ROUTE 1 CORRIDOR
AREA 15
REDEVELOPMENT PLAN

Township of Woodbridge
Middlesex County, New Jersey

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The original of this report was signed and
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INTRODUCTION
The Route 1, Area 15 Redevelopment Plan presents an opportunity to redevelop the portion of the Route 1 Corridor located on the west side of US Route 1 between Regina Street and Julius Street in the Iselin section of Woodbridge Township. Today, Area 15 contains an obsolete and inadequately designed hotel, located behind a free-standing restaurant. This Plan is a part of a comprehensive strategy to revitalize the entire Route 1 Corridor. This revitalization strategy is being coordinated with the NJDOT Route 1 roadway improvements that are currently being undertaken. The primary purpose of this redevelopment effort is to comprehensively replan the Route 1 area as a major regional commercial corridor.

In response to the physical and economic conditions along the Route 1 corridor, the Township adopted the “Route 1 Redevelopment Study” and the subsequent “Route One Corridor Redevelopment Plan” in 1999. The project area of the 1999 plan generally included the properties within the first block extending on either side of the Route 1 highway. The Plan was intended to provide for a variety of uses that were designed to be compatible with adjacent residential development, and was implemented through a new zoning district, the “R-1R Route One Redevelopment Zone”, that describes permitted and conditional uses, associated bulk standards and design guidelines.

The Township Council requested in a resolution dated February 12, 2008 that the Planning Board reevaluate the Area in light of recent Court decisions and the comprehensive revision to the Township Master Plan. As a result, the formal redevelopment process was reinstituted. In addition, the study area was expanded to include the existing Days Inn motel. The Township Council adopted a resolution in April 1, 2008 reaffirming that the expanded Area 15 is an area in need of redevelopment.

This Plan supersedes the 1999 Route 1 Redevelopment Plan as it relates to Area 15 to reflect a refined vision of the Area.
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.).
PLANNING CONTEXT

Route 1 Corridor - “Area 15” 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 Route 1 Corridor - “Area 15” consists of three (3) parcels in the Iselin neighborhood of Woodbridge. The redevelopment area, which is approximately 3.7 acres, consists of parcels identified as Block 403.I, Lot 1, Block 403.J, Lot 5, and Block 403.I, Lot 11. The redevelopment area is located on the west side of US Route 1 between Regina Street to the north, Julius Street to the south, Route 1 south to the east and the backyards of the residential properties along Brown Avenue to the west, the area also includes a portion of Montague Avenue that was vacated in February 1964, and that was later merged into the parcels within the redevelopment area. (See Location Maps)

The area contains a free-standing restaurant, a two-story Days Inn motel, and a vacant property with frontage along Route 1. Access to properties in the redevelopment area includes two driveways from Route 1, and a driveway from Regina and Julius Streets.

History and Growth of the Route 1 Corridor

US Route 1 is a major north-south highway that serves the east coast of the United States. It runs over 2,000 miles from Key West in Florida all the way north up to the Canadian Border in Fort Kent, Maine. Route 1 runs parallel to the New Jersey Turnpike and offers a toll-free alternative for many towns between Philadelphia and New York. Route 1 also acts as a major arterial route for truck traffic traveling between major traffic generators in Middlesex, Essex and Union Counties, including Newark Airport, Port Elizabeth, and many other industrial and commercial centers. In addition to truck and commuter traffic, Route 1 also serves residential, retail and other uses in its immediate vicinity, including two super regional shopping malls. Due to the advantage of its location and connectivity, Route 1 evolved over the years from a regional highway to a destination for shopping, office parks, industry, warehousing, and several other uses.

The Route 1 corridor within the Township of Woodbridge was originally zoned for industrial uses as far back as the early 1900’s. By the 1940’s, a larger portion of the corridor within Avenel was
zoned for industrial uses, with residential zoning introduced at several locations along the corridor. Development along the Route 1 corridor has been piece-meal and haphazard, and the Township Master Plans of 1970 and 1990 have offered recommendations such as consolidation of parking areas to improve circulation; re-zoning of portions of the corridor to accommodate regional business center development & office complexes; dedicated commercial areas; designation of a large portion of the Route1 corridor for commercial uses; removal of the M-1 Light Industrial designation at certain portions of the corridor; and re-examination for redevelopment of portions of the corridor. In spite of these efforts, the areas along the Route1 corridor still suffer from conditions of blight, intrusion of non-residential uses into residentially zoned areas, numerous curb-cuts and driveway entrances from Route 1, prominent surface parking lots, and inconsistent signage.

**PLAN GOALS**
The overall goal of this Redevelopment Plan is to address the exiting conditions that have negatively impacted the Route 1 Corridor and adjacent residential neighbors and to comprehensively upgrade the Area as a major commercial corridor. Specifically, the goal of this Redevelopment area is to consolidate the three parcels and develop the block in a coordinated manner through the re-planning of the entire block.

- To stimulate economic investment in the Area.
- To promote the effective use of all the Redevelopment Area property and to increase the property tax base.
- To develop new economic generating activities that benefit the Township.
- To improve property values within the Area to increase local revenues.
- To maximize the leveraging of public and private funds to accomplish comprehensive redevelopment of the Area.
- To coordinate streetscape improvements with the NJDOT Route 1 roadway improvements.
- To minimize access points from Route 1 and the surrounding residential neighborhoods by coordinating on site circulation with adjacent properties within the redevelopment area.
- To provide adequate parking through shared parking strategies
- To create circulation patterns which minimize commercial traffic on local residential streets to the extent feasible.
- To protect adjacent residential neighborhoods from the impacts of incompatible uses.
- To improve the physical appearance of the Area.
• To reduce the amount of impervious coverage in the area and promote the greening of the area

**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. An application requesting a deviation from the requirements of this Redevelopment Plan shall provide public notice of such application in accordance with the public notice requirement set forth in N.J.S.A. 40:55D-12a.&b. All development must be approved by the Planning Board and shall be submitted through the normal site plan and subdivision procedures as identified 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**

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 Redevelopment Plan shall be based upon sections of this Redevelopment Plan entitled Relationship of Plan to the Township Land Development Regulations and District Standards.

**Hotel/Motel Commercial**

- Purpose: To consolidate and redevelop the Area for a new Motel/Hotel while incorporating the existing restaurant that will increase tax ratables and physically upgrade the area while providing enhanced buffering to the adjacent residential neighborhood. Limited service hotels/motels are defined here as “a facility which provides transient lodging to the general public which do not include kitchens in rooms, and other lodging accommodations such as restaurant, food service, recreation facilities, and meeting rooms. Full-service hotels/motels are defined here as those motel/hotel facilities that may include kitchens in rooms, and other lodging accommodations such as restaurants/bars, recreation facilities, meeting rooms, and conference rooms.
Permitted Uses:
- Existing Hotels and Motels, and full service additions, as defined above
- New full-service Hotels/Motels as defined above
- Restaurants (non-drive thru)

Accessory Uses: Uses which are customarily incidental to the principal use such as conference and banquet facilities, parking, and signage.

Bulk Standards:
- Minimum tract size: 2 acres.
- Minimum front yard setback: 60 feet along Route 1 and 15 feet along Julius and Regina Streets.
- Minimum rear yard setback: 40 feet, or the distance equal to the height of the building, whichever is greater.
- Maximum building coverage: 35%
- Maximum impervious lot coverage: 85%
- Maximum building height:
  - Existing hotel/motel and restaurant, and additions – two (2) stories and thirty-five (35) feet
  - New hotel/motel - Four (4) stories and fifty (50) feet

Parking Standards:
- Hotels/Motels: 1 space per room
- Restaurants or taverns: one (1) parking space for each three seats.
- Shared parking between the hotel/motel and restaurant shall be provided. A shared parking plan shall be required as part of any site plan approval.

Additional Standards:
- 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.
- A minimum 15 foot landscaped buffer shall be required along any property line that abuts residential uses. The buffer shall include a 4 foot high decorative fence. No parking or driveways shall be permitted in the buffer.
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, visual and spatial characteristics of the Redevelopment Area. The following standards shall apply:

Architectural

- 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. Murals and 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.

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 with pedestrian circulation, and vehicle thoroughfares.
- All right angled parking spaces shall be nine (9) feet in width and eighteen (18) feet in depth.
- All parallel parking spaces shall be eight (8) feet in width and twenty-two (22) feet in length.
- Aisles accommodating two-way traffic shall be a minimum of twenty four (24) feet in width.
- Aisles accommodating one-way traffic shall be a minimum of twelve (12) feet in width.
- Dead-end aisles are prohibited.
Circulation

- To the extent feasible, driveway access points to Route 1 be eliminated and access or shared service should be provided between adjacent parcels.
- There shall be a continuous 6 foot wide sidewalk along all public streets including along Route 1.
- Pedestrian circulation must be provided from the perimeter of the site to all buildings and all sidewalk areas designated to accommodate pedestrian activity.
- Internal pedestrian walkways within a parking lot must be distinguished from the driving surface by use of pavers, brick, integrally colored, or scored concrete.

Loading

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

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. Signs shall not be dominant but shall be proportionate and shall complement the building and surroundings.
- 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.

• One (1) ground identification sign is permitted at each driveway. Such ground sign shall not exceed 10 feet in height and shall not exceed 75 square feet in size, shall be located no closer than 5 feet to any property line, and shall not be located within the sight triangle of any intersection or access drive with a public street. The sign shall incorporate design and materials that match the architecture of the development.

• Wall sign – One wall sign is permitted per tenant, which shall not exceed 5 percent of the primary building façade or 200 square feet, whichever is less.

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

Lighting

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

• Accent lighting on buildings is encouraged.

• Lighting shall be shielded to prevent glare on adjacent properties.

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

• Parking lot lights shall not exceed 20 feet in height 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.
Street Furniture
• Street furniture should be selected to complement the design theme of the Area and should be integrated into the overall streetscape and landscape plans.
• Trash receptacles should include provisions for glass and paper recycling throughout the Area.

Green Buildings
• All buildings are encouraged to be LEED-qualified buildings.

Utilities
• Wherever possible, all above ground utilities shall be located underground.
PROPOSED CONCEPT PLANS

Two concept plans are presented for the consolidation and development of the parcels fronting on Route 1 for a hotel/motel while proposing site improvements to the existing restaurant. Both plans provide for adequate off-street parking through a shared parking arrangement between the hotel/motel and existing restaurant and sufficient buffering/landscaping between the commercial development and the residential neighborhood to the west. The first concept plan retains the existing Days Inn motel and proposes a multi-story hotel/motel addition in the southeast portion of the redevelopment area facing Julius Street. The Motel/Hotel addition is located perpendicular to the existing Days Inn motel. Parking and circulation on the site is re-configured and integrated into both the existing motel and restaurant. Buffering from the residential properties to the west is also increased by eliminating the existing parking behind the Days Inn Motel.

The second concept plan for the area eliminates the existing Days Inn motel and proposes the construction of a larger full service multi-story motel/hotel structure located in the southeast portion of the redevelopment area facing Julius Street. The new motel/hotel structure is located perpendicular to the existing Days Inn motel and with a rear yard setback permitting a significant landscaped buffer from the adjacent residential neighborhood. Parking and circulation on the site is re-configured and integrated into both the new hotel/motel and the existing restaurant. Access to the area is provided by a driveway from Route 1, and driveways from Regina and Julius Streets.
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 Route 1 Corridor redevelopment Area including Area 1 and states that “it intrudes into the existing single-family residential neighborhood to the south and west. The plan recommends that “in order to preserve the existing residential neighborhood and prevent further intrusion, this area is appropriate for redevelopment” and also that “any redevelopment should be compatible with the existing residences in the area”. Duplex units at a density of 10 dwelling units per acre were recommended.

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 last Master Plan Reexamination Report is from 2003. This Master Plan Reexamination Report states that “the entire Route 1 corridor has been designated as an area in need of redevelopment in order to facilitate better designed, more aesthetically pleasing sites, and provide enhanced protection to abutting residential uses”. This redevelopment plan is consistent with the Woodbridge Township Master Plan and reexamination reports.

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.

Recommended additional goals include:

- To be vigilant in the Town’s efforts to protect the residentially zoned areas and all residents from intrusion by commercial and industrial uses into these areas.
To implement/undertake traffic solutions from a regional, broader perspective from the Township.

**Master Plans of Adjacent Municipalities**

The Route 1, Area 15 Redevelopment Area is located in the Iselin neighborhood but is not adjacent to any surrounding municipal boundary and thus this Redevelopment Plan is not anticipated to have an adverse impact on development within the surrounding municipalities.

**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.

Where relevant, this Redevelopment plan is consistent with the recommendations discussed in the Middlesex County Growth Management Strategy.
**New Jersey State Development & Redevelopment Plan:**

The Route 1, Area 15 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.

**PROPERTY TO BE ACQUIRED**

This Redevelopment Plan does not authorize the Township to exercise its condemnation powers on any properties in the Redevelopment Area.
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 Entity for review and approval prior to the designation of a redeveloper(s) at a minimum:
- Financial responsibility and capability
- Estimated development cost
- Estimated time schedule
- Conceptual site plans including elevations
- Fiscal impact analysis

Development Review
No application for development or redevelopment in the area may be filed with the Planning Board until such time as the applicant has applied for and received a designation as redeveloper from the Redevelopment Entity and has executed a Redevelopment Agreement with the Redevelopment Entity providing for the proposed application. In addition to any requirements of the Agency, major preliminary and/or final site plans and/or subdivisions, with details sufficient to comply with the Municipal Land Use Law and local Ordinance, shall be submitted for Planning Board review and approval for each development parcel, pursuant to N.J.S.A. 40:55D-1 et seq.

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

Affordable Housing
At a minimum, any redeveloper shall be responsible for any affordable housing obligation generated by the project.