

Route 1, Area 14 Redevelopment Plan

Township of Woodbridge



Prepared by
Woodbridge Township Department of Planning & Development

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

Eric Griffith, A.I.C.P., P.P.
License No. 33LI00622200

Chris Kesici, A.I.C.P., P.P.
License No. 33LI00618600

Table of Contents

I. INTRODUCTION.....	1
Figure 1: Redevelopment Area Parcel Map	3
Figure 2: Redevelopment Area Aerial Map	3
Figure 3: Current Zoning.....	6
II. ROUTE 1 AREA 14 REDEVELOPMENT AREA ZONING STANDARDS	9
III. PLAN RELATIONSHIP WITH OTHER PLANS.....	25
IV. IMPLEMENTATION OF THE REDEVELOPMENT PLAN	29

I. INTRODUCTION

This Redevelopment Plan represents an opportunity to improve and better utilize commercial space along Route 1 in the Avenel section of Woodbridge Township. This plan will foster the transformation of the property into a productive commercial use along this heavily traveled stretch of Route 1. This Redevelopment Area should be a highly desirable location for business to thrive.

In response to the physical and economic conditions along the Route One Corridor, the Township Council requested that the Planning Board evaluate certain properties as an “area in need of redevelopment” on October 16, 2007. The Council concluded that the Area did meet the criteria to be designated as “area in need of redevelopment” on March 18, 2008. The majority of the area was previously designated for redevelopment on November 3, 1999 and part of the adopted the Route One Corridor Redevelopment Plan for said area.

The redevelopment of the Route One Corridor has continued over the years with new redevelopment plans adopted along Route 1. This Redevelopment Plan is in furtherance of redevelopment efforts along Route 1.

The property that is the subject of this redevelopment plan poses the single largest and most impactful redevelopment opportunity in the Township. This site is a triangular 7 acre parcel with three (3) front yards on multiple rights of way. As such, we have a unique opportunity to reimagine the cross section in the heart of Town located at St. Georges Avenue and Route 1.

STATUTORY REQUIREMENTS

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

- Its relationship to definitive local objectives as to appropriate land uses, density of population and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements;
- Proposed land uses and building requirements in the project area;

- Adequate provision for the temporary and permanent relocation as necessary of residents in the project area, including an estimate of the extent to which decent, safe, and sanitary dwelling units, affordable to displaced residents will be available in the existing local housing market;
- An identification of any property within the Redevelopment Area proposed to be acquired in accordance with Redevelopment Plan;
- Any significant relationship of the Redevelopment Plans to:
 - A) The Master Plans of contiguous municipalities;
 - B) The Master Plan of the County in which the municipality is located; and;
 - C) The State Development and Redevelopment Plans adopted pursuant to the “State Planning Act.”

PLANNING CONTEXT

The Township of Woodbridge is 24.2 square miles in size and located in northeastern Middlesex County. The Township of Woodbridge is bordered by Clark Township, the City of Rahway, the City of Linden, and Union County to the north; the Borough of Carteret, the Arthur Kill and the City of Perth Amboy to the east; the Raritan River to the south; and Edison Township to the west.

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

The Route 1 Area 14 Redevelopment Area is located on the southbound side of Route 1. It is comprised of six parcels: Block 846.05, Lots 11.03 and Lot 1. Block 846.03, Lots 1, 8 and 12. Block 847.01, Lot 1.02. The property is vacant.

The Redevelopment Area has two front yards along Route 35 and Route 1, making development and bulk standards unique, while taking the conditions into account.

Figure 1: Redevelopment Area Map

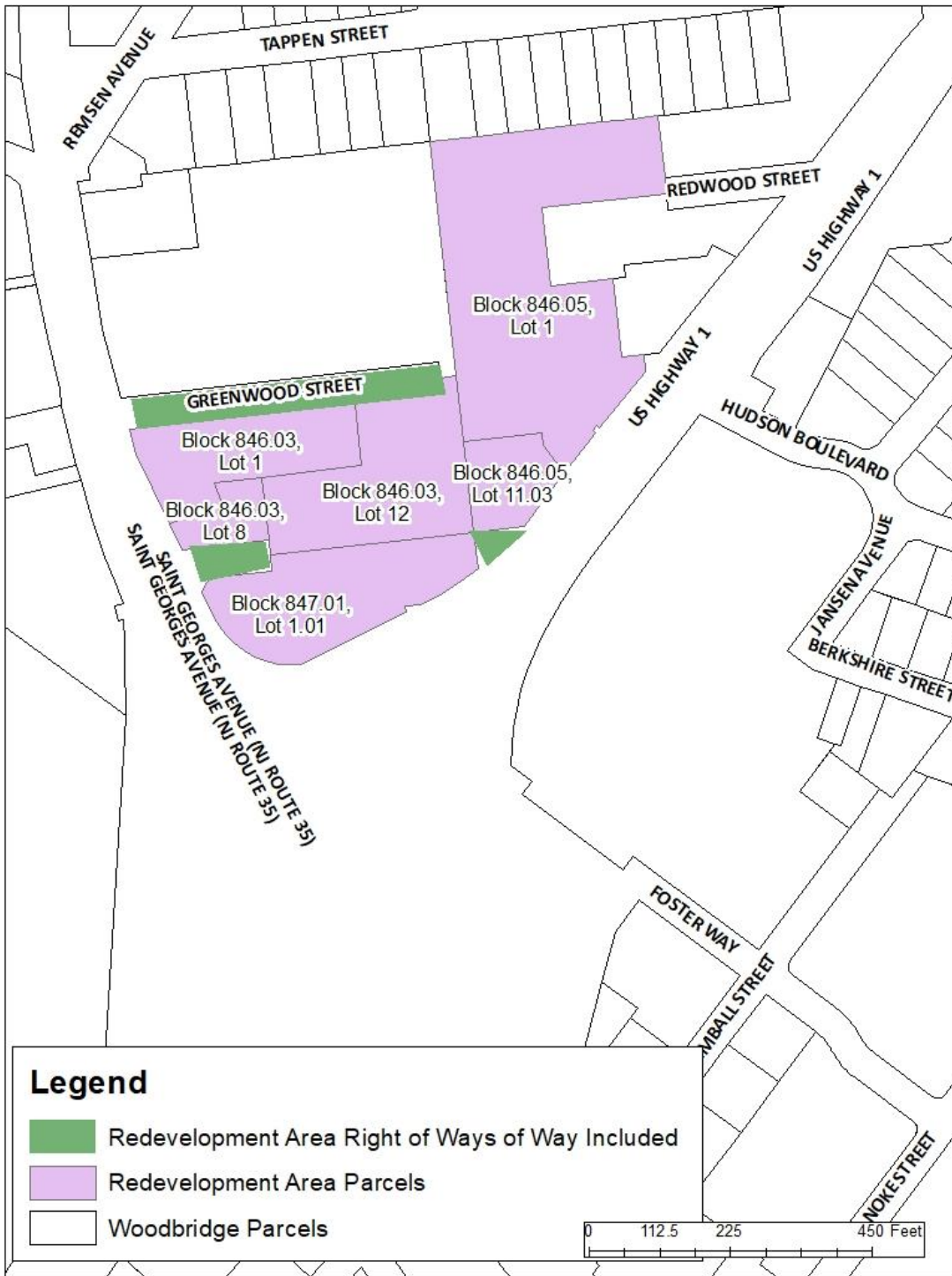


Figure 2: Redevelopment Area Aerial Map



HISTORY OF AVENEL

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

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

MASTER PLANNING AND ZONING DESIGNATION HISTORY

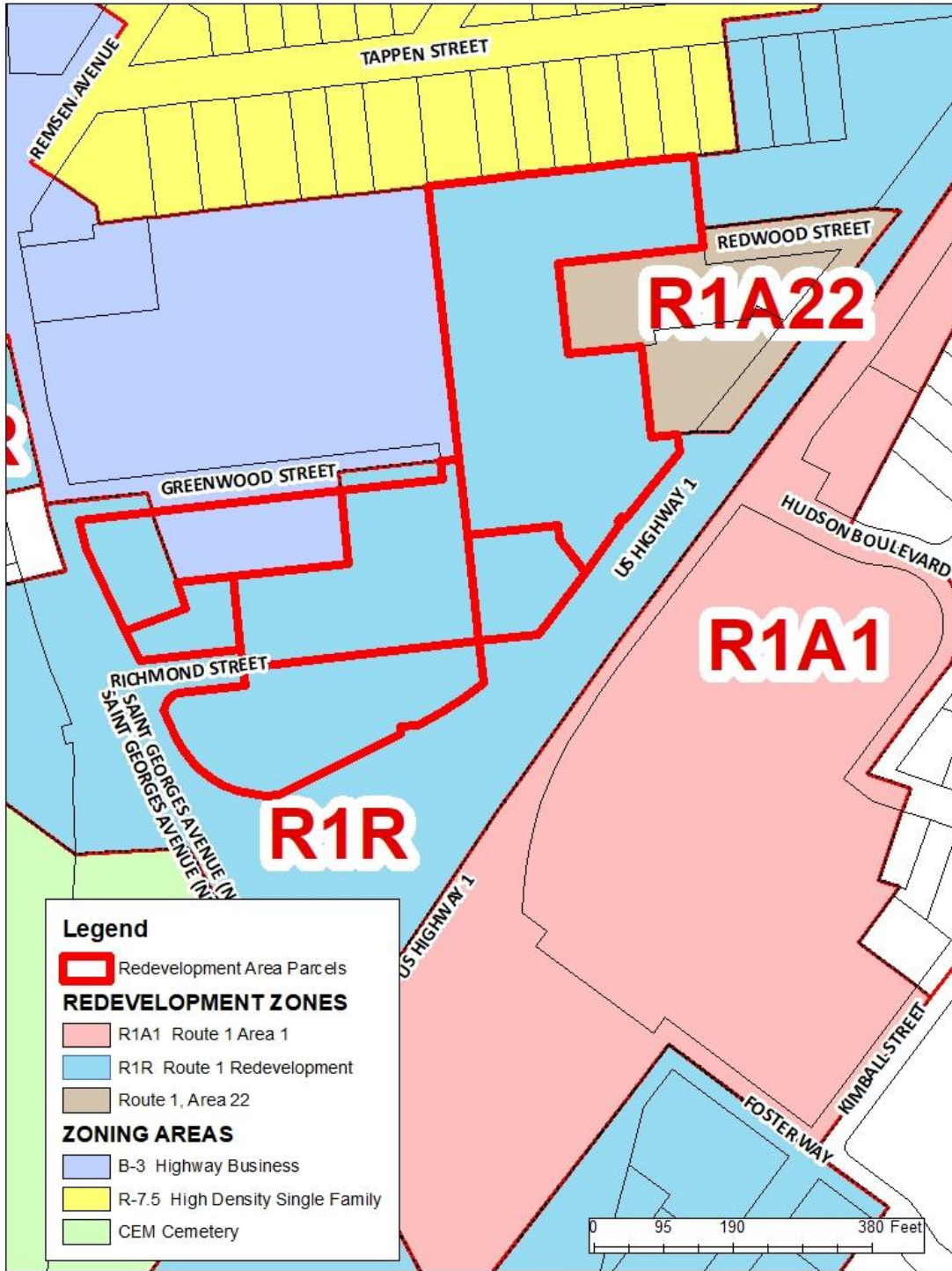
The Township Master Plan recognizes that the current land use for this area is commercial. The current zoning for this area is Route One Corridor Redevelopment and B-3 Highway Business Zone. The land use and zoning have not changed since the 2009 Master Plan and 2016 reexamination. The Master Plan recommends this area continue to be utilized as redevelopment.

PLAN GOALS

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

- To stimulate economic investment in the Area
- To promote commercial growth along commercial corridors
- To promote the effective use of all the Redevelopment Area properties and to increase property tax base
- To promote the conservation of energy resources and promote the utilization of renewable energy sources
- To provide for appropriate buffers and transitions from residential uses to commercial and industrial areas
- To improve the physical appearance of the Area.

Figure 3: Current Zoning



RELATIONSHIP OF PLAN TO THE TOWNSHIP LAND USE AND DEVELOPMENT ORDINANCE (APPLICATION & PROCESS)

The Redevelopment Area shall be redeveloped in accordance with the standards detailed in this Redevelopment Plan. This Plan supersedes the use and bulk provisions of the Township Land Use and Development Ordinance (Chapter 150) for the Redevelopment Area unless specifically referenced. Other Township regulations affecting developments that are in conflict are superseded by this Plan; however, existing engineering standards, performance standards and definitions shall apply.

In connection with site plan or subdivision applications, the Planning Board may grant deviations from the regulations contained within this Redevelopment Plan where by reason of exceptional narrowness, shallowness or shape of a specific piece of property or by reason of exceptional topographic conditions, pre-existing structures and physical features uniquely affecting a specific piece of property, the strict application of any area, yard, bulk or design objective or regulation adopted pursuant to this Redevelopment Plan would result in peculiar and exceptional practical difficulties to, or exceptional or undue hardship upon, the developer or redeveloper of such property. The Planning Board may also grant a deviation from the regulations contained within this Redevelopment Plan related to a specific piece of property where the purposes of this Redevelopment Plan would be advanced by such deviation from the strict application of the requirements of this Plan and the benefits of granting the deviation would outweigh any detriments.

The Planning Board may grant exceptions or waivers of design standards from the requirements for site plan or subdivision approval as may be reasonable and within the general purpose and intent of the provisions for site plan review and/or subdivision approval within the Plan, if the literal enforcement of one or more provisions of the Plan is impracticable or would exact undue hardship because of peculiar conditions pertaining to this site. No deviations may be granted under the terms of this section unless such deviations can be granted without resulting in substantial detriment to the public good and will not substantially impair the intent and purpose of the Redevelopment Plan.

No deviations may be granted which will result in permitting a use that is not a permitted use within this Redevelopment Plan. Any deviations from standards of this Plan that results in a “d” variance pursuant to N.J.S.A. 40:55D-70d shall be addressed as an amendment to the Plan rather than via variance relief through the Township’s Zoning Board of Adjustment. An application requesting a deviation from the requirements of this Redevelopment Plan shall provide public notice of such

application in accordance with the public notice requirement set forth in N.J.S.A. 40:55D- 12a.&b. All development must be approved by the Planning Board and shall be submitted through the normal site plan and subdivision procedures as identified as N.J.S.A. 40:55D, et seq.

Final adoption of this Redevelopment Plan by the Township Council shall be considered an amendment to the Township of Woodbridge Land Use and Development Ordinance and Zoning Map. Unless otherwise defined in the Plan, terms used in this Plan shall have the same meaning as defined in the Township's Land Use and Development Ordinance.

II. ROUTE 1 AREA 14 REDEVELOPMENT AREA ZONING STANDARDS

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

Permitted Uses:

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

Principal Uses:

Advertising agencies
Advertising specialty offices
Amusement center
Antique sales
Apparel
Appliance stores
Art galleries
Artist's supplies
Audiovisual equipment
Automotive parking lots and garages
Auto supplies, parts and accessories (not including used or junk parts)
Bakery shops
Banks
Barbershops
Beauty and cosmetic shops
Beer, ale and liquor sales
Bicycle shops
Blueprinting and Photostatting
Book, periodical and newspaper sales
Broadcasting studios and offices
Business equipment sales
Business machine
Business offices
Business schools
Butcher shops or meat markets (no slaughtering permitted)
Cafeterias

Camera and/or photographic supply stores
Candy sales
Card shops
Caterers
Carpet rug and floor covering stores
Ceramic products
Children's gyms/play places
China shops
Cigars and tobacco sales
Cleaner pickup or laundry pickup
Clothing and pressing establishments
Clothing or accessory stores
Clubs
Cocktail lounges
Coin dealer
Cosmetic shops
Costume rentals
Credit union offices
Curtain shops
Dance schools
Dairy products, retail
Daycare facilities
Delicatessens
Delivery services
Department stores
Diners
Display equipment
Drug stores
Dry cleaning and linen supply
Dry goods sales
Eating establishments (non-drive-in, non-fast-food)
Electrical supplies
Employment agencies
Exterminators
Fabric shops
Finance companies
Fire protection equipment sales, (nonautomotive)
Fitness centers
Floor covering
Florists
Food products

Fruit and vegetable markets
Funeral services
Furniture sales
Fur shops
General office buildings
Gift shops
Glassware
Greeting card shops
Grocery stores
Gyms
Hairdressers
Hardware stores
Hobby shops
Home furnishings
Home improvement offices
Hotel/motel
Household appliances
Ice cream shops
Insurance companies
Interior decorating establishments
Interior, electric vehicle, sales, service and inspection
Interior store powersports dealerships & sales
Jewelry stores
Kitchen equipment
Laundry and dry cleaning
Lawn maintenance services offices
Leather goods and luggage
Libraries
Liquor stores
Locksmiths
Luncheonettes
Mail order houses
Management consultants' offices
Medical clinics and offices (outpatient)
Metalware
Museums
Musical instruments stores
Newsstands
Notaries
Nursing Homes
Office Buildings

Office Equipment and Supplies
Optical goods
Optometrists
Package liquor stores
Paint, glass and wallpaper
Parking lots and garages
Pet shops
Pharmacies
Phonographic sales and service
Photographic studios
Physical culture and health establishments
Physical Therapy
Police and fire stations
Printers' offices and establishments
Private schools
Professional offices
Public utilities' offices
Real Estate and insurance
Record shops
Recreational uses
Restaurants (non-drive-through)
Sandwich shops (non-drive-in)
Savings and Loan association
Seafood stores
Shoe or hat repair shops
Skating rinks
Snack bars (non-drive-in)
Special foods
Sporting goods
Stamp and coin stores
Stamp redemption centers
Stationery stores
Self Storage Facilities
Supermarkets
Surgical and medical supplies
Tailors
Taverns and inns
Telephone and telegraph offices
Telephone answering service/offices
Television-radio sales and repairs
Theaters

Toy shops and hobbies
Travel agencies
Travel ticket offices
Uniform rentals and sales
Variety stores
Veterinary hospitals
Wallpaper stores
Window cleaning services
Women's clothing

Accessory Uses:

Microgrid and alternative energy facilities
Flagpole not to exceed 75' in height
Water features
Solar (rooftop only)

Any and all similar uses, as documented to, and reviewed and approved by the Municipal Agency. The Municipal Agency has approval overall.

Conditional uses:

The following conditional uses are permitted subject to approval of the municipal agency and the special conditions of this Redevelopment Plan:

- Restaurants (drive-thru)

Bulk Standards:

Principal Building:

- Minimum lot size: 40,000 square feet.
- Minimum lot width: 150 feet.
- Minimum lot depth: 200 feet.
- Minimum front yard setback: 50 feet
- Minimum rear yard setback: 40 feet.
- Minimum side yard setback: 40 feet.
- Minimum total side yard setback: 50 feet.
- Maximum lot coverage: 50%.

- Minimum gross floor area: 2,000 square feet.
- Maximum building height: 45 feet.
- Maximum impervious coverage: 90%

Accessory Buildings:

- Accessory buildings shall be set back one foot for each one foot of building height, but not less than 15 feet from a property line.
- All accessory structures shall not exceed the height requirements applicable to the principal structures.
- Security and/or guards outposts are not considered accessory buildings
- Accessory buildings are not permitted in the front yard.

Green Buildings:

- All buildings are encouraged to incorporate green building practices
- Proposed energy saving techniques shall be considered as part of architectural plans and renderings.
- New development or rehabilitation of existing buildings should employ green building practices (refer to the Township's Green Building Checklist).

Community Health:

Redevelopment of any site within the Township which is either outdated and/or not fully productive promotes community health. New construction promotes a reduction in the nuisance (and overall anxiety of residents and flood inundation dealing with a nuisance) of properties.

Community Resiliency:

This Plan promotes resiliency to climate change by permitting redevelopment in an area of minimal flood hazard, outside the 500-year flood. Furthermore, this development shall comply with all municipal and state stormwater regulations, including any requirements for green infrastructure.

Affordable Housing:

Any construction of new housing units presents an opportunity to contribute to the Township's affordable housing stock and must be provided in accordance with the relevant case law, statutes and regulations in effect at the time of an approval for development of the property.

Additional Standards:

Parking:

- Off-street parking and loading areas shall be coordinated with the public street system serving the Area to reduce conflicts with through traffic, obstruction with pedestrian circulation, and vehicle thoroughfares.
- All car parking spaces shall be 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.
- Minimum off-street parking spaces. Off-street parking spaces for the storage or parking of passenger vehicles of occupants, employees and patrons of main buildings and structures hereafter erected or enlarged shall be provided and kept available in amounts not less than specified in this Redevelopment Plan.

The minimum required number of parking spaces to be provided in connection with uses in the zone shall be in accordance with the following regulations:

Parking:

- All parking at 4 spaces per 1,000 square feet
- Conditional Use Parking requirements:
 - One (1) parking space per 50 square feet.
 - All drive-thru eating establishments must have the area to que a minimum of 20 vehicles

Circulation:

- Curbs cuts and site driveways shall be sized to accommodate the safe access and egress of large tractor trailers and emergency services equipment.

Loading:

- One (1) loading space required for every 20,000 square feet
- Loading spaces shall be at least 12-feet in width and 50-feet in length.
- Loading may be located within the front yards
- Loading need not be screened from public view

Landscaping:

- Landscaped areas. All areas in a development not used for construction of buildings, roads, access ways, parking or sidewalks shall be fully landscaped in accordance with these regulations.
- Site considerations. Natural site features, such as existing trees, streams, rock outcropping, etc., shall be preserved wherever possible. Whenever such natural features are absent or insufficient or have been destroyed during the development of the site, additional new planting of a sufficient size as determined by the municipal agency shall be established to provide environmental protection to beautify the buildings and grounds and to provide privacy, shade and the screening out of objectionable features created on the site.
- Labeling. All landscape plans shall have a schedule of the Latin and common name, the quantity, the size, spacing and method of planting of each plant material.

Additional regulations for commercial uses:

- A minimum landscaped area of ten (10') feet in width shall be provided along all side and rear yard lines and ten (10') feet along all front yard property lines except where along areas where buildings and roadways are proposed.
- All buffers and landscaped areas shall be protected from adjacent areas by curbs or concrete, metal or wood bumpers at least six (6) inches in height and securely anchored into the ground.
- Service areas, parking areas, transformer compounds and other strictly utilitarian improvements shall be screened as fully as practicable. In general, it is intended that possible objectionable or unsightly features within a given development shall be screened from passing traffic or abutting residential properties.

- In the case of repetition of building designs, care shall be exercised to avoid monotony in the planting design by introducing sufficient variety in the planting layout to lend interest and aesthetic appeal. By the same token, excessive variety shall be avoided, and all shall be represented as a balanced design with proper accent in the right places.
- All street trees and on-site deciduous shade trees shall not be less than three (3) inches in diameter, measured at four (4) feet above the root crown.
- A satisfactory amount of evergreen plant material (being 7'-8' in height) shall be included in the planting, this to be judged on an individual basis by the municipality.
- Retaining walls shall not be permitted within buffer areas unless approved as part of the site plan approval.
- In the redevelopment zone where non-single-family zone lines abut a single-family residential use, a buffer shall be established in the above non-single-family zone as follows: not less than twenty-five (25') feet.
- A buffer area shall be provided along the perimeter of the site. This buffer area shall be appropriately landscaped so as to generally enhance the appearance of the site. Where the buffer area is adjacent to a residential zone, such buffer area shall not contain roads, driveways, parking areas or signs, and such buffer area shall be appropriately landscaped, except that this limitation of use shall not apply to such buffer zone where a public highway exists between the residential zone and the Redevelopment Zone.
- Within the twenty-five (25') foot buffer of the Redevelopment Zone to a residential zone/uses, a berried living wall shall be placed in the vicinity of the property line; at the property line an eight (8) foot high board-on-board and/or lattice topped fence shall be installed. On the adjacent residential properties, each owner shall have the right of refusal of placement by the developer of a berried row of landscaping (i.e. evergreen species) being a minimum of eight (8') feet in height, and planted 8' on center. The developer shall obtain written refusals from residential property owners in order to be exempt from the required placement on those properties.

Landscape coverage:

- Minimum landscape coverage limits for Redevelopment Zone sites shall be: ten (10%).
- Landscaped area required. For all uses, a minimum of ten (10%) of the site shall be devoted to landscaped areas in addition to all required buffers. In calculating the landscaped areas, the areas of plazas, open pedestrian shopping malls, sitting areas, pools and fountains shall be included. For purposes of this subsection, the areas of a paved parking lot shall not be included for purposes of determining the percentage of the site that shall be devoted to landscaped areas. There shall be no landscaping required within the paved parking areas of a parking lot containing one hundred fifty (150) spaces or less. In parking lots containing more than one hundred fifty (150) spaces, landscaping may be allowed within the paved parking areas of the parking lot. The municipal agency shall have the authority to determine the distribution of the landscaping, except that there shall be no landscaping required within the paved parking areas of a parking lot one hundred fifty (150) spaces or less. All front yards shall have a minimum of ten (10%) landscaped areas.
- Landscaped areas on or offsite. If design prohibits provision of necessary area at a site, a landscaped pavilion or plaza can be provided in the vicinity of a site. Such proposed transfer requires approval of the Municipal Agency. Every attempt should be made to establish landscaped pavilions and/or pocket parks within the Redevelopment Zone where appropriate both on and off sites of development.

Buffering and Screening:

- Any commercial development that abuts any existing residential development or abuts any parcel planned or zoned for housing development shall be screened from view from the housing site using a combination of fencing, plantings and/or berming.
- Any dumpster shall be screened from public view with fencing and/or landscaping.

Lighting:

- Accent lighting on buildings is encouraged.
- Lighting shall be shielded to prevent glare on adjacent residential 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, truck parking and truck court lights shall not exceed 25 feet in height and shall contain decorative fixtures.

Utilities:

- Wherever practical, consideration should be given to relocating above ground utilities to underground.

Signage:

The following signage requirements shall apply within the Redevelopment Area:

Permit Required. It shall be unlawful for any person to erect, repair, replace or alter any sign or other advertising structure as defined in this chapter, except those signs exempted under this section of this chapter, without first obtaining a building permit.

General Regulations:

- All signs shall be limited to the lot or parcel to be sold or the premises where the business or service is conducted.
- The area of the sign shall include each and every part of the sign, including molding and frames. Where the sign is supported by a post or pylon whose surface is being used for advertising purposes, the area of the post, pylon or other supporting members shall be considered as part of the total allowable sign area. Wherever the name or advertising message on a sign is divided between the number of panels or parts, all of the panels or parts shall be considered as one (1) sign. Where a sign consists of individual letters or numbers, the area of the sign shall be considered as the total area of the smallest rectangle or rectangle which can enclose all of the letters or numbers.
- Signs erected flat against the side of a building shall not extend above the height or beyond the sides of the vertical wall or cornice to which they are attached. Such façade signs shall not extend from the face of the wall in which is attached more than eight (8) inches.
- Where the side or rear of a business structure adjoins a public parking area or a private parking area intended for the use of the structure in question, signs

may be placed on said side or rear wall to identify the business use in the structure, subject to the maximum sign requirements of this chapter.

- No sign or any part thereof shall be located closer than five (5) feet to any lot line.
- Any sign erected in conjunction with a specific use will be removed upon the discontinuation or removal of that use.

The following types of signs shall not be permitted:

- A flashing, fluttering, animated, electronic or rotating sign, except an LED Digital Display may be permitted on the site's pylon signs
- Signs with any lighting or control mechanism which may cause radio or television interference.
- Any sign so erected, constructed or maintained as to obstruct or be attached to any fire escape, window, door or open used as a mean of egress or ingress or for fire-fighting purposes or placed so as to interfere with any opening required for legal ventilation.
- Any sign which is of such a form, character or shape as to confuse or dangerously distract the attention of the operator of a motor vehicle.
- Signs which in any way simulate official, directional or warning signs erected or maintained by the State of New Jersey, a county or municipality thereof, or by any railroad or public utility or similar agency concerned with the protection of the public health or safety.
- Roof signs.
- Signs on railroad or vehicular overpasses.
- Any multiple use of lights, flags or pennants; strings of lights, flags or pennants; or similar displays to attract attention (except where a flag pole is permitted).
- Signs located in the public right-of-way.
- Signs utilizing neon in such colors or located in such fashion as to diminish or detract in any way from the effectiveness of any traffic signal or similar safety or warning device.

Signage Standards:

- Illumination. Illumination devices, such as but not limited to floor or spot lights shall be so placed and so shielded so as to prevent the rays of illumination thereof from being cast into residential properties or into a public right-of-way.

- Temporary signs in the public right-of-way. No temporary sign shall be placed erected, constructed or otherwise located within the public right-of-way.
- Setback from residential district. When signs in a non-residential district are located along the district boundary line of any residential district, they shall be set back not less than one hundred (100) feet from such residential district boundary line and/or residential uses.
- Sign maintenance. Any sign that is or shall become dangerous or unsafe in any manner whatsoever shall be repaired, made safe and attractive in conformity with this chapter or shall be removed by the owner, lessor, agent or occupant of the building, property or land upon which is placed or to which it is attached. A written notice shall be served upon the owner, lessor, agent or occupant of a building, property or land upon which a dangerous or unsafe sign is located. Said notice shall require necessary action to be taken within ten (10) days from the date of service of the notice upon such person, or within such lesser time as shall be deemed reasonable in cases where the danger to the public health, safety and general welfare is so imminent as to require more immediate abatement. All signs shall be painted and maintained in good repair at all times. Failure to keep signs painted, illuminated or in good repair for a period of twelve (12) consecutive calendar months shall constitute abandonment, and such sign may not then be repaired or reused and must be removed.
- Location of signs. No sign shall be erected or located to obstruct the vision of drivers entering a public street; nor shall any sign be erected which obstructs existing signs on adjacent properties to a degree that the message contained on the obstructed sign is no longer visible for a reasonable distance there from.

Signs for Commercial Uses:

- Façade signs. Exterior signs identifying or advertising the names or use of the tenants or occupants of the premises may be affixed to the building and shall occupy no more than fifteen (15%) percent of the front façade area of the building. Signs may be placed on all exposed sides of the building, provided that they do not total more than the fifteen (15%) percent maximum limitation of the front facade.

Canopy signs and awnings:

- A building whose walkways along the front facade are covered by a permanently installed rigid canopy or other structural device shall be

- permitted to hang vertically from the complete underside of said canopy, one sign for each store in the first floor of the building. Said sign shall not exceed six square feet in area and shall not be less than ten (10) feet above the walks. Such signs may be illuminated, but shall not overhang any public right-of-way. The canopy shall not project more than two feet from the structure. The colors that may be utilized in the canopy and signage shall be compatible with the color scheme of the entire building.
- Awnings. Awnings shall not extend more than six inches beyond either side of the window or doorway which they serve. Awnings may not be more than three feet in maximum height. Letters contained on awnings may not exceed twelve (12) inches in height and may not exceed seventy-five (75%) percent of the width of the awning. The colors that may be utilized in the awning and signage shall be compatible with the color scheme of the entire building.

Freestanding signs:

- Due to the area's unique nature of having over 1,000 square feet of highway frontage four (4) freestanding signs are permitted with the following guidelines:
 - One freestanding sign: Maximum sign area of 600 square feet per side. The printed area of the sign is not to exceed 375 square feet per side. Sign shall not exceed 30 feet in height.
 - One freestanding sign: Maximum sign area of 375 square feet per side. The printed area of the sign is not to exceed 205 square feet per side. Sign shall not exceed 25 feet in height.
 - Two freestanding signs: Maximum sign area of 200 square per side. The printed area of the sign is not to exceed 110 square feet per side. Signs shall not exceed 20 feet in height.
 - Minimum sign setback: 5 feet.
- Freestanding signs shall provide a monument base or in the alternative a planting base which screens the poles from the ground to either the bottom of the sign area or a minimum of 10' of the pole height.

- Digital signs are permitted but display must not be changed for a minimum of (2) two weeks at a time
- Signage lighting strength shall be conducive to all neighbors, especially residential properties.

Conditional Uses:

- Approval required. A conditional use is permitted use only as specified by this chapter and may be granted in accordance with the standards and specifications of this section. No permit shall be used issued for a conditional use unless an application is submitted to and approved by the municipal agency. It shall be submitted and distributed in the same manner as prescribed for all applications in the Land Use Procedural Ordinance.
- Standards for approval. The following standards and conditions are required to be met in order to receive municipal agency approval for specific conditional uses as indicated:
 - Eating establishments (drive-in or fast-food). All other requirements of the zone, including fencing and landscaping, shall apply. There shall be no access to the rest rooms from the exterior of the building. There shall be adequate trash receptacles outside the building for the use of patrons. There shall be frequent collection of debris and trash from outside the building so that trash does not blow off the property or make the subject property unsightly. The property shall be surrounded on three (3) sides by an eight-foot-high solid architectural fence, set back from the front property line no more than twenty-five (25) feet. There shall be a trash area completely surrounded by a six-foot-high solid architectural fence with front solid gates. All outside trash shall be stored in this area and shall not be in public view over the fence height. All similar accessory appurtenances, such as propane tanks, shall be similarly enclosed.

III. PLAN RELATIONSHIP WITH OTHER PLANS

RELATIONSHIP TO THE TOWNSHIP MASTER PLAN

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

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

- To encourage and control commercial development by limiting regional commercial and office development to major highway corridors.
- To continue attracting premier Retail, Industrial, and Office end users to the Township.
- To expand and protect the Township's ratable base through the attraction and retention of nationally known and respected companies.
- To expand retail and service activities in appropriate locations to meet the future shopping needs of Township residents.

MASTER PLANS OF ADJACENT MUNICIPALITIES

The Route 1 Area 14 Redevelopment Area is located along Route 1 and not near any adjacent municipalities. This Redevelopment Plan is not expected to have an adverse impact on any adjacent municipalities.

MIDDLESEX COUNTY PLANS

Middlesex County Growth Management Strategy

Between 1990 and 1995, Middlesex County prepared phased Growth Management Strategy to address infrastructure need, regional design and growth management strategies. The County was subdivided into four regions. Woodbridge Township is located in the northeast region, as were all neighboring municipalities.

Phase I of the plan found that large levels of public & private investment were

necessary to maintain infrastructure with the highest cost items being maintenance and improvement to sewers, parks and roads.

Phase II of the plan focused on managing actual growth pertaining to five specific case studies. None of the case studies focused on areas of Woodbridge.

Phase III of the study, three primary recommendations were made as part of the Metropark Case Study:

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

This Route 1 Area 20 Plan is consistent with the recommendations discussed in the Middlesex County Growth Management Strategy.

Consistency with Middlesex County Master Plan

The Route 1 Area 14 Redevelopment Plan is generally consistent with the elements of the Middlesex County Master Plan, a document that addresses sprawl and sustainability in the region. The Route 1 Area 14 Redevelopment Plan relates directly to the goals, values and objectives of the Middlesex County Master Plan which aims to:

- Make fuller use of existing transportation lines and facilities. The County Plan anticipated that public transportation would achieve greater significance as a necessary alternative to the private automobile, with its attendant problems of pollution, energy availability, and congestion;

- Find a more feasible alternative to the present situation of “strip” commercial development found on major roads, and single-family homes on unnecessarily large lots;
- “Cluster” future growth around definable town centers and transportation facilities to include commercial and office employment as well as residential, with land use intensity decreasing as distance from the town center increases.

New Jersey State Development & Redevelopment Plan

The Route 1 Area 20 Redevelopment Plan is consistent and would effectuate, the plans and policies of the New Jersey State Development and Redevelopment Plan (SDRP), adopted in 2001. The SDRP is a unique document that guides State-level development and redevelopment policy as well as local and regional planning efforts. This Plan is consistent with the following statewide goals in the SDRP.

- Revitalize the State’s cities and towns;
- Promote beneficial economic growth, development and renewal for all residents of New Jersey;
- Protect the environment, prevent and clean up pollution;
- Provide adequate public facilities and services at a reasonable cost;
- Preserve and enhance areas with historic, cultural, scenic, open space, and recreational value;
- Ensure sound and integrated planning and implementation statewide.

The SDRP also includes a State Plan Policy Map, which divides the state into regions, known as Planning Areas, and includes specific goals for each area.

The Policy Map also identifies “Centers”, locations into which development is to be directed, “Environs,” areas to be protected from future growth. The Township of Woodbridge falls in the ‘Metropolitan Planning Area’ (PA1). The State Plan recognizes that all communities in this planning area are essentially fully developed; hence much of the change in land uses will occur as redevelopment.

The State Plan’s planning objectives for the ‘Metropolitan Planning Area’ includes:

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

As of the writing of this Plan, a new State Plan is being developed, called “The State Strategic Plan: New Jersey’s State Development and Redevelopment Plan.”

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

IV. IMPLEMENTATION OF THE REDEVELOPMENT PLAN

REDEVELOPMENT ENTITY

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

Phasing:

- Projects may be developed in phases;
- The phasing may include phased start and completion dates among the various land use components, as well as internal phasing schedules within sections, subject to specific provisions in the redevelopment agreement.

SELECTION OF DESIGNATED DEVELOPERS

Potential redevelopers will be required to submit to the Redevelopment Entity for review and approval prior to the designation of a redeveloper(s) at a minimum:

- Financial responsibility and capability;
- Estimated development cost;
- Estimated time schedule;
- Conceptual site plans including elevations;
- Fiscal impact analysis.

APPOINTMENT OF A DESIGNATED REDEVELOPER

The Redevelopment Entity may select one or more redevelopers to participate in the implementation of the Redevelopment Plan.

As part of the process to be designated a redeveloper, the Redevelopment Entity will negotiate a formal Redevelopment Agreement.

Designation of a Redeveloper(s) by the Redevelopment Entity shall be subject to the execution of an appropriate Redevelopment Agreement.

A person or entity that owns or controls the parcels within the Redevelopment Area shall be given priority in the designation of Redeveloper, provided such person or

entity has appropriate development experience and financial resources, as this would minimize acquisition costs and delay.

CONDITIONS IN REDEVELOPMENT AGREEMENT(S)

Each Redevelopment Agreement will be contingent upon the following conditions, restrictions, and/or requirements.

1. Each Redevelopment Agreement will incorporate the pertinent aspects of the selected redeveloper's proposal and will address financial considerations, planning, phasing, development and such other issues as deemed appropriate and/or as required according to state law in order to implement the Redevelopment Plan.
2. A designated redeveloper will be obligated to complete on-site improvements as approved, together with any specified off-site improvements, as may be required in accordance with the Redevelopment Plan and the Redevelopment Agreement.
3. Any necessary deed of conveyance shall include a restriction that the designated redeveloper and his successors or assigns shall devote land to the uses specified in the designated redeveloper's final plan and shall not devote such land to any other uses.
4. No designated redeveloper will be permitted to dispose of property until the issuance of the Certificate of Completion, unless the prior written consent of the Redevelopment Agency has been obtained.
5. No covenant, agreement, lease, conveyance, or other instrument shall be effective or executed by the Township of Woodbridge and the Redevelopment Entity or by the purchasers or lessees from them, or by any successors in interest of such purchasers or lessees, by which land in the Redevelopment Area is restricted as to sale, lease, or occupancy upon the basis of race, color, creed, religion, ancestry, national origin, sex, or marital status.
6. The Redeveloper(s) shall pay to the Redevelopment Entity an application fee for consideration of redeveloper as a designated redeveloper and will fund an escrow for the Agency's costs in implementing redevelopment.

7. The Redevelopment Entity and the Township of Woodbridge reserve the right to terminate any Redevelopment Agreement with a designated redeveloper subject to the terms and conditions of the Redevelopment Agreement.

DEVELOPMENT REVIEW

An application for preliminary and/or final site plan approval for uses authorized in this Plan may be filed by: (i) a redeveloper designated by the Redevelopment Entity; or (ii) an assignee of the redeveloper as approved by the Redevelopment Entity. In addition to any requirements of the Redevelopment Entity, 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.

DURATION OF REDEVELOPMENT PLAN

During the time that the Redevelopment Plan is in effect, any party acting as a redeveloper, (as defined in the LRHL) must obtain the approval of the Redevelopment Entity. The Redevelopment Plan will remain in effect for 30 years.

AMENDING THE REDEVELOPMENT PLAN

This Redevelopment Plan may be amended from time to time in compliance with the requirements of law, provided that the respect to any land in the project area previously disposed of by the Redevelopment Entity for use in accordance with the Redevelopment Plan, the Entity will notice the owner of such land whose interests may be materially affected by such amendment.