

LAND USE ELEMENT



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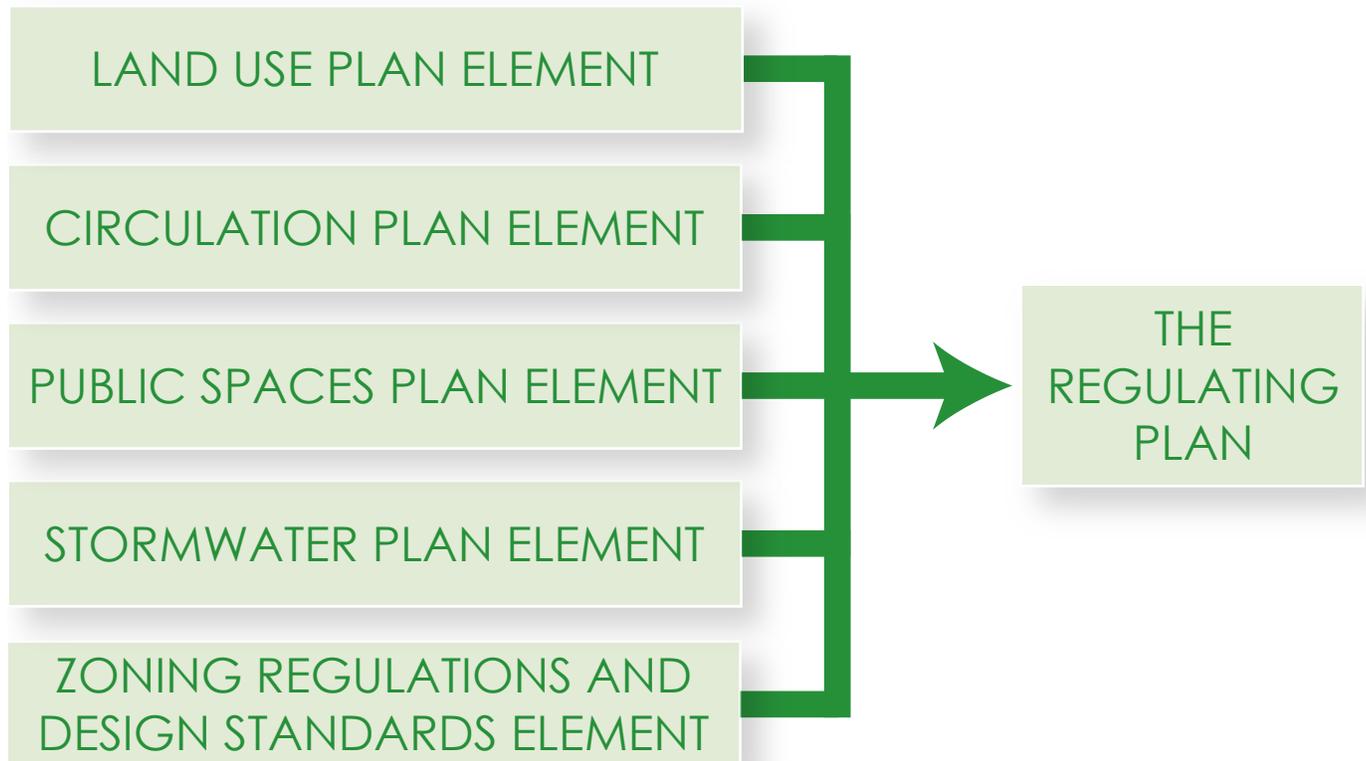
INTRODUCTION

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 Woolwich 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 and sub-sectors of the Route 322 Regional Center and the Auburn Road Village, and Second; to establish WHERE individual uses are permitted.

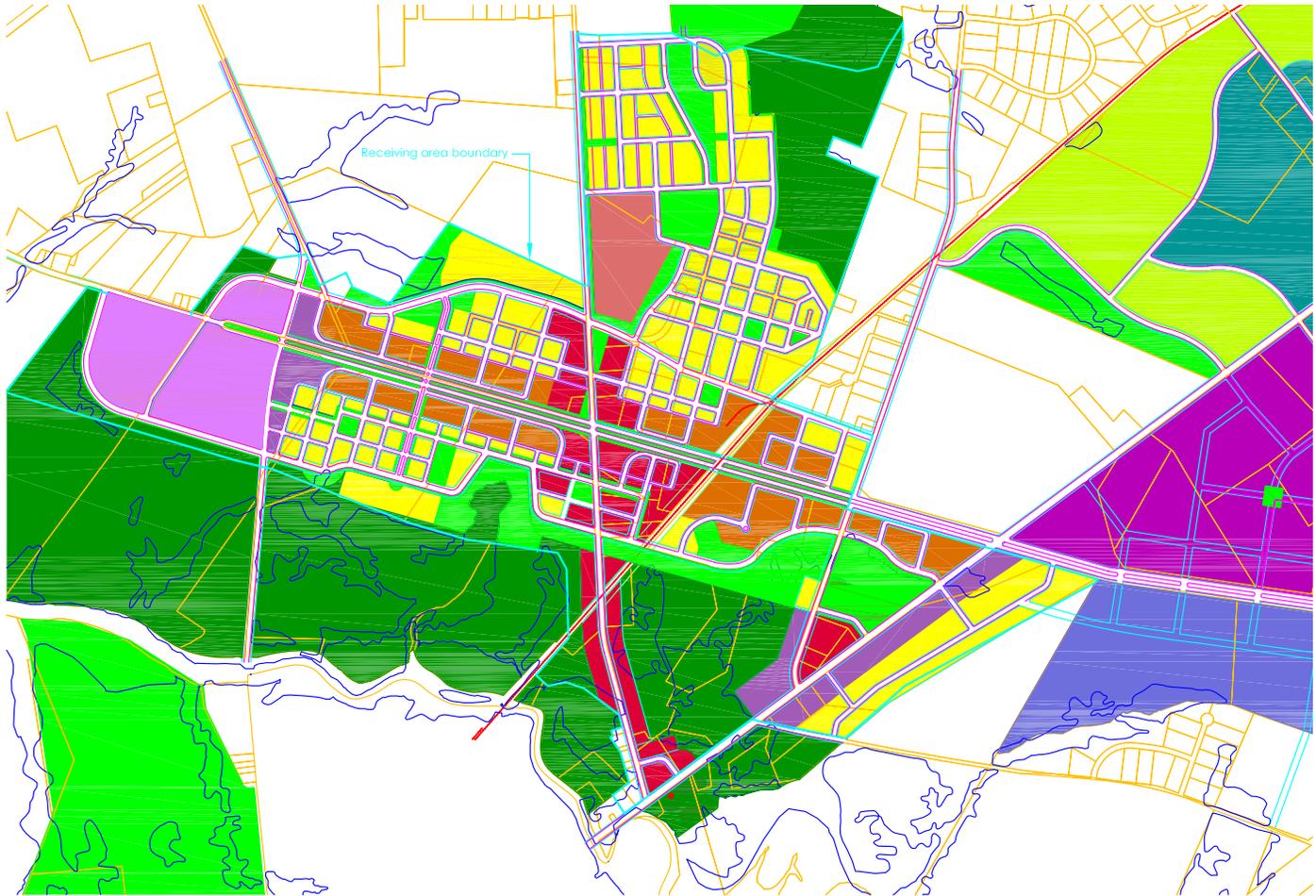
This Land Use Plan Element is one of five plan elements and ordinances designed to inform the vision and regulate development within the Woolwich Regional Center and the Auburn Road Village. Collectively, they are known as the Regulating Plan. This plan is to be used in conjunction with the **Circulation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



VISION CONCEPT

WOOLWICH REGIONAL CENTER

The Land Plan Element is expressed conceptually in the figure below. It is an idealized version of the detailed series of land plans presented later in this chapter. The Plan is based on four performance goal principles, resulting from the vision process:



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.

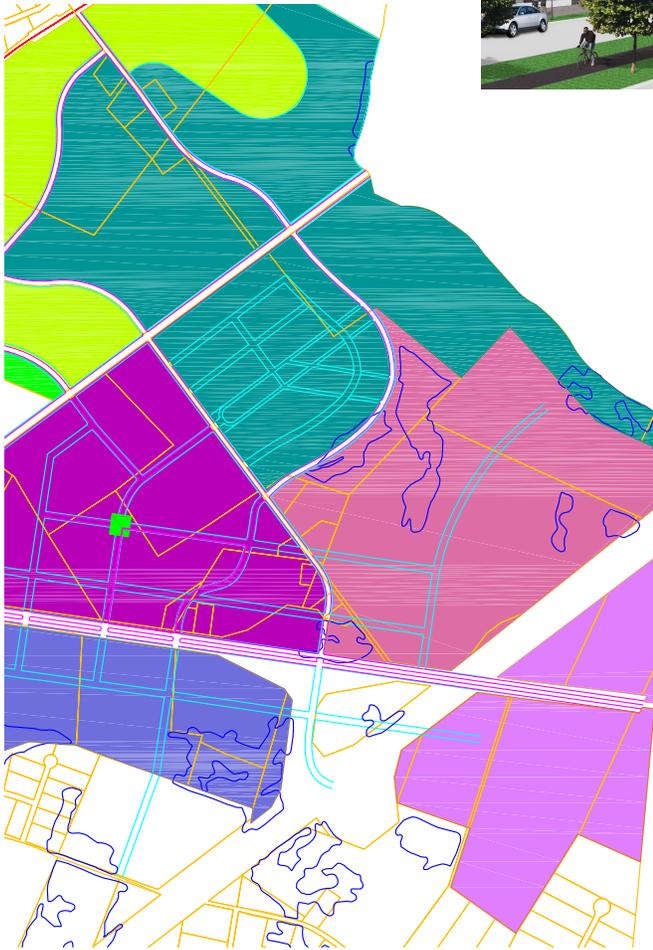
- A full variety of institutional uses to acknowledge that a community is made up of a multitude both public and private components.

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.



- flats
- townhouses, twins and single-family detached
- retail/residential
- retail/office
- gateway highway service
- senior residential
- large format retail
- big box retail
- regional hote/office
- parks/open space
- golf course

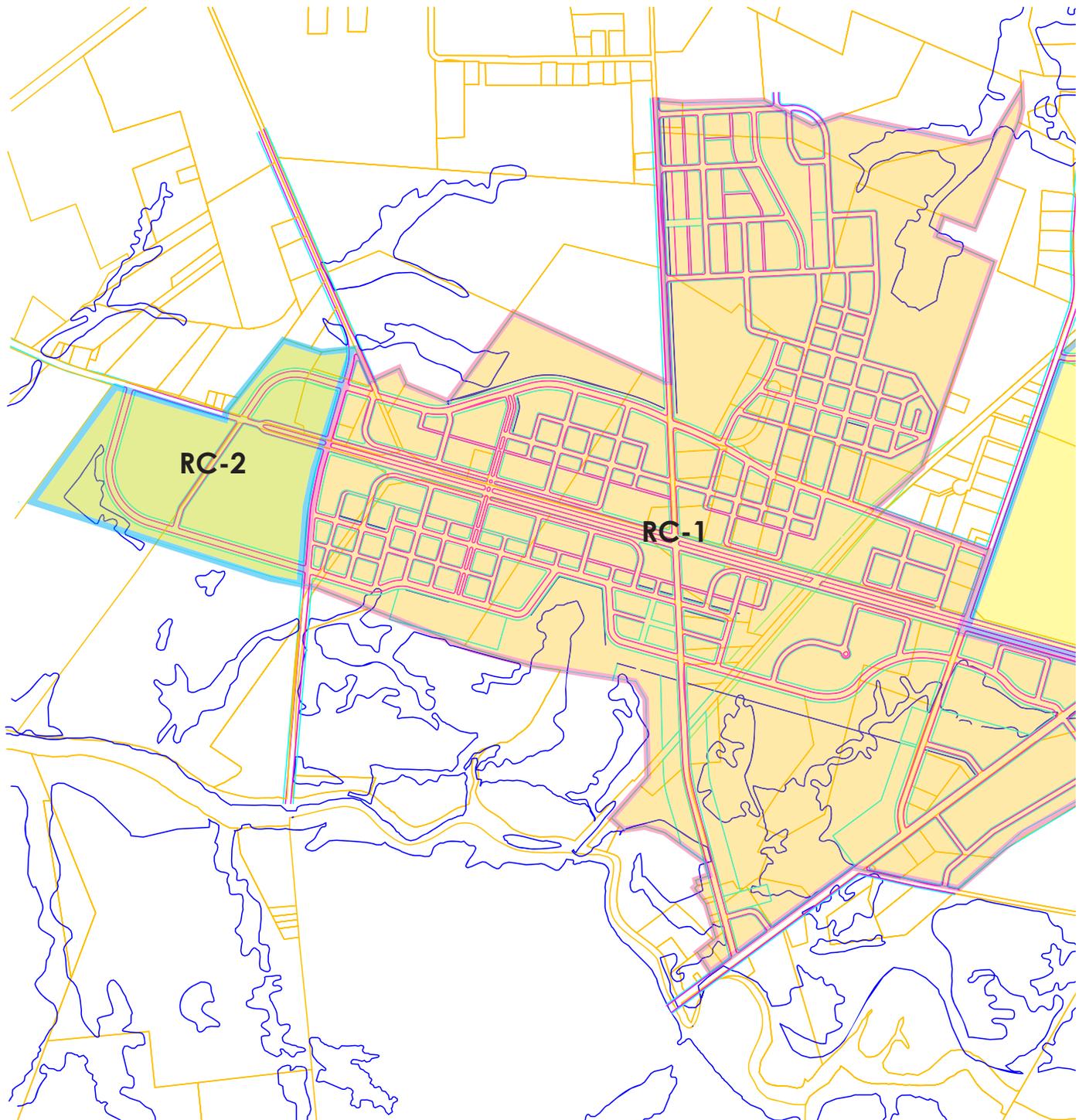


4. Provide for a permanent and usable open space system in the form of parks (i.e. adult park, children's park, passive parks and conservation areas and a golf course. Plazas and squares are also required.
5. Integrate the Land Use Plan with the context of its environs. This is addressed by:
 - Recognizing the local and regional importance of Swedesboro and as a result, physically connecting the Regional Center to Swedesboro by means of a mixed use 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 Route 322 and west of Kings Highway is limited to a distance approximately 1,200 ± feet from Route 322.

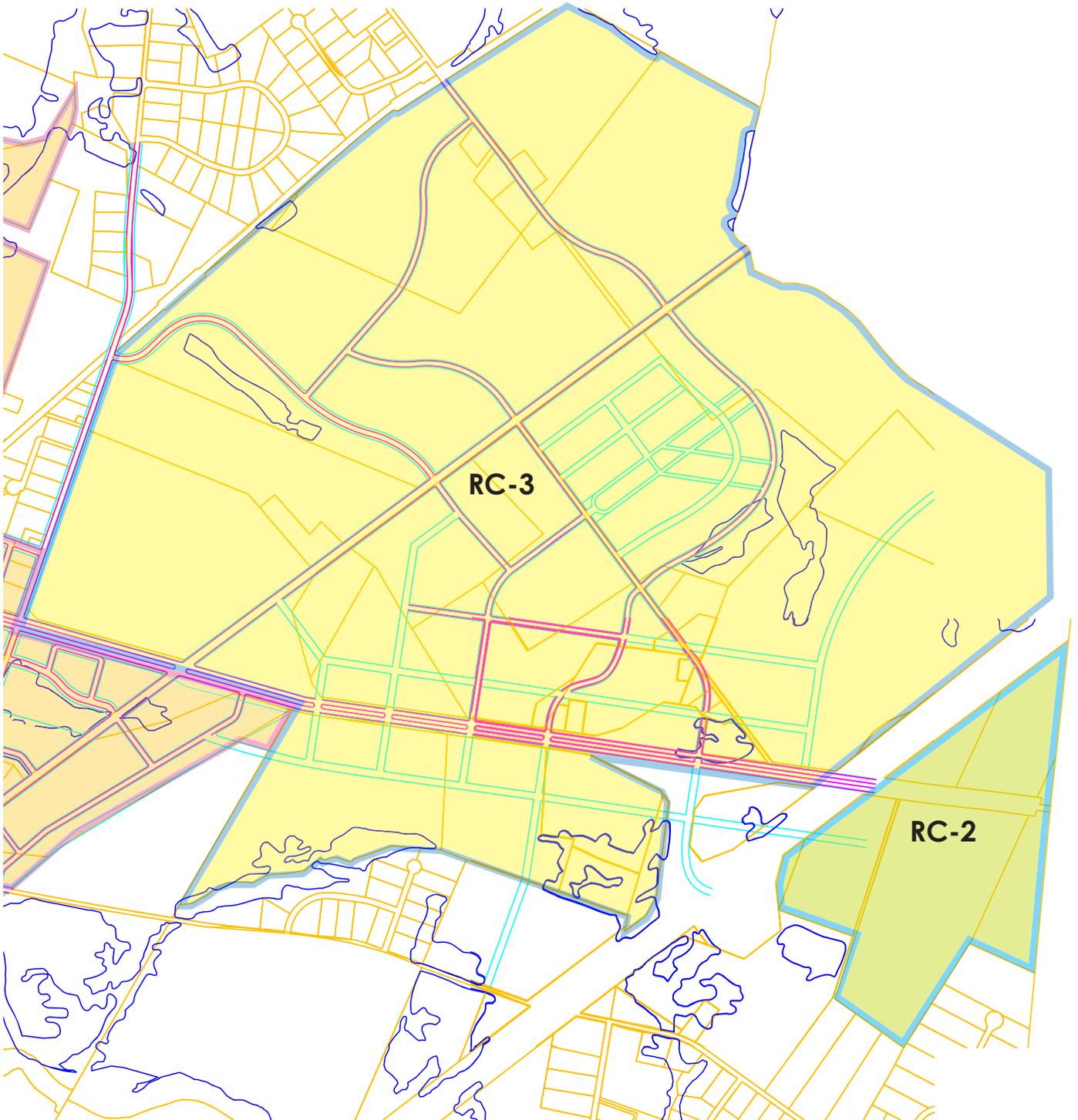
- Encourage uses along Route 322 that acknowledge N.J.D.O.T.'s goal of limiting direct driveway access to the regional highway. Specifically, allow a mixed use commercial core along Swedesboro-Paulsboro Road because it is perpendicular to Route 322. Additionally permit uses such as high density housing along Route 322, which can function under conditions of limited vehicular access.
- Encourage uses along Exit 2 of the New Jersey Turnpike that both reflect the Settlement Agreement and acknowledge good planning practice of allowing high density commercial retail uses serving a regional market to locate at the intersection of two statewide regional arterials.

WOOLWICH REGIONAL CENTER LAND PLAN

The Land Plan that governs the development of the Woolwich Regional Center is presented below. Consistent with the Land Use and Design Standards, the Land Plan consists of three Sectors – **Regional Center 1 (RC-1)**, **Regional Center 2 (RC-2)** and **Regional Center 3 (RC-3)**. While the entire Regional Center is integrated and designed to work as one community, the three sub-sectors reflect that individual geographies within the plan best serve specific community and regional purposes. Among use categories there is some overlap to allow for flexibility in market forces.



RC-1	Serves the purpose of providing the location for mixed-use walkable neighborhoods with a mixture of institutions housing types and a spectrum of small scale neighborhood retail/services.
RC-2	Serves the purpose of providing locations for larger format retail, office and institutional uses that are often auto dependent. The uses purposed are weighted toward serving the local economy such as: general offices, car washes, auto service and repair establishments, new car dealerships, and supermarkets. Institutions include; houses of worship, fire stations, and police sub-stations.
RC-3	Serves the purpose of providing locations for large format retail and office uses that traditionally serve a regional market. While there are integrated connections to the RC-1 Sector, for the most part, RC-3's uses are auto dependent and serve a market much larger than the Regional Center itself. Uses include; regional boutique shopping in a walkable setting, large format big box retail, corporate office and senior housing in a neotraditional configuration.



RC-1 TOWNHOUSE

TYPICAL VISION



what

LAND PLAN



where

NOTES

- Zone Area – 74.32 acres
- Maximum number of residential units – 1000 d.u.
- Minimum number of residential units – 800 d.u.
- Densities – See **TDR Market Analysis**
- This zone is found in each of the residential neighborhoods
- 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 vehicle access via alleys
- On-street parking

how

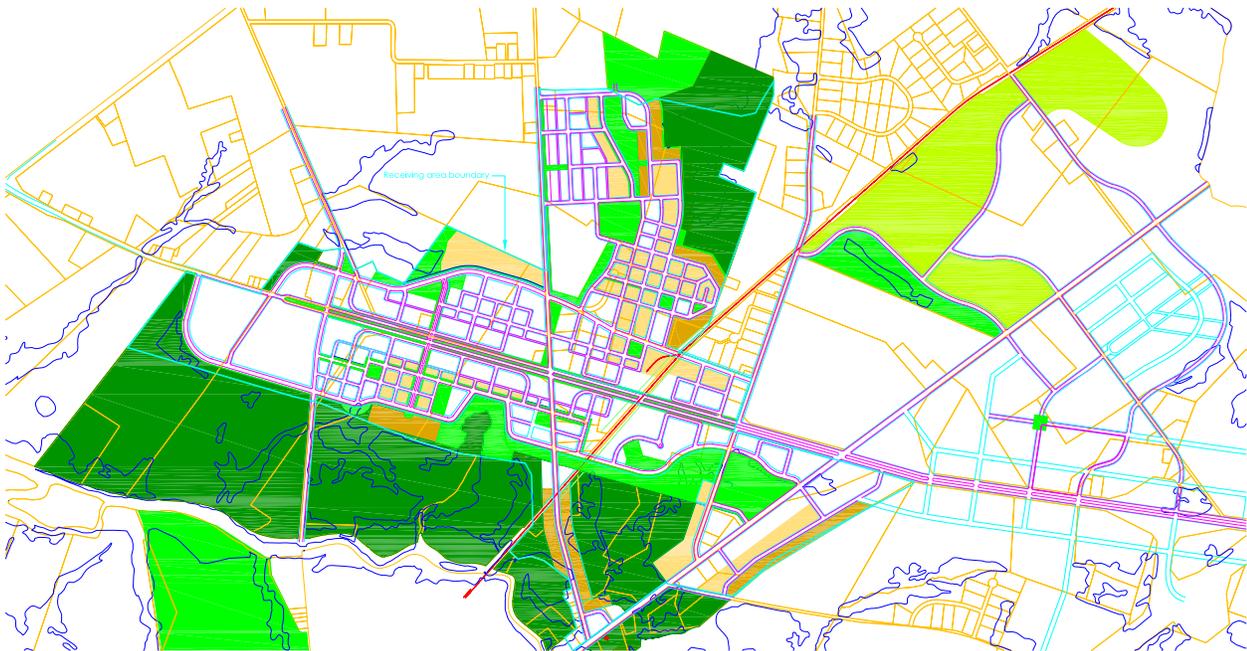
RC-1 TWIN

TYPICAL VISION



what

LAND PLAN



where

- twins with alleys
- twins without alleys
- parks/open space
- golf course

NOTES

- Zone Area – 117.2 acres
- Maximum number of residential units – 1000 d.u.
- Densities – See **TDR Market Analysis**
- Twins found in less dense areas of neighborhoods acting as transition between flats/townhouses and single family detached units

- A variety of unit sizes must be offered
- Building permitted to be a maximum of 45 feet tall or 3 stories
- No front yard parking
- Vehicle access via alley or driveway to street depending on unit location in the plan
- On-street parking

how

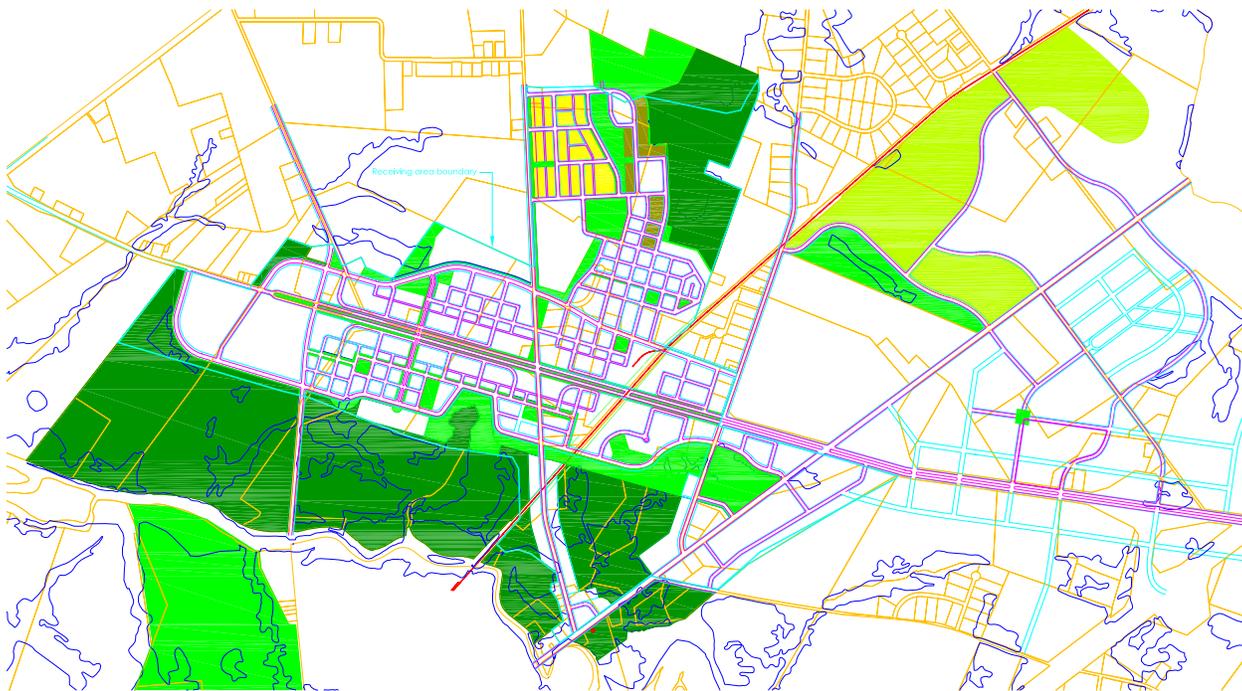
RC-1 SINGLE-FAMILY DETACHED

TYPICAL VISION



what

LAND PLAN



where

- single-family detached with alleys
- single-family detached without alleys
- parks/open space
- golf course

NOTES

- Zone Area – 35.36 acres
- Maximum number of residential units - 100 d.u.
- Densities – See **TDR Market Analysis**
- SFD's are the lowest density residential typology
- Found as transition between the northern portion of the regional center and the adjacent residential environs
- A variety of unit sizes must be offered

- No driveway access on Swedesboro-Paulsboro Road
- Larger front setbacks to County road
- On-street parking on Swedesboro-Paulsboro Road
- Vehicle access via alley or driveway to street depending on unit location in plan
- On-street parking

how

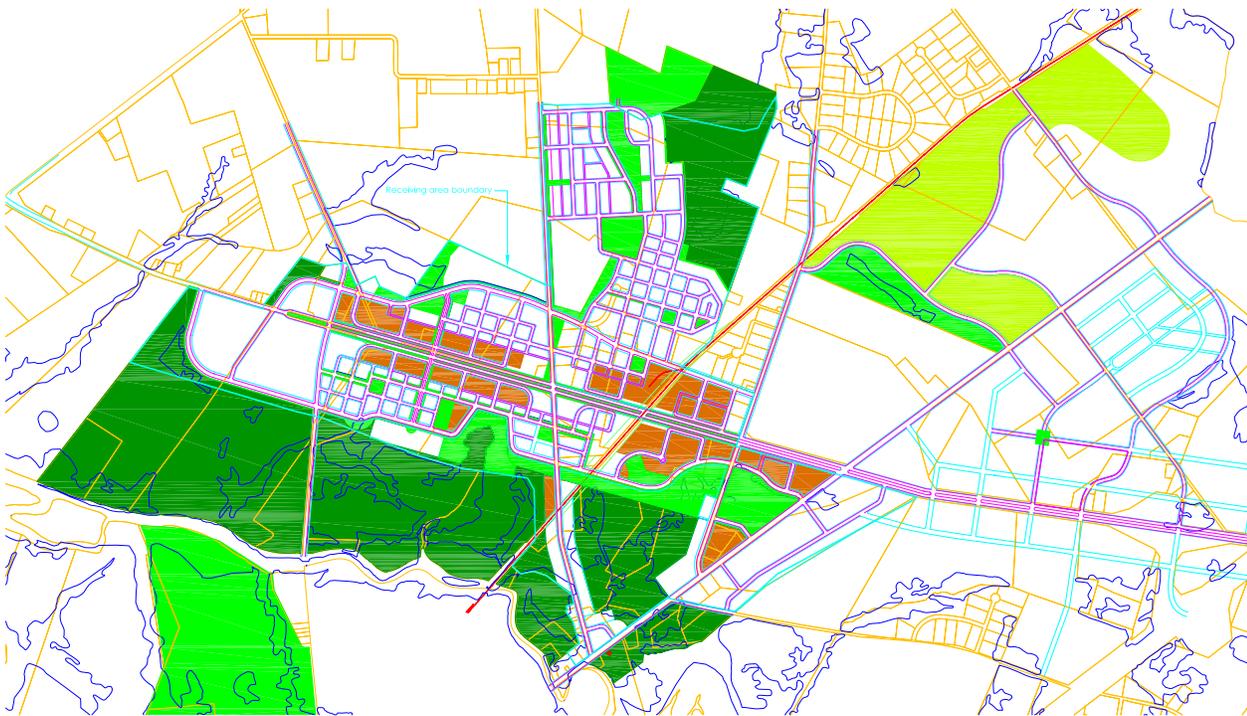
RC-1 FLATS

TYPICAL VISION



what

LAND PLAN



where

- flats
- parks/open space
- golf course

NOTES

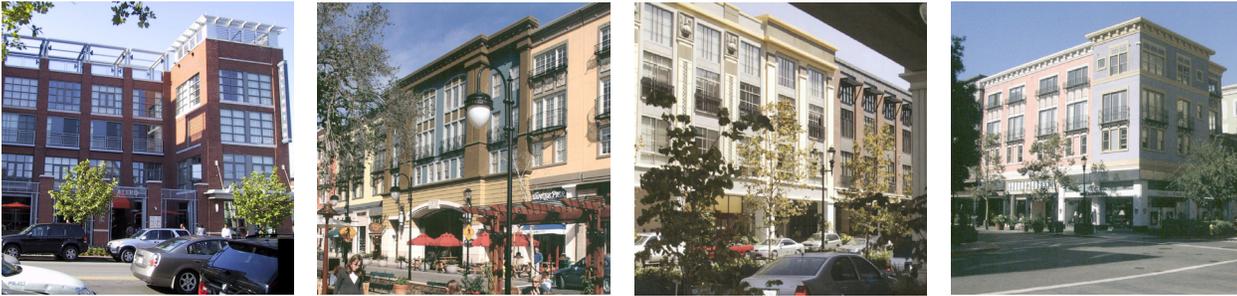
- Number of acres – 60.49 acres
- Maximum number of residential flats – 1000 d.u.
- Minimum number of retail flats – 800 d.u.
- Commercial area - optional
- Densities – see **TDR Market Analysis**
- This zone is located on either side of Route 322. High density residential is recommended in an effort to minimize direct frontage traffic impacts on U.S. Route 322.
- Setbacks afforded by boulevard system reinforce high density residential viability in park-like setting

- Buildings permitted to be a maximum of 60 feet tall or 5 stories with an average building height of 55 feet or 4 ½ stories for buildings longer than 150 feet.
- First floor commercial permitted
- No front yard parking
- All vehicle access via alleys or secondary streets
- On-street parking

how

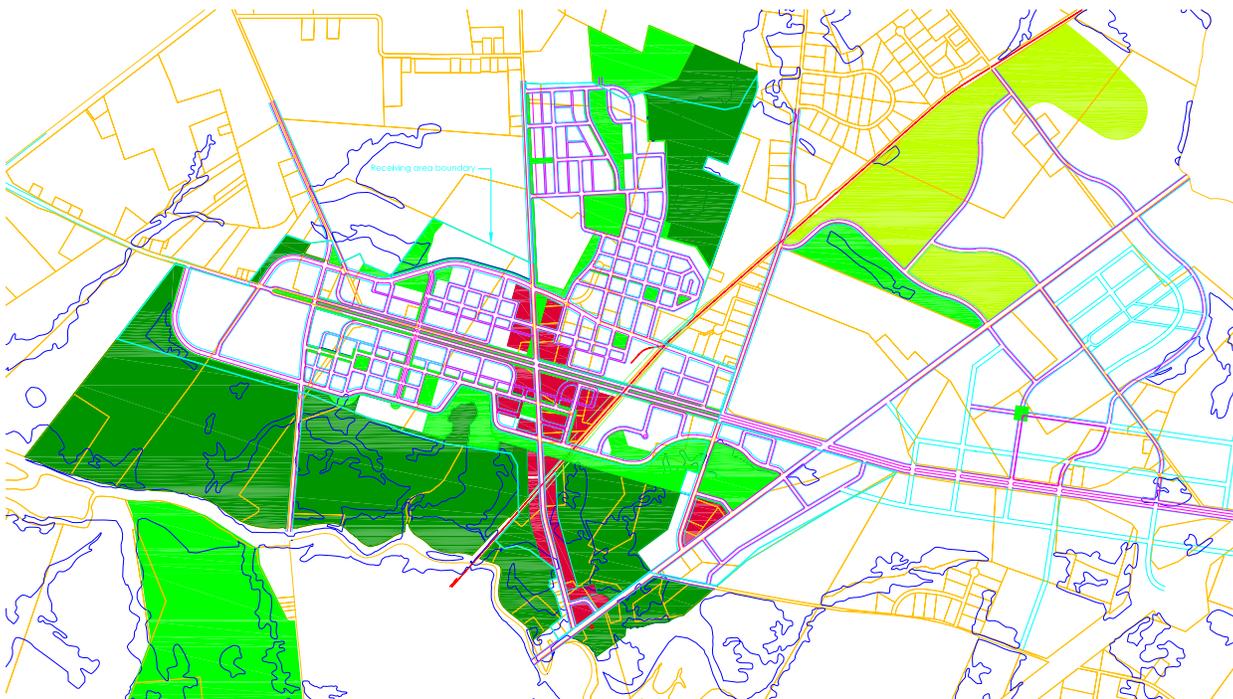
RC-1 RETAIL/RESIDENTIAL

TYPICAL VISION



what

LAND PLAN



where

- retail/residential
- parks/open space
- golf course

NOTES

- Zone Area - 43.0 acres
- Maximum number of residential flats - 500 d.u.
- Maximum commercial area - 289,000 s.f.
- Densities – See **TDR Market Analysis**
- This zone is located along Swedesboro-Paulsboro Road and represents Woolwich’s local mixed use Main Street
- 500 residential flats are permitted by right above first floor retail
- Commercial retail space permitted by right on ground floor with sidewalk café’s, eateries, small shops encouraged.
- Scale – retail to be small boutique scale

- Buildings permitted to be a maximum of 60 feet tall or 5 stories with an average building height in the zone to be 55 feet or 4 ½ stories
- Building fronts to be built to public sidewalk edge
- No front yard parking
- All service and primary off- street parking fields to be located in rear yard
- Alley loaded
- On street parking on Swedesboro-Paulsboro Road
- Swedesboro-Paulsboro Road closer to minimize commercial curb cuts on US Route 322 and scale reflects walkable Main Street.

how

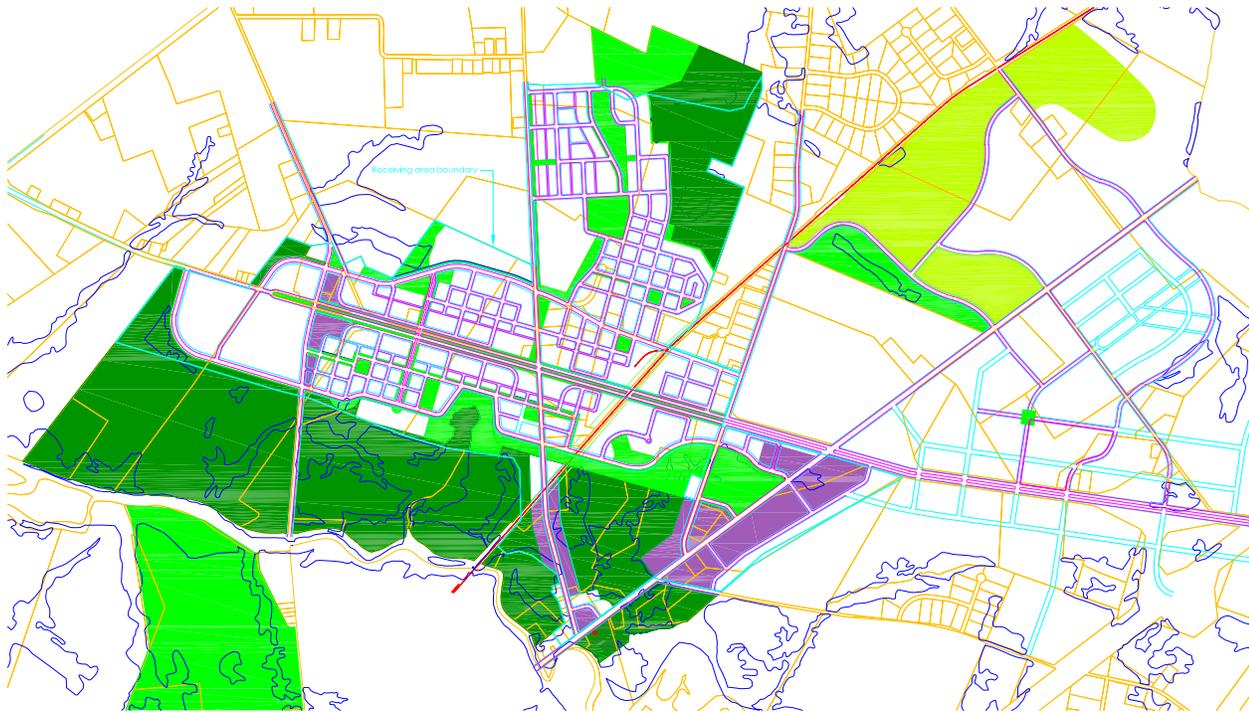
RC-1 RETAIL/OFFICE

TYPICAL VISION



what

LAND PLAN



where

- retail/office
- parks/open space
- golf course

NOTES

- Number of Acres - 56.92 acres
- Build out potential - Overlap with other uses
- Densities – See **TDR Market Analysis**
- Buildings permitted to be a maximum 60 feet tall or 5 stories with an average building height in the zone to be 55 feet or 4 ½ stories
- Parking to rear or side of building

- Vehicular access through alley or secondary roads
- No on-street parking on Kings Highway

how

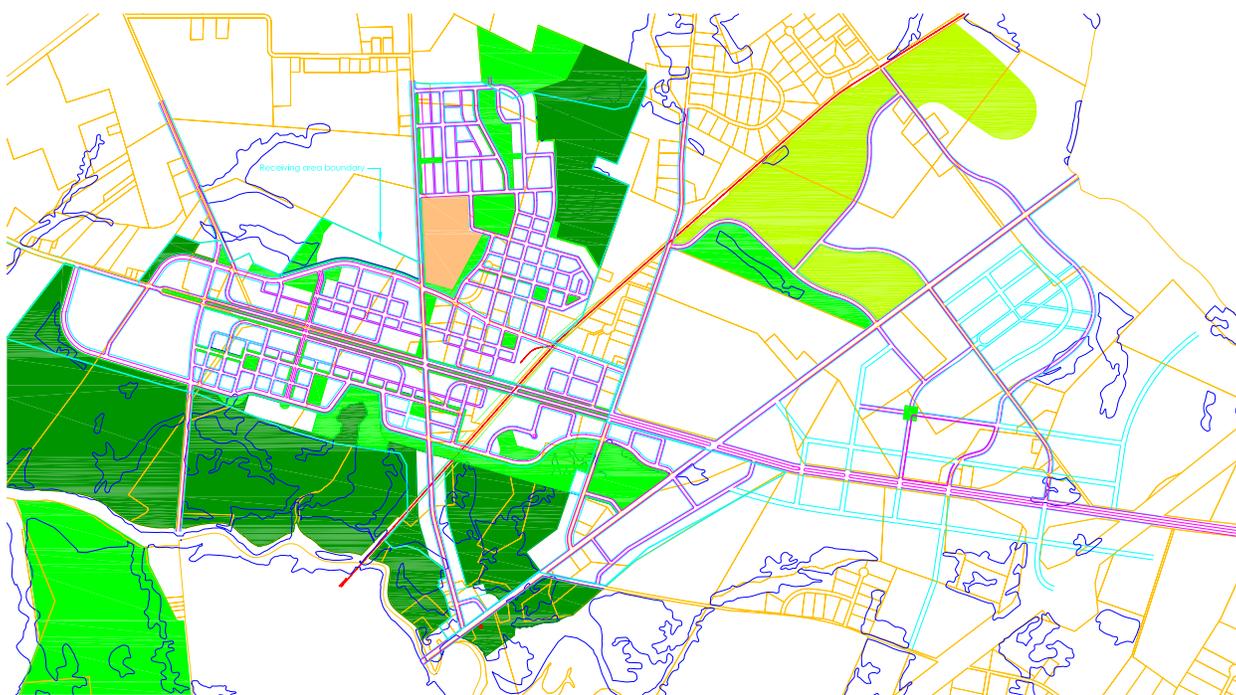
RC-1 SINGLE-USE OFFICE

TYPICAL VISION



what

LAND PLAN



where

- single-use office
- parks/open space
- golf course

NOTES

- Zone Area – 75.16 acres
- FAR - 0.3
- Densities – See **TDR Market Analysis**
- Found on the Nike Base parcel as commercial transition space, along US Route 322 between Garvin and Swedesboro-Paulsboro Road and along Kings Highway
- Uses permitted encourage general office

- May be single-use tenants or multi-tenant buildings
- Buildings permitted to be a maximum of 60 feet or 5 stories
- No front yard parking
- All vehicle access via alley or secondary streets
- On-street parking except on Kings Highway

how

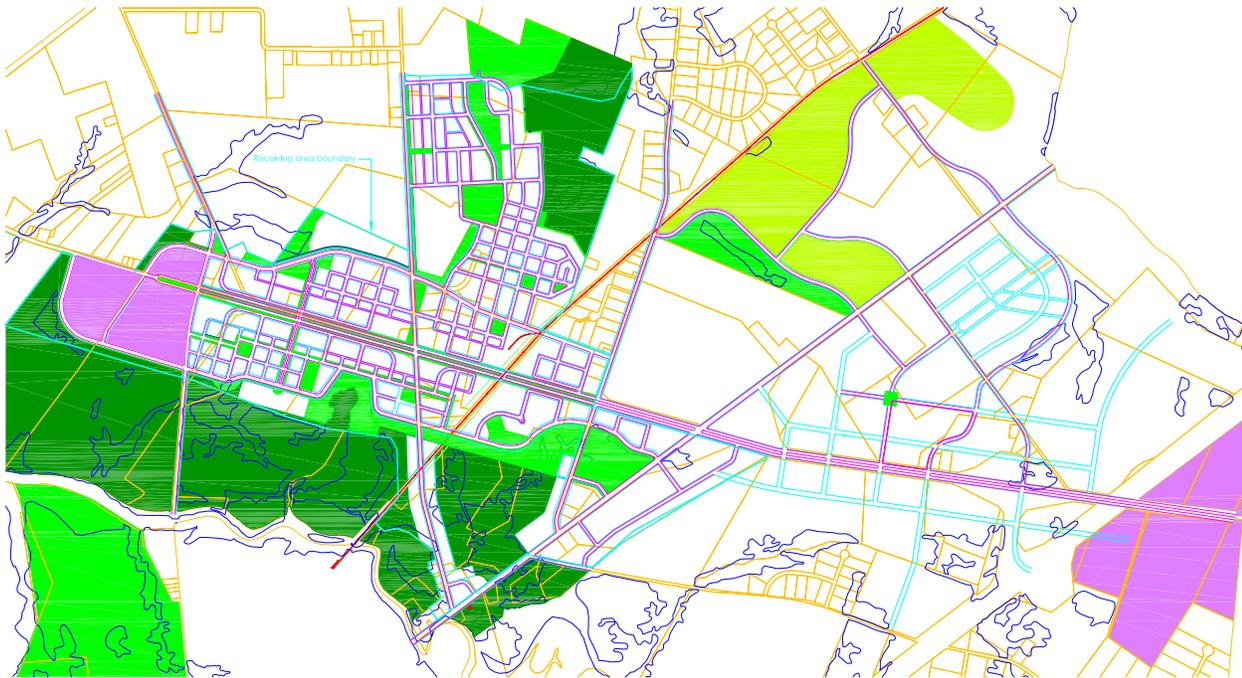
RC-2 GATEWAY HIGHWAY SERVICE

TYPICAL VISION



what

LAND PLAN



where

- gateway highway service
- parks/open space
- golf course

NOTES

- Zone Area - ___ acres
- FAR - 0.15 by right; 0.3 with TDR
- Densities – See **TDR Market Analysis**
- Generally located along US Route 322 west of Locke Ave and east of the NJ Turnpike
- 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

- May be single use tenants or multi-tenant buildings
- Buildings permitted to be 45 feet tall or 3 stories
- Front yard parking required to be landscaped and screened
- Vehicle access through secondary streets
- No on-street parking on Route 322

how

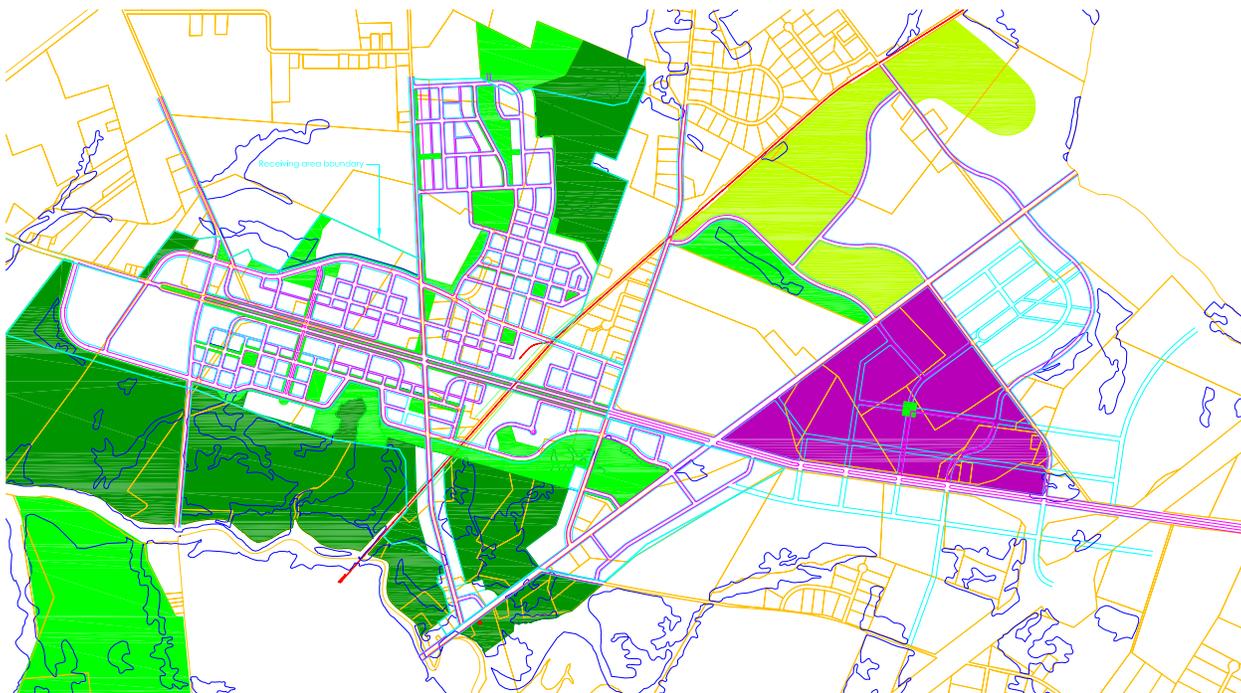
RC-3 LARGE FORMAT RETAIL

TYPICAL VISION



what

LAND PLAN



where

- large format retail
- parks/open space
- golf course

NOTES

- Zone Area – subject to Woolwich Adult settlement agreement
- FAR - .25 or approximately 720,000 square feet
- 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

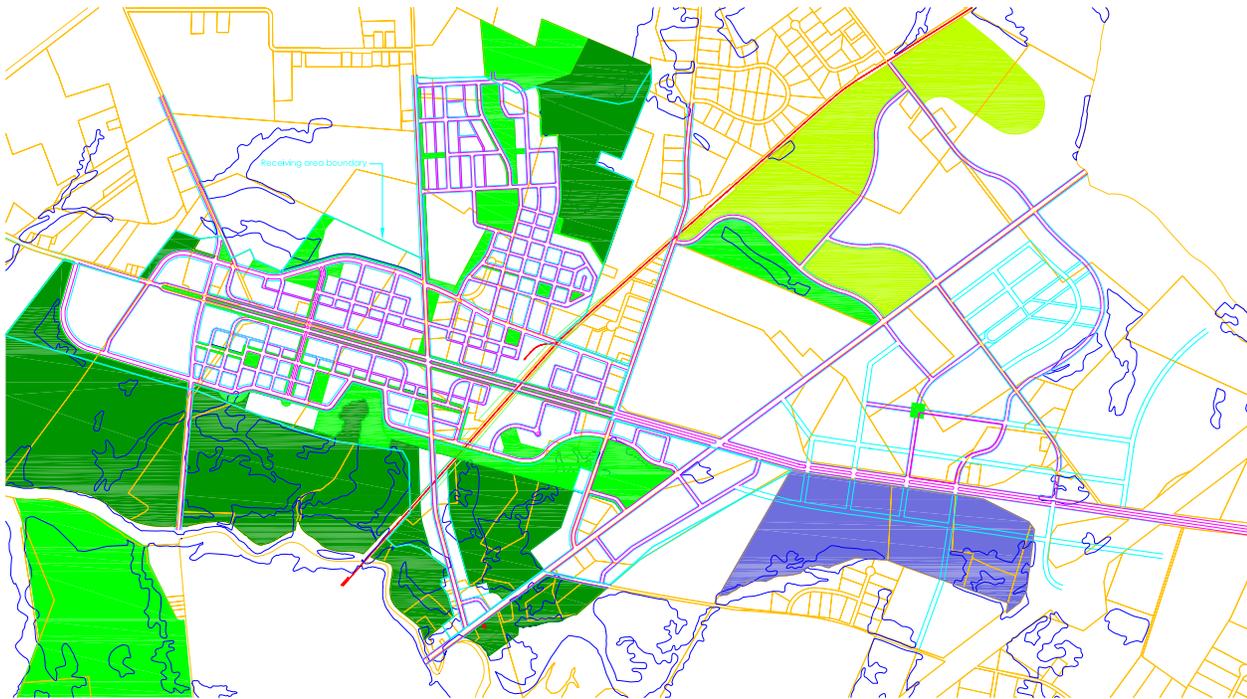
RC-3 BIG BOX RETAIL

TYPICAL VISION



what

LAND PLAN



where

- big box retail
- parks/open space
- golf course

NOTES

- Zone Area – Subject to Woolwich Adult settlement agreement
- FAR - .2 or approximately 850,000
- 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

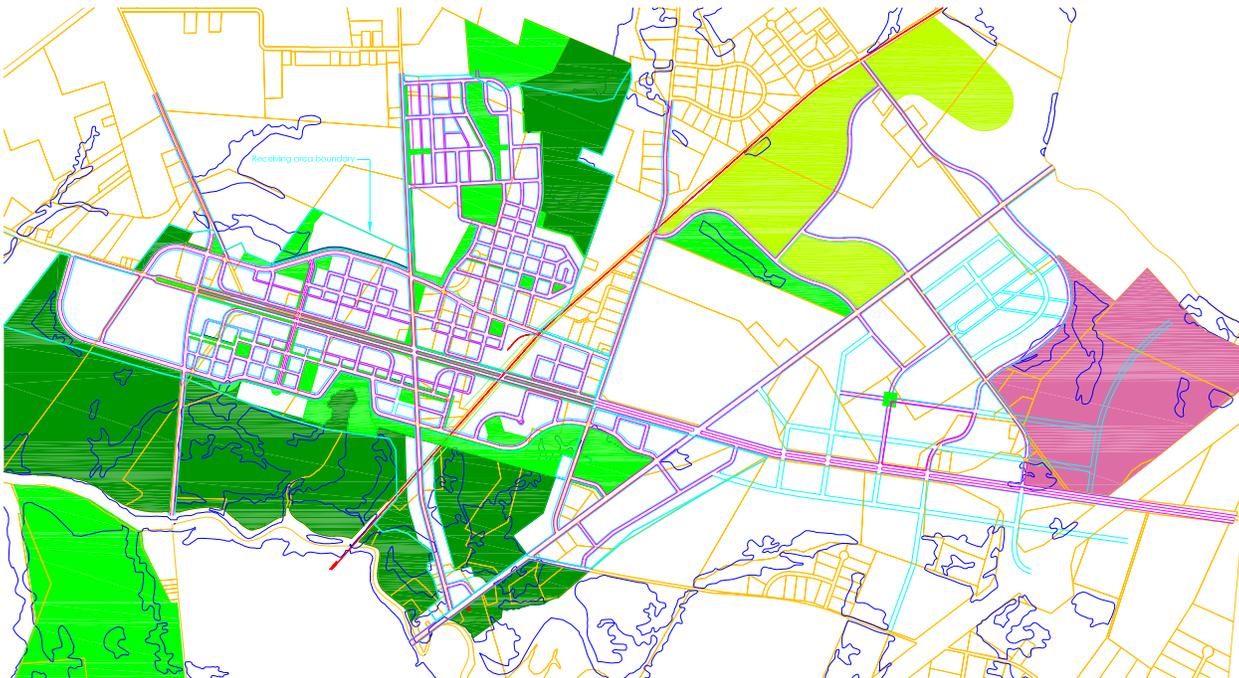
RC-3 REGIONAL HOTEL/OFFICE

TYPICAL VISION



what

LAND PLAN



where

- regional hotel/office
- parks/open space
- golf course

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

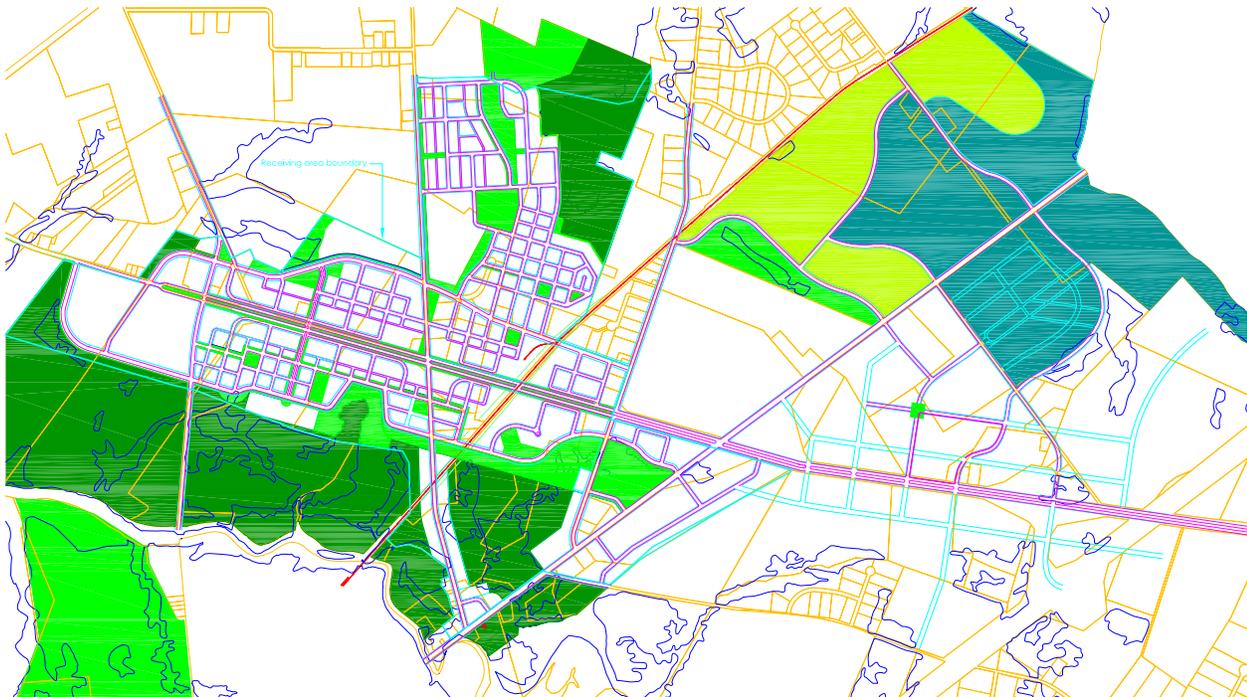
RC-3 SENIOR NEO-TRADITIONAL

TYPICAL VISION



what

LAND PLAN



where

- senior residential
- parks/open space
- golf course

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, Auburn Road and portions of Pan-coast Road
- Streets, parks, and plazas to be arranged in Neo-traditional design configuration to serve all unit types

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.

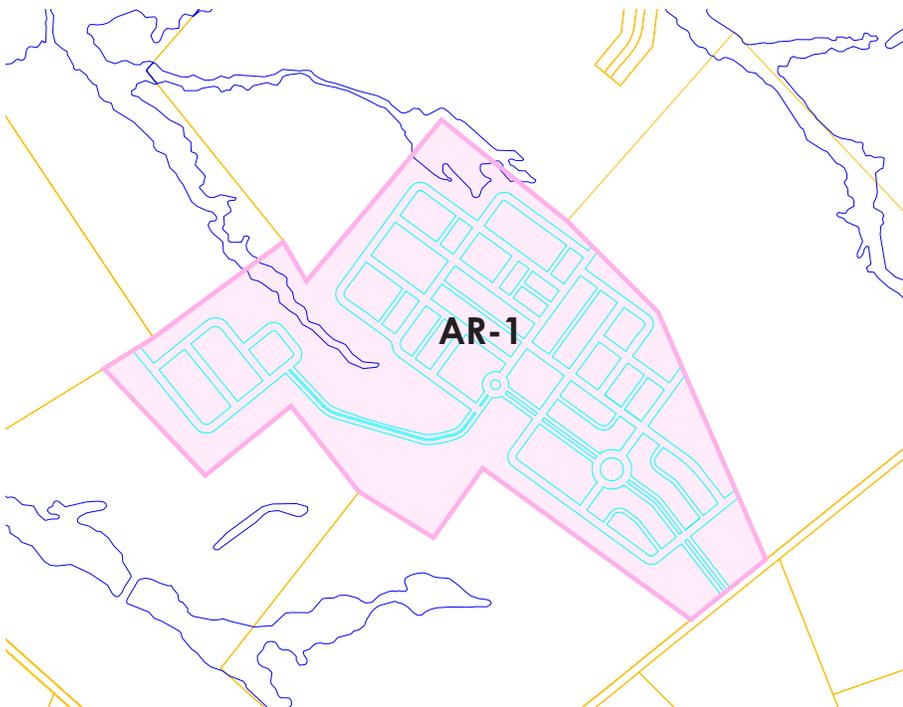
Refer to **TDR Market Analysis** for permitted densities.

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.



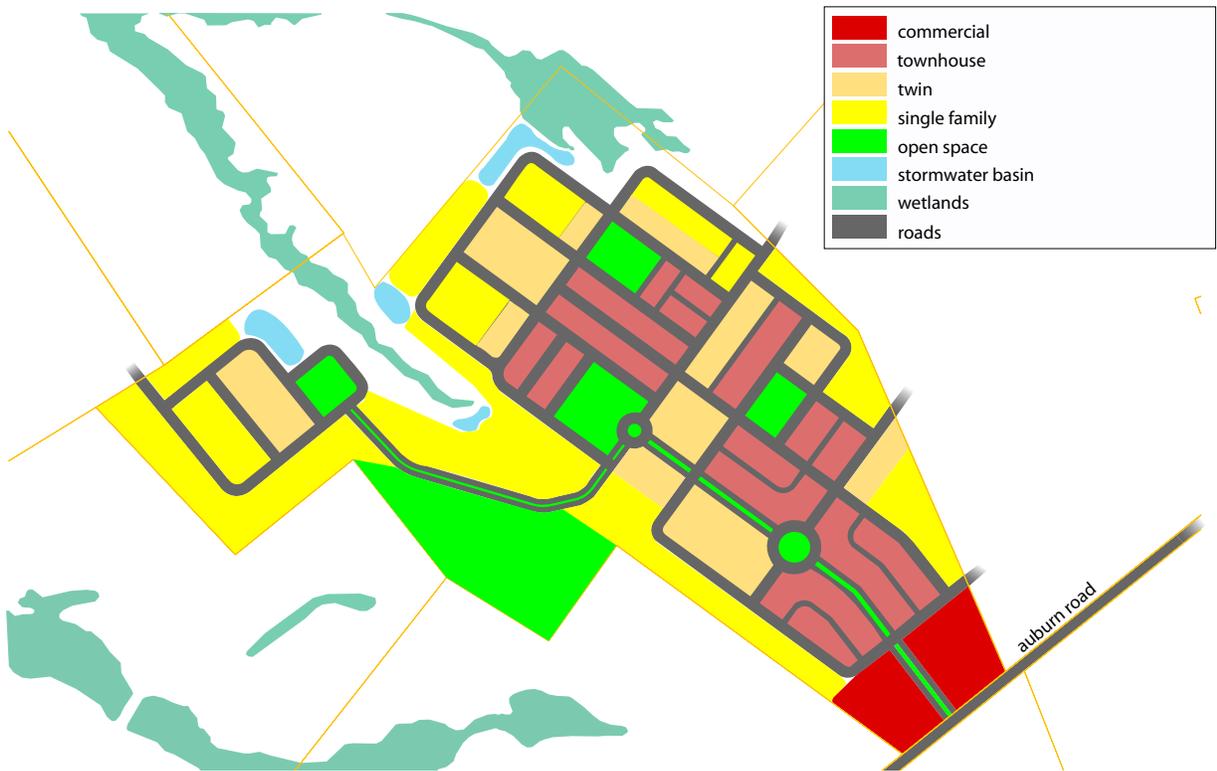
AR-1 AUBURN ROAD VILLAGE CENTER

TYPICAL VISION



what

LAND 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

