

**New Brunswick Avenue North:  
Area 1  
(112 New Brunswick Avenue &  
105 Juliette Street)  
Redevelopment Plan**

Township of Woodbridge  
Middlesex County, New Jersey



September 2019

ENDORSED 9/4/19 by Township of Woodbridge Planning Board  
ADOPTED 9/17/19 by Township of Woodbridge Council

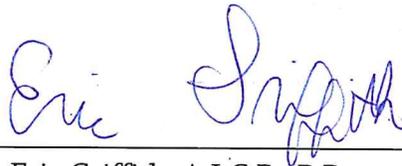
# New Brunswick Avenue North: Area 1 Redevelopment Plan

Township of Woodbridge

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## INTRODUCTION

This Redevelopment Plan represents an opportunity to redevelop the former Cypress Transport and Prang Trucking site in the Hopelawn section of the Woodbridge Township. The area is located along New Brunswick Avenue. This plan will foster the transformation of the vacant properties. This Redevelopment Area should be a highly desirable location for business to thrive and people to work.

In response to the physical and economic conditions at this site, the Township Council requested that the Planning Board evaluate certain properties as a “non-condemnation area in need of redevelopment” on May 7, 2019. Following the Planning Board’s evaluation, the Township Council designated the area as a “non-condemnation area in need of redevelopment” on June 25, 2019.

## STATUTORY REQUIREMENTS

According to the Local Redevelopment and Housing Law (N.J.S.A. 40A: 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 in the existing local housing market;
- An identification of any property within the Redevelopment Area proposed to be acquired in accordance with the Redevelopment Plan;
- Any significant relationship of the Redevelopment Plan 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.

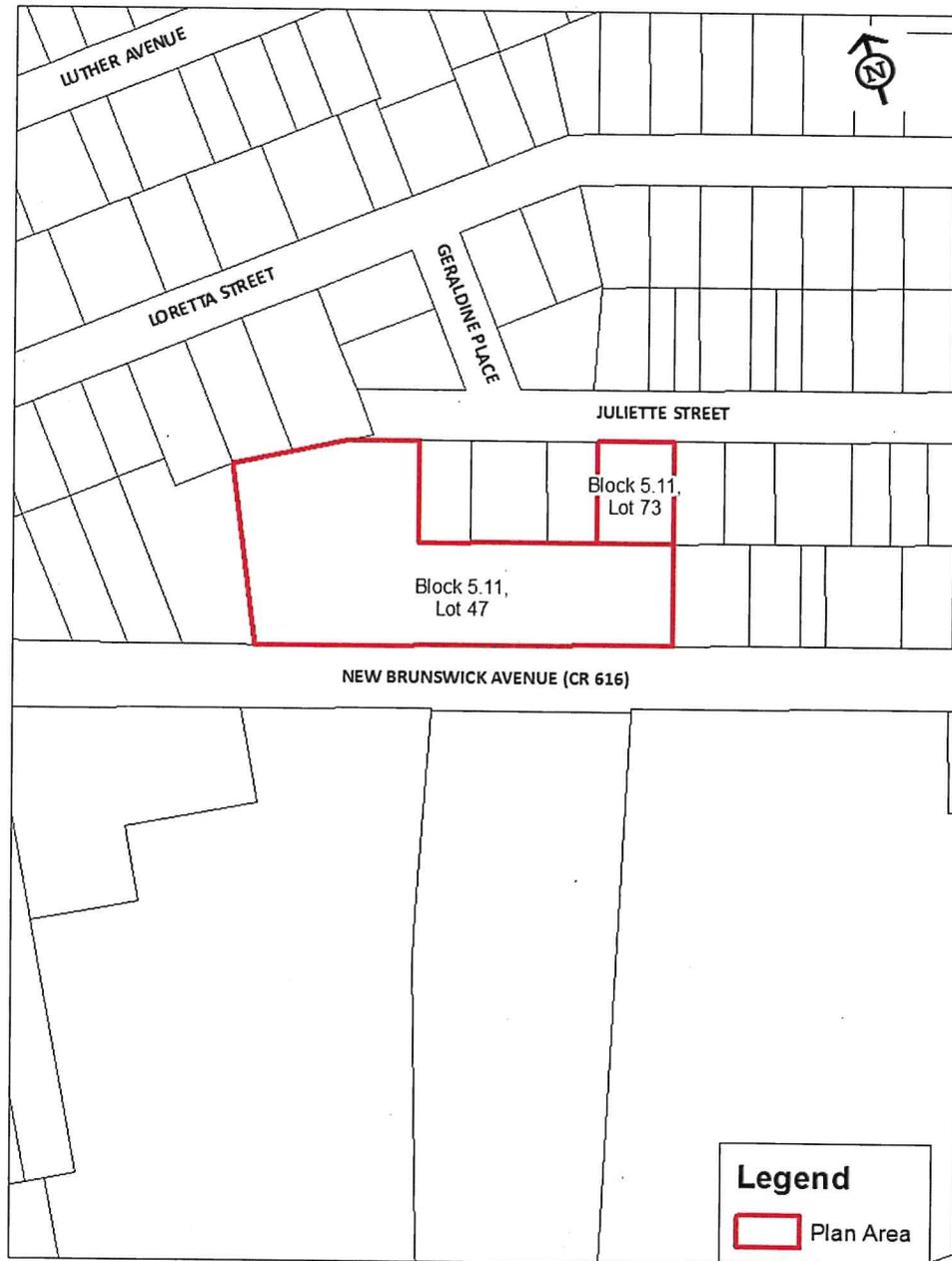
The Hopelawn section of the Township is located in the southeast portion of the Township and is generally bound by the Woodbridge Proper to the north, the City of Perth Amboy to the east, Fords to the west, and the Keasbey to the south. The Hopelawn section of the Township consists primarily of single-family homes. Commercial and industrial properties are located along New Brunswick Avenue.

The Redevelopment Area is two parcels: Block 5.11, Lot 47, and Block 5.11, Lot 73. The area is approximately 1.5 acres and located along New Brunswick Avenue with the northeast portion extending to the rear along Juliette Street.

The site is accessed off New Brunswick Avenue and previously contained two separate businesses, but is now vacant. The east end contains a one-story office building that was previously “Prang Trucking” and a parking area in the rear that extends from Lot 47 into Lot 73. The Lot 73 portion of the property is paved, but the pavement is in poor condition and no parking space striping is visible. The west end of the property on Lot 47 is a large one-story truck garage that was “Cypress Transport Co”. Most of the property is paved and the west end of the property contains a large parking lot, which was used for trucks. The frontage along New Brunswick Avenue contains a chain link fence with barbed wire. The surrounding area is a mix of commercial and residential.

The site is listed on the NJDEP’s “Known Contaminated Sites List” and is in the remediation stages. The site is not located in a Flood Zone.

**Figure 1: Redevelopment Area Parcel Map**



**Figure 2: Redevelopment Area Aerial Map**



## HISTORY OF HOPELAWN

Hopelawn began as a farming community settled by the Luther Hope family and was originally referred to as “Hope’s Lawn.” The name was shortened to Hopelawn in the 1800s. Hopelawn has remained primarily a residential community with commercial uses along West Pond Road and New Brunswick Avenue.

## MASTER PLANNING AND ZONING DESIGNATION HISTORY

The last Township Master Plan was adopted in 2009 and reexamined in 2017. The Master Plan recognizes that the current land use for this area is commercial. The current zoning for this area is B-3 Highway Business Zone and the R-5 Single Family Residential Zone. The land use and zoning have not changed since the 1990 Master Plan. The Master Plan recommends this area be utilized as a Redevelopment Area.

## PLAN GOALS

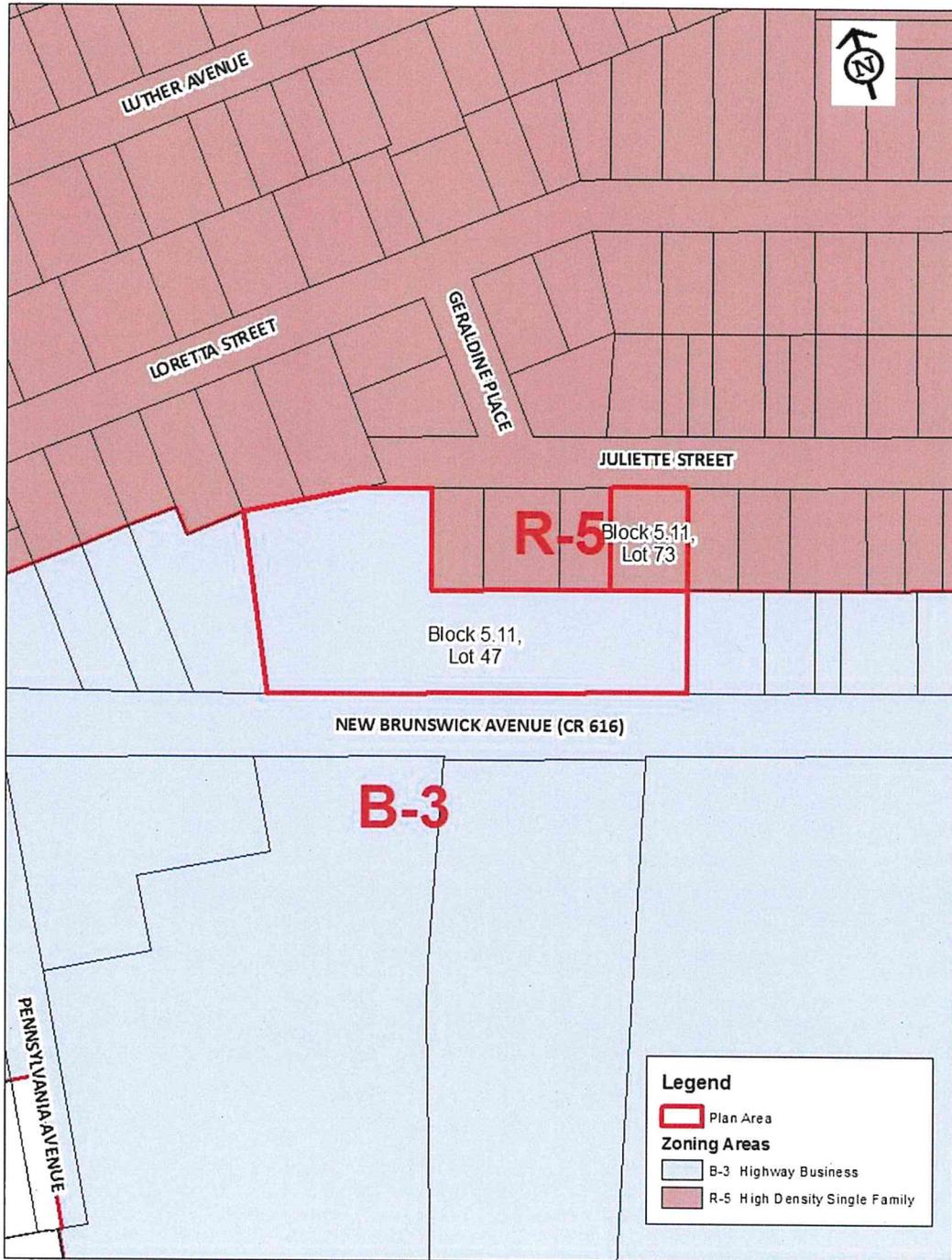
The overall goal of this Redevelopment Plan is to address the existing conditions that have negatively impacted the Area and comprehensively upgrade the area for redevelopment. The Township aims to reach the following goals:

- To stimulate economic investment in the Area;
- To remediate any existing hazardous conditions;
- To promote the effective use of all the Redevelopment Area property and to increase property tax base;
- To improve the physical appearance of the Area.

## AFFORDABLE HOUSING

A redeveloper shall be responsible for any affordable housing obligation generated by development.

Figure 3: Existing Zoning



## 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.

## AREA ZONING STANDARDS

The following standards contain information pertaining to the purpose of the zone; the permitted and accessory uses; bulk standards; and other district-specific standards. The evaluation of any proposal submitted under the Redevelopment Plan shall be based upon sections of this Redevelopment Plan entitled Relationship of Plan to the Township Land Development Regulations including District and Design Standards.

The purpose of this Redevelopment Zone is to enhance current opportunities for this property; to promote compatible land use development of attractive building groups; and to improve and provide for the efficient and safe traffic flow within.

### *Permitted Uses:*

A building may be erected, altered or used and a lot or premises may be occupied and used for any of the following purposes:

- Retail Stores and Personal Services
- Self Storage Facilities
- Professional Offices (non-medical)
- In addition to the above, any industry not inconsistent with the above that is totally similar in purpose, function, character and effort

Development on Lot 73 is prohibited as it is to remain a landscaped buffer to the abutting residential zone.

### *Bulk Standards:*

#### *Principal Building:*

- Minimum lot size: 20,000 square feet
- Minimum lot width: 100 feet
- Minimum lot depth: 60 feet
- Minimum front yard setback: 5 feet
- Minimum rear yard setback: 15 feet
- Minimum side yard setback: 5 feet
- Maximum lot coverage: 70%
- Minimum gross floor area: 2,000 square feet
- Maximum building height: 3 stories

*Accessory Buildings:*

- Accessory buildings shall be set back one foot for each one foot of building height, but not less than 5 feet from a property line
- All accessory structures shall not exceed the height requirements applicable to the principal structure

*Green Buildings:*

- All buildings are encouraged to include LEED standards in building design
- Proposed energy saving techniques shall be considered as part of architectural plans and renderings
- New development or rehabilitation of existing buildings should employ green building practices (refer to the Township's Green Building Checklist): A detailed statement relating to green building practices must be submitted as part of the site plan application

*Additional Standards:*

*Parking:*

- Off-street parking and loading areas shall be coordinated with the public street system serving the Area to reduce conflicts with through traffic, obstruction with pedestrian circulation, and vehicle thoroughfares
- All car parking spaces shall be a minimum of 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
- Retail Stores and Personal Services: one (1) parking space for each two-hundred (200) square feet
- Self Storage Facilities: One (1) parking space for each 12,000 square feet
- Professional Offices (non-medical): One (1) parking space for each 300 square feet

*Circulation:*

- Parking areas can be interconnected with adjacent properties, and utilize common entrances and exits, to minimize the number of vehicular access points wherever possible
- Curbs cuts and site driveways shall be sized to accommodate the safe access and egress of large tractor trailers and emergency services equipment
- Existing curb cuts at the properties may remain as currently located and configured

*Loading:*

- Loading and unloading shall be provided according to the following schedule:

GROSS FLOOR AREA	SPACES REQUIRED
4,000 to 25,000	1
25,001 to 50,000	2
50,001 to 75,000	3
75,001 to 100,000	4
Each Additional 50,000	1 Additional

- Loading spaces shall be at least 12-feet in width and 50-feet in length

*Buffering and Screening:*

- All adjacent residential properties shall be screened by a minimum 10' buffer and a combination of landscaping and fencing.
- No parking shall be permitted in the residential buffer to the adjacent residential properties
- Loading docks, truck parking, 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 and public streets

*Lighting:*

- Accent lighting on buildings is encouraged
- 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
- All lights shall be shielded to prevent trespass onto adjacent properties

*Utilities:*

- Wherever practical, consideration should be given to relocating above ground utilities to underground.
- Pad mounted generators, transformers and refrigeration equipment are permitted when used in conjunction with the principle use

*Signage:*

- Façade signs: Exterior signs identifying or advertising the names or uses of the tenants or occupants of the premises may be affixed to the building and shall occupy no more than 10% of the front façade area of the building. Signs may be placed on all exposed sides of a building, provided that they do not total more than the 10% maximum limitation of the front façade
- Canopy signs and awnings: A building whose walkways along the front façade are covered by a permanently installed rigid canopy or other structural device shall be permitted to hang vertically from the complete underside of said canopy, one sign for each store in the first floor of the building. Said sign shall not exceed six square feet in area and shall not be less than 10 feet above the walks. Such signs may be illuminated, but shall not overhang any public right-of-way. The canopy shall not project more than two feet from the structure. The colors that may be utilized in the canopy and signage shall be compatible with the color scheme of the entire building
- Awnings. Awnings shall not extend more than six inches beyond either side of the window or doorway which they serve. Awnings may not be more than three feet in maximum height. Letters contained on awnings may not exceed 12 inches in height and may not exceed 75% of the width of the awning. The

colors that may be utilized in the awning and signage shall be compatible with the color scheme of the entire building

- One (1) freestanding sign shall be permitted for each site, being no greater than seventy-five (75) square feet per side and no greater than twenty (20) feet in height
- Such signs shall not exceed a height of twenty (20) feet, measured from the ground level to the topmost portion of the structure. Supporting frames for all such signs shall be of permanent materials, such as steel or concrete.

#### Landscaping:

- Tree removals and plantings must be done in compliance with the Township's Tree Ordinance
- Any trees removed pursuant to either a New Jersey Department of Environmental Protection (NJDEP) or Environmental Protection Agency (EPA) approved environmental clean-up or an NJDEP approved woodlands management plan are exempt from replacement requirements in the Township Tree Ordinance
- Minimum Landscaped Area Required: 20%
- All setback areas fronting public roadways shall be defined by a combination of decorative fencing and/or landscaping. The landscaped area within should contain a variety of flowering trees, shrubs, perennials, annuals and bulbs to complement the architecture and provide seasonal interest
- Landscape design should be integrated into overall site design and plans should include a watering and maintenance schedule for each area
- Any areas abutting a residential use shall contain a dense buffer of a combination of decorative fencing and/or landscaping

#### PLAN RELATIONSHIP WITH OTHER PLANS

#### RELATIONSHIP TO THE TOWNSHIP MASTER PLAN

The Township of Woodbridge's last comprehensive Master Plan was prepared in February 2009 and reexamined in 2016. The Master Plan recommended this area be devoted to industrial and business uses.

The Master Plan adopted the following goals that are relevant to this Plan:

- To expand and protect the Township’s ratable base through the attraction and retention of nationally known and respected companies;
- To control industrial development by limiting industrial development to land suitable for industrial use.

#### MASTER PLANS OF ADJACENT MUNICIPALITIES

The Redevelopment Area is located in the Hopelawn section of the Township. The cities of Rahway and Linden are located to the north and the Borough of Carteret to the east, but this redevelopment area is not close in proximity to any of those municipalities. The redevelopment plan is not anticipated to have an adverse impact on any of the neighboring municipalities.

#### MIDDLESEX COUNTY PLANS

##### ***Consistency with Middlesex County Master Plan***

This Redevelopment Plan is generally consistent with the elements of the Middlesex County Master Plan, a document that addresses sprawl and sustainability in the region. This Redevelopment Plan adheres 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 (2001)***

This 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' includes:

- Providing for much of the state's future redevelopment
- Revitalizing cities and towns
- Redesigning areas of sprawl
- Protecting the character of existing stable communities

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

The New Jersey Department of State has been preparing a new State Strategic Plan since 2012. The proposed plan has not been adopted by the State Planning Commission.

## 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 uses 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 the issuance of the Certificate of Completion, unless the prior written consent of the Redevelopment Agency has been obtained.
5. 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.
6. 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.
7. The Redevelopment Entity and the Township of Woodbridge reserve 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.