

Woodbridge Township - 2009

# A SOUND INVESTMENT



“Ready for Tomorrow

is Investment **Today**”

NOW IS THE TIME FOR

# WOODBIDGE



Looking to develop or redevelop?  
Need a strategic location for your business?

Woodbridge is the smart place for you.

The Woodbridge Economic Development Corporation (WEDCO) has identified many exciting opportunities throughout the township.

Learn the benefits of investing in business-friendly Woodbridge - at the center of New Jersey. Call the mayor's office at 732-602-6015 to explore the possibilities and for a tour.

[www.twp.woodbridge.nj.us](http://www.twp.woodbridge.nj.us)



**WEDCO** WOODBRIDGE ECONOMIC DEVELOPMENT CORPORATION

# Overview Woodbridge Redevelopment 2009 ~ 2010

- Township of Woodbridge Continues to Position Comprehensive and Coordinated Redevelopment for 2009 and Beyond
- Pro-Active Approach has Identified Areas that Will Benefit via Redevelopment
- Coordinated Redevelopment with New Comprehensive Master Plan
- Goal of Redevelopment:
  - Dramatically improve physical appearance of Township
  - Generate new ratables...Thereby reducing residential tax burden

# Benefits of Redevelopment 2009 ~ 2010

- Provides Comprehensive, Coordinated Approach to Planning & Redevelopment of Designated Areas
- Focuses Financial Resources on Redevelopment Area(s)
- Maximizes Creativity & Flexibility in Planning, Designating and Financing Development Projects
- Permits Township to Negotiate with Developers for Public Improvements
- Fosters Public-Private Partnerships

# Woodbridge Business on the **Move**



2008 – 2009

**OPPORTUNITIES REALIZED**



Woodbridge, NJ

- Corporate Development
- Expansion
- Re-Location



# Warehouse Facility



250,000 Sq. Ft. Expansion in Port Reading



## REGIONAL OFFICE

Operations  
Facility at  
Metro Park

Sales &  
Training for  
320  
Management  
and Staff





# MAN DIESEL North America



NY Service Center ~ Executive Offices

**FedEx**

Distribution Center



**150,000 Sq. Ft. Expansion in Keasbey**

**Financial – Professional Projects  
to Arrive in**

**Woodbridge**



# Banks





# Financial & Professional

- Florio, Kenny, Raval Law Offices
- KeyArx Capital Advisors, LLC





# Corporate Projects Successfully Underway

- Converted Organics Recycling Center, Keasbey
- 9 Story 208,000 Sq. Ft. Office Building in Metro Park under Construction
- 100,000 Sq. Ft. Addition to Port Reading Business Park
- Intersection Developers approved for 13,000 Sq. Ft. Daycare Center & Apartment Complex, Woodbridge
- Autumn Hills – 112 Senior Units in Fords
- Former High Hill Garage – Daycare Center & Bank (adjacent to Woodbridge Community Center)
- Viridian Partners – 60,000 Sq. Ft. Keasbey Warehouse
- Sansone Auto Mall – Permits issued for 500 Unit Parking Deck & Retail Space

# Hospitality & Restaurants



Located Rt. 1 South at the  
Woodbridge Hotel  
& Conference Center

Located at St. Georges Crossing  
on Rt. 35 South



Ariana's Grand Banquet Facility  
on Rahway Ave. in Woodbridge





# *Hospitality*

Woodbridge Hotel &  
Conference Center



Soon to be the  
Marriott Renaissance

Delco Development, LLC  
to Break Ground on  
New Hotel on Route 9



# Neighborhood *Additions*



Bella Gina's Italian Deli  
in Colonia

Subway of Woodbridge



7-Eleven of Colonia

# WOODBIDGE

C E N T E R

## New Additions at Woodbridge Center Mall...



Brighton®



SEPHORA



SWAROVSKI



# Township Retail



- Retro Fitness – Iselin
- European School of Dance – Fords
- Learning Junction Expansion – Port Reading
- Woodbridge Veterinary Group – Woodbridge
- Fast Signs – Woodbridge
- Hess Express – Route 184
- Gulf Station & Minimart – Rt. 1
- Walgreens – Colonia
- Perth Amboy Tire – Relocating to Blair Road
- Pacheko Boutique - Fords



**FASTSIGNS** Sign & Graphic Solutions Made Simple.®

# Cultural & Arts Development

**my  
Central Jersey  
.com**

June 15, 2009

Using arts to create vibrant downtown a terrific strategy for Woodbridge

"Making money is art and working is art and good business is the best art," said Andy Warhol.

Now, we're not quite as crass as Andy when it comes to the intersection of the arts and commerce, but we're heartened by recent developments in Woodbridge.

There's a movement in the township to use the arts to develop a more lively downtown. A local group of artists has created the Woodbridge Artisan Guild gallery on 353 Fulton, and the township-sponsored Music on Main Street series brought internationally known recording musicians to downtown this spring. A show by British rocker Graham Parker was attended by more than 250. The gallery at the Artisan Guild features works by area artists.

But there seems to be more at work here than a hot concert or gallery. The people behind the movement note that other towns in the region — Red Bank and New Brunswick — have used the arts as a component of a vibrant downtown.

"We have good restaurants in town, but what happens is people come into town to eat, then they go back into their cars and drive somewhere else for their entertainment," said Woodbridge sculptor Glen Murgacz, a driving force behind the Guild.

Here's to keeping people in downtown Woodbridge after dinner.



**Woodbridge Artisan Guild Gallery**



# Avenel Arts Village

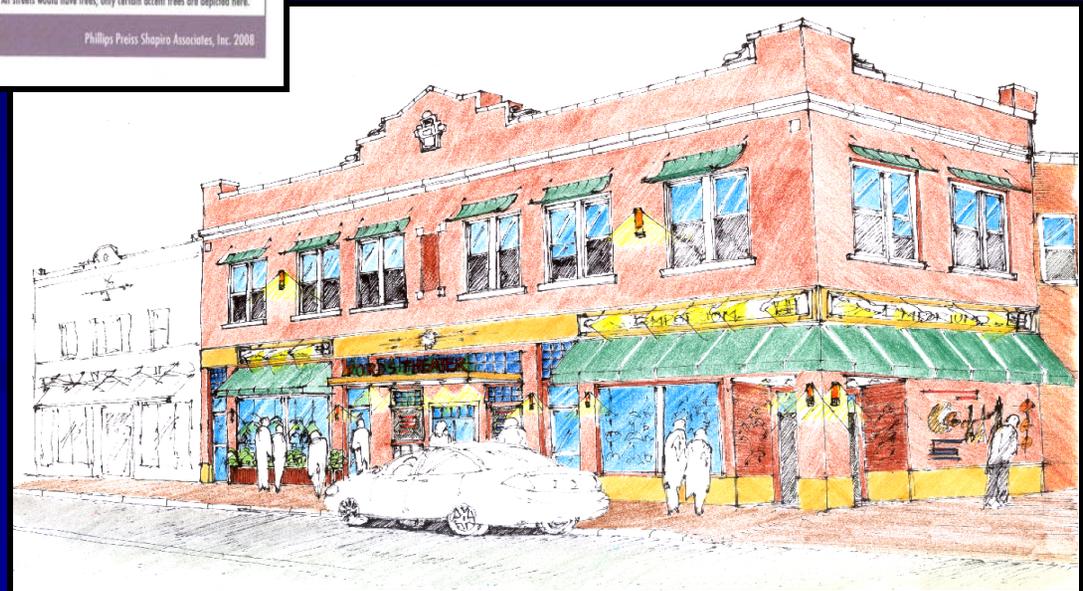
- Mixed use Residential
- 25,000 Sq. Ft. Arts related Retail
- Arts Center for Performing Studios, Working Artists, Galleries, Rehearsal & Performance Space



Figure 4: Illustrative Plan Woodbridge Township, NJ

Phillips Preiss Shapiro Associates, Inc. 2008

# Fords Theater



A Better Tomorrow,

**SUSTAINABLE  
JERSEY**

One Community At A Time

• CERTIFIED •

# Welcome to



# GREENABLE WOODBIDGE



Members of the Green Team have been appointed by council resolution. Our Green Team members are made up of dynamic individuals representing Woodbridge and are important partners in our sustainability efforts. Our members include:

- **Mayor John McCormac and members of his staff and departments**
- **Elected Officials**
- **Volunteer members of community boards and commissions (Environmental Commission, Shade Tree, Economic Development)**
- **Health and Welfare Boards**
- **Planning and Zoning**
- **Board of Education as well as students from our local schools**
- **Local Businesses and chambers of commerce**
- **Academic institutions, civic organizations and faith-based groups**
- **Community residents**

# Green Challenge Promotion

Businesses and residents can gain an understanding of what achieving sustainability requires through programs like

## Take the Green Challenge!

### Take the Green Challenge!

Your name \_\_\_\_\_ How many in your household \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_  
Email \_\_\_\_\_ Phone \_\_\_\_\_

#### GREEN LEVEL — My household pledges to do 5 of the following:

- \_\_\_ Change our light bulbs to CFL or LED
- \_\_\_ Adjust thermostat to save energy
- \_\_\_ Reduce water heater temperature
- \_\_\_ Do laundry in cold water
- \_\_\_ Run dishwasher and clothes washer only when full
- \_\_\_ Turn off water when brushing teeth
- \_\_\_ Turn off lights when not in use
- \_\_\_ Turn off lights and computers when work day is over
- \_\_\_ Use ceramic (not paper or plastic) cups, utensils, plates
- \_\_\_ Use re-usable shopping bags
- \_\_\_ Use discarded paper for scrap paper
- \_\_\_ Walk or ride a bike instead of driving once a week
- \_\_\_ Shop locally to save auto fuel
- \_\_\_ Buy produce at a Farmers Market (*Woodbridge Market opens June 20!!*)
- \_\_\_ Participate actively in Township weekly home recycling pickup
- \_\_\_ Take large recyclable items to Township drop-off center
- \_\_\_ Stop car-idling; turn off engine when parked more than 30 seconds
- \_\_\_ Share sustainable living and energy saving ideas with family and friends

Every Day Steps **YOU** Can Take  
to Help Make Our Community  
*Green, Greener and Greenest!*

Please return this form  
to Caroline Ehrlich at  
Town Hall, 1 Main Street  
Woodbridge, NJ 07095



#### GREENER LEVEL — My household pledges to do 8 actions from the list above and 2 from this group:

- \_\_\_ Plant a tree a year
- \_\_\_ Make a Rain Garden in our yard
- \_\_\_ Use organic fertilizer on our lawn
- \_\_\_ Use non-phosphate detergents
- \_\_\_ Stop using bottled water
- \_\_\_ Buy "Energy Star" appliances
- \_\_\_ Carpool to work
- \_\_\_ Add aerators to tap and shower heads to save water
- \_\_\_ Buy home furnishings made from sustainable/harvested wood products
- \_\_\_ Replace single-pane windows with energy efficient double-panes



#### GREENEST LEVEL — My household pledges to do 15 from the Green & Greener groups and 1 of these:

- \_\_\_ Drive a hybrid car
- \_\_\_ Drive no car at all



John E. McCormac, Mayor ♦ Woodbridge Township Environmental Commission

# LOCAL ECONOMICS

- Buy Local Programs
- **Green** Business Recognition
- **Green** Jobs & Economic Development



# Greenable Woodbridge Supports

Clean Energy  
Technologies and  
Environmental  
Manufacturing &  
Construction



## GREEN TECHNOLOGY PARK @ WOODBRIDGE

### ... Pennval Road Incubator & Redevelopment Area ...

#### "Green" Development Opportunities Available... Invest Today for Tomorrow's Sustainable Future!

- ◆ **Promote:** The Green Technology Park @ Woodbridge promotes Start-Up and Production of Clean-Energy Technologies... Sustainable Energy Sources... "Green" R&D... Environmental Manufacturing and Construction
- ◆ **Support:** Green Technology Park @ Woodbridge is New Jersey's All-Encompassing "Green Incubator" in place to support start-up and growth of "Green" businesses from the production of Sustainable Energy Technologies... to Solar Panel Production and On-Site Solar Farm... to the manufacture of "Green" construction materials to environmental disposal systems... If it's "Green" the Green Technology Park @ Woodbridge is **THE** answer to today's "Green" production market
- ◆ **Encourage:** The Green Technology Park @ Woodbridge is in front of the "Green Economic Boom" and serves as the statewide "Green" Incubator setting in place to encourage creation of "green-collar" jobs
- ◆ **Educate:** The Green Technology Park @ Woodbridge serves as the education and R&D catalyst for professionals, businesses & citizens on the development of Sustainable Building Technologies and as the center of New Jersey's and the Region's "Green" economy



#### Crossroads of New Jersey —

- ◆ The Green Technology Park @ Woodbridge is located on 107 acres off Pennval Road in Woodbridge Township, Middlesex County, New Jersey
- ◆ Located along the Woodbridge River, the Green Technology Park @ Woodbridge is easily accessible from the New Jersey Turnpike, Garden State Parkway, Interstate 287 and Routes 1&9 and 35, with easy access to New York City via the Outer Bridge Crossing and Route 440.

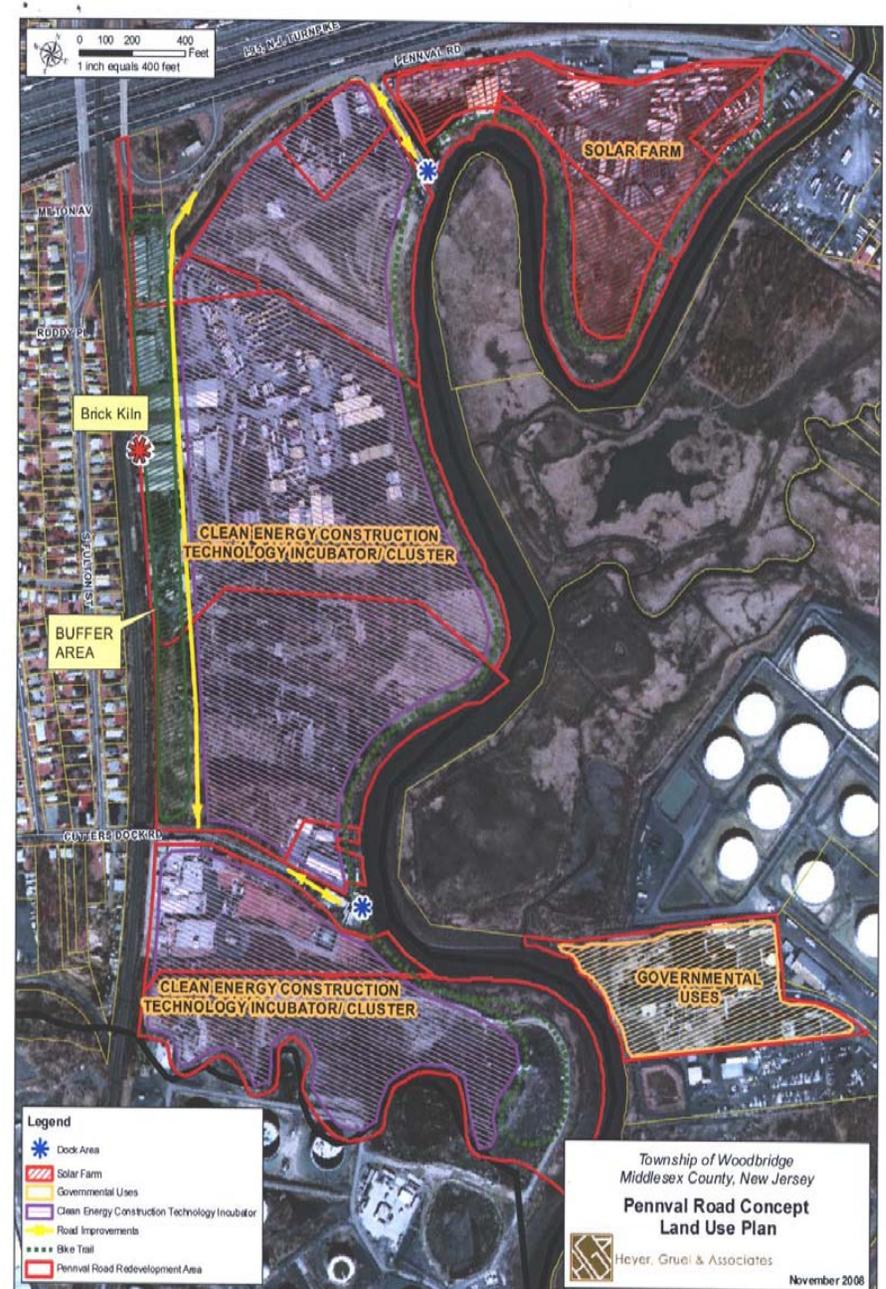
#### Help Is Available —

- ◆ Woodbridge Township supports continued development and expansion of the Green Technology Park @ Woodbridge through WEDCO (Woodbridge Economic Development Corporation) and multiple economic development initiatives
- ◆ Grant funding and related financial assistance programs to spur "Green" incubator technology is potentially available via the State of New Jersey and numerous federal and private sector agencies

#### How to Join the "Green Technology Park @ Woodbridge" —

**CONTACT:** Caroline Ehrlich, Executive Director  
Woodbridge Township Redevelopment Agency  
One Main Street  
Woodbridge, NJ 07095  
(732) 602-6015

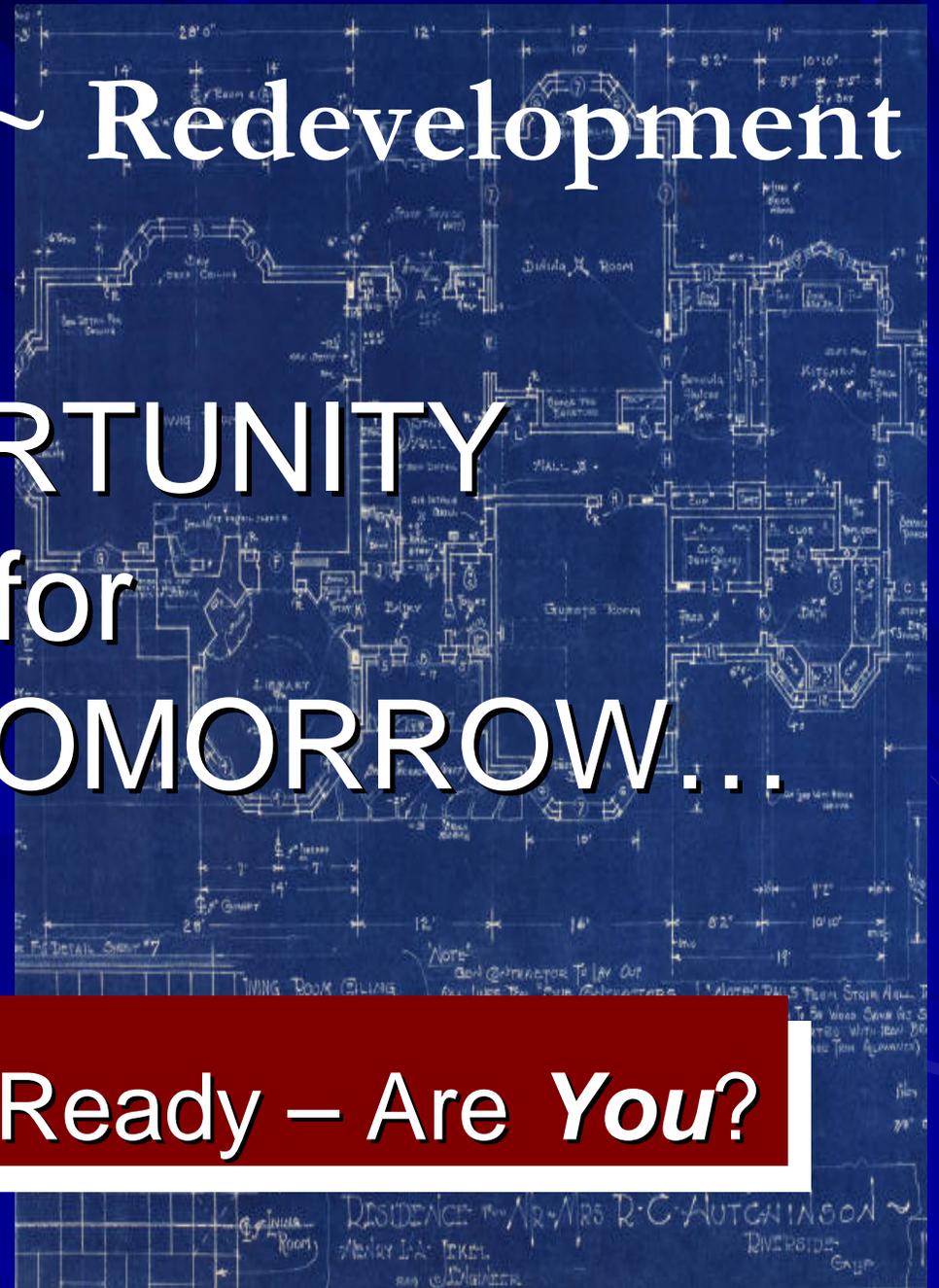
Caroline.Ehrlich@twp.woodbridge.nj.us  
www.twp.woodbridge.nj.us



Development ~ Redevelopment

OPPORTUNITY  
for  
TODAY & TOMORROW...

Woodbridge is Ready – Are *You*?





# The Great Indoors



# Bally's Site



# Club Sleep

# REDEVELOPMENT AREAS



TOWNSHIP OF WOODBRIDGE

2009 ~ 2010



## Woodbridge Redevelopment Agency 2008-2009

### Development Projects & Opportunities

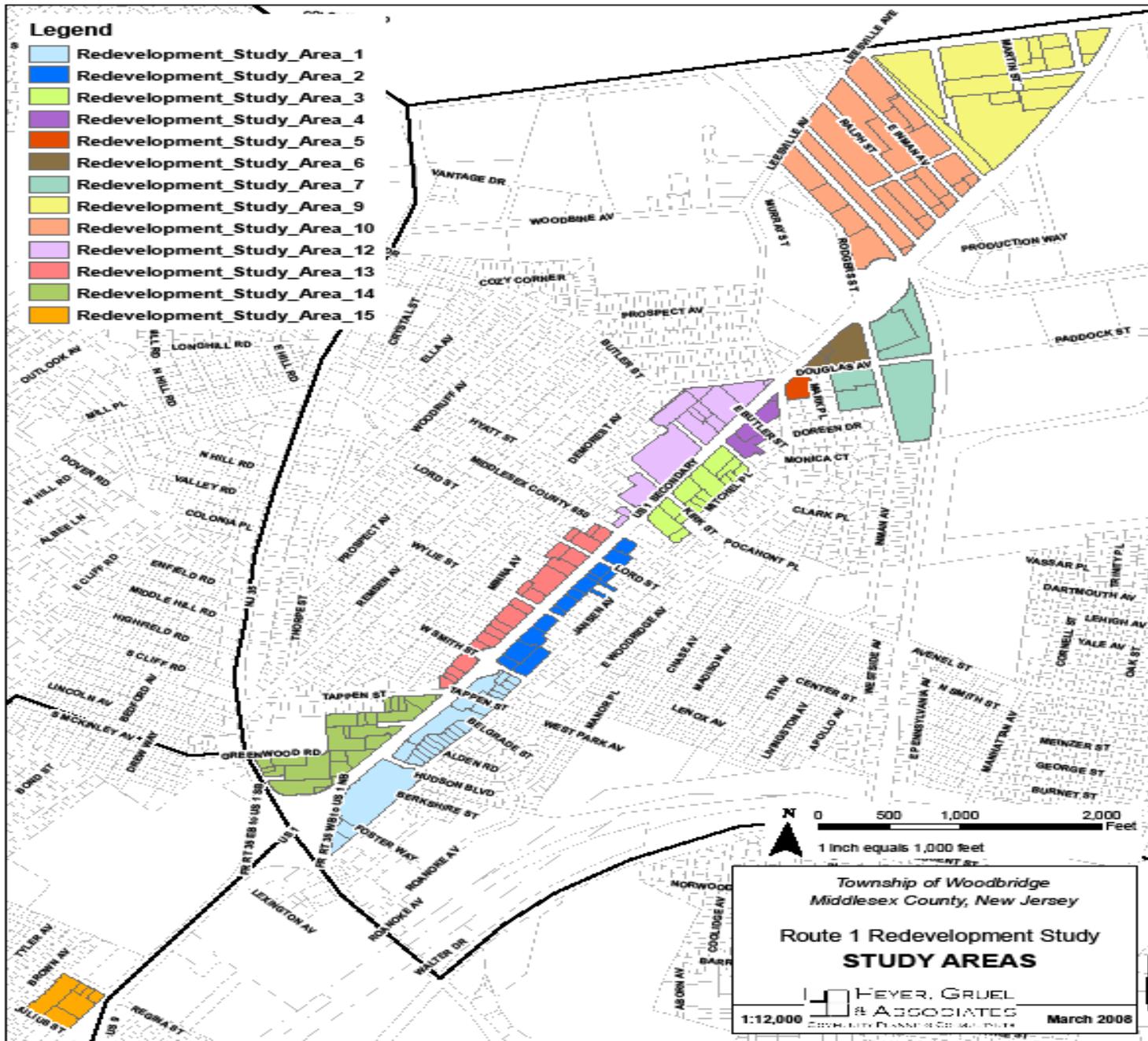
Supported creation of 1,000+ employment opportunities in new business, industry, construction & retail.

# ROUTE 1

- 13 separate areas pending examination/designation as possible “Areas in Need of Redevelopment”
- Redevelopment Plans for Areas 1 & 7 adopted by Municipal Council. Study areas 14 & 15 designated as Redevelopment Areas
- Area 15 Redevelopment Plan is complete
- Planning Board has recommended Study Area 9 for designation as “Area in Need of Redevelopment”

**Legend**

- Redevelopment Study Area 1
- Redevelopment Study Area 2
- Redevelopment Study Area 3
- Redevelopment Study Area 4
- Redevelopment Study Area 5
- Redevelopment Study Area 6
- Redevelopment Study Area 7
- Redevelopment Study Area 9
- Redevelopment Study Area 10
- Redevelopment Study Area 12
- Redevelopment Study Area 13
- Redevelopment Study Area 14
- Redevelopment Study Area 15



0 500 1,000 2,000 Feet  
 1 inch equals 1,000 feet

Township of Woodbridge  
 Middlesex County, New Jersey

**Route 1 Redevelopment Study  
 STUDY AREAS**

**FEYER, GRUEL  
 & ASSOCIATES**

1:12,000

March 2008

# Brownfield Development Area

## Township of Woodbridge Brownfield Development Area Fact Sheet



Honorable John E. McCormac, Mayor  
January 1, 2009

A brownfield is defined as any former or current commercial or industrial site that is currently vacant or underutilized and on which there has been, or there is suspected to have been, a discharge of a contaminant to the environment. Accordingly, the New Jersey Department of Environmental Protection's (NJDEP) Brownfield Remediation and Reuse Element has established a Brownfields Development Area (BDA) initiative in order to work with selected communities affected by multiple brownfield sites to design and implement remediation and reuse plans for these properties simultaneously. The BDA approach enables remediation and reuse to occur in a coordinated fashion. In the process, various stakeholders, including owners of contaminated properties, potentially responsible parties, developers, community groups, technical experts for the local government and residents, and residents themselves, are able to participate in the cleanup and revitalization approach.

Recently, the Township of Woodbridge has conducted a redevelopment study within the Keasbey section of township and has identified several properties in need of redevelopment. In order to streamline the revitalization of this area through remediation and reuse of the properties, the Township of Woodbridge wishes to seek a BDA award from the NJDEP.



### Proposed BDA Properties

Former El Paso Property – 163 Acres  
The Morris Properties – 26 Acres  
Portions of the Hatco Facility – 80 Acres  
The Praxair Facility – 46 Acres  
The Gentempo Property – 18 Acres  
The Public Works Facility – 16 Acres  
Several Township Owned Parcels – 12 Acres

If the Township is successful in having this area designated as a BDA, entering into this voluntary program will allow for the Township of Woodbridge, in conjunction with responsible parties, developers, environmental groups or individuals may work with the NJDEP to remediate the contaminated sites. The nonbinding agreement, a Memorandum of Agreement (MOA), allows the Township to establish the scope and schedule of remedial activities. Additional benefits include access to various grants from the NJDEP up to \$5,000,000 per year and coordinated remediation oversight from a single NJDEP case manager.

For further information regarding Brownfields or the BDA Initiative please visit the following resources:

<http://www.nj.gov/dep/srp/brownfields/> or <http://www.nj.gov/dep/srp/brownfields/bda/>

If you still have comments or questions or require additional information, please feel free to contact:



**PMK GROUP INC.**  
— ENVIRONMENTAL REMEDIATION GROUP, INC.  
CONSULTING & ENVIRONMENTAL SERVICES

Mr. David Backman  
Senior Project Manager  
Birdsall Services Group/PMK Group, Inc.  
732-380-1700 x1258  
dbackman@birdsall.com

# Route 27

## Redevelopment Area

- Five Redevelopment areas have been designated in the Route 27 Corridor stretching from the Colonia Country Club to the Parkway. Redevelopment of the area will include attracting restaurants, and additional retail opportunities to the area.



**Route 27 Redevelopment Parcels**

**Areas**

- Area 1
- Area 2
- Area 3
- Area 4
- Area 5
- Area 6
- Area 7



# Township of Woodbridge Route 27 Redevelopment Area

January 24, 2008  
Route27New.mxd  
Unofficial map

# Metropark

- Newest addition to Redevelopment list
- Surface lot
- Study completed Fall 2008 and area designated
- Partner with NJ Transit to issue RFP
- COMMUNIVERSITY concept... ground floor retail, restaurants, conference rooms, hotel and office space and parking

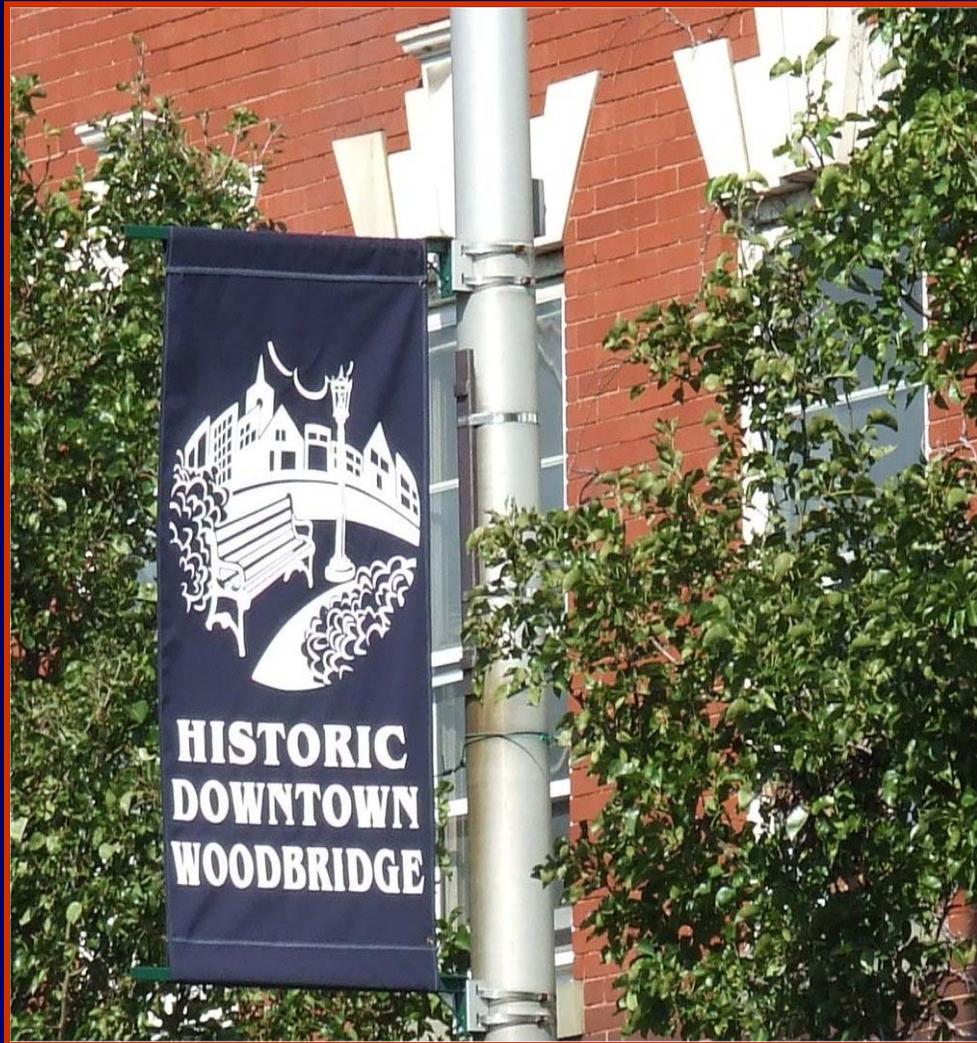


# Downtown & Community



# Development





Woodbridge

Main St.

# Woodbridge & Main Street Area

- Woodbridge Rehabilitation and Transit Village Plan runs from Route 35 at Main Street, to the NJ Turnpike to the South and West, and Freeman Street to the North. The area is comprised of approximately 400 properties. Rehabilitation of the area will include attracting restaurant, retail, cafes, educational uses, open plazas, additional parking lots, and a facade improvement program.



## Woodbridge Township Downtown Rehabilitation Area

March 31, 2008  
Unofficial Map



Fords

New Brunswick Ave.

Woodbridge Township  
Middlesex County, New Jersey  
NEW BRUNSWICK AVENUE (FORDS)  
Rehabilitation Area

May 2008



# HOPELAWN

- The Hopelawn Redevelopment Area is located primarily along both sides of New Brunswick Avenue, from Route 440 to the east and Route 9 and the Garden State Parkway to the west. The Area consists of 37 parcels totaling 33 acres (of which 32 acres have frontage on New Brunswick Avenue). The remaining five properties included two landlocked parcels located behind properties which front New Brunswick Ave.; one property fronting on Quincy Court and two properties located between Route 440 and Florida Grove Road.

Woodbridge Township  
Middlesex County, New Jersey  
**HOPELAWN REDEVELOPMENT  
AREA**  
**AERIAL PHOTO**

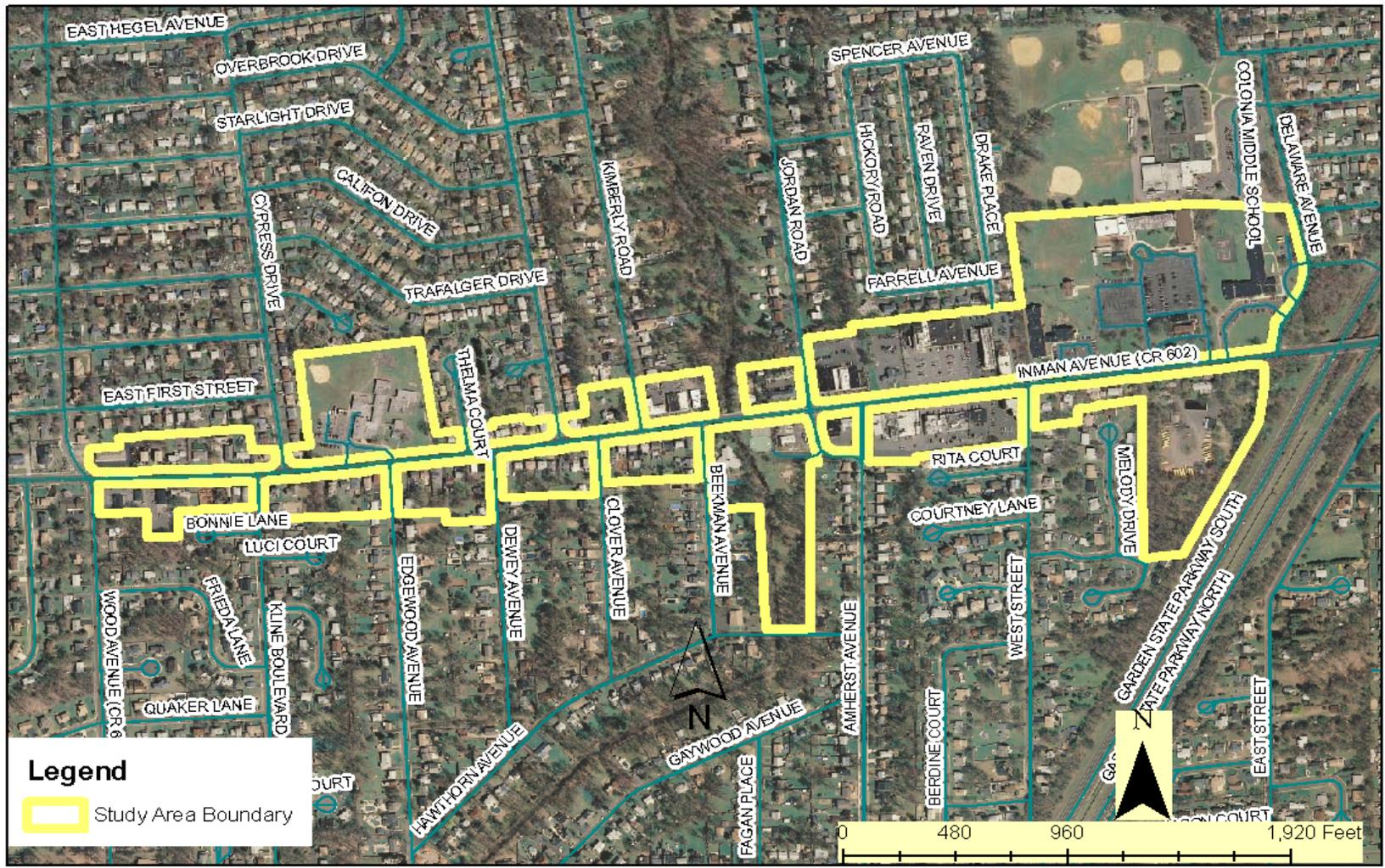
HEYER, GRUJEL  
& ASSOCIATES  
LANDMARK PLANNING CONSULTANTS  
April 2008





Colonia

Inman Ave.



Department of Planning and Development  
 Township of Woodbridge  
 (Unofficial Map)

Figure 2: Study Area Aerial (1 of 2)  
 Inman Avenue Rehabilitation Study



Department of Planning and Development  
 Township of Woodbridge  
 (Unofficial Map)

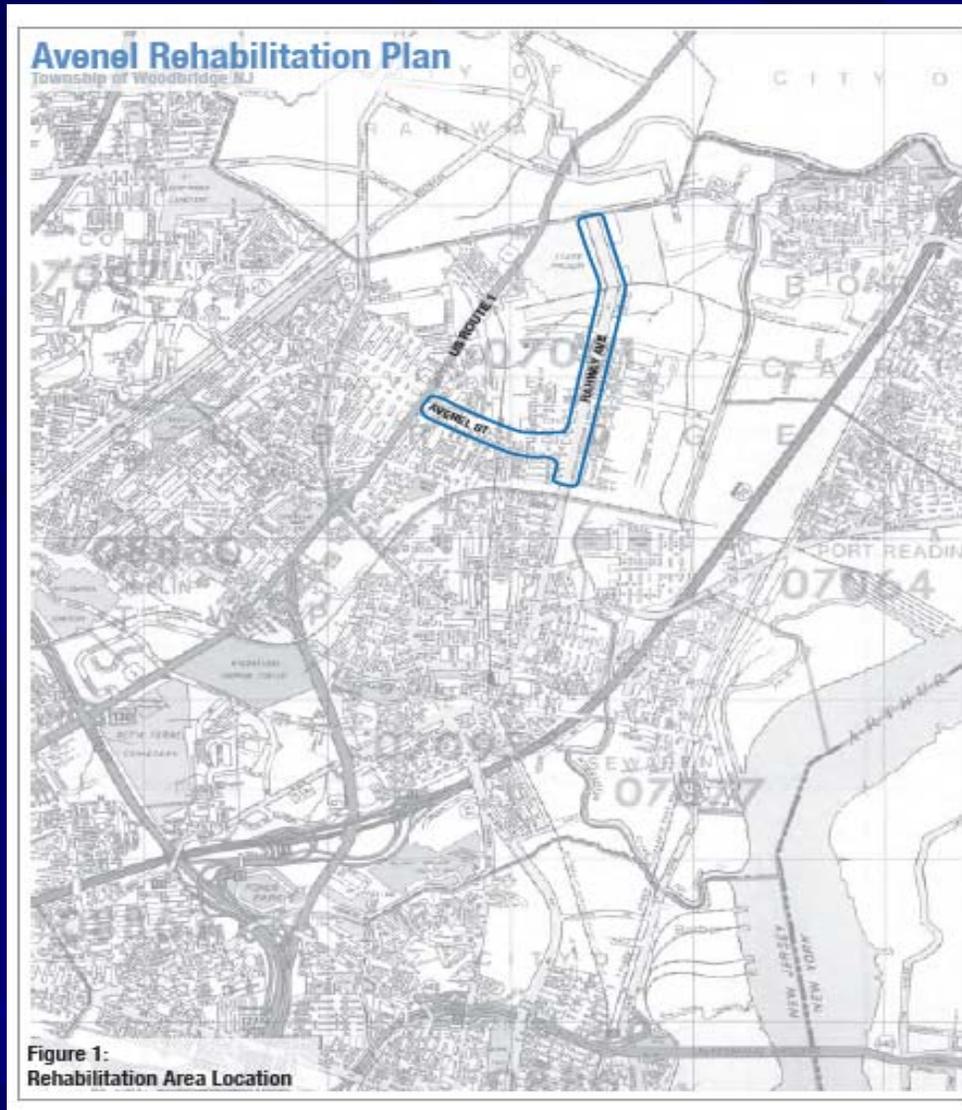
**Figure 2: Study Area Aerial (2 of 2)**  
 Inman Avenue Rehabilitation Study

# Walgreens

PHARMACY DEPT.

1-HR PHOTO



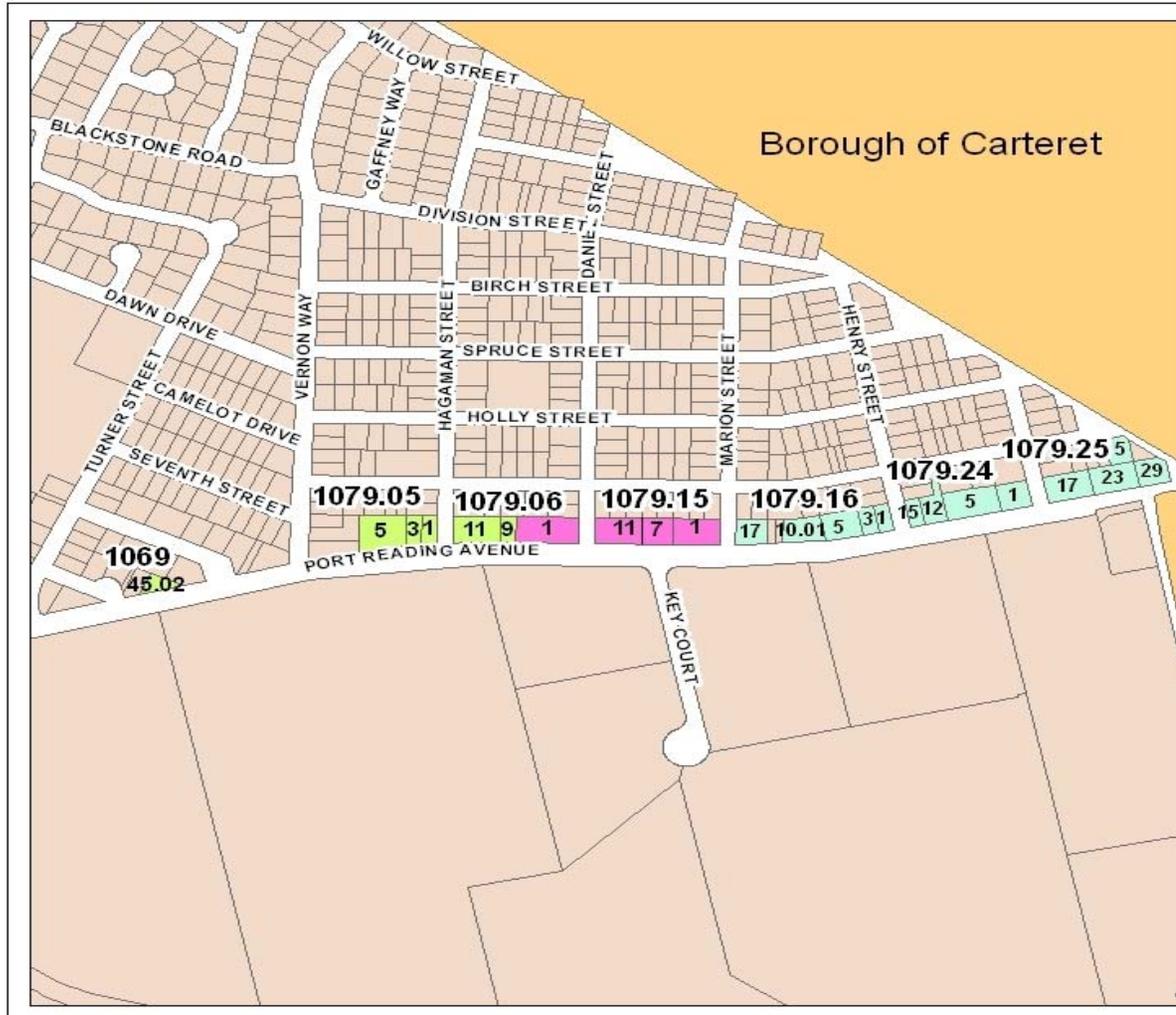


# Avenel

Avenel St.-Rahway Ave. Corridors



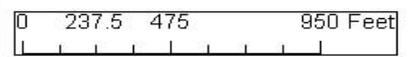
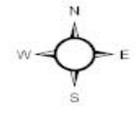
# Port Reading



## The Port Reading Avenue Redevelopment Plan

### Port Reading Avenue Redevelopment Areas

- Legend**
- Area 1
  - Area 2
  - Area 3



Township of Woodbridge  
 Department of  
 Planning and Development  
 (Unofficial Map)



October 23, 2008



## Township of Woodbridge

John E. McCormac, CPA, Mayor

Office of the Mayor  
John E. McCormac, CPA, Mayor  
One Main Street • Woodbridge, New Jersey 07095  
Tel: (732) 602-6015 • Fax: (732) 602-6016  
Email: wbmayor@twp.woodbridge.nj.us



Woodbridge - Ten Towns, One Community

June, 2009

Dear Downtown Merchant & Small Business Owner:

We would like to take this opportunity to introduce you to the Township-sponsored **Façade Improvement Program** – a grant and loan program that offers up to \$15,000 to small business owners-operators located within a Special Improvement District (SID) to invest in building façade and exterior renovations and improvements.

The **Façade Improvement Program** is designed to encourage the continued economic success and viability of small businesses, improve the appearance and historic character of the business district and/or redevelopment area, and provide financial assistance to small businesses and property owners as an incentive to improve building facades, install new storefronts, awnings, signage and make other exterior improvements. **The Façade Improvement Program, funded through the federal Community Development Block Grant (CDBG) Program, provides for matching grants of up to \$5,000.00 per project and matching no interest loans of up to \$10,000.00 per project.**

Through the **Façade Improvement Program**, it is our hope that more small businesses will be able to make improvements to their storefronts – improvements that translate into a more vibrant and successful shopping district, which in turn provides better shopping opportunities for residents and consumers. And, by investing in our small businesses, we are investing in the continued viability and economic success of Woodbridge Township.

We are encouraging all downtown business merchants and/or small business owners to participate in the program... To take advantage of the matching grant and loan offer, contact the Department of Planning & Development, Community Development Façade Program, Township of Woodbridge, One Main Street, Woodbridge, NJ 07095 or call 732-634-4500 x6435.

John E. McCormac  
Mayor

# Façade Improvement Program



*Thank you...*



**Invest in Woodbridge**

