

City of
Woodbury
Gloucester County, NJ

Broad Street Business District
Redevelopment Plan
Executive Summary





Figure 1.1: Rendering of the Vision for Broad Street at Centre Street at night

Successful Main Streets are vibrant places that are activated throughout the day and evening, weekdays and weekends. This contributes to a sense of real and perceived safety.

1.0 EXECUTIVE SUMMARY

In our fast-paced, modern lifestyles where people have multiple options as to where they can live, work, and shop, convenience and accessibility are considered essential for a successful Main Street. Parking, pedestrian and vehicular circulation must be designed in a predictable, logical manner, providing multiple routes in a highly interconnected network. At the same time, density and a flexible mix of uses are vital for creating the critical mass to ensure that Broad Street is vibrant, walkable, safe, and sustainable. The Broad Street Business District Redevelopment Plan is a bold, yet attainable vision to achieve revitalization. It will require strong leadership, support, and commitment from the City, its elected officials, and the entire Woodbury community to realize this vision.

1.1 Introduction

Upon review and consideration of the “Woodbury Redevelopment Plan: Downtown Business District - Needs Study for Area In Need of Redevelopment/Rehabilitation” as prepared by GROUP MELVIN DESIGN and dated February 11, 2009, the City’s Planning/Zoning Board recommended to the City Council that the Downtown Business District as defined in this plan be designated an area in need of redevelopment under the Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1 et. seq. (the “LRHL”). On May 11, 2009, the City Council memorialized a resolution designating the Downtown Business District an area in need of redevelopment (Resolution #09-113). As an outcome of these actions, City Council authorized preparation of a Redevelopment Plan and hired GROUP MELVIN DESIGN to assist. This document serves as the *Redevelopment Plan*.

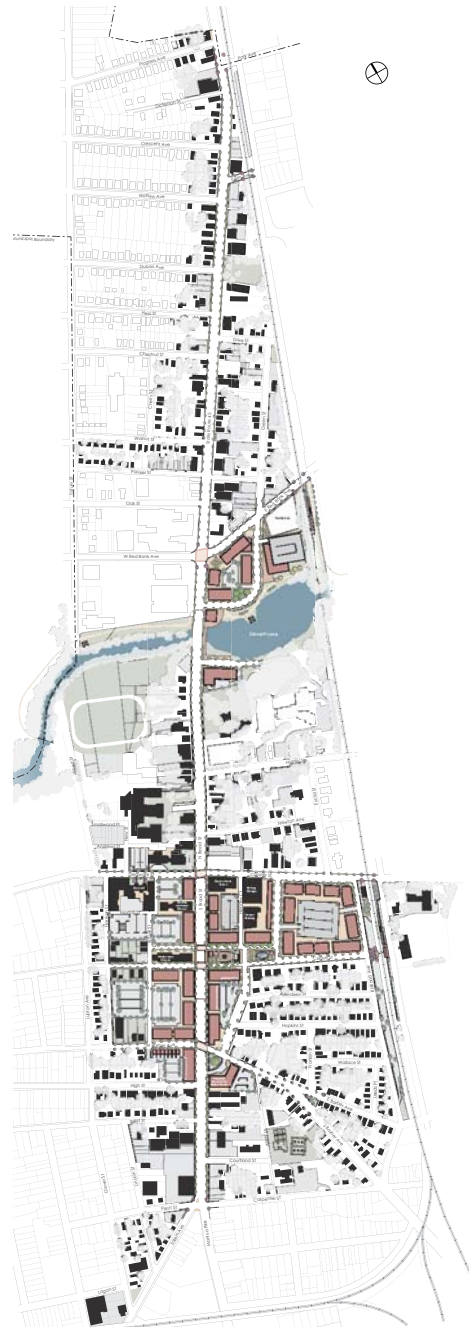


Figure 1.2: Illustrative Build-Out Plan



Figure 1.3: New Parallel Connector Street

Introducing a parallel road network improves connectivity and brings clarity and predictability to circulation on and around Broad Street.

1.2 Summary of Findings

Key to successfully revitalizing a community's business district is recognizing the fundamental attributes of a thriving downtown. Community workshops, stakeholder interviews and research led to the determination that there are seven critical components of a successful Main Street:

1. **Safe:** Sidewalks, parking areas, and mid-block connections are well lighted and activated through ground floor building activities.
2. **Vibrant:** Street and sidewalk activity occurs throughout the week and weekend and extends into evening hours.
3. **Convenient and Accessible:** Travel routes and parking areas are direct, accessible and predictable for vehicles and pedestrians alike.
4. **Flexible:** Traditional urban form is preserved, while flexibility is granted to allow building lots and structures to be reconfigured to meet market conditions.
5. **Mix of Uses:** A balance of commercial and residential uses allows for both day and nighttime populations to support the Main Street.
6. **Density:** Provides a customer base for Main Street businesses to thrive and for public spaces to maintain safety and vibrancy.
7. **Public Spaces:** Public spaces in the form of sidewalks and public plazas are where Main Streets live. They should be porous, open, and accessible, and should be programmed through the day and evening.



Figure 1.4: Mid-Block Cut-Through

Given the criteria for a successful main street, what are the opportunities present in Woodbury to create a sustainable downtown? What are issues facing Woodbury residents and businesses that must be addressed to successfully redevelop the Broad Street corridor, Woodbury's main street?

Improving pedestrian access to and through buildings will improve the convenience of visiting Broad Street and adjacent streets with ground-floor retail.

Opportunities:

1. **Traditional urban appeal.** Regional and national trends toward smart growth, downsizing and energy conservation means renewed interest in small towns like Woodbury.
2. **Regional position.** Woodbury is uniquely positioned not only in terms of its small town appeal, but also as a community of regional significance.
3. **Traditional bone structure.** Woodbury has the higher density, mix of use, interconnected street network and multi-modal circulation system typical of a traditional main street community.
4. **Public spaces.** The City has an opportunity to enhance its existing park system, interconnecting individual parks, activating them with programmed events and venues, and creating new spaces.
5. **Community engagement.** Woodbury's constituents have shown a commitment to listen, learn and participate through community workshops.



Issues:

1. **Overcoming real and perceived safety concerns.** In addition to pedestrian safety surrounding the speed of traffic on Broad Street, the corridor lacks the round the clock presence of people to keep an eye on the street.
2. **Diversifying housing options.** Over half of the City's housing stock consists of single family homes, the house of choice for the traditional family unit. Yet, married couples with children comprise only 18.5% of the City's households.
3. **Improving the circulation system.** Local and regional traffic converge on Broad Street, creating traffic problems that could be reduced with more travel routes, interconnections, and improved access to parking.
4. **Addressing antiquated lot configurations.** Many properties in downtown Woodbury have an excessively long, narrow configuration. This is a fundamental obstacle to economic revitalization.
5. **Addressing outdated building floor plates.** Some of the older buildings in town are only 25 to 35 feet wide and up to 200 feet deep. This type of configuration does not lend itself to contemporary office or residential development needs.
6. **Lack of central gathering places.** Residents observe the need to improve existing parks, construct connections between parks, and create new parks or plazas, all within its downtown.
7. **The need to plan for transit hubs.** The City must consider redevelopment needs and opportunities, parking, and pedestrian and vehicular circulation opportunities created by a reactivated commuter rail line.



Figure 1.5: Proposed Centre Street Plaza

The Centre Street Plaza is the nexus of the parallel street network. It serves to not only create the full parallel connection from Cooper to Barber, but also provide access to Broad Street, while creating a significant public space for the community.

1.3 Redevelopment Goal and Objectives

What emerged from the above findings is a vision statement and accompanying goal and objectives serving as the basis for redevelopment. The goal and objectives are as follows:

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.



Figure 1.6: Illustrative Build-Out Plan
Proposed for North Broad Street

Proposed redevelopment along North Broad is anchored by Underwood Memorial Hospital across the street, and adjacent to Stewart Lake.

1.4 Plan Recommendations

To fulfill the Redevelopment vision, a series of plans were created to address land use and form, circulation and parking, public spaces, gateways, and infrastructure. Each of these plans is highlighted in Section 4 of the Plan document. The culmination of these plans is the Illustrative Build-Out Plan. This Plan suggests how redevelopment may be carried out in order to accomplish the goal and objectives established during the planning process. The Build-Out Plan does not prescribe an architectural style or mandate building location; rather it is a suggestion of building massing and relationship to the public realm. This illustrative master plan highlights redevelopment recommendations collectively in one drawing.

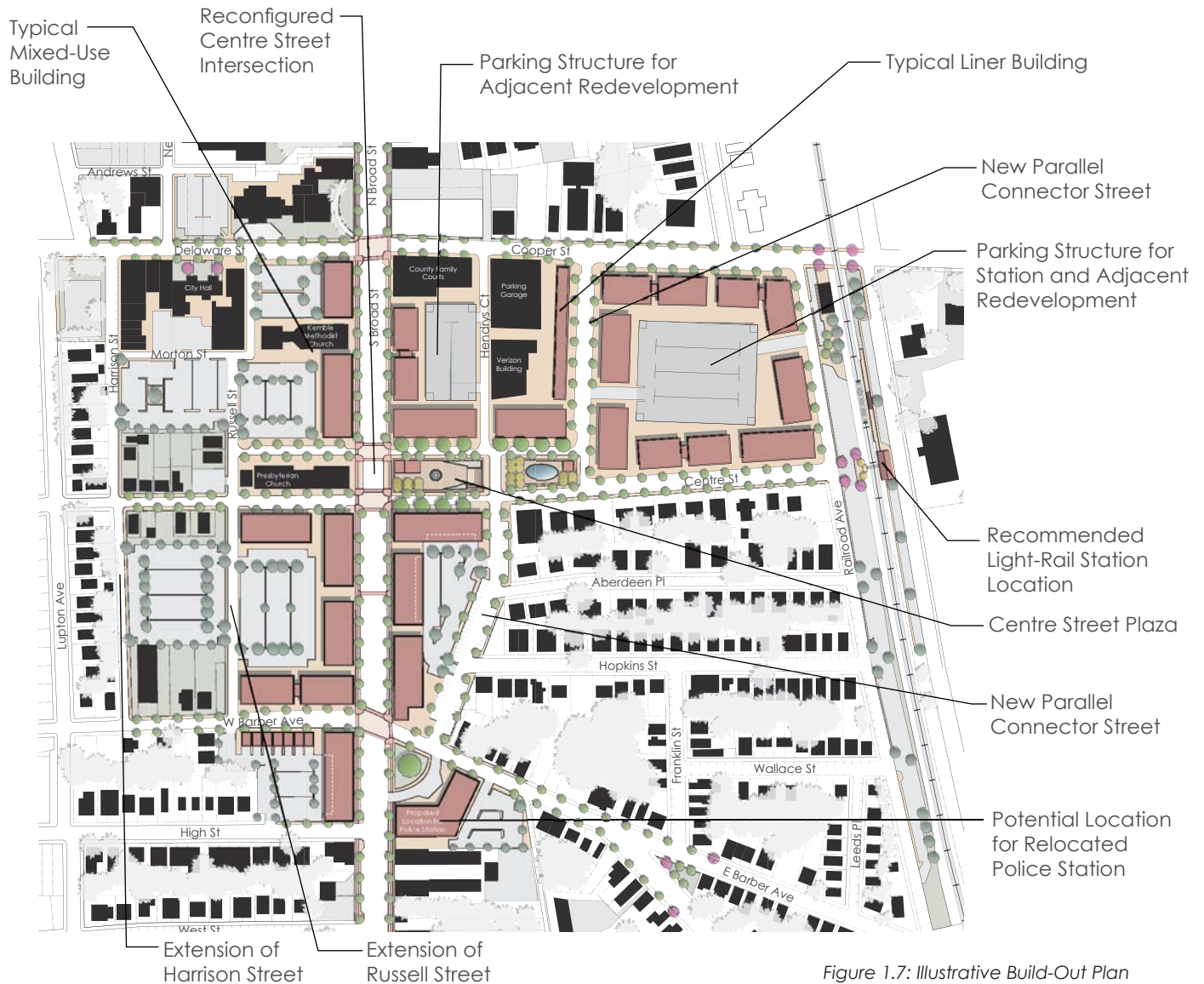


Figure 1.7: Illustrative Build-Out Plan Proposed for South Broad Street

The Illustrative Build-Out Plan contains 1.5 million square feet of potential new development throughout the Redevelopment Area. While many factors will influence the mix of uses, the Plan offers a suggested blend of dwelling units and commercial square footages that will achieve the vision. The goal of the ultimate build-out is to introduce approximately 800 housing units, 280,000 square feet of office, and 220,000 square feet of ground-floor retail in the specific redevelopment sites identified in the Plan. This strategy would accommodate approximately 1,200 new City residents to help to ensure that Broad Street is active and vibrant through the evenings and weekends, to support local businesses and to contribute to the employment base in the City.

Redevelopment along South Broad is situated to link the proposed rail station with the downtown and to revitalize the City's "Main Street."

1.5 Plan Implementation

The Redevelopment Plan sets forth a series of implementation approaches to achieve the City's redevelopment goals. These approaches respond to the statutory framework for redevelopment in New Jersey, while being tailored to the unique context of the City of Woodbury. The Redevelopment Plan also identifies the selected institutional framework and associated authorities available to the City to oversee redevelopment activities within the Redevelopment Area.

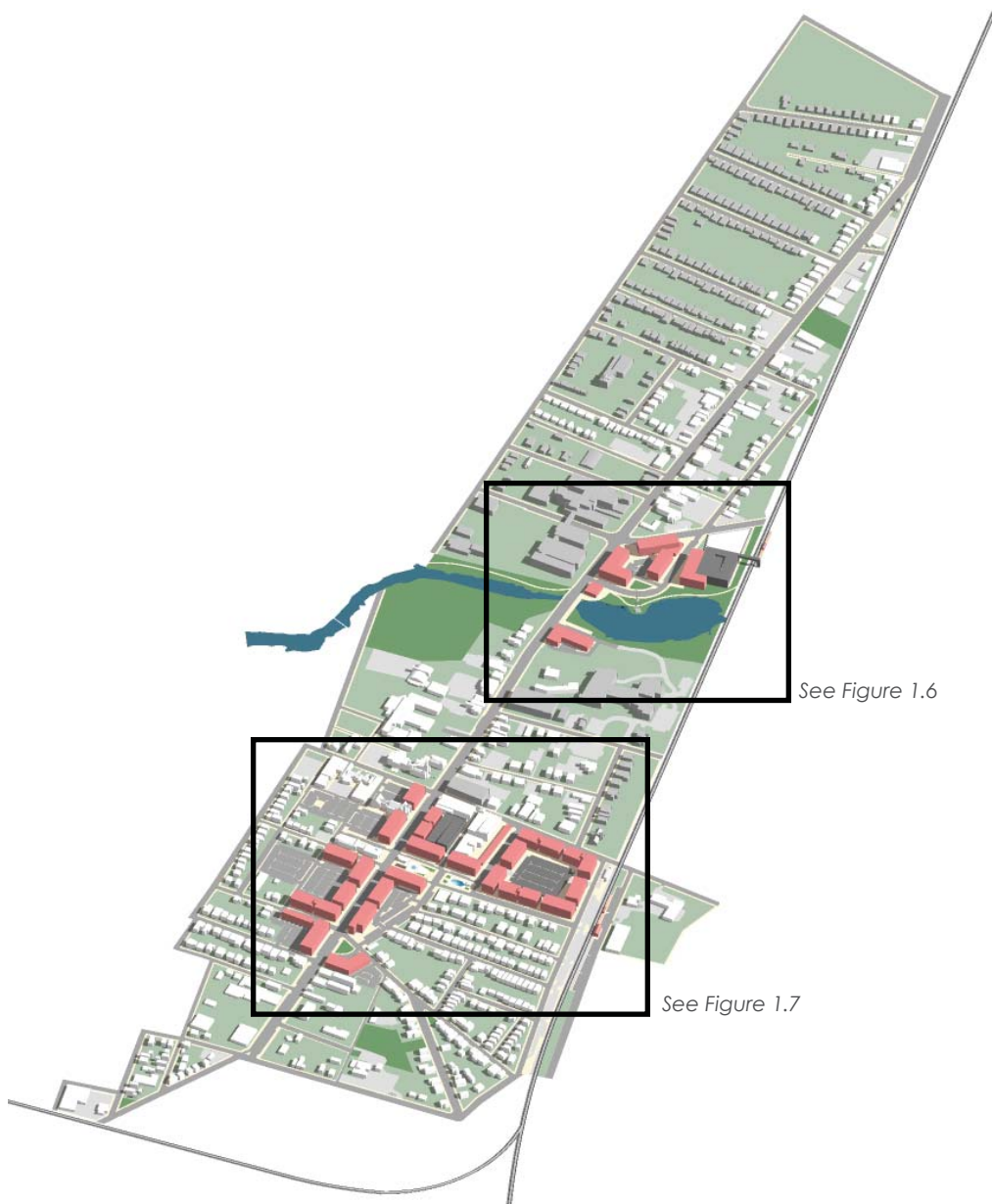


Figure 1.8: Proposed Redevelopment Build-Out



To guide implementation throughout the Redevelopment Area, in lieu of traditional redevelopment design standards, a Form-Based Code (FBC) was created. The *FBC* applies to the whole of the *Downtown Business District Redevelopment Area*. The regulations presented within the *FBC* address the location and density of buildings; their interaction with public right-of-ways; and site planning and architectural considerations that help to implement the *Vision of the Redevelopment Plan*. These regulations and standards are determined by *Transect*, *Building Type*, and *Street Frontage*. Once the regulations for the specific site have been determined, the *General Design Standards* should be reviewed to understand the rules that apply across the Redevelopment Area, regardless of *Transect*, *Frontage*, and *Building Type*. The *FBC* supersedes any of the other provisions of the *City Zoning Code* and the *Subdivision and Land Development Ordinance*.

Figure 1.9: Proposed Centre Street Plaza

A plaza along Centre Street allows for a public space along Broad that will be activated and kept safe by adjacent ground floor retail and upper floor population on a daily basis. Programming the plaza with elements such as a café, stage, fountain, and a pond/ice rink, will ensure that the space is also a destination and remains active throughout the year.



Written and produced by
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City of Woodbury, New Jersey

For more information or to see the plan in its entirety visit:
<http://woodbury.nj.us>