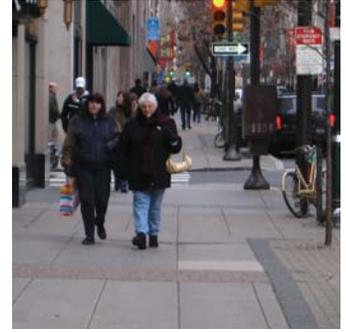


LAND USE ELEMENT



Contents

- Introduction
- Vision Concept
- Kings Landing Regional Center Land Plan
- Auburn Road Village Land Plan

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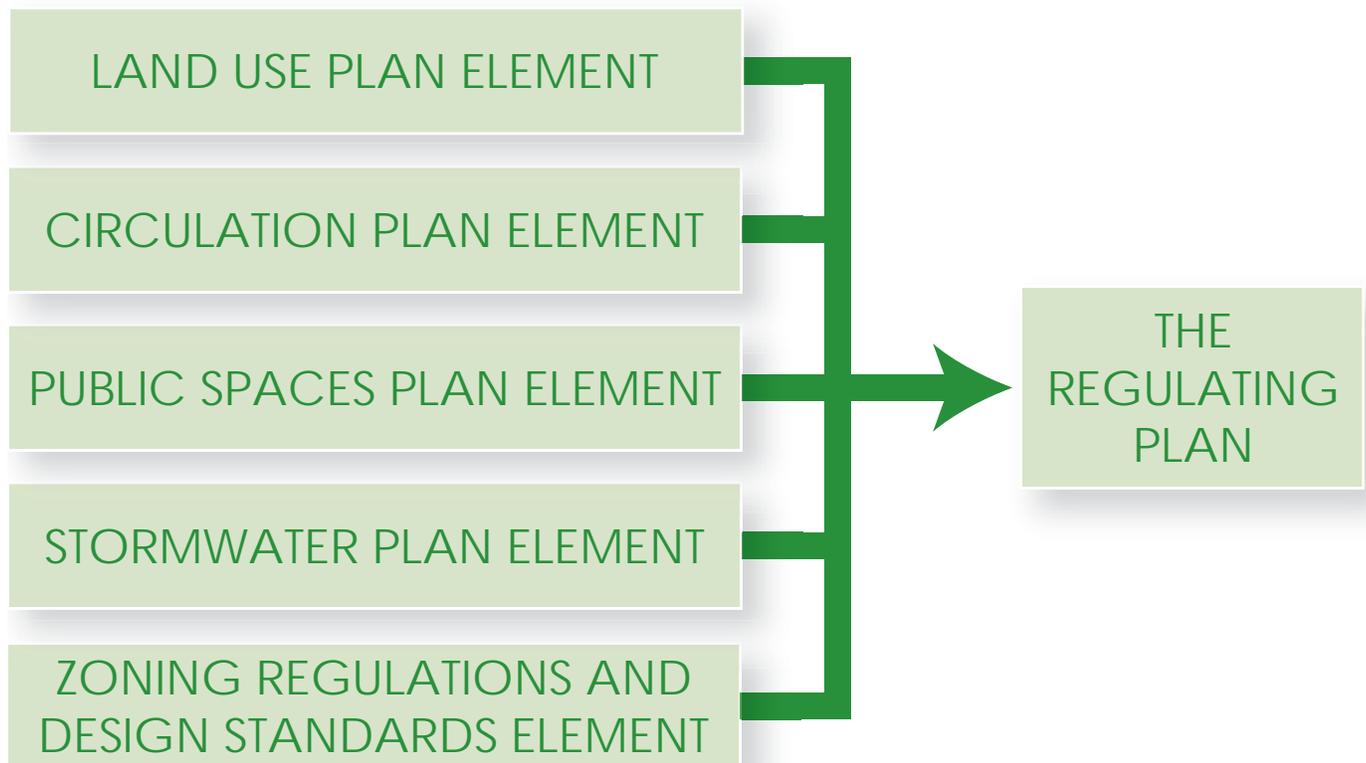
INTRODUCTION

Make no little plans. They have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing ...” - Daniel Burnham, Architect

PURPOSE

The following Land Plan Element covering the Kings Landing Regional Center and the Auburn Road Village is an outgrowth of the Woolwich Township land use, preservation and development visioning process. Within the context of the clearly articulated vision expressed by the Township, its design Subcommittees and State, County and local stakeholders, the Land Plan has two primary purposes: First; to establish WHAT uses are permitted in the various sectors of Kings Landing and Auburn Road Village, and; second, to establish WHERE individual uses are permitted.

This Land Use Plan Element is one of five plan elements and ordinances designed to inform the vision and regulate development within the Kings Landing Regional Center and the Auburn Road Village. Collectively, they are known as the Regulating Plan. This plan is to be used in conjunction with the **Circulation Plan Element**, the **Public Spaces Plan Element**, the **Zoning Regulations and Design Standards Plan Element** and the **Stormwater Plan Element**.



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VISION CONCEPT

KINGS LANDING REGIONAL CENTER

The Land Plan Element seeks to accomplish the following:

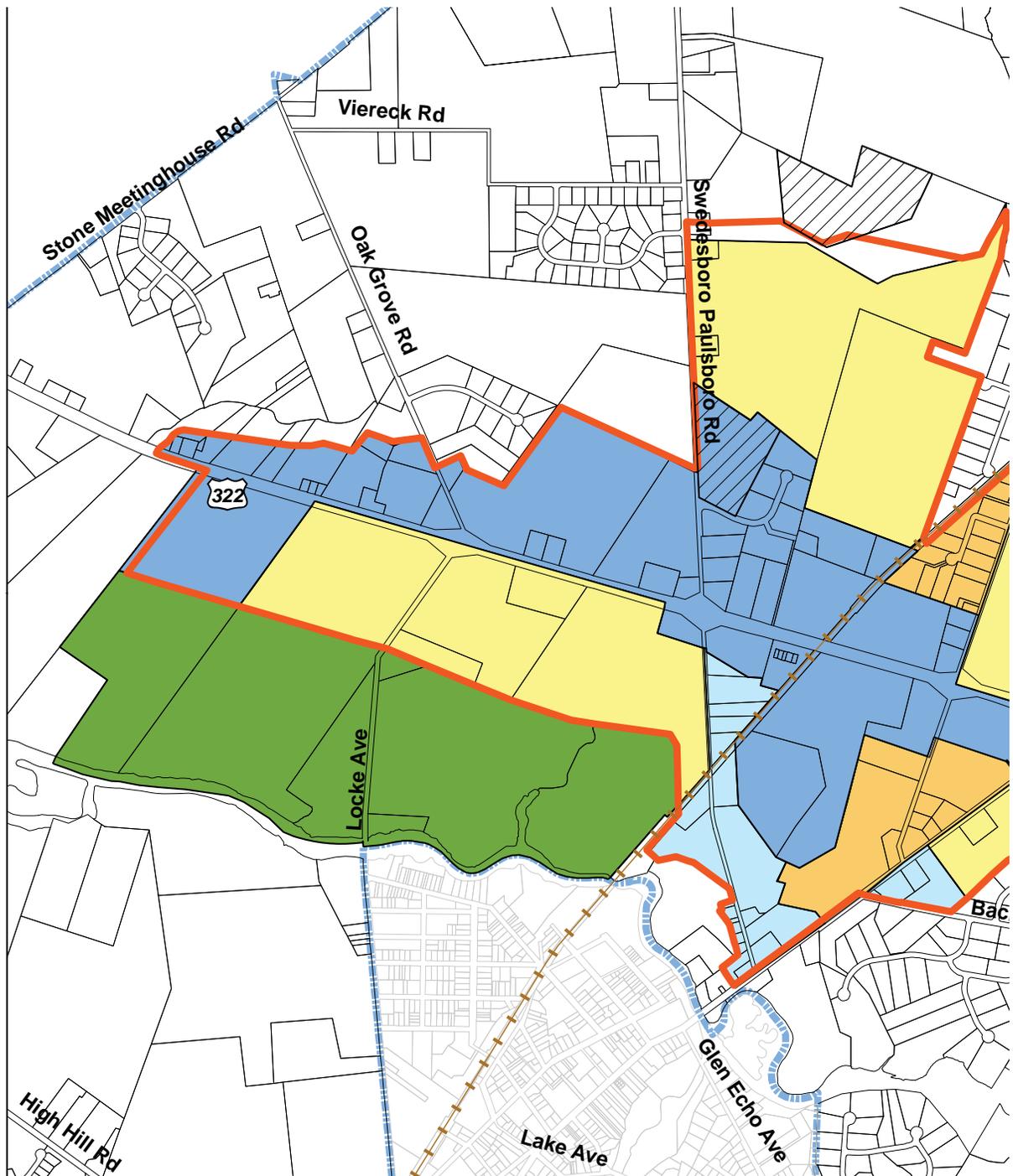
1. Provide land uses that meet the full spectrum of community needs. Specifically, create a plan that recognizes the variety of uses, densities and scales of development needed to sustain community today and into the future. In recognition of the fact that population needs change with time and that current needs cross many spectrums, the plan provides for:
 - A full variety of housing types and housing sizes to account for the fact that residents have different needs dependant on stage of life, size of family, financial means and life style.
 - A full variety of shopping and retail options to address the need for: convenience shopping, boutique or recreational shopping and big format regional shopping.
 - A full variety of service providers to address the fact that a multitude of large and small services providers are necessary to address the everyday running of homes and businesses.
 - A full variety of business and employment options to ensure the economic health of the local community.
 - A full variety of institutional uses to acknowledge that a community is made up of a multitude both public and private components.
2. Provide community vitality by comprehensively integrating land uses both horizontally and vertically throughout the Regional Center. This is addressed by:
 - Integrating unit types within neighborhoods;
 - Applying the New Urbanist concept of transects;
 - Encouraging mixed use buildings; and
 - Discouraging gated communities.

3. Provide development mixtures, densities and locations that support the concept of sustainable transportation systems through flexibility based on choice. Specifically, the Land Plan permits densities, land use locations and types of uses that support:
 - Walkable environments;
 - Accommodations for the automobile;
 - Multi modal transportation choice i.e. public transit, car, bicycle and foot.
4. Provide for a permanent and usable open space system in the form of parks and public spaces such as plazas and squares.
5. Integrate the Land Use Plan with the context of its environs. This is addressed by:
 - Recognizing the local and regional importance of Swedesboro and as a result, physically connecting the Regional Center to Swedesboro by via the development corridor along Swedesboro-Paulsboro Road and Kings Highway.
 - Limit the development footprint of the Regional Center in a manner that respects environmentally sensitive areas proximate to the site. Specifically, other than along Swedesboro-Paulsboro Road, the development footprint south of US 322 and west of Kings Highway is limited to a distance approximately 1,200 ± feet from US 322.
 - Encourage uses along US 322 that acknowledge NJDOT's goal of limiting direct driveway access to the regional highway. Specifically, require townhomes to have alley access and provide internal roadways and/or limited access to uses fronting US 322.
 - Encourage uses along Exit 2 of the New Jersey Turnpike that reflect good planning practice of allowing high density commercial retail and hotel uses serving a regional market to locate at the intersection of two statewide regional arterials.

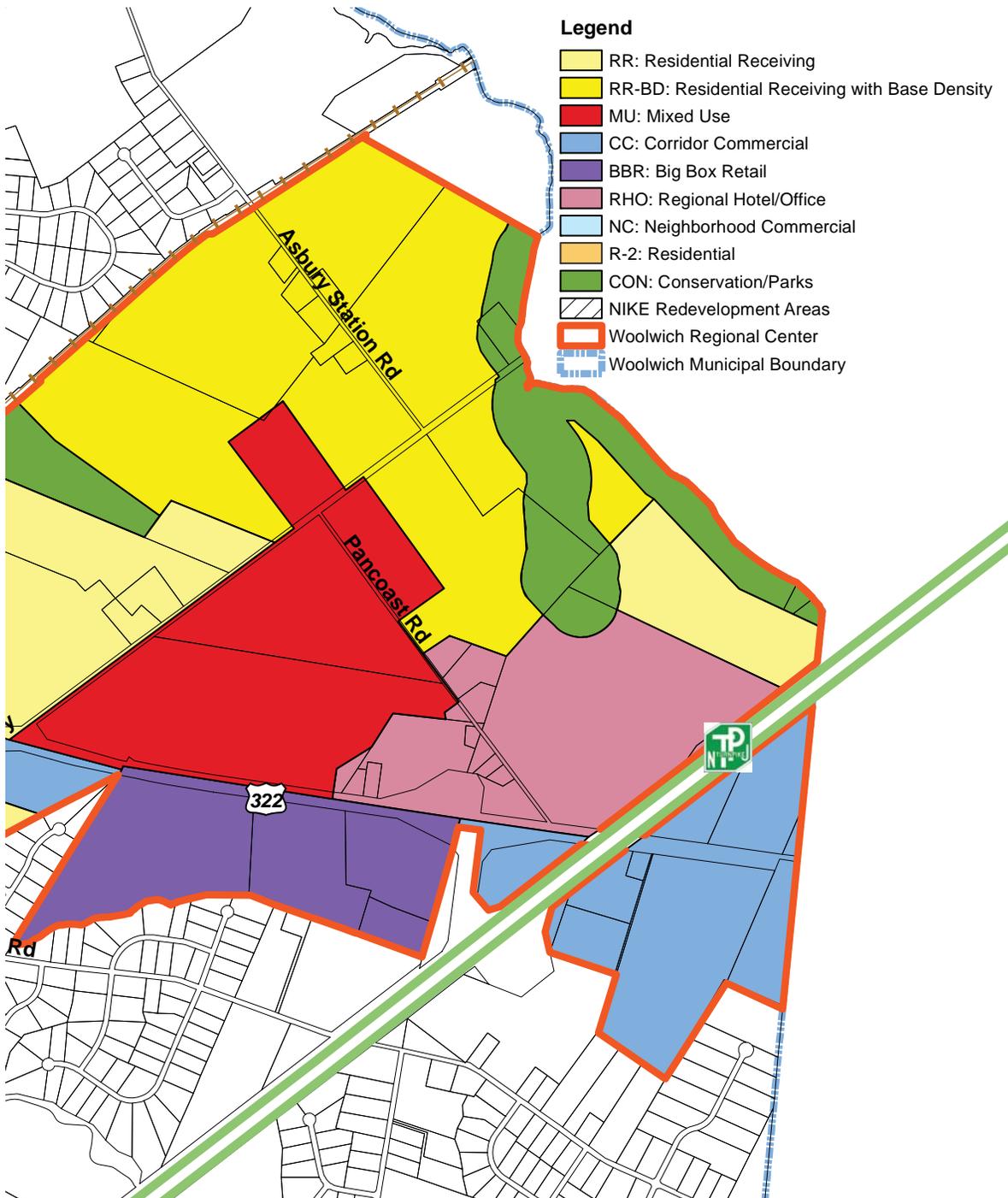
KINGS LANDING REGIONAL CENTER ZONING PLAN

The Land Plan that governs the development of the Kings Landing Regional Center is presented below. Consistent with the Land Use and Design Standards, the Land Plan consists of nine Sectors – Residential Receiving (RR), Residential (R-2), Neighborhood Commercial (NC), Corridor Commercial (CC), Residential Receiving with base density (RR-BD), Mixed Use (MU), Big Box Retail (BBR), Regional Hotel & Office (RHO) and Conservation (CON). Developers also have the option to use old RC-3 zoning which was a consequence of a legal settlement agreement and is now offered as an optional overlay zone in the Woolwich Adult Settlement Area. While the entire Regional Center is integrated and designed to work as one community, the sub-sectors reflect that individual geographies within the plan best serve specific community and regional purposes.

RR	Serves the purpose of providing the location for a mixture of housing types. These are receiving zones for TDR parcels.
R-2	Serves the purpose of providing for the provision of single-family detached dwellings alongside the preservation of agriculture, natural resources, scenic vistas and the rural landscape of Woolwich Township.



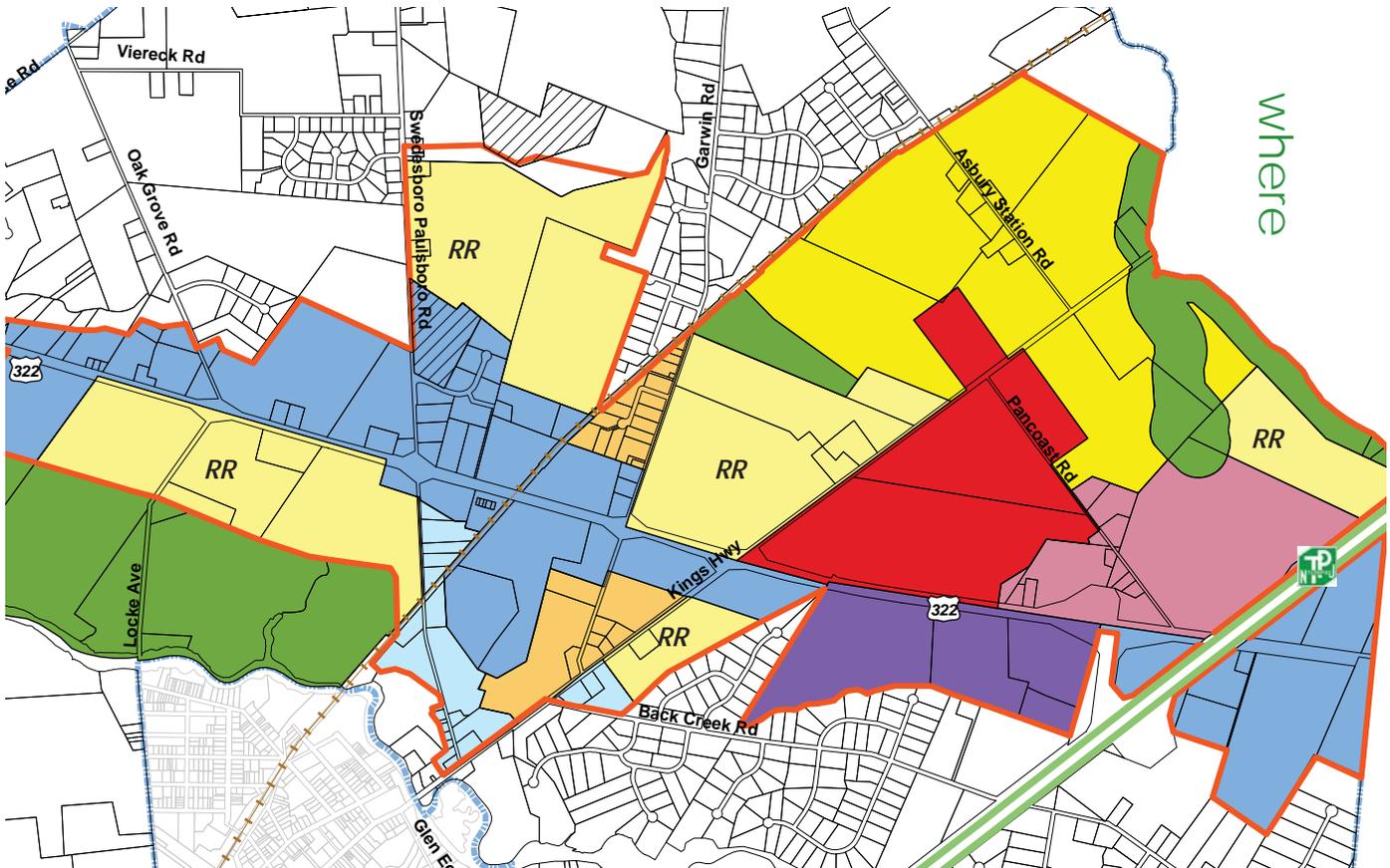
RHO	Serves the purpose of providing regional hotel and office space with proximity to major highways.
CON	Serves the purpose of preserving environmentally sensitive land.
RC-3	As an optional overlay zone, this area serves the purpose of providing locations for large format retail and office uses that traditionally serve a regional market. RC-3's uses serve both a local and regional market. Uses include: regional boutique shopping in a walkable setting, corporate office and hotel, and senior housing in a neotraditional configuration along with a golf course.
BBR	Serves the purpose of provided big box retail establishments.
MU	Serves the purpose of providing mixed use structures with a combination of retail, restaurant, and office uses with optional residential above
RR-BD	Serves the purpose of providing the location for a mixture of housing types. These are receiving zones for TDR parcels with a base density derived from the Woolwich Adult Settlement Agreement.
CC	Serves the purpose of providing locations for larger format retail, office and institutional uses that are often auto dependent.
NC	Serves the purpose of providing locations for small-format retail sales and services that primarily serve the immediate community, such as: offices, restaurants and cafes, banks, florists, salons, fitness/dance/training studios, and the like



RR - RESIDENTIAL RECEIVING

Each of the three permitted land uses may be located in any of the RR zones, in accordance with the notes below as well as the zoning regulations and design standards set forth in that chapter of this TDR document.

ZONING PLAN



NOTES

- Zone Area – approx. 254 acres
- Residential type distribution: 40% single family, 20% tiwns, 40% townhomes
- Minimum number of residential units – 1,184
- Townhouses encouraged to provide architectural edges to public open space
- A variety of unit sizes must be offered
- Building permitted to be a maximum of 45 feet or 3 stories

- No front yard parking
- All townhome vehicle access via alleys
- All twin and single family home vehicle access via alleys or driveway to street
- On-street parking
- Twins act as transition between townhouses and single family detached units
- 100' setback required from US Route 322.

how

RR TOWNHOUSE

TYPICAL VISION



what

RR TWIN

TYPICAL VISION



what

RR SINGLE-FAMILY DETACHED

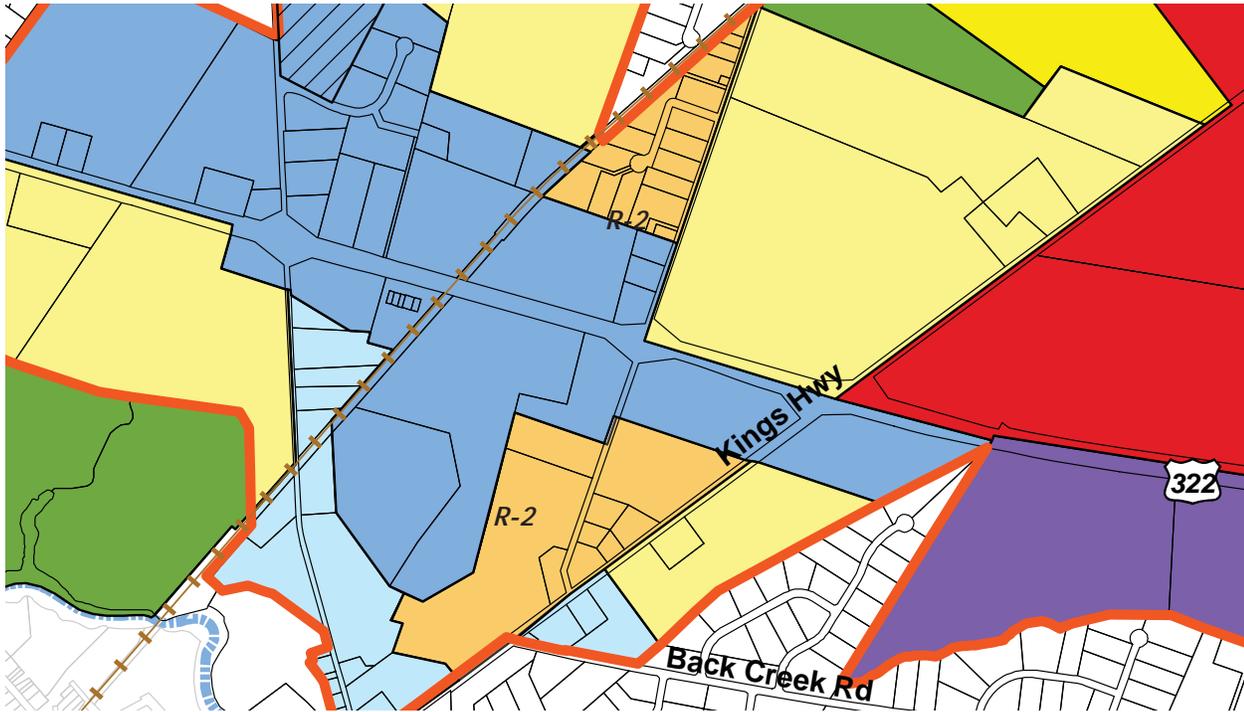
TYPICAL VISION



what

R-2 RESIDENTIAL

ZONING PLAN



where

TYPICAL VISION



Images (c) Google



what

NOTES

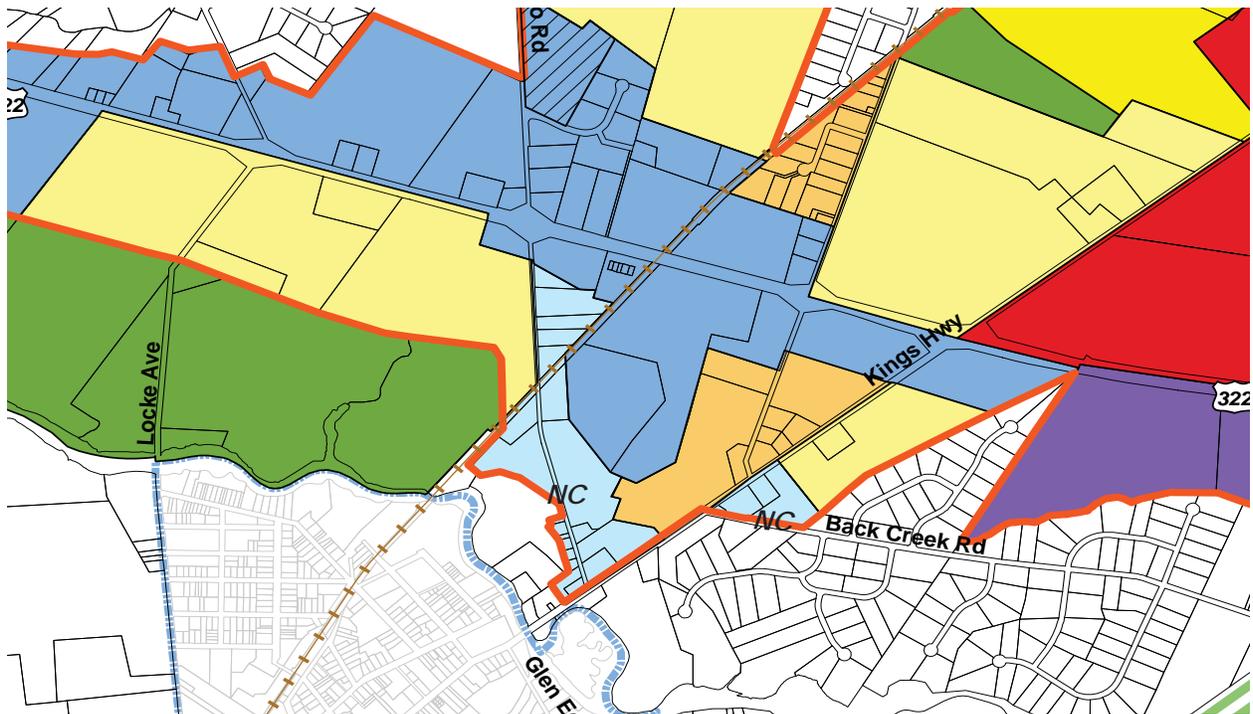
- Zone Area – approx. 60 acres
- Maximum density - 0.67 units per acre
- Single family detached homes are the only permitted use.
- This zone encourages the preservation of agriculture, natural resources, scenic vistas and the rural landscape of Woolwich Township, along

with the development of single-family detached dwellings.

how

NC NEIGHBORHOOD COMMERCIAL

ZONING PLAN



where

TYPICAL VISION



what

NOTES

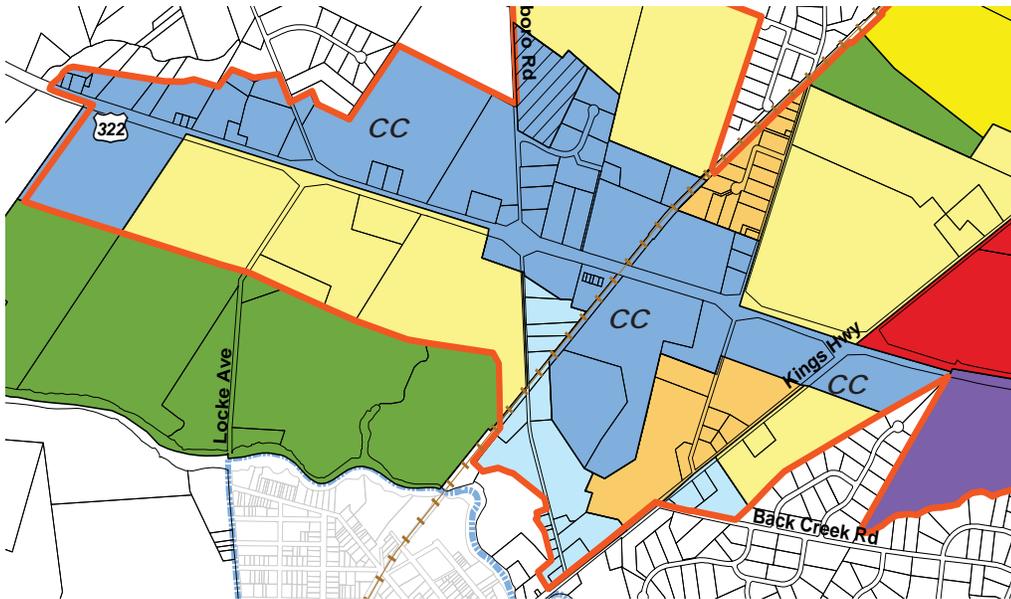
- Zone Area – approx. 42.2 acres
- Found along Swedesboro-Paulsboro Rd. and Kings Highway
- Uses permitted include retail stores of a neighborhood or daily-needs type, including personal service establishments such as barber and beauty shops, tailors, and shoemakers, laundromats and dry cleaners, cafes and restaurants, studios for instruction in the arts, banks, veterinarians, and offices.

- Use intent – to provide locations for mixture of service retail and office space necessary for day to day servicing of the immediate community
- Buildings permitted to be a maximum of 40 feet or 3 stories
- Front yard parking is discouraged. Where necessary, it must be set back and screened with landscaping.

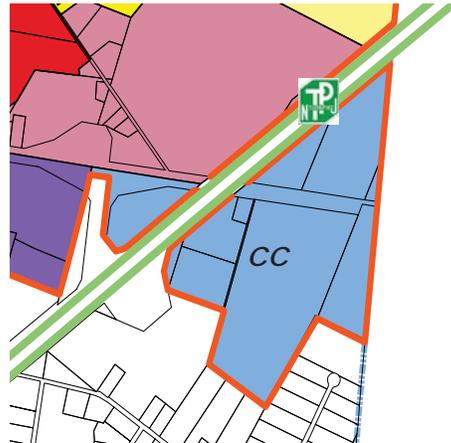
how

CC - CORRIDOR COMMERCIAL

ZONING PLAN



where



NOTES

- Zone Area – approx. 413 acres
- FAR - 0.3
- Found along US Route 322 corridor
- Uses permitted encourage general offices and retail with limited industrial
- May be single-use tenants or multi-tenant buildings
- Use intent – to provide locations for mixture of service retail and office space necessary for day to day servicing of the regional centers such as: new car dealers, car washes, auto stores, food stores, pharmacies, convenience retail and small scale office parks and flex space

- Buildings permitted to be a maximum of 45 feet or 4 stories
- Front yard parking is discouraged. Where necessary, it must be set back and screened with landscaping.
- Vehicle access encouraged via alley or secondary streets
- No on-street parking on the US 322 corridor
- Light industrial is not permitted to be located closer than 200 feet to the US 322 corridor, nor 200 feet to any residential use or zone.

how

CC CORRIDOR COMMERCIAL OFFICE

TYPICAL VISION



what

CC CORRIDOR COMMERCIAL SERVICE

TYPICAL VISION



what

CC CORRIDOR COMMERCIAL INDUSTRIAL

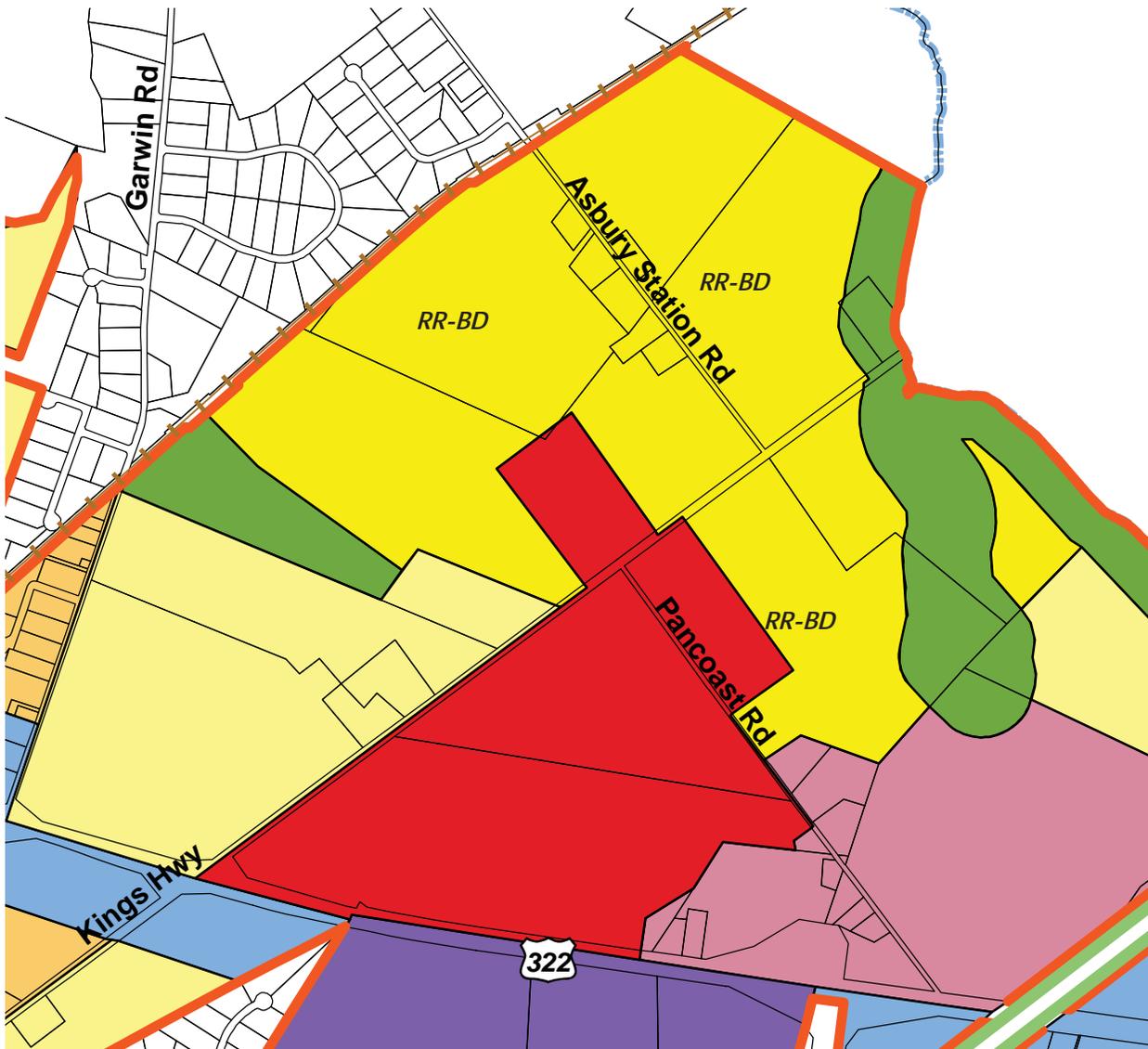
TYPICAL VISION



what

RR-BD RESIDENTIAL RECEIVING WITH BASE DENSITY

ZONING PLAN



where

NOTES

- Zone Area – approx. 307 acres
- Residential type distribution: 29% single family, 19% tiwns, 17% townhome; 35% flats
- Minimum number of residential units – 1,033
- Maximum number of residential units – 1,452 with TDR
- Densities – min. 4.5 du/ac; max. 7.0 du/ac on parcels with frontage along Kings Highway and/ or the Railroad tracks.
- High density residential is recommended.
- Twin, townhome, and single family buildings permitted to be a maximum of 45 feet tall or 3 stories.

- Multi-family buildings permitted to be a maximum of 60 feet tall or 5 stories.
- No front yard parking
- A variety of unit sizes must be offered
- No front yard parking
- All townhome vehicle access via alleys
- All twin and single family home vehicle access via alleys or driveway to street
- All multi-family vehicle access via alleys or driveway to street
- On-street parking
- Twins act as transition between townhouses and single family detached units

how

R-BD FLATS

TYPICAL VISION



what

RR-BD TOWNHOUSE

TYPICAL VISION



what

RR-BD TWIN

TYPICAL VISION



what

RR-BD SINGLE-FAMILY DETACHED

TYPICAL VISION



what

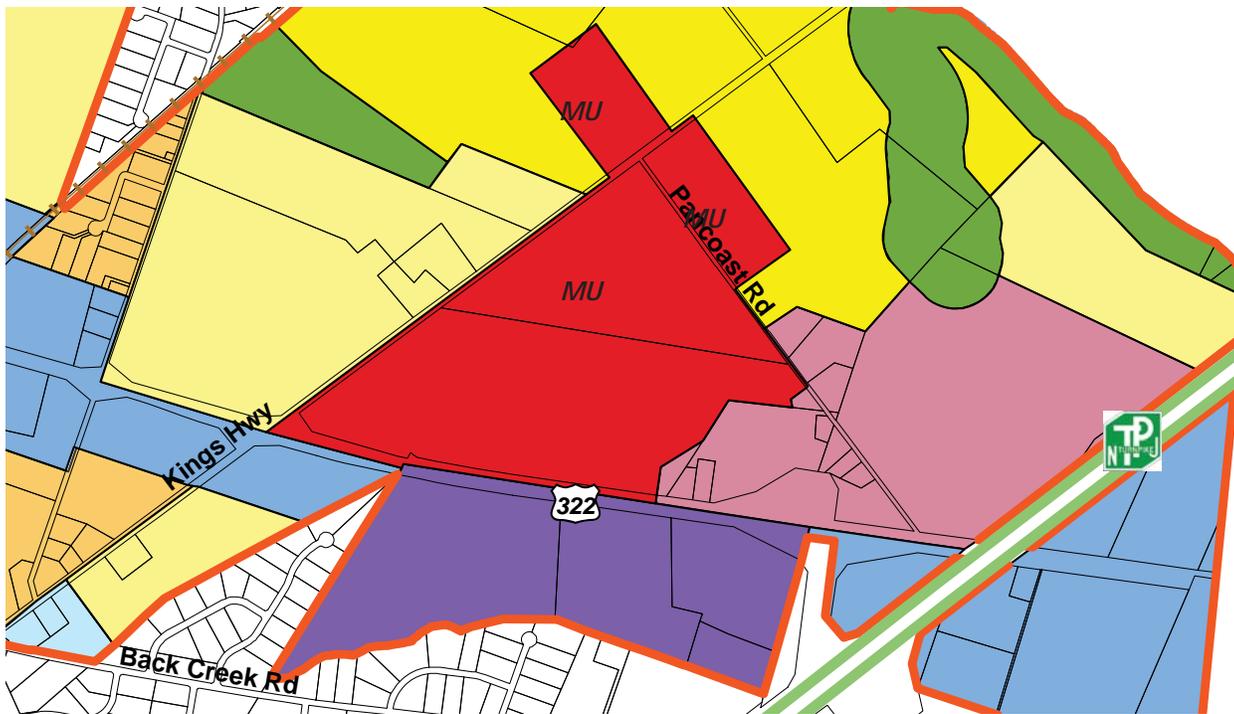
MU MIXED USE

TYPICAL VISION



what

ZONING PLAN



where

NOTES

- Zone Area – approx. 190 acres
- Maximum number of residential flats in the “triangle” between US Route 322, Kings Highway, and Pancoast Road – 500 d.u., developed vertically without TDR, additional permitted with TDR
- FAR - .25 or approximately 1,100,000 s.f.
- This zone permits ground floor retail and/or office with residential and/or office above. This zone also permits office buildings.
- This zone is generally triangulated between US 322, Pancoast Road, and Kings Highway, as well as along Pancoast Road flanking Kings Highway.
- High density residential is recommended.
- Buildings permitted to be a maximum of 60 feet tall or 5 stories.
- First floor commercial required south of Pan-

- coast Road and east of Kings Highway. First floor commercial permitted north of Pancoast Road and west of Kings Highway.
- No front yard parking
- The purpose of the zone is to provide the opportunity for a regionally based, walkable commercial Main Street – attractive to national chain stores, small boutiques and office
- Building configurations are to follow the street regulating plan with key streets fully accessible to the public on a full-time basis. Buildings constructed to sidewalk edge
- Buildings to be built out to perimeter county streets to establish a strong architecture street edge
- On-street parking permitted on interior roads

how

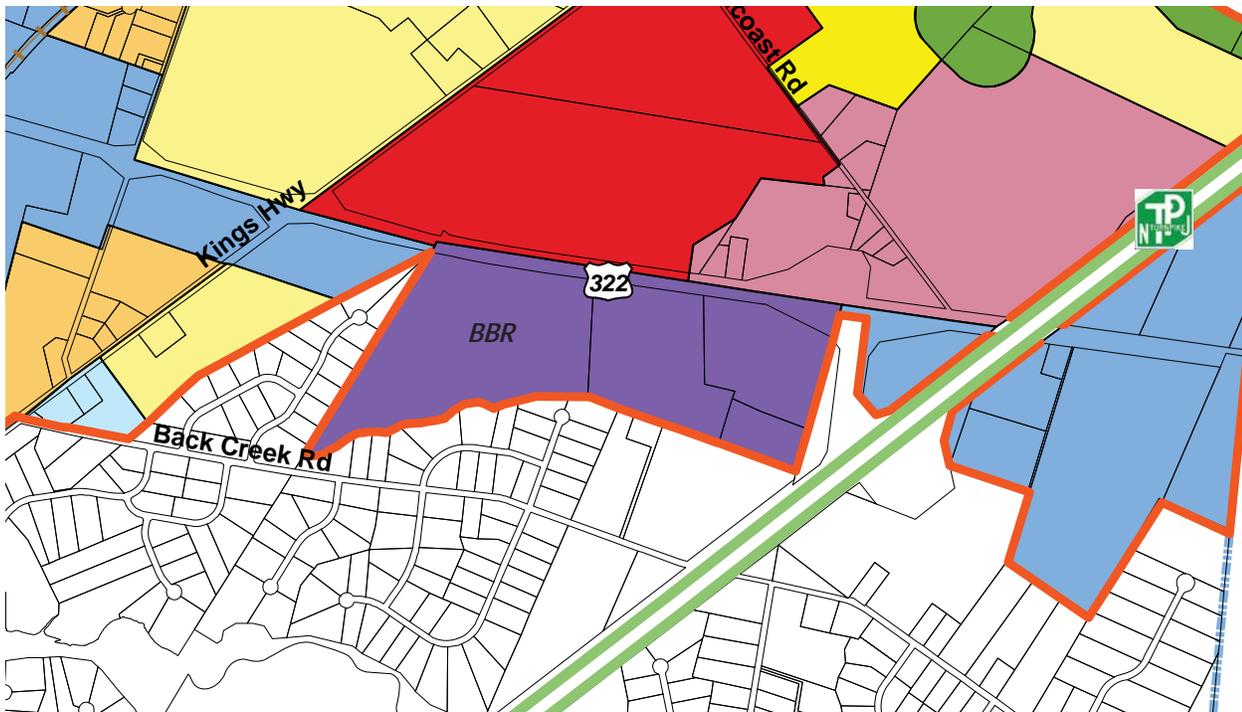
BBR BIG BOX RETAIL

TYPICAL VISION



what

ZONING PLAN



where

NOTES

- Area is located south of US 322 west of the NJ Turnpike and south of the MU district
- FAR - 0.2 or approximately 900,000 s.f.
- The purpose of the zone is to provide the opportunity for a large format, regionally based retail center – attractive to national chains and large anchor stores

- Buildings are to be arranged in a manner to reinforce the Route 322 street edge while allowing for large parking areas
- Maximum building height – 60 feet
- On-street parking prohibited on Route 322

how

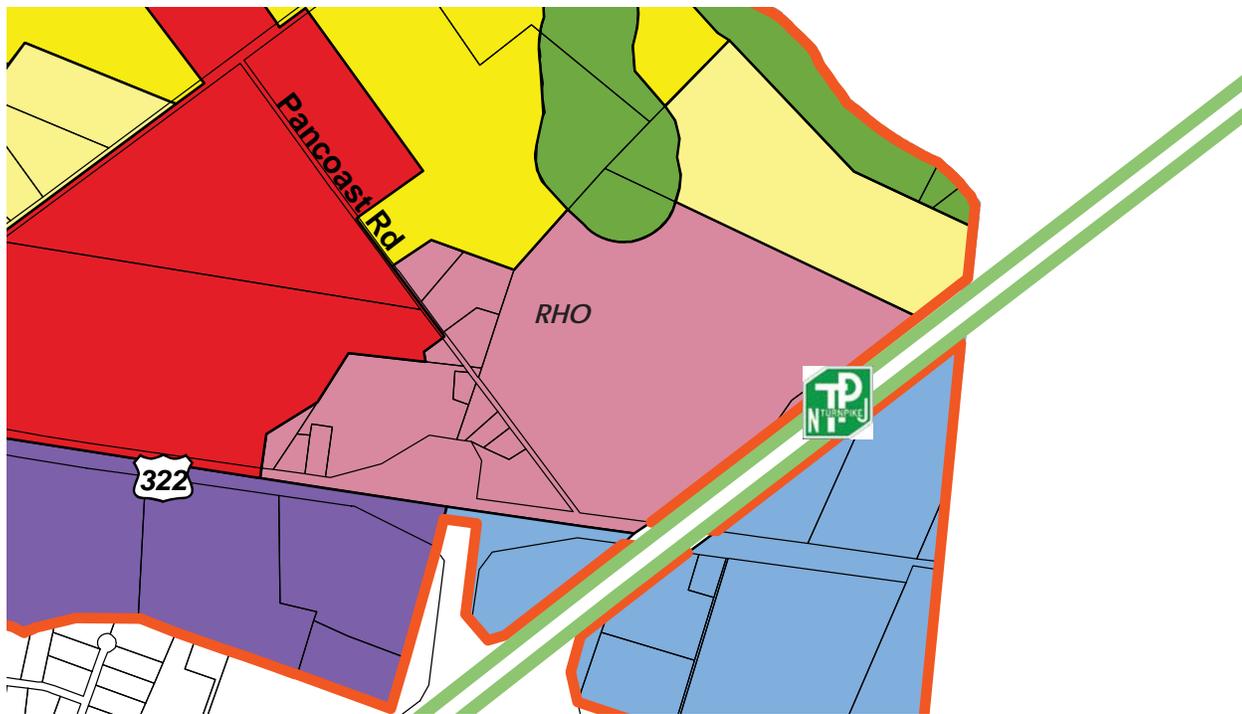
RHO REGIONAL HOTEL/OFFICE

TYPICAL VISION



what

ZONING PLAN



where

NOTES

- Zone Area - 118.25 acres
- FAR - 0.25 or approximately 1.1 million square feet
- The purpose of the zone is to provide the opportunity for a corporate hotel and office park
- Buildings are to be arranged in a manner to re-

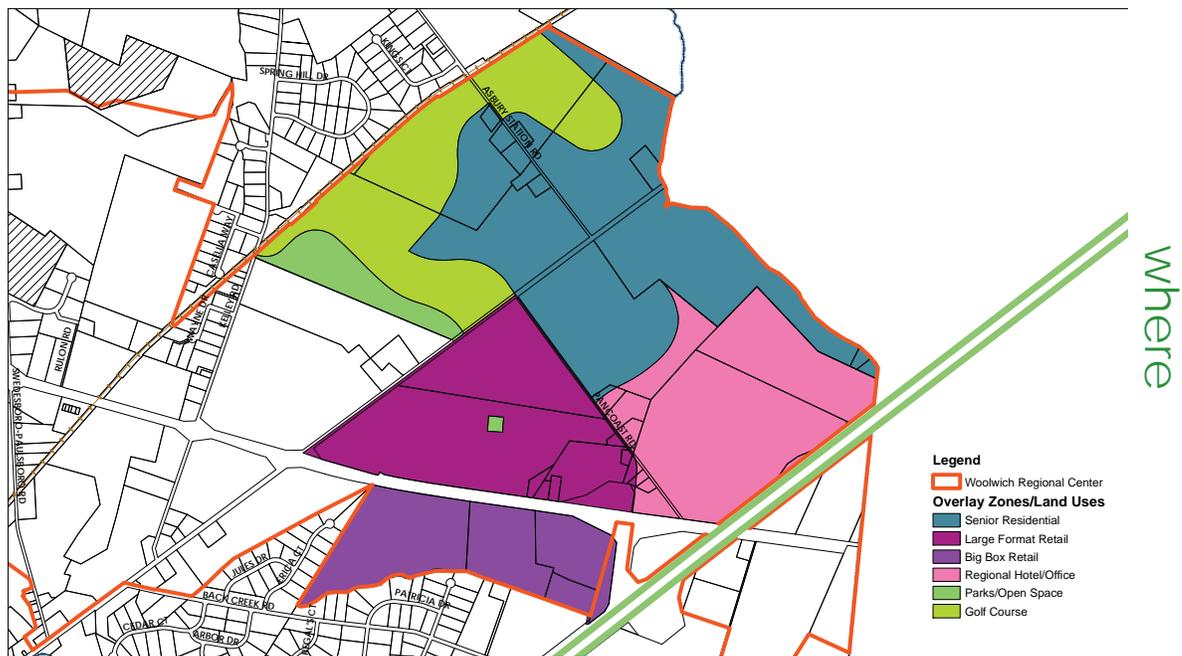
- enforce street edges
- Maximum building height - 60 feet
- On-street parking prohibited on Route 322
- Front yard parking prohibited

how

RC-3 OVERLAY

In a 2003 legal settlement agreement was enacted which outlined the zoning for the area which ultimately became the "RC-3 zone". Should a developer wish to develop the land according to that agreement, they are permitted to do so. This zone is hereby referred to as the "RC-3 Overlay" and the regulations are detailed in the following pages.

ZONING PLAN



NOTES

- Zone Area – approx. 413 acres
- Found along US Route 322 corridor east of rail-road tracks and west of NJ Turnpike
- Uses permitted encourage general offices and retail with limited industrial
- May be single-use tenants or multi-tenant buildings
- Use intent – to provide locations for mixture of service retail and office space necessary for day to day servicing of the regional centers such as: food stores, pharmacies, convenience

- retail, hotels and office parks.
- Buildings permitted to be a maximum of 45 feet or 4 stories
- Front yard parking is discouraged. Where necessary, it must be set back and screened with landscaping.
- Vehicle access encouraged via alley or secondary streets
- No on-street parking on the US 322 corridor

how

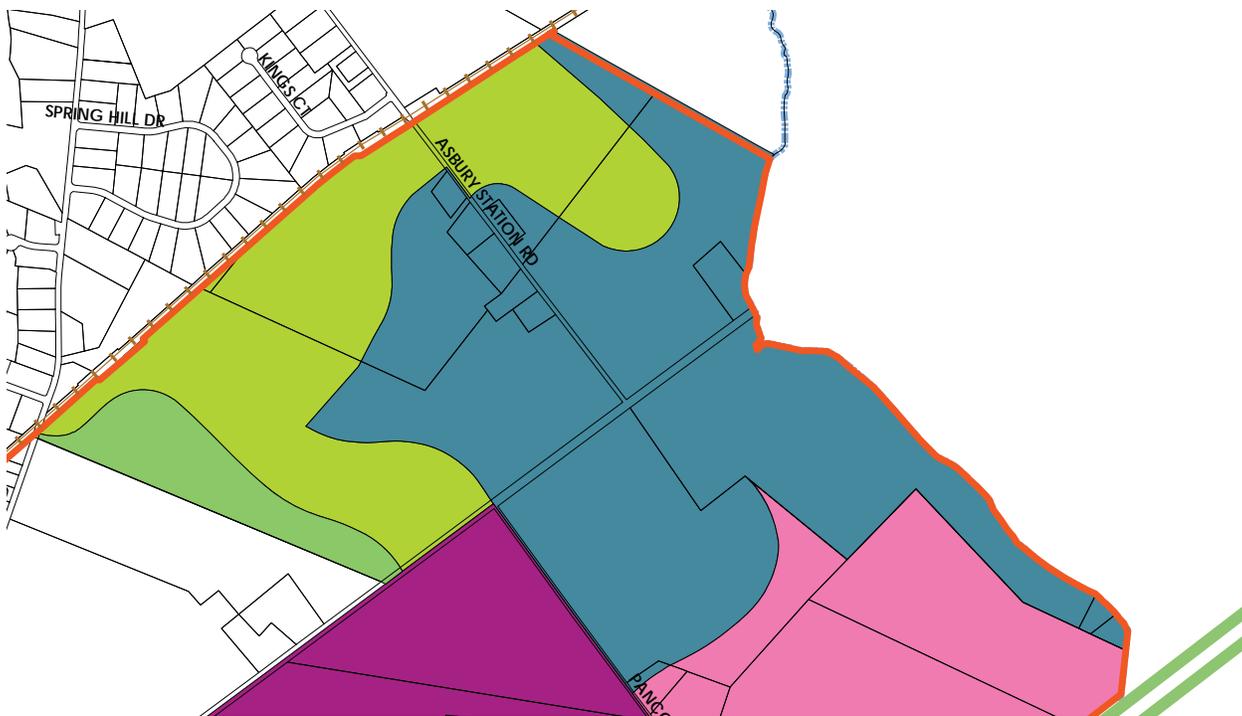
RC-3 OVERLAY SENIOR NEO-TRADITIONAL

TYPICAL VISION



what

ZONING PLAN



where

NOTES

- Zone Area – Subject to Woolwich Adult settlement agreement
- Maximum number of senior units – 925 d.u.
- Minimum number of COAH units – 104 d.u.
- Maximum total number of units – 1029 d.u.
- Minimum open space – 18 hole regulation golf course
- The purpose of the zone is to provide area to create a mixed use senior community based on TND standards
- Permitted unit types include – single family detached, twins, townhouses and flats

- A mixture of unit types must be provided with no one unit type exceeding 30% of the total
- Units must front on all perimeter streets
- Back of units may not face streets
- Vehicular service to all units via alley
- No parking in front yards
- All streets permit on-street parking except Kings Highway, Asbury Station Road and portions of Pancoast Road
- Streets, parks, and plazas to be arranged in Neo-traditional design configuration to serve all unit types

how

RC-3 OVERLAY LARGE FORMAT RETAIL

TYPICAL VISION



what

ZONING PLAN



where

NOTES

- Zone Area – subject to Woolwich Adult settlement agreement
- FAR - .25 or approximately 1,100,000 s.f.
- The purpose of the zone is to provide the opportunity for a regionally based, walkable commercial Main Street – attractive to national chain stores, small boutiques and office
- Building configurations are to follow the street regulating plan with key streets fully accessible

- to the public on a full-time basis. Buildings constructed to sidewalk edge
- Buildings to be built out to perimeter county streets to establish a strong architecture street edge
- Maximum building height – 60 feet
- On-street parking permitted on interior roads

how

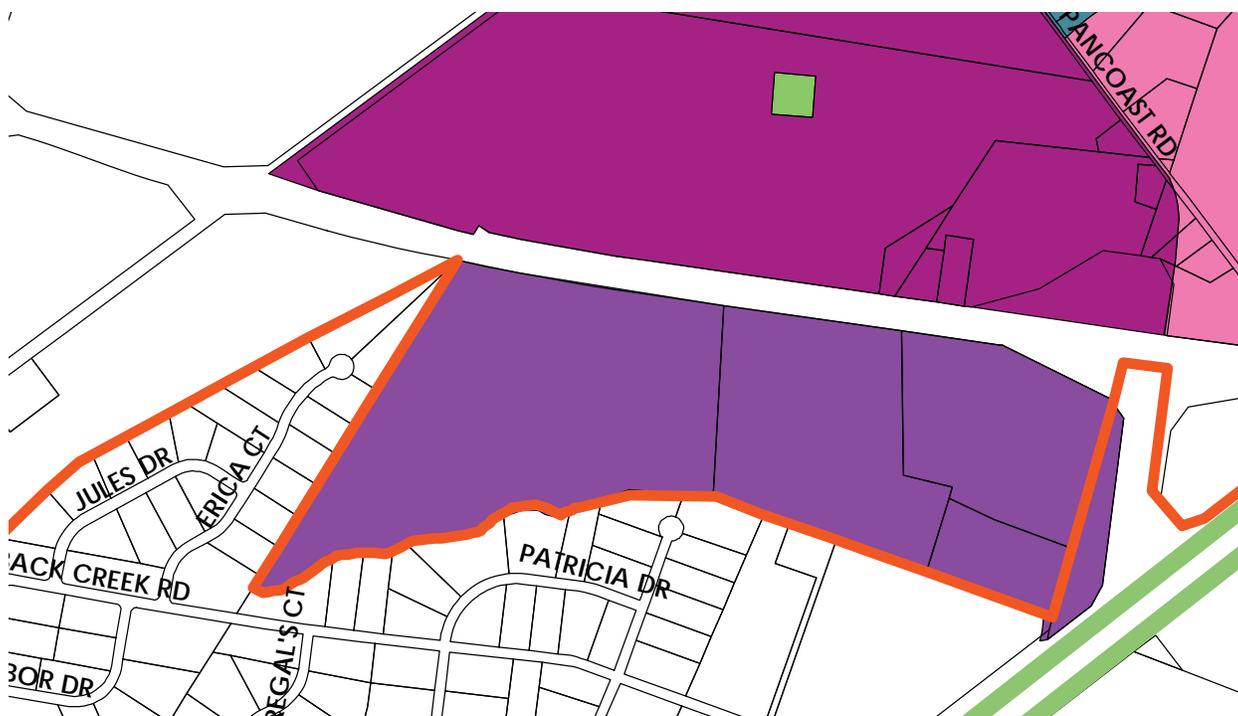
RC-3 OVERLAY BIG BOX RETAIL

TYPICAL VISION



what

ZONING PLAN



where

NOTES

- Zone Area – Subject to Woolwich Adult settlement agreement
- FAR - .2 or approximately 900,000 s.f.
- The purpose of the zone is to provide the opportunity for a large format, regionally based retail enter – attractive to national chains and large anchor stores

- Buildings are to be arranged in a manner to reinforce the Route 322 street edge while allowing for large parking fields
- Maximum building height – 60 feet
- On-street parking prohibited on Route 322
- Front yard parking required to be landscaped and screened

how

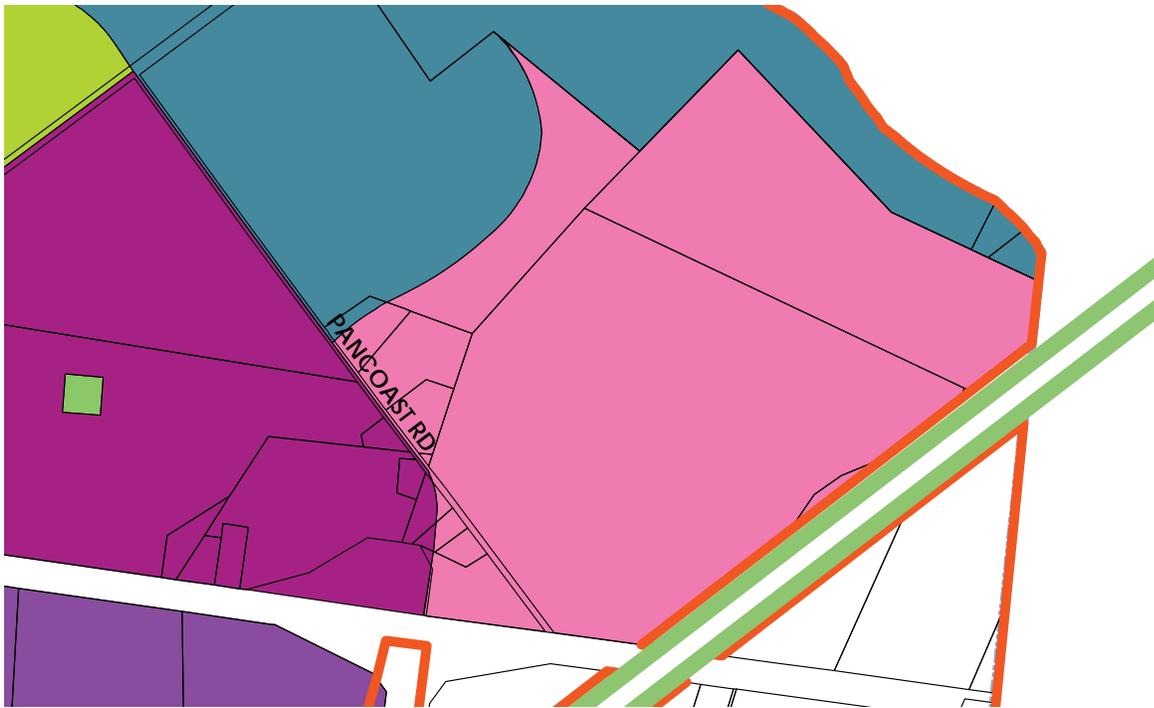
RC-3 OVERLAY REGIONAL HOTEL/OFFICE

TYPICAL VISION



what

ZONING PLAN



where

NOTES

- Zone Area – Subject to Woolwich Adult settlement agreement
- FAR - .25 or approximately 1.1 million square feet
- The purpose of the zone is to provide the opportunity for a corporate hotel and office park

- Buildings are to be arranged in a manner to reinforce street edges
- Maximum building height – 60 feet
- On-street parking prohibited on Route 322
- Front yard parking prohibited

how

VISION CONCEPT

The Auburn Road Village is envisioned to have a variety of residential land uses, open space and a small commercial area to support its residents. The residential units will be constructed as townhouses, twins and single-family detached. The open space network will focus on a central town green or square and the commercial node will be designed as a mixed-use Main Street with on-street parking.

AUBURN ROAD VILLAGE CENTER LAND PLAN

The Land Plan that governs the development of the Auburn Road Village Center, **Auburn Road 1 (AR-1)**, is presented below. The plan is designed to allow the development of a small mixed-use walkable village based on Neo-Traditional principles.

Elements of the plan include:

- An integrated circulation system that acknowledges the context of the site and its proximity to the Weatherby Planned Unit Development and the new middle school on Oldman’s Creek Road.
- A mixture of housing types that addresses the diversity of populations and their needs based on stage of life, family size, financial means and lifestyles.
- A mixture of retail and office uses to serve the Village, the new school and the southern neighborhoods of the Weatherby Planned Unit Development.

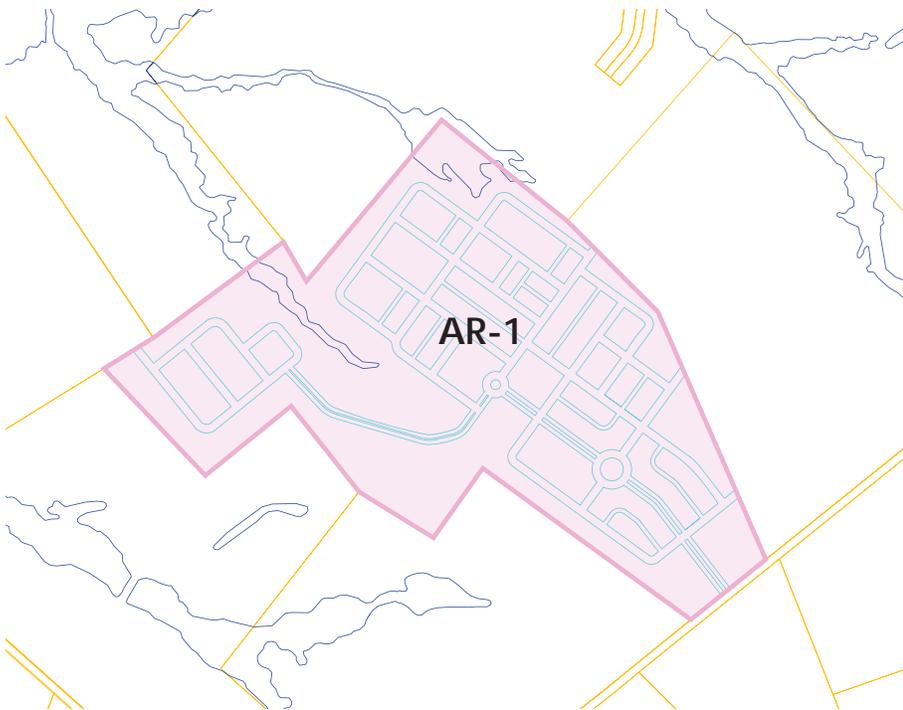
Refer to **TDR Market Analysis** for permitted densities.

PERMITTED USES

- Townhouses
- Twins
- Single-Family Detached
- Retail/Office
- Open Space

MAXIMUM BUILD OUT

- Townhouses - 210 d.u.
- Twins - 162 d.u.
- Single-Family Detached - 130 d.u.
- Retail/Office - 50,000 s.f.



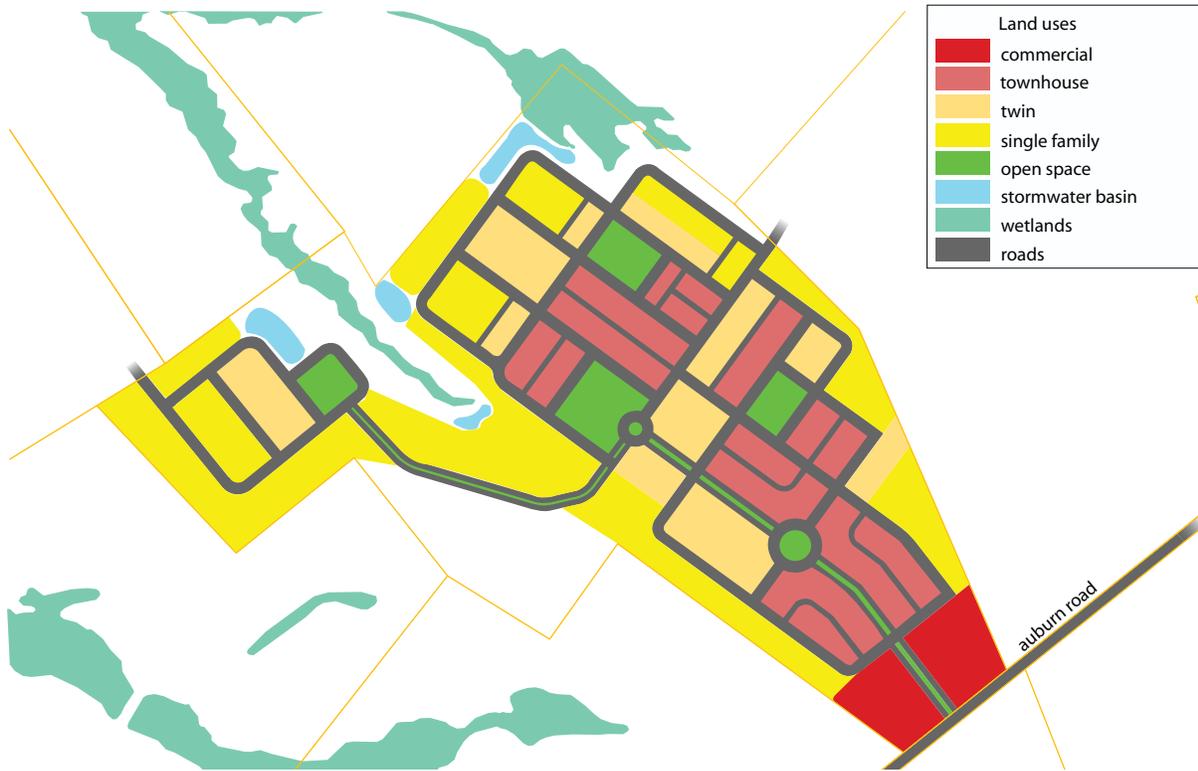
AR-1 AUBURN ROAD VILLAGE CENTER

TYPICAL VISION



what

ZONING PLAN



where

NOTES

- Variety of housing types
- Central green or plaza
- Mixed-use commercial core
- Commercial area for local needs
- Preserve environmentally sensitive areas
- Walkable Neighborhood
- Traffic calming devices

how