



Main Street Rehabilitation & Transit Village Plan

Prepared For:
Township of Woodbridge

Prepared By:
Marta Lefsky Darden AICP, P.P.
Director of Planning & Development
Woodbridge Township

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

June 2008
Amended March 2023
Amended April 2025

Table of Contents

1	Introduction.....	1-1
	1.A Statutory Basis	1-1
	1.B Existing Development	1-1
	1.C Zoning	1-2
	1.D Surrounding Context	1-2
	1.E Purpose of the Plan	1-2
	1.F Key Elements	1-2
	1.G Applicability of Plan Standards	1-3
	Map of the Rehabilitation & Transit Village Area	
2	Visions, Goals and Context.....	2-1
	2.A Intent and Purpose	2-2
	2.B Plan Objectives	2-3
	2.C Relationship to Local Objectives	2-4
	Zoning Map	
	Land Usage (By Parcel) Map	
	Age of Residential Buildings Map	
3	Streets and Other Public Spaces.....	3-1
	3.A Street Design	3-2
	3.B Streetscape Materials	3-3
	3.C Public Open Space	3-4
4	Land Use.....	4-1
	4.A Land Uses	4-2
	4.B Permitted Uses	4-3
	4.C Building Height	4-4
	Zoning District Map	
5	Building Massing and Design Standards.....	5-1
	5.A Setbacks	5-2
	5.B Building Length	5-3
	5.C Separation Between Buildings	5-4
	5.D Massing	5-5

5.E	Building Detail	5-6
5.F	Parking Locations	5-7
5.G	Building Transparency	5-8
5.H	Façade Materials	5-9
5.I	Utilities and Service Areas	5-10
5.J	Green Design	5-11
5.K	Lighting	5-12
5.L	Landscaping	5-13
5.M	Signage	5-14
6	Effect on Adjacent Municipalities.....	6-1
6.A	Effect on Adjacent Municipalities	6-2
6.B	Consistency with Middlesex County Master Plan	6-3
6.C	Consistency with State Development & Redevelopment Plan	6-4
6.D	Consistency with State Smart Growth Principles	6-5
7	General Provisions.....	7-1
7.A	Validity of Plan	7-2
7.B	Site Plan and Subdivision Review	7-3

I. INTRODUCTION

The Main Street Rehabilitation and Transit Village Plan presents unique opportunities. These opportunities include revitalizing and reshaping the downtown of Woodbridge, while maintaining its historic presence; challenges include fragmented property ownership patterns that limit the potential for a coherent and comprehensive strategy of development; private and publicly owned lands that are not being utilized to their full potential; limited parking; and limited housing choices. This Rehabilitation Plan is intended to transform the current pattern of low-intensity development along a heavily traveled traffic-dominated street, into a highly-desirable location for business and residential uses to thrive, with a higher-quality and more readily accessible pedestrian environment. By creating a transit village, with transit-oriented housing types, incorporating siting of parks, and plazas, a history museum and a downtown events calendar including the farmers' market, a unique development scheme will emerge.

A. Statutory Basis

The Township of Woodbridge has determined that the use of the rehabilitation powers granted to municipalities under the Local Redevelopment and Housing Law ("LRHL") (N.J.S.A. 40A:12A-1 et seq.) would be the most effective approach to revitalize the downtown Main Street area. The Township directed the Town's Planning Board to undertake an investigation to determine whether Main Street qualified as an area in need of rehabilitation pursuant to the LRHL by resolution attached herein as Appendix A. The resulting report concluded that the area qualified as an area in need of rehabilitation, included herein as Appendix B. Based on the recommendation of the Planning Board, the Town Council designated the Main Street area as an "area in need of rehabilitation" by resolution adopted and included as Appendix C. The Rehabilitation Plan has been designed to comply with the requirements, as set forth in the LRHL, and to advance the comprehensive planning objectives of the Township of Woodbridge.

B. Existing Development

The Rehabilitation Area is almost fully developed with structures, as well as a NJ Transit parking lot, the Municipal Complex, municipal (surface) parking lots, a park parcel. The properties within the Rehabilitation Area contain a mix of older, relatively small-scale buildings of various ages and compositions, mostly ranging from two to three stories in height. Ground-floor retail with upper-floor residential is the predominant use type along Main Street, with detached residential structures most prevalent along the Area's side streets.

Most commercial buildings within the Rehabilitation Area do not provide adequate off-street parking. A number of small municipal and private parking lots are scattered among the few vacant lots in the Area.

Downtown Woodbridge has seen remarkable changes since the adoption of this Plan in 2008. New mixed-use, mid-rise developments have been completed at the intersection of Green Street and Rahway Avenue, the intersection of Main Street and Rahway Avenue, and Brook Street. A bike-share program has begun with a bicycle station at Tanzman Park. Electric vehicle charging stations have been constructed on Eleanor Street and at the public parking lot on New Street.

C. Zoning

The Rehabilitation Area straddles two (2) separate zoning districts: Central Business (B-2) Zone; and the R-6 Single Family residential zone.

The Plan Area encompasses separate tax parcels as shown in Figure 1, Delineation of Rehabilitation Area Properties by Block and Lot. Individual properties in the Rehabilitation Area are identified in the Appendix.

D. Surrounding Context

The Rehabilitation Area is situated roughly one-half mile around the Woodbridge Train Station, along Main Street, and Downtown Woodbridge.

E. Purpose of the Plan

The purpose of this Rehabilitation Plan is to develop the Main Street Area into a vibrant, mixed-use neighborhood that is organized around a newly restructured Main Street. The objective is to use smart growth planning principles and the regulation of building design and form to create an attractive and sustainable neighborhood. The Main Street Rehabilitation Plan provides for a range of shopping and services in the area, a variety of housing choices, a safe and appealing pedestrian environment, an improved traffic circulation pattern, and new public space. The Plan sets forth the terms and conditions under which the Main Street Rehabilitation Area may be redeveloped, including required improvements, allowable land uses, development densities and intensities, building massing and form, and design standards.

F. Key Elements

Key elements of the Plan include:

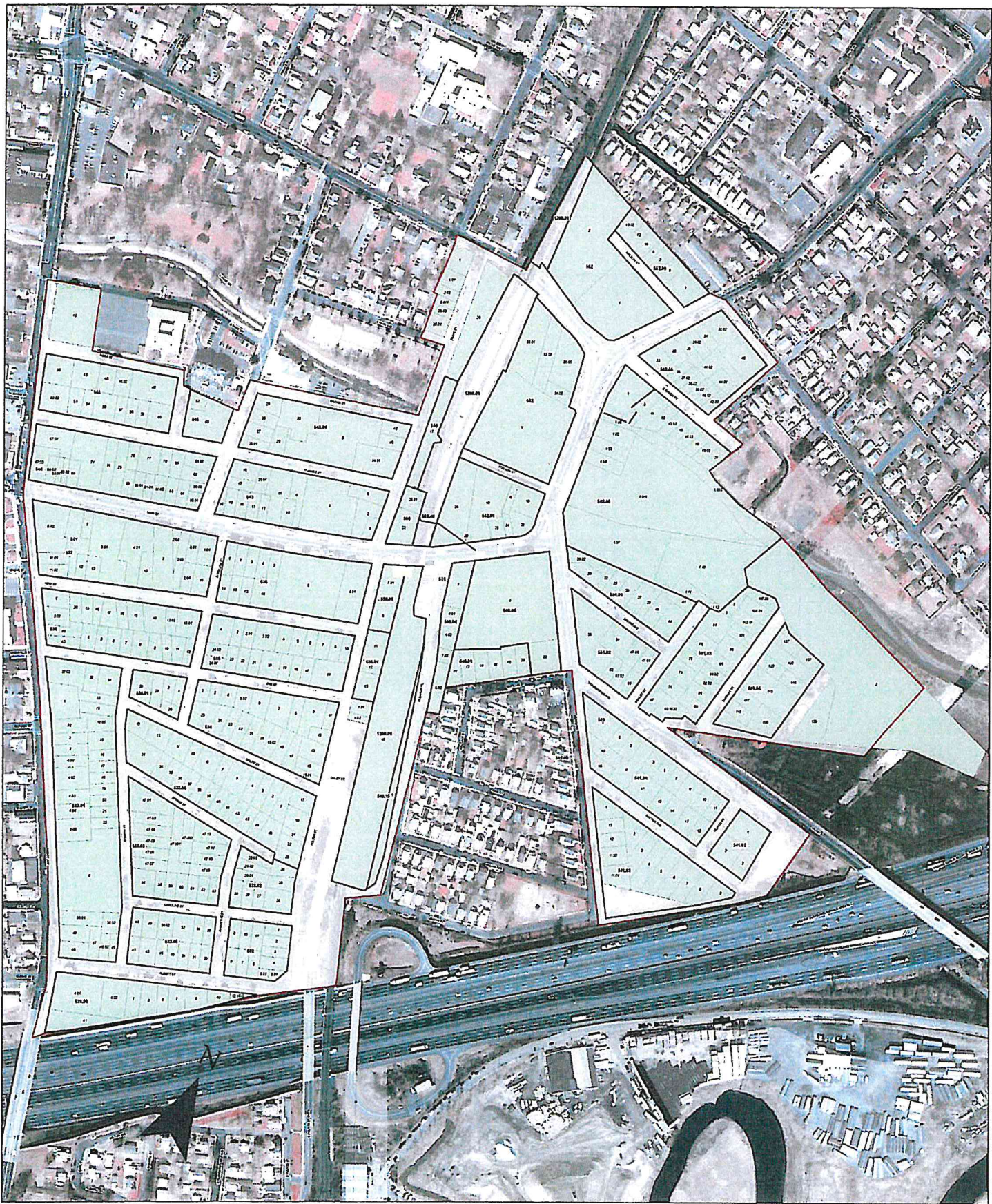
- Creation of new suburban public park/recreational area along Heard's Brook;
- Streetscape improvements including street trees and improved sidewalks, replacement of existing lighting with PSE&G's historic lighting

program to help create a sense of place and a more visually appealing environment;

- Creation of visual terminus points at key locations through the use of building massing and vertical corner elements;
- Provision of new and restructured retail or other non-residential space along Main Street, wrapping around the corner of Main Street to Rahway Avenue at Green Street;
- Provision for development of new residential units;
- A lower parking ratio, reflecting the area's central location, pedestrian-friendly scale and design, and proximity to public transit;
- Creation of structured parking, fully hidden from view of streets and public spaces behind retail, housing, or other active uses; or through architectural screening.

G. Applicability of Plan Standards

The design standards contained within the Main Street Rehabilitation Plan shall supersede any conflicting standards contained with the Woodbridge Township Land Use and Development Ordinance or other applicable Township of Woodbridge codes or ordinances. In cases where a particular design standard is not defined by this Plan, compliance with the Land Use and Development Ordinance or other applicable Woodbridge code or ordinance shall be required.



Township of Woodbridge Main Street Rehabilitation & Transit Village Plan

June 4, 2008
Unofficial Map

II. VISION, GOALS AND CONTEXT

A. Intent and Purpose

The Main Street Rehabilitation Plan is intended to provide a vibrant, mixed-use environment for those who live, work, ride, and play. Attention to building design through differentiation, varied roof and cornice lines and corner elements, and the placement of active building areas at the sidewalk will help foster development that retains the pedestrian-friendly, traditional building styles while providing the modern amenities that befit a thriving community.

The Rehabilitation Plan is designed in accordance with smart growth planning principles. Consistent with this approach, the plan reduces the amount of land devoted to the parking of cars, taking advantage of convenient access to the train station. Residents of the new development will benefit from being part of an attractive mixed-use neighborhood within walking distance of downtown shopping, services and transit.

B. Plan Objectives

The Main Street Rehabilitation Plan seeks to accomplish the following goals and objectives:

Create a Sense of Place

- Recognize the role of the Area as an important Central Business District, preserving its unique quality and character;
- Create linkages and gateways that will further identify the Rehabilitation Area as a unique neighborhood of Woodbridge, while creating connections to the larger Township community;
- Create a coordinated design for public spaces and streetscapes that uses street trees and landscaping, signage and awnings, lightings, street furniture to create an attractive pedestrian friendly environment , while creating variation to differentiate between residential and nonresidential streets and areas;
- Focus development around Main Street Area with a cluster of ground level retail, a public plaza, and high levels of pedestrian activity;

- Encourage signature architectural features and vertical design elements to create a visual interest within the development and an identity for the area as a whole.

Spur Economic Development

- Promote the overall economic and redevelopment objectives of the Town's Master Plan, and related redevelopment plans and programs;
- Improve business opportunities through promotion of new and diverse economic activities;
- Promote the creation of job opportunities in Woodbridge that will provide opportunities to both existing residents and as well as others in the region;
- Serve as a catalyst for future revitalization in adjacent areas, especially within the Route 35 Corridor and upper Main Street;
- Increase the number of people living proximate to the downtown train station to provide the critical mass to sustain, current and new, retail businesses in the downtown and surrounding areas;
- To attract new, different, creative retail opportunities;
- To increase new tax ratables to increase Woodbridge tax revenue and ratable base.

Expand Housing Options

- Provide a variety of housing types, including market-rate rental, and "for sale" dwellings and affordable housing.

Enhance Redevelopment /Rehabilitation Options

- Protect the health, safety, and welfare of the citizens of Woodbridge by redeveloping underutilized and stagnant properties that could more effectively contribute to the economic well-being of the Town, and the ongoing reinvention of the downtown;
- Eliminate buildings in poor repair and inappropriate land uses.

Improve Parking and Circulation

- Provide adequate off-street parking spaces to support demand from proposed retail and residential uses and provide opportunities for shared parking;
- Place bike racks throughout the Rehabilitation Area to encourage the use of bicycles as a transportation mode;
- Create a pedestrian friendly sense of place by providing a system of sidewalks, crosswalks, and other pathways that encourage a safe, walkable environment;
- Provide for reduction in automobile trips generated by providing development design that promotes walking, biking, and linkages to transit.

Foster High-Quality Design

- Create a mixed-use environment offering enhanced social, environmental, economic and aesthetic development design;
- Enhance the visual character and safety of the Main Street Rehabilitation Area via landscape and aesthetic development design;
- Design buildings that draw upon and strengthen the historical design traditions of Woodbridge Township.

C. Relationship to Local Objectives

The goals and objectives of the Main Street Rehabilitation Plan are generally consistent with the overall goals and objectives of the Master Plan. In particular, the Master Plan encourages context sensitive mixed-use development in the Main Street Area, as is proposed for the Main Street Rehabilitation Area. The following statements demonstrate which specific objectives of the Township's Master Plan will be effectuated by the Main Street Rehabilitation Plan:

- To permit residential uses at appropriate densities in locations accessible to major roadways, commercial services, public facilities and traditional downtown areas.
- To encourage the rehabilitation of substandard residential units.
- To strengthen downtown commercial shopping areas through:
 - Expanded retail offerings.
 - Improved facades and streetscapes.
 - Adequate parking.

- Improved pedestrian and bike connections with adjacent neighborhoods
- To discourage strip commercial development through stringent site planning standards, including the use of common driveways, common rear yard parking areas and unified sign plans.
- To minimize conflicts between residential and non-residential development through appropriate lighting, buffering/landscaping, loading, parking and storage standards.
- 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.

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 was performed in 2003. This Reexamination Report adopted the following relevant goals for the Township:

- To encourage rehabilitation of substandard residential units within neighborhoods;
- To preserve the integrity of existing residential areas: By preventing intrusion of nonresidential uses into residential neighborhoods. By maintaining existing development intensity and population density consistent with residential neighborhood patterns;
- To strengthen the downtown commercial shopping areas;
- To permit multi-family residential use in locations accessible to major roadways, commercial services, and public facilities;
- To expand retail and service activities in appropriate locations to meet future shopping needs of Township residents;
- Design buildings that draw upon and strengthen the architectural design traditions of Woodbridge Township;

- To continue to provide a variety of housing opportunities for all income levels in appropriate locations consistent with environmental constraints;
- To relate the density of housing development to the carrying capacity of the land, roads, and utility infrastructure possibilities;
- To expand retail and service activities in appropriate locations to meet future shopping needs of Township residents;
- To maintain the quality of existing housing by updating maintenance codes and enforcement regulations;
- To continue and strengthen the housing rehabilitation program of the Township.

Township of Woodbridge Zoning Code

Permitted uses in the B-1 Neighborhood Business Zone include:

Antique shops, Apparel, Appliance stores, Artist's Supply, Bakery Shops, Bank and Trust Companies, Barbershops, Beauty and Cosmetic shops, Bicycle shops, Book, periodical and newspaper sales, Butcher shops or meat markets (no slaughtering permitted), Candy shops, Card shops, Ceramic shops, Cigars and Tobacco, Cleaner pickup or laundry pickup, Coin dealers, Dairy products, Delicatessens, Drugstores, Finance companies, Florists, Fruit stores and vegetable markets, Gift shops, Grocery stores, Hardware stores, Hobby shops, Ice cream shops, Jewelry shops, Libraries, Liquor stores, Locksmiths, Luncheonettes (non-drive in), Medical clinics and offices (outpatient), Musical instrument stores, Newsstands, Notaries, Paint, glass and wallpaper stores, Pet shops, Pharmacies, Photography studios, Police and fire stations, Professional offices, Public utilities offices, Post offices, Real Estate and insurance, Record shops, Restaurant (non-drive in, non-fast food), Savings and loan associations, Seafood stores, Shoe or hat repair shops, Snack bar (non-drive in), Specialty food stores, Stationery stores, Tailors, Taverns, Television, radio and electronics sales and service, Travel agencies.

Bulk Standards in the B-1 Neighborhood Business Zone

Minimum lot size: 5,000 square feet; Minimum lot width: 50 feet; Minimum lot depth: 100 feet; Minimum front setback: 5 feet on interior lots, 5 feet and 20 feet on corner lots; Minimum side setback: 4 feet; Minimum total side yard setback: 10 feet; Minimum rear setback: 10 feet; Minimum gross floor area: 500 square feet; Maximum lot coverage 30 percent; Maximum building height 2 ½ stories or 35 feet, whichever is less.

Permitted uses in the B-2 Central Business Zone include:

Advertising Agencies, Advertising specialty offices, Antique shops, Apparel, Art galleries, Arts and crafts, Audiovisual equipment, Automobile parking lots and parking garages, Auto supplies, parts and accessories, Bakery Shops, Bank and Trust Companies, Barbershops, Beauty and Cosmetic shops, Bicycle shops, Blueprinting and photostating, Book, periodical and newspaper sales, Broadcasting studios and offices, Business equipment, Butcher shops or meat markets (no slaughtering permitted), Candy shops, Card shops, Ceramic shops, Cigars and Tobacco, Churches and synagogues, Cigars and tobacco, Cleaner pickup or laundry pickup, Coin dealers, Cosmetic shops, Costume retail, Credit union offices, Dairy products, Delivery services, Department stores, Delicatessens, Display equipment, Drugstores, Dry Cleaning and linen supply, sales, Eating and drinking establishments (non-drive in), Electrical appliances, Employment agencies, Exterminators, Fabric shops, Finance companies, Firehouses, Fire protection equipment, Floor covering, Florists, Fruit stores and vegetable markets, Funeral services, excluding crematories, Furniture displays and sales, Fur shops, General office buildings, Gift shops, Glassware, Greeting card shops, Groceries, Hardware, Hobby shops, Home furnishings, Hospitals, animal, Household appliances, Ice cream shops, Insurance companies, Interior decorating establishments, Jewelry stores, Kitchen equipment, Laundry and dry cleaning (pickup and delivery only), Leather goods and luggage stores, Libraries, Locksmiths, Luncheonettes, Mail order houses, Management consultants' offices, Metalware, Museums, Musical instruments, Newsstands, Notaries, Office equipment and supplies, Optical goods, Package liquor stores, Paint, glass and wallpaper, Parking lots and garages, Pet shops, Pharmacies, Photography studios, Physical culture or health establishments, Police and fire stations, Printers' offices, Private schools, Professional offices, Public utilities offices, Quasi-public uses, Record shops, Reducing salons, Restaurants (non-drive-in), Sandwich shops (non-drive-in), Savings and loan associations, Seafood, Shoe or hat repair shops, Shoe stores, Skating rinks, Snack bars (non-drive-in), Social service organization offices, Special foods, Sporting goods, Stamp or coin stores, Stamp redemption centers, Stationery stores, Supermarkets, Surgical and medical supplies, Tailors, Taverns and inns, Taxicab dispatch offices, Telephone and telegraph offices, Telephone answering service offices, Television-radio sales and repairs, Theaters (indoor), Toy shops and hobbies, Travel agencies, Travel ticket offices, Uniform rentals and sales, Variety stores, Window cleaning services.

Bulk Standards in the B-2 Central Business Zone

Minimum lot size: 2,500 square feet; Minimum lot width: 25 feet; Minimum lot depth: 100 feet; Minimum front setback: none; Minimum side yard setback: 0 feet; Minimum rear setbacks: 0 feet; Maximum lot coverage: 100%; Minimum gross floor area: 1,200 square feet; Maximum building height: 2 ½ stories or 35 feet, whichever is less.

Permitted uses in the R-6 Single Family Residential include:

A detached one -family dwelling as a principal structure.

Bulk Standards in the R-6 Single Family Residential Zone

Minimum lot size: 6, 000 square feet; Minimum lot width: 60 feet; Minimum lot depth 100 feet; Minimum front setback: 25 feet; Minimum total side setback: 15 feet; Minimum rear setback: 20 feet; Minimum gross floor area: 900 square feet; Maximum lot coverage: 25%; Maximum building height: 2 ½ stories or 35 feet, whichever is less.

Permitted Uses in the R-6 Single Family Residential Zone/2-F Two-Family Zone include:

A detached two-family dwelling as a principal structure.

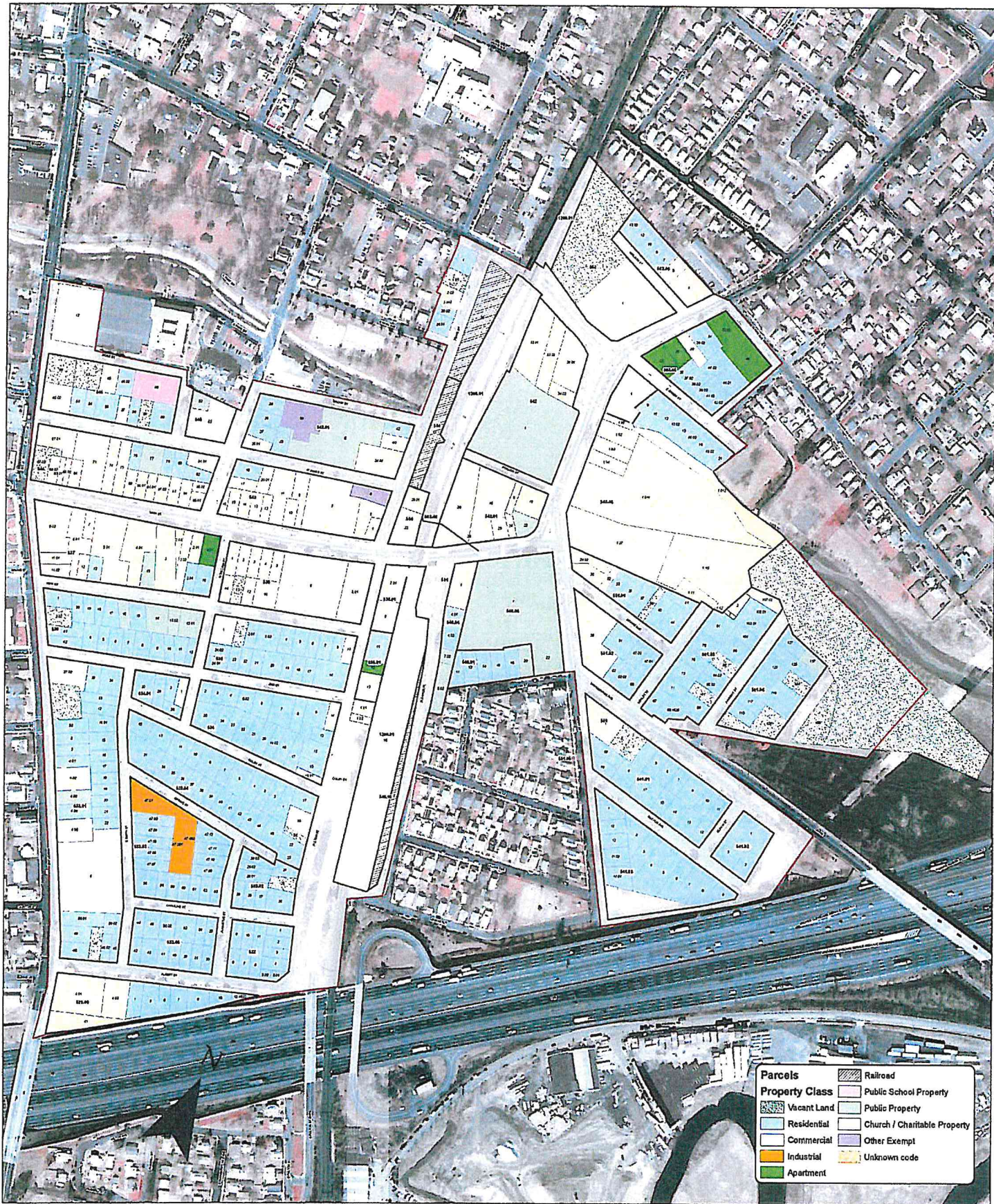
Bulk Standards in the R-6 Single Family Residential/2-F Two Family Zone

Minimum lot size: 6,000 square feet; Minimum lot width: 60 feet; Minimum lot depth 100 feet; Minimum front setback: 25 feet; Minimum side setback 5 feet; Minimum total side yard setback 15 feet; Minimum rear setback 20 feet; Minimum gross floor area 900 square feet; Maximum lot coverage: 25%; Maximum building height: 2 ½ stories or 35 feet, whichever is less.

Zoning and Master Plan Consistency

Pursuant to the LRHL, “all provisions of the Rehabilitation Plan shall be either substantially consistent with the municipal master plan or designed to effectuate the master plan” (N.J.S.A. 40A:12A-7d). As described above the Rehabilitation Plan is designed to effectuate numerous goals and objectives of the Master Plan. Although, the densities and heights prescribed as part of the Rehabilitation Plan are in excess of what the current zoning provides. The Rehabilitation Plan does, however, propose that the development intensity to be expanded to include the moderate density designations as part of the larger mixed-use development area.

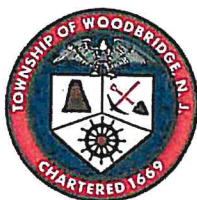
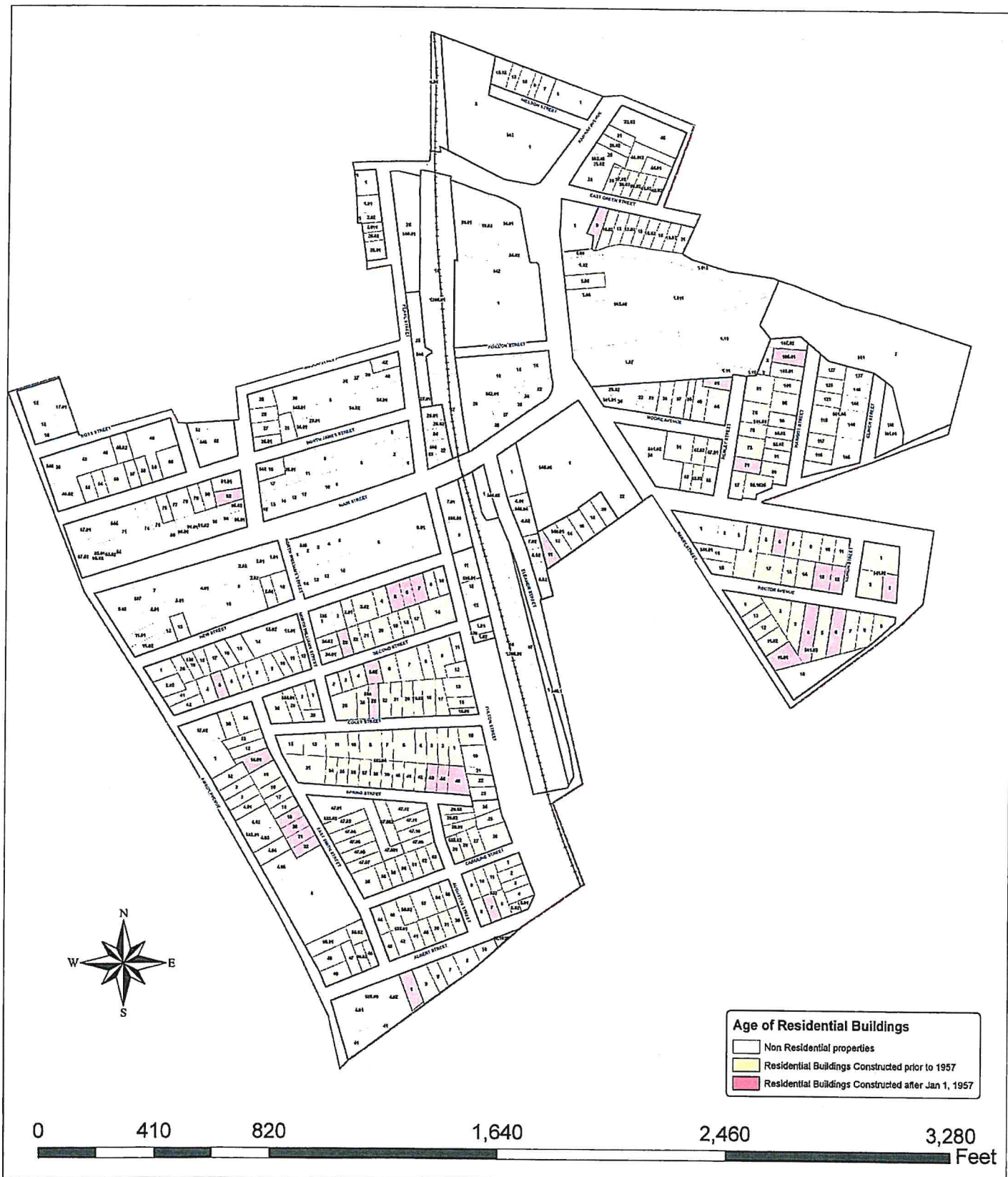
Furthermore, as compared to the existing zoning, the Plan will create a more aesthetically pleasing and pedestrian friendly streetscape, with minimal or no front yards, taller building heights, and higher densities. The Plan will create more housing alternatives, rather than the garden apartments and one-family residences allowed under existing zoning. In return for higher allowable densities and building heights, the Plan requires that developers meet stringent design requirements as defined herein. This Plan includes design controls and form-based regulations that will help reduce the perceived intensity of any project built according to this Rehabilitation Plan, and improve the appearance and function of streets within the Plan Area.



Township of Woodbridge Main Street Rehabilitation & Transit Village Plan

June 4, 2008
UrnsRdMap

ManSRRev-4-201.mxd



Township of Woodbridge

Main Street Rehabilitation & Transit Village Plan

Age of Residential Buildings

June 4, 2008
Unofficial Map

Area\Count\Area\Year.mxd

III. STREETS AND OTHER PUBLIC SPACES

A. Street Design

All streets shown shall have sidewalks with street trees and a minimum pedestrian walkway clearance of six (6) feet. Where outdoor dining is provided and appropriate, ADA accessible sidewalks must be provided and maintained. Sidewalks shall be continuous and pedestrian crossings should be created as appropriate with thought to managing vehicle traffic, prohibiting speeding. Stubbing or dead ending streets should be considered to assist in creation of plaza areas and to promote pedestrian activity.

On-Street Parking

On-street parking provides convenient short-term parking for retailers and residents, helps narrow the roadway width (thereby slowing down traffic) and provides a buffer between traffic and pedestrians on sidewalks.

B. Streetscape Materials

Plantings

All plantings shall be installed in a manner that ensures the availability of sufficient soil and water for healthy growth and which is not intrusive to underground utilities.

Street Trees

Street trees and tree well grates shall be installed in the public right-of-way of all streets within the entire Main Street Rehabilitation Plan Area. Street trees shall meet the following specifications:

- Street trees shall not block curb cuts and driveways;
- Street tree spacing shall be determined by species type. Large maturing trees shall be planted a minimum of 40 feet and a maximum of 50 feet on center. Small and medium maturing trees shall be planted a minimum of 20 feet and a maximum of 40 feet on center;
- Street trees shall be a minimum of 2.5 inches in caliper at the time of planting. All street tree types and sizes shall be recommended by a local arborist, nurseryman, or landscape architect designated by the Planning Board;
- Street trees shall be planted in adequately sized tree wells, with appropriate watering and feeding techniques. The area around the tree may be planted with groundcover, covered with decorative

gates or paved with decorative pavers. Where possible, the area around the tree shall be protected by a low fence.

Other Landscaping

Plants in boxed, clay or wood containers should be used for enhancement of plazas and courtyards.

Street Lighting

A unified design family of lighting standards shall be used for posts and fixtures throughout the Rehabilitation Area, with the mass and size varying by location and street type. One lighting standard shall be placed approximately every 25 linear feet of sidewalk, on average. The standard shall not exceed 20 feet in height. The Planning Board shall give final approval of the fixture, pole type, and location.

C. Public Open Space

Public Plaza

A new plaza or series of plazas shall be created in the Rehabilitation Area, and will meet the following minimum standards:

- Paved with high-quality, durable and decorative materials;
- Located at the grade of the sidewalk, with barrier-free access;
- Extensively landscaped, including large plants in containers;
- Minimum 45 feet in width by 45 feet in depth;
- Provided with a variety of seating facing the street and into the plaza;
- Bordered by entryways to retail space around the plaza, where applicable;
- Equipt with sculpture and other street art hardware as appropriate.

IV. LAND USE

A. Land Uses

In the event of any conflict or inconsistency between the provisions of this Plan and the provisions of Woodbridge's Land Use and Development Ordinances, this Plan shall govern. Specific application of the land use and development requirements of this Plan, as they affect existing uses are as follows:

- Existing uses that are non-conforming with current zoning provisions will remain non-conforming unless they are expressly permitted in this Rehabilitation Plan;
- Existing principal or accessory uses of properties permitted by the use of provisions of the Land Use and Development Ordinances in effect for the Area immediately prior to the effective date of this Plan, but which are not listed as permitted uses in this Plan, will become prior non-conforming uses at the time this Plan is effective. At that time, and thereafter, any modification, or expansion of these prior non-conforming uses are prohibited and any new use, redevelopment or rehabilitation of such properties shall be subject to the provisions of this Plan.

B. Permitted Uses

- An integral part of the Main Street Rehabilitation and Transit Village Plan is the creation of mixed-use buildings containing retail and residential uses. Active ground-floor uses are required in all buildings facing streets. In this plan, "active uses" refers primarily to retail and residential space. Active uses help create visual interest and variety at the street, making the sidewalk environment more interesting and enjoyable for pedestrians.

Principal Permitted Uses

- Residential single family dwellings;
- Multi-family residential units, in the form of apartment units, both owned and rental;
- Retail stores and services, including banks, in most cases, retail uses shall be contained within mixed-use buildings with residential over retail;
- Health clubs and fitness centers, serving a building's occupants and/or open to the general public;

- Personal Services/Artistic Retail
 - Signage externally lighted on first-floor only- shingle type
 - By appointment only;
 - Single tenant rented only;
 - Maximum 50% of existing second and third floors space, exclusively located at properties abutting Main Street between Route 35 and Fulton/Pearl streets, to be utilized by retail and/or personal services;
- Restaurants, cafes and other eating establishments;
- Educational uses;
- Outdoor dining is permitted and encouraged within the public plaza areas and in general within sidewalk areas subject to clear pedestrian passage;
- Live-Work Units. Live-work units have store-front style workspaces that serve as studios, offices, galleries, showrooms, or even home offices or family recreation rooms. The workspace of live-work units must be located on the first level of a building facing a street. Workspaces are allowed along any street-facing ground level, except where retail space is required. The workspace must be directly connected to a living unit, either on the same floor or an upper floor; and is limited in maximum size to an equivalent of the attached unit;
- Civil and community uses (upper floors only);
- Office uses (second and third stories only);
- Mixed-use. Buildings may include any two or more of the above permitted uses;
- Open space, both public and private, including plazas, courtyards, and recreation facilities;
- Art galleries and museums;
- Government buildings and uses;
- Micro-Grid Systems and Facilities;
- Artistic retail: Retail establishments employing the use of pencil, paint, info to create picture/words/images on any medium, either permanent or temporary and offering same for sale by appointment only on existing

second and third floors, exclusively located at properties abutting Main Street between Route 35 and Fulton/Pearl Streets.

No more than three types of the exact same use shall be permitted within the district without approval of the Planning Board.

All buildings and improvements are subject to the Downtown Facade Improvement Manual requirements contained by reference herein. All facade improvements will be reviewed and approved by the Main Street Special Improvement District for compliance with these standards prior to issuance of a building permit.

The attached district land use map depicts permitted use allocation in the district.

Accessory Permitted Uses

- Parking structures integrated into a residential or mixed-use building (to be located at the interior of the block, away from view of streets) whose parking supply serves building occupants, retail customers and employees associated with any commercial space that may be built as part of the development;
- Any other uses accessory and incidental to principal permitted uses such as but not limited to “drive-in” or “drive-thru”, same is permitted along railroad location properties only.

Prohibited Uses

Any use that is not listed above is prohibited.

Use Variances

In order to continue to promote ongoing rehabilitation of our residential parcels in the downtown, use variances may be granted in the previously zoned residential areas of the downtown district.

Required Retail Areas

Where required, retail storefronts (i.e., excluding storage, loading and circulation areas) shall be at least 40 feet deep. There is no maximum depth for retail spaces; they may extend to the rear of the building.

Residential units may be provided on the second and third level of buildings.

C. Building Height

Allowable Building Height

Height is expressed by the number of stories as well as by a total height in feet as described below:

- The maximum number of stories range up to three (3) stories for most areas;
- The maximum building height ranges to 38 feet in most areas;
- Generally, retail floors are expected to be up to 15 feet in height, while residential floors are envisioned to be 10 to 11 feet in height, floor to floor;
- The heights shown provide a slightly greater height allowance for areas where ground-floor retail space is required to account for the taller ground-floor retail spaces;
- For properties providing decked parking five (5) stories is permitted in order to provide building mass surrounding the parking structure, designed to disguise the parking structure.

Parking Location

For residential and civic uses, off-street parking is required.

For retail uses, restaurants and eating establishments, and health clubs, any on-street parking spaces located on streets bordering development within the Rehabilitation Area (i.e., on the side (s) of a street that is adjacent to a Rehabilitation Area property) may be counted towards the retail parking requirement.

At the discretion of the Land Use Board, where proposed development merits a parking requirement reduction, a waiver of Residential Site Improvements may be warranted and promoted by the Board.

In all parking lots provided at grade, landscaping street hardware and street furniture shall be installed.

Loading Spaces

Due to the pedestrian-friendly design proposed of the Main Street Corridor Rehabilitation Area, a modified approach to the provision of off-street loading shall be permitted:

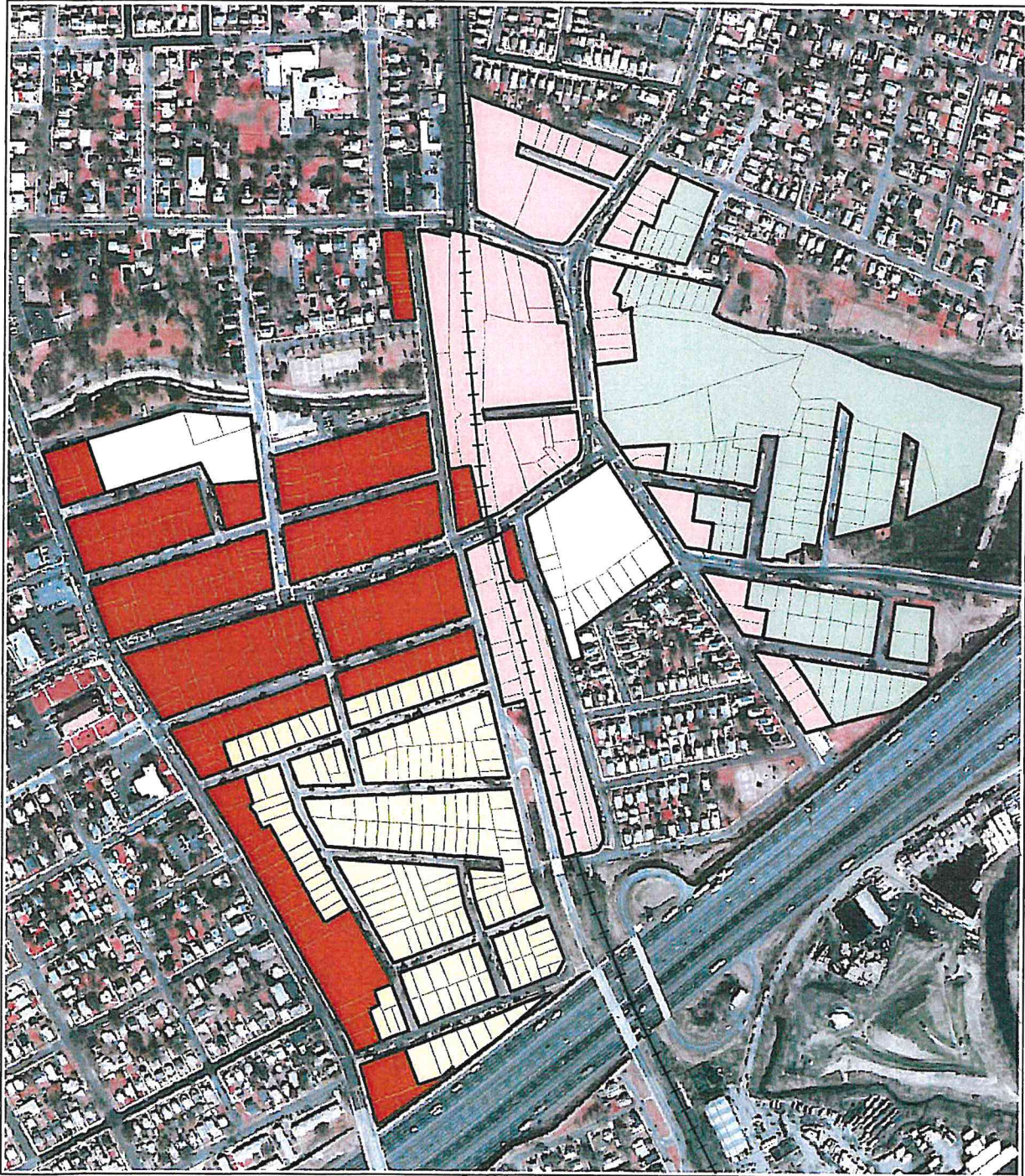
- Any tract containing a total of more than 5,000 square feet of retail space shall provide one (1) off-street loading area, a minimum of 12 feet in width and 30 feet in length.

Bicycle Parking

Provision of secure, locked bicycle rooms shall be considered within each building for use of residents.

WOODBIDGE TOWNSHIP

Downtown Rehabilitation & Transit Village



Zone Districts Map

Permitted Land Uses	
	Residential
	Residential / Educational Mixed Use
	Retail / Mixed Use
	Residential / Mixed Use
	Public / Quasi Public Uses

V. BUILDING MASSING & DESIGN STANDARDS

This section provides design standards for redevelopment within the Main Street Rehabilitation Area.

A. Setbacks

Buildings should be placed to frame intersections and street corners. Building facades shall be located close to street corners, specifically within 5 feet of the property line, except where streetscape expansion and design may be proposed. Buildings shall be located close to the sidewalk in order to frame streets.

Street-Facing Setbacks

The setback shall be 5 feet except in the exclusively residential district where Zoning Ordinance standards shall apply to all single family dwellings/lots.

Duplex buildings in the residential district shall require 15 foot front setbacks.

Along Main Street

For Retail shall be in accordance with the above requirement.

Side Lot Line Setbacks

Where duplex buildings border the side lot line of an adjacent property, the minimum setback shall be 10 feet.

Rear Lot Line Setbacks

Where duplex buildings border the rear lot line of an adjacent property, the minimum setback shall be 20 feet.

First-Story

Stoops and staircases leading to residential entries shall project at right angles to the building façade; they are prohibited from making a turn to run parallel to the building.

Stoops and staircases shall not project into the public right of way; therefore, a building must have a setback of sufficient depth to incorporate any stoops or porches.

Upper-Story Projections

Allowable projections on any upper-level façade (i.e., not a grade level) include overhangs, flat canopies, cornices, bow & boxed windows, and bay windows. These elements may project up to three (3) feet into the required minimum setback.

French or “Juliet” balconies are also allowed and may project up to one (1) foot into required setbacks on any façade.

Balconies on street-facing frontages shall be fully recessed into the building plan; that is, they may not project into the minimum required setback. On facades that do not face public streets, balconies are also allowed, and may project up to five (5) feet into the minimum required setback.

Fire escapes are prohibited on street-facing facades.

B. Building Length

Along public streets, building lengths shall not exceed 275 feet along any one side unless broken up by a plaza or court yard.

C. Separation Between Buildings

At least 60 feet shall be provided between facing facades of adjacent buildings, whether they are located on the same side of the street or across the street from each other. This separation shall apply to all levels of the buildings, including any partially-above grade parking levels.

D. Massing

Bay Spacing and Differentiation

Most traditional buildings range from approximately 15 to 50 feet wide. The new buildings within the Rehabilitation Area shall continue this approach by breaking down large façade areas to appear as a series of distinct bays, each no more than 50 feet wide. Each building façade should create a varied articulation. Taken together, the facades along each block should create the appearance of several different buildings of different styles.

Bays may be differentiated through variation in material, texture, masonry pattern, fenestration/glazing pattern, and/or a change in façade plane of at least three (3) feet. Each bay shall be expressed vertically through all levels of the building façade that lie within the same plane. Bays shall be enhanced with

decorative cornices at stepback and roof areas or terminate by a soffit, parapet, or pitched roof.

The most prominent articulation of facades should place the focus on major pedestrian entryways and any corner elements.

Corner and Tower Elements

Corner and tower elements are encouraged in order to create architectural focus for the area. This Plan provides additional information and allows such elements to exceed the allowable height standards by up to 5 feet as long as each element is less than 10 feet deep and 10 feet wide.

Base/Middle/Top

Buildings shall be divided into a base, middle, and top.

Base

The base is the first one or two levels of the building with respect to the sidewalk grade.

- For buildings with retail storefronts, the base of the building should be differentiated with different materials than the upper floors, as well as large storefront windows. The pattern of any storefront openings within the base should relate to the building's vertical bay pattern. Overhangs, light shelves or straight awnings are encouraged along storefronts and over building entrances;
- For buildings with ground-floor residences, the base should be defined by contrasting materials, belt cornices or other horizontal elements, projections and recesses, stoops, and canopies or other overhanging element over entryways.

Middle

The middle of the building should be distinguished from the base and top by horizontal belt courses or cornices or changes in material, masonry, or fenestration pattern and proportion.

Top

The top is the upper one to two levels, including the cornice line and roof. The top of the building should be emphasized with a parapet wall, balustrade, and/or deep cornice. This applies to flat rooflines of primary facades.

Most buildings should have flat roofs. Mansard roofs, if used, shall include frequent dormer windows. Gabled and sloping roofs should not be used except in tower elements.

The rooflines of buildings shall follow the variation in bay massing so as to appear as a series of side-by-side buildings or a series of bays.

E. Building Detailing

Buildings shall be richly detailed so as to create visually-interesting facades. Architectural features contributing to the detailing may include, but are not limited to the following: recesses, projections, wall insets, awnings, balconies, window projections, porches, stoops, landscape structures or other features that complement the design intent of the structure.

F. Parking Locations

In residential-only buildings, portions of parking garages are permitted to extend above grade at the street. For buildings with ground-floor commercial use, parking shall be completely hidden from view of streets and other public areas, behind the active uses.

Along Streets, Parking Shall be Hidden or Screened

Parking levels that are fully underground are ideal and do not require any screening. Otherwise, any off-street parking shall be hidden or screened from view of public streets, sidewalks, plazas, courts, or other pedestrian-frequented public spaces by being located behind residential or retail (or other non-residential) space or by being screened with stoops, entrances, and landscaping.

Parking Extending More than Eight Feet Above Grade Shall Be Hidden

Any portion of a parking deck that extends more than eight (8) feet above grade shall be fully hidden behind residential or retail (or other active non-residential) spaces.

Parking Partially-Above Grade Shall Be Screened

Any portion of a parking deck that extends up to ten (10) feet above grade shall have its visible perimeter (1) architecturally detailed and (2) screened with landscaping and fencing and (3) stoops are also required as described further below.

Architectural Detailing

- The facades of parking levels shall be architecturally integrated with the building façade both horizontally and vertically. Parking facades shall be broken into bays, following the bay pattern of the residential portions of the building above.
- The same type and quality of materials used elsewhere in building facades shall be employed for parking level facades.
- Decorative grates and fenestration detailing shall be used to complement the architecture of the façade.
- All garage openings shall mimic the residential window typology and size of the building in which they are located. Ribbon-style windows and long horizontal string courses are prohibited. Garage window openings shall be designed to shield possible vehicle headlamp glare and leakage to the outside of the structure, either through opaque or translucent glazing or through grates and grilles.

Landscaping and Fencing

Landscaping such as hedges and flowering plants shall be installed to further conceal and soften views of parking level facades. Landscaping shall include evergreen and deciduous materials so as to be effective year-round.

The use of low fences is encouraged in combination with landscaping to further screen the view of parking levels. Suggested fencing type is a low wrought-iron fence, not to exceed three feet in height.

Stoops

Stoops make buildings and sidewalks more visually interesting and “friendly”, and tend to improve activity levels among sidewalks by increasing the pedestrian movements into and out of buildings. Importantly for this Plan, stoops can also draw attention away from portions of parking levels visible below residential floors. Accordingly, stoops are encouraged for all first-level residential units facing public streets.

Away From Streets, Parking May Be Visible

At the rear or side of buildings, away from view of public streets, off-street structured parking may be visible and does not need to be screened or hidden.

This condition applies in locations where the Plan Area borders side or rear lot lines of adjacent parcels.

The retaining wall or parking garage wall shall either be (1) constructed or clad with rusticated stone or other visually-rich masonry, and enhanced with landscaped plantings; (2) designed as a "living wall" of ivy or other plants that work as a green buffer in all season; (3) screened with architectural detailing and fenestration to match the detailing and appearance of the front façade of the building; or (4) designed in a manner to be approved by the Land Use Board to disguise and downplay the wall and parking area.

Access To Parking

Parking structures that serve retail uses shall provide direct pedestrian access to sidewalks such that users may exit the parking facility without entering a business in the building.

Location of Curb Cuts

Curb cuts leading to parking garages, or to driveways to parking garages, shall be limited to certain areas.

Each curb cut and garage entry/door shall not exceed 24 feet in width.

G. Building Transparency

Windows

Window glass shall be clear or lightly-tinted. Energy efficient coatings that tint glass are permitted as long as the coating that is closest to the clear is chosen to meet the energy criteria. Colored or stained window glass is permitted only for retail clerestory or transom windows. Dark tinted and mirrored windows are prohibited.

Retail Windows

Windows shall occupy a minimum of 80 percent of the linear expanse of retail facades in the following locations:

- Within all street-facing portions of retail businesses;
- Within retail facades adjoining the public plaza.

Windows contributing to the 80 percent of façade length shall have a glazed area at least ten (10) feet high.

Storefront windows shall provide maximum exposure to interior uses. Night security gates, grilles, or any other security covering of windows is prohibited.

Design for storefronts should reflect the rhythms and proportions of traditional architectural elements found within the central business district, such as large display windows of clear glass, bulkheads, recessed entries, transom windows, storefront cornices, and suitable locations for signs.

Awnings

Awnings are encouraged for all retail storefronts. All awnings shall be constructed and installed so that the frame and fabric of the awning is integrated into the overall building design; awnings shall not conceal or disfigure an architectural feature or detail. Awning materials shall be limited to cloth, canvas and similar materials; metal and aluminum awnings are prohibited.

No awning shall extend more than eight (8) feet from the building façade except in the case of awnings over sidewalk dining area; in these locations the awning may extend over the seating area. No awning shall provide less than eight (8) feet clear height above the sidewalk. Awnings shall not project into any roadway, driveway, parking or loading area.

Residential Windows

Residential levels shall have façade glazing equivalent to at least 40 percent of the façade areas. Residential windows shall be vertically-proportioned; clusters of vertical windows within separate frames may be provided to create large expanses of glazing. All residential windows shall be accented using sill and lintel; punched windows with no decorative edging are prohibited.

Doors and Entries

Retail Entries

All retail establishments shall place their primary entrances directly on the sidewalk. Mall-style internal store entries located off interior hallways are prohibited.

Retail customer entrances shall be highly visible and clearly defined by means of such features as piers, columns, glazing patterns, awnings, porticos, arches, wing walls, and integral planters.

Residential Entries

Individual Entrances for Ground-Level Units

It is recommended that residential units on the first level have individual entries to the sidewalk, highlighted with stoops that are at least three steps above grade so as to create a transition between the sidewalk and the private residential space. Individual entries should also have visually-interesting doors with panels and/or glazing; plain, flat doors are prohibited.

Where provided, stoops shall project out from building facades at a right angle; therefore sufficient setbacks shall be provided to accommodate such stoops within the front yard area.

Shared Entries to Upper-Level Units

At least one shared entry to upper-level units is required at every 200 feet or portion thereof of street frontage of each building. Shared entries should include a glazed doorway and an interior lobby, to create a public-private transition area.

Shared entries to residential units should be easily identifiable as such with prominent architectural features; they should not occur simply as voids between buildings.

Pedestrian Garage Entries

Pedestrian entrance doors to garages shall be of complementary architectural style as the building and be painted a complementary color as the building.

Gates to Courtyards

Gates are permitted at street-facing entrances to building courtyards.

Gate Materials

Gates to courtyards shall be visually permeable, made of wrought iron fencing or similar high-quality material that allows views into the courtyard, and fully operable/open-able.

Micro-Grid Systems

The term "micro-grid" as used in this Rehabilitation Plan shall mean an integrated energy system consisting of interconnected loads and distributed energy

resources (DER) with the ability to connect and disconnect from the main utility grid.

Rooftop-mounted solar facilities are permitted as part of a micro-grid system.

Canopy solar facilities are permitted as part of micro-grid systems. Canopies must adhere to setback requirements. The height of canopy facilities may not exceed the height of the primary structures. The minimum height of canopy facilities above a parking area must allow for the clearance for emergency service vehicles.

H. Façade Materials

Materials and Colors

The primary permitted facade materials are stone, masonry, brick, stucco and spandrel glass with accents in metal. No more than three basic materials with a variety of textures and accents should be used on each façade bay. A range of colors may be used to provide vertical differentiation. Preferred building colors are a combination of lighter color masonry/precast concrete and darker brick in the earth tones.

Detailing on each Façade

Each building shall use the same level of materials detailing and massing on all street-facing facades. In addition, the rear of the building (s) shall exhibit the same level of detailing and variety in bays as the front of the building along Main Street because the rear will be visible.

For facades that do not directly face a public street, the same materials shall be used as on street-facing facades. A similar level of detailing and massing should be provided because these facades will be visible from neighboring properties.

Boundaries between different Materials

Any changes in primary wall material should occur across a horizontal line, with the visually heavier material below the lighter material. At predominant building corners, the façade materials must be the same on both faces meeting at the corner. These materials must extend to a rational change in plane.

I. Utilities and Service Areas

Rooftop Mechanical Equipment

Any rooftop mechanical equipment that may be visible from a public street shall be screened from view in a manner consistent with the architectural design and materials of the building.

Trash, Loading, and Utilities

All machinery and the mechanical controls for the same, including but not limited to transformers, junction boxes, lift stations, electrical meters, condensers, and signal boxes, shall be interior to the bloc or masked by building elements in a manner consistent with the design of the building. A wall of venting for mechanical rooms shall not be permitted along street-facing facades.

J. Green Design

LEED Certification

All buildings in the Plan Area are encouraged to achieve basic LEED NC certification (LEED for New Construction) for all buildings, all defined by LEED 2.2 standards or any newer standards in effect at the time of adoption of this Rehabilitation Plan. Minimum certification level is currently set at 26 points. The LEED certification ensures a high level of “green” building design and site planning and raised the standard for high-quality, environmentally-sustainable development in Woodbridge.

K. Lighting

Key lighting of predominant architectural details is highly encouraged, as is display lighting in storefront windows.

L. Landscaping

Landscaping shall be integrated with building design and placement, parking, buffering, and other site features. Landscaping may include trees, include shrubs, ground cover, planters, hanging baskets, berms, and flowers, as well as Sculpture, art and similar materials, and shall be designed to provide aesthetic, buffering, environmental, ornamental, and other related functions.

M. Signage

Signs should be architecturally compatible with the style, composition, materials, colors and details of the building. Signs should not obscure the architectural details of a façade.

Residential Signage

A lobby serving more than 20 units may have a sign naming the building, not to exceed twenty (20) square feet. The style of the lettering shall be in character with the architecture of the building and should not obstruct architectural features.

Signage at entrances to individual ground-level units is limited to a street number not to exceed six (6) inches each.

Retail Signage

Every retail establishment is permitted one (1) on façade sign and one hanging sign per sidewalk frontage. Alternatively, awning signs and windows signs are permitted on the ground-floor only. No signage is permitted on upper floors

Façade Signs

Façade signs shall not exceed 30 inches in height and shall not extend beyond the width of the storefront opening.

Façade signs may be pin-mounted or printed directly onto the façade or onto a wood, metal or opaque glass panel that is mounted flat and horizontally within or just above the in framed façade opening.

Hanging Signs

Hanging signs shall not exceed four (4) square feet in area, and shall not exceed 18 inches in height, nor project more than three (3) feet from the façade.

Awning Signs

Lettering is permitted on the front vertical panel of awning, if any. Such lettering shall not exceed 2/3 of the height of this panel or ten (10) inches, whichever is less.

Lettering and business logos are permitted on the upper panel of awnings. Here the maximum height is 18 inches and the overall sign is limited to 30% of the awning panel area.

Window Signs

Signage is permitted on retail windows, in the form of foil or silkscreen lettering applied directly to the glass; such signage shall not occupy more than 20 percent of the window area and should maintain clear visibility into the storefront space.

General Signage Requirements

The following signage requirements apply to all uses:

- All signage shall be subject to Site Plan review and approval by the Land Use Board;
- No fluorescent or glowing paint is permitted for any signage within the Rehabilitation Area;
- No signs or advertising devices that are rooftop mounted, intermittently illuminated, flashing, or moving are allowed. Signs that might be mistaken for traffic control devices are also prohibited;
- Information kiosks with tenant listings and directions are permitted with a maximum of 8 square feet of signage area. Advertising is prohibited on kiosks;
- Freestanding signs are prohibited with the exception of way-finding identification installed with the approval of the Land Use Board;
- Signage above the second story of any structure is prohibited;
- Signage located within the public right-of-way is prohibited, with the exception of way-finding identification installed with the approval of the Land Use Board.

VI. EFFECT ON ADJACENT MUNICIPALITIES

A. Effect on Adjacent Municipalities

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 Main Street Rehabilitation Area is located in the heart of the Township in downtown Woodbridge with the closest municipal border being that of the City of Perth Amboy. The Main Street Rehabilitation Plan is not anticipated to have an adverse impact on development within the City of Perth Amboy or any other adjacent municipality.

B. Consistency with Middlesex County Master Plan

The Main Street Rehabilitation Plan is generally consistent with the Middlesex County Master Plan. The Main Street Rehabilitation Plan relates directly to the goals, values and objectives of the Middlesex County Master Plan which aim 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;
- “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;
- Identify needed changes to local master plans and zoning ordinances to encourage transit friendly developments, the development of pedestrian and bicycle improvements, and mixed-use developments.

C. Consistency with State Development & Redevelopment Plan

- Provide for much of the state’s future redevelopment;
- Revitalize cities and towns;
- Promote growth in compact forms;
- Stabilize older suburbs;
- Redesign areas of sprawl;

- Protect the character of existing stable communities.

The Rehabilitation Plan will upgrade or replace aging infrastructure; retain and expand employment opportunities; upgrade and expand housing to attract a balanced residential population; and manage traffic effectively and create greater opportunities for public transportation connections with suburban employment centers, and the Philadelphia and New York metropolitan areas.

D. Consistency with State Smart Growth Principles

The State of New Jersey has promulgated principles of Smart Growth to which redevelopment must conform. The Main Street Rehabilitation Plan conforms to these principles. It provides a range of housing opportunities, relies on a variety of transportation options, uses existing infrastructure, and is located in a walkable neighborhood. It is mixed-use and compact, and will help foster a sense of place in the downtown area of Woodbridge.

VII. GENERAL PROVISIONS

A. Validity of Plan

If any section, subsection, paragraph, division, subdivision, clause or provision of this Plan shall be deemed to be invalid, such adjudication shall only apply to the particular section, subsection, paragraph, division, subdivision, clause or provision in question, and the balance of the Plan shall be adjudged valid and effective.

B. Site Plan and Subdivision Review

Prior to commencement of construction, site plans for the construction of improvements within the Rehabilitation Area, prepared in accordance with the requirements of the Municipal Land Use Law (N.J.S.A. 40:55D-1 et seq.), shall be submitted by the applicants for review and approval by the Planning Board or the Zoning Board of Adjustment of the Township of Woodbridge so that compliance with the Rehabilitation Plan can be determined.

Any subdivision of lots and parcels of land within the rehabilitation area shall be in accordance with the requirements of this Rehabilitation Plan and the subdivision ordinance of the Township of Woodbridge.

No construction or alteration to existing or proposed construction shall take place until a site plan reflecting such additional or revised construction has been submitted to, and approved by, the Planning Board or Zoning Board of Adjustment. This pertains to revisions or additions prior to, during and after completion of the improvements.