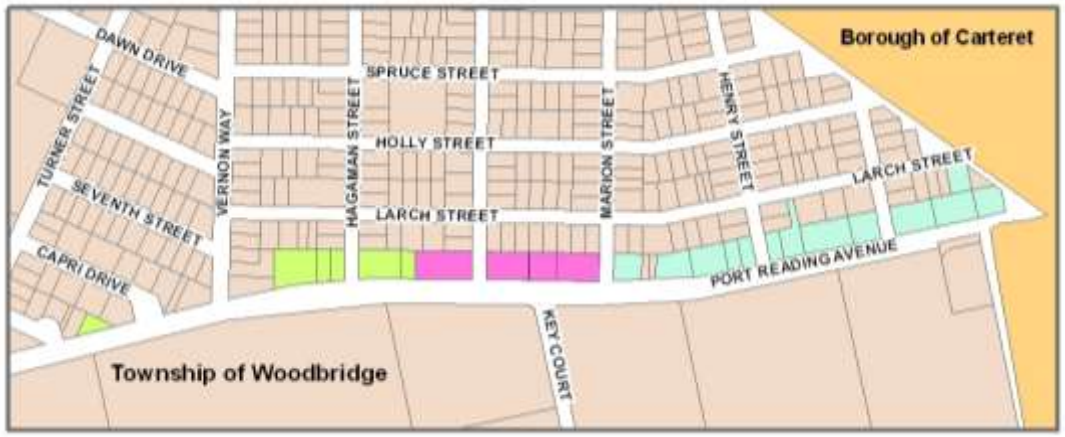
# PORT READING AVENUE – AREA 3 REDEVELOPMENT PLAN




Woodbridge Township
Middlesex County, New Jersey

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October 2008

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Adopted 1/7/09 by the Township of Woodbridge Planning Board
Endorsed 1/20/09 by the Township Council of the Township of Woodbridge

**Amended June 23, 2015**

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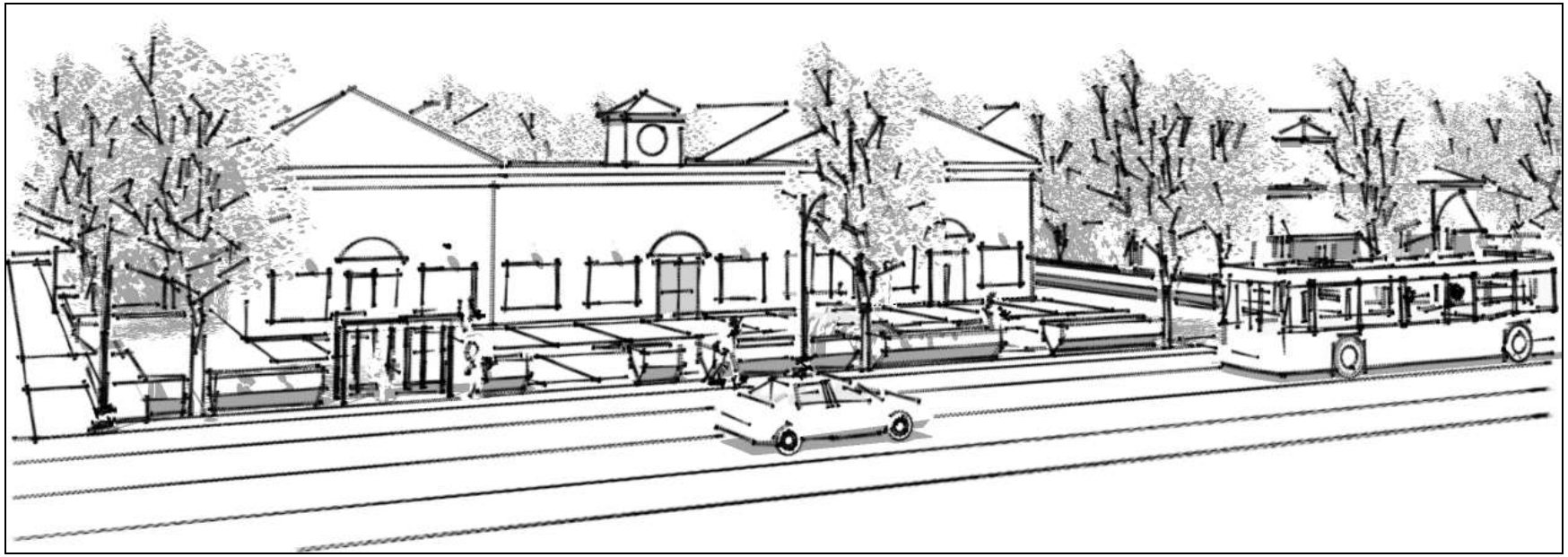


# I. INTRODUCTION

The Redevelopment Plan for Port Reading Avenue, Area 3 represents an opportunity to improve numerous underutilized parcels along Port Reading Avenue and to enhance the quality of life of Port Reading residents. The primary purpose of this redevelopment effort is to create a local downtown area for the community of Port Reading and to guide overall development to fulfill this purpose. This plan is intended to comprehensively replan the designated redevelopment area of Port Reading Avenue to provide a variety of commercial services in a safe environment to the people who live and work in the vicinity of Port Reading Avenue, the employees of the industrial businesses south of Port Reading Avenue, and the many motorists who traverse this roadway daily en route to their destinations. This plan hopes to transform the area into a highly desirable location for restaurants, eateries, convenience stores, and other retail establishments to operate and thrive.

The redevelopment of Port Reading Avenue presents unique challenges.

In response to the physical and economic conditions along the roadway, the Township Council requested on May 20, 2008 that the Planning Board evaluate the Area as an "area in need of redevelopment."

## STATUTORY REQUIREMENTS

According to the Local Redevelopment and Housing Law (N.J.S.A. 40:A 12A-1, et. seq.) the Redevelopment Plan shall include an outline for the planning, development, redevelopment or rehabilitation of the project area sufficient to indicate:

- Its relationship to definitive local objectives as to appropriate land uses, density of population and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements;

- Proposed land uses and building requirements in the project area;

- Adequate provision for the temporary and permanent relocation, as necessary, of residents in the project area, including an estimate of the extent to which decent safe and sanitary dwelling units, affordable to displaced residents will be available to them in the existing local housing market;

- An identification of any property within the Redevelopment Area proposed to be acquired in accordance with Redevelopment Plan;

- Any significant relationship of the Redevelopment Plans to:

A) The Master Plans of contiguous municipalities;

B) The Master Plan of the County in which the municipality is located; and;

C) The State Development and Redevelopment Plans adopted pursuant to the “State Planning Act”.

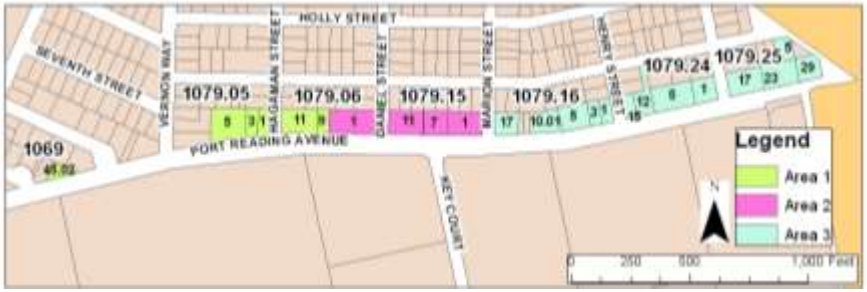
PLANNING CONTEXT

The Township of Woodbridge is 24.2 square miles in size and located in northeastern Middlesex County. The Township of Woodbridge is bordered by Clark Township, the City of Rahway, the City of Linden, and Union County to the North; the Borough of Carteret, the Arthur Kill and the City of Perth Amboy to the east; the Raritan River to the south; and Edison Township to the west.

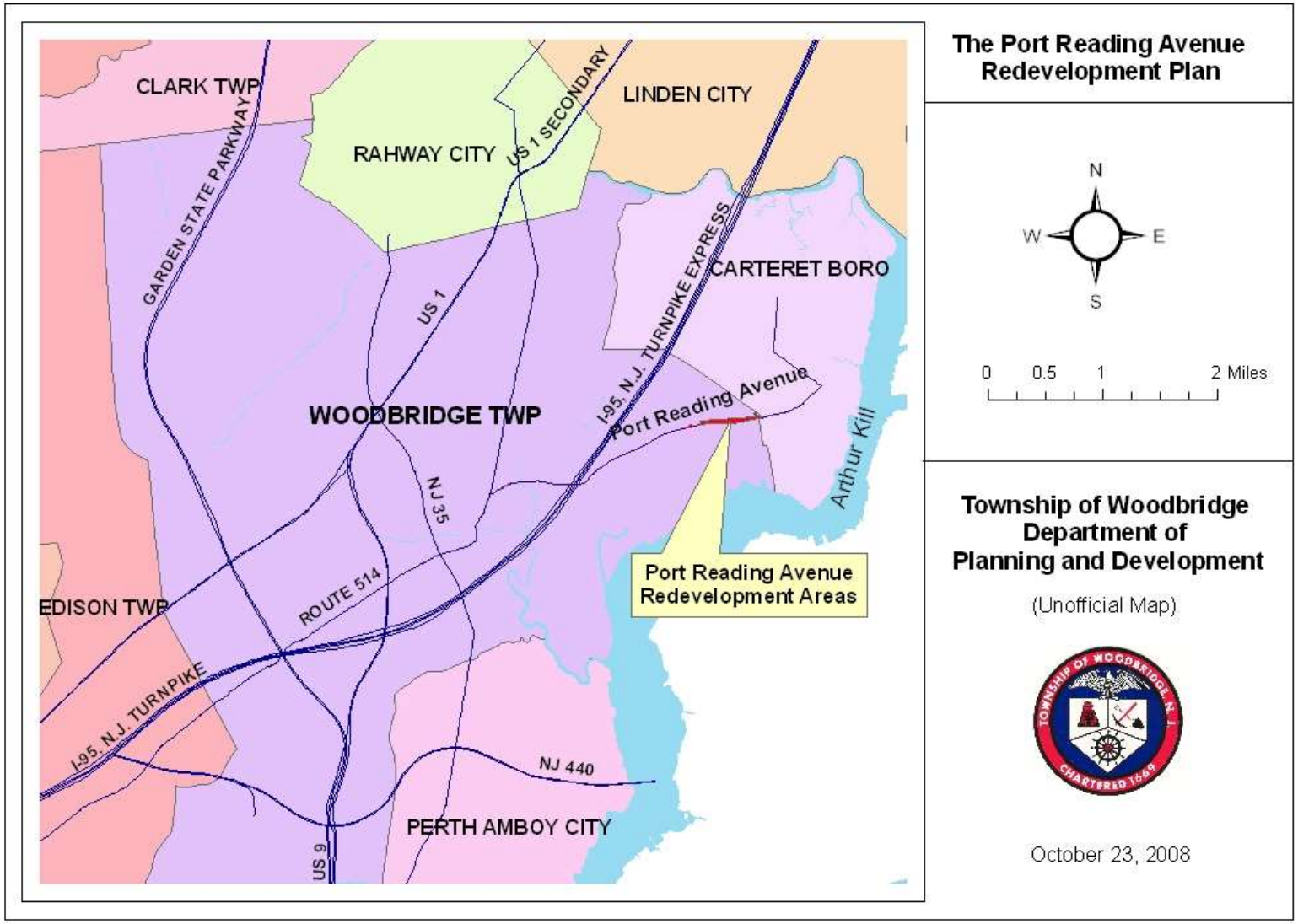
The Port Reading Avenue Redevelopment “Area 3” is one (1) of three (3) redevelopment areas on Port Reading Avenue in the Port Reading section of the Woodbridge Township. The redevelopment areas are located immediately south of a neighborhood of single-family houses, some of which abut the redevelopment area. Directly across from the redevelopment areas is land zoned for industrial use, including the Prologis Industrial Park.

Area 3 is the westernmost area among the three (3) redevelopment areas. Area 3 consists of thirteen (13) parcels on three (3) separate blocks and is approximately 2.94 acres in size. Area 3 is made up of all of the parcels between Marion Street and Arthur Avenue fronting on Port Reading Avenue, except for two parcels. Two of the properties designated for redevelopment have additional parcels which extend to Larch Street.

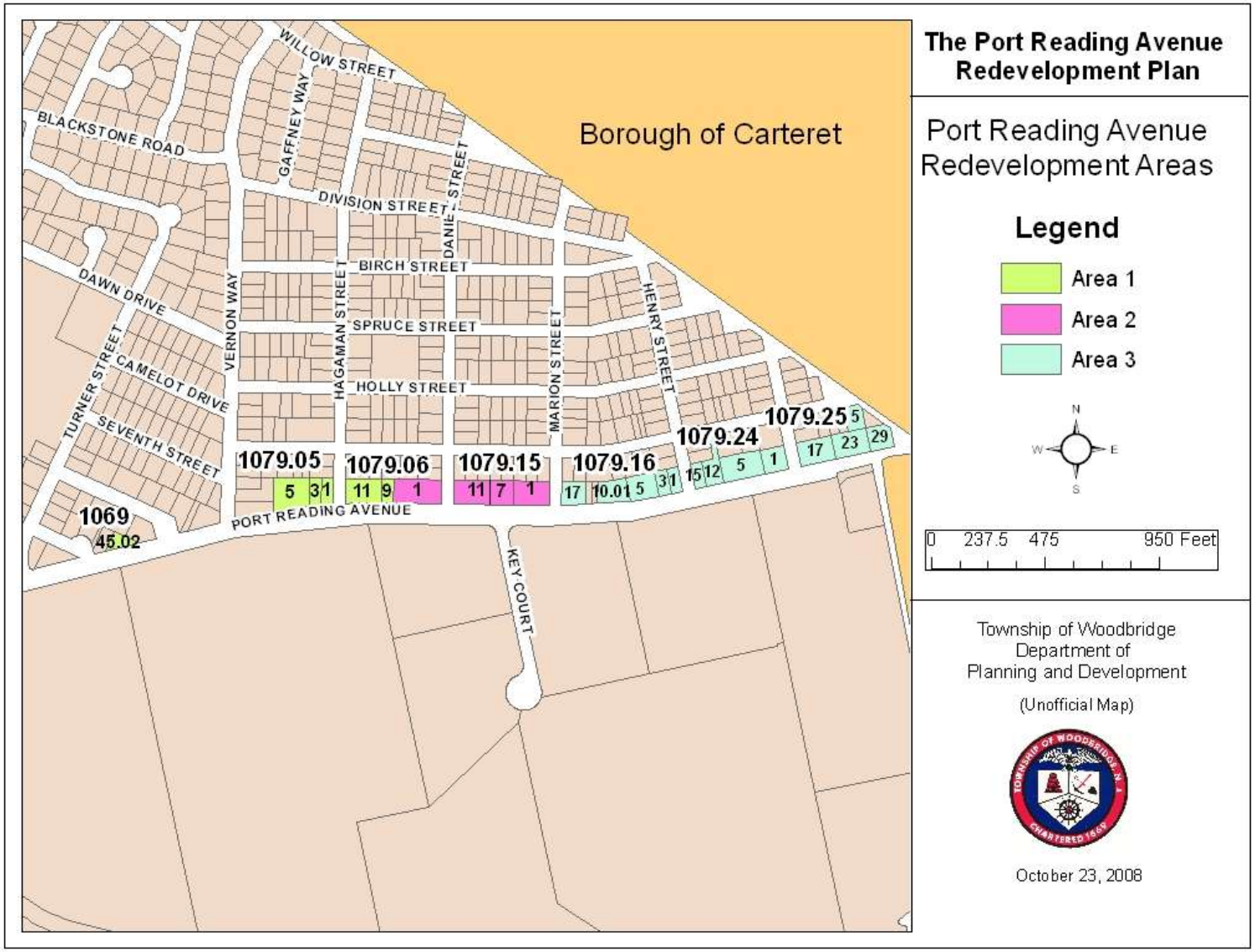
**Port Reading Avenue Redevelopment Areas**



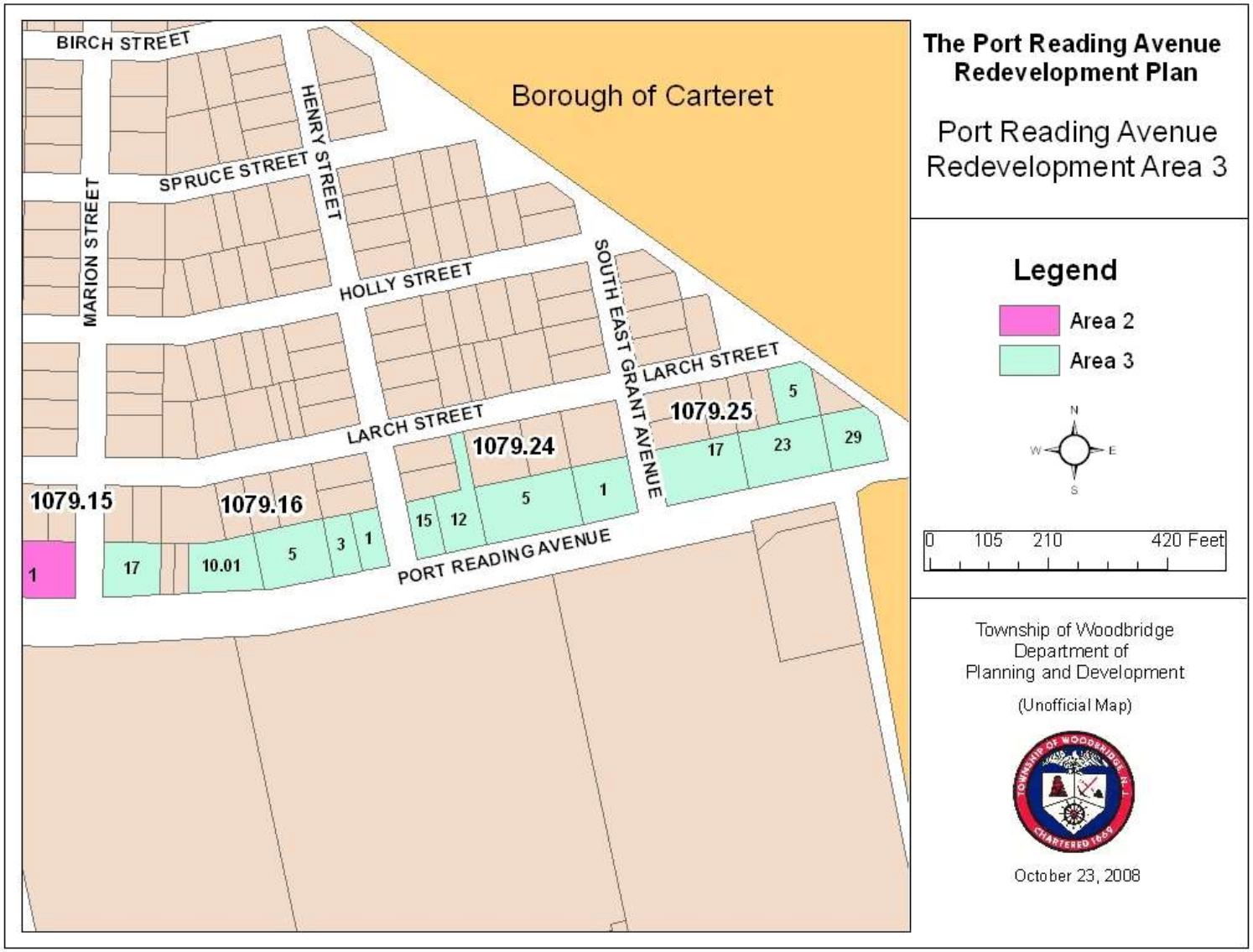

**Port Reading Avenue Redevelopment Area 3**



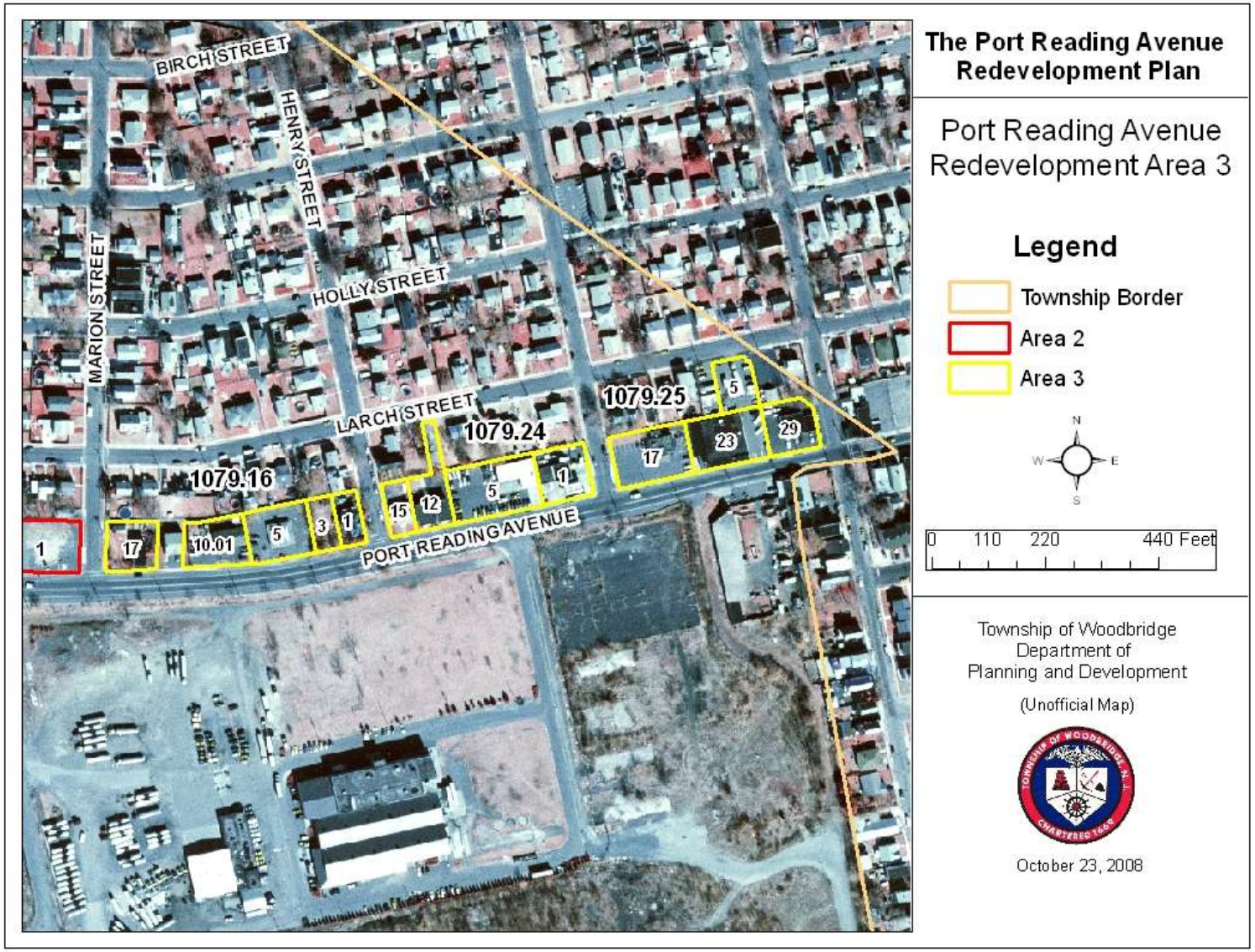

**Map 1: Location of Redevelopment Area**




**Map 2: Port Reading Avenue Redevelopment Areas**




**Map 3: Port Reading Avenue Redevelopment Area 3**




**Map 4: Port Reading Avenue Redevelopment Area 3 Aerial Map**

## HISTORY OF PORT READING

Port Reading Avenue is one of the oldest roads in Woodbridge Township. It can be found on maps dating back to colonial times. Port Reading Avenue has always been an important route to ports along the Arthur Kill. Once known as "Blazing Star Trail," Port Reading Avenue was used to reach Blazing Star Landing, a boat landing on the Arthur Kill used for transportation and commerce. Land along Port Reading Avenue was used originally as family farms.

In 1890, the Reading Railroad established a terminal for shipping coal on the Arthur Kill. A community soon developed around the port and the area became known as "Port Reading." Housing, as well as community facilities, such as St. Anthony's Roman Catholic Church and School # 9, were built for terminal workers and their families. Surviving from the terminal is the McMyler Coal Dumper, an enormous device used to collect coal from hopper cars and dump it onto barges.

Port Reading went under significant redevelopment in the early 1970's as Woodbridge Township implemented "Project Bowtie," an urban renewal project. Project Bowtie resulted in the rehabilitation of 225 housing units; 34 new single family homes; new community facilities, such as a new pool, post office, firehouse, library, parks, and a new School # 9. The project also included many new infrastructure improvements, such as new streets, curbs, and public utilities.

In 2003, the Prologis Corporation purchased the former PSE&G site, a 235-acre brownfield site fronting Port Reading Avenue, south of the study area. The project, known as the Port Reading Business Park, has been approved for eight buildings, consisting of 2.8 million square feet. The first building was completed in November 2007. In December 2007, an extension of Industrial Highway opened, diverting an estimated 1,200 trucks from Port Reading Avenue.

## MASTER PLANNING AND ZONING DESIGNATION HISTORY

As far back as 1940, the Port Reading Avenue Redevelopment Area has been zoned for business. A 1940 Zoning Map of Woodbridge Township indicates that the parcels located on the northern side of Port Reading Avenue, from the Carteret municipal border to the present-day location of the New Jersey Turnpike, were designated as a business zone.

The 1970 Master Plan of Woodbridge Township continues the business designation for the northern side of Port Reading Avenue; however the business area is smaller than in 1940 and is similar to present-day zoning. The Master Plan describes the Port Reading Avenue business area and similar areas as "Neighborhood Centers." These Centers "are specifically intended to service the adjacent residential neighborhood area [and] are located along or at the intersection of major inter-municipal streets. The Master Plan goes on to say "a basic objective inherent to neighborhood centers is to

concentrate the distribution of commercial land uses. In so doing, existing residential areas fronting on major roads will be preserved."

The 1979 Land Use Development Ordinance for the Township of Woodbridge designates the current Port Reading Redevelopment Area as a B-1: Neighborhood Business Zone. Such zones are defined as areas meant "to provide retail centers in which will be found the shopping goods and service required to meet the daily needs of residents in the immediate vicinity or neighborhood. It is specifically for retail sales and service in the older established areas of the community."

## PLAN GOALS

The overall goal of this Redevelopment Plan is to comprehensively improve the redevelopment area of Port Reading Avenue and enhance the quality of life of Port Reading residents. In particular, this plan proposes to utilize land more efficiently and provide commercial services in a safe environment to the people who live and work in Port Reading and traverse Port Reading Avenue. It is also the intention of this plan to increase the Township's property tax base while protecting established residential neighborhoods.

Additional goals include:

- To stimulate economic investment in the Area.
- To attract national chains to the area.
- To develop new economic activities that benefit the Township.
- To redevelop vacant land and land occupied by obsolete structures and uses.
- To improve property values within the Area, and increase local revenues.
- To provide adequate parking, through shared parking where feasible.
- To create circulation patterns that minimize commercial traffic on local residential streets to the extent feasible.
- To protect adjacent residential neighborhoods from the impacts of distinctly separate and dissimilar uses.
- To promote mass transit opportunities.
- To improve the physical appearance of the Area.
- To create a business area and furthermore, to attract to the business area, a diversity of uses to serve the residential communities of Port Reading, the employees of area industries, and motorists such as, but not limited to, convenience stores, pharmacies, banks, and restaurants.

RELATIONSHIP OF PLAN TO THE TOWNSHIP LAND USE AND DEVELOPMENT ORDINANCE (APPLICATION & PROCESS)

The Redevelopment Area shall be redeveloped in accordance with the standards detailed in this Redevelopment Plan. This Plan supersedes the use and bulk provisions of the Township Land Use and Development Ordinance (Chapter 150) for the Redevelopment Area unless specifically referenced. Other Township regulations affecting developments that are in conflict are superseded by this Plan; however, existing engineering standards, performance standards and definitions shall apply.

In connection with site plan or subdivision applications, the Planning Board may grant deviations from the regulations contained within this Redevelopment Plan where by reason of exceptional narrowness, shallowness or shape of a specific piece of property or by reason of exceptional topographic conditions, pre-existing structures and physical features uniquely affecting a specific piece of property, the strict application of any area, yard, bulk or design objective or regulation adopted pursuant to this Redevelopment Plan would result in peculiar and exceptional practical difficulties to, or exceptional or undue hardship upon, the developer or redeveloper of such property. The Planning Board may also grant a deviation from the regulations contained within this Redevelopment Plan related to a specific piece of property where the purposes of this Redevelopment Plan would be advanced by such deviation from the strict application of the requirements of this Plan and the benefits of granting the deviation would outweigh any detriments.

The Planning Board may grant exceptions or waivers of design standards from the requirements for site plan or subdivision approval as may be reasonable and within the general purpose and intent of the provisions for site plan review and/or subdivision approval within the Plan, if the literal enforcement of one or more provisions of the Plan is impracticable or would exact undue hardship because of peculiar conditions pertaining to this site. No deviations may be granted under the terms of this section unless such deviations can be granted without resulting in substantial detriment to the public good and will not substantially impair the intent and purpose of the Redevelopment Plan.

No deviations may be granted which will result in permitting a use that is not a permitted use within this Redevelopment Plan. Any deviations from standards of this Plan that results in a “d” variance pursuant to N.J.S.A. 40:55D-70d shall be addressed as an amendment to the Plan rather than via variance relief through the Township’s Zoning Board of Adjustment. An application requesting a deviation from the requirements of this Redevelopment Plan shall provide public notice of such application in accordance with the public notice requirement set forth in N.J.S.A. 40:55D- 12a.&b. All development must be approved by the Planning Board and shall be submitted through the normal site plan and subdivision procedures as identified as N.J.S.A. 40:55D, et seq

Final adoption of this Redevelopment Plan by the Township Council shall be considered an amendment to the Township of Woodbridge Land Use and Development Ordinance and Zoning Map. Unless otherwise defined in the Plan, terms used in this Plan shall have the same meaning as defined in the Township's Land Use and Development Ordinance.

## II. PORT READING AVENUE: AREA 3 STANDARDS

The standards of the "Area" contain information pertaining to the purpose of the redevelopment of the "Area"; the permitted and accessory uses; bulk standards; and other Area specific standards. The general design standards apply to all proposed uses. The evaluation of any proposal submitted under the Redevelopment Plan shall be based upon sections of this Redevelopment Plan entitled "Relationship of Plan".

Purpose: To comprehensively plan for commercial uses, particularly retail sales and services on Port Reading Avenue. Curb cuts onto Port Reading Avenue shall be limited. Appropriate screening shall be provided to the adjacent residential lots.

Permitted Uses: Restaurants; diners; delis; financial institutions; offices, including medical and dental; day care centers; retail and pharmacies.

Residential units are permitted in mixed-use buildings with the above enumerated uses.

Accessory Uses and Structures: Uses and structures customary and incidental to the principal use.

Bulk Standards:

- Minimum lot size: 10,000 square feet.
- Minimum front yard setback: 20 feet.
- Minimum side yard setback: (each) 5 feet
- Total side yard setback with landscaping: 10 feet.
- Minimum rear yard setback: 10 feet.
- Maximum impervious lot coverage: 85%.
- Maximum building height 2 ½ stories or 35 feet.

Parking Standards:

- Restaurants, diners or delis: one (1) parking space for each 100 square feet of gross floor area or for each three (3) seats.
- Accessory retail sales and service: one (1) parking space for each two hundred (200) square feet of gross floor area.
- Offices, (not including medical and dental): one (1) parking space for each three hundred (300) square feet of gross floor area.
- Financial Institutions: One parking space for each 200 square feet of gross floor area.
- Residential Units: Must comply with Residential Site Improvement Standards.

Additional Standards:

- A minimum 10 foot landscaped buffer shall be provided along residential uses.
- A ten (10) foot wide rear buffer shall be provided adjacent to the residential lots. The buffer shall include a combination of a landscaped berm and a solid architectural fence not being less than eight (8) feet in height.
- Side yard setbacks shall be landscaped.
- Wherever possible final grade shall be even with The Port Reading Avenue Right-of-Way.
- Shared access for multiple uses and all parcels is hereby encouraged.

Affordable Housing:

At a minimum, any developer shall be responsible for any affordable housing obligation generated by the development.

General Design Standards:

These design standards shall be applied with the use and bulk requirements detailed in this Plan. The design standards are intended to reinforce the physical and visual amenities of the Redevelopment Area. The following standards shall apply:

- Multiple buildings within a development must maintain a consistent style/architectural theme, utilizing common color schemes and materials.
- All facades visible from adjoining properties or public streets shall include pleasing scale features of the building and encourage community integration by featuring characteristics similar to a front façade.
- Entranceways shall be in keeping with the architectural character of the structure, and shall be clearly marked and framed architecturally.
- Entranceways are encouraged to receive design emphasis including marquees, awnings, decorative lighting, and signage.
- Buildings shall be designed so as to prevent exterior elevations from containing large expanses of blank or featureless walls. Artistic wall treatments are encouraged.
- The type, shape, pitch, feature and color of a roof shall be architecturally compatible with the building style, material, colors and details.
- All building facades are encouraged to have a brickface.

Facade Materials:

- The primary permitted façade materials are stone, masonry, brick stucco, and spandrel glass with accents in metal.
- No more than three basic materials with a variety of textures and accents should be used on each façade bay.
- A range of colors may be used to provide vertical differentiation.
- Preferred building colors are a combination of lighter colored masonry/precast concrete and darker brick in earth tones.

Detailing on each Façade:

- Each building shall use the same level of materials, detailing, and massing on all street-facing facades.
- For facades that do not directly face a public street, the same materials shall be used on street-facing facades.
- A similar level of detailing and massing should be provided because these facades will be visible from neighboring properties.

Parking:

- Off-Street parking and loading areas should be coordinated with the public street system serving the area to reduce conflicts with through traffic, obstruction or prohibition of pedestrian movement, and vehicular thoroughfares.
- Shared parking amongst abutting properties is encouraged.
- All right angled parking spaces shall be nine (9) feet in width and eighteen (18) feet in depth.
- Aisles accommodating two-way traffic shall be a minimum of twenty-four (24) feet in width.

Circulation:

- It is recommended that, to the extent feasible, driveway access points to Port Reading Avenue be eliminated and access or shared access and parking should be provided where feasible between adjacent parcels.
- There shall be a continuous 4 foot wide sidewalk with curb along all right of way of Port Reading Avenue (with proposed accompanying trees and decorative lighting.)
- Pedestrian activity shall be provided from the

perimeter of the site to all buildings and all sidewalk areas should be designed to accommodate pedestrian activity.

- Internal pedestrian walkways within a parking lot shall be distinguished from the driving surface by use of either pavers, brick, or concrete.

Loading:

- Loading docks, truck parking, outdoor storage, utility meters, HVAC equipment, trash dumpsters, trash compaction, and other service functions shall be incorporated into the overall design of the building and the landscaping so that the visual and acoustic impacts of these functions are fully contained and out of view from adjacent properties, residential uses and public streets. Screening materials must be the same as, or equal to, the materials used for the primary building and/or landscaping. All service areas must be screened with a combination of low walls, decorative fencing and/or landscaping.

- Loading and delivery facilities shall be separated from customer parking and pedestrian areas.

- Loading areas, outside storage and service areas shall be located at the side or rear (non-street side) of buildings and shall be properly screened from residential uses.

Signage:

- Signs shall be in harmony and consistent with the architecture of the building and relate to the features of the building in terms of location, scale, color, lettering, materials, texture and depth.

- There shall be consistent sign design throughout a particular project. The design elements include style of lettering, construction material, size and illumination.

- No sign shall extend or project above the highest elevation of the wall to which it is attached or above the lowest part of the roofline of the building, whichever is less.

- Wayfinding signage to direct visitors toward parking areas and activity centers is encouraged.

- A total of one (1) ground identification sign is permitted at each driveway. Such ground sign shall not exceed 10 feet in height and shall not exceed 50 square feet in size, when double sided, shall be located no closer than 5 feet to any property line, and shall not be located within the sight triangle of any intersection or access drive with a public street. The sign shall incorporate design and materials that match the architecture of the development.

- Wall sign – One wall sign is permitted per tenant

which shall not exceed 10 percent of the primary façade or 200 square feet in total for all uses, which-ever is less.

- A comprehensive signage plan shall be submitted for each site which clearly indicates the location, dimension, area, color and materials of all existing and proposed permanent signs and provides a detail of each proposed sign.

Lighting:

- Pedestrian-level, ballard lighting, ground-material lighting, other low, glare-controlled fixtures mounted on building or landscaping walls shall be used to light pedestrian walkways.

- Accent lighting on buildings is encouraged.

- Lighting shall be shielded to prevent glare on adjacent properties and from residential uses.

- Exterior light fixtures shall be compatible and relate to the architectural character of the buildings on a site. Site lighting shall be provided at the minimum level to accommodate safe pedestrian and vehicular movements, without causing any off-site glare.

- Parking lot lights shall not exceed 20 feet in height and shall contain decorative fixtures.

Landscaping:

- All setback areas fronting public roadways should be defined by a combination of low walls, decorative fencing and/or landscaping. The landscape area within should contain a variety of flowering trees, shrubs, perennials, annuals, and bulbs to complement the architecture and provide seasonal interest.

- Landscape areas may also contain decorative lighting, and signage, which should be designed to complement the overall buffer design.

- Landscape design should be integrated into overall site design and plans should include a watering and maintenance schedule for each area.

Plantings:

- All plantings should be installed free from disease in a manner that ensures the availability of sufficient soil and water for healthy growth and which is not intrusive to underground utilities.

Street Trees:

- Street trees and tree well grates shall be installed in the public right-of-way of all streets within the entire Redevelopment Area.

- Street trees shall not block curb cuts or driveways.

- Street tree spacing shall be determined by species type. Large maturing trees shall be planted a minimum of 40 feet and a maximum of 50 feet on center. Small and medium maturing trees shall be planted a minimum of 20 feet and a maximum of 40 feet on center.

- Street trees shall be a minimum of 2.5 inches in caliper at the time of planting. All street tree types and sizes shall be recommended by a local arborist, nurseyman, or landscape architect designated by the Planning Board.

Other Landscaping:

- Plants in boxed, clay or wood containers should be used for enhancement of plazas, courtyards, parking areas where appropriate and practical.

Street Lighting:

- A unified design family of lighting standards shall be used for posts and fixtures throughout the Redevelopment Area.

- One lighting standard shall be placed approximately every 25 linear feet of sidewalk on average.

- The standard shall not exceed 20 feet in height.

- The Planning Board shall give final approval of the fixture pole type and location. Adjustments to these requirements may be made relative to one another in response to the photometric specifications of the chosen light standards.

Street Furniture:

- Street furniture shall be selected to complement the design theme of the Area and shall be integrated into the overall streetscape and landscape plans.

- Trash receptacles shall include provisions for glass and paper recycling throughout the Area.

Bicycle Parking:

- Secure, locked bicycle parking shall be provided in the Redevelopment Area for use of the public.

Green Buildings:

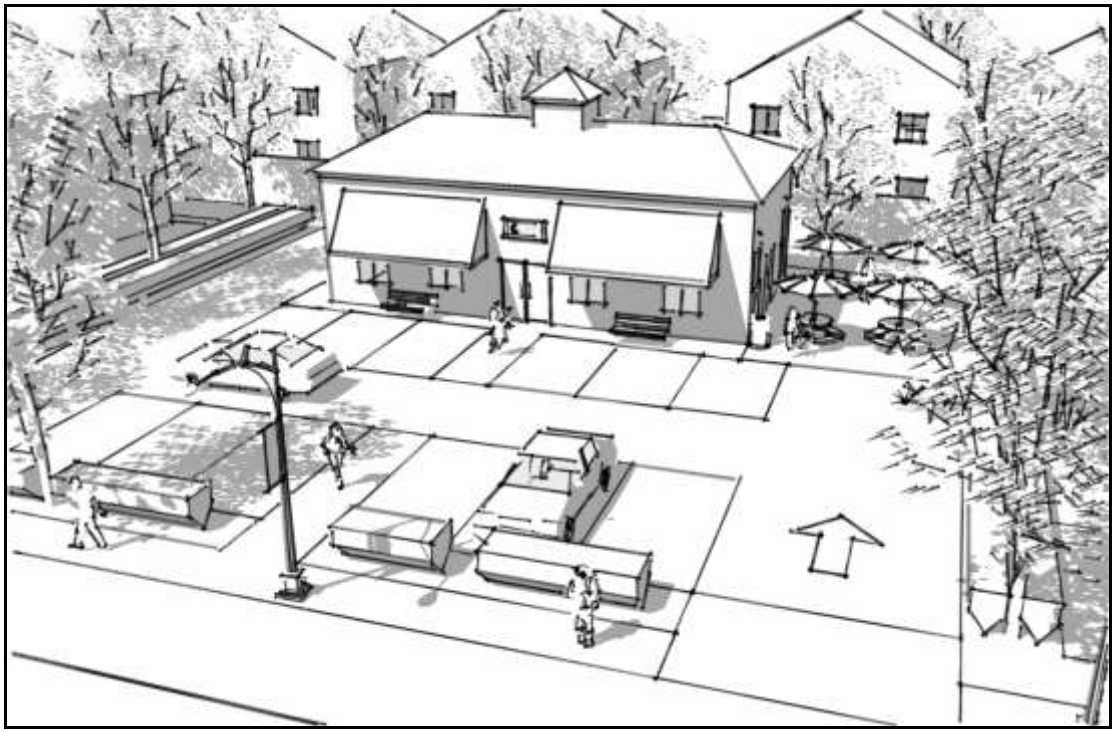
- All buildings are encouraged to be LEED-qualified buildings, and/or employ energy saving construction and utility techniques.

- Proposed energy saving techniques shall be provided as part of architectural plans and renderings.

Utilities:

- Wherever possible, all above-ground utilities shall be located underground.

In order to promote a diversity of uses, no more than one (1) use of each specific type shall be permitted in any one area, and no more than two (2) uses of the same specific type shall be permitted within the Port Reading Redevelopment Area.



## III. PLAN RELATIONSHIP WITH OTHER PLANS

Relationship to the Township Master Plan

The Township of Woodbridge's last comprehensive Master Plan was prepared in 1990. The Master Plan of 1990 recommended the properties fronting on Port Reading Avenue between Tappen Street and Turner Street as well as between Vernon Way and Arthur Avenue to have commercial land uses.

The Master Plan was revised in January 1994 and a Master Plan Reexamination Report was adopted in July 1994. The purpose of the Reexamination Report is to review and evaluate the local Master Plan and Development Regulations on a periodic basis in order to determine the need for update and revisions. The last Master Plan Reexamination Report is from 2003. The Township is currently working on a new Master Plan.

The 1994 Master Plan Reexamination Report stated the following regarding commercial land uses in Woodbridge Township: "the existing commercial uses in Woodbridge are comprised of neighborhood business, highway business, and central business zones. Although no new zones have been created, the uses permitted in these existing commercial zones have been expanded."

In 1996 and in 2000, Redevelopment Plans were prepared for the industrial area south of Port Reading Avenue, but did not include the study area. The area consists of two planning zones: M-1 Light Industrial and M-2 Heavy Industrial. Permitted uses in the M-1 Light Industrial Zone include: manufacturing and assembly of light machinery, food and associated industries, warehouses, and general office buildings. Permitted uses in the M-2 Heavy Industrial Zone include: manufacturing of light or heavy machinery, food products, spirituous liquors, concrete or plastic products, laboratories, petroleum refining, and electricity production.

The 2003 Master Plan Reexamination Report stated the following regarding development in Woodbridge: "The Township is approaching full buildout. Many of the remaining vacant parcels are environmentally sensitive. Most of the development in Woodbridge now occurs through additions, conversions, and redevelopment, aided by designation of numerous redevelopment zones."

The 2003 Master Plan Reexamination Report adopted the following relevant goals for the Township:

- To encourage municipal action to guide the appropriate use or development of all lands in this State, in a manner which will promote the public health, safety, morals, and general welfare.

- To promote desirable visual environment through creative development techniques and good civic design and arrangements.

- To safeguard the tax base and provide for a

continuing source of employment and tax ratables through appropriate use of nonresidential land.

- To study changes in market conditions, relating to all non-residential property, to ensure the matching to those designations with supply and demand.

- To encourage and control commercial development by limiting regional, commercial and office development to major highway corridors.

Recommended additional goals include:

- To be vigilant in the Town's efforts to protect the residentially zoned areas and all residents from intrusion by commercial and industrial uses into these areas.

- To implement/undertake traffic solutions from a regional, broader perspective from the Township.

- To discourage strip commercial development through stringent site planning standards including the use of common driveways, common rear yard parking areas, and unified sign plans.

The Township is currently preparing a new comprehensive Master Plan.

MASTER PLANS OF ADJACENT MUNICIPALITIES

Port Reading Avenue Area 3 is less than one mile from the Borough of Carteret. Port Reading Avenue changes to Roosevelt Avenue in Carteret.

The 2000 Borough of Carteret Zoning Map designates all properties fronting Roosevelt Avenue between Arthur Avenue and Terminal Avenue as Neighborhood Commercial/Business (QB). According to the Code of the Borough of Carteret, permitted uses in the Neighborhood Commercial/Business zone include: "Retail business and personal service establishments which are clearly of a service character and needed for more-or-less daily shopping by persons residing nearby." Land surrounding the Roosevelt Commercial Corridor, adjacent to the study area is zoned as High Density Residential (R-25). The Code states permitted uses in the High Density Residential zone include "One-family, detached dwelling units, community residences, and schools." An editor's note in the Code states that two-family dwellings and multiple-dwelling groups were once permitted in R-25 zones, but such permitted uses were "deleted" from the Code.

Roosevelt Avenue served as commercial center for the past century, but has fallen into deep decline in recent years. As such, the Borough of Carteret has designated Roosevelt Avenue and surrounding area as a redevelopment zone, known as the "Lower Roosevelt Avenue Business District." The redevelopment area is approximately 8.55 acres. It includes all properties

fronting Roosevelt Avenue between Arthur Avenue and Terminal Avenue and extends north and south of Roosevelt Avenue to various degrees in different places. According to the Lower Roosevelt Avenue Business District Redevelopment Plan, the land uses permitted in the redevelopment zone are "sufficiently broad to permit a diverse and yet cohesive range of residential and commercial activity." A residential use component, which was not originally permitted, was added to this area. Today, new construction of townhouses can be seen on Roosevelt Avenue adjacent to the subject area.

The Port Reading Avenue Area 3, zoned as B-1 Neighborhood Commercial, would complement the Lower Roosevelt Avenue Business District as the two areas have consistent land uses.

## MIDDLESEX COUNTY PLANS

### Middlesex County Growth Management Strategy

Between 1990 and 1995, Middlesex County prepared a phased Growth Management Plan to address infrastructure need, regional design and growth management strategies. The County was subdivided into four regions. Woodbridge Township is located in the northeast region, as were all neighboring municipalities.

Phase I of the plan found that large levels of public & private investment were necessary to maintain infrastructure with the highest cost items being maintenance and improvement to sewers, parks and roads.

Phase II of the plan focused on managing actual growth pertaining to five specific case studies. None of the case studies focused on areas of Woodbridge.

Phase III of the study examined four additional case study areas. In this Phase, additional techniques were identified by which the County may assist and coordinate with municipalities in planning and development review.

This Redevelopment Plan is consistent with the recommendations discussed in the Middlesex County Growth Management Strategy and will serve to offer some of "the retail development" contemplated for neighboring office workers.

### Consistency with Middlesex County Master Plan

The Port Reading Area 3 Redevelopment Plan is generally consistent with the elements of the Middlesex County Master Plan, a document that addresses sprawl and sustainability in the region. The Port Reading Area 3 Redevelopment Plan relates directly to the goals, values and objectives of the Middlesex County Master Plan which aims to:

- Make fuller use of existing transportation lines and facilities. The County Plan anticipated that public transportation would achieve greater significance as a necessary alternative to the private automobile, with its attendant problems of pollution, energy availability, and congestion.

- Find a more feasible alternative to the present situation of "strip" commercial development found on major roads, and single-family homes on unnecessarily large lots.

- "Cluster" future growth around definable town centers and transportation facilities to include commercial and office employment as well as residential, with land use intensity decreasing as distance from the town center increases.

New Jersey State Development & Redevelopment Plan

The Port Reading Avenue - Area 3 Redevelopment Plan is consistent and would effectuate, the plans and policies of the New Jersey State Development and Redevelopment Plan (SDRP), adopted in 2001. The SDRP is a unique document that guides State-level development and redevelopment policy as well as local and regional planning efforts. This Plan is consistent with the following statewide goals in the SDRP.

- Revitalize the State's cities and towns.

- Promote beneficial economic growth, development and renewal for all residents of New Jersey.

- Protect the environment, prevent and clean up pollution.

- Provide adequate public facilities and services at a reasonable cost.

- Preserve and enhance areas with historic, cultural, scenic, open space, and recreational value.

- Ensure sound and integrated planning and implementation statewide.

The SDRP also includes a State Plan Policy Map, which divides the state into regions, known as Planning Areas, and includes specific goals for each area. The Policy Map also identifies "Centers", locations into which development is to be directed, "Environs," areas to be protected from future growth. The Township of Woodbridge falls in the 'Metropolitan Planning Area' (PA1). The State Plan recognizes that all communities in this planning area are essentially fully developed; hence much of the change in land uses will occur as redevelopment.

The State Plan's planning objectives for the 'Metropolitan Planning Area' include:

- Providing for much of the state's future redevelopment;

- Revitalizing cities and towns;
- Redesigning areas of sprawl; and
- Protecting the character of existing stable communities.

This Plan will serve to meet each of these goals for the designated area.

# IV. IMPLEMENTATION OF THE REDEVELOPMENT PLAN

## Redevelopment Entity

The Woodbridge Township Redevelopment Agency will serve as the Redevelopment Entity.

## Phasing

- Projects may be developed in phases.
- The phasing may include phased start and completion dates among the various land use components, as well as internal phasing schedules within sections, subject to specific provisions in the redevelopment agreement.

## Selection of Designated Developers

Potential redevelopers will be required to submit to the Redevelopment Entity for review and approval prior to the designation of a redeveloper(s) at a minimum:

- Financial responsibility and capability.
- Estimated development cost.
- Estimated time schedule.
- Conceptual site plans including elevations.
- Fiscal impact analysis.

## Appointment of a Designated Redeveloper

The Redevelopment Entity may select one or more redevelopers to participate in the implementation of the Redevelopment Plan.

As part of the process to be designated a redeveloper, the Redevelopment Entity will negotiate a formal Redevelopment Agreement.

Designation of a Redeveloper(s) by the Redevelopment Entity shall be subject to the execution of an appropriate Redevelopment Agreement.

## Conditions in Redevelopment Agreement(s)

Each Redevelopment Agreement will be contingent upon the following conditions, restrictions, and/or requirements.

1. Each Redevelopment Agreement will incorporate the pertinent aspects of the selected redeveloper's proposal and will address financial considerations, planning, phasing, development and such other issues as deemed appropriate and/or as required

according to state law in order to implement the Redevelopment Plan.

2. A designated redeveloper will be obligated to complete on-site improvements as approved, together with any specified off-site improvements, as may be required in accordance with the Redevelopment Plan and the Redevelopment Agreement.

3. Any necessary deed of conveyance shall include a restriction that the designated redeveloper and his successors or assigns shall devote land to the user(s) specified in the designated redeveloper's final plan and shall not devote such land to any other uses.

4. No designated redeveloper will be permitted to dispose of property until all required improvements are completed, unless the prior written consent of the Redevelopment Entity has been obtained.

5. The consent of the Township of Woodbridge and Redevelopment Entity shall be required prior to the disposition of all or any of the designated redeveloper's interest in the Redevelopment Area.

6. No covenant, agreement, lease, conveyance, or other instrument shall be effective or executed by the Township of Woodbridge and the Redevelopment Entity or by the purchasers or lessees from them, or by any successors in interest of such purchasers or lessees, by which land in the Redevelopment Area is restricted as to sale, lease, or occupancy upon the basis of race, color, creed, religion, ancestry, national origin, sex, or marital status.

7. The Redeveloper(s) shall pay to the Redevelopment Entity an application fee for consideration of redeveloper as a designated redeveloper and will fund an escrow for the Agency's costs in implementing redevelopment.

8. The Redevelopment Entity and the Township of Woodbridge reserve the the right to terminate any Redevelopment Agreement with a designated redeveloper subject to the terms and conditions of the Redevelopment Agreement.

Development Review

No application for development or redevelopment in the area may be filed with the Planning Board until such time as the applicant has applied for and received a designation as redeveloper from the Redevelopment Entity and has executed a Redevelopment Agreement with the Redevelopment Entity providing for the proposed application. In addition to any requirements of the Agency, major preliminary and/or Final Site Plans and/or subdivisions, with details sufficient to comply with the Municipal Land Use Law and Local Ordinance, shall be submitted for Planning Board review and approval for

each development parcel, pursuant to N.J.S.A. 40:55D-1 et seq.

The Planning Board shall require the developer to provide a bond or bonds of sufficient size and duration to guarantee the completion of the various phases of the project in compliance with the requirements of law and planning approvals.

Duration of Redevelopment Plan

During the time that the Redevelopment Plan is in effect, any party acting as a redeveloper, (as defined in the LRHL) must obtain the approval of the Redevelopment Entity. The Redevelopment Plan will remain in effect for 30 years.

Amending the Redevelopment Plan

This Redevelopment Plan may be amended from time to time in compliance with the requirements of law, provided that the respect to any land in the project area previously disposed of by the Redevelopment Entity for use in accordance with the Redevelopment Plan, the Entity will notice the owner of such land whose interests may be materially affected by such amendment.

**Figure 1: Concept Site Plan**

**Figure 2: Conceptual Building Design 1**

**Figure 3: Conceptual Building Design 2**

**Figure 4: Conceptual Building Design 3**