

# 1177 Rahway Avenue Redevelopment Plan

Township of Woodbridge  
Middlesex County, New Jersey



February 2026

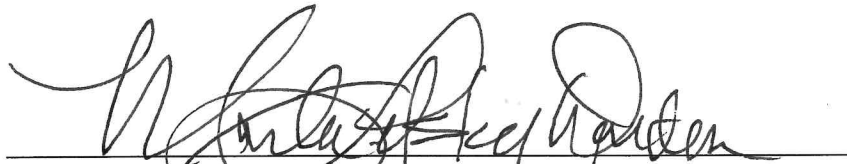
ENDORSED 2/04/2026 by Township of Woodbridge Planning Board

ADOPTED 2/17/2026 by Township of Woodbridge Council

# 1177 Rahway Avenue Redevelopment Plan


Township of Woodbridge

Prepared by  
Township of Woodbridge Department of Planning & Development




---

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



---

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

INTRODUCTION .....	1
STATUTORY REQUIREMENTS .....	1
PLANNING CONTEXT .....	2
MASTER PLANNING AND ZONING DESIGNATION HISTORY.....	5
PLAN GOALS .....	5
COMMUNITY HEALTH .....	5
COMMUNITY RESILIENCY.....	6
AFFORDABLE HOUSING.....	6
RELATIONSHIP OF PLAN TO THE TOWNSHIP LAND USE AND DEVELOPMENT ORDINANCE (APPLICATION & PROCESS) .....	8
WEST KELLY STREET 3 REDEVELOPMENT AREA ZONING STANDARDS.....	10
PLAN RELATIONSHIP WITH OTHER PLANS.....	14
IMPLEMENTATION OF THE REDEVELOPMENT PLAN.....	16

<i>Figure 1: Redevelopment Area Parcel Map.....</i>	<i>3</i>
<i>Figure 2: Redevelopment Area Aerial Map.....</i>	<i>4</i>
<i>Figure 3: Existing Zoning.....</i>	<i>7</i>

## **INTRODUCTION**

The 1177 Rahway Avenue Redevelopment Area consists of a vacant lot which was a former industrial property along Rahway Avenue. This Redevelopment Plan represents an opportunity to transition a former industrial property to a modern land use which compliments the surrounding area.

In response to the physical and economic conditions along the Rahway Avenue, the Township Council requested that the Planning Board evaluate certain properties as an “area in need of redevelopment” on September 23, 2025. The Council concluded that the Area did meet the criteria to be designated as “area in need of redevelopment” on January 20, 2026.

## **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 Avenel section of the Township is located in the northeastern portion of the Township and borders the City of Rahway, City of Linden and the Borough of Carteret. Avenel contains a variety of land uses, with industrial uses occupying the greatest acreage followed by residential uses.

The redevelopment area consists of one (1) parcel: Block 867, Lot 1.06, a corner lot which fronts both Rahway Avenue and Schember Way. Rahway Avenue is a county road and a busy commercial roadway in Avenel. Schember Way is a one-way egress road for the Station Village development. Rahway Avenue has a diverse mix of land uses, including single-family dwellings, commercial properties, and older industrial properties. The redevelopment area is located in an area that includes single-family dwellings and a convenience store on the east side of Rahway Avenue. An automotive use and a small industrial property are located to the north of the redevelopment area. A 1.2 million square-foot warehouse is immediately west of the redevelopment area.

**Figure 1: Redevelopment Area Parcel Map**



**Figure 2: Redevelopment Area Aerial Map**



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

The 2009 Township Master Plan recognized the current land use for this area as industrial. The Master Plan proposes this area as a rehabilitation area. The redevelopment area is currently in the Silver Oaks Redevelopment Area (“SOR”). Prior to being in the SOR zone, the parcels in this Plan were in the Avenel Street/Rahway Avenue Corridors Rehabilitation Zone. Prior to the being in the rehabilitation zone, these parcels were in the M-1 Light Industrial Zone since 1960.

Because this Plan follows a redevelopment study, which was a compendium of all documentation and data from previous studies for this Area, this Plan will serve as Master Plan Review and update of the comprehensive plan for this area.

## **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 promote land uses that are compatible with the existing surrounding developments;
- To promote the effective use of all the Redevelopment Area property and to increase property tax base;
- To improve the physical appearance of the Area;
- To improve the quality of life and health of people who live in the vicinity of 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.

## **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.

**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.

## 1177 RAHWAY AVENUE 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 modern land uses which complement the surrounding area.

### *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:

- Retail stores and services
- Design studios, including dance, rehearsal, exercise, music, and multi-media; galleries used by artists; and offices used by architects, interior designers, graphic and web designers, and other design-trade related uses;
- Personal or business services
- Restaurants, cafes, and other eating establishments
- Office uses, including professional, medical, research offices
- Day care centers
- Medical care facilities
- Banks and fiduciary establishments
- Educational Uses
- Pharmacies

### Bulk Standards:

- Minimum lot size: 100,000 square feet
- Minimum lot width: 100 feet
- Minimum lot depth: 100 feet
- Minimum front yard setback: 20
- Minimum rear yard setback: 20 feet
- Minimum each side yard setback: 10 feet
- Minimum both side yard setbacks: 15 feet
- Minimum gross floor area: 1,000 square feet
- Maximum floor area ratio: 1:1
- Maximum building coverage (principal and accessory buildings): 40%

- Maximum impervious coverage: 85%
- Maximum building height: 2.5 stories or 35 feet, whichever is less

*Accessory buildings and structures:*

Permitted Structures and Uses:

- Structures, which are customarily incidental to the principal use, such as walls, fencing, sheds, and stormwater management infrastructure. Accessory structures are permitted in the front yard, except in the traffic sight triangles at the intersection of improved streets.

*Additional Standards:*

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

- 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
- Minimum number of parking spaces for other uses shall comply with the requirements of the Township’s Land Use and Development Ordinance
- All parking spaces shall be 9 feet by 18 feet. Two-way drive aisles shall have a width of 24 feet.
- Aisles accommodating two-way traffic shall be a minimum of twenty-four (24) feet in width

Loading spaces shall be provided at a minimum rate of:

- Loading and unloading shall be provided according to the following schedule for manufacturing, warehouse & distribution, and similar uses:

GROSS FLOOR AREA	SPACES REQUIRED
4,000 to 25,000	1
25,001 to 50,000	2
50,001 to 75,000	3
75,001 to 100,000	4
Each Additional 50,000	1 Additional

- Loading spaces shall be at least 12 feet in width and 50 feet in length. Loading areas shall be located at the side or rear of buildings.

#### Lighting:

- Pedestrian, 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 and the surrounding roadways.
- Exterior light fixtures shall be compatible and relate to the architectural character of the buildings on a site. Site lighting shall be provided at the minimum level to accommodate safe pedestrian and vehicular movements without causing any off-site glare.
- Parking lot lights shall not exceed 20 feet in height.
- Exterior light fixtures shall be compatible and relate to the architectural character of the buildings on site. Site lighting shall be provided at the minimum level of 0.5 foot-candle to accommodate safe pedestrian and vehicular movements, without causing any off-site glare.

#### Buffering and Landscaping:

- Any development application shall include a tree survey. Tree removals and plantings must be done in compliance with the Township's Tree Ordinance.
- Minimum landscape coverage limits for the Redevelopment Zone shall be: fifteen percent (15%).
- 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.

#### 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.

*Utilities:*

- Wherever practical, consideration should be given to relocating above ground utilities to underground.
- Pad mounted generators, transformers and refrigeration equipment are permitted when used in conjunction with the principle use

*Signage:*

The following signage requirements shall apply within the Redevelopment Area:

- Up to two (2) freestanding entrance/directory signs shall be permitted for each building. Said signs shall not exceed 50 square feet per side; have a maximum height of 5 feet; and be located no closer than 10 feet to any lot line.
- Up to four (4) individual lettered façade signs, identifying the tenant may be installed at a maximum of 250 square feet for each, shall be permitted for the principal building. Each letter of this shall be calculated in that total number. The aggregate signage per building shall not exceed 1,000 square feet.
- Tenant emblems or logos, excluding words and letters, may be placed in an amount not to exceed one (1) per each building side. Emblems are encouraged to be located above entrances, at a size appropriate to bring attention to the entrance.

## **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:

- By limiting industrial development to land suitable for industrial use, including sites with flat topography, good drainage and access to arterial and primary roadways.

### MASTER PLANS OF ADJACENT MUNICIPALITIES

The 1177 Rahway Avenue Redevelopment Area is located in the Avenel section of the Township. The closest adjacent municipality to the area is the City of Rahway to the north. The redevelopment plan is not anticipated to have an adverse impact on the City of Rahway.

### STATE AND COUNTY PLANS

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

The 1177 Rahway Avenue Redevelopment Plan is generally consistent with the elements of the Middlesex County Master Plan, a document that addresses sprawl and sustainability in the region.

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

This Redevelopment Plan is consistent and would effectuate the plans and policies of the New Jersey State Development and Redevelopment Plan (SDRP), adopted in 2025. 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 Housing goal in the SDRP:

A top priority of the State is promoting an adequate supply of high-quality housing that is affordable to all age groups and income levels, in transit-rich locations that

provide easy access to jobs, education, services, and amenities, and in communities that are both demographically and economically diverse and integrated. The State and municipalities should enact zoning and land use strategies that incentivize private development and expand all forms of housing opportunities while minimizing development in environmentally sensitive and vulnerable areas.

The SDRP also divides the state into regions, known as Planning Areas, and includes specific goals for each area.

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:

- provide for much of the state’s future growth in compact development and redevelopment;
- revitalize cities, towns and neighborhoods, and in particular overburdened neighborhoods;
- address existing legacy issues such as air pollution, urban heat islands, lead contamination, Brownfields, urban highways, and combined sewer systems;
- prevent displacement and gentrification;
- promote growth that occurs in Centers, other appropriate areas that are pedestrian friendly, and in compact transit-oriented forms;
- rebalance urbanization with natural systems;
- promote increased biodiversity and habitat restoration;
- stabilize and enhance older inner ring suburbs;
- redesign and revitalize auto oriented areas;
- protect and enhance the character of existing stable communities.

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

## **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.