

**Route 1 Regional Growth Strategy  
Turnpike Sub-Area Workshop #2, May 11, 2009  
Summary of Input**

Comments on the Vision

- Clarify distinction between Centers and Nodes.
- What is the base year? Have we considered current economic conditions?
- Is there an opportunity to retrofit the industrial / warehouse nodes?
- Residential development market is changing -- there may be little, if any, increase in McMansion building.
- Note chronic roadway problems – Route 18 project ends at US 1, and problems remain to the south.
- Future population increases may be limited
- State-level interest in TOD has been filtering down to local level.
- The general vision is good – now we need to focus on selling it!

How to Sell and Implement the Vision

- Need to get local officials to understand the need to change. No one wants growth because of impact on taxes.
- Locals do not believe research showing TOD generates few schoolchildren. Note difficulty in advancing the proposed “Golden Triangle” mixed-use TOD project in East Brunswick.
- Need to work on education / information at all levels. Note problems with implementing the State Plan and Highlands plan, due to home rule forces.
- Property tax structure is to blame. After kids and taxes, the next biggest objection to new development is traffic. Locals are concerned about traffic congestion due to TOD.
- General aversion to mixed-use development
- People just don’t think far enough ahead.
- People who participate tend to be negative – very few people come out to express support for something. Nay-sayers will always exist
- Is there a role here for “emotion-based” publicity?
- Is there a credible source for the principles of good planning?
- Is there role for an approach of “creeping incrementalism?”
- Monroe is planning to build affordable housing units because COAH requires them. Town plans to locate them near border.
- Can we envision promoting a good form, e.g., a Center, for these units?
- The previous Monroe town center proposal is on hold, due to the economy. The amount and type of proposed residential development had been of some concern. The town has not changed its zoning for this area. The town is now working on revising its Master Plan.
- The reality at present is that developers largely drive the amount and type of new development. Perhaps, eventually, the vision will drive the process.
- We should highlight the existing consensus support for the BRTs – build on this!
- Our land use vision will support the BRTs.
- Counties could be possible key players in implementation. Counties could work with their towns to provide planning support. Perhaps, provide towns with planning grants and then meeting with counties.