

# Route 1, Area 18 Redevelopment Plan

Township of Woodbridge  
Middlesex County, New Jersey



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# Route 1, Area 18 Redevelopment Plan

Township of Woodbridge



Prepared by  
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## INTRODUCTION

This Redevelopment Plan represents an ongoing effort to improve the Route 1 highway corridor in Woodbridge Township. This plan will foster the transformation of some properties in the Avenel section of the Township into safe, attractive, commercial sites. This Redevelopment Area should be a highly desirable location for businesses to thrive.

The redevelopment of this section of Route 1 presents unique challenges. This area is currently in the Route One Corridor Redevelopment Area. In response to the physical and economic conditions along the Route One Corridor, the Township Council requested that the Planning Board evaluate certain properties as an “area in need of redevelopment” on August 4, 1998, April 6, 1999, and August 3 1999. The Council concluded that the Area did meet the criteria to be designated as an “area in need of redevelopment” on November 3, 1999 and adopted the Route One Corridor Redevelopment Plan for the Area. On April 7, 2015, the Council asked the Planning Board to evaluate two additional parcels (Block 821, Lots 8 & 24) as a “non-condemnation area in need of redevelopment.” The Council concluded that the additional parcels did meet the criteria to be designated as a “non-condemnation area in need of redevelopment” on July 21, 2015.

The redevelopment of the Route One Corridor has continued over the years with new redevelopment plans adopted along Route 1. These areas include Route 1 Area 1, Route 1 Area 2, Route 1 Area 7, Route 1 Area 15, Route 1 Area 16, and Route 1 Area 17. This plan is a furtherance of redevelopment efforts along Route 1.

## 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 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 Avenel section of the Township is generally bound by the City of Rahway and the City of Linden to the north, the Borough of Carteret to the east, St. Georges Avenue to the west, and the Port Reading Railroad to the south. The Avenel section consists of residential neighborhoods, commercial uses along Route 1, and industrial uses concentrated in the north-eastern portion of this section of town.

The Route 1, Area 18 Redevelopment Area is located at on the southbound side of Route 1 between Avenel Street and Lord Street. The Area consists of six (6) parcels with a total area of approximately 1.43 acres. The following properties comprise the redevelopment area: Block 821, Lots 8, 10, 12, 14, 24, 26.

Figure 1: Redevelopment Area Parcel Map

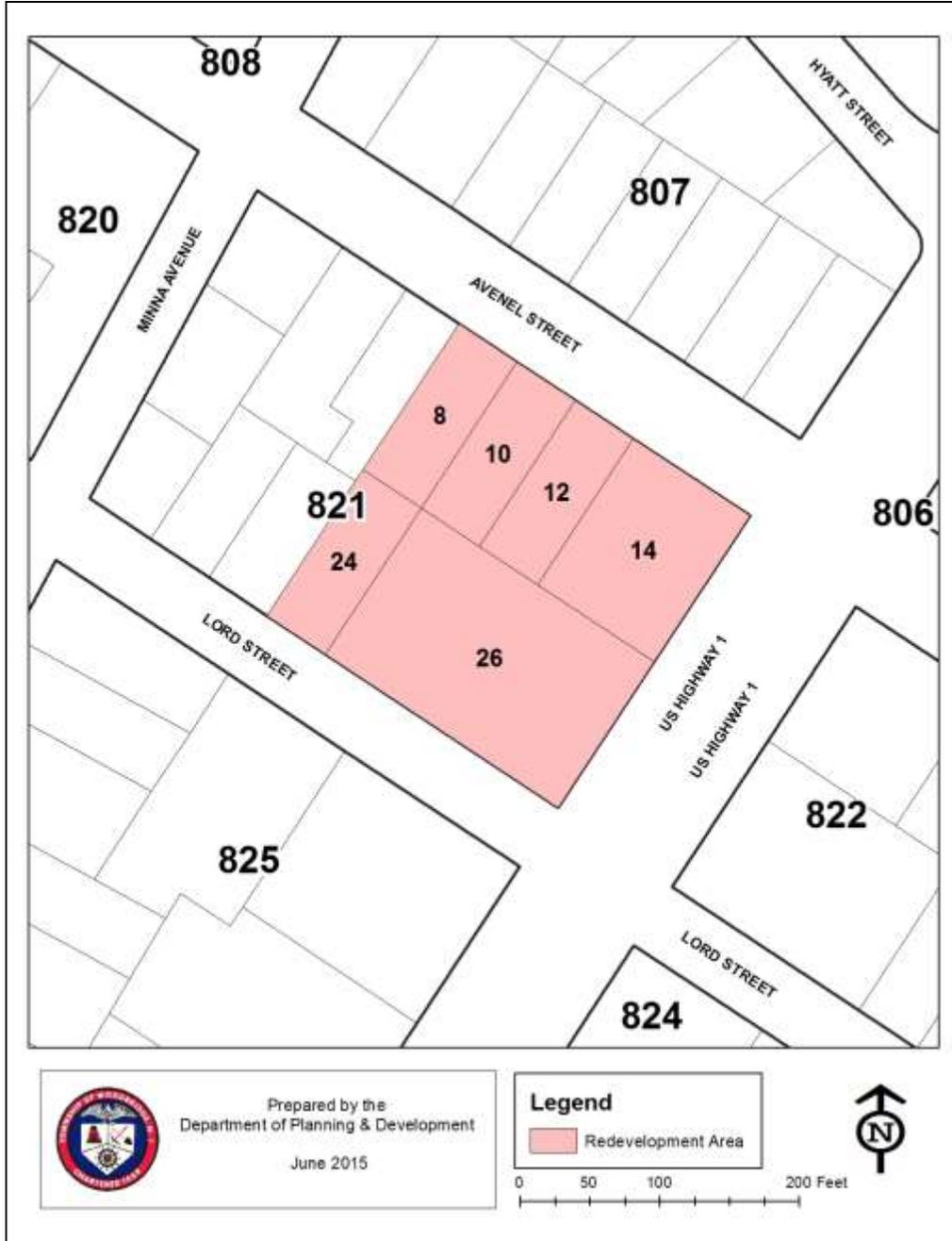
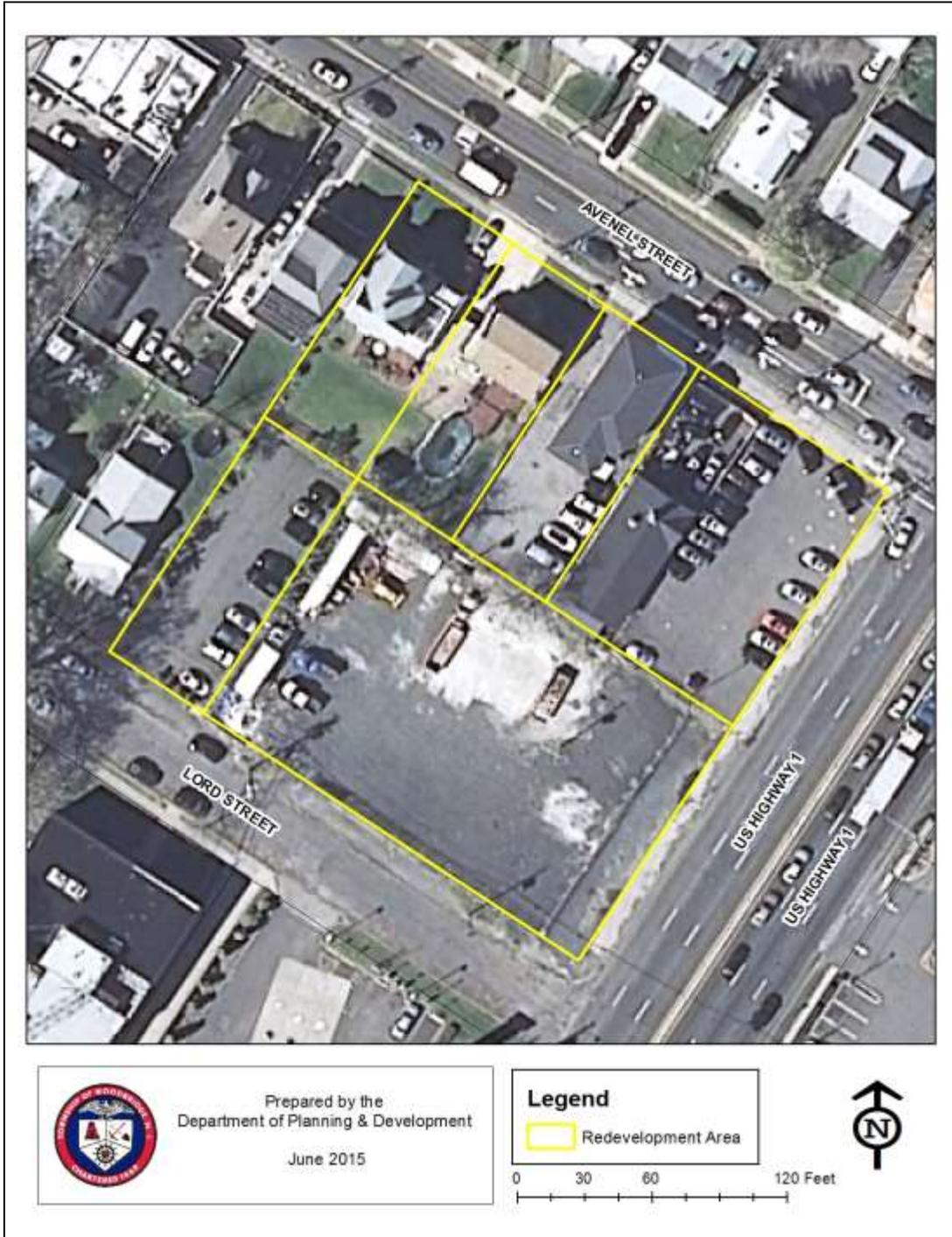


Figure 2: Redevelopment Area Aerial Map



## HISTORY OF AVENEL

The Avenel section of Woodbridge Township was once known as “Demarest on the Hill” after the Demarest colonial family. Captain Demarest later founded the community of Avenel which he named after his daughter. Avenel developed as an active residential community with its own schools, churches, and small businesses. Today, a large portion of Avenel remains residential, however, the northern portion of this section of the town exclusively contains light industrial uses and extensive commercial uses are located along Route 1.

Avenel has one of three New Jersey Transit train stations found in the Township.

## MASTER PLANNING AND ZONING DESIGNATION HISTORY

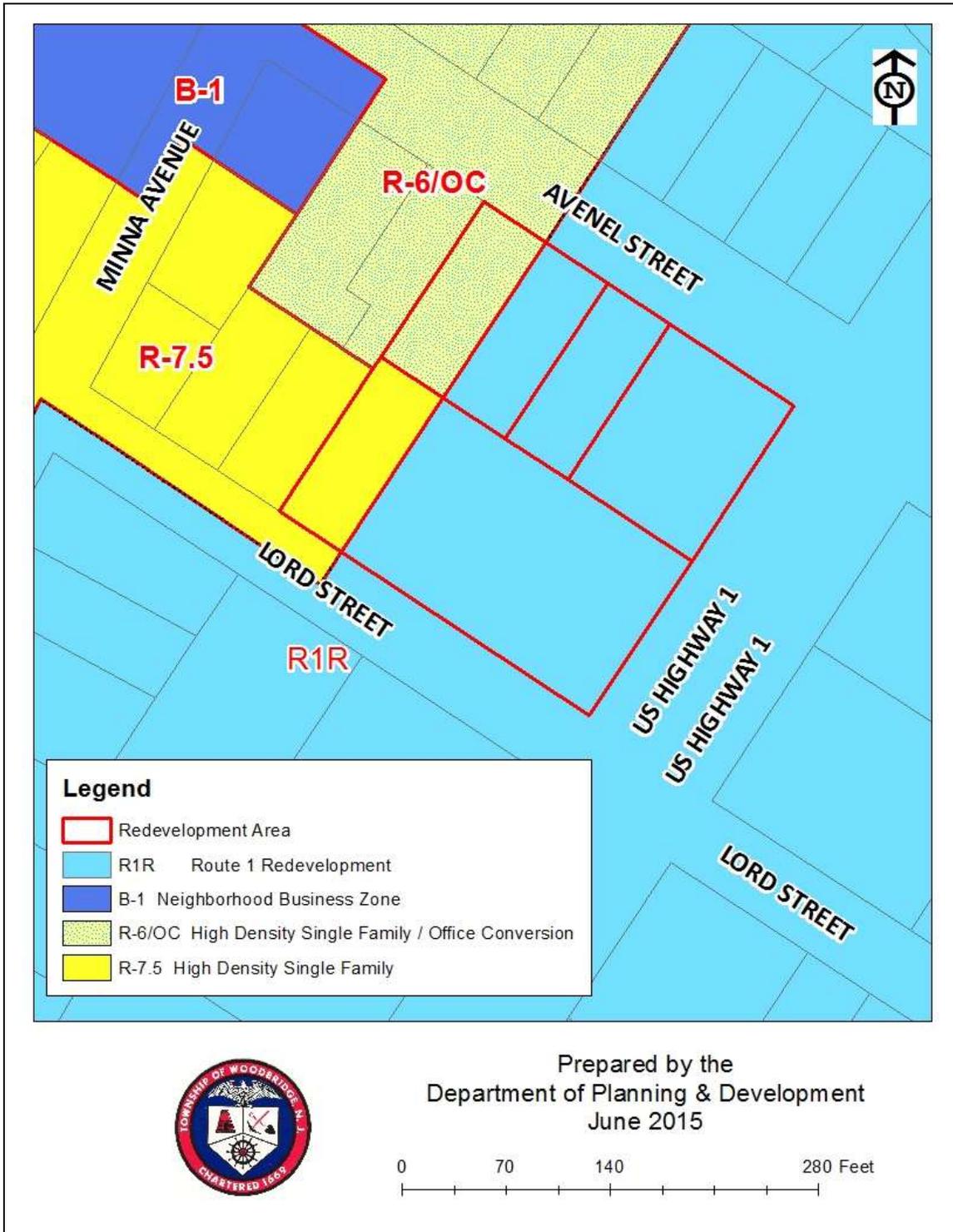
The Township Master Plan recognizes that the current land use for this area is redevelopment. The redevelopment area is in the Route 1 Corridor Redevelopment Area (R1R). The Master Plan proposes designation of this area as a redevelopment area.

## 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 and along Route 1;
- To promote the effective use of all the Redevelopment Area properties.
- To increase property values and increase the property tax base;
- To develop a safe and modern commercial sites;
- To improve the physical appearance of the Area.
- To minimize access points from Route 1.
- To protect adjacent residential neighborhoods from the impacts of incompatible uses.

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.

## ROUTE 1, AREA 18 REDEVELOPMENT AREA ZONING STANDARDS

It is the intent of this Plan to encourage the redevelopment of the Area by improving current infrastructure to existing businesses, including safe site designs.

The following standards contain information pertaining to the purpose of the district; the permitted and accessory uses; bulk standards; and other district-specific standards. The general design standards apply to all zones. 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.

### A. Purpose:

The purpose of this Redevelopment Zone is to enhance properties along Route 1 and the adjacent area by making them safe and attractive commercial uses.

### B. Permitted Uses:

#### Principal Use:

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

24-hour/7 days per week automotive fueling stations with canopies and convenience stores	Art galleries
	Artist's supplies
Advertising agencies	Assisted living facilities (Age Restricted)
Advertising specialty offices	Audiovisual equipment
Amusement center	Bakery shops
Antique sales	Banks
Apparel	Barbershops
Appliance stores	

Beauty and cosmetic shops	Cellular phone sales and repair
Beer, ale and liquor sales	China shops
Bicycle shops	Computer Sales and repair
Blueprinting and Photostatting	Cigars and tobacco sales
Book, periodical and newspaper sales	Cleaner pickup or laundry pickup
Bridal and wedding services	Clothing and pressing establishments
Broadcasting studios and offices	Clothing or accessory stores
Business equipment sales	Clubs
Business machine	Coffee Shops
Business offices	Cocktail lounges
Business schools	Convenience stores
Butcher shops or meat markets (no slaughtering permitted)	Cosmetic shops
Camera and/or photographic supply stores	Costume rentals
Candy sales	Credit union offices
Car Washes	Curtain shops
Card shops	Dance schools
Caterers	Dairy products, retail
Carpet, rug and floor covering stores	Daycare facilities
Ceramic products	Delicatessens
Children's gyms/play places	Delivery services
	Diners

Display equipment	General office buildings
Drug stores	Gift shops
Dry cleaning and linen supply	Glassware
Dry goods sales	Government and public buildings and services necessary to the health, safety, convenience and general welfare of the inhabitants, including volunteer fire companies and first aid squads
Eating establishments (drive-in or fast-food)	
Electrical supplies	Greeting card shops
Employment agencies	Grocery stores
Exterminators	Gyms
Fabric shops	Hairdressers
Finance companies	Hardware stores
Fire protection equipment sales, (nonautomotive)	Hobby shops
Fitness centers	Home furnishings
Floor covering	Home improvement offices
Florists	Hotels
Food products	Household appliances
Fruit and vegetable markets	Ice cream shops and parlors
Funeral services	Insurance companies
Furniture sales	Interior decorating establishments
Fur shops	Jewelry stores

Kitchen equipment	Paint, glass and wallpaper
Landscaping, nurseries and garden supply sales	Parking lots and garages
Laundry and dry cleaning	Pet shops
Lawn maintenance services offices	Pharmacies
Leather goods and luggage	Phonographic sales and service
Liquor stores	Photographic studios
Locksmiths	Physical culture and health establishments
Luncheonettes	Plant nurseries and garden supplies
Mail order houses	Printers' offices and establishments
Management consultants' offices	Private schools
Medical clinics and offices (outpatient)	Professional offices
Musical stores and instrument sales	Public utilities' offices
Newsstands	Quasi-public uses, including clubs, lodges and similar uses
Notaries	Real Estate and insurance
Nursing Homes	Recreational uses
Office Buildings	Restaurants
Office Equipment and Supplies	Sandwich shops
Optical goods	Savings and Loan associations
Optometrists	Seafood stores
Package liquor stores	

Senior Housing (age restricted)	Taverns
Shoe or hat repair shops	Television sales and repairs
Swimming pool sales and boat marine sales	Toy shops and hobbies
Skating rinks	Travel agencies
Snack bars	Travel ticket offices
Special foods	Uniform rentals and sales
Sporting goods (excluding firearms)	Variety stores
Stationery stores	Veterinary hospitals
Supermarkets	Wallpaper stores
Surgical and medical supplies	Window cleaning services
Tailors	Women's clothing

Any and all similar uses, as documented to, and reviewed and approved by the Municipal Agency. The Municipal Agency retains jurisdiction and discretion over permitted uses: All uses not specifically permitted are prohibited.

Accessory Uses:

- Signs, fences and hedges, parking and other customary accessory uses and structures which are clearly incidental to the principal structure and use
- Infrastructure constructed in support of any of the permitted primary uses

C. Development Standards:

Principal Building:

- Minimum lot size: 40,000 square feet
- Minimum lot width: 150 feet

- Minimum lot depth: 150 feet
- Minimum front yard setback (measured from the future street right-of-way): 30 feet
- Minimum rear yard setback: 30 feet
- Minimum side yard setback: 30 feet
- Maximum structure coverage: 50%
- Maximum impervious coverage: 95%
- Maximum building height: 50 feet
- Maximum floor area ratio 1:1

Accessory Buildings and Structures:

- Accessory buildings, infrastructure, and uses, shall be set back a minimum of 5 feet from any lot line.

D. Parking Regulations:

- Off-street parking, unloading and service requirements of this section shall apply and govern in the redevelopment zone within the municipality. Except as provided in this section, no application for a building permit for a building shall be approved unless there is included with the plan for such building, improvement or use, a plot plan showing the required space reserved for off-street parking, unloading and service purposes. Plot plans associated with buildings, structures and facilities used by the general public shall be designed in accordance with the Barrier-Free Design Regulations promulgated by the State of New Jersey, Department of the Treasury, Division of the Treasury, Division of Building and Construction, and the Americans with Disability Act.
- Duty to provide and maintain off-street parking and loading. Properties and uses enjoying nonconformity in terms of the provision of off-street parking shall not be expanded unless the expansion thereof is provided with the off-street parking and loading facilities in the amount, and maintained in the manner, required by this section.
- Required areas for each parking space. Each automobile parking space shall not be less than nine (9) feet wide or less than eighteen (18) feet deep, exclusive of passageways. In addition, there shall be provided adequate interior driveways to connect each parking space with a public right-of-way. In the case of a parallel parking space, each space shall not be less than ten (10) feet wide or less than twenty-two (22) feet long. Aisle space shall not be less than twenty-four (24) feet wide for two-way ninety-degree parking; not less than sixteen

(16) feet for one-way sixty-degree parking; and not less than thirteen (13) feet for forty-five degree one-way parking.

- Provision for proper drainage and maintenance. All off-street parking, off-street loading and service facilities shall be graded and drained so as to dispose of all surface water accumulation in a safe manner while preventing damage to butting properties and/or public streets.
- Separation from walkways and street. All off-street parking, off-street loading and service areas shall be separated from walkways, sidewalks, streets or alleys by curbing or other protective devices where necessary as required by the municipal agency.
- Private walks adjacent to business buildings. A walkway should be adjacent to a business building and shall not be less than four (4) feet in width and shall be in addition to the other requirement of this section.
- Site Plan. Location and dimensions of pedestrian exists, walks and walkways shall be indicated on submitted site plans.
- Connection to a public right-of-way. Each off-street parking, loading or service area shall be connected to a public street right-of-way by means of a driveway constructed in accordance with a least minimum standards required by this chapter.
- Size of driveways. A driveway, exclusive of curb return radii, shall not be less than fifteen (15) feet in the zone. A curb return radius for a driveway at its entrance to a public street shall be a minimum of fifteen (15) feet for all uses. The maximum width of the driveway, exclusive of curb-to-curb return radii, shall not exceed forty (40) feet.
- Shared driveways. Every attempt should be made to provide common access off of single drives and connection between properties to share access and promote safe acceleration/deceleration along the corridor.
- Location of curb cuts. At the intersection of streets, a curb cut, where required or installed, shall be set back not less than twenty-five (25) feet from the intersection of two (2) curblines.
- Off-street parking space within buildings. Garage space or space within buildings, in basements or on the roofs of buildings may be used to meet the

off-street parking requirements of this chapter, provided that all requirements regarding this section are met.

- Pavement markings and signs. Each off-street parking space shall be clearly marked, and pavement directional arrows or signs shall be provided wherever necessary. Markers, directional arrows and signs shall be properly maintained so as to ensure their maximum efficiency.
- Lighting. All parking areas, walkways thereto and appurtenant passageways and driveways requiring area lighting shall be illuminated adequately during the hours between sunset and sunrise when the use is in operation. The lighting plan in and around the parking areas shall provide for nonglare, color-corrected lights focused downward. The light intensity provided at ground level shall be a minimum of three-tenth (0.3) foot-candle anywhere in the area to be illuminated and shall be provided by fixtures with the mounting height not to be more than twenty (20) feet, measured from the ground level to the center line of the light source or the height of the building if attached, whichever is lower, and spacing not to exceed five (5) times the mounting height. Any other outdoor lighting, such as building and sidewalk, illumination, driveways with no adjacent parking and ornamental light, shall be shown on the lighting plan in sufficient detail to allow determination of the effects to adjacent properties, traffic safety and overhead sky glow. The objective of these specifications is to minimize undesirable off-premises effects. No light shall shine directly into windows or onto streets and driveways in such a manner as to interfere with or distract driver vision. No multiple string lights shall be permitted in any zone to illuminate or attract, whether in parking areas, display areas or yard areas. To achieve these requirements, the intensity of such light sources, light shielding and similar characteristics shall be subject to site plan approval by the municipal agency.
- Required off-street parking area shall not be reduced. No off-street parking area shall be reduced in size or encroached upon by a building, vehicle storage, loading or unloading or any other use where such reduction or encroachment will reduce the off-street parking and loading spaces that are required under these regulations.
- Parking provided on same lot as main building. Off-street parking spaces for all uses shall be located on the same lot as the main building to be served, except as permitted in this section.

- Shared parking facilities. The off-street parking requirements for two (2) or more neighboring uses may be satisfied by the allocation of the required number of spaces for each use in a common parking facility, provided that the number of off-street parking spaces is not less than the sum of individual requirements, and provided further that there is compliance with all other provision of these regulations.
- Sharing of parking facilities. Off-street parking facilities for one (1) use shall not be considered as providing the required facilities for any other use, except that one-half ( $\frac{1}{2}$ ) of the off-street parking space required by any use whose peak attendance will be at night or on Sundays, such as houses of worship, theaters and assembly halls, may be assigned to a use which will be closed at night or on Sundays. This provision will only apply with approval of the municipal agency and by testimony provided at Planning Board hearing as part of necessary site plan approval for parking reduction.
- Computing number of employees. For the purpose of this section, the number of employees shall be computed on the basis of the maximum number of persons to be employed on any one (1) shift, taking into consideration day, night and seasonal variations.
- Fractional spaces required. When units of measurements determining the number of required off-street parking and off-street loading spaces results in the requirement of a fractional space, any fraction up to and including one-half ( $\frac{1}{2}$ ) shall be disregarded. Any units over one-half ( $\frac{1}{2}$ ) will require an additional space.
- Off-street parking and loading spaces within a required front setback. Parking shall be permitted in the front yard, provided that a five-foot landscaped area is provided along the front and side lot lines. Within that area, low shrubs (being 36" in height, except 30" in sight triangle areas), fences or any combination of screening material shall be utilized to buffer those areas from public view.
- Paving locations restrictions. Paving for parking loading or access thereto, unless otherwise restricted, shall not be permitted within five (5) feet of any property line.
- Other uses of off-street parking space prohibited. No required off-street parking or loading area shall be used for the storage, sale, repair, dismantling or servicing of any vehicle, equipment, materials or supplies.

- Parking area site layout. Parking areas shall be divided into lots separated by appropriate landscaping, where possible. In addition, driveways and internal roads shall be separated from parking areas by curbed landscaped islands, where possible. Landscaping for parking areas shall be subject to approval as part of the submitted site development plans.
- Shared access. Nothing in this chapter is intended to prohibit the sharing of access by adjacent uses, provided that the common facility is a service drive.
- Fire lanes. Where fire lanes are required by the Board of Fire Commissioners, pavement striping shall be clearly marked and no-parking signs erected in order to prevent parking within these fire lanes.
- Minimum off-street parking spaces. Off-street parking spaces for the storage or parking of passenger vehicles of occupants, employees and patrons of main buildings and structures hereafter erected or enlarged shall be provided and kept available in amounts not less than specified in this section.
  - The minimum required number of parking spaces to be provided in the zone shall be in accordance with the following regulations:
    - Assisted Living Facilities: Off-street parking shall be provided at the minimum rate of 0.25 spaces for each dwelling unit/or bed depending upon facility plus one space for each employee at the maximum shift.
    - Clubs: one (1) parking space for each one hundred (100) square feet of gross floor area.
    - Offices, office buildings, office-research buildings (not including medical and dental): one (1) parking space for each three hundred (300) square feet of gross floor area, not including stairways and other common areas.
    - Offices (medical and dental): one (1) parking space for each one hundred (100) square feet gross floor area.
    - Retail home furnishing stores: one (1) parking space for each five hundred (500) square feet of gross floor area.

- Restaurants or taverns (non-drive-in or non fast-food franchise): one (1) parking space for each one hundred (100) square feet of gross floor area.
- Restaurants (drive-in/fast-food): one (1) parking space for each fifty (50) square feet of gross floor area.
- Retail stores, convenience stores, personal services or custom shops or studios: one (1) parking space for each two hundred (200) square feet of gross floor area.
- Automotive fueling stations: a minimum of three (3) parking spaces plus one (1) parking space for each six (6) fuel dispensers.
- Banks: one (1) parking space for each two hundred (200) square feet of gross floor area.
- Other uses not specifically listed: the same requirement as for the most similar listed use, as determined by the Administrative officer.

E. Loading and unloading:

- General. On the same premises with every building, or part thereof, erected and occupied for commercial, institutional or other uses similarly involving the receipt or distribution of vehicles, materials or merchandise, there shall be provided and maintained on the lot adequate space for off-street standing, turning, loading and unloading services in order to avoid interference with public use of the streets, sidewalks and other public right-of-way. Commercial development of less than four thousand (4,000) square feet of gross floor area shall be exempt from these requirements.
- Size of space. All typical loading space is dimensioned twelve (12) feet in width, fifty-five (55) feet in length and has a minimum vertical clearance of fifteen (15) feet. Additional space for maneuvering, depending on the arrangement of the loading facilities, shall be provided. Reductions in the space size shall be based upon operations of the proposed development.
- Number of spaces. Loading and unloading shall be provided according to the following schedule:

- Gross floor area.

Gross Floor Area (square feet)	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

Gross Leasable Area Spaces (square feet)	Spaces Required
0 to 15,000	0
15,001 to 60,000	1
60,001 to 150,000	2
150,001 to 300,000	3
Each additional 200,000	1

- Location. Loading and unloading areas shall be permitted only in the side and rear yards, except on corner lots where one (1) loading area may be permitted in a front yard.

F. Signs:

- Permit Required. It shall be unlawful for any person to erect, repair, replace or alter any sign or other advertising structure as defined in this chapter, except those signs exempted under this section of this chapter, without first obtaining a building permit.
- General Regulations:
  - All signs shall be limited to the lot or parcel to be sold or the premises where the business or service is conducted.

- The maximum permitted area of each sign shall be the size of one (1) side only. The area of the sign shall include each and every part of the sign, including molding and frames. Where the sign is supported by a post or pylon whose surface is being used for advertising purposes, the area of the post, pylon or other supporting members shall be considered as part of the total allowable sign area. Wherever the name or advertising message on a sign is divided between the number of panels or parts, all of the panels or parts shall be considered as one (1) sign. Where a sign consists of individual letters or numbers, the area of the sign shall be considered as the total area of the smallest rectangle or rectangle which can enclose all of the letters or numbers.
- Signs erected flat against the side of a building shall not extend above the height or beyond the sides of the vertical wall or cornice to which they are attached. Such façade signs shall not extend from the face of the wall in which is attached more than eight (8) inches.
- Where the side or rear of a business structure adjoins a public parking area or a private parking area intended for the use of the structure in question, signs may be placed on said side or rear wall to identify the business use in the structure, subject to the maximum sign requirements of this chapter.
- No sign or any part thereof shall be located closer than five (5) feet to any lot line. Directional signage is excluded from this requirement.
- Any sign erected in conjunction with a specific use will be removed upon the discontinuation or removal of that use.
- The following types of signs shall not be permitted:
  - A flashing, fluttering, animated, or rotating sign.
  - Signs with any lighting or control mechanism which may cause radio or television interference.
  - Any sign so erected, constructed or maintained as to obstruct or be attached to any fire escape, window, door or open used as a mean of egress or ingress or for fire-fighting purposes or placed so as to interfere with any opening required for legal ventilation.

- Any sign which is of such a form, character or shape as to confuse or dangerously distract the attention of the operator of a motor vehicle.
- Any advertisement which uses a series of two or more signs or units placed in a line parallel to the highway, or in similar fashion, all carrying a single advertising message, part of which is contained on each sign.
- Signs which in any way simulate official, directional or warning signs erected or maintained by the State of New Jersey, a county or municipality thereof, or by any railroad or public utility or similar agency concerned with the protection of the public health or safety.
- Billboard and/or outdoor display structures.
- Roof signs.
- Signs on railroad or vehicular overpasses.
- Sign with more than two display surfaces, sides, or faces, such as hinged, triangular or box signs.
- Any multiple use of lights, flags or pennants; strings of lights, flags or pennants; or similar displays to attract attention.
- Signs located in the public right-of-way.
- Signs utilizing neon in such colors or located in such fashion as to diminish or detract in any way from the effectiveness of any traffic signal or similar safety or warning device.
- All applications for signs shall be reviewed by the Technical Review Committee which Committee shall advise and make recommendations to the Director of Planning and Development concerning all sign applications. Such Committee shall act in an advisory capacity only and shall not have any independent authority to either approve or disapprove any sign application.

- Illumination. Illumination devices, such as but not limited to floor or spot lights shall be so placed and so shielded so as to prevent the rays of illumination thereof from being cast into residential properties or into a public right-of-way.
- Temporary signs in the public right-of-way. No temporary sign shall be placed erected, constructed or otherwise located within the public right-of-way.
- Setback from residential district. When signs in a non-residential district are located along the district boundary line of any residential district, they shall be set back not less than one hundred (100) feet from such residential district boundary line and/or residential uses. Directional and façade signage are excluded from this requirement.
- Sign maintenance. Any sign that is or shall become dangerous or unsafe in any manner whatsoever shall be repaired, made safe and attractive in conformity with this chapter or shall be removed by the owner, lessor, agent or occupant of the building, property or land upon which is placed or to which it is attached. Failure to keep signs painted, illuminated or in good repair for a period of twelve (12) consecutive calendar months shall constitute abandonment, and such sign may not then be repaired or reused and must be removed.
- Location of signs. No sign shall be erected or located to obstruct the vision of drivers entering a public street; nor shall any sign be erected which obstructs existing signs on adjacent properties to a degree that the message contained on the obstructed sign is no longer visible for a reasonable distance there from.
- Sign size:
  - Façade signs. Exterior signs identifying or advertising the names or use of the tenants or occupants of the premises may be affixed to the building and shall occupy no more than ten (10%) percent of the front façade area of the building. Signs may be placed on all exposed sides of the building, provided that they do not total more than the ten (10%) percent maximum limitation of the front facade.
  - Façade/Canopy signs and awnings.

- A building whose walkways along the front facade 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 ten (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 twelve (12) inches in height and may not exceed seventy-five (75%) percent 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.
- Canopy Signs. When façade signs are placed on canopies, the sign shall not exceed ten percent (10%) of the façade of the canopy.
- Freestanding signs.
  - One freestanding identification sign per lot shall be permitted for every five hundred (500) linear feet of frontage provided that the aggregate area of all sides of such sign, in square feet, shall be in accordance with the following schedule and the maximum number of total signs shall be three (3) freestanding signs for any one site:

Gross Floor Area (square feet)	Aggregate Sign Area (square feet)
0 to 50,000	75 per side
50,001 to 100,000	100 per side
100,001 to 150,000	150 per side

130,001 to 200,000	200 per side
200,001 to 300,000	250 per side

- Any commercial building having over 100,000 square feet of gross floor area and desiring a larger sign than two hundred-fifty (250) square feet per side shall apply to the municipal agency for approval.
  - Such signs shall not exceed a height of thirty-five (35) 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.
  - Freestanding signs shall provide a monument/planting base which screens the poles/pylons from the ground to 6 feet of the pole height.
  - Directional signs. Directional signs located throughout the site to provide and facilitate circulation to each use throughout the site are not to be calculated in freestanding signage percentages, though said signs may be freestanding.
- Temporary sign, responsibility. There is hereby created as presumption that any temporary sign was placed by, or at the direction of, the person, corporation, entity or organization shall be responsible for its removal in accordance with this article.
- Temporary sign, private property. Any temporary sign which has been placed, erected, constructed or otherwise located on private property which has not been removed by the person, corporation, entity or organization that is responsible for the removal of the same within the time prescribed in this article shall be removed by the owner of the property.
- Sign color. Sign colors shall have a consistent design theme throughout a particular project. The design theme would include style of lettering, construction, material and lighting. Colors of letters and background area also important and shall be carefully considered in relation to the color of the materials or buildings or where the signs are proposed to be located.

- Use of neon. Utilization of neon signs and borders shall be included in sign square footage calculations and subject to all signage regulations.

G. Circulation:

- There shall be an adequate, safe and convenient arrangement of pedestrian circulation facilities, roadways, driveways, off-street parking and loading space.
- Road, pedestrian walks and opens spaces shall be properly related to existing and proposed buildings and appropriately landscaped.
- Buildings, parking areas and vehicular circulation shall be arranged so that pedestrian movement is not necessarily exposed to vehicular traffic.
- Materials and design of paving, lighting fixtures, retaining walls, fences, curbs, benches, etc., shall be of good appearance and easily maintained.
- The location and design of pedestrian walks should emphasize desirable views of new and existing development.
- The maximum separation of private automobiles and service vehicles shall be provided through the use of separate service lanes, where reasonably possible.
- Parking facilities shall be designed with careful regard to orderly arrangement, topography, landscaping and ease of access and shall be developed as an integral part of an overall site design.

I. Landscaping:

Purpose. The intention of these requirements is to enhance the aesthetic and environmental appeal and character of buildings and sites being developed within the municipality by ensuring the development provide sufficient foliage to a site for environmentally sound and aesthetic site design.

- General regulations for the Redevelopment zone.
  - Landscaped areas. All areas in a development not used for construction of buildings, roads, access ways, parking or sidewalks shall be fully landscaped in accordance with these regulations.

- Site considerations. Natural site features, such as existing trees, streams, rock outcropping, etc., shall be preserved wherever possible. Whenever such natural features are absent or insufficient or have been destroyed during the development of the site, additional new planting of a sufficient size as determined by the municipal agency shall be established to provide environmental protection to beautify the buildings and grounds and to provide privacy, shade and the screening out of objectionable features created on the site.
- Labeling. All landscape plans shall have a schedule of the Latin and common name, the quantity, the size, spacing and method of planting of each plant material.
- Additional regulations for commercial uses:
  - A minimum landscaped area of fifteen (15) feet in width shall be provided along all side and rear yard lines and ten (10') feet along all front yard property lines, except in locations between and surrounding driveways where five (5) feet may be permitted.
  - All buffers and landscaped areas shall be protected from adjacent areas by curbs or concrete, metal or wood bumpers at least six (6) inches in height and securely anchored into the ground.
  - Service areas, parking areas, transformer compounds and other strictly utilitarian improvements shall be screened as fully as practicable. In general, it is intended that possible objectionable or unsightly features within a given development shall be screened from passing traffic or abutting residential properties.
  - In the case of repetition of building designs, as in apartment house development, care shall be exercised to avoid monotony in the planting design by introducing sufficient variety in the planting layout to lend interest and aesthetic appeal. By the same token, excessive variety shall be avoided, and all shall be represented as a balanced design with proper accent in the right places.
  - All street trees and on-site deciduous shade trees shall not be less than three (3) inches in diameter, measured at four (4) feet above the root crown.

- A satisfactory amount of evergreen plant material (being 7'-8' in height) shall be included in the planting, this to be judged on an individual basis by the municipality.
- Retaining walls shall not be permitted within buffer areas unless approved as part of the site plan approval.
- In the redevelopment zone where non-single-family zone lines abut a single-family residential use, a buffer shall be established in the above non-single-family zone as follows: not less than twenty-five (25') feet.
- A buffer area shall be provided along the perimeter of the site. This buffer area shall be appropriately landscaped so as to generally enhance the appearance of the site. Where the buffer area is adjacent to a residential zone, such buffer area shall not contain roads, driveways, parking areas or signs, and such buffer area shall be appropriately landscaped, except that this limitation of use shall not apply to such buffer zone where a public highway exists between the residential zone and the Redevelopment Zone.
- Within the twenty-five (25') foot buffer of the Redevelopment Zone to a Single-Family Residential zone/uses, a bermed living wall shall be placed in the vicinity of the property line; at the property line, a soundproof fence or other solid soundproof architectural treatment shall be installed, being a minimum of six (6) feet in height and not greater than height (8) feet in height. On the adjacent residential properties, each owner shall have the right of refusal of placement by the developer of a bermed row of landscaping (i.e. evergreen species) being a minimum of eight (8') feet in height, and planted 8' on center. The developer shall obtain written refusals from residential property owners in order to be exempt from the required placement on those properties.
- Landscape coverage.
  - Minimum landscape coverage limits for Redevelopment Zone sites shall be: twenty percent (20%).
  - Landscaped area required. For all uses, a minimum of fifteen percent (15%) of the site shall be devoted to landscaped areas in addition to all

required buffers. In calculating the landscaped areas, the areas of plazas, open pedestrian shopping malls, sitting areas, pools and fountains shall be included. For purposes of this subsection, the areas of a paved parking lot shall not be included for purposes of determining the percentage of the site that shall be devoted to landscaped areas. There shall be no landscaping required within the paved parking areas of a parking lot containing one hundred fifty (150) spaces or less. In parking lots containing more than one hundred fifty (150) spaces, landscaping may be allowed within the paved parking areas of the parking lot. The municipal agency shall have the authority to determine the distribution of the landscaping, except that there shall be no landscaping required within the paved parking areas of a parking lot containing one hundred fifty (150) spaces or less.

- Landscaped areas on or offsite. If design prohibits provision of necessary area at a site, a landscaped pavilion or plaza can be provided in the vicinity of a site. Such proposed transfer requires approval of the Municipal Agency. Every attempt should be made to establish landscaped pavilions and/or pocket parks within the Redevelopment Zone where appropriate both on and off sites of development.

J. Buffering and Screening:

- No parking shall be permitted in the buffer.
- All parking areas shall be landscaped.
- Any industrial development that abuts any existing residential development or abuts any parcel planned or zoned for housing development shall be screened from view from the housing site using a combination of fencing, plantings and/or berming.
- Any trees removed in the course of development must be replaced according to Township Ordinance.
- Any outdoor storage or display of goods, materials and/or equipment shall be screened from view from any public right-of-way and residential uses to the satisfaction of the Planning Board using a combination of fencing, coniferous and deciduous plantings and/or berming.

- The collection facility area shall at least be enclosed by an opaque block wall or solid wood fence at least six feet in height and landscaped on all street frontages.
- All development shall adhere to the landscaping requirements found the Township Land Use and Development Ordinance.

K. Lighting:

- Accent lighting on buildings is encouraged.
- Lighting shall be shielded to prevent glare on adjacent properties.
- 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.

L. Outside Storage:

- No outside storage of materials, raw or finished, shall be stored in any yard or open area unless as part of site plan review before the Planning Board, the designated Redeveloper/Applicant presents a landscape screening plan that appropriately addresses the Township's aesthetic concerns
- All outside agency rules and regulations must be complied with, including but not limited to the New Jersey Department of Environmental Protection

M. Green Buildings:

- All buildings are encouraged to be LEED-qualified buildings.
- Sites are encouraged to be designed using sustainable site design practices.

N. Additional Requirements:

The following businesses must adhere to the following standards:

- Eating establishments (drive-in or fast-food).
  - One (1) loading space for each establishment.
  - All other requirements of the zone, including fencing and landscaping, shall apply.
  - There shall be no access to the rest rooms from the exterior of the building.
  - There shall be adequate trash receptacles outside the building for the use of patrons.
  - There shall be frequent collection of debris and trash from outside the building so that trash does not blow off the property or make the subject property unsightly.
  - The property shall be surrounded on three (3) sides by an eight-foot-high solid architectural fence, set back from the front property line no more than twenty-five (25) feet.
  - There shall be a trash area completely surrounded by a six-foot-high solid architectural fence with front solid gates. All outside trash shall be stored in this area and shall not be in public view over the fence height. All similar accessory appurtenances, such as propane tanks, shall be similarly enclosed.
- Plant nurseries, nursery stock supplies and sales and garden landscape supplies.
  - With the exception of the landscape plants, shrubs and trees, all materials shall be contained within a building, except that open storage and sales areas may be maintained in a side or rear yard, provided that such open storage and sales area are contiguous to the building and are encircled by a fence of a design which is homogeneous to the adjacent building and provided approval by the Municipal Agency is granted.

- An eight-foot-high solid fence shall be so designed as to screen all materials and supplies, except plant materials, from public view.

O. Utilities:

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

## 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. The Master Plan recommended this area be devoted to redevelopment.

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

- To expand retail and service activities in appropriate locations to meet the future shopping needs of Township residents;
- To minimize conflicts between residential and non-residential development through appropriate lighting, buffering/landscaping, loading, parking and storage standards;
- To continue attracting premier Retail, Industrial and Office end users to the Township;
- To expand and protect the Township's ratable base through attraction and retention of nationally known and respected companies.

### MASTER PLANS OF ADJACENT MUNICIPALITIES

The Route 1 Area 18 Redevelopment Area is located in the northwestern portion of Avenel and close to the City of Rahway. However, the redevelopment area does not abut the City of Rahway and is not anticipated to have an adverse impact to the City of Rahway.

### MIDDLESEX COUNTY PLANS

#### *Middlesex County Growth Management Strategy*

Between 1990 and 1995, Middlesex County prepared phased Growth Management Strategy 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, three primary recommendations were made as part of the Metropark Case Study:

- Traffic congestion inhibits growth in the area. Access to Metropark is limited by the narrow rail underpasses and New Jersey Transit’s parking expansion will place an even greater burden on local roads. Transportation management measures should be implemented intensively for this area;
- The NJ Transit parking deck project includes the construction of space for retail facilities to better serve commuter needs. Additional retail development to serve nearby office workers should be evaluated;
- Growth in this study area is limited by increasingly scarce buildable land and the need for increased sewage capacity in the Township. A stormwater management plan should be developed for the entire South Branch of the Rahway River drainage area in order to determine the most effective stormwater control measures.

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 Route 1 Area 18 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 Route 1 Area 18 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 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.

The Route 1 Area 18 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.

## 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.

## PROPERTIES AND PROPERTY INTERESTS SUBJECT TO EMINENT DOMAIN

New Jersey Law provides the Woodbridge Township and the Woodbridge Redevelopment Agency with the power to acquire properties for the purpose of redevelopment. It may be necessary for the Township or the Redevelopment Agency to exercise its power of eminent domain on behalf of a redeveloper or redevelopers. Accordingly the Town is hereby authorized to acquire any or all of the real property set forth below in Table No. 1 by contribution, gift, grant, bequest, purchase, exchange, condemnation, or otherwise as it may deem necessary or proper for the purpose of implementing this Redevelopment Plan.

Table No. 1: Properties Subject to Acquisition

Block	Lot
821	14

Properties listed in Table No. 2 are not subject to acquisition by the Town or the Redevelopment Agency.

Table No. 2: Properties Not Subject to Acquisition

Block	Lot
821	8
821	10
821	12
821	24
821	26

## 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 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.

#### 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.