

# West Kelly Street Redevelopment Plan

Township of Woodbridge  
Middlesex County, New Jersey



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ENDORSED \_\_\_\_\_ by Township of Woodbridge Planning Board

ADOPTED \_\_\_\_\_ by Township of Woodbridge Council

# West Kelly Street Redevelopment Plan

Township of Woodbridge

Prepared by  
Township of Woodbridge Department of Planning & Development

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Marta Lefsky Darden, A.I.C.P., P.P.  
License No. 33LI00517700

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

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

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## **INTRODUCTION**

The West Kelly Street Redevelopment Area consists of the Relax Inn property, formerly known as the “Swiss Motel.” This motel, like many other motels on Route 1, was built in the late 1930’s, prior to the construction and opening of the Garden State Parkway and the New Jersey Turnpike. At a time when Route 1 was the best north-south highway in the state for interstate and intrastate travel, these motels served the general public, who traveled to shore points or other popular destinations as well as commercial drivers who needed a place to rest. Today, demand for motel accommodations along Route 1 is much lower and as such, some motel properties have become stagnate.

This Redevelopment Plan represents an opportunity to improve and better utilize property along West Kelly Street in the Menlo Park Terrace section of Woodbridge Township. This plan will foster the transformation of this property into a productive residential use along West Kelly Street. This Redevelopment Area should be a highly desirable location to live.

The redevelopment of this property presents unique challenges. The property is currently in the Route One Corridor Redevelopment Area. In response to the physical and economic conditions along the Route One Corridor, the Township Council requested that the Planning Board evaluate certain properties as an “area in need of redevelopment” on August 4, 1998, April 6, 1999, and August 3 1999. The Council concluded that the Area did meet the criteria to be designated as “area in need of redevelopment” on November 3, 1999 and adopted the Route One Corridor Redevelopment Plan for said 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:

- Its relationship to definitive local objectives as to appropriate land uses, density of population and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements;

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

## **PLANNING CONTEXT**

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

The Menlo Park Terrace section of the Township is located in the western portion of the Township and is generally bound by the Iselin to the north and east, Fords to the south, and the Township of Edison to the west. The Menlo Park Terrace section of the Township consists primarily of single-family homes. Commercial property is located along Route 1 and mostly the south side of West Kelly Street.

The redevelopment area is 1.8 acres located along the northern side of West Kelly Street. The area consists of two parcels: Block 364, Lot 1.03 and Block 364, Lot 100. The area is located across from commercial properties which also front Route 1 South as well as behind single-family residences in the surrounding neighborhood.

**Figure 1: Redevelopment Area Parcel Map**



**Figure 2: Redevelopment Area Aerial Map**



## **MASTER PLANNING AND ZONING DESIGNATION HISTORY**

The Township Master Plan recognizes that the current land use for this area as redevelopment. The redevelopment area is in the Route 1 Corridor Redevelopment Area (R1R). The Master Plan proposes designation of the majority of this area as a redevelopment area. Prior to being in the R1R zone, the parcels in this Plan were in the B-3 Highway Business Zone since 1960.

## **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 create a transition area between commercial properties and single-family residential neighborhoods;
- To stimulate economic investment in the Area;
- To promote the effective use of all the Redevelopment Area properties and to increase property tax base;
- To improve the physical appearance of the Area;
- To create compact residential development
- To provide a healthy environment for all whom live and visit this property and the Town;
- To improve the quality of life and health of people who live in the vicinity the subject property by redeveloping the property.

## **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.

This Plan specifically promotes community health by permitting a compact dense residential development near commercial properties. The location of this

redevelopment area offers opportunities for residents to walk or bike to nearby businesses, encouraging an active lifestyle.

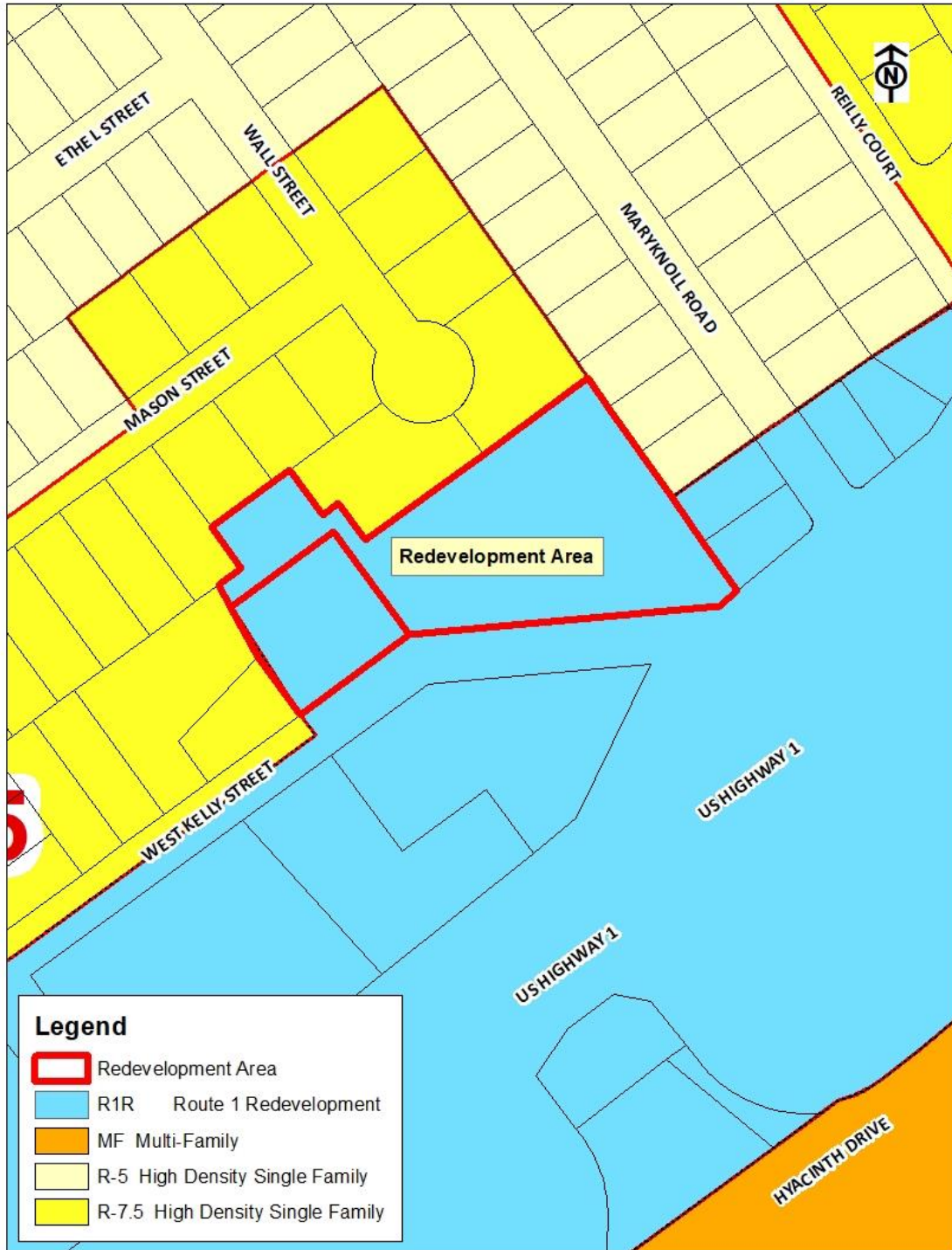
## **COMMUNITY RESILIENCY**

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. Additionally, this redevelopment area is located 0.25 miles from a NJ Transit bus stop with service to Metropark Train Station, which encourages the use the public transportation and if utilized, will reduce automobile emissions.

## **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.

**Figure 3: Existing Zoning**



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

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

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

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

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

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

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

## WEST KELLY STREET REDEVELOPMENT AREA ZONING STANDARDS

The following standards contain information pertaining to the purpose of the zone; 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 including District and Design Standards.

The purpose of this Redevelopment Zone is to provide residential multifamily housing in this area of the Menlo Park Terrace section of the Township.

### *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:

- Multi-family residential, including Townhomes; Mid-Rise or Garden Apartments

### Bulk Standards:

- Minimum lot size: 40,000 square feet
- Minimum lot width: 100 feet
- Minimum lot depth: 100 feet
- Minimum front setback: 10 feet
- Minimum each side setback: 10 feet
- Minimum both side setbacks: 20 feet
- Minimum rear setback: 15 feet
- Maximum building coverage (including principal and accessory buildings): 75%
- Maximum impervious coverage by all buildings and pavement: 85%
- Maximum building height: 3 stories or 35 feet for apartment buildings.

### *Accessory buildings and structures:*

- Accessory buildings, infrastructure and uses, shall meet the front setback requirement of a principal building and shall not exceed 15 feet in height or 150 square feet. The side and rear setbacks shall be four (4) feet.

*Additional Standards:*

*Off-street parking is required subject to the following conditions:*

- Minimum number of parking spaces for apartments shall comply with Residential Site Improvement Standards (RSIS) requirements.
- The minimum curb return radius for a driveway at its entrance to a public street shall be five (5) feet.
- The minimum distance between the curb cuts for any two driveways servicing the same property shall be five (5) feet.

Buffering and Landscaping:

- Minimum landscape coverage limits for Redevelopment Zone sites shall be: fifteen percent (15%).
- Landscaped area required: In calculating the landscaped areas, the areas of plazas, open pedestrian areas, sitting areas, green roofs, pools and fountains shall be included.
- All setback areas fronting public roadways shall be defined by a combination of decorative fencing and/or landscaping. The landscaped area within should contain a variety of flowering trees, shrubs, perennials, annuals and bulbs to complement the architecture and provide seasonal interest.
- Landscape design should be integrated into overall site design and plans should include a watering and maintenance schedule for each area.
- Any dumpster shall be screened from public view with fencing and landscaping.
- All trees to be removed shall be done in accordance with the Township Tree Ordinance.

Sustainability:

- All development is encouraged to incorporate green building practices.
- Solar Panels are permitted on buildings and on the top level of parking structures.
- “Make-Ready” electric vehicle parking spaces and installed electric vehicle supply equipment shall be installed according to state legislation.
- Bike share programs, and car share programs are all encouraged.

### 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 12 feet in height

### Site Signage:

- One (1) monument sign shall be permitted for each use.
- Maximum sign area: 20 square feet per side, with a maximum of two sides allowed.
- Minimum setback: three (3) feet from the property line.
- Maximum sign height: five (5) feet.
- Way finding signage to direct visitors toward parking areas, building identification, and building entrances is permitted as appropriate.
- Façade signs may be affixed to the mid-rise district buildings only and shall occupy no more than 10 percent of the front façade area of the building. Signs may be placed on all exposed sides of the buildings, provided that they do not total more than 10 percent maximum limitation of the front façade.

## 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 reexamined 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 permit residential uses at appropriate densities in locations accessible to major roadways, commercial services, public facilities and traditional downtown areas;
- To provide sufficient residential opportunities, in locations with access to facilities and services, to help the Township's senior residents age in place;
- To preserve the existing character consistent with current development patterns through:
  - Zoning standards that correspond to existing development patterns

### MASTER PLANS OF ADJACENT MUNICIPALITIES

The West Kelly Street Redevelopment Area is located in the Menlo Park Terrace section of the Township. The closest adjacent municipality to the area is the Township of Edison to the west. The redevelopment plan is not anticipated to have an adverse impact on the Township of Edison.

### STATE AND COUNTY PLANS

#### *Consistency with Middlesex County Master Plan*

The West Kelly Street Redevelopment Plan is generally consistent with the elements of the Middlesex County Master Plan, a document that addresses sprawl and sustainability in the region. This Redevelopment Plan adheres 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 (2001)*

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

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

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

The Policy Map also identifies “Centers”, locations into which development is to be directed, “Environs,” areas to be protected from future growth. The Township of Woodbridge falls in the ‘Metropolitan Planning Area’ (PA1). The State Plan

recognizes that all communities in this planning area are essentially fully developed; hence much of the change in land uses will occur as redevelopment.

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

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

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

The New Jersey Department of State has been preparing a new State Strategic Plan since 2012. The proposed plan has not been adopted by the State Planning Commission.

## **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.

### 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.

### 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. 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, subject to the terms and conditions of the Redevelopment Agreement.
4. 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.

## 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 in accordance with the requirements of the Municipal Land Use Law.

## 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 with 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.