



City of Woodbury
GLOUCESTER CO.

WOODBURY, N.J.

OFFICE OF THE MAYOR

May 15, 2018

To: Residents and Supporters of Woodbury,

Update to the City Redevelopment Plan

The purpose of this letter is to address concerns that City Officials have received from residents regarding our existing Redevelopment Plan. With noticeable and projected changes taking place on North and South Broad Street, the City is compelled to provide some clarification and direction for our concerned constituents.

In 2010, City Council approved a Redevelopment Plan which included the following goals and objectives:

Goal: Redevelopment shall facilitate sustained economic, social and environmental health and vitality in downtown Woodbury.

Objectives:

1. Use density, a mix of uses and public spaces as building blocks to transform Broad Street into an active, vibrant main street corridor.
2. Expand the inventory of housing options to meet the needs of a diverse population.
3. Capitalize on existing community assets to strengthen the City's position in the regional economy.
4. Maintain a highly interconnected, multi-modal street network that is legible, porous and safe.
5. Accommodate contemporary building needs while respecting traditional urban form.
6. Create a unique sense of place in downtown Woodbury.

Please note that the Redevelopment Plan **did not include any eminent domain** provisions for the City to take properties from their owners. The current administration values

our numerous communities and will take all necessary measures to provide for public input from all stakeholders as redevelopment opportunities arise.

The Redevelopment Plan of 2010 reflected the trends and needs of Woodbury at the time. We understand that the Plan included possible conceptual designs that have concerned residents, especially in the section east of Broad Street to Railroad Avenue, from Cooper Street to Barber Avenue. **I want to assure our residents that the design contained in this section of the Redevelopment Plan is not supported by the current Mayor and City Council.**

While the plan is outdated in some areas, it still serves a purpose to the City, to attract potential redevelopers and to provide them with a Form-Based Code on the City's design standards. Any specific plans by a Redeveloper would need to come before Mayor and Council for approval. Believing in inclusion and transparency, this administration and the City's Economic Development Committee will continue to work with our professionals, business owners, and residents to come up with the best plan to move the City forward.

Oh behalf of Woodbury City Council, it is my hope to alleviate any concerns regarding the Redevelopment Plan. As we look to the future, we welcome your valuable input and will continue keeping the public informed. We are excited to move forward with a new and inclusive vision for Woodbury!

Should you have any questions, please feel free to contact our City Administrator, Robert Law, at (856) 845-1300 ext. 129 or RLaw@woodbury.nj.us.

Very truly yours,

Jessica M. Floyd

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Mayor