

MAYOR JOHN E. McCORMAC
WEDCO CONFERENCE
JUNE 13, 2011

WOODBIDGE: BUSINESS, DEVELOPMENT & REDEVELOPMENT 2011
OPPORTUNITIES FOR THE FUTURE

A MAYOR CAN MAKE A DIFFERENCE:

- 5th WEDCO Business Forum... We have come a long way since 2007... Woodbridge today is more business-friendly than ever-before... we have achieved great success in the way we do business... with business...
- Development & Redevelopment has moved forward... even in a down economy over the past two years... We have realized many successes in our Redevelopment and Rehabilitation areas... Green Technology Park @ Woodbridge... Brownfield Development Area... Route 1... Downtown Woodbridge...
- Woodbridge is more successful than any other municipality in the region when it comes to working with businesses to develop, redevelop, or locate in Woodbridge... Here's why...
 - ~ Great location for transportation
 - ~ Defined Redevelopment zones
 - ~ Defined Areas for rehabilitation in downtown business districts
 - ~ Ability to work with developers and business to offer tax packages... Incentives... PILOTS... Grants... Special Funding
- As Mayor... and former State Treasurer... I am familiar with the government regulatory process... We are able to navigate the complicated waters of the government regulatory agencies... we have developed professional working relationships with federal, state, county regulatory agencies.
- As Mayor... Will personally meet with business... developers... brokers, real estate... any legitimate business or corporation seeking to invest in Woodbridge... Together, we can work to make the right investment happen.

WOODBIDGE BUSINESS 2011: A SOUND INVESTMENT:

WEDCO, Woodbridge Redevelopment Agency, Administration projects created more than 1,000 employment opportunities in new business, industry, construction, and retail since 2007.

BUY LOCAL:

- “Buy & Shop Local” initiative geared to encourage Township residents and consumers to support locally owned, independent businesses that provide unique services and commodities to the community.
- “Buy Local” contributes to the overall Township economy, maintains the character of the community and provides continuing opportunities for local entrepreneurs and businesses by building economic strength throughout the Township.
- “Buy Local” encourages environmental conservation by reducing travel and fuel consumption and advances health and wellness by allowing residents to walk to local merchants and stores for all their shopping needs.
- NEW “Buy Local” Initiative... “Buy Local” Club Card... Encourage Woodbridge businesses to participate and offer a discount to “Buy Local Card” Members.

Business-Friendly Development Initiative(s)

- Web-Based MLS-type service for all Township properties. Commercial, Industrial, Retail
- Technical review Committee for Pre-review
- Expedited Permit Review
- Buy Local On Line Business Directory... Register as a “Buy Local” Woodbridge business via the Township web page
- Township Web Page... List of State Licensed Township Contractors (home remodelers, construction, plumbing, electrical, etc.) We list Woodbridge Township (by Town) licensed contractors who are registered and insured... we also list of those who are no longer licensed... if a contractor is not on the list... they are not licensed... Buyer Beware...

DEVELOPMENT, REDEVELOPMENT & BUSINESS:
2007 - 2011

- Route 1: GEM Motel, Mom's Diner and an abandoned garage... GONE... Coming Soon Shopping and Convenience Center
- Main Street: High Hill Garage... GONE... Northfield Bank and Lighthouse Child Day Care Center
- Levitz Furniture... SOLD... American Signature Furniture
- Studio 9... SOLD... Kidz Village
- Former La-Z-Boy Store...Route 9... NEW Monkey Sports... Opened 2010
- Club Sleep... Main Street & Route 9 Ramp... SOLD... Medical Service – Kidney Dialysis Center
- Downtown Woodbridge... First stop toward the Transit Village... 24-Unit Up-Scale Luxury Apartments & Learning Center
- Woodbridge Center Mall... Olive Garden & Bahama Breeze... Under Construction... Opening Fall 2011
- Lucas Chevrolet...Route 1... Open 2010
- Houlihan's... Serving at former Bennigan's on Route 1
- Advanced Auto Parts opened new store in Avenel

CORPORATE DEVELOPMENT, EXPANSION & RE-LOCATION:

- Wakefern Warehouse
- FedEx Continues to Expand Operations
- Raritan Bay medical Center Opened Woodbridge Center in 2010
- CENTRA at MetroPark Completed 10-story Office Building Renovation

- **Prologis Warehouse in Port Reading... New owners... Anticipated Expansion**
- **Prime Lube – Blue Sky Opened “green” manufacturing facility in Avenel**
- **Pride Solvents Locates to Avenel in 2011**
- **Residence Inn by Marriott opening in 2011... Route 9**
- **Autumn Hills Housing approved for Route 9 in Woodbridge**
- **Tilcon in Keasbey set to expand asphalt plant**

GREEABLE & SUSTAINABLE WOODBRIDGE:

- **Supports Clean Energy Technologies, Environmental Manufacturing & Construction**
- **Significant factor in Woodbridge being named 2010 Sustainable Jersey Silver Champion & 2009 Sustainable Jersey Champion**

GREEN TECHNOLOGY PARK @ WOODBRIDGE... BUSINESS INCUBATOR AT PENNVAL ROAD REDEVELOPMENT AREA:

- **Determination to embrace environmental manufacturing & business resulted in “Green Incubator” concept... innovative... national model... interest from all segments of community – business & environmental**
- **Green Technology Park @ Woodbridge is the hub of our emerging green industry cluster and is home to the Green Business & Technology Center... We have an information brochure...**
- **Discussions with potential site developer(s) and tenants underway**

DEVELOPMENT/REDEVELOPMENT OPPORTUNITIES:

Brownfield Development Area at Keasbey Redevelopment Zone: Site Overview/Update:

- Keasbey Redevelopment Area named BDA by DEP in 2009
- BDA secures \$5 Million per year for site remediation, planning & development
- Site includes: 655 acres... El Paso, Gentempo, PMC, Ashland/Veridian
- The remediation work plan for soil remediation at El Paso approved... we're looking at a two-year clean-up project. El Paso close to signing an agreement with a major developer. Development agreement will lead to a huge ratable... expedited site clean-up... and business development. We are working with El Paso on their wetlands restoration and river access plan
- El Paso is working with Federal Business Centers, next door neighbor along the river, to create a coordinated public access area. Ultimately, there will more than 300 acres of restored wetlands with public access.
- CPV... Woodbridge Energy Center to site power plant at BDA
- Working with Business Center Development for several potential projects
- Wetlands restoration... Edison Wetlands... Key to opening public access to river as passive recreation area]

MetroPark:

- NJ Transit multi-million \$\$\$ Investment to upgrade Station facilities
- CENTRA at MetroPark... Ribbon-Cutting in May... Open for Business
- 10 Story Metro Top Plaza Building Now Renting
- Still considering Communiversality concept
- New "HAWK" pedestrian crossing at train station along Route 27... safer for transit passengers

Route 1:

- 12 Separate areas designated for Redevelopment
- Route 1 Redevelopment Zone 2... Americana and Avenel Hotel site... Now available for redevelopment
- Additional site opportunities up and down Route 1

Route 9:

- Route 9... Adams Car dealership site... COMING SOON... Retail, Restaurant and Convenience Center

Colonia ~ Inman Avenue:

- Newly formed SID... Streetscape and other infrastructure improvements on the horizon
- Inman Avenue continued to grow with new local business development... just open 2 Fat Guys Pizzeria and Restaurant on Friday

Route 27:

- Additional development/business opportunity on Route 27 corridor

Avenel – General Dynamics:

- Area includes the former General Dynamics site and surrounding business district
- Economy slowed redevelopment opportunity... but site work continued
- RFP being prepared for Arts Village... Interested... Talk to Caroline or Marta...
- PANTHEON: \$20-30 million redevelopment plan in the works... looking at a possible sustainable commercial enterprise at the site

Fords/Hopelawn – New Brunswick Ave.

- Continued investment opportunity open in Fords/Hopelawn... close proximity to Keasbey area makes it an untapped source for commercial and retail investment
- Fords Corner... Proposed new 7-11 and retail/residential housing development at King Georges Post Road & Amboy Ave.

Port Reading:

- Continued investment opportunity open in Port Reading... it's an untapped source for commercial and retail investment

Iselin – Oak Tree Road Business District

- Retail and Commercial business opportunities remain in Iselin and Oak Tree Road Business District

Woodbridge & Main Street:

- Main Street Business District continues with opportunities for new/expanded restaurants and retail on Main Street
- Development negotiations underway for Bally's site on Upper Main Street
- Construction underway with 24 Unit Luxury apartment and retail area next to Berkeley College
- Transit Village development concept still open
- Concerts & Farmers Market at NEW site at Parker Press Park

COMMUNITY DEVELOPMENT – TEN TOWNS:

- Banks & Financial – 2010-2011
- New Business – Retail
- Restaurants/Hospitality
- Woodbridge Center Mall remains retail anchor

TOWNSHIP CONTRIBUTION TO ECONOMIC DEVELOPMENT:

- **Arenas at Woodbridge & Woodbridge Community Center... Family Recreational Facility... Township owned, operated and managed... Provides steady revenue stream to Township**
- **COMING SOON... Miniature Golf & Sport Facility**
- **Arenas Café**
- **Evergreen Youth & Senior Center... Expanded use... COMING SOON... Skate Park**
- **Township parks & Recreation support business development**
- **“Greenable” Woodbridge Museum of the Future at WCM**
- **Expanded Entertainment & Recreation**
 - ~ **NJ Senior Olympics... Sept. 9, 10 & 11**
 - ~ **Fireworks on Sewaren Waterfront... July 1**
 - ~ **Woodbridge Community Youth Players... Curtains... July 27-31**
 - ~ **Woodbridge Wednesday concerts & Farmer’s Market at Parker Press Park**
 - ~ **Mayor’s Summer Concert Series**

WOODBIDGE IS OPEN FOR BUSINESS & DEVELOPMENT

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