

# KEASBEY 4

# REDEVELOPMENT PLAN

Township of Woodbridge  
Middlesex County, New Jersey

Prepared by

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The original of this report was signed and  
sealed in accordance with N.J.S.A. 45:14A-12.

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## **INTRODUCTION**

The Keasbey 4 Redevelopment Plan presents an opportunity to redevelop a portion of industrial-zoned properties in the Keasbey section of Woodbridge Township. This Plan is a part of a strategy to revitalize the entire Keasbey area extending from Industrial Highway south to the Raritan River, north to the Edison border, and east to the City of Perth Amboy. It is comprised of industrial uses and vacant properties. An extensive highway network including the Garden State Parkway and Route 9, which are major north-south corridors, and Route 440, and Industrial Highway, which are major east-west roads, characterize the area. The primary purpose of this redevelopment effort is to comprehensively replan the Keasbey area as a major regional industrial area.

In response to the physical and economic conditions in Keasbey area, the Township Council requested in November 2007 that the Planning Board evaluate the Area. As a result, the formal redevelopment process was initiated. The Township Council adopted a resolution dated March 18, 2008 confirming that Area 4 is an area in need of redevelopment pursuant to the Local Redevelopment & Housing Law, N.J.S.A. 40A:12A-1, *et seq.*

## **STATUTORY REQUIREMENTS**

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

1. 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;
2. Proposed land uses and building requirements in the project area;
3. Adequate provision for the temporary and permanent relocation as necessary of residents in the project area including an estimate of the extent to which decent, safe and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market;
4. An identification of any property within the Redevelopment Area proposed to be acquired in accordance with the Redevelopment Plan;
5. Any significant relationship of the Redevelopment Plan to:
  - The Master Plans of contiguous municipalities;

- The Master Plan of the County in which the municipality is located; and
- The State Development and Redevelopment Plan adopted pursuant to the “State Planning Act” PL 1985, C398 (C52:18A-196 et al.).

## **PLAN PRINCIPLES**

The Township of Woodbridge is in a unique position to embark on an innovative approach to industrial development that both recaptures the economic potential of the Keasbey area while also protecting and restoring the environment along the Raritan River and the surrounding area. Dozens of municipalities around the country are developing new industrial parks with the goals to promote business partnerships, foster relationships among businesses that reduce or reuse resources, promote environmentally conscious businesses, and provide economic development opportunities for its residents. These industrial parks are broadly defined as Eco-Industrial Parks, and are increasing in popularity both in the United States and around the world.

### **Eco-Industrial Parks**

An Eco-Industrial Park (EcoPark) was first defined by the Presidents Council on Sustainable Development in 1996 as: *“A group of businesses that work together and with the community to efficiently share resources (materials, water, energy, infrastructure, natural habitat and information), enhance economic prosperity, and improve the environment.”* The EcoPark has also been defined as *“An industrial system of planned materials and energy exchanges that seeks to minimize energy and raw materials use, minimize waste, and build sustainable economic, ecological and social relationships.”*

The basic concept of an Eco-Industrial Park is one where the wastes of one business in the park become resources of another business, resulting in reduced costs for disposal and production while obtaining added value from the discarded materials. The goals are to promote practical connections between the uses of waste as resources, promote an approach to doing business that involves connecting within and across industries and interacting with the communities where businesses are located, and by changing those industrial practices that cause wasted energy and resources. The eco-industrial park concept evolved as an outgrowth of industrial ecology principles in which industrial activities are interconnected with one another and it’s supporting ecological systems. This arrangement provides a number of economic, environmental, and societal benefits that

individual companies reap by working collaboratively in an eco-industrial park. These benefits include:

- Improved tax base
- Expanded local business opportunities
- Reduced Waste disposal costs
- Community Pride
- Improved Environment and Habitat
- Improved health for employees and community
- Partnership for businesses
- Enhanced quality of life near eco-industrial development
- Reduced Pollution
- Increased protection of natural ecosystems
- More efficient use of natural resources

Typically, an eco-industrial park requires a large industrial user that the industrial park will be developed around. This usually includes a power facility or a large manufacturer. For example, the EcoPark in Londonderry, New Hampshire is “anchored” by a natural gas burning cogeneration facility that provides electricity to the surrounding businesses within the park. Cogeneration or CHP (combined heat and power) is the simultaneous production of electricity and heat using a single fuel such as natural gas, although the use of solar energy and other renewable energy sources may be used. The heat produced from the electricity generating process (for example from the exhaust systems of a gas turbine) is captured and utilized to produce high and low level steam. The steam can be used as a heat source for both industrial and domestic purposes and can be used in steam turbines to generate additional electricity (combined cycle power).

Other businesses participate in the industrial park by engaging in Material by-product exchange. This involves using one industries waste or “by-products” as other industries’ raw materials. All businesses in the eco-industrial park maximize their energy efficiency through design or co-generation. The establishment of Eco-Parks also assists in attracting reuse, recycling and composting businesses to be part of planned Eco-Parks in the area. In some Eco-Parks, reuse, recycling and composting businesses might become the main focus, also known as a “Resource Recovery Park.”

## Resource Recovery Parks

A resource recovery (RR) park is a new development in recycling. In its broadest sense, it is the co-location of reuse, recycling, compost processing, manufacturing, and retail businesses in a central facility. The public can bring all their wastes and recoverable materials to this facility at one time. An RR park also goes by integrated resource recovery facility, serial materials recovery facility (MRF), recycling estate, industrial recycling park, recycling-based industrial park, or discard mall.

An RR park also helps participating businesses by matching wastes from one company to the resource needs of another. An RR park is an innovative, supportive, and fertile ground for new ideas on how to expand reuse, recycling, and composting in an area. Potential companies that might locate in an RR park include:

- Reuse: drop-off or buyback center, salvage, repair, rehabilitation, refinish, rent, restoration, food banks, and retail sales for reuse items. These could include white goods (washers, dryers, and refrigerators), brown goods (e.g., computers, TVs, electronics, and other small appliances), furniture, clothing, and latex paint. Companies might include: an electronics repair shop, a household appliance store, a reused furniture store, vintage clothing and consignment shop, a household item thrift shop, a stove and porcelain refinisher, an antique restoration firm, and an eco-artist.
- Recycling: drop-off, buyback, curbside collection and manufacturing facilities for recyclable materials including paper, containers (glass, plastic and metal), textiles, scrap metals, plastics and tires.
- Organics: collection and processing services for yard trimmings, food scraps, food-contaminated paper, wood, soils, and other putrescibles.
- C&D: businesses collecting and processing construction and demolition (C&D) debris, deconstruction or dismantling, used building materials (e.g., scrap lumber, doors, windows, plumbing fixtures, and ceramics), concrete and asphalt recycling, and processors of roofing materials, bricks, and mixed demolition debris.

The same forces that drive EcoParks also drive RR parks. Companies will become suppliers to one another in order to decrease their disposal costs, increase their cash flow, and build networks in anticipation of beneficial trades to come. Businesses will exchange information and learn from one another the latest and most advantageous techniques. The combined operation will attract more trade, creating new niches for support businesses. The emerging business ecosystem will feed on resource flows from the larger economy, adjust to surges and droughts, and foster waste prevention. RR parks can serve as “incubators” for new recycling businesses by providing a lower cost location for small businesses to grow and prosper.

A RR Park may also permit the public to decrease their waste disposal costs, recover some value from their discards and buy other items at bargain prices. An RR park enables the public to reduce the amount of wastes requiring payment for disposal, recover some value from the sale of valuable materials in a “one-stop service center” for reuse, recycling, and composting, and buy other items of value from reuse, recycling, compost, and recycled-content retail stores. A Resource Recovery Park may also have a public recreation component that includes all-weather, lighted playing fields and amphitheatre style viewing facilities that provide venues for public events. These activities may be expanded to include a variety of education opportunities for the public. These include the creation of nature pathways and places to view reused, recycled, or compost-content products, classrooms to educate the public on recycling and community programs, and showrooms where products manufactured and remanufactured at the site would be on display. Often, these public amenities are strategically located in the park so as to connect elements and focal points between various community features.

Resource Recovery Parks often contain construction and demolition recycling facilities and composting businesses. As with Eco-Parks, RR Parks often include a power generating facility that preferably serves to provide electricity to participating businesses in the RR Park. In some cases, RR Parks are located on landfills where methane is used to produce steam and electricity. Other power generating facilities include biomass fueled power plants that collect agricultural residues for the production of electricity.

There are significant municipal benefits to the Township of Woodbridge in adopting an “Eco-Park” and/or Resource Recovery” development strategy. The Keasbey area, as described

above, is an industrial area with easy access to several major transportation highways, including Routes 1 & 9, the New Jersey Turnpike and Route 287/440, and close proximity the Raritan River, and thus makes the Keasbey area well suited for development of an Eco-Industrial Park and/or a Resource Recovery park. The establishment of an Eco-Park/Resource Recovery Park would place Woodbridge Township on the cutting edge of new industrial development, attract new businesses, and provide quality employment to the Townships residents. Woodbridge Township would derive specific benefits, permitting a re-imagination of the Raritan Industrial Waterfront. The redevelopment of the area as an Eco-Park would alter the public's view of industrial development, attract citizens to the waterfront, and provide educational opportunities. Such a development would provide an opportunity to re-brand Woodbridge as a municipality and alter the public view of the industrial properties in the township. In addition, new industrial opportunities would provide new jobs and revenue for the township.

It is recommended that the properties within the redevelopment area be redeveloped so as to permit recycling-based businesses; warehouses, storage, wholesale and retail sales, and distribution related to recycling-based businesses; utility uses including the construction of power generating facilities; and light industries that augment or support a comprehensive recycling-based industrial park. Recycling-based businesses should be limited to those that collect recyclables and convert them through an industrial process into an end-product for wholesale or retail sales. Transfer Stations, where solid waste is unloaded from collection vehicles and reloaded for shipment to landfills or other disposal facilities are not well-suited as part of an Eco-Industrial/Resource Recovery Park for this area and are therefore prohibited. Redevelopment of the area will likely necessitate an evaluation of future Township Department of Public Works needs and how such activities may be incorporated into the Eco-Industrial Park or relocated.

## **PLANNING CONTEXT**

### **Keasbey Area 4 - Redevelopment Area and Location**

The Township of Woodbridge is 24.2 square miles in size and is located in northeastern Middlesex County. The Township of Woodbridge is bordered by Clark Township, the City of Rahway, the City of Linden, and the Borough of Carteret to the north; 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 Keasbey 4 Redevelopment Area consists of a total of four (4) parcels, two of which are municipally-owned parcels, and parts of two privately owned parcels within in the Keasbey neighborhood of Woodbridge. These properties are located within the current M-1 Light Industrial Zone. The M-1 Light Industrial Zone provides for the development of light industrial land uses in the Township, to provide places of employment, to provide for a compatible land use relationship, to restrict the emission of any environmental pollutants, and to provide for the safe and efficient flow of vehicles to and from industrial areas.

Properties within the Redevelopment Area consist primarily of the Woodbridge Township Department of Public Works garage and another municipally-owned property used as employee parking for the public works facility. A small triangular portion of Block 41.C, Lot 1-A1 and a small triangular portion of Block 41.C, Lot 3-B are also included in the Redevelopment Area (see map). The area is generally bound by the Garden State Parkway in the east, Smith Street in the north, Crows Mill Road in the west and the Raritan River in the south.

### **History and Growth of the Keasbey Area**

The Keasbey area within the Township of Woodbridge was the location for industrial uses as far back as the late 1800's. The soil in the area was conducive for the mining and manufacturing of bricks. As industrial uses sprung up along the Raritan River, railroad lines were extended to service them. The pattern of industrial development during this time reflected the use of rail to transport manufactured goods. The platting of industrial properties were created in order to facilitate and take advantage of the location of railroad siding and many properties either included railroad right-of-ways or were bounded by them.

As the use of motorized transportation expanded during the 20<sup>th</sup> century, the use of rail to transport goods diminished. The construction of a number of roads in the area, including the



construction of Route 440 and Route 287, Route 9, and Industrial Highway further facilitated the use of motorized transport over rail. Subsequently, the uses of rail rights-of-way have been abandoned, while the pattern of industrial development from that time period has been largely retained. This has resulted in a parcel configuration that reflects the historic pattern of development and its reliance on rail.

## **PLAN GOALS**

The overall goal of this Redevelopment Plan is to address the exiting conditions that have negatively impacted the Keasbey area and to comprehensively upgrade the Area as a major industrial area.

- To stimulate economic investment in the Area
- To promote the effective use of all the Redevelopment Area property and to increase property tax base
- To develop new economic generating activities which benefit the Township
- To redevelop land occupied by obsolete structures and uses
- To improve property values within the Area to increase local revenues
- To remediate potentially contaminated sites as part of the redevelopment process
- To maximize the leveraging of public and private funds to accomplish comprehensive redevelopment of the Area
- To exclude residential uses from Industrial areas
- To promote the conservation of energy resources and promote the utilization of renewable energy sources
- To promote the recovery and recycling of materials from municipal and commercial solid waste

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

The Redevelopment Area shall be redeveloped in accordance with the standards detailed in this Redevelopment Plan. The Plan supersedes the use and bulk provisions of the Township Land Use and Development Regulations (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 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 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 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. 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 Redevelopment Plan by the Township 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 intent of this Plan to encourage the redevelopment of the Area by the co-location of reuse, recycling, compost processing, and manufacturing businesses with the existing salvage, recycling and composting businesses, and warehousing facilities. 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 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.

### **ECO-PARK – RECYCLING AND REUSE**

*Purpose:* To consolidate and redevelop the Area as a comprehensive recycling-based industrial park. It is the intent of this district to promote a recycling-based industrial park that recovers and converts recyclable materials to useable products and energy, but not be utilized as a garbage transfer station.

*Permitted Uses:*

- Reuse: drop-off or buyback center, salvage, repair, rehabilitation, refinish, restoration, food banks, and retail sales of end-products produced from on-site industries utilizing recycled materials.
- Recycling: drop-off, buyback, curbside collection and manufacturing facilities for recyclable materials including paper, containers (glass, plastic and metal), textiles, scrap metals, plastics and tires.
- Organics: collection and processing services for yard trimmings, food scraps, food-contaminated paper, wood, soils, and food waste, etc.
- C&D: businesses collecting and processing construction and demolition (C&D) debris, deconstruction or dismantling, used building materials (e.g., scrap lumber, doors, windows, plumbing fixtures, and ceramics), concrete and asphalt recycling, and processors of roofing materials, bricks, and mixed demolition debris.
- Warehousing, distribution centers, and light industrial/manufacturing facilities that support reuse, recycling, compost processing, and manufacturing businesses.

- 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.
- Power generating facilities that produce energy from renewable sources or the conversion of organic and inorganic wastes into a useable product that may be used for the production of electricity. This does not include the burning of untreated solid waste. The precise operational characteristics will be detailed in the executed redevelopment agreement.
- Artist studios, including workshops and gallery space for the production of films, art, and other interactive media. The creation of art that integrates recycled materials and products produced in the Eco-Park is encouraged
- Educational demonstrations and displays of Eco-Park activities and operations
- Cellular communication towers up to 100 feet in height

*Prohibited Uses:*

- The area is not to be utilized as a Transfer Station as that term is used herein.
- All other uses not specifically permitted above are prohibited

*Accessory Uses:*

- Offices connected to the principal use; private garage space for the storage of vehicles operated exclusively as part of a permitted use; signs, fences and hedges, parking and other customary accessory uses and structures which are clearly incidental to the principal structure and use.

*Bulk Standards:*

- Minimum lot size: 5 acres.
- Minimum front yard setback: 50 feet.
- Maximum impervious lot coverage: 85%
- Maximum principal building height: Sixty (60) feet
- Maximum height for stacks: No greater than 20% of the mean height of the surrounding buildings within the Redevelopment Area. However, in no case shall the height of a stack exceed 75 feet.

## **DESIGN STANDARDS**

These design standards shall be applied with the use and bulk requirements for the Eco-Park district as detailed in this Plan. The design standards are intended to reinforce the physical, visual and spatial characteristics of the Redevelopment Area. The following standards shall apply:

### *Access and Circulation:*

- Driveways: minimum of 15 feet wide. Maximum width of driveway, exclusive of curb-to-curb return radii, shall not exceed 40 feet. Curb return radius shall be a minimum of 15 feet.
- Cul-de-sacs: Minimum turn-around radius shall be 100 feet.
- Curb Cuts: The minimum distance between any two driveway-road intersections shall be 75 feet. No driveway shall be located closer than 100 feet to the intersection of the pavement of the two public roads. Curb cuts shall be located at least 10 feet from abutting property line. Curb cuts for any two driveways serving the same property shall be at least 50 feet apart.
- Driveways and/or travel aisles shall provide unobstructed access for vehicles and personnel in conformance with building code requirements for emergency access, building maintenance, and garbage collection access and clearance.
- Pedestrian circulation must be provided from the perimeter of the site to all buildings and all sidewalk areas designated to accommodate pedestrian activity.

### *Parking:*

- Minimum parking space - perpendicular or angled: 9 feet x 18 feet
- Minimum parking space - parallel: 10 feet x 22 feet
- Minimum aisle width: 24 feet wide for two-way perpendicular parking, 16 feet wide for one-way sixty-degree parking, 13 feet wide for one-way forty five-degree parking
- Number of spaces:
  - Recycling Facilities: 1 (2 due to overlap for shift changes) parking space for each employee employed at one time on the maximum shift, plus 10% of employee spaces for visitors, not to exceed 20. Drop-off area accessible by the public: Parking shall be provided for six vehicles or the anticipated peak customer demand load, whichever is greater. One additional parking space for each commercial vehicle operated by the facility shall be provided.

- Light Industrial - Manufacturing, Assembly and Fabrication: 2 parking spaces for each employee employed at one time on the maximum shift, plus 10% of employee spaces for visitors. One additional parking space for each commercial vehicle operated by the facility shall be provided.
- Warehouse and Distribution Facilities: 1.25 parking spaces per 1,000 square feet of gross floor area, or 2 spaces per 1,000 square feet of lease-able area.
- Multi-tenant industrial parks: 1 parking space per 700 square feet of building.
- Office, Office-Research: 4 parking spaces per 1,000 square feet of gross floor area, not including stairways and common areas.
- R&D, high-tech industries, flex-space buildings: 3-5 parking spaces per 1,000 square feet
- Police and fire stations and post offices: 5 parking spaces per 1,000 square feet gross floor area
- Artist studios, workshops, and gallery spaces: 2 parking spaces per 1,000 square feet of gross floor area
- Off-street parking and loading areas should be coordinated with the public street system serving the Area to reduce conflicts with through traffic, obstruction with pedestrian circulation, and vehicle thoroughfares.
- Dead-end aisles are discouraged.

*Loading and Unloading:*

- Minimum size: 14 feet in width x 55 feet in length with 15 feet minimum vertical clearance. Additional space for maneuvering, depending on the arrangement of the loading/unloading facilities, shall be provided.

- Number of spaces:

Gross Floor Area (square feet)	Minimum 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

- Location: Loading areas, outside storage, and service areas shall be located in areas of low visibility such as at the side or rear (non-street side) of buildings.

- Screening: All loading areas shall be screened from public roads by a 6 feet high fence. Screening materials must be the same as, or of equal quality to, the materials used for the primary building and landscaping.
- 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 public streets. All service areas must be screened with a combination of low walls, decorative fencing and/or landscaping.
- Loading and delivery facilities must be separate from customer parking and pedestrian areas.

*Buffering and Screening:*

- A minimum 10-foot landscaped buffer shall be required along all public rights-of-way. No parking shall be permitted in the buffer.
- A minimum of 10% of 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. However, if an industrial development occurs prior to an adjacent residential development, it shall be the responsibility of the residential development to provide screening.
- 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.

*Storage of Materials:*

- The height of baled, palleted, or otherwise consolidated materials stored outdoors shall be limited to 15 feet.
- All other exterior storage of materials shall be in sturdy weather and rustproof containers which are covered, secured, and maintained in good condition.
- Storage for flammable materials shall be in nonflammable containers.

- Storage for the recycling of oil shall be in containers approved by the Township Health Department.
- Containers provided for after-hours recycling collection shall be set back at least 50 feet from any property zoned or occupied for residential use, and shall be constructed of sturdy and durable containers that have sufficient capacity to accommodate materials collected, and be secured from unauthorized entry or removal of materials. This area shall be illuminated to ensure safe operation if the container is accessible between dusk and dawn.
- Storage shall not be visible from public roads above the height of the required solid masonry walls or solid wood fence, or located within an enclosed structure.

*Signage:*

- A sign clearly identifying all recycling and solid waste collection and loading areas and the materials accepted therein shall be posted adjacent to all points of direct access to the recycling areas.
- The facility and/or containers shall be clearly marked to identify the type of material to be deposited, operating instructions and hours, and the identity and phone number of the facility operator to call if the machine is inoperative, and shall display a notice stating that no material shall be left outside the recycling enclosure of containers.
- 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.
- Way-finding signage to direct visitors toward parking areas and activity centers is encouraged.
- Wall sign – One wall sign is permitted per tenant that shall not exceed 5 percent of the primary building façade or 200 square feet, whichever is less.
- Directory sign - One board, at each entrance from a public road, with a list of name and location of each tenant.
- A comprehensive signage plan shall be submitted for each site which clearly indicates the location, dimension, area, color and materials of all existing and proposed permanent signs and provides a detail of each proposed sign.



*Lighting:*

- Uniformly-spaced street lights should be provided throughout the development along all internal streets, driveways, parking lots, and loading and service areas.
- Pedestrian-scaled lighting should be provided along all primary pedestrian routes/areas.
- Lighting shall be shielded to prevent glare on adjacent properties.
- 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 (25 feet) feet in height.

*Landscaping:*

- Landscaping should extend into the surface parking areas.
- 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.

*Site Design:*

- No accessory buildings shall be permitted in the front yards.
- Building types that are least industrial in appearance and function (such as offices, R&D, and flex-spaces) shall be located on the most visible part of the property, close to major roads (Crows Mill Road, Smith Street and Garden State Parkway).
- Secondary entrances, where practical, should be provided to avoid conflicts between visitor and employee traffic.
- Intersections of major roads (Crows Mill Road and Smith Street) with internal streets should be controlled by stop signs and/or traffic signals.
- Truck traffic should be separated from automobile traffic to the extent possible.
- On-street parking should be eliminated along major internal roadways (especially those shared by trucks and cars).
- All buildings are encouraged to be LEED-qualified buildings as defined by the US Green Building Council.

- Utilities shall be located underground to the extent possible.

*Additional Standards:*

- The facility shall be maintained in a clean and sanitary manner free of litter and any other trash or rubbish, shall be cleaned of loose debris on a regular basis, including mobile facilities. The site shall be maintained free from rodents and other disease vectors.
- Dust, fumes, odor, smoke, or vibration, above ambient levels, shall not be detectable on adjoining parcels.
- Noise levels shall conform to The New Jersey Department of Environmental Protection (NJDEP) noise regulations pertaining to stationary commercial and industrial sources, pursuant to the Noise Control Act of 1971, N.J.S.A. 13:1G-1 et seq.

**PROPERTY TO BE ACQUIRED**

This Redevelopment Plan authorizes the Township to exercise its condemnation powers on all properties in the Redevelopment Area, to acquire property or to eliminate any restrictive covenants, easements or similar property interests which may undermine the implementation of the Plan. The Township plans, however, to assist the designated redevelopers in working with affected property owners and businesses to promote private redevelopment, where appropriate, of the parcels within the Redevelopment Area.

**RELOCATION PLAN**

It is anticipated that the designated redevelopers will address any relocation needs through acquisition of parcels. The Township of Woodbridge, however, will provide all displaced tenants and landowners with the appropriate relocation assistance, pursuant to applicable State and Federal law, should relocation be necessary. Such assistance will be provided through an appropriately designated office which will assist in any relocation of persons, businesses or other entities. Further, the Township of Woodbridge and the surrounding area contains sufficient land and buildings which would be appropriate for relocation of existing businesses from the Redevelopment Area. If relocation is not directly caused by the Redevelopment Plan, the Township assumes no responsibility for relocation of businesses.

## **PLAN RELATIONSHIP WITH OTHER PLANS**

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

The Township of Woodbridge's last comprehensive Master Plan was prepared in 1990. The 1990 Master Plan refers to the Study Area with an objective to "create new residential neighborhoods by redeveloping the waterfront area in Keasbey". The Master Plan also listed as an objective in the Keasbey area "to redevelop the industrial areas along the Raritan River for mixed-use development." The 1990 Land Use Plan recommended that the western portion of Keasbey be redeveloped with residential, commercial and light industrial components through a comprehensive redevelopment plan." The Master Plan recommended that zoning of a tract located immediately east of the Garden State Parkway Bridge be amended to reflect an approved townhouse development.

Subsequently, the Master Plan was revised in January 1994 and a Master Plan Reexamination Report was adopted in July 1994. The purpose of the Reexamination Report is to review and evaluate the local Master Plan and Development Regulations on a periodic basis in order to determine the need for update and revisions. The 1994 Re-examination Report revised the land use goals and recommendations for the Keasbey area, specifically deleting the objectives to create new residential neighborhoods along the waterfront area and rezoning Keasbey for residential uses. The last Master Plan Reexamination Report, prepared in 2003, confirmed the appropriate use of the Keasbey area for industrial purposes and/or commercial mixed-use purposes. The 2003 Master Plan Reexamination Report adopted the following relevant goals for the Township:

- To encourage municipal action to guide the appropriate use or development of all lands in this State, in a manner which will promote the public health, safety, morals, and general welfare;
- To promote desirable visual environment through creative development techniques and good civic design and arrangements;
- To safeguard the tax base and provide for a continuing source of employment and tax ratables through appropriate use of nonresidential land;
- To study changes in market conditions, relating to all non-residential property, to ensure the matching to those designations with supply and demand.

A portion of Keasbey is located in a Redevelopment Area. The project objectives of the redevelopment plan included:

- Enhance the existing industrial area of Port Reading and Keasbey

- o Generate new ratables within the industrial waterfront
- o Seek the remediation of contamination on the parcels and to bring these sites to market, allowing for their development and the creation of thousands of new jobs
- o Permit a wide range of industrial lot sizes, uses and enact reasonable yet flexible controls, both attractive to potential users and appropriate for the site

The Keasbey Area 4 Redevelopment Plan is consistent, and would effectuate, the 1990 Township Master Plan, and subsequent re-examination reports. The Township is currently preparing a new comprehensive Master Plan.

### **Master Plans of Adjacent Municipalities**

The Keasbey 4 Redevelopment Area is located in the northeastern portion of Keasbey neighborhood close to the municipal border of the City of Perth Amboy. This Redevelopment Plan is not anticipated to have an adverse impact on development within the City of Perth Amboy.

### **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

The Arthur Kill/Raritan Bay Case Study in Phase three provides three primary recommendations:

- The Arthur Kill shoreline would benefit from the redevelopment of underutilized and abandoned heavy industrial sites as businesses, residential and recreation sites. Redevelopment planning also needs to address environmental concerns regarding past contamination of land, water and air quality along the shoreline.
- Improved road access is needed between redevelopment/ development parcels and major highways in order to avoid burdening local roads while providing accessibility. This recommendation includes the proposed signalization project on Route 35 and improved connections between Route 9, Route 35 and the Garden State Parkway.
- Because several areas along the Raritan estuary, Raritan Bay, and Arthur Kill are subject to tidal flooding, a shore protection master plan should be extended for this area.

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

***New Jersey State Development & Redevelopment Plan:***

The Keasbey Area 4 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, and "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; and
- Protecting the character of existing stable communities.

## **IMPLEMENTATION OF THE REDEVELOPMENT PLAN**

### **Redevelopment Entity**

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

### **Selection of a Designated Developer(s)**

Potential redevelopers will be required to submit to the Redevelopment Agency 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

### **COAH Requirements**

Any redeveloper designated as such by the Redevelopment Entity for the Keasbey 4 Redevelopment Area shall build and set aside affordable housing as required by the relevant Council on Affordable Housing statutes and regulations applicable at the time initial site plan approval is granted for any development in the Redevelopment Area. All such affordable housing shall be built on site in the Redevelopment Area, the phasing and location of which affordable housing shall be mutually agreed to between the Redevelopment Entity and the designated redeveloper in a 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 Agency and has executed a Redevelopment Agreement with the Redevelopment Agency 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.

**Technical Review Committee**

All development or redevelopment applications must first be reviewed by the Technical Review Committee of the Redevelopment Agency. The technical review committee will review the design components of redevelopment projects and make recommendations to the Redevelopment Agency.