

**Route 1 Regional Growth Strategy  
Brunswicks Sub-Area Workshop  
May 19, 2009  
Summary of Discussion  
May 20, 2009**

Development Vision

- How do we advance from existing conditions (land use and zoning) to the new vision?
- It would be helpful to see “lines” for how to move toward the vision. There is a need to align many individual decisions.
- No one objects to the alternative vision, but there may be too many assumptions that development will follow this path. Specific properties may get into play before our plan is adopted. E.g., a new station and TOD on the J&J property is on hold – now, the developer is considering big box retail. We may be losing existing opportunities. How can we avoid this?
- We should identify the specific zoning changes that our vision proposes.
- Developers value predictability, which our plan could provide.

Transportation Projects

- New Brunswick is trying to promote bicycle and pedestrian activity in the downtown area, which may not be compatible with fixed guideway transit such as the BRT. Shuttles may be more nimble and more compatible with bike-ped.
- It is hard to envision long-term, need to focus on shorter-term, look at various transit and ridesharing options
- Will the plan result in prioritizing funding for projects?
- Conventional planning approach is that transportation responds to land use – we need to change this. State can make transportation investments to shape land use.
- Identify short, medium, long-term projects. Consider possibility of enhanced bus service to J&J site as first stage in longer-term BRT vision
- Road expansions are not long-term fix
- Many previous studies have occurred – need to advance key projects.

Selling the Plan

- Will our process “break down” at the municipal level?
- Provide all municipal councils with a short (12-15 min) “road show” presentation, explaining the problems we are facing – hammer home the key threats – shock them into awareness.
- Show impacts of trend, build-out. Show the long-term vision and its benefits
- Get towns to agree to do something, e.g., pass resolution of acknowledgement of need.
- We can’t expect planning staff to sell the vision.
- Frequent changes in local officials could make our outreach / education difficult. Need ongoing effort.
- Consider hiring a marketing firm
- Refer to US 9 Ocean County study build-out visualization
- Need consensus support among towns for various improvements, note 70% of riders for No Brunswick station would come from outside town.
- How will we change municipal attitudes toward residential development? What will get the towns to buy in?

### Regional Planning approaches

- Need intermunicipal / regional approach. Focus efforts on elected officials, and planning / zoning board members. We have been preaching to choir
- Could the County meet and work with towns?
- Consider optimal number of towns for coordinating planning efforts.
- Could we use a modified version of the CJTF as an ongoing regional planning body?
- This would need greater participation of elected officials. Also, such a body should have some level of authority.
- How about a new MPO? Would this help or add another layer of bureaucracy?
- How about a regional planning agency like Pinelands, Meadowlands, or Highlands?
- Consider the access code dialogue project as a prototype

### Policy Issues

- Need a new tax structure
- Consider amending MLUL to allow towns to assess developers for off-site improvements
- Consider possible use of TDD
- Consider using TED – assess fees to all businesses.
- Use existing tools, don't wait for new ones
- Require master plan circulation elements and sustainability elements
- Proposed NJF smart housing zone legislation could be an implementation mechanism
- Need to allow mixed-use zoning.
- Need greater coordination / cooperation among agencies at state level, including State Plan, COAH, and WMP. Cross-acceptance was a good process, but implementation has been weak.
- Fragmented processes are a major challenge.
- We have been discussing consistency of our vision and new SSAs with DEP.
- We can weave COAH requirements into our long-term vision.