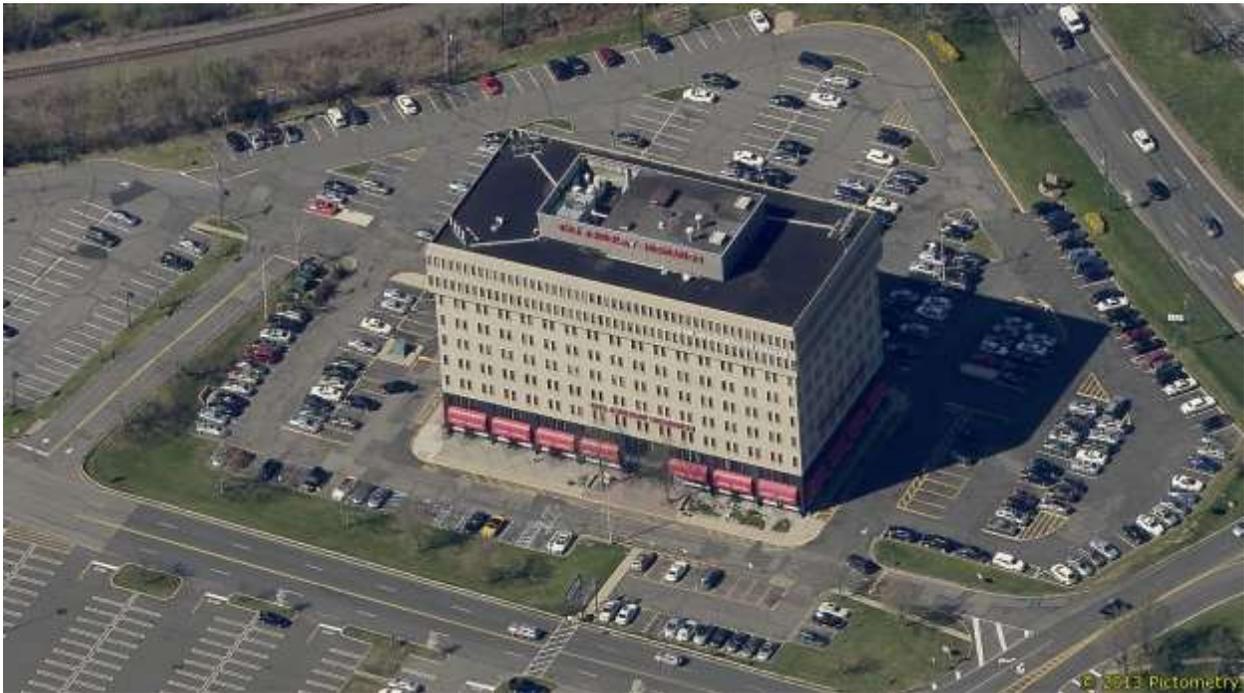


One Woodbridge Center Drive Rehabilitation Plan

Township of Woodbridge



Prepared by:
Township of Woodbridge
Department of Planning & Development

June 2015

ADOPTED 6/17/2015 by Township of Woodbridge Planning Board

ADOPTED 12/15/2015 by Township of Woodbridge Council

One Woodbridge Center Drive Rehabilitation Plan

Block 280.01, Lot 11
Qualifiers: C0001, C0002, C0003

Township of Woodbridge

Prepared by
Woodbridge Township Department of Planning & Development

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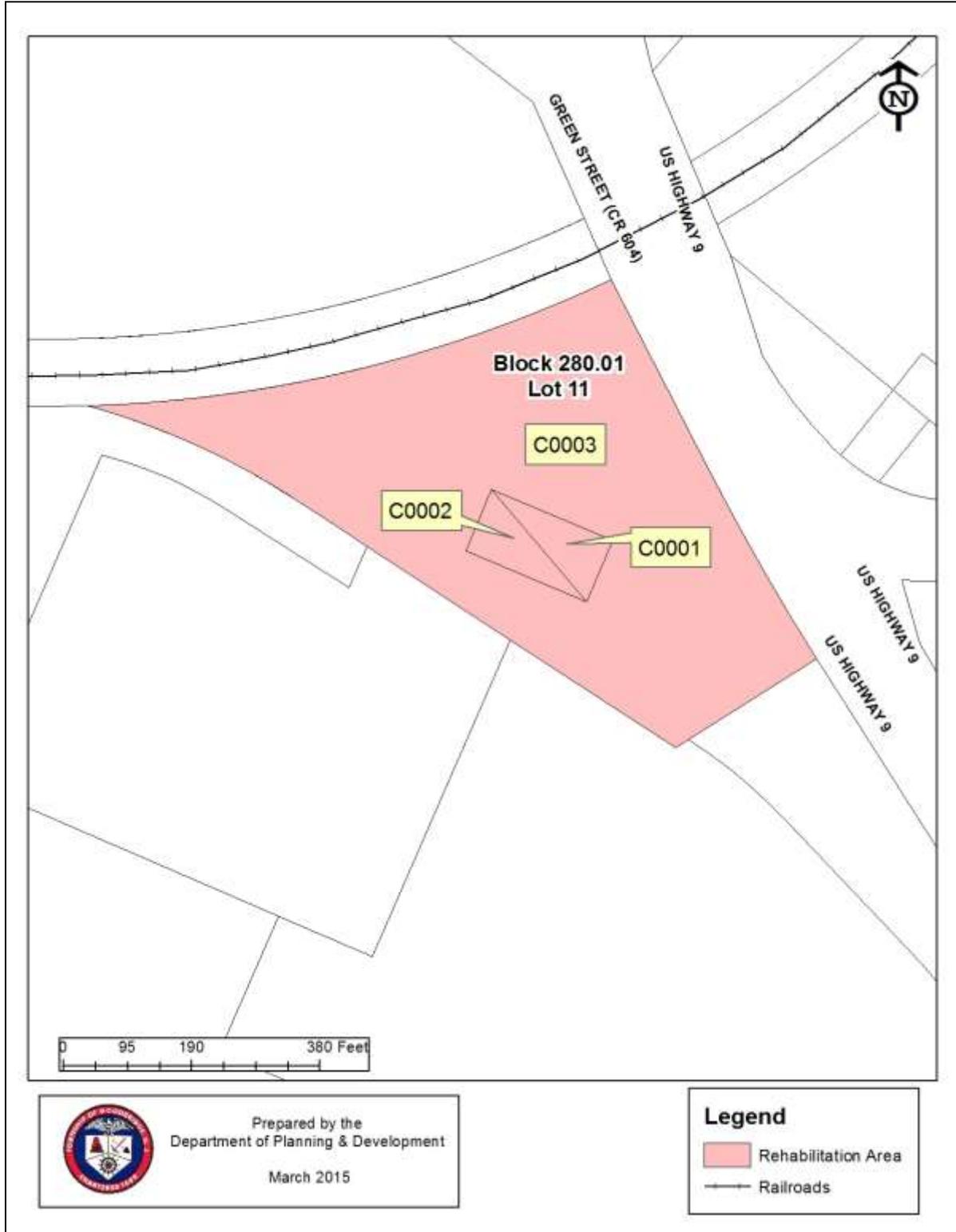
INTRODUCTION

This One Woodbridge Center Rehabilitation Plan presents an opportunity to comprehensively improve the Jewelry Exchange site along Woodbridge Center Drive and US Route 9 in the Woodbridge Proper section of Woodbridge Township into a mixed-use building with residential and commercial units. The purpose of this plan is to: (1) rehabilitate an aging building and site, (2) permit residential uses in an appropriate commercial setting, and (3) to apply State and Township planning principles for compact, dense development where appropriate.

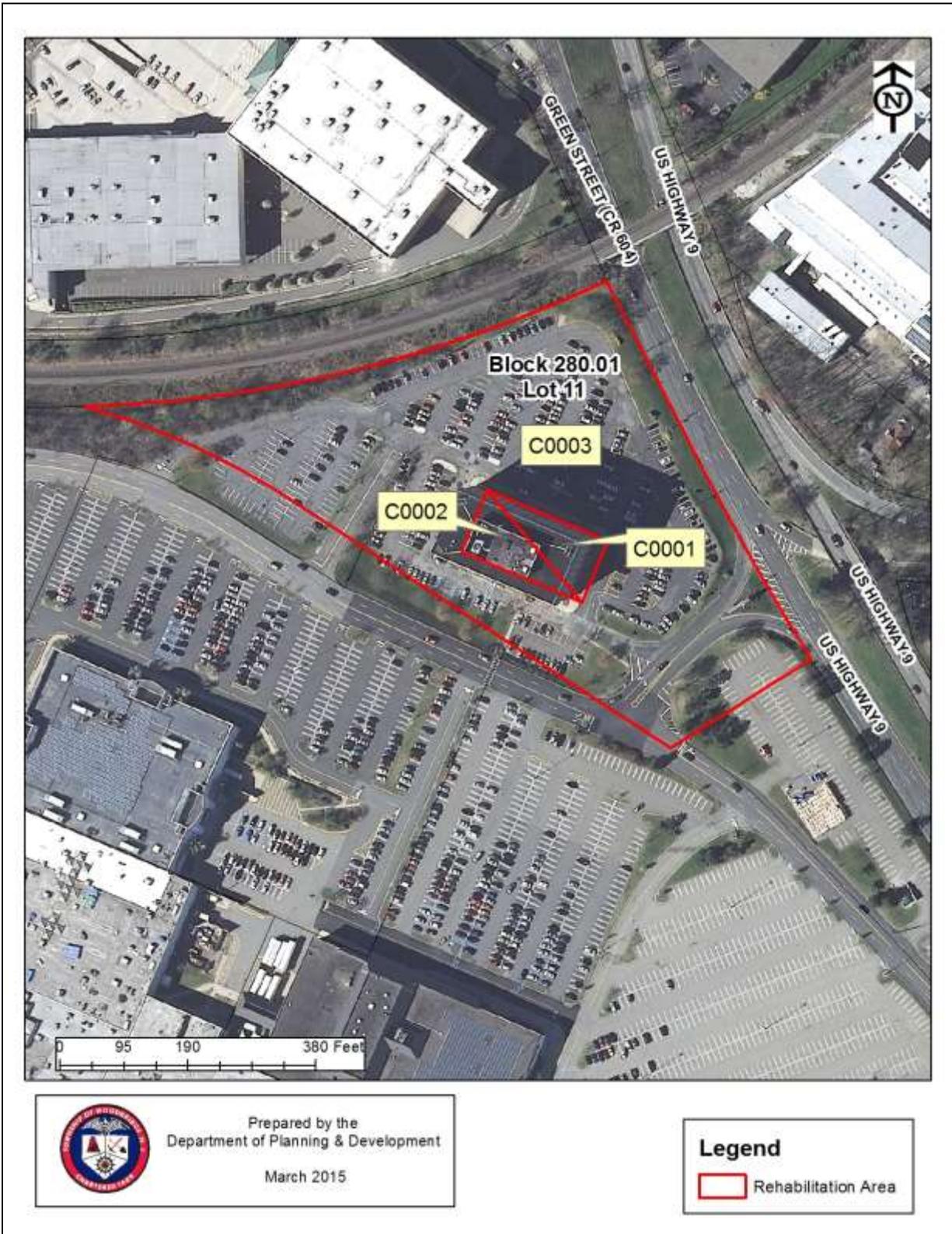
The rehabilitation area consists of one parcel: Block 280.01, Lot 11, with three (3) ownership Qualifiers: C0001, C0002, and C0003. The site is located on a commercial highway area and is bounded by a freight railroad line to the north, Woodbridge Center Mall to the south and west, and US Route 9 to the east.

On September 21, 2010, the Municipal Council designated all of Woodbridge Township as an “area in need of Rehabilitation” under the New Jersey Redevelopment and Housing Law (NJSA 40A:12A-1 et seq.). Under the statute, Rehabilitation is defined as “an undertaking, by means of extensive repair, reconstruction or renovation of existing structures with or without the introduction of new construction or the enlargement of existing structures, in any area that has been determined to be in need of rehabilitation or redevelopment, to eliminate substandard structural or housing conditions and arrest the deterioration of that area.” This Rehabilitation Plan constitutes a redevelopment plan by statute and is prepared in accordance with NJSA 40A:12A-7 which states that “no redevelopment projects shall be undertaken or carried out except in accordance with a Redevelopment Plan adopted by ordinance of the municipal governing body.”

ONE WOODBRIDGE CENTER DRIVE REHABILITATION AREA MAP



ONE WOODBRIDGE CENTER DRIVE REHABILITATION AREA AERIAL MAP



DESCRIPTION OF PROPERTY AND PLANNING CONTEXT

Area and Location

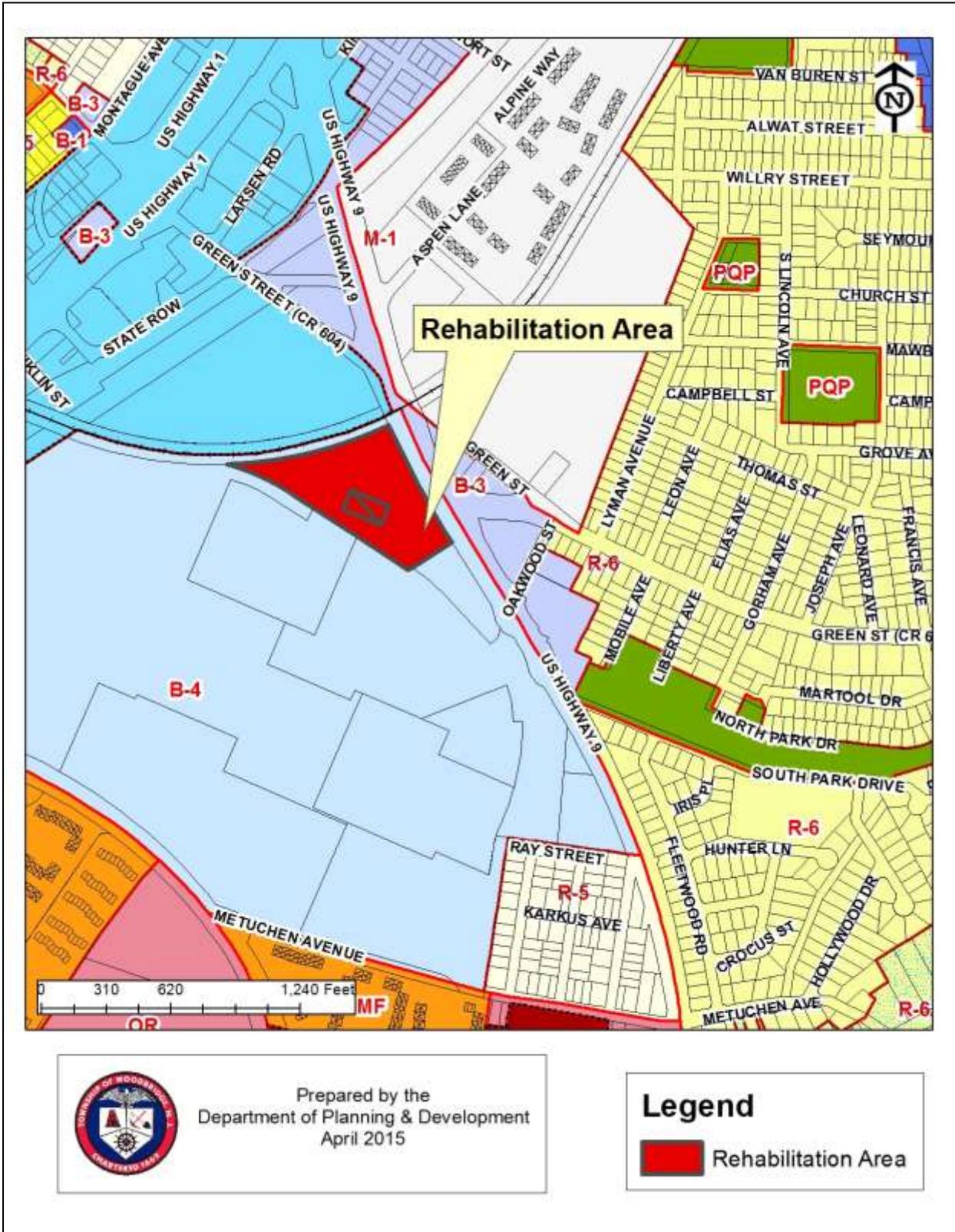
This Rehabilitation Plan area consists of one parcel: Block 280.01, Lot 11. This site has access from US Route 9 and from Woodbridge Center Mall. The site is approximately seven (7) acres and is currently the “Jewelry Exchange” building, a nine-story commercial building with retail and office uses.

The property is located within a highway business district and is located within the ring road of a regional shopping center, Woodbridge Center and a freight railroad line. Land uses in this area of Woodbridge Proper are primarily highway commercial. Downtown Woodbridge and the Woodbridge Train Station are located approximately one mile from the site.

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.

ONE WOODBRIDGE CENTER DRIVE REHABILITATION AREA ZONING MAP



PLAN PRINCIPLES/STRATEGIES

The Township of Woodbridge is in a position to revitalize and rehabilitate the One Woodbridge Center site. This revitalization can be accomplished by rehabilitating the site into a modern development with mixed-use buildings consisting of residential and commercial uses. Such buildings would provide housing options which reflects market demand and take advantage of the unique location of the site.

This plan applies modern planning principles by promoting compact mixed-use development. The rehabilitation site takes advantage of existing infrastructure. Mixed-use developments use less land and reduce suburban sprawl. Such developments allow people to live, work, shop, and receive services in the same place without the use of an automobile, reducing the amount of carbon dioxide and pollutants in the environment. Additional shopping options exist at the nearby Woodbridge Center Mall, which is anticipated to be a highly walkable destination. Furthermore, nearby bike riding destinations exist, including the Crossroads Shopping Center at the intersection of Main Street and Woodbridge Center Drive and the Woodbridge Community Center.

PLAN GOALS

The overall goal of this Rehabilitation Plan is to comprehensively upgrade the former Jewelry Exchange Site and adjacent parcel into a residential development. Specific goals are as follows:

- To rehabilitate and revitalize the Jewelry Exchange site
- To promote appropriate mixed-use development
- To provide a variety of housing opportunities to all persons wanting to live in the community
- To provide higher density housing in a location appropriate for higher density
- To continue the rehabilitation efforts throughout the Township
- To respond to market demands
- To provide for a cohesive mixed use development.

RELATIONSHIP OF PLAN TO THE TOWNSHIP LAND DEVELOPMENT ORDINANCE

This Rehabilitation Plan supersedes the use and bulk provisions of the Township Land Use and Development Regulations (Chapter 150) for the Rehabilitation 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 Rehabilitation 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 Rehabilitation 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 Plan related to a specific piece of property where the purposes of this Plan would be advanced by such deviation from the strict application of the requirements of this Plan and the benefits of granting the deviation would outweigh any detriments.

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

No deviations may be granted which will result in permitting a use that is not a permitted use within this Plan. Any deviation from standards of this Plan that results in a “d” variance pursuant to N.J.S.A. 40:55D-70d shall be addressed as an amendment to the Plan rather than via variance relief through the Township’s Zoning Board of Adjustment. An application requesting a deviation from the requirements of this Rehabilitation Plan shall provide public notice of such a application in accordance with the public notice requirement set forth in N.J.S.A. 40:55D-12a.&b. All development must be approved by the Planning Board and shall be submitted through the normal site plan and subdivision procedures as identified by N.J.S.A. 40:55D, et seq.

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

SITE STANDARDS

A review of the existing conditions in the Rehabilitation Site, together with an assessment of the current zoning, reveals that creation of a rehabilitation zone could be fruitful in facilitating and expediting reconstruction of the site.

Purpose: To provide a mixed-use building(s) and/or wholly residential building(s) with appropriate site improvements, promoting cohesive development of the rehabilitation area. It is the intention of this plan to ensure the existing building is converted to residential units, exclusive of commercial uses on the first floor.

Permitted Uses:

- Commercial uses on first floor only.
- Multi-family residential units on all floors.
- Retail sales and service establishments, including banks, pharmacies and dry cleaning facilities.
- Bars and Restaurants (including take-out and fast food, non-drive-thru).
- Health and fitness facilities, which may include sauna, spa or hot tub facilities, indoor tennis, handball, racquetball, basketball and other sports activities.

Permitted Accessory Uses:

- Uses and structures customary and incidental to the principal use, including but not limited to: meeting rooms, gyms, and other amenities.

Prohibited Uses:

- All uses unable to be classified as those specifically permitted.

Principal Buildings:

- Mixed-Use Residential Buildings.
- Residential Buildings.

Bulk Standards:

- Minimum lot size: 7 acres;
- Minimum lot width: 600 feet;
- Minimum lot depth: 400 feet;
- Minimum front setback: 45 feet;
- Minimum side setback: 25 feet;
- Minimum rear setback: N/A;
- Maximum building coverage (including principal and accessory buildings): 30%;
- Maximum impervious lot coverage by all buildings and pavement: 85%;

- Maximum building height: 13 stories or 132 feet (consistent with the height of One Woodbridge Center Drive), whichever is less.
- Maximum number of principal structures: 2.

Accessory buildings and uses:

Accessory buildings not attached to a principal building shall not exceed 15 feet in height and shall conform to at least the front setback requirement of the principal building.

Parking and Loading Standards:

Off-street parking shall be provided at a minimum rate of:

- Minimum number of parking spaces for residential uses shall comply with the Residential Site Improvement Standards (RSIS).
- Minimum number of parking spaces for commercial 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.
- Shared parking is required: All off-street parking shall be shared amongst all uses on all parcel(s).

Loading spaces shall be provided at a minimum rate of:

- One (1) space required for every 5,000-20,000 square feet of retail structure

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 45 feet in height and shall contain decorative fixtures.
- 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:

- Minimum landscape coverage limits for the Rehabilitation Zone shall be: fifteen percent (15%).
- In calculating the landscaped areas, the areas of plazas, open pedestrian shopping malls, sitting areas, 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.

Green Buildings:

- All buildings are encouraged to be LEED-qualified buildings, and/or employ energy saving construction and utility techniques.
- Proposed energy saving techniques shall be provided as part of architectural plans and renderings.

Loading and Delivery:

- Loading and delivery areas shall be separated from residential parking areas.
- Loading areas, and outside storage shall be located at the side or rear of buildings and shall be properly screened from residential uses.

Signage:

Signs shall be in harmony and consistent with the architecture of the building and related to the features of the building in terms of location, scale, color, lettering, materials, texture and depth.

The following is permitted:

- Two (2) project identification signs per exit/entrance. Such monument signs shall not exceed six (6) feet in height and shall not exceed ninety (90) square feet total, at a maximum of forty-five (45) square feet per side. Such signage shall be located no closer than 10 feet to any property line, and shall not be located within the sight triangle of any intersection or access drive with a public street. The sign shall incorporate the design and materials that match the architecture of the development.
- Way finding signage to direct visitors toward parking areas, building identification, and building entrances is permitted as appropriate. Way finding signage shall be no greater than ten (10) square feet per sign, at a maximum of five (5) square feet per side.

- Wall mounted facade signs for commercial and residential uses are permitted. The total area of all facade signs shall not exceed 10% of the total facade square footage.
- All building mounted signage shall be allowed to be black lit or internally lit with side shielding. All lit signage shall be set on a timer switch that will turn lighting off during daylight hours. Such facade signs shall not extend from the face of the wall on which it is attached more than twelve (12) inches. Accent lighting of architectural feature shall be allowed as long as it does not bleed into residential facade openings.
- An existing freestanding identification sign for Woodbridge Center Mall is permitted.

PLAN RELATIONSHIP TO OTHER PLANS

Relationship to the Township Master Plan

The Township of Woodbridge's last comprehensive Master Plan was prepared in 2009. Relevant goals and objectives from the Master Plan include:

Land Use Plan Element:

- To preserve the existing character consistent with current development patterns through:
 - Zoning standards that correspond to existing development patterns
- To permit residential uses at appropriate densities in locations accessible to major roadways, commercial services, public facilities and traditional downtowns
- To expand retail and service activities in appropriate locations to meet the future shopping needs of Township residents.
- 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 continue attracting premier Retail, Industrial and Office end users to the Township.

This Rehabilitation Plan advances the goals and objectives of the Township Master Plan.

Master Plans of Adjacent Municipalities

The Plan Area is located in the middle of the Woodbridge section of the Township and is not immediately adjacent to the border of neighboring municipalities, and is thus not anticipated to have an adverse impact on development within the surrounding municipalities.

Plans of the Region/State

Middlesex County Growth Management Strategy (GMS)

Between 1990 and 1995, Middlesex County prepared a three-phase Growth Management Plan to address infrastructure need, regional design system and growth management strategies. The County was subdivided into four regions. Woodbridge Township is located in the northeast

region along with the municipalities of Edison Township, the Borough of Metuchen, the Borough of Carteret, the Township of Perth Amboy and the Borough of Highland Park. Phase I of this Strategy found that large public & private investments would be required towards maintaining a significant level of service for projected growth in the County. The report estimates that the highest infrastructure costs facing the County are for maintaining and improving existing sewerage systems, parks and roads. The report determined that this investment could be significantly reduced for utility systems (water & sewer) if growth occurred in areas where utilities are already in place.

The next phase in the County's Growth Management Strategy was a Phase II Report which focused on alternative approaches to managing actual growth in Middlesex County. In order to analyze the approaches, five specific case studies were conducted in the report. None of these five areas are located in Woodbridge Township.

The last phase of Middlesex County's Growth Management Strategy was the Phase III Report, which examined four additional case study areas; thereby analyzing nearly all of the potential growth areas in the County. In this Phase, additional techniques by which the County may assist and further coordinate with municipalities in planning and development review were also identified. The Township of Woodbridge was included in three study areas. The Metropark Case Study Area includes portions of Iselin, Menlo Park Terrace, Fords, and Woodbridge Proper. The Raritan Center Case Study Area includes portions of Keasbey and Fords. The Arthur Kill/Raritan Bay Case Study Area includes portions of Keasbey, Fords, Hopelawn, Woodbridge Proper, Sewaren, and Port Reading.

Where relevant, this Rehabilitation Plan is consistent with the recommendations discussed in the Middlesex County Growth Management Strategy.

New Jersey State Development & Redevelopment Plan

This Rehabilitation Plan is consistent with, 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.
- Ensure sound and integrated planning and implementation statewide.

The SDRP also includes a State Plan Policy Map, which divides the state into regions, known as Planning Areas, and includes specific goals for each area. The Policy Map also identifies "Centers," locations into which development is to be directed, and "Environs," areas to be protected from future growth. The Township of Woodbridge falls within 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.

The Rehabilitation Area, by virtue of its location within a part of New Jersey that has extensive existing infrastructure and a long history of development, is by all measures an appropriate location for growth. The Rehabilitation Plan will facilitate growth in the Plan Area and contribute to the economic revitalization of the State overall. The objectives of the Rehabilitation Plan are consistent with the goals, strategies and policies of the State Plan. The Rehabilitation Plan will address the needs of existing and future residents of Woodbridge Proper, the Township of Woodbridge and adjacent municipalities.

OTHER PROVISIONS

In accordance with N.J.S.A. 40A:12A-1 et seq., known as The Local Redevelopment and Housing Law, the following statements are made:

- The Rehabilitation Plan herein has delineated a definite relationship to local objectives as to appropriate land uses, density of population, and improved traffic and public transportation, public utilities, recreation and community facilities and other public improvements. The Plan has laid out various programs and strategies needed to be implemented in order to carry out the objectives of this Plan.
- The Rehabilitation Plan lays out the proposed land uses and building requirements for the Rehabilitation Area subject to the new zoning described herein.
- The Rehabilitation Plan is substantially consistent with the Master Plan for the Township of Woodbridge. The Plan also complies with the goals and objectives of the New Jersey State Development and Plan.
- If any section, paragraph, division, subdivision, clause or provision of this Rehabilitation Plan shall be adjudged by the courts to be invalid, such adjudication shall only apply to the section, paragraph, division, subdivision, clause or provision so judged, and the remainder of this Rehabilitation Plan shall be deemed valid and effective.