

Auction of Residential Development Site Designated for Affordable Housing with Potential for 140+ Units

Municipally Owned Gloucester County NJ Property Offers Rare Opportunity for Inclusionary Residential Development Under Newly Adopted RAHI-1 Zoning

SEWELL, NJ, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- [Max Spann Real Estate & Auction Co.](#) announces the upcoming online auction of a [14.40± acre municipally-owned residential development site](#) located at the corner of East Holly Avenue and Densten Road in Washington Township, Gloucester County, NJ. The online auction will conclude

Wednesday, September 16th, providing developers, builders, and affordable housing specialists with an opportunity to acquire one of southern New Jersey's first publicly marketed development sites specifically positioned to help satisfy New Jersey's Fourth Round Affordable Housing obligations.

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Max Spann Jr, President & CEO of Max Spann RE & Auction Co.



14.4+/- Acres Washington Twp, Gloucester Co

Earlier this year, Washington Township adopted its Residential Affordable Housing Inclusionary 1 (RAHI-1) zoning district as part of its Housing Element and Fair Share Plan. The zoning was established to create realistic opportunities for new inclusionary housing developments while addressing the Township's Fourth Round affordable housing requirements.

The 14.40± acre property is located along East Holly Avenue near Route 47 and Route 55 and benefits from approximately 1,098 feet of frontage on East Holly Avenue and more than 550 feet along Densten Road. According to

Township planning information, the site permits inclusionary residential development at densities of up to ten units per acre with a required affordable housing component, creating the potential for more than 140 residential units, subject to governmental approvals and final engineering. Public water and sewer are available to the property according to Township officials.

"This auction represents a unique opportunity to acquire a municipally-owned site that has already been positioned to meet the growing demand for Fourth Round affordable housing throughout New Jersey," said Max Spann Jr., President of Max Spann Real Estate & Auction Co.

"Municipalities across the state are actively implementing their Housing Element and Fair Share Plans, and well-located properties with inclusionary zoning are expected to become increasingly valuable to residential developers."

The property is surrounded by established residential neighborhoods and preserved open space, as well as community amenities including Washington Lake Park, Hollydell School, the Washington Township Fire District headquarters, shopping, restaurants and medical services. It also offers convenient access to Rowan University, Route 55, Route 47 and the greater Philadelphia metropolitan area.

The offering comes at a time when developers throughout New Jersey are actively seeking sites capable of satisfying municipal affordable housing obligations created under the State's Fourth Round requirements. Demand for entitled and strategically positioned affordable housing development properties has continued to strengthen as municipalities adopt new zoning regulations and settlement agreements.

Max Spann has recently experienced this demand firsthand through the successful auction of another affordable housing development site in Wall Township, Monmouth County, NJ. The



Conceptual Rendering



Surrounding Area

transaction generated significant interest from the development community, reinforcing the strong market for sites capable of supporting inclusionary residential projects and demonstrating the effectiveness of the auction process for municipalities seeking to maximize market exposure while maintaining a transparent and competitive disposition process. Sales proceeds for this potentially 300-unit project were over \$9.5 million.

"This property combines location, infrastructure, and newly adopted zoning in a way that is becoming increasingly difficult to find," added Spann. "Developers looking to expand their affordable housing pipeline will recognize the value of acquiring a site that aligns with New Jersey's evolving housing policies."

The property is being sold through Max Spann's Accelerated Auction Marketing Program, which exposes the opportunity to local, regional and national developers through an extensive marketing campaign designed to generate competitive bidding. To date, Max Spann has represented over 200 government entities, making it the largest auctioneer of government owned real estate in New Jersey.

Auction Information

Property Address:

201 East Holly Ave, Sewell, NJ 08080

Washington Township, Gloucester County

Online Bidding Opens: Monday, September 14, 2026 — 9:00 AM

Auction Concludes: Wednesday, September 16, 2026 — 11:00 AM

Developers, investors, and builders can access due diligence materials and register to bid online at www.maxspann.com.

About Max Spann Real Estate & Auction Co.

For more than 50 years, Max Spann Real Estate & Auction Co. has specialized in the accelerated marketing and sale of residential, commercial, and development properties across the United States. With offices in New York, New Jersey, and Florida, the firm creates competitive auction environments that maximize value for sellers while providing transparent opportunities for buyers.

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