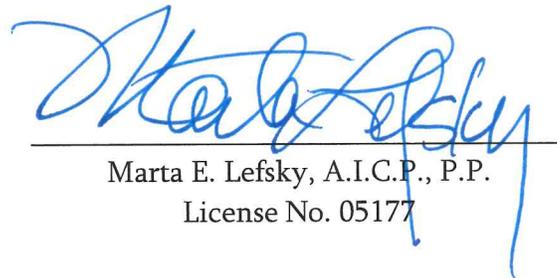


# Inman Avenue Rehabilitation Plan



Prepared by:  
Marta E. Lefsky, A.I.C.P., P.P.  
Director of Planning & Development



---

Marta E. Lefsky, A.I.C.P., P.P.  
License No. 05177

Township of Woodbridge  
Middlesex County, New Jersey

August 2009

Amended: December 2010  
November 2019

# TABLE OF CONTENTS

|  |    |
|--|----|
| INTRODUCTION .....   | 2  |
| INMAN AVENUE REHABILITATION AREA MAP .....                                   | 3  |
| INMAN AVENUE REHABILITATION AREA AERIAL MAP .....                            | 4  |
| PLANNING CONTEXT .....   | 5  |
| INMAN AVENUE REHABILITATION AREA ZONING MAP .....                            | 6  |
| PLAN PRINCIPLES/STRATEGIES.....  | 7  |
| PLAN GOALS.....  | 7  |
| RELATIONSHIP OF PLAN TO THE TOWNSHIP LAND DEVELOPMENT<br>ORDINANCE .....     | 8  |
| DISTRICT STANDARDS .....   | 9  |
| IMPLEMENTATION OF THE REHABILITATION PLAN .....                              | 19 |
| PLAN RELATIONSHIP TO OTHER PLANS .....                                       | 19 |
| PROGRAMS FOR REHABILITATION FOR EXISTING AND<br>RETAIL/COMMERCIAL USES ..... | 22 |
| OTHER PROVISIONS.....  | 23 |
| EXISTING CONDITIONS.....   | 24 |

## **INTRODUCTION**

The Inman Avenue Rehabilitation Plan presents an opportunity to comprehensively revitalize a section of the Inman Avenue corridor in the Colonia section of Woodbridge Township. The rehabilitation area is bordered by Wood Avenue and the Township border with the Township of Edison to the west; and Dukes Road and the Township border with the City of Rahway to the east. Some properties extend just off Inman Avenue onto side streets.

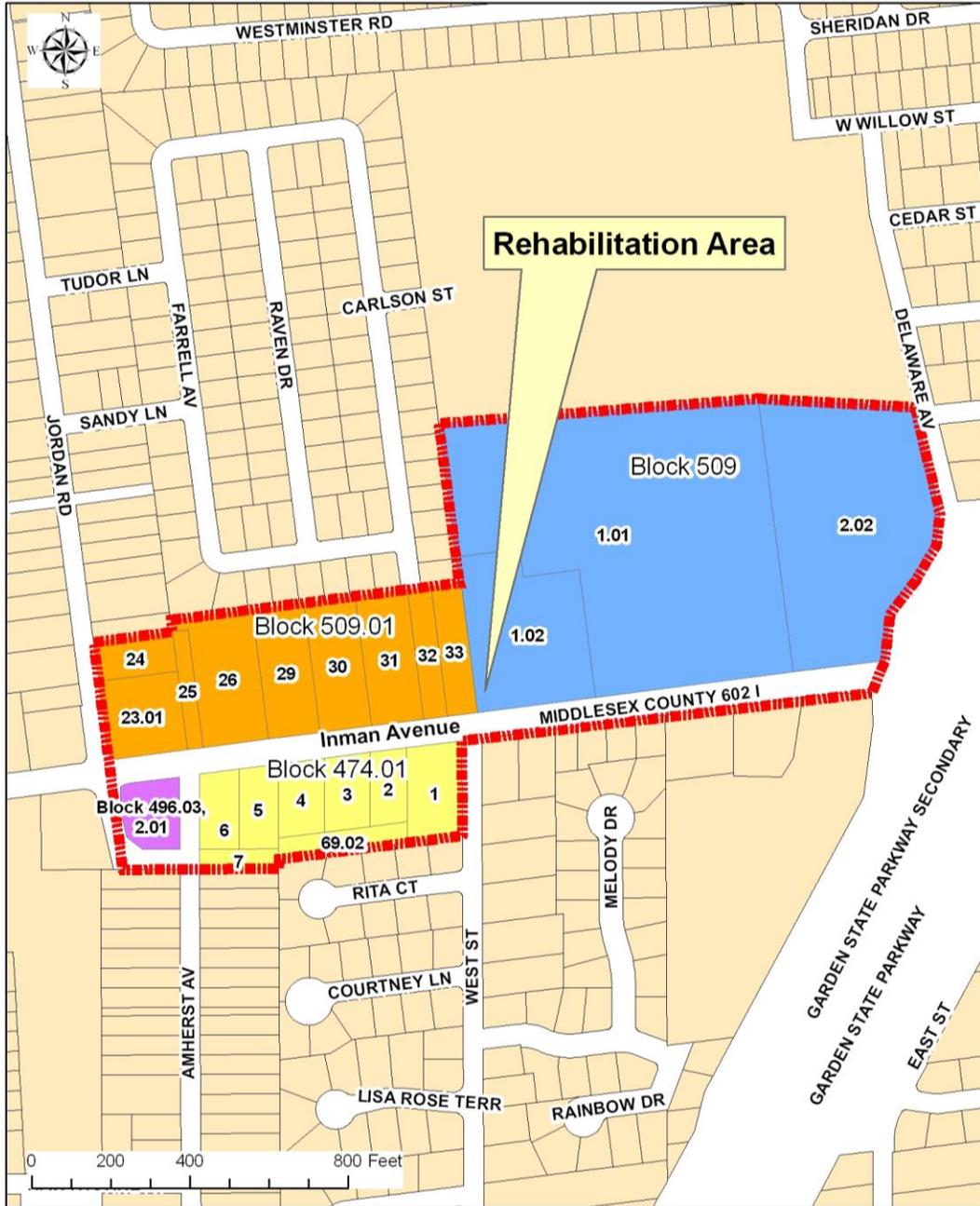
The overall rehabilitation area is comprised of predominantly commercial lots with some nonprofit use/ public properties along Inman Avenue. There are a few vacant lots in the study area.

There is a supermarket, several banks and many other retail uses included within the rehabilitation area. These commercial properties attract many visitors from the Township, as well as the surrounding municipalities of Edison Township, Clark Township and the City of Rahway.

On June 23, 2009 the Municipal Council designated Inman Avenue corridor and a portion of the Colonia Section of the Township as an “area in need of Rehabilitation” under the New Jersey Redevelopment and Housing Law (NJSA 40A:12A-1 et seq.). Under the statute, Rehabilitation is defined under New Jersey’s Local Redevelopment and Housing Law (C. 40A:12A-3) as “an undertaking, by means of extensive repair, reconstruction or renovation of existing structures with or without the introduction of new construction or the enlargement of existing structures, in any area that has been determined to be in need of rehabilitation or redevelopment, to eliminate substandard structural or housing conditions and arrest the deterioration of that area.” This Rehabilitation Plan constitutes a redevelopment plan by statute and is prepared in accordance with NJSA 40A:12A-7 which states that “no redevelopment projects shall be undertaken or carried out except in accordance with a Redevelopment Plan adopted by ordinance of the municipal governing body.” It should be noted that this plan does not confer the power of eminent domain to the Township for private development nor the ability to provide long term tax abatement.

Specifically this Plan has been developed as a pilot for the Inman Avenue Rehabilitation Area: Moreover, this Plan extends to the Rehabilitation Area along Inman Avenue from Jordan Road to the west to Delaware on the north side of Inman Avenue and West Avenue along the south side of Inman Avenue. Because of the length of the Inman Avenue Rehabilitation Area, this plan is designed as a pilot for the rest of the area. As an iterative and incremental development process, we are starting with the defined “heart” of the commercial district.

# INMAN AVENUE REHABILITATION AREA MAP



Woodbridge Twp Department of Planning & Development

INMAN AVENUE REHABILITATION AREA AERIAL MAP



## **PLANNING CONTEXT**

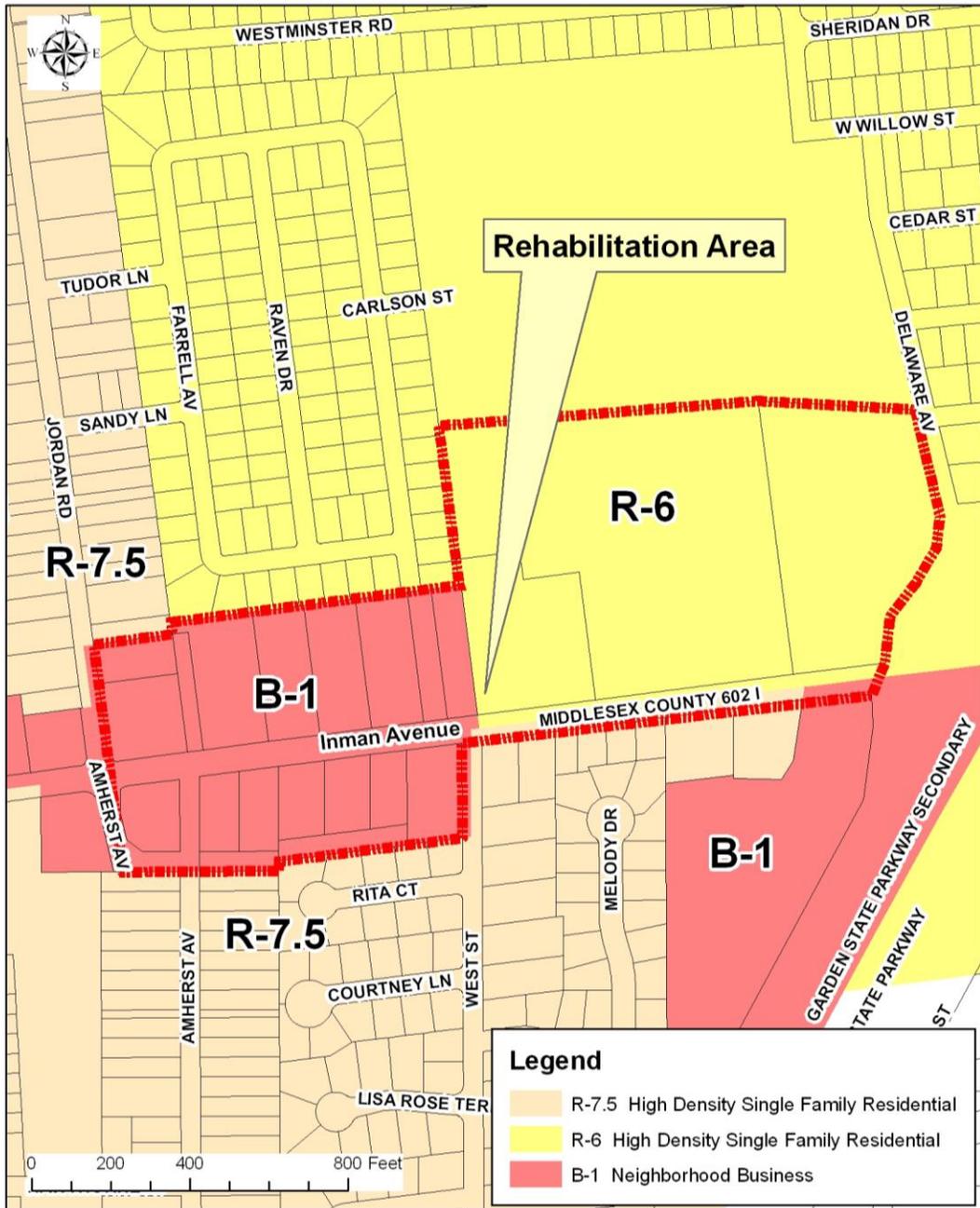
### *Inman Avenue Rehabilitation Area and Location*

The rehabilitation area as a whole consists of 154 tax lots on 28 tax blocks. The current land uses along Inman Avenue are primarily residential in nature, but also include a significant number of commercial land uses. Many of the commercial land uses are in the form of shopping plazas of varying size, however some commercial properties stand alone. Inman Avenue also has many public and charitable properties. The Colonia Branch of the Woodbridge Public Library and the Colonia Fire Department are along Inman Avenue. This specific rehabilitation area includes the Evergreen Senior Center, the Greiner Towers, and the St. John Vianney Roman Catholic Church and School. In addition, the Woodbridge Township Inman Avenue Park is also located on Inman Avenue, just west of this specific rehabilitation area. There are also a few vacant lots along Inman Avenue.

The rehabilitation area currently has many different zoning districts. The area includes properties located in the R-6 High-Density Single-Family Residential Zone, the R-6/OC High-Density Single-Family Residential/Office Conversion Zone, the R-7.5 High-Density Single-Density Residential Zone, and the B-1 Neighborhood Business Zone. The R-6 and R-7.5 Zones are characterized by single-family dwellings, many of which are adjacent to the commercial uses along Inman Avenue. The R-6/OC Zone includes single-family houses which have been converted to office uses. The B-1 Zone permits a wide range of commercial uses, including but not limited to retail establishments, professional offices, pharmacies, medical clinics and offices, financial companies, restaurants, and specialty food stores.

The zoning districts in this specific area includes the B-1 Neighborhood Business Zone and the R-6 High-Density Single-Family Residential Zone.

# INMAN AVENUE REHABILITATION AREA ZONING MAP



## **PLAN PRINCIPLES/STRATEGIES**

The Township of Woodbridge is in a position to revitalize and promote a strong, vibrant, community commercial district for the residents of Colonia that recaptures the economic potential of the Inman Avenue and promotes community identity. This can be accomplished, in part, by implementing a number of strategies to improve the physical environment, provide adequate parking for existing and future development, and strengthen businesses in the area. Such strategies include:

- Establish the Special Improvement District;
- Establish a Façade Improvement Program;
- Establish “gateways” into the Colonia neighborhood along Inman Avenue.

The Rehabilitation Area contains both commercial and residential land uses. As such, different standards are enumerated in this plan for commercial and residential properties. These standards are intended to direct new development as well as provide guidance to the rehabilitation of existing properties. Commercial property owners who choose to improve their properties will be eligible to receive financial assistance from the Township’s façade improvement grant and loan programs. The plan also includes façade standards for commercial properties along Inman Avenue, which is designed to promote an aesthetically-pleasing and commercially profitable corridor. New gateways along Inman Avenue will signal visitors that they are entering the Colonia neighborhood.

## **PLAN GOALS**

The overall goal of this Rehabilitation Plan is to comprehensively upgrade the Inman Avenue corridor as a vibrant commercial corridor for Colonia residents and to improve the physical environment through building design and façade standards. Specific goals are as follows:

- To stimulate economic investment in the Area;
- To improve property values within the Area to increase local revenues;
- To maximize the leveraging of public and private funds to accomplish comprehensive rehabilitation of the Area;
- To establish a Façade Improvement Program that will guide improvements to commercial and residential structures within the rehabilitation area;
- To protect adjacent residential neighborhoods from the impacts of incompatible uses;
- To promote mass transit opportunities;
- To establish the Special Improvement District;
- To encourage homeowners to maintain and improve their properties;
- To offer incentives to commercial owners and tenants for maintaining and beautifying their storefronts and facades;

- To alleviate congestion of the street by promoting shared ingress/egress;
- To alleviate congestion by promoting off-street access through the connection of parking lots.

## **RELATIONSHIP OF PLAN TO THE TOWNSHIP LAND DEVELOPMENT ORDINANCE**

This Rehabilitation Plan supersedes the use and bulk provisions of the Township Land Use and Development Regulations (Chapter 150) for the Rehabilitation 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 Rehabilitation 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 Rehabilitation 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 Plan related to a specific piece of property where the purposes of this 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 from 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 Rehabilitation Plan.

No deviations may be granted which will result in permitting a use that is not a permitted use within this Plan. Any deviation 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 Rehabilitation 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 by N.J.S.A. 40:55D, et seq.

Final adoption of this Rehabilitation Plan by the Municipal Council shall be considered an amendment to the Township of Woodbridge Land Use and Development Regulations 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 Regulations Ordinance.

## **DISTRICT STANDARDS**

It is the intention of this Plan to encourage the comprehensive rehabilitation of the Inman Avenue Commercial District by adopting standards for commercial uses that have frontage on Inman Avenue in order to enhance the vitality of the commercial district. This plan also aims to encourage the protection and rehabilitation of the adjacent residential areas. Furthermore, façade standards for commercial are proposed.

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

### **Standards for Commercial Properties**

**Purpose:** To promote the revitalization of Inman Avenue and provide an expanded array of retail sales and services containing uses primarily serving the Colonia community as well as upgrade the physical appearance of the area through the implementation of design standards for commercial properties.

#### **Permitted Uses:**

- Retail Sales and Services.
- Artistic Retail: Retail establishments employing the use of pencil, paint, ink to create picture/words/images on any medium, either permanent or temporary, and offering same for sale.
- Restaurants.
- Offices.
- Medical Offices.
- Fiduciary institutions.
- Pharmacies.

**Permitted Accessory Uses:** Uses which are customarily incidental to the principal use such as parking and signage.

**Prohibited Uses:** All uses unable to be classified as those specifically permitted.

#### **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: On-site parking and loading is required for all commercial uses. The following parking standards apply to new commercial developments:

- Restaurants and delis: one (1) parking space for each 100 square feet of gross floor area 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 (1) parking space for each two hundred (200) square feet of gross floor area.

Additional Standards:

- A minimum 10 foot landscaped buffer shall be provided along all abutting residentially used property lines.
- 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.
- Wherever possible final grade shall be even with the Inman Avenue Right-of-Way.
- Shared access for multiple uses and all parcels is hereby encouraged, both on and off street access connections are promoted.

### **Standards for Residential Properties**

Purpose: To provide for and preserve the existing single-family residential area located in close proximity to the downtown commercial district. The regulations encourage the continued development and maintenance as a residential area for strictly residential purposes.

Permitted Uses:

- Existing Senior Citizen residential buildings.
- Detached one-family dwellings.

- Home occupations/home office. Home office use, meaning an office activity carried on for gain by a resident in a dwelling unit, shall be a permitted accessory use in residential zone districts and adhere to restrictions and regulations provided in Chapter 150 Section 30.
  - The use is limited solely to office use.
  - The use is operated by or employs in the residence only a resident or residents who are permanent full-time residents of the dwelling unit and no other persons.
  - No non-resident employees, customers, or business invitees or guests shall visit the dwelling unit for business purposes.
  - The use shall be located in only one room of the dwelling unit, which shall not be served by an entrance separate from the household.
  - Interior storage of materials shall only consist of office supplies.
  - There shall be no change to the exterior of buildings or structures because of the use, and no outside appearance of a business use, including, but not limited to, parking, storage signs or lights.
  - The use operates no equipment or process that creates noise, vibration, glare, fumes, odors, or electrical or electronic interference, including interference with telephone, radio or television reception, detectable by neighboring residents.
  - The use does not require any increased or enhanced electrical or water supply.
  - The quantity and type of solid waste disposal is the same as other residential uses in the zone district.
  - The capacity and quality of effluent is typical of normal residential use, and creates no potential or actual detriment to the sanitary sewer system or its components.
  - Delivery trucks shall be limited to U.S. Postal Service, United Parcel Service, Federal Express and other delivery services providing regular service to residential uses in the zone district.
  - All vehicular traffic to and from the home office/occupation use shall be limited in volume, type and frequency to what is normally associated with other residential uses in the zone district.
  - No activity or alteration occurs such that observers will know a business/occupation is being operated from the premises.

Permitted Accessory Buildings and Uses:

- Private garages, not to exceed two spaces.
- Buildings for tools and equipment used for maintenance of the grounds, not to exceed 150 square feet in area.
- Swimming pools and tennis courts, but not public swim or tennis clubs.
- Fences and hedges, subject to the special condition of § 150-44.
- Uses which are customarily incidental to the principal use such as parking and signage.

### Conditional Uses:

The following uses are permitted, subject to approval of the municipal agency and the special conditions of § 150-46.

- Government buildings and services which are necessary to the health, safety, convenience and general welfare of the inhabitants, including volunteer fire companies and first-aid squads, schools, and parks.
- Public utility installations.
  - Wireless communication facilities. The location of wireless communication facilities shall be subject to the standards of §150-44-1.
- Day Care Facilities.
- Houses of Worship.

### Bulk Standards:

- All residential zones to maintain current bulk standards.

### Additional Standards for accessory buildings and uses:

- Accessory buildings for tools and equipment used for maintenance of the grounds which are not attached to the principal building shall not exceed 10 feet in height as measured from the grade to the ridge at the peak of the roof. No side wall of such accessory buildings may exceed eight feet above grade in height. No such shed shall exceed 150 square feet in area. All such accessory buildings shall conform to at least the front setback requirement of the principal building. The minimum side and rear yard setback shall be four feet. All other accessory buildings not attached to the principal building shall not exceed 15 feet in height and shall conform to at least the front setback requirement of the principal building. The minimum side and rear yard setbacks shall be four feet.
- Those swimming pools less than four feet high shall be enclosed by a permanent fence not less than four feet high with a locked gate. Building permits will be required for all swimming pools, above or below ground, with a water surface area of 250 square feet or over.
- Accessory buildings attached to a principal building shall comply with the setbacks of the principal building.
- No truck or commercial vehicle licensed to transport more than 3/4 ton rated manufacturer's capacity shall be stored or parked on any lot or portion of a lot.

### 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 Rehabilitation Area. This plan hereby adopts the “Downtown Façade Improvement Manual” by reference in accordance with the eligibility requirements of the Department of Housing and Urban Development Community Developments’ Block Grant Program. 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.

#### 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.

#### Walls:

#### Recommended:

- Building facades should conform to the tri-parite model, containing a distinct base, middle, and cap, and utilize the building elements as listed above.
- The architectural treatment of the front façade should continue around all visibly exposed sides.
- Rear building elevations facing adjoining residential areas should be aesthetically enhanced and match the front of the building.

Not Recommended:

- Blank walls facing any public street.

Materials:

The proper choice of materials contributes to the unity of the street environment. All buildings should use durable materials that are of high quality, easy to maintain and compatible with surrounding buildings.

Recommended:

- Original exterior walls and roof treatments should be uncovered and retained.
- Use durable materials such as real brick and stone, tile, real stucco or painted wood with real drop siding, trim and cornices.
- Building trim, window trim, and ornamentation should be composed of painted wood and painted metal, cast iron, terra-cotto, glazed tile or polished stone.

Not recommended:

- Metal, aluminum, plastic or vinyl siding.
- Use of exposed concrete block.
- Synthetic stucco, referred to as “EIFS”.
- The use of plastic, aluminum, sheet metal and vinyl window trim and ornamentation.

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 adjacent 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, the number of driveway access points to Inman Avenue be reduced 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 Inman 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.
- Wherever possible, rear lanes should be used to avoid curb cuts onto Inman Avenue.

#### 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 five (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.
- Internally lighted signs shall be permitted as a direct replacement or in accordance with the above regulation

#### 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, nurseman, 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 Rehabilitation 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 Rehabilitation 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.

**Additional Design Standards:**

Outdoor Dining:

The provision for outdoor dining along Inman Avenue can contribute to a sense of excitement and promote a sense of community in the area. Outdoor cafes allow restaurant patrons to the chance to enjoy the weather and watch the pedestrian traffic along Inman Avenue. Restaurant operators are encouraged to operate outdoor cafes on public sidewalks, provided that pedestrian circulation and access to building entries is not impeded.

- No less than five (5) feet of sidewalk must remain unobstructed by tables, chairs, or other encumbrances, and be available for the free-flow pedestrian traffic at all times.
- All sidewalk cafés must be located in front or beside the associated restaurant and on the same side of the street.
- The limits of sidewalk cafes should be delineated by elements such as planters, posts, low fencing or rope/chain, but may not be solid, made of plastic, or permanently affixed to the ground, or greater than 40 inches in height.
- Umbrellas are encouraged as they make the café experience more enjoyable by providing shelter from the elements, provided that umbrellas have an overhead clearance adequate for most pedestrians
- Tables and chairs of sidewalk cafes should be complimentary to the architectural character of the building and business they adjoin.
- Other structures associated with outdoor dining, such as free-standing heating and cooling devices and tabletop lighting fixtures, including candles, are permitted but may not remain outside after business hours.
- Tables and chairs must be constructed of heavyweight, high-quality materials like metal or wood.
- Lightweight materials such as plastic or vinyl which may be blown astray by moderate winds are strongly discouraged.
- Low-intensity accent lighting is desirable. No intensive exterior lighting or floodlighting is permitted.
- Exterior sound systems are not permitted
- No signs are permitted in the cafe area

- Trash cans are not permitted within a restaurant’s designated sidewalk cafe area nor may permanent public trash cans be placed within the right-of-way.
- All restaurants desiring a sidewalk cafe should have their own outlets installed along the street wall.

## **IMPLEMENTATION OF THE REHABILITATION PLAN**

### 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 redeveloper 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.

## **PLAN RELATIONSHIP TO OTHER PLANS**

### **Relationship to the Township Master Plan**

The Township of Woodbridge’s last comprehensive Master Plan was prepared in 2009. Relevant goals and objectives from the Master Plan, include:

#### Land Use Plan Element:

- To encourage the rehabilitation of substandard residential units.
- To strengthen downtown commercial shopping areas through:
  - Expanded retail offerings
  - Improved facades and streetscapes
  - Adequate parking
  - Improved pedestrian and bike connections with adjacent neighborhoods.
- 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.
- To minimize conflicts between residential and non-residential development through appropriate lighting, buffering/landscaping, loading, parking and storage standards.

This Rehabilitation Plan advances the goals and objectives of the Township Master Plan.

## **Master Plans of Adjacent Municipalities**

### Township of Edison

The Rehabilitation Area is bordered by the Township of Edison to the west. The Township of Edison adopted a Master Plan in 2003, which divides the Township into five Planning Districts. Planning District 1 borders the Rehabilitation Area. The types of land uses predominantly found closest to the Rehabilitation Area are one and two family residential uses. The goals and objectives of the Edison Master Plan that are relevant to this Rehabilitation Plan are as follows:

- Encourage the preservation of distinct, cohesive neighborhoods.
- Encourage well designed, anti-sprawl land development that is consistent with established neighborhoods and land use patterns while preserving the community's suburban and urban landscapes which make Edison a unique and desirable place to both live and work.
- Encourage the continued development of existing and potential business corridors
- ...

This Rehabilitation Plan is consistent with the goals and objectives of the Township of Edison Master Plan.

### City of Rahway

The City of Rahway adopted its Master Plan in October 1996, and was updated later in April 2002. This revision of the Master Plan is the latest document on the city's overall goals and objectives with respect to land use and development.

The area of Rahway adjacent to the Rehabilitation Area is predominantly residential in nature. One of Rahway's commercial districts is located approximately two miles north along Inman Avenue. The goals and objectives of the Rahway Master plan that are relevant to this Rehabilitation Plan are as follows:

- Encourage mixed use development where appropriate, such as residential uses within selected commercial/retail zones.
- Provide an opportunity for the development of housing of various types and size, to meet the needs of people at various stages in their lifestyle.

This Rehabilitation Plan is consistent with the goals and objectives of the City of Rahway Master Plan.

## **Plans of the Region/State**

### Middlesex County Growth Management Strategy (GMS)

Between 1990 and 1995, Middlesex County prepared a three-phase Growth Management Plan to address infrastructure need, regional design system and growth management strategies. The County was subdivided into four regions. Woodbridge Township is located in the northeast region along with the municipalities of Edison Township, the Borough of Metuchen, the Borough of Carteret, the Township of Perth Amboy and the Borough of Highland Park.

Phase I of this Strategy found that large public & private investments would be required towards maintaining a significant level of service for projected growth in the County. The report estimates that the highest infrastructure costs facing the County are for maintaining and improving existing sewerage systems, parks and roads. The report determined that this investment could be significantly reduced for utility systems (water & sewer) if growth occurred in areas where utilities are already in place.

The next phase in the County's Growth Management Strategy was a Phase II Report which focused on alternative approaches to managing actual growth in Middlesex County. In order to analyze the approaches, five specific case studies were conducted in the report. None of these five areas are located in Woodbridge Township.

The last phase of Middlesex County's Growth Management Strategy was the Phase III Report, which examined four additional case study areas; thereby analyzing nearly all of the potential growth areas in the County. In this Phase, additional techniques by which the County may assist and further coordinate with municipalities in planning and development review were also identified. The Township of Woodbridge was included in three study areas. The Metropark Case Study Area includes portions of Iselin, Menlo Park Terrace, Fords, and Woodbridge Proper. The Raritan Center Case Study Area includes portions of Keasbey and Fords. The Arthur Kill/Raritan Bay Case Study Area includes portions of Keasbey, Fords, Hopelawn, Woodbridge Proper, Sewaren, and Port Reading.

Where relevant, this Rehabilitation Plan is consistent with the recommendations discussed in the Middlesex County Growth Management Strategy.

## New Jersey State Development & Redevelopment Plan

This Rehabilitation Plan is consistent with, 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, and “Environs,” areas to be protected from future growth. The Township of Woodbridge falls within 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.

The Rehabilitation Area, by virtue of its location within a part of New Jersey that has extensive existing infrastructure and a long history of development, is by all measures an appropriate location for growth. The Rehabilitation Plan will facilitate growth in the Plan Area and contribute to the economic revitalization of the State overall. The objectives of the Rehabilitation Plan are consistent with the goals, strategies and policies of the State Plan. The Rehabilitation Plan will address the needs of existing and future residents of Colonia, the Township of Woodbridge and adjacent municipalities.

### **PROGRAMS FOR REHABILITATION FOR EXISTING AND RETAIL/COMMERCIAL USES**

As this Rehabilitation Plan encourages existing retail and business uses and residential owners to improve and maintain their properties, implementation of complementary programs and/or use of other revitalization tools to achieve these same goals should be

undertaken where appropriate. The programs/tools that would appear most appropriate are discussed below.

#### Programs for Retail/Commercial Uses

The Township should consider establishing a Special Improvement District for Inman Avenue. The creation of a SID would guide and promote the growth and revitalization occurring in Colonia by providing for the management, maintenance, and improvement of properties along each of the two corridors. In addition, the Township has in the past obtained Community Development Block Grant (CDBG) funding for various economic development and neighborhood revitalization efforts, and should seek to secure/utilize such funding for streetscape, façade and other improvements along Inman Avenue.

#### **OTHER PROVISIONS**

In accordance with N.J.S.A. 40A:12A-1 et seq., known as The Local Redevelopment and Housing Law, the following statements are made:

- The Rehabilitation Plan herein has delineated a definite relationship to local objectives as to appropriate land uses, density of population, and improved traffic and public transportation, public utilities, recreation and community facilities and other public improvements. The Plan has laid out various programs and strategies needed to be implemented in order to carry out the objectives of this Plan.
- The Rehabilitation Plan lays out the proposed land uses and building requirements for the Rehabilitation Area subject to the new zoning described herein.
- The Rehabilitation Plan is substantially consistent with the Master Plan for the Township of Woodbridge. The Plan also complies with the goals and objectives of the New Jersey State Development and Redevelopment Plan.
- If any section, paragraph, division, subdivision, clause or provision of this Rehabilitation Plan shall be adjudged by the courts to be invalid, such adjudication shall only apply to the section, paragraph, division, subdivision, clause or provision so judged, and the remainder of this Rehabilitation Plan shall be deemed valid and effective.

**EXISTING CONDITIONS**



**Wachovia Bank along Inman Avenue, northside**



**Existing Streetscape along Inman Avenue, looking west**



**Bank of America along Inman Avenue, southside**



**Shopping Center along Inman Avenue, northside**



**View from Amherst Avenue looking towards Inman Avenue**



**Shopping Center along Inman Avenue, southside**



**Evergreen Senior Center along Inman Avenue**



**Shopping Center at the corner of Inman Avenue and Amherst Avenue**



**Shopping Center along Inman Avenue, northside**



**Recently opened Walgreen's along Inman Avenue, southside**