

# Route 1 Regional Growth Strategy

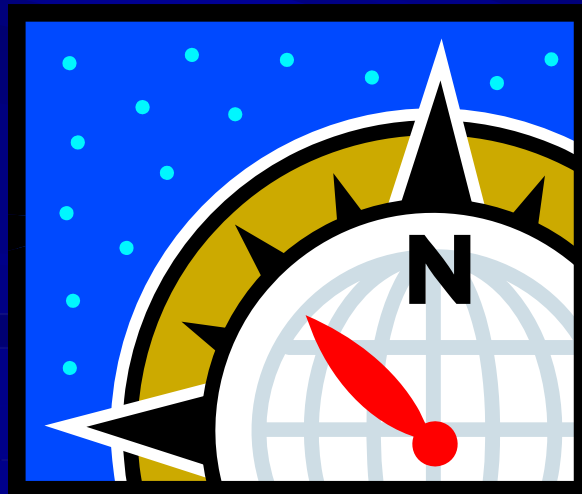
## Shaping the Region's Future

Sub-area Working Group Meetings  
January-February 2009



# Project Goal

To develop a shared vision for sustainable economic development and land use in the region that can support and be supported by a balanced program of multi-modal transportation investments.



Improving lives by improving transportation



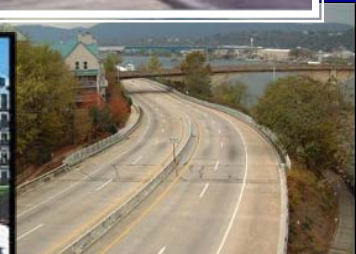
# Project Outputs

- Land use future map
- Transport future map
- Agenda of actionable next steps to move in the direction of the shared vision
- Docket of intractable policy issues and institutional impediments that need to be addressed in order to achieve the vision



# Smart Growth Context

- *Sustainable land use*
- *Healthy environment*
- *Economic vitality*
- *Responsible spending*
- *Transportation choice*



Improving lives by improving transportation

# Meeting Agenda

- Welcome & introductions
- Review meeting purpose and expectations
- Reiterate project goal and desired outcomes
- Recap results from past technical analyses
- Interactive discussions
  - Next generation transportation investment
  - Preliminary results of “Round 1” land use scenario
- Next steps



# Meeting purpose and expectations

- Re-launch the Route 1 Regional Growth Strategy study
- Activity 1 & 2 - Consider next generation transportation investments – Group discussion and small group brainstorming
- Activity 3 – Review and reflect on preliminary results of concept scenario land use alternative developed in 2005 – group discussion



# Work Plan

Regional  Local  Regional

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Technical Analysis

[economy / land use / transportation]



Discussion  
Refinement



Consensus



# Where We Are in the Process

## Outreach & Collaboration

**Event #1**  
- Study overview  
- Information needs  
- Local and regional perspectives

**Events #2 & #3**  
**Agreement**  
- Agree on nature of problems  
- Identify desired growth outcomes  
- Consider economic opportunities

**Event #4 (Charrette)**  
**Agreement**  
- Explore regional objectives and subarea opportunities  
- Develop "Round One" Land Use Alternative

**Subarea Meetings (3x)**  
**Agreement**  
- Define "Next Generation" transportation investments  
- Refine Land use alternative

**Event #5**  
**Agreement**  
- Build consensus around regional growth strategy  
- Define "Action Agenda"  
- Consider solutions to "intractable" policy issues

## Technical Analysis

**Document**  
Existing Corridor  
Conditions

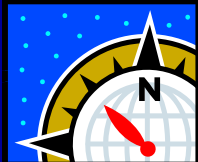
**Project**  
Future Trends

**Identify**  
Challenges &  
Opportunities

**Analyze**  
"Round One" Land use  
Alternative (GOZ)

**Integrate** Land Use &  
Transportation Visions and  
**Analyze** Transportation  
Outcomes

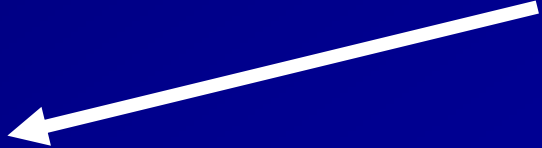
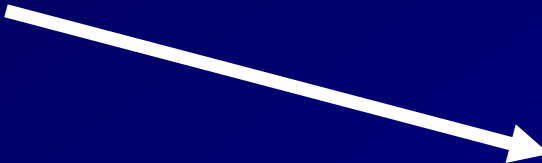
**Prepare Final Report**



2004 - 2006

Hiatus

2009



# **Technical Study Findings: Economy, Transportation & Land Use**



# Economic Forces Shaping the Region

## ■ Economy

- Corridor orientation continues to shift to a regional network
- Northern NJ is the 2<sup>nd</sup> largest office market and largest industrial market in the NY metro area
  - Vacancy rates are high while rents are low

## ■ Transportation

- Transportation infrastructure has shaped the region's past development and will likely shape its future
  - NJTP operates as a super-regional corridor
  - Route 1 serves regional/local markets
  - Limited lateral alternatives

## ■ Land Use

- The northern NJ area will continue to experience development pressures due to global and U.S./North American trade patterns



# Why is this important?

- The region is part of a larger global and continental system
- The region functions as a continuous urban network
- Economic markets and submarkets are complex and do NOT follow political jurisdictions



# Existing Conditions

## ■ Economy

- In the past two decades, jobs have grown by 41%.
- There are 1.8 jobs for every housing unit in the region

## ■ Transportation

- 61% of study area working residents work within the region
- 48% of study area employees reside within the region

## ■ Land Use

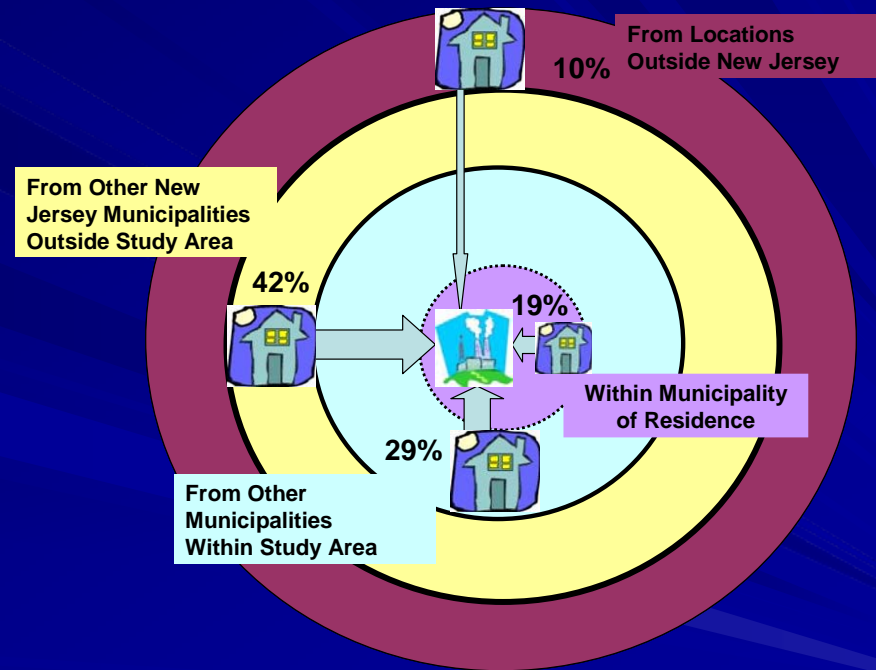
- Commercial development has outpaced residential development in the past 20 years.
- Only 25% of the region's land remains developable



# Why is this important?

- All the people who work here cannot live here -- the region currently imports almost half of its labor force
- If things don't change, travel throughout the region will get much more difficult and time consuming and development will become much less attractive

## Where workers live



# Future Projections

## ■ Economy

- Current trends indicate we could add about 70,000 jobs and 54,000 housing units by 2025
- Current zoning allows the region to add more than 7 times the jobs and only 37,000 housing units at full build-out

## ■ Transportation

- The number of miles traveled and hours spent traveling will increase substantially under trend forecasts and full build-out
- The amount of time people sit in traffic will increase 25-fold

## ■ Land Use

- The land area zoned for commercial uses is far greater than trend forecast suggest we need for employment growth
- Trend demand for housing is higher than the number of units possible on land zoned for residential uses



# Why is this important?

- Under current zoning, the region will have far more jobs than houses for employees
- Employers will be forced to import more of their labor force, thereby increasing commute times, vehicle miles traveled and traffic congestion
- Travel demand under build-out would far exceed the capacity of the region's transportation infrastructure



# Development and the Economy

## ■ Economy

- The complex nesting of markets in the study area has no regard for political jurisdictions
- The different nature of each sub-market must be understood to optimize the economic potential for the overall region and for each municipality

## ■ Transportation

- Commercial development depends on transportation and requires both accessibility and visibility
- Accessibility and visibility vary throughout the network

## ■ Land Use

- Many parts of the region will exhaust developable land soon
- This is a critical opportunity to consider alternative patterns and uses and a transition to growth via reuse, redevelopment, and revitalization



# Why is this important?

- Future economic growth needs to reflect key relationships among the region's transportation system, economic structure, institutional concentrations, labor pools, and traditional urban centers
- Taken together, they provide a framework to...
  - Develop alternatives for regional growth
  - Test them in terms of policy, regulatory, and investment strategies
  - Make informed decisions about the long term direction of growth in the region



# What can we do differently?



# Regional Growth Strategy Planning Principles

- Pursue balanced and sustainable economic development
- Build upon the region's existing and emerging centers
- Expand transportation choices and improve overall travel conditions
- Compliment centered growth by providing a high quality network of parks and open space
- Ensure positive planning results



# Potential Growth Outcomes

- More businesses with good jobs and strong future
- An even higher quality of life
- Efficient and effective transportation
- Travel choices



# Potential Growth Outcomes

- Regional roadways that no longer need to support all travel
- Redevelopment of abandoned/underutilized properties
- A diversity of housing near employment
- Enhanced environment
- Fiscal balance and equity



# Concept Scenario Development

- Part 1 – Consider a land use alternative to trend
  - Link land use to economic strengths and market realities
  - Building blocks – centers and nodes
  - “Round One” land use alternative developed in June 2005
  
- Part 2 – Consider next generation of transportation investments linked to land use alternative



# **Regional Growth Strategy Concept Scenario Development**

## **Part 2: Next Generation Transportation Investments**



# Next Generation Transportation

- Review subarea context and existing travel conditions
  
- Activity 1 – Full group brainstorming and discussion
  - Where are the problem areas?
  - System management – Is there support for access management?
  - Demand management – What about pricing strategies?
  
- Activity 2 - Table group discussions
  - Where are the opportunities for strategic transportation investment in transit and road capacity?
  
- Report back



# New Brunswick Subarea Context

*(Franklin, New Brunswick, North Brunswick & South Brunswick)*

- Diverse sub-market: education, health, transportation, wholesale trade and distribution, & pharmaceuticals
- Some concentration of arts, culture & entertainment
- Complex geography responds to different forces and levels of demand
- North end is part of the New York regional marketplace
- Less accessible south end is a more local market force





NEW YORK MARKET

PHILADELPHIA MARKET

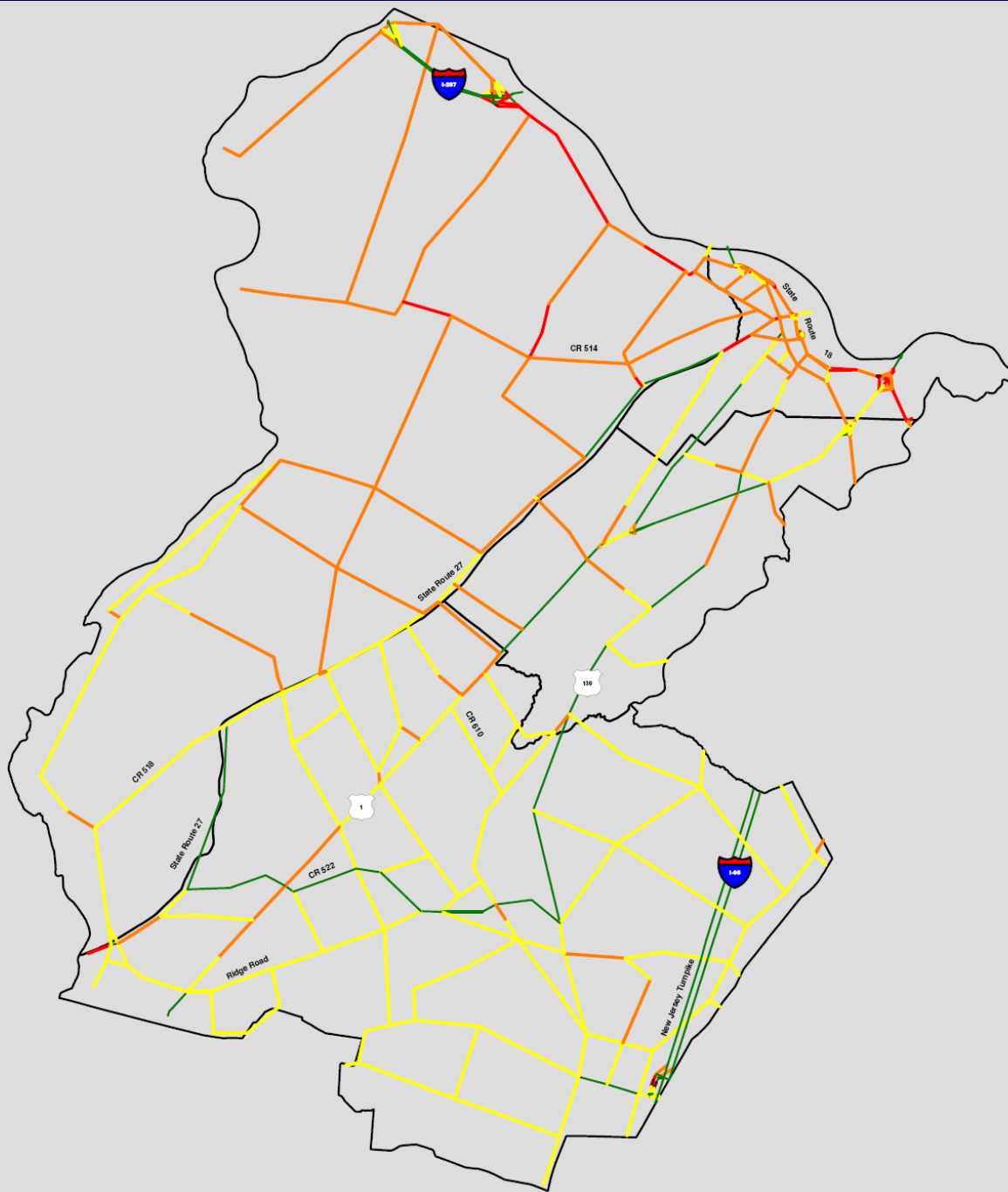
NEW BRUNSWICK AREA

PRINCETON AREA

TRENTON AREA

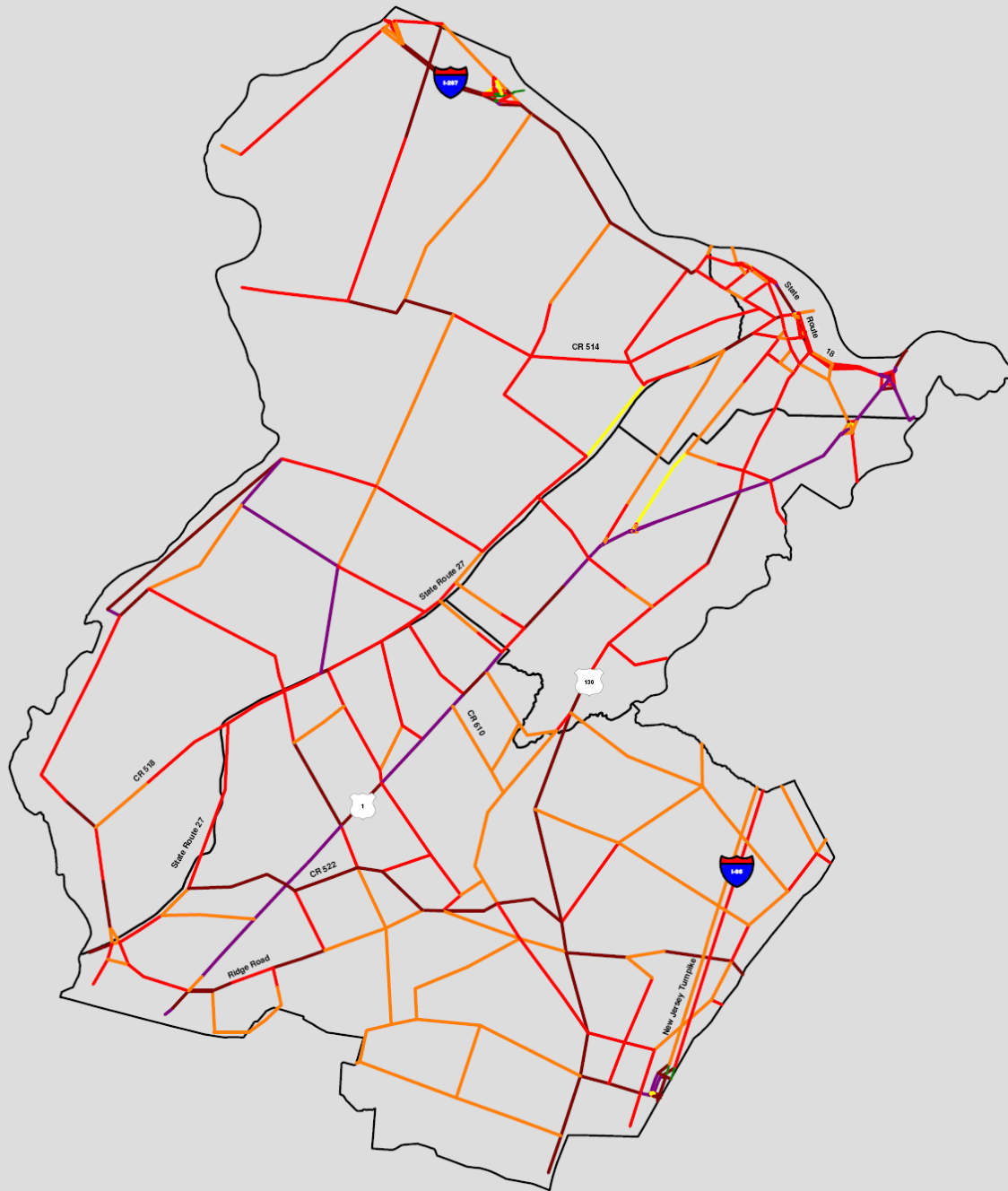
NEW JERSEY TURNPIKE AREA

# New Brunswick Subarea 2000 Base-year Conditions



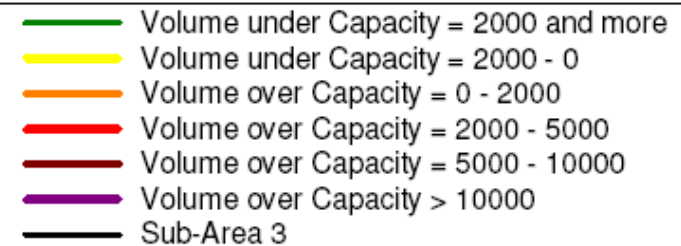
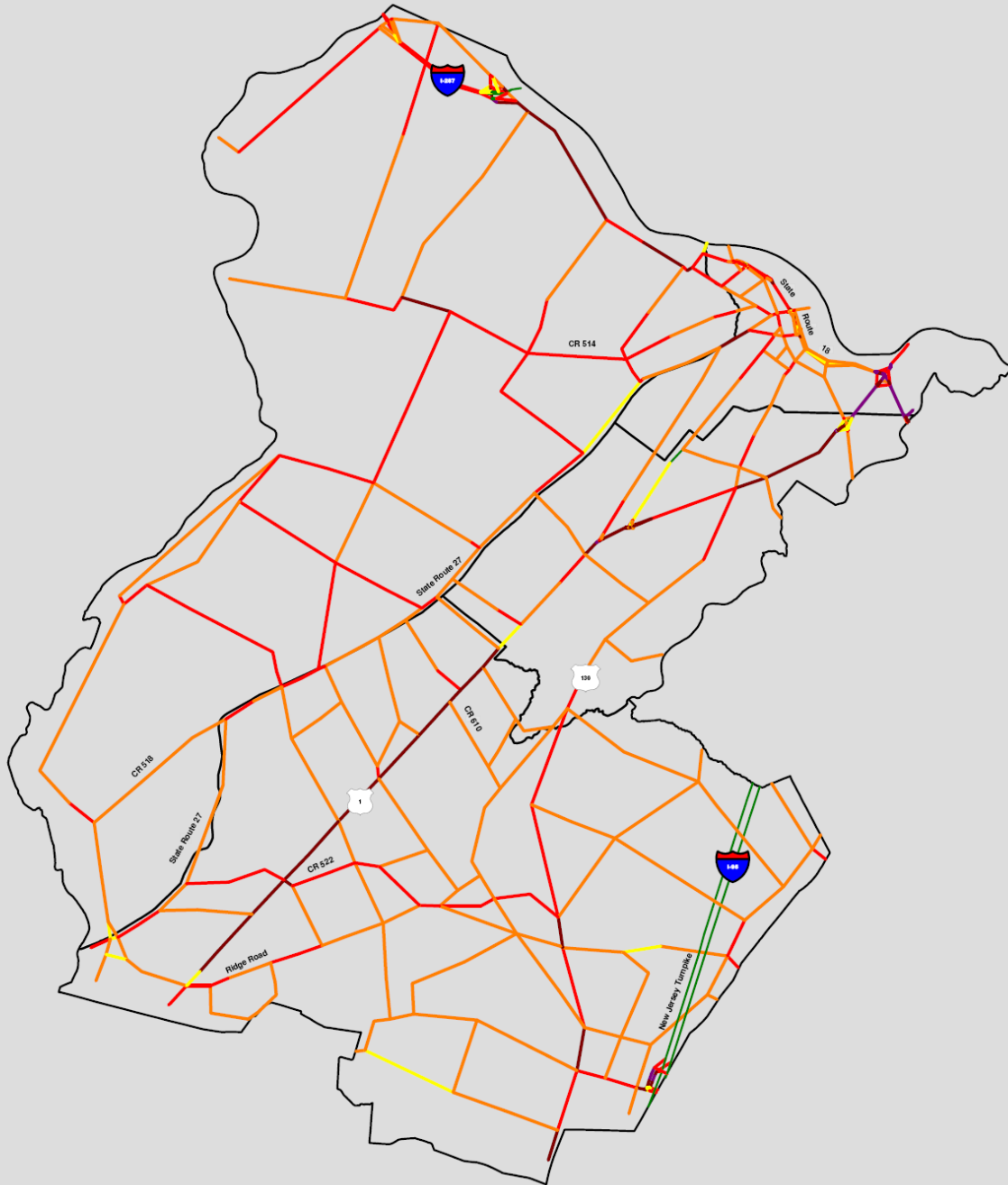
- Volume under Capacity = 2000 and more
- Volume under Capacity = 2000 - 0
- Volume over Capacity = 0 - 2000
- Volume over Capacity = 2000 - 5000
- Volume over Capacity = 5000 - 10000
- Volume over Capacity > 10000
- Sub-Area 3

# New Brunswick Subarea Max Build-out of Zoning

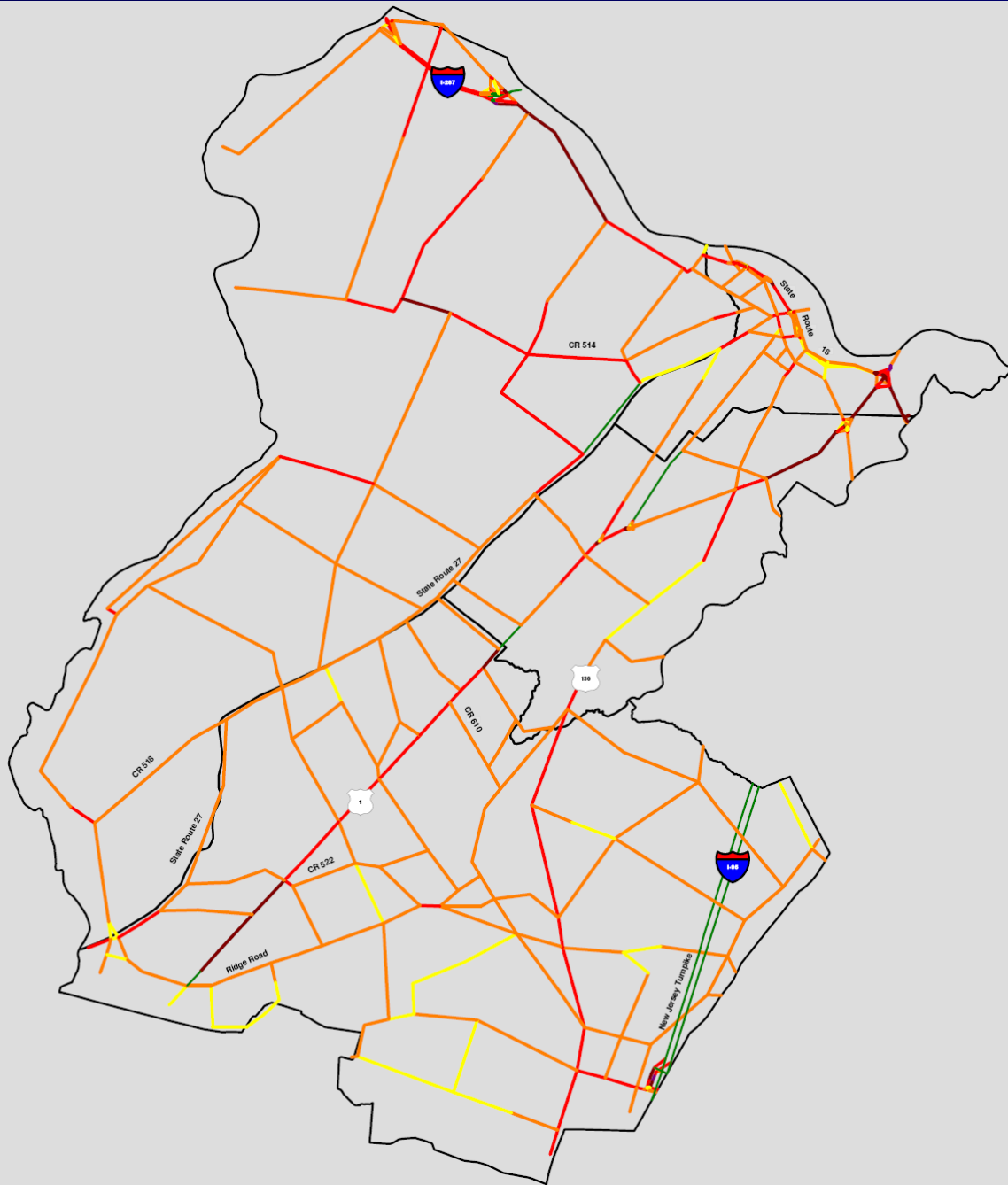


- Volume under Capacity = 2000 and more
- Volume under Capacity = 2000 - 0
- Volume over Capacity = 0 - 2000
- Volume over Capacity = 2000 - 5000
- Volume over Capacity = 5000 - 10000
- Volume over Capacity > 10000
- Sub-Area 3

# New Brunswick Subarea 2000 + 50% of Build-out



# New Brunswick Subarea 2000 + 25% of Build-out



- Volume under Capacity = 2000 and more
- Volume under Capacity = 2000 - 0
- Volume over Capacity = 0 - 2000
- Volume over Capacity = 2000 - 5000
- Volume over Capacity = 5000 - 10000
- Volume over Capacity > 10000
- Sub-Area 3

# Responses to Congestion

- Smart growth land use
- Travel demand management
- Manage the system better
- Add capacity:
  - Transit
  - Roads
- **All of the above**

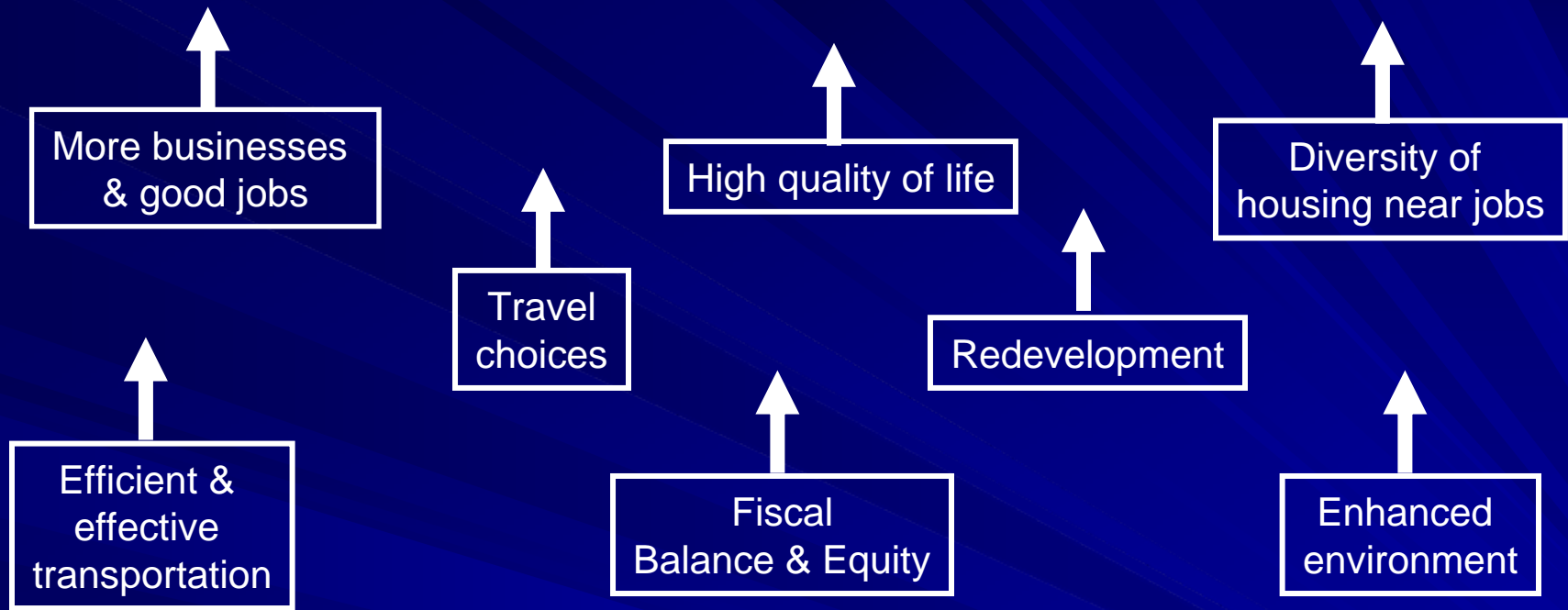


# Building Blocks – Transportation

- A hierarchy of roadway and transit facilities/services to provide regional and local access
- Appropriate to match scale of each type center and node



# Potential Growth Outcomes



Land Use



Economic  
Development



Transportation

# Activity 1

## Full Group Brainstorming

- Where are the problem areas?
- How much support is there for managing existing capacity better?
  - Is there support for greater access management?
- What about managing demand?
  - Would you consider local demand management ordinances?
  - What about pricing strategies?



# Activity 2

- Table group discussions
  - Where are the opportunities for strategic transportation investment?
    - Trains
    - Buses
    - Roads
  
- Report backs



# Tools & Resources

- Table maps, markers, post-its, etc.
- Flip charts and easels
- Reference documents:
  - Transportation modeling report
  - Circulation plan audits
  - Linking solutions to problems tables
  - Transportation project list
  - Concept Scenario Interim Report No. 1
  - Wall maps
- Members of the project team will be facilitating



# Regional Growth Strategy Concept Scenario Development

## Part 1: “Round One” Land Use Alternative (June 2005)



# Building Blocks - Centers

*“Centers are compact forms of development that compared to sprawl development, consume less land, deplete fewer natural resources and are more efficient in the delivery of public services.”*

*NJ State Development and Redevelopment Plan*

## ■ State Plan Centers

- Urban
- Regional
- Town
- Village
- Hamlet

## ■ Transit Village



Source: Office of Smart Growth



# Building Blocks - Nodes

Nodes are special purpose districts that include land uses not typically appropriate for center-based development because of the nature and/or scale of the use. Examples include:

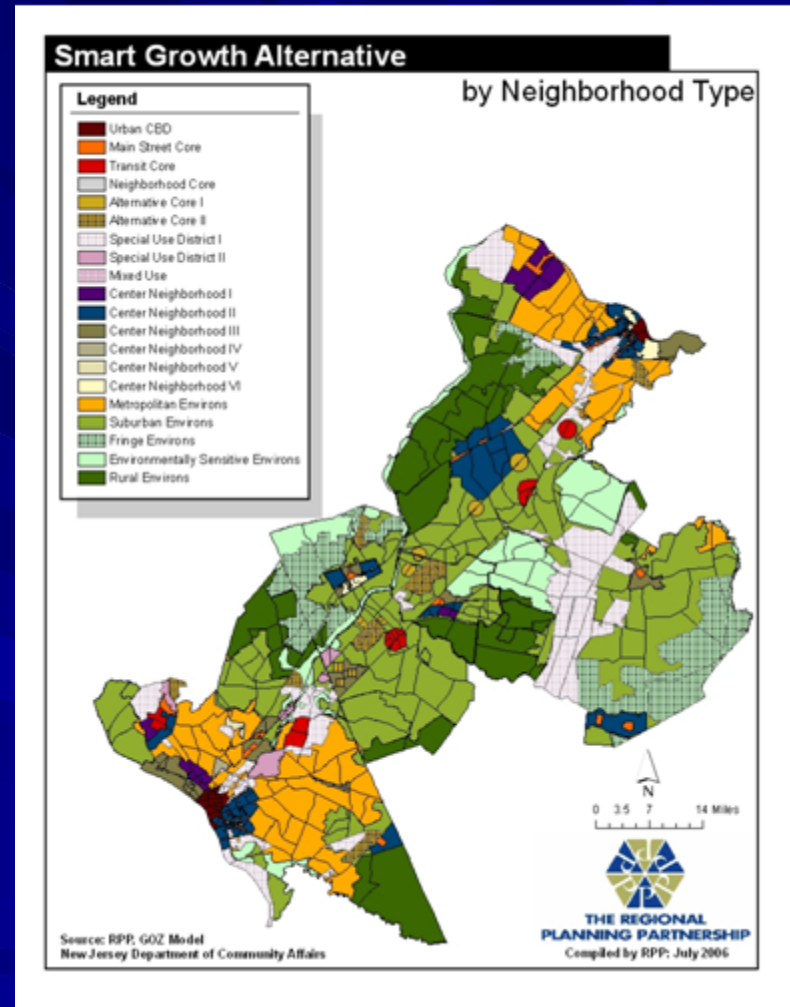
- Warehousing/distribution centers;
- Heavy industrial uses;
- Utilities and transportation; and
- Existing corporate office campuses, under limited circumstances





# Concept Scenario

- The study team converted the proposed centers and nodes into center-based zoning classifications for entry into the GOZ Model.
- Within each town, areas not within centers and nodes received “environs” zoning.



# Smart Growth Zoning Scheme

Smart Growth Zoning Category	Mix of Land Uses				Density / Intensity of Devt			
	% RES	% COM	% OFF	% IND	DU /ACRE	FAR COM	FAR OFF	FAR IND
<b>Core Areas</b>								
Urban CBD	0.30	0.20	0.50	0.00	50.00	6.00	6.00	0.00
Transit Core (NEC commuter rail station)	0.40	0.20	0.40	0.00	20.00	2.00	2.00	0.00
Main Street Core	0.50	0.20	0.30	0.00	15.00	1.00	1.00	0.00
Neighborhood Core	0.70	0.20	0.10	0.00	10.00	0.20	0.20	0.00
Alt Core I (BRT Station/Stop)	0.40	0.20	0.40	0.00	15.00	1.00	1.00	0.00
Alt Core II (Special Use District – Office)	0.00	0.10	0.90	0.00	0.00	0.40	0.40	0.00
<b>Center Neighborhoods</b>								
Center Neigh I	0.95	0.05	0.00	0.00	8.00	0.20	0.00	0.00
Center Neigh II	1.00	0.00	0.00	0.00	6.00	0.00	0.00	0.00
Center Neigh III	1.00	0.00	0.00	0.00	4.00	0.00	0.00	0.00
Center Neigh IV	0.30	0.70	0.00	0.00	6.00	0.30	0.00	0.00
Center Neigh V	0.80	0.20	0.00	0.00	6.00	0.30	0.00	0.00
Center Neigh VI (Institution/Educational)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Nodes</b>								
Special Use District I (Industrial/Warehouse)	0.00	0.10	0.00	0.90	0.00	0.00	0.20	0.20
Special Use District II (Commercial/Retail)	0.00	0.90	0.10	0.00	0.00	0.40	0.50	0.00
<b>Areas outside of Centers &amp; Nodes</b>								
Metro Environs	0.80	0.10	0.10	0.00	3.00	0.50	0.50	0.00
Suburban Environs	0.80	0.10	0.10	0.00	1.50	0.20	0.20	0.00
Fringe Environs	1.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00
Rural Environs	1.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00
Environmentally Sensitive Environs	1.00	0.00	0.00	0.00	0.067	0.00	0.00	0.00

**Key:**

% RES – percent of total area within a zone designated for residential uses

% COM – percent of total area within a zone designated for retail, restaurant and personal service type uses

% OFF – percent of total area within a zone designated for office uses

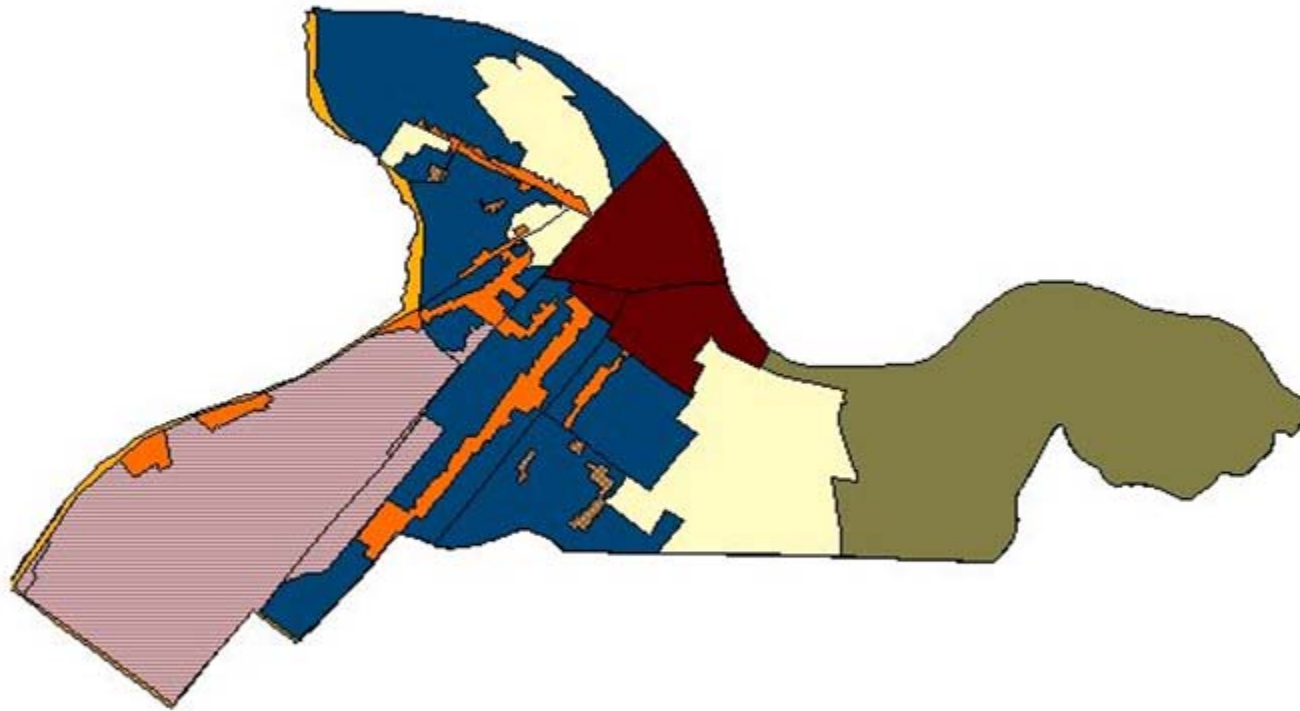
% IND – percent of total area within a zone designated for industrial, manufacturing and/or warehouse uses

DU/Acre – the permitted density of residential development in a zone

FAR – the permitted floor area ratio of non-residential development (e.g., Commercial, Office and Industrial) in a zone



# Impact Analysis NEW BRUNSWICK CITY

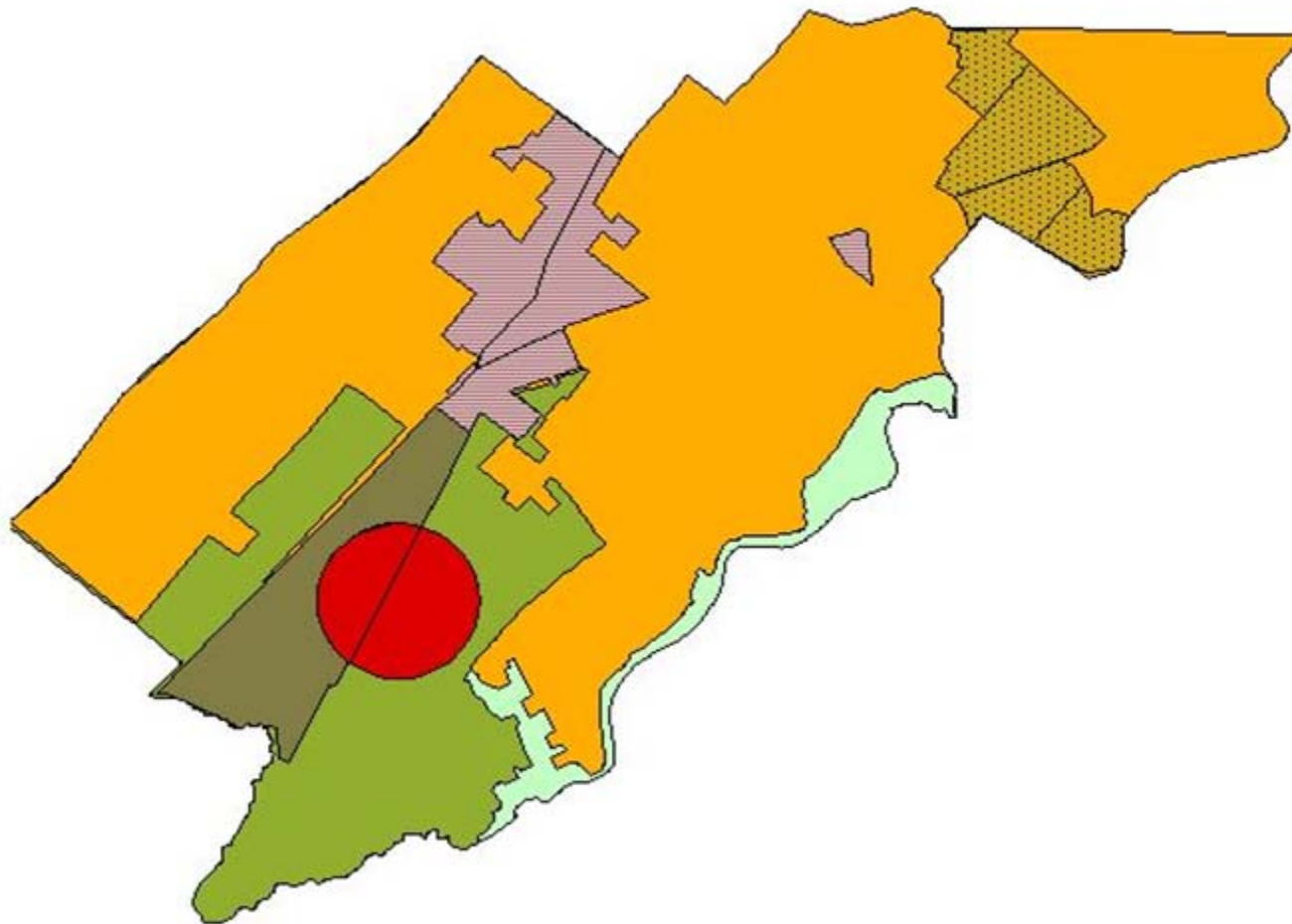


Smart Growth Alternative for NEW BRUNSWICK CITY

- Urban CBD
- Main Street Core
- Transit Core
- Neighborhood Core
- Alternative Core I
- Alternative Core II
- Special Use District I
- Special Use District II
- Mixed Use
- Center Neighborhood I
- Center Neighborhood II
- Center Neighborhood III
- Center Neighborhood IV
- Center Neighborhood V
- Center Neighborhood VI
- Metropolitan Environment
- Suburban Environment
- Ridge Environment
- Environmentally Sensitive Environment
- Rural Environment



# Impact Analysis NORTH BRUNSWICK TWP

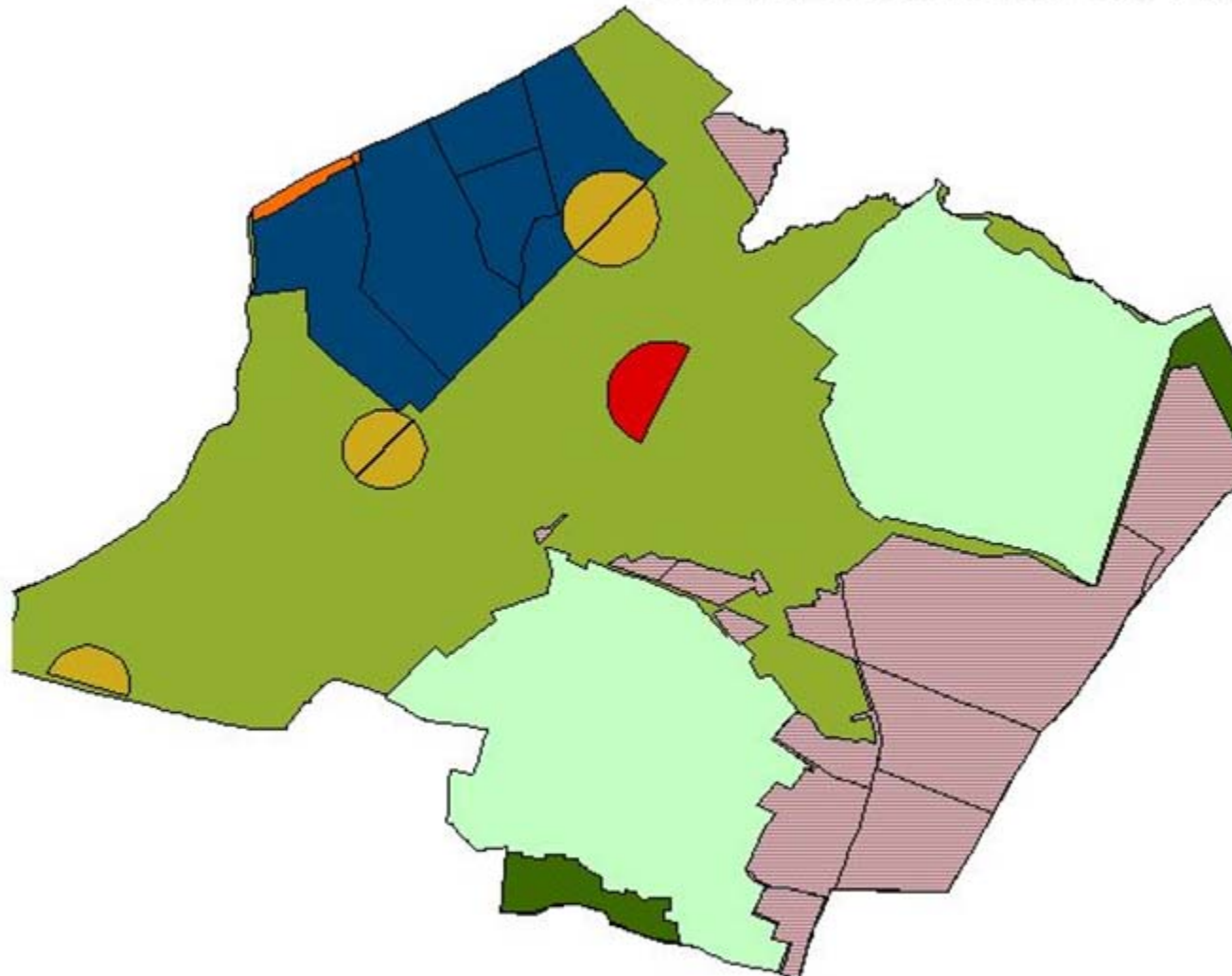


Smart Growth Alternative for NORTH BRUNSWICK TWP

- Urban CBD
- Main Street Core
- Transit Core
- Neighborhood Core
- Alternative Core I
- Alternative Core II
- Special Use District I
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- Center Neighborhood III
- Center Neighborhood IV
- Center Neighborhood V
- Center Neighborhood VI
- Metropolitan Environs
- Suburban Environs
- Ringe Environs
- Environmentally Sensitive Environs
- Rural Environs



# Impact Analysis SOUTH BRUNSWICK TWP

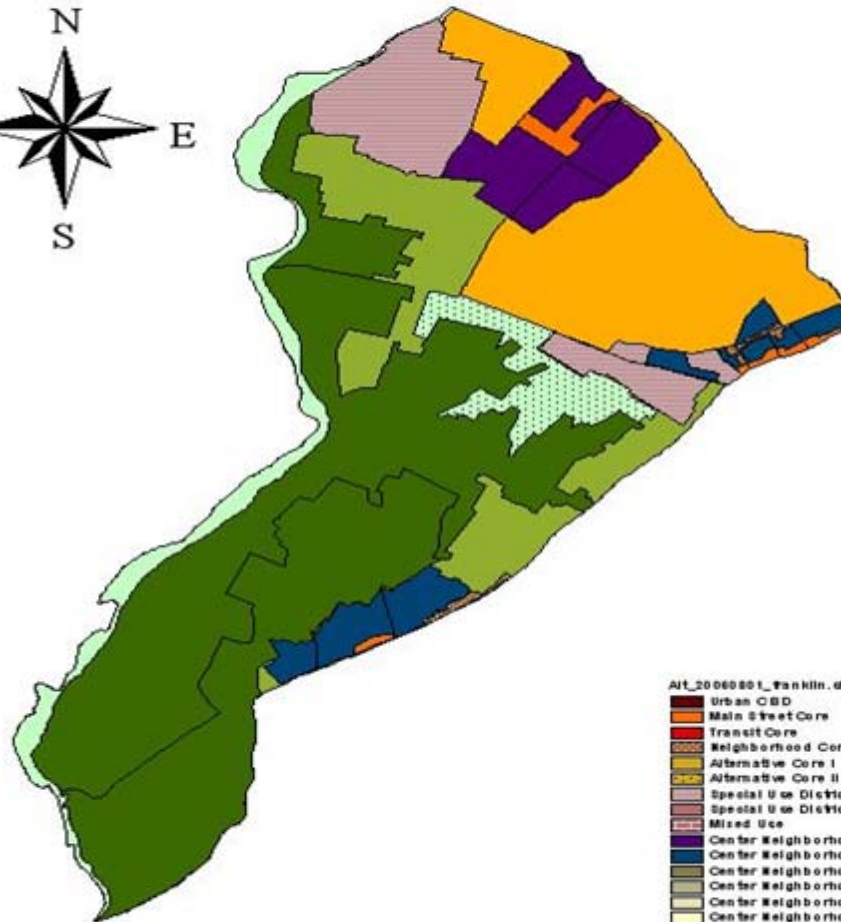


Smart Growth Alternative for SOUTH BRUNSWICK TWP

- Urban CBD
- Main Street Core
- Transit Core
- Neighborhood Core
- Alternative Core I
- Alternative Core II
- Special Use District
- Special Use District
- Mixed Use
- Center Neighborhood I
- Center Neighborhood II
- Center Neighborhood III
- Center Neighborhood IV
- Center Neighborhood V
- Center Neighborhood VI
- Metropolitan Environment
- Suburban Environment
- Ring Environment
- Environmentally Sensitive Environment
- Rural Environment



# Impact Analysis FRANKLIN TWP



- Alt\_20060001\_Franklin.dwg
- Urban CBD
  - Main Street Core
  - Transit Core
  - Neighborhood Core
  - Alternative Core I
  - Alternative Core II
  - Special Use District I
  - Special Use District II
  - Mixed Use
  - Center Neighborhood I
  - Center Neighborhood II
  - Center Neighborhood III
  - Center Neighborhood IV
  - Center Neighborhood V
  - Center Neighborhood VI
  - Metropolitan Environment
  - Suburban Environment
  - Ridge Environment
  - Environmentally Sensitive Environment
  - Rural Environment

3 0 3 6 Miles

# New Brunswick Subarea Results “Round 1” Land Use Alternative

	Base Year	Trend (2025)		Zoning Build-out		Alternative Build-out	
		Total	Δ	Total	Δ	Total	Δ
<b>Housing Units</b>	<b>59,500</b>	<b>84,500</b>	<b>42%</b>	<b>76,500</b>	<b>29%</b>	<b>87,000</b>	<b>46%</b>
<b>Employment</b>	<b>107,800</b>	<b>139,700</b>	<b>30%</b>	<b>313,800</b>	<b>191%</b>	<b>257,100</b>	<b>138%</b>
<b>Jobs: Housing Ratio</b>	<b>1.8</b>	<b>1.7</b>		<b>4.1</b>		<b>3.0</b>	

*The alternative zoning scenario generates more growth in housing and less growth in employment than existing zoning build-out.*



# Activity 3 - Review and Reactions

## ■ Table group discussion

- What's working in this scenario that we could build on or do more of to get greater benefits?
- What trade-offs could we suggest to improve the balance of transportation mobility, quality of life and business environment?
- What shifts would we make, if any, to add or move centers or nodes?

## ■ Full group discussion



# Next Steps

- Develop preliminary “next generation” transportation improvement program based on participant input from today
  - Analyze potential transportation outcomes using regional transportation model
- Conduct regional economic development “roundtable”
- Reconvene subarea working groups (*March 2009*)
  - Refine “Round One” land use alternative and “Next Generation” transportation investments based on participant input
  - Integrate land use and transportation visions into regional growth strategy
  - Re-run GOZ<sup>®</sup> model and feed results into regional transportation model
- Reconvene subarea working groups (*April-May 2009*)
  - Make additional refinements to regional growth strategy
  - Re-run GOZ<sup>®</sup> model and feed results into regional transportation model
- Convene Full Stakeholder Group (*June 2009*)

