

# ROUTE 9/WESTERN MONMOUTH DEVELOPMENT PLAN



## PLAN ALTERNATIVES

MAY 2002

PREPARED BY:



IN ASSOCIATION WITH:



DRAFT

# PLAN ALTERNATIVES

## 1.0 WESTERN MONMOUTH OPPORTUNITIES AND CONSTRAINTS

1.1	Regional Analysis: Opportunities and Constraints.....	3
1.2	Regional Visions: Needs & Issues and Palette of Alternatives.....	5

## 2.0 PALETTE OF ALTERNATIVES

2.1	Concepts for the Palette of Alternatives.....	7
2.2	Examples / Success Stories.....	14

*TRANSPORTATION*  
*TRANSIT-ORIENTED DEVELOPMENT*  
*AUTO-ORIENTED RESIDENTIAL PLACES*  
*MIXED-USE PLACES*  
*RURAL PLACES*

## 3.0 EXPANDED STRATEGIES

3.1	Municipal Needs and Issues.....	25
3.2	Municipal Palette of Options.....	26

## 4.0 PLAN VISION AND SCENARIO EVALUATION CRITERIA

4.1	Regional Vision.....	33
4.2	Municipal Visions.....	33
4.3	Scenario Evaluation Criteria.....	33

*The most important task of design is to facilitate the **creation of places**, that is spatially defined entities with a recognizable identity and a distinct character. Places are the physical foundation of community. Places can be predominantly built or left mostly in a natural state; they can have an urban, suburban or rural flavor; they can be sophisticated and expensive or simple and functional; but the ways in which the natural and man-made elements are combined always give places a distinct personality.*

In: Designing New Jersey, New Jersey Office of State Planning, 2000

# PLAN ALTERNATIVES

The Corridor Profile and Problem Identification Report assessed the baseline conditions for Western Monmouth delineating issues related to land use, demographics, environmental resources, infrastructure, transportation, consistency of municipal plans and design. Using the findings from the baseline report, this Plan has identified issues that relate to the western portion of Monmouth County – Regional Issues – as well as more localized issues and opportunities for each one of the seven municipalities participating in this study – Municipal Issues.

As a continuation to the study, this report summarizes the findings from the initial phase and organizes the issues raised by the TAC and Collaborative in previous meetings. These issues are graphically represented in the Opportunities and Constraints diagram and listed in the Regional and Municipal Vision Matrices.

The first section advances the overall goal of *“creating a vision and a policy framework for Route 9/Western Monmouth Corridor Region that will promote sustainable development and transportation mobility, and manage growth”* by providing regional Vision Statements that are linked to the Needs & Issues previously identified and associated to a new Palette of Alternatives. The Palette of Alternatives offers possible alternatives to resolve the problems identified and is illustrated by examples, prototypical scenarios and success stories.

The Palette of Alternatives constitutes the second section of the report, which begins with a description of a series of concepts for the areas of Transportation, Design and Farmland Preservation, followed by the “stories” and the lessons that could be learned from these.

## 1.0 WESTERN MONMOUTH OPPORTUNITIES AND CONSTRAINTS

### 1.1 Regional Analysis: Opportunities and Constraints

This section highlights findings from the analysis of the baseline conditions for the study area, summarized in the diagram below. The distinct types of places addressed in the diagram are highlighted with different colors. Green indicates rural areas, that raise questions of preserving farms and farming activities. Red relates to the major Route 9 corridor opportunities that present similar regional problems, but also other township specific questions. Potential new centers could be adopted with a linear form when along transit or highway corridors, or expanded around existing centers, as the boroughs of Farmingdale and Englishtown, or Marlboro Village and Ramstown, or in redevelopment areas such as the former Marlboro Hospital site. Potential areas for TDRs (Transfer of Development Rights) in order to protect farmland are also indicated in this diagram.

- 1 OPPORTUNITY**  
- Preserve farmland
- CONSTRAINT**  
- Existing zoning does not provide appropriate mechanisms to fully preserve farmland
- 2 OPPORTUNITY**  
- Marlboro State Hospital is a redevelopment site
- CONSTRAINT**  
- Environmentally sensitive land
- 3 OPPORTUNITY**  
- Marlboro Village has opportunity for revitalization as an expanded historical center
- 4 OPPORTUNITY**  
- Park and ride facilities provide opportunities for transit focused developed.
- CONSTRAINT**  
- Area's park & ride facilities are full and future expansion is required
- 5 OPPORTUNITY**  
- Improve pedestrian connections between commercial and residential uses in Manalapan and Marlboro
- Mixed-use and commercial redevelopment opportunity along Corridor
- CONSTRAINT**  
- Existing development trends
- Current zoning regulations
- 6 OPPORTUNITY**  
- Redevelop Englishtown industrial sites and brownfields
- Strengthen commercial center and rehabilitate downtown Englishtown
- Potential MOM line station in Englishtown or Manalapan
- Enhance pedestrian connections in Englishtown
- CONSTRAINT**  
- Through-traffic and congestion
- Lack of vacant/non-environmentally sensitive land
- 7 OPPORTUNITY**  
- Develop mixed-use nodes along Route 33
- Provide commuter and shuttle facilities
- CONSTRAINT**  
- Lack of adequate design guidelines
- Single-use zoning
- 8 OPPORTUNITY**  
- Designate Freehold Regional Center to focus and intensify future development opportunities and to coordinate planning efforts
- Link major activity centers in Freehold Borough
- Improve downtown parking in Freehold
- Continue urban rehabilitation
- Future MOM line station
- CONSTRAINT**  
- Lack of vacant land
- Current zoning regulations
- 9 OPPORTUNITY**  
- Develop mixed-use nodes to preserve farmland and farming along Route 33 and surroundings
- CONSTRAINT**  
- Lack of sewer system
- Current zoning regulations
- 10 OPPORTUNITY**  
- Expand Freehold Regional Center boundaries to include Howell
- 11 OPPORTUNITY**  
- Mixed-use and commercial redevelopment along Route 9 corridor
- Introduce pedestrian connections between commercial and residential uses
- CONSTRAINT**  
- Current zoning regulations
- 12 OPPORTUNITY**  
- Mixed-use and commercial redevelopment along main corridors in Howell with pedestrian connections to residential areas
- Provide new park and ride facilities with transit focused development
- CONSTRAINT**  
- Inadequate sewage system
- Current zoning regulations
- Howell's park and ride facilities are full
- 13 OPPORTUNITY**  
- Expand existing Adelphia village as a mixed-use node linked to the transit corridor
- Redesign Adelphia Main Street and expand it to Route 524
- 14 OPPORTUNITY**  
- Revitalize downtown / rehabilitate Farmingdale historic downtown
- Potential MOM line station
- Develop a pedestrian and bicycle-friendly town
- CONSTRAINT**  
- Through traffic
- Lack of vacant land
- Lack of buffer between industrial and residential uses
- 15 OPPORTUNITY**  
- Expand Ramstown village



## OPPORTUNITIES AND CONSTRAINTS

1.2 Regional Vision: Needs & Issues and Palette of Alternatives

The Regional Vision Matrix consolidates the Needs and Issues with the possible alternatives for resolving the issues at the regional level. Each one of the alternatives is followed by a column that indicates whether that issue will most likely depend on initiative by the local government (L), by the county (C) or by the state (S).

Vision	Places	Needs & Issues	Palette of Alternatives	Examples	
<p><b>Vision Statement 1</b> Foster the development of communities and neighborhoods that have a distinct character and identity and that offer the best possible conditions in which to live, work, shop and play.</p>	Regional	Utilize planning as a process to promote the implementation of a regional vision for Western Monmouth	1 Encourage redevelopment over new developments where possible	L	Paseo Colorado, CA
			2 Encourage concentrated development over low-density development	L	Washington Township, NJ
			3 Identify areas that are more suitable and less suitable for development	L/C	
			4 Develop a vision for each municipality, based on each municipalities' long-term goals	L	
			5 Achieve endorsement by the New Jersey State Planning Commission as a Regional Strategic Plan	L/C/S	Route 130 - Burlington County Corridor Plan, NJ / Washington Township, NJ / Chesterfield, NJ
	Auto-Oriented Residential Places	Change current development trend to avoid sprawl	1 Promote transportation connections between residential and commercial developments	L	Orengo Station, OR / Broomfield, CO / Village at Overlake, WA
			2 Promote higher densities for new residential developments through zoning incentives and other mechanisms	L	Phillips Place, NC / Minnetonka, MN
	Auto-Oriented Commercial Places	Change current development pattern to reduce traffic	3 Coordinate future development with transportation capacity	L/C/S	Orengo Station, OR / Village at Overlake, WA
			4 Concentrate new development and redevelopment efforts around existing nodes/corridors	L	Minnetonka, MN / Austin, TX
	Mixed-Use Places	Encourage mixed-use developments to enhance life style and prevent sprawl	5 Locate TOD's around future M.O.M. line stations	L/C/S	Orengo Station, OR / Metropolitan Place, WA
			6 Create new town centers/mixed-use places	L	Orengo Station, OR / Metropolitan Place, WA
		Re-establish the downtown as the traditional center of commerce, culture, and civic activity.	7 Revitalize existing urban centers	L	Orengo Station, OR / Metropolitan Place, WA
8 Control growth of auto-oriented places within urban centers			L	Orengo Station, OR / Metropolitan Place, WA	
9 Re-invigorate the public realm by providing lively, pedestrian oriented streets and spaces			L	Orengo Station, OR / Metropolitan Place, WA	
10 Integrate development of public facilities with new residential developments			L	Orengo Station, OR / Metropolitan Place, WA	
11 Promote alternative modes of transportation			L/C	Orengo Station, OR / Metropolitan Place, WA	
12 Promote transportation connections between residential and commercial developments			L/C	Orengo Station, OR / Metropolitan Place, WA	

Vision	Places	Needs & Issues	Palette of Alternatives	Examples
<p><b>Vision Statement 2</b> Protect and enhance the County's important natural and historical resources</p>	Open Spaces	Preserve parks and historic areas	<p>1 Promote redevelopment or revitalization of historic centers</p>	<p>L Paseo Colorado, CA</p>
			<p>2 Establish linkages/connections between parks/open spaces and residential areas and urban centers</p>	<p>L/C</p>
			<p>3 Seek local historic protection by districts</p>	<p>L</p>
<p><b>Vision Statement 3</b> Promote excellence in the design and operation of the transportation network as a way of improving accessibility and the image of the County and strengthen community life</p>	Transportation	Enhance the transportation system to promote efficient connections and protect the historic and natural environments	<p>1 Improve transit operations to draw increased ridership</p>	<p>C/S</p>
			<p>2 Expand intra-county bus services</p>	<p>C/S</p>
			<p>3 Implement the M.O.M. rail line</p>	<p>S Maplewood, NJ / Orenco Station, OR</p>
			<p>4 Provide roadway improvements to reduce congestion on Route 9</p>	<p>S</p>
			<p>5 Provide service roads and driveway interconnections to reduce Route 9 short-trips</p>	<p>L</p>
			<p>6 Enhance pedestrian connections between commercial and residential uses</p>	<p>L Metropolitan Place, WA / Broomfield, CO</p>
			<p>7 Implement access management controls</p>	<p>L/C</p>
			<p>8 Implement design standards to support transit</p>	<p>L/S</p>
			<p>9 Implement train stations' shuttle</p>	<p>L Maplewood, NJ</p>
			<p>10 Improve pedestrian environment and bike facilities for all town centers</p>	<p>L/C/S Washington Township, NJ / Red Bank, NJ</p>
			<p>11 Expand commuter parking</p>	<p>L/S Metropolitan Place, WA / Broomfield, CO</p>
		Improve image of transportation corridors	<p>12 Implement a unique design for each municipality along Route 9 and other major corridors</p>	<p>L</p>
		<p>13 Improve road aesthetics and signage system</p>	<p>L/C/S Austin, TX</p>	
		<p>14 Implement design standards for scenic rural roads</p>	<p>L/C/S Freehold Township, NJ</p>	
<p><b>Vision Statement 4</b> Manage and protect productive farmlands as special regional assets that play a central role in defining the County's character.</p>	Rural Places	Preserve farming and maintain farmer's equity	<p>1 Expand farmland preservation efforts</p>	<p>L/C/S Cranbury, NJ / Chesterfield, NJ</p>
			<p>2 Adopt the concept of nodes of development in rural areas, instead of spread out development</p>	<p>L Cranbury, NJ / Chesterfield, NJ / Washington Township, NJ</p>
			<p>3 Adopt right to farm regulations</p>	<p>S</p>
			<p>4 Adopt zoning to support acquisition and preservation efforts</p>	<p>L</p>
	Preserve rural image		<p>5 Promote designation and protection of scenic roads</p>	<p>L/C</p>
	Infrastructure	Utilize infrastructure to control growth	<p>6 Plan new elementary schools in conjunction with town centers</p>	<p>S</p>
		Utilize infrastructure to control growth	<p>7 Plan new high school in conjunction with town center</p>	<p>S</p>
		Utilize sewer service areas to control growth	<p>8 Utilize sewer service areas to control growth</p>	<p>L</p>

## 2.0 PALETTE OF ALTERNATIVES

### 2.1 Concepts and conceptual approaches for the Palette of Alternatives

This section presents concepts that apply to some of the examples / success stories that follow in 2.2 and some conceptual approaches to specific issues of the Monmouth region. These concepts have been subdivided into Transportation, Design and Farmland, but they are intrinsically multidisciplinary and also involve decisions related to the distribution of land uses and the care for the region's natural and historical resources, among other policy-related issues.

#### *TRANSPORTATION*

##### **Transit-Oriented Development**

Transit-Oriented Development (TOD) consists of commercial and residential uses concentrated around a mass transit station. In their classic form, TOD's have a diameter of one-quarter of a mile, with the mass transit station and high-density uses (particularly commercial uses) at the core surrounded by housing at a decreasing density. One New Urbanist guide states that for TOD's in outer suburban areas, housing should strive to attain a density of at least seven units per acre. TOD's support use of mass transit; because of their combination of mixed uses, and because they are typically located on a grid or modified grid system, they also promote walking trips.

Most proponents of TOD's have sought to create them around rail stations, which are typically able to attract higher densities of development than bus stations. Indeed, rail stations are often located at the hub of transit services, with bus lines serving as "spokes" feeding into the rail station. Interest is also growing in creating TOD's around bus stations, although there are currently few examples of these developments. Large scale park and ride lots can actually prevent the formation of TOD's, as they can discourage easy pedestrian access. Any TOD's created along the Route 9 corridor should thus incorporate moderate-sized park and ride lots. It may also be challenging to incorporate significant residential uses into the TOD's concentrated upon bus stops. At a minimum, these bus station TOD's should offer a cluster of retail services designed to appeal to commuters, and within easy walking distance along facilities clearly designated for pedestrians.

##### **Opportunities for Park & Ride Lots**

There are currently 4,100 spaces in park and ride lots in the study area. If the population in the study area increases as projected in the Monmouth County Cross Acceptance Report, and if commutation trends hold steady, there will be a need for approximately 1,300 new spaces in the study area through the year 2020. Approximately two-thirds of these spaces will be needed in the Route 9 corridor above Freehold Borough, and the other one-third below. The use of park and ride lots is heavier in the northern section of the study area, as the number of commuters

from Manalapan and Marlboro Townships heading into New York City or Northern New Jersey is higher than in other municipalities in the study area.

Municipalities should closely monitor the occupancy rate of park and ride spaces in the study area. Additional permits should be issued when the occupancy rate regularly drops below 90 percent. If the occupancy regularly tops 90 percent, and there are names on the park and ride waiting lists, the municipalities should move to increase the supply.

Municipalities can also proactively plan for commuter parking facilities through a variety of techniques. A density bonus could be provided for developments that provide commuter parking. This could be as a conditional use on developments along both Route 9 and Route 33. These developments could include mixed uses with retail services, office and residential uses.

Higher intensity commuter transit nodes could also be developed around existing municipal park-and-ride lots. This approach would offer incentives to develop transit villages and may be encouraged through public/private partnerships.

#### **Opportunity for Bus Lane**

The shoulders along Route 9 can be selectively used as bus lanes during peak traffic times along the roadway. This option was proposed as part of the 1996 MOM Major Investment Study. This strategy will first be employed along Route 9 in Old Bridge Township, and success there may promote greater consideration along Route 9 in Monmouth County. One benefit from use of shoulders is that their use will enable buses to “jump” to the top of the queue of vehicles stopped at intersection approaches. Another technology being considered is the use of signals at approaches to give buses a head start over other vehicles; the signal for the bus lanes would turn green seconds before that for the other lanes. The more consequential timesavings, however, would come from use of the lanes for buses. Much of the Route 9 shoulder through the study area is 12 feet, which could accommodate a bus; the more significant physical improvement would consist of the need to increase the thickness of the shoulder pavement, as it was not constructed to absorb regular vehicular activity.

#### **Opportunity for Shuttle Service**

Marlboro Township was recently awarded a 20-passenger shuttle bus from the Community Shuttle program at NJ Transit. This program is intended to give municipalities the ability to “feed” passengers into a train station or major bus line. Although Marlboro Township has not yet established a route, the shuttle will focus on transporting passengers to the Matawan Train Station; from there, it is an hour commute to Penn Station in New York City. Given the traffic conditions on Route 9, it would be desirable if study area municipalities established bus stops for shuttle routes on arterial or collector roadways off Route 9, and did not merely duplicate the existing bus service and park and ride lot service on Route 9. One benefit of the Community Shuttle program is that the municipality can use the shuttle bus for special needs during off-peak hours. Developing an intra-regional shuttle system

should also be explored. This may be especially effective for the greater Freehold Regional Center area.

*DESIGN*

**Route 9 Design**

Assuming that population and employment projections made in the Monmouth County Cross Acceptance Report materialize for the study area in the year 2020, the only means of ensuring acceptable traffic conditions on Route 9 is to expand Route 9 to six lanes and engage in costly intersection and interchange improvements. Extending north from Strickland Road in Howell Township, the roadway could typically be expanded to six lanes without significant right-of-way acquisitions, as the existing median width ranges from approximately 15 to 28 feet. (It should be noted that a Jersey barrier divides opposite lanes for a section through Freehold Township; much of this section is six lanes, and would thus not need to be expanded, although there is a short four-lane section with no median south of Throckmorton Lane.) South of Strickland Road, the roadway is divided only by a Jersey barrier, and significant takings would be necessary.

In addition to widening of Route 9, the following are the priority intersection and interchange improvements identified along Route 9:

- Route 520
- Gordon’s Corner Road/Tennent Road
- Craig Road
- Route 79
- Aldrich Road

Without widening Route 9 to six lanes, a reduced improvement program could focus on intersection and interchange improvements while acknowledging it would not fully address the congestion problems.

All Route 9 improvement programs should be linked to other measures such access management, transit improvements and pedestrian links, and changes in the surrounding land uses.

For example, single-occupancy vehicular trips can be reduced by incorporating mixed uses into developments. This is true for both residential and commercial areas. In residential areas, it is desirable to have basic retail services, such as groceries and other products, within walking distance. In office buildings, workers can avoid automobile trips if they have the ability to patronize restaurants and basic retail services on foot during their lunch hour. While there are different variants on mixed-use developments, these offer the greatest potential for reducing trips.

One recent analysis concluded that land use mixes and pedestrian-friendly design in residential areas can reduce trip generation by up to 7 percent per household. Another study suggests that providing mixed uses in a residential area would decrease trips by 5 percent, whereas mixed uses in a commercial development would reduce trips by 7 percent.

Transit friendly design can also reduce single-occupancy vehicular trips. A study in southern California indicated that, holding household income and housing density constant, a transit-friendly neighborhood (i.e., primarily gridded streets) will result in 1 to 5 percent more trips being conducted by transit than in a conventional subdivision. Other studies predict that in transit-oriented developments, the number of automobile trips would decrease by 20 to 25 percent over conventional developments.

Besides a well-connected network of streets and sidewalks, transit-friendly design also incorporates bicycle access or storage facilities, and clean and well-lit waiting places. Along suburban corridors, the location of buildings near the street line with parking in rear promotes transit use. Bus pullout bays can help to reduce vehicular conflicts, and to preserve traffic flow. Transit facilities should always be examined as part of site plan reviews.

The principles of transit-friendly design are illustrated in the Monmouth County Planning Board publication *“The Bus Stops Here”*. It covers a wide range of topics, from safety features at transit stops to retail services.

### **Route 9 Pedestrian Friendly Design**

Sidewalks are missing in many critical places in the study area, particularly in retail areas along Route 9. In many cases, municipalities have waived the requirement for sidewalks, due to the perception that there would be no pedestrian activity on the site in question, or because the area was perceived to be unsafe for pedestrians. While these actions have undoubtedly served to discourage pedestrian activity, they have not prevented it, with the result being that pedestrians are even more at risk along high-speed roadways than they need have been. Because connections between adjacent developments are also missing in many places, pedestrians have not had the ability to avoid walking along Route 9.

All study area municipalities require developers to provide sidewalks, although the requirements are not uniform, and some municipalities make it easier than others for developers to waive the provision of sidewalks. Municipalities should consider incorporating language into their land development ordinances to make the waivers of curbside sidewalks more difficult. Sidewalks in residential areas are, of course, controlled by the New Jersey Residential Site Improvement Standards.

No municipality requires commercial developments on major roadways to provide pedestrian connections to residential developments in the rear. Such connections would significantly shorten pedestrian trips for residents in the area, given the lack of a pedestrian-friendly street grid through much of the study area. These requirements would be a logical accompaniment to ordinance provisions that give municipalities the ability to require pedestrian easements in unusually long blocks (typically over 800 to 1000 ft.). They would both have as their goal the reduction of otherwise long trips for pedestrians.

Ultimately, a provision requiring sidewalks for site plans or subdivisions will have little effect if planning boards grant waivers on these requirements. Planning boards for the municipalities have granted waivers for a wide range of uses and in a wide range of areas, from properties fronting Route 9 to relatively dense commercial developments in “centers” off Route 9. In this sense, adequate pedestrian facilities are dependent less upon ordinance provisions than the philosophy of the planning board members.

Following are priorities for the provision of pedestrian facilities in the study area:

- Medium to high residential density developments nearby Route 9
- Retail uses
- Facilities serving children and elderly
- Transit facilities

A Pedestrian Master Plan for the region is recommended to establish priority locations especially on Route 9 which should have sidewalks. This should be developed as a regional planning effort.

In their journey along and across Route 9, pedestrians are routinely exposed to numerous vehicles traveling at high speeds. Most of the intersections along Route 9 have crosswalks along at least one leg, as well as pedestrian push-buttons at signals. These facilities should ultimately be present at every signal along the corridor, along with adequate lighting.

Pedestrian mid-block crossings of Route 9 are a significant issue along the corridor, and pedestrian fatalities have occurred. In some cases, these fatalities are largely unavoidable, as pedestrians or motorists make reckless decisions. To discourage many mid-block crossings, however, the following steps can be taken:

- Provide an uninterrupted stretch of sidewalks and other facilities along Route 9 between signalized crossings, thereby providing less reason for pedestrians to cross over to the other side of the highway between signals;
- Provide a buffer (such as shrubbery) between sidewalk and roadway;
- Locate transit stops close to convenient signalized intersections, and not mid-block;
- As a last resort, install a fence on the median.

A study of pedestrian safety at transit stops along Route 9 from Monmouth to Ocean counties is currently being conducted by New Jersey Transit and NJDOT.

Municipalities can do more to promote driveway and pedestrian connections between adjacent commercial properties along the Route 9 corridor. These connections are currently much more the exception than the rule, but are extremely desirable, as they provide a venue for both motorists and pedestrians to move easily between adjacent developments. They also negate the need for motorists to re-enter Route 9, thus improving traffic flow and reducing the accident rate. A positive benefit of connecting properties is the need for fewer driveway openings along Route 9.

Municipalities can employ a number of strategies in promoting these connections, ranging from incentives to requirements. Some jurisdictions offer developments the opportunity to reduce the number of parking spaces if they combine driveways and parking lots with adjacent developers; this is the case for Lansing, Michigan. Some municipalities simply require developers to provide these connections wherever feasible. Cross access drives, passing both in front of and behind developments, are an excellent means of accommodating large volumes of local traffic.

The most comprehensive means of coordinating property access along Route 9 would be an Access Management Plan. This would be prepared in concert with the municipality, county and state. The location of all potential driveway openings along Route 9 would be identified, along with connecting driveways off Route 9. Municipalities do not always have the wherewithal to prepare an access management plan, and it is therefore recommended that the municipality do what it can in the immediate future to amend its ordinance to provide connections between adjacent uses.

## *FARMLAND*

### **Farmland Preservation**

Preserving farming and agricultural activities has been identified as a major issue in the townships in the Western Monmouth study area. Other issues raised include preserving the equity of the farmlands to enable agriculture to be economically feasible and to support its continued operations. All of the townships have created large-lot zoning districts, ranging from three to 10 acres. Some of these districts offer residential cluster provisions, which can be helpful in preserving farmland, but the ordinances are not, overall, as comprehensive as they could be in the goal to preserve farmland. Large lot zoning districts do have the effect of discouraging development, and can thus preserve farmland by default, but, by themselves, they do not represent a consistent farmland preservation strategy.

Various farmland preservation zoning techniques have been successfully tried by New Jersey municipalities. For example, Readington Township in Hunterdon County has mandatory cluster provisions for tracts of 40 acres or more, or for tracts of 30 acres or more that are adjacent to deed restricted farmland or open space. The clusters comprise lots of 1.5 acres in size. A key provision is the minimum open space set-aside requirement of 70 percent, and land that is currently being farmed shall, to the extent possible, remain farmland.

Fredon Township in Sussex County incorporates a six-acre average lot size in its AR-6 zone, with a minimum lot size of one acre, provided that at least 50 contiguous acres of farmland is preserved. At least 75 percent of the preserved farmland must be Class I or II soils. The clustering provision is also available to the AR-2 zone, which has a two-acre average lot size. The entire tract in both districts must be 80 acres or more.

Upper Freehold Township in Monmouth County permits “agricultural preservation subdivisions” in its Agricultural Residential district. In this district, 75 percent of tract acreage must be preserved as farmland through the Monmouth County Agricultural Development Board or the State Agricultural Development Board. Up to 50 percent of the homes that would be permitted on the entire tract as a conventional subdivision can be developed on the remaining acreage.

### **Transfer of Development Rights (TDR)**

Under this planning technique, development rights are transferred from one parcel to another parcel. Under the New Jersey law, a conventional TDR program is not permissible in Monmouth County. However, development rights can be transferred under a “non-contiguous” parcel clustering (CNPC) program. Unlike a TDR program, which currently is allowable only in Burlington County, NPC can be used anywhere in New Jersey.

NPC was legalized by an amendment to the Municipal Land Use Law in 1996, which permitted clustering between non-contiguous parcels. In its simplest form, NPC works to preserve farmland (or any open space) by clustering all development on one parcel and by establishing the open space for this development on a non-contiguous parcel. A transfer of development rights is thus accomplished, but through the mechanism of clustering involving two or more specific properties.

Even before 1996, or before New Jersey approved the Burlington County TDR program in 1998, various communities in New Jersey had acted to preserve farmland or open space through programs that were essentially TDR programs, but did not use that specific term. For example, in the 1970’s, Chesterfield in Burlington County had set up a “transfer of development credits” program to preserve farmland and create a town center.

This technique could preserve the best farmland and concentrate the residential development in other locations either as rural residential places or in higher density mixed use centers. By proactively planning designated locations to concentrate new development and by identifying the areas to be preserved for farming, a blueprint is established. This approach could incorporate development incentives such as used in Cranbury Township, to support preservation efforts.

Other techniques can be utilized in addition to zoning. Right-to-farm laws make it difficult for nearby non-farm residents to hamper farming operations through nuisance suits. Most such ordinances declare that standard farming practices constitute reasonable land uses.

Finally, determination of priority farmlands for preservation, in keeping with the County Farmland Preservation Plan, should focus future acquisition on key properties. Since the funds for acquisition are limited, innovative zoning techniques will be important to ensure that farmland preservation progresses.

**2.2 Examples / Success Stories**

The diversity of needs and issues identified in the region, as well as the specific ones that relate to each one of the seven municipalities, need to be addressed within the context of the goal of this smart growth plan. As the scenarios of the following stories vary in scale, location and historical/political context, they bring to light interesting and innovative solutions for problems that are common to many contemporary places throughout the US.

*TRANSPORTATION*

**Story 1 Maplewood, New Jersey**

In Maplewood, New Jersey, three shuttles transport residents from stops around the town to the New Jersey Transit rail station on the Midtown Direct line, thus ameliorating the need for a large parking deck adjacent to the rail station. A concierge coordinates services for commuters at the rail station, offering everything from groceries to videos and dry cleaning. An attractive pedestrian plaza next to the rail station, built by NJ Transit, supports the station’s role as a community center.



*Maplewood Train Station*

*Lessons Learned:*

- Community shuttles can reduce need for commuter parking

*TRANSIT-ORIENTED DEVELOPMENTS*

**Story 2 Orenco Station, Oregon**

Orenco Station, Oregon is situated on a former 190-acre farm site in the suburban community of Hillsboro, outside Portland. Before Tri-Met selected this area for a light rail station, the farm was destined to become a commercial/industrial park. Following the train station siting, however, Hillsboro, working in concert with the developer, changed the zoning to mixed-use residential. Today Orenco Station is a mixed-use village with 2,000 units of housing, a neighborhood shopping center and office space. There are a variety of housing types, including condominiums, townhouses and single-family residences. Orenco Station has attracted families, singles, and childless couples. In accordance with New Urbanism principles, parking is accessed from an alley to the rear of the homes. The homes command

as much as a 25 percent premium over other suburban homes in the area, even though the latter have larger yards.

As persons depart from the train at the transit center, they first pass through the Town Center, and then into the residential area. It should be noted that the Town Center is not immediately adjacent to the Train Station; it was placed several blocks away to take advantage of automobile traffic. In this respect, Orenco Station is not a classic TOD.

The residences are just steps away from a coffee shop, restaurants, dry cleaner, florist, and wine store, and just a few blocks from the grocery store. The town center terminates in a large central park.

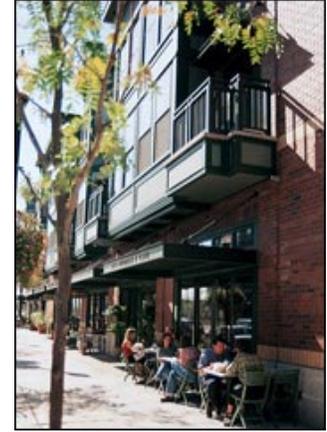
The mixed-use town center contains approximately 27,000 square feet of retail space in a main street setting, and 30,000 square feet of Class A office space above. There are also live/work townhouses, where living quarters are placed immediately above rented office space. A sub-regional “power center” is nearby, also within walking distance. The entire project won an award from the National Association of Home Builders as best planned community of the year.



*Orenco Station: transit center is at the bottom of the site plan/ the town center is north of the arterial roadway running east-west through the center of the site plan/ residential uses are to the north and east of the town center/ power center is on the far right.*



*Residential Development and Central Park*



*Town Center*

*Lessons Learned:*

- A mixed use transit oriented development can successfully integrate housing, retail and community services
- Proximity to a transit station can increase residential property values
- Regionally oriented retail and offices uses can be effectively linked to a TOD

**Story 3 Village at Overlake**

The Village at Overlake Station in Redmond, Washington, (a suburb of Seattle) is an example of a “transit-oriented community,” rather than a large-scale transit-oriented development. It serves as one of the few examples of a bus station oriented development. This 300-unit apartment complex was built over a 536-stall park and ride lot. It is intended both to promote public transit and to provide affordable housing. There is a day-care center on site for use by both residents and park and ride lot users.

Planners do not anticipate that the procession of buses will bother residents in the apartment complex. Buses pick up passengers at a turnaround in front of the building, 80 feet from the closest units. A metal and glass awning above the bus stop will protect the building from noises and fumes from the idling buses.

Each unit has one designated parking space. In addition, 150 park and ride stalls will be available on a first-come, first-serve basis to residents of the apartments.



*Bus Station and Residential Complex*

*Lessons Learned:*

- A successful neighborhood can be designed around a suburban bus station
- Residential uses can share parking with a commuter park-and-ride facility
- Services such as day care can effectively serve residents and commuters and reduce trips

**Story 4 Metropolitan Place, Renton, WA**

This transit-oriented development in Seattle, Washington consists of 4,000 square feet of ground floor retail space and 90 apartments above a two-story garage with 240 parking stalls. 150 stalls are leased for park and ride use, with 30 of these designated for shared use with residents during non-commuter hours. Ninety spaces are designated for resident use. Metropolitan Place is across from the Renton Transit Center.



*Metropolitan Place*

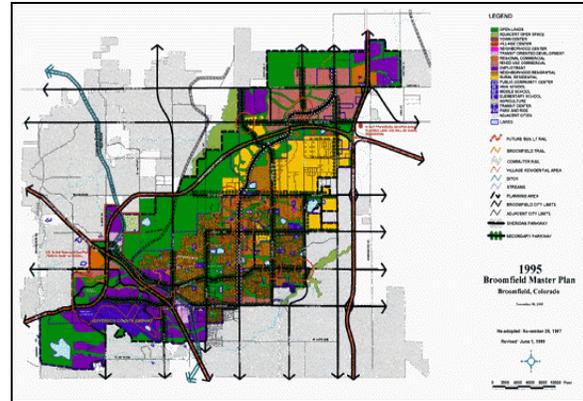
*Lessons Learned:*

- Residential apartments and retail uses can be successfully integrated with commuter parking
- Leased parking can be shared with residences in off-peak hours

**Story 5 Broomfield, Colorado**

The plan to create a “semi-urban” transit village in this suburban community in Boulder County, Colorado consist of two new hotels along U.S. 36, along with two upscale restaurants, a new mall, and links to a nearby business park on U.S. 36, which has a current daily traffic on of 70,000 vehicles per day.

A transit center would also be built as part of this complex, where drivers can park and take a shuttle bus to shopping, carpool to Denver, or walk on pedestrian-scale streets to the destinations in the complex. Planners designed this development to be 50 percent more dense than a nearby mall.



*2001 Broomfield Master Plan*

*Lessons Learned:*

- Intensifying development in a suburban area can provide opportunities to support transit use
- Use of shuttles between larger developments can effectively link developments and reduce vehicle trips

*AUTO-ORIENTED RESIDENTIAL PLACES*

**Story 6 West Ridge Market, Minnetonka, MN**

The city of Minnetonka is a suburban community located eight miles west of Minneapolis in Hennepin County, Minnesota and has a land area of 28 square miles with 51,301 people.

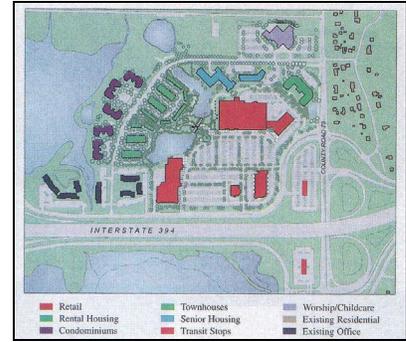
West Ridge Market, a neighborhood in Minnetonka, shows a story of a large-lot suburban development that was transformed into a compact, mixed-use neighborhood with linkages to jobs, transportation, community services, and recreation facilities. There are now 418 housing units on the 53-acre site, which originally contained about 40 single-family houses.

The development also includes 256,000 square feet of new commercial space, preserved wetlands and woods with connecting pedestrian trails, and a 15-acre city park and a community center.

Housing typology is diverse: condominiums, senior housing, and apartments. As this project was considered a smart growth project, the city benefited from tax increment financing, federal housing tax credits, HOME and Section 202 funds among several other funding sources.



*West Ridge Market*



*Site Plan for the Neighborhood*

*Lessons Learned:*

- A private development partnership with the city helped pull together the necessary resources (near \$80 million) to implement this project
- The community understood the need to preserve open space and wetlands, while providing an answer to providing more housing and employment opportunities within its boundaries.

**Story 7 Phillips Place, Charlotte, North Carolina**

Phillips Place is a 35-acre development, located about 20 minutes from downtown Charlotte, NC. The Place includes 130,000 square feet of retail, restaurants, and movie theater; 402 residential units and an inn with 124 rooms and suites. The rezoning plan required that the project was shaped with careful sensitivity to the surrounding land uses, while permitting residential densities higher than had previously been approved in the area, in order to ensure economic viability. The inclusion of 104 high-end apartments over retail space required an amendment to local zoning, since this type of development had never before taken place anywhere in the area.

Lifestyle Centers, as developers name these types of developments, would be expanded to villages over time. This new concept provides communities with an option to the city and to suburbia, in which residents can live and shop in the same neighborhood. At the same time, the new “lifestyle centers” provide municipalities with an opportunity to revitalize old malls, and redevelop underutilized areas within its boundaries.



*Phillips Place Main Street*



*Phillips Place Residential Section*

*Lessons Learned:*

- Innovative mixed-use development that incorporates residential units over retail along a Main Street that is appealing for pedestrians, but does not exclude cars
- The project demonstrates that integrated mixed-use can work in a suburban environment and be accepted by adjoining well-established residential neighborhoods
- Attractive housing can be successfully incorporated into suburban shopping centers

*MIXED-USE PLACES*

**Story 8 Paseo Colorado, California**

Paseo Colorado, a new mixed-use development, is located in Pasadena, California. This project has helped Pasadena, a diverse and historic community to become a regional economic, cultural and educational center.

Since adoption of its growth management-based Plan Review, in 1992, Pasadena is implementing the Plan's Seven Guiding Principles through several redevelopment projects. Among these projects is Paseo Colorado, which is an open-air urban village that replaced the former Plaza Pasadena.

Paseo Colorado transformed three urban blocks with street-front retail and opened up a promenade to restore the historic view corridor from the Public Library to the Civic Auditorium. The development serves as a multi-use destination that combines an active retail environment, fine-dining restaurants and cafes, and entertainment with a residential complex and planned office component. Completing the village commercial activities, a gourmet market, a health club, and a multi-screen cinema are also included in the development. High-profile apartments and office space above the street level also offer those who prefer to live in an urban setting, with a lively address.

Pasadena decided that it could absorb growth and still remain a healthy and vibrant community, if growth was managed and targeted to areas that could best accommodate it. Growth is concentrated into the downtown and along the major transit corridors such as the proposed light rail line, creating active pedestrian-oriented urban environments, such as the Paseo Colorado.



*Paseo Colorado*



*Pasadena 1992 Plan Review*

*Lessons Learned:*

- The adoption of mixed-use centers allow for growth to be directed where infrastructure is in place
- Major transit corridors have stronger potential for success as pedestrian-oriented urban environments

**Story 9 Austin, Texas**

Austin and the surrounding Central Texas region is experiencing rapid growth in population, employment, and land area affected by development. The City of Austin has grown from a population of 465,000 in 1990 to approximately 630,000 people in 1999. Between 2000 and 2010 Austin is projected to grow by another 170,000 people to a total of 800,000. This increase in population will inevitably change Austin and central Texas. In this context, the Smart Growth Initiative is intended guide and shape this future growth to minimize the negative environmental, economic and social impacts. This Initiative includes:

- Corridor Planning and Smart Growth Corridors
- Open Space Preservation and
- the Smart Growth Matrix of Incentives

The three major goals of the City of Austin’s Smart Growth Initiative are:

- Determine How and Where To Grow: The foundation of the Smart Growth Initiative is the identification of the Desired Development Zone (DDZ) and the Drinking Water Protection Zone (DWPZ) as shown on the Smart Growth Map. As the name suggests, the Desired Development Zone defines where growth should occur. How the City of Austin wants to grow is defined by the emerging models of Traditional Neighborhood Development (TND) and Transit-Oriented Development (TOD).
- Improve The Quality of Life: Smart Growth programs focus on improving the quality of life by preserving and enhancing neighborhoods, protecting environmental quality, improving accessibility and mobility, and strengthening the economy.
- Enhance The Tax Base: Smart Growth seeks to build and enhance the tax base through strategic investments, efficient use of public funds, and regional partnerships.



Downtown Austin

SMART GROWTH CRITERIA MATRIX		REVIEWER:		MARK ONE:		SCORE	
City of Austin Transportation, Planning and Design Department		DATE OF REVIEW:		SELF SCORE		PRELIMINARY SCORE	
DEVELOPMENT:	ELEMENTS:	CRITERIA:	POINT SYSTEM:	SCORE:	COMMENTS:	TOTAL POSSIBLE:	TOTAL SCORE:
			WEIGHT	MAX POINTS AVAILABLE	SCORE		
		Criteria based on information that is not complete or available for scoring					
	1. Neighborhood Plans	Project does not conflict with adopted Neighborhood Plan for the area.					
	2. Historic Review	Projects proposing demolition/modification of historically significant buildings require review.					
		Project may not require Smart Growth Zone Specific incentives.					
		Fee (D applicable for only one zone: A, B, or C for a maximum possible 40 points)					
		1. Within 1 block radius of a DTA bus stop	5	5	25		
		2. Consistent with Transit Station Area (TSA)	4	4	16		
		or B. Urban Core	4	4	16		
		1. Within one block of a Smart Growth Corridor	4	4	16		
		2. Consistent with Transit Station Area (TSA)	3	3	12		
		or C. Desired Development Zone (DDZ) Inside City Limits	3	3	12		
		1. Anywhere	3	3	12		
		2. Within one block of a Smart Growth Corridor & Hub	3	3	12		
		3. Consistent with Transit Station Area (TSA)	4	3	12		
		A. Focus on areas of greatest need	4	3	12		
		B. A "Third Street" in an unretail market	3	3	12		
		A. Requires design and support to adjacent neighborhoods (Projects outside of downtown)	3	3	12		
		B. Downtown Projects	3	3	12		
		1. Neighborhood Planning (Choose A or B)	3	3	12		
		A. Presentation & endorsement of plans without conditions (Projects outside of downtown)	5	2	10		
		B. Downtown Projects	5	2	10		
		1. Historic Landmark Commission	5	5	25		
		A. Presentation & endorsement of plans without conditions	5	5	25		
		B. Historically zoned buildings or buildings within a historic district	5	5	25		
		1. Threshold Density	3	4	12		
		A. Population (DUR)	3	4	12		
		1. 12 to 15 (due average with one for date of Proposed Smart Growth Corridor, 12-20 (due average in Downtown)	3	4	12		
		2. Meets minimum threshold to support transit (DUR, 400 or 75, with one for date of Proposed Smart Growth Corridor or one of 2 in Downtown) and (DUR) and (DUR)	3	4	12		
		B. Employment (DUR)	3	4	12		
		1. Meets minimum threshold to support transit (DUR, 400 or 75, with one for date of Proposed Smart Growth Corridor or one of 2 in Downtown) and (DUR) and (DUR)	3	4	12		
		2. Consistent with Transit Station Area (TSA)	3	4	12		
		1. Land Use Contribution (D applicable for only one A, B, or C for a maximum possible 30 points)	5	3	15		
		A. Downtown Projects	5	3	15		
		1. Regional office (with anchor retail), entertainment, or cultural center	5	4	20		
		2. Greater than 200 new housing units	4	3	12		
		or B. Urban Core Projects	4	3	12		
		1. Density of housing types (apartments, townhomes, SF)	4	3	12		
		2. Greater than 200 new housing units	3	3	9		
		3. Greater than 200 new housing units	3	3	9		
		or C. Traditional Neighborhood Projects	3	3	9		
		1. Greater than 200 new housing units	3	3	9		
		2. Greater than 200 new housing units	3	3	9		
		3. Town Center with neighborhood retail	3	3	9		

Austin Smart Growth Matrix

Lessons Learned:

- Smart growth criteria matrix as a tool to control growth
- Plan for directing development along corridors, where infrastructure is in place

RURAL PLACES

Story 10 Chesterfield, New Jersey

The rural Chesterfield Township is creating a new town center that will help preserve the historic village of Crosswicks plus the hamlets of Sykesville and Chesterfield in a Plan envisioned to protect farmland and support farming in the region.

Chesterfield Township located near the crossroads of I-295, Route 130 and the New Jersey Turnpike presents a highly desirable target for developers. The growth of new office parks, retail complexes and upscale suburban residential developments were controlled by an approach that “promotes the industry of farming while providing...a reasonable level of development, including low- and moderate-income housing” and it “safeguards the heritage of the township.” Using a Transfer of Development Credits (TDC’s) Program, landowners are allowed to transfer the development potential of their properties into areas of the town planned for growth. Two developers have plans for transferring 280 units to the town center. Ultimately, about 1200 dwelling units will be created in this Town Center.

The new town center is designed to attract a diverse population of residents and businesses and provides pedestrian-oriented walkable neighborhoods with diverse housing and an array of local businesses and services. With approximately 60,000 square feet of retail space planned, the nearby resources will minimize car trips and maximize walking, bike-riding and person-to-person interaction. Concentrating development was the solution adopted in Chesterfield to protect farmland.

The township plans go one step further and proposed the creation of a town center with a mix of retail and service businesses that will provide markets for local agricultural produce, providing opportunities in both farm and non-farm employment. It is expected that by 2020, the town center project will create an estimated 457 new jobs in businesses that are commercially viable within the village, keeping property taxes balanced for the projected 3,950 new residents. Finally, the housing planned for the town center will create a healthy and sustainable neighborhood, while helping the township meet affordable housing goals.

The "town center" designation of Chesterfield also led to a state Smart Growth grant for its creative efforts in preserving farmland and growing "smart".

*Lessons Learned:*

- TDCs have been successfully adopted with the intent of preserving farmland and supporting farming in New Jersey
- The creation of a town center with business directed towards local agriculture may generate employment and support farming as well.

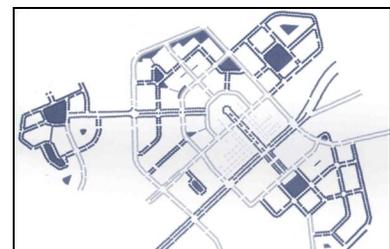
**Story 11 Washington Township, New Jersey**

Washington Township, a largely rural area adjacent to two fast-growing communities (West Windsor and Hamilton Township), developed a plan to avoid the suburban sprawl experienced by neighboring towns. Washington Township adopted a plan to build a pedestrian-friendly residential and business community out of a 400-acre field. This strategy of concentrating development came out of the community's desire to preserve the historic beauty, the rural surroundings and the sense of community that had made the town such a desirable place.

Washington Town Center offers diverse housing opportunities with nearby service businesses and resources. It also channels future residential and service business growth into an area best suited to handle it: where infrastructure is already in place, along Route 130. The 1997 plan for the Town Center adopted a design that emphasizes the pedestrian scale, with an extensive system of public spaces shaped by detailed Design Guidelines. Since many of the community overall goals and vision for the future of its town had already been delineated by the New Jersey State Plan, the State Plan was utilized by Washington Township as a basis for developing its own plan.



*Washington Town Center*



*1997 Plan for Town Center*

*Lessons Learned:*

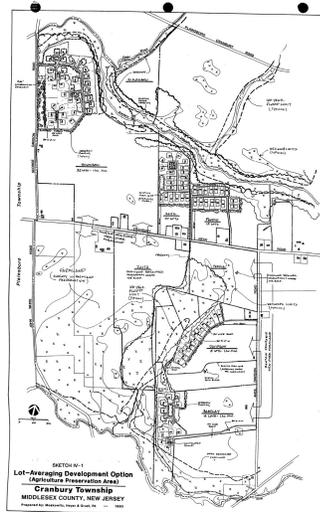
- Careful design may improve community access to public spaces and make for successful commercial centers.
- New town centers can be created in the midst of suburban and rural environments.

**Story 12 Cranbury Township**

Cranbury Township in Middlesex County also uses clustering in its Agricultural Preservation zone. It has a minimum lot size of six acres, but offers the option of reducing the minimum lot size to about one acre, provided that at least 70 percent of the tract is preserved in open space. The district offers the bonus of increasing the density to 25 percent over that which could be developed in a conventional subdivision. This bonus is considered by the Township as a primary factor to support the cluster plan approach. The Township Master Plan also provides a detailed cluster plan blueprint for key agriculture properties. The design criteria maximize preservation of both farmland and the rural road character through deep setbacks and the high percentage of required open space.

Three developments have been approved as part of the lot averaging plans. One is completed and another is currently under construction. The property values for these developments have remained high with housing costs beginning at \$750K for a recent development.

Cranbury also has effectively used acquisition of development rights to preserve agricultural lands. As of December 2000, over 2,000 acres or about 65% of the designated farmlands had been permanently preserved. This includes about 20% of the lands deed restricted through lot cluster.



*Cluster subdivision under construction*

*Averaging Development Option - Cranbury*

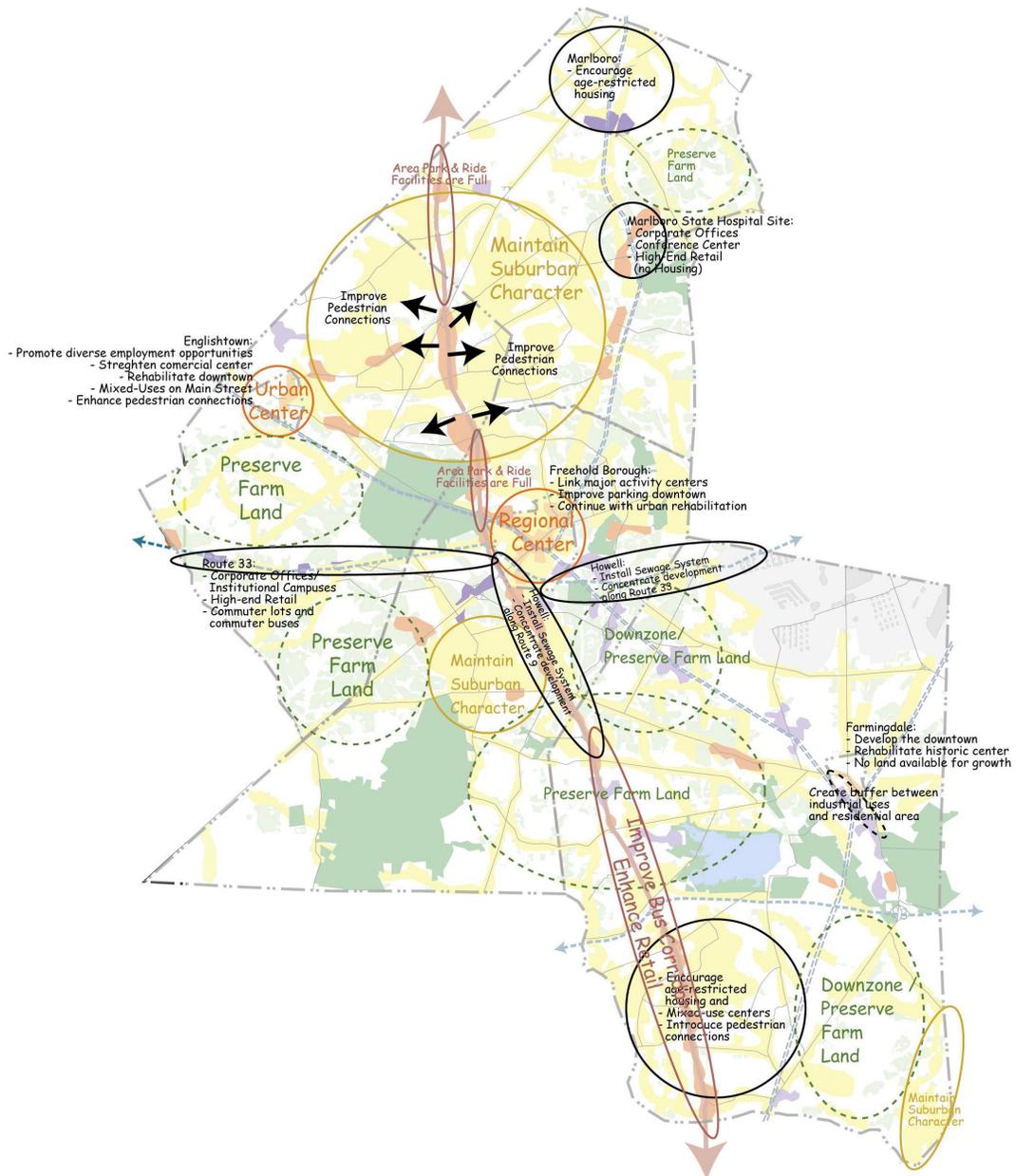
*Lessons Learned:*

- Cluster subdivisions, which provide a density bonus, are an effective tool to promote farmland preservation

3.0 EXPANDED STRATEGIES

3.1 Municipal Needs and Issues

The following diagram summarizes the issues identified during the existing conditions assessment phase. The issues represented in this diagram were raised by the boroughs and townships during the initial round of interviews with representatives from each of the municipalities.



COMMUNITY NEEDS AND ISSUES

The diagram includes additions from the 1998 Cross-Acceptance Report, the most recent municipal master plans and reexamination reports, as well as information derived from discussions with the TAC and the Collaborative in the past meetings.

During the next phase, the planning team proposes that these needs and issues be carefully reviewed as they relate particularly to each of the municipalities. The intent is for the Region Plan to provide a consensual framework that will guide future development patterns and land use decisions within every local government that took part in this planning effort.

### 3.2 Municipal Palette of Options

The following Matrices list in more detail the issues highlighted in the previous diagram and relate them to a Palette of Alternatives, which constitutes a set of options that each municipality could choose to adopt in order to resolve the issues.

The last two columns indicate which of the Regional Vision Statements – shown in the Regional Vision Matrices - supported the options mentioned, and cite some examples that could help understand the benefits from each action proposed.

The blank rows in each table are to be completed by the TAC and Collaborative members and will be incorporated in the Plan as guidelines for developing a Vision for each municipality.

Vision	Places	Needs & Issues	Palette of Alternatives		Examples	
	Freehold Borough	Redevelop urban center to promote vitality and economic development of the borough	1	Continue revitalization of Downtown	VS1	Paseo Colorado, CA / Minnetonka, MN
			2	Development of M.O.M. line station downtown while addressing traffic and parking issues	VS1	Maplewood, NJ / Orenco Station, OR
			3	Pursue redevelopment opportunities of vacant industrial sites	VS1	
		4				
		5				
		6				
		7				
		8				

Vision	Places	Needs & Issues	Palette of Alternatives		Examples	
	Englishtown Borough	Redevelop urban center to promote vitality and economic development of the borough	1	Continue revitalization of Main Street	VS1	Paseo Colorado, CA / Minnetonka, MN
			2	Adopt design guidelines for residential and commercial areas	VS1	Washington Township, NJ
			3	Evaluate development of potential M.O.M. station to support economic development	VS1	Maplewood, NJ / Orengo Station, OR
			4	Evaluate water capacity for future development	VS1	
			5	Obtain designation as Village Center	VS1	
			6	Include an Historic Preservation element into the Master Plan	VS1	
			7			
			8			
			9			
		Revitalize/redevelop underutilized properties	10	Cleanup abandoned properties	VS1	
			11	Redevelop brownfields/industrial sites and the closed landfill	VS1	
			12	Examine redevelopment opportunities along Park Avenue / Station Street	VS1	
			13	Examine parkland acquisition to provide passive recreation facilities	VS2	
			14			
			15			
		Improve circulation system	16	Improve traffic signals.	VS3	
			17	Install sidewalk and bike facilities.	VS3	Washington Township, NJ
			18	Provide a comprehensive pedestrian and bicycle system	VS3	Washington Township, NJ / Metropolitan Place, WA / Broomfield, CO
			19	Review safety issues and standards for increased traffic volumes on weekends	VS3	
			20			

Vision	Places	Needs & Issues	Palette of Alternatives	Examples		
	Farmingdale	Redevelop urban center to promote vitality and economic development of the borough	1	Continue revitalization of town center	VS1	Paseo Colorado, CA / Minnetonka, MN
			2	Redevelop potential M.O.M. line station while addressing traffic and parking issues / coordinate efforts with Howell	VS1	Maplewood, NJ / Orengo Station, OR
			3	Consider potential redevelopment opportunities along railroad right-of-way / coordinate efforts with Howell	VS1	
			4	Provide design standards to support revitalization efforts	VS1	Washington Township, NJ / Phillips Place, NC
			5	Obtain designation as a Village Center	VS1	
			6	Create buffer zone between industrial and residential uses	VS1	
			7			
			8			
			9			
		Provide adequate services for all business and residents of the municipality	10	Coordinate redevelopment and infill projects with plans for infrastructure	VS1	Washington Township, NJ / Paseo Colorado, CA
			11			
			12			
			13			
		Improve circulation system	14	Provide a comprehensive pedestrian and bicycle system	VS3	Washington Township, NJ / Metropolitan Place, WA / Broomfield, CO
			15	Reduce through traffic and speeding	VS3	Phillips Place, NC
			16			
			17			

Vision	Places	Needs & Issues	Palette of Alternatives	Examples	
	Freehold Township	Redevelop existing nodes to promote vitality and economic development of the township	1	Comply with State, County and regional planning initiatives	VS1 "Capitol to the Coast" / "Heritage" / Henry Hudson Trails"
			2	Integrate development of public facilities with residential facilities	VS1
			3	Revitalize existing Route 9 commercial nodes	VS1 Paseo Colorado, CA / Austin, TX
			4	Adopt design guidelines to protect the historical context of identified areas	VS1 Paseo Colorado, CA / Washington Township, NJ
			5	Locate MOM station at the intersection of Route 33 with Koslowski Road	VS3 Maplewood, NJ / Orenco Station
			6	Encourage affordable housing	VS1 Village at Overlake, WA
			7	Establish larger Regional Center, in coordination with Borough and Monmouth County Facilities Department	VS1
			8	Preserve historic resources	VS1
		Enhance the transportation system to promote efficient connections and protect the historic and natural environments	9	Expand park & ride facilities	VS3 Village at Overlake, WA / Metropolitan Place, WA / Broomfield, CO
			10	Provide pedestrian and vehicular connections to residential and commercial developments	VS3 Orenco Station, OR / Broomfield, CO
			11	Promote traffic and safety issues along Route 9, Route 33 and Route 537	VS3
			12		
		Manage and protect productive farmlands	13	Focus development to reduce sprawl and preserve farmland and open space	VS4 Cranbury, NJ / Chesterfield, NJ / Washington Township, NJ
			14	Incorporate innovative regulations to preserve farmland and reduce sprawl	VS4 Cranbury, NJ / Chesterfield, NJ
			15		
			16		

Vision	Places	Needs & Issues	Palette of Alternatives	Examples		
	Howell Township	Redevelop existing nodes/transportation corridors to promote vitality and economic development of the township and preserve farmland	1	Designate Adelphia as a Node	VS1	
			2	Create a Main Street image along Adelphia Road (CR524)	VS1	
			3	Designate Ramstown as a Village Center	VS1	
			4	Redevelop potential M.O.M. line station while addressing traffic and parking issues / coordinate efforts with Farmingdale	VS1	Maplewood, NJ / Orengo Station, OR
			5	Consider potential redevelopment opportunities along railroad right-of-way / coordinate efforts with Farmingdale	VS1	
			6	Redevelop/revitalize old Route 9 commercial sites	VS1	Paseo Colorado, CA
			7	Implement a Village Center along Route 33	VS1	Phillips Place, NC
			8	Expand Regional Center boundaries between Route 33 and Business 33	VS1	
			9	Promote mixed-use centers along existing transportation corridors	VS1	Village at Overlake, WA / Metropolitan Place, WA / Broomfield, CO
			10	Integrate development of public facilities with residential facilities	VS1	
		11				
		Enhance the transportation system to promote efficient connections and protect the historic and natural environments	12	Provide pedestrian and vehicular connections to residential and commercial developments	VS3	Orengo Station, OR / Broomfield, CO
			13	Coordinate with Farmingdale location and needs for the future M.O.M. line station	VS3	Maplewood, NJ / Orengo Station
			14			
		Manage and protect productive farmlands	15	Focus development to reduce sprawl, preserve farmland and open space	VS4	Cranbury, NJ / Chesterfield, NJ / Washington Township, NJ
			16	Incorporate innovative regulations to preserve farmland and reduce sprawl	VS4	Cranbury, NJ / Chesterfield, NJ
			17	Coordinate wastewater management plan to control growth	VS4	
			18			

Vision	Places	Needs & Issues	Palette of Alternatives	Examples		
	Manalapan Township	Concentrate new development and redevelopment around nodes to promote vitality and economic development of the township	1	Focus development to reduce sprawl, preserve farmland and open space	VS1	Cranbury, NJ / Phillips Place, NC
			2	Concentrate new development around planned development nodes	VS1	
			3	Integrate development of public facilities with residential facilities	VS1	
			4	Promote mixed use centers along existing transportation corridors	VS1	Phillips Place, NC
			5			
			6			
			7			
		Enhance the transportation system to reduce congestion	8	Increase park & ride facilities	VS3	Village at Overlake, WA / Metropolitan Place, WA / Broomfield, CO
			9	Coordinate with Englishtown location and needs for the future M.O.M. line station	VS3	Maplewood, NJ / Orenco Station
			10	Implement shuttle bus services to Matawan train station	VS3	Maplewood, NJ / Broomfield, CO
			11	Provide commuter facilities along Route 33	VS3	Maplewood, NJ
			12	Provide pedestrian and vehicular connections to residential and commercial developments	VS3	Orenco Station, OR / Broomfield, CO
			13			
			14			
		Manage and protect productive farmlands	16	Reclassify area PA3 south of Route 33 to PA4A due to environmental constraints	VS4	
			17	Focus development to reduce sprawl and preserve farmland and open space	VS4	Cranbury, NJ / Chesterfield, NJ / Washington Township, NJ
			18	Incorporate innovative regulations to preserve farmland and reduce sprawl	VS4	Cranbury, NJ / Chesterfield, NJ
			18			
18						

Vision	Places	Needs & Issues	Palette of Alternatives	Examples		
	Marlboro Township	Redevelop existing nodes to promote vitality and economic development of the township	1	Encourage revitalization of Marlboro Center and designate as a Village Center	VS1	
			2	Integrate development of public facilities with residential facilities	VS1	
			3	Promote mixed-use centers along existing transportation corridors	VS1	Paseo Colorado, TX / Austin, TX
			4			
			5			
		Revitalize/redevelop abandoned properties	6	Redevelop Marlboro State Hospital area	VS1	
			7	Cleanup and redevelopment of brownfields	VS1	
			8			
			9			
		Enhance transportation system to reduce congestion	10	Implement shuttle bus service to Matawan train station	VS3	Maplewood, NJ
			11	Expand commuter parking facilities	VS3	Maplewood, NJ
			12	Provide pedestrian and road connections to residential and commercial developments	VS3	Orenco Station, OR / Broomfield, CO
			13			
			14			
		Manage and protect productive farmlands	15	Focus development to reduce sprawl and preserve farmland and open space	VS4	Cranbury, NJ / Chesterfield, NJ / Washington Township, NJ
			16	Incorporate innovative regulations to preserve farmland and reduce sprawl	VS4	Cranbury, NJ / Chesterfield, NJ
			17			
			18			

## 4.0 PLAN GOALS AND SCENARIO EVALUATION CRITERIA

### 4.1 Regional Vision

This final section outlines the four Regional Vision Statements that will guide the final Western Monmouth Development Plan. These Statements were defined in light of all previous analyses and decisions made by the TAC and the Collaborative during the discussions concerning the regional issues and the opportunities presented in the region.

Vision Statement 1: Foster the development of communities and neighborhoods that have a distinct character and identity and that offer the best possible conditions in which to live, work, shop and play.

Vision Statement 2: Protect and enhance the County's important natural and historical resources.

Vision Statement 3: Promote excellence in the design of the transportation network as a way of improving the image of the County and strengthening community life.

Vision Statement 4: Manage and protect productive farmlands as special regional assets that play a central role in defining the County's character.

### 4.2 Municipal Visions

The Needs and Issues and the Palette of Alternatives presented in the Municipal Visions matrix will be revised by the TAC and the Collaborative members. This review will help develop a Vision for each municipality involved in the project.

### 4.3 Selection Criteria

The selection criteria utilized in the definition of Vision for the region of Western Monmouth are the same to be utilized during the discussions for Local Visions/Goals. These criteria are based on the objectives initially defined for this study:

- Reduce sprawl and protect the natural environment
- Preserve farming and farmland equity
- Reduce traffic congestion on Route 9
- Improve overall pedestrian, bicycle and commuting bus systems
- Improve aesthetics along Route 9 and Route 33
- Redefine the identity of each municipality involved in the project
- Consistency with the State Development and Redevelopment Plan