economic Development and Commerce (JCHEDC)
Planning Division, *Jersey City, NJ*
Co-op Planning Intern,
Part-Time, June 2004-August 2005
- Township of River Vale
Office of the Mayor, *River Vale, NJ*
Co-op Planning Intern,
Part-Time, June 2003-February 2004

Education

- Pennsylvania State University,
University Park, PA
M.S., Community and Economic Development,
GPA: 3.6, December 2011
- Ramapo College of New Jersey,
Mahwah, NJ
B.A., Social Science – Metropolitan Studies,
GPA: 3.5, May 2005



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Professional Memberships

American Planning Association (2005)
American Public Health Association (2020)

Academic Experience

Assistant Professor: Sustainable Food Systems /
Introduction to Community Development,
Temple University
(2021-Present)

Guest Lecturer, Rowan University
(2015-Present)

Guest Lecturer, Ramapo College
(2017)

Conference Presentations & Publications

Published in Public Health Newswire:
"All Roads Lead to Prevention"
(October 22, 2020)

American Public Health Association
National Conference:

*Community-Based Initiatives to Enhance Nutrition and
Healthy Communities, October 27, 2020*

*Healthcare, Academic, Farming and Community
Development Organizations Cultivate Equitable Food
Environment: A Collective Impact Model,
October 27, 2020*

Recent Awards and Funding

Urban Agriculture Innovation Grant

FUNDER: Community Foundation of South Jersey (September 2014)

Camden, NJ: Awarded \$35,500 of seed funding to design and construct the Parkside Learning Garden, a \$65,000 community facility that hosts garden training and nutrition workshops in addition to community events.

Healthy Eating and Active Living Implementation Grant

FUNDER: Wells Fargo Regional Foundation (May 2018)

Camden, NJ: Awarded \$250,000 of funding as part of a 5-Year Neighborhood Plan Implementation Grant integrating wellness and food access programming for the Parkside Neighborhood.

BUILD Health Challenge® Grant:

FUNDER: The BUILD Health Challenge (November 2019)

Camden, NJ: This new collaborative initiative was awarded a \$250,000 grant that is matched with \$50,000 plus in-kind services from Virtua Health, to implement a new pilot enabling urban farmers sell fresh produce to local healthcare providers already prescribing fresh foods to their patients for the 2019-2021 term.

"Best Collaborative of the Year Award"

AWARDER: The Non-Profit Center of Southern New Jersey (March 12, 2020)

In recognition for establishing "Roots to Prevention", a cross-sectoral collaboration of government, healthcare and non-profits focused on alleviating upstream causes of chronic diseases linked to diet.

Urban Agriculture Innovative Production Award:

FUNDER: The US Department of Agriculture (September 2020)

One of 23 organizations nationwide (chosen from 578 applicants) in the USDA's first-ever funding award to encourage and promote urban agricultural practices. \$293,000 will assist Camden gardening organizations increase their capacity to grow food they can sell through emerging sales channels like Healthcare.

Environmental Hero Award:

AWARDER: Camden Collaborative Initiative (October 2020)

Camden's Annual Environmental Summit recognizes the achievements and contributions of individuals, businesses and organizations that go above and beyond to protect, preserve and promote the environment in the work they do. This award was presented for the design, development and programming of the Parkside Learning Garden.