

**MAYOR JOHN E. McCORMAC**  
**WEDCO CONFERENCE**  
**JUNE 23, 2010**

**“Woodbridge: Development – Redevelopment 2010...  
Opportunities for the Future”**

**A Mayor can make a difference...**

- 3<sup>rd</sup> 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.
- Why should you invest in Woodbridge? Woodbridge offers more than any other municipality in the region to assist business...
  - ~ Great location for transportation
  - ~ Defined Redevelopment zones
  - ~ Ability to work with developers and business to offer tax packages...  
PILOTS... grants... special funding
- As Mayor... and former State Treasurer... I am familiar with the government regulatory process... Able to navigate the complicated waters of the government regulatory agencies... developed professional working relationships with federal, state, county regulatory agencies.
- As Mayor... Will personally meet with business... developers... real estate groups... any legitimate business or corporation seeking to invest in Woodbridge... Together, we can work to make the right investment happen.

## **Process of Redevelopment...**

### **Phase 1:**

- **Municipal Council authorizes Planning Board to undertake preliminary investigation of proposed area**
- **Criteria evaluated to determine “Area in Need of Redevelopment”**
- **Planning Board holds public hearing & recommends to Municipal Council whether study area should be designated as “Area in need of Redevelopment”**
- **Municipal Council adopts Resolution designating none, all, or a portion of the study area as “Area in Need of Redevelopment”**

### **Phase 2:**

- **After an area is determined to be an “Area in Need of Redevelopment,” a Redevelopment Plan is prepared... includes outline for planning, development, redevelopment, or rehabilitation of the area**
- **Redevelopment Plan is adopted by Municipal Council as an Ordinance.**

### **Phase 3:**

- **Upon adoption of Redevelopment Plan, the Municipal Council - or Redevelopment Agency - proceeds with Redevelopment initiatives**
- **A Redeveloper is identified and enters into an agreement to Redevelop the area consistent with the Redevelopment Plan.**

## **Overview... Woodbridge Development 2010...**

Woodbridge Redevelopment Agency projects created more than 1,000 employment opportunities in new business, industry, construction and retail over the past three years.

## **New Tools... Making Development Easier....**

- 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

## **Biggest Success... Development/Redevelopment ~ 2010**

### **Brownfield Development Area at Keasbey Redevelopment Zone:**

#### **Site Overview/Update:**

- Keasbey Redevelopment Area named BDA by DEP IN Oct. 2009... BDA secures \$5 Million per year for site remediation... planning... development.
- Site includes: 655 acres... El Paso, Gentempo, PMC, Ashland Chemical, Township property.
- DEP accepted request to include Ashland/Veridian in BDA... Ashland has begun soil remediation. The agreement between Ashland and Veridian states that the site has to be ready for development in December of this year. Being in the BDA will help achieve the goal.
- The remediation work plan for soil remediation at El Paso should be approved by DEP this summer. This is a massive, complicated Brownfield site... 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.
- Enertech (Public Works)... extending option...increased payment to Township.
- Discussion with energy company to site power plant at BDA.
- Wetlands restoration... Edison Wetlands... Key to opening public access to river as passive recreation area.
- WakeFern & FedEx Ground... already successful in area... expanding their operations.

## **BIGGEST REDEVELOPMENT SUCCESS...**

### **Woodbridge Green Technology Park & Business Incubator**

#### **Pennval Road Redevelopment Area:**

- Determination to embrace environmental issues resulted in “Green Incubator” concept... innovative... national model... interest from all segments of community – business & environmental
- **Huge News for Developers & Green Companies... Angle Technology has signed-on to manage the Woodbridge Green Technology Park & Business Incubator**  
Angle is an international consulting and technology firm and a world-wide leader in Green Technology Incubator projects... Completed more than 70 projects world-wide...
- Incubator Advisory Board includes: former Governor Jim Florio and Gil Medina from Cushman & Wakefield
- Today... Discussions with potential site developer(s) and tenants underway
- Concept Implementation Plan available via Township web page
- Greenable Woodbridge supports clean energy technologies
- Significant factor in Woodbridge being named Sustainable Jersey Champion
- **Off-site:** CP Chemical... Discussions to sell Township-owned site... Discussions with bio-mass recycling company

## **Development/Redevelopment Opportunities:**

### **Route 1:**

- Sansone Auto Mall... expanded dealership... looking to add several more dealership facilities along Route 1 corridor
- Raritan Bay Medical Pavilion at Woodbridge... Example of a public/private partnership... Provides needed medical service(s) to area residents
- **SOLD**... Levitz Furniture store... closed for several years... Soon to re-open as a new Value Furniture Center
- **COMING SOON**... Houlihans Restaurant
- **GOODBYE** Gem Hotel and Mom’s Diner... Coming soon... **NEW** Convenience Center & Gas retail outlet... Example of how “bundling” a site can result in a huge, successful, project
- Additional site opportunities up and down Route 1

### **Route 9:**

- **SOLD... Studio 9... NEW Kids Village care facility**
- Former La-Z-Boy furniture store... soon to be a **NEW** sporting goods store
- **WELCOME... Residence by Marriott Extended Stay Hotel**
- **COMING SOON... Autumn Hills... an age-restricted elegant housing development... 112 units**
- Replay Bar & Grill opening in July
- Investors exploring siting NEW W Hotel next to Hampton Inn
- Forge exploring long-range expansion of banquet and hospitality facility
- Route 9... Last remaining “prime” development site... Adams Car dealership...

### **MetroPark:**

- NJ Transit multi-million \$\$\$ Investment to upgrade Station facilities
- 10-Story Building under construction... only location in region with new... ground-up... commercial construction in 2009/2010
- CENTRA at MetroPark – Hampshire... renovation underway... considering additional expansion

### **Avenel – General Dynamics:**

- Area includes the former General Dynamics site and surrounding business district
- Economy slowed redevelopment opportunity... site work continued...
- Water starting to boil again... property owners in discussions with several developers
- Remain committed to Arts Village development
- PANTHEON: Redevelopment plan in the works

### **Route 27:**

- Golden Era Adult Day Care Center has received Planning Board approval
- **NEW**: Iselin... Shell gas station & Convenience Center
- Additional development/business opportunity on Route 27 corridor

### Port Reading:

- Prologis... Warehouse expansion moving forward
- OPEN 2010... Newport Gas & Convenience Center located in Port Reading
- Continued investment opportunity open in Port Reading... it's an untapped source for commercial and retail investment

### Fords/Hopelawn:

- Continued investment opportunity open in Fords/Hopelawn... close proximity to Keasbey area makes it an untapped source for commercial and retail investment

### Colonia:

- Newly formed SID
- Inman Avenue bursting with new business development:
  - ~ Bella Gina's Italian Deli
  - ~ Fresco Greek Restaurant
  - ~ Anytime Fitness
  - ~ BoHo Chic Clothing Store for Women
  - ~ Two new Walgreen Drug stores

### Woodbridge & Main Street:

- New restaurants and retail on Main Street
  - ~ PK's Café
  - ~ Accelerated Fitness
- 24 Unit apartment and retail area across from Berkeley College
- High Hat garage soon to be a Northfield Bank
- Still Looking... Remaining Opportunity at Great Indoors... Bally's site

### Community Development Moving Forward:

- Woodbridge Center Mall
- Financial – Opened in 2010
- Health & Wellness
  - ~ Raritan Bay Medical Pavilion at Woodbridge
  - ~ Anytime Fitness Center
- Retail
  - ~ Newport gas (Port Reading)
  - ~ Shell Gas Facility (Iselin)
  - ~ BoHo Chic Clothing (Colonia)
  - ~ Walgreens (two locations - Colonia)
- Hospitality/Restaurants

### **Township Contribution to Economic Development:**

- **Woodbridge Center Mall... Anchor for Woodbridge retail business... Mall continues to add new stores, restaurants and facilities... Great community partner**
- **Financial institutions have congregated in Woodbridge... Nearly every bank has a branch office or corporate headquarter in Woodbridge**
- **Varied restaurants and upscale dining is now throughout Woodbridge**
- **NEW: Arenas at Woodbridge Family Recreational Facility... Township owned, operated and managed... will provide steady revenue stream to Township**
- **Arenas Café**
- **“Greenable” Woodbridge Museum of the Future**
- **Shop Local Program & Entertainment & Concerts**

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