Lower Main Street Redevelopment Plan:
Main Street Vision Plan

Borough of South River
Middlesex County, New Jersey



This Plan was prepared with a 100% grant via the New Jersey Department of Community Affairs/Post Sandy Planning Assistance Grant Program

October 11, 2016

Lower Main Street Redevelopment Area Redevelopment Plan

Borough of South River, Middlesex County

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The original of this report was signed and sealed in accordance with N.J.S.A. 45:14A-1, et. seq. and N.J.A.C. 13:41-1.1, et seq.

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Post-Sandy Planning Assistance Grant Program Phase II: Community Development Block Grant – Disaster Recovery
Authorization # CDNP-2015-1223-497

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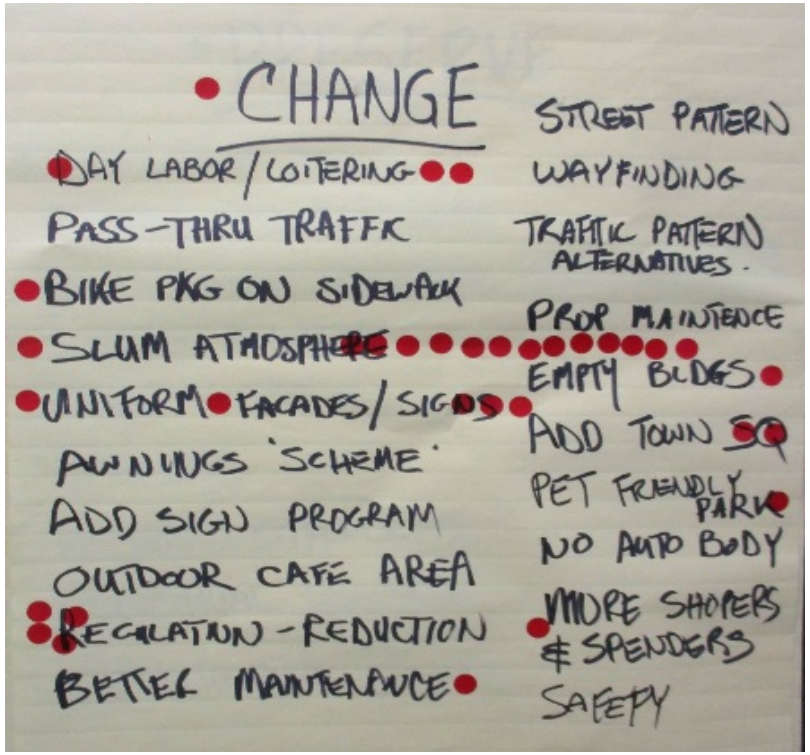


Section I:
Public Participation & Plan Principals

Section I: Public Participation & Plan Principals

Public Workshops Create Goals

The framework for this Redevelopment Plan was created from two *Community Visioning Workshops* held in April 2016. Several dozen residents, business-owners, civic volunteers, and government officials came together to create a set of goals for the Redevelopment Area. These stakeholders created a framework for what they wanted to see ***Preserved, Created, and Changed*** within the Main Street Redevelopment Area. The goals shown below come directly from those community input sessions.



The Borough's Goals for the Main Street Redevelopment Area

The overall goals of this Redevelopment Plan are designed to address the existing obsolete buildings and layout in the Area and to create a comprehensive plan for the re-thinking, re-design, re-development, and reconstruction of this space. This plan provides a set of instructions and design codes to guide future developers as they create the buildings, blocks, streets and spaces of Main Street:

- To stimulate economic investment in the area
- To redevelop land occupied by obsolete and/or vacant structures, uses and lots
- To promote the effective use of all the properties and increase the property tax base
- To improve the physical appearance of the Area
- To support small businesses with shoppers
- To create a dining and entertainment destination to compete with the neighboring highway corridor
- To leverage the river and waterfront
- To build a sustainable and flood-hardened stock of buildings for the next century
- To create a public space/public square
- To attract customers/shoppers/visitors, especially at night
- To have more desirable reputation and profitable real-estate opportunities
- To create a pedestrian-orientated space
- To be more technologically connected
- To be cleaner and a more family-oriented atmosphere
- To have a process to respect historic buildings
- To have better, multi-modal transportation
- To provide easer parking and access, while decreasing
- "pass-through" congestion

Plan Principals from the Community Workshops

Main Street should be a mixed-use, commercial corridor
All redevelopment proposals should have the intent of improving Main Street as a downtown commercial corridor, and each new building should include some element of ground floor commerce space (except when flood zone elevations apply).

Walkability should be a higher priority than automobile traffic
The Area should be designed to be walkable with a pedestrian tempo of buildings and spaces. Pedestrians should have precedence over automobiles in design along Main/Ferry Streets. Small parking lots and driveways on the street frontage should not be proposed as they break up the walkability of the streetscape. Increased opportunities for bicycle parking and screened storage should also be provided.

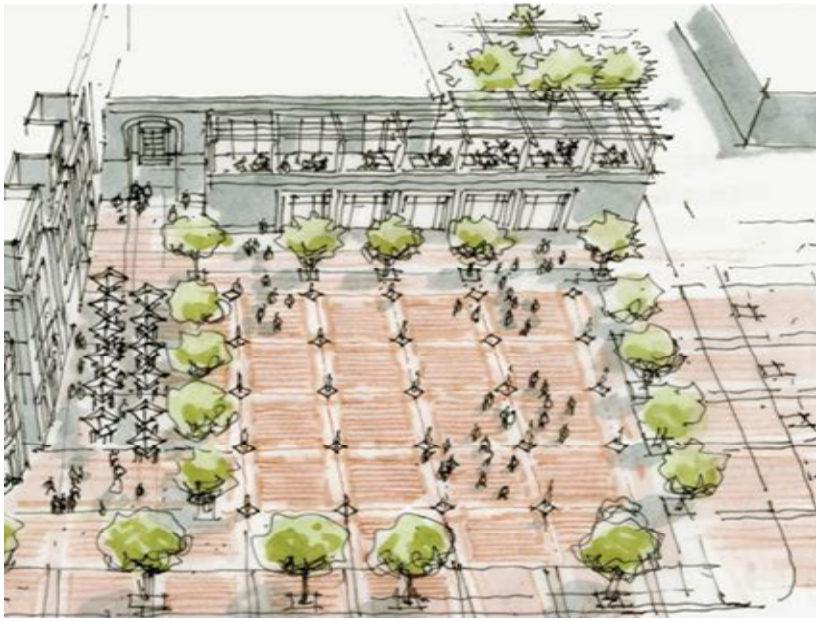
Development should bring more residents & shoppers to the area
The downtown district should be, by design, denser than the surrounding R-75 Residential Zone, which permits a maximum density of 5.8 dwelling units per acre. A density of 10-15 dwelling units per acre may be possible via building floor bonuses.

Increased building height is ok, but buildings should not be "too high." Increased building height is necessary to bring a nexus of shoppers to the area to support local small businesses. This plan does not encourage any full-floor 5-story buildings, except on the public plaza site(s) where a highly visible building is envisioned.

Create incentives with development bonuses
This plan encourages the consolidation of smaller lots and the construction of flood-hardened buildings by granting "bonuses" for these types of development. Floor area bonuses also compensate property owners for the loss of ground floor space to flood regulations. Any development which cannot achieve a lot area minimum required for a floor bonus receives all of the other benefits and tools of the plan.

Give property owners the choice
This plan is designed as an ***overlay plan*** *and does not repeal the existing MSR Zone.* Property owners can opt to develop property under the underlying MSR Zone or using the tools of this Redevelopment Plan.

Create a Green Space/Public Plaza
Several community workshops have noted the desire for a central public plaza or green space. This plan encourages specific opportunities for a taller building at this site to compensate for building area lost to green space. ***The public plaza concept shown below from Metuchen, NJ was will-liked by workshop participants.***



High quality facade design is essential

Building should be of extreme high quality in design and should be designed by a Registered Architect with experience in Main Street and Neo-traditional design. Facades should contain brick, stone, precast concrete or similar materials. Vinyl siding and Stucco/EIFS should never be proposed on a visible façade. Signage requirements mirror the MSR Zone standards.



Workshop participants highly rated this image in South Amboy NJ.

Rethinking Thomas Street and Reid Street

The Borough should consider a future focus on the Thomas Street Corridor as a new entranceway into the Main Street core. Both the intersections of Thomas and Main Street and Thomas and Prospect/Reid Streets are already controlled intersections. The Thomas Street/Prospect Street "Y" intersection provides a unique opportunity for welcome/gateway signage to direct vehicles into the downtown core, while also directing Sayreville-bound traffic to Reid Street. "Rear" parking opportunities should be provided at the Thomas/Main Street intersection to allow shoppers to park in the central portion of Main Street (in a screened location) and have full walk-ability to the entire district. An attractive streetscape should be considered. Housing rehabilitation should be considered. The Borough should also explore connecting Daily's Pond Park to the center of Main Street via a new "Thomas Street Greenway" Walking, biking and active recreation opportunities should be explored for this greenway. This would create a highly visible entrance to Main Street.

Historic preservation should inform decision-making

Proposals for development on historic buildings should include the advice of the Borough's historic preservation entity. The image below of adapted historic buildings with high glass fenestration was highly rated by workshop participants.



Parking goes in the rear

This plan recognizes that parking needs to be provided in the Area until better transit linkages and alternatives are available. Parking needs to be safe, screened, well-lit, and convenient for residents and visitors, however, a common design characteristic should push parking to the rear of the site. "Strip-mall," or front-yard parking should never be proposed. The plan allows for flexibility in how and where parking is provided and does not create dis-incentives for designing elevated buildings with ground-level parking.

3 ways to provide parking: On-site, Shared & Satellite Parking

This plan waives ground floor retail, restaurant, or personal service uses that are permitted uses located within the MSR Zone and allows parking relief to be granted for all other uses. When located on-site, the plan requires parking to be located in rear and/or screened locations, or when an elevated building is proposed, on the ground level of that building. The plan also encourages shared parking arrangements or the use of satellite parking lots, as long as they are located in proximity to uses they serve.

Make room for the river

Lots on the east side of Water Street are contemplated to provide for future public or private parking, including mass-transit parking. Parcels located to the west side of Ferry Street are contemplated to contain increased occupancies and are allowed to "under-provide" parking on-site. When these elements can be designed together, property owners in "upland" locations can benefit from higher densities and less parking demand, while parking can be provided in nearby flood-prone locations where buildings are less desirable. This also places parking lots, not dwellings or businesses, closest to the most flood-prone areas of the river and encourages the co-design of parking and green infrastructure as a solution to parking and storm-water management problems.



The image above shows semi-permeable pavers and underground detention systems designed to provide both parking and storm-water management.

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Section II:
Plan to Function as Overlay Zone

Section II: Redevelopment Plan to Function as an Overlay Zone

Relationship of the Plan to the Borough Zoning and Site Plan Ordinance

This Redevelopment Plan is an ***overlay zone.*** This plan does not repeal or replace the existing MSR Zone. When development is proposed for any parcel in the Redevelopment Area, the developer shall have the option of either reliance upon the existing development regulations of the underlying MSR Zone, or reliance upon the development standards and instructions of this Redevelopment Plan. Parcels not included in the Redevelopment Area are not eligible for this overlay and continue be subject to the existing land use regulations currently in effect in the Borough.

Developers must "opt-in" to the Redevelopment Plan

An application for development should indicate which set of regulations it shall rely on at the time of application via a letter of principal points to accompany the application submission. If no indication is made as to which set of regulations shall be utilized, then the existing underlying Zoning and Site Plan Ordinances of the Borough shall remain in effect.

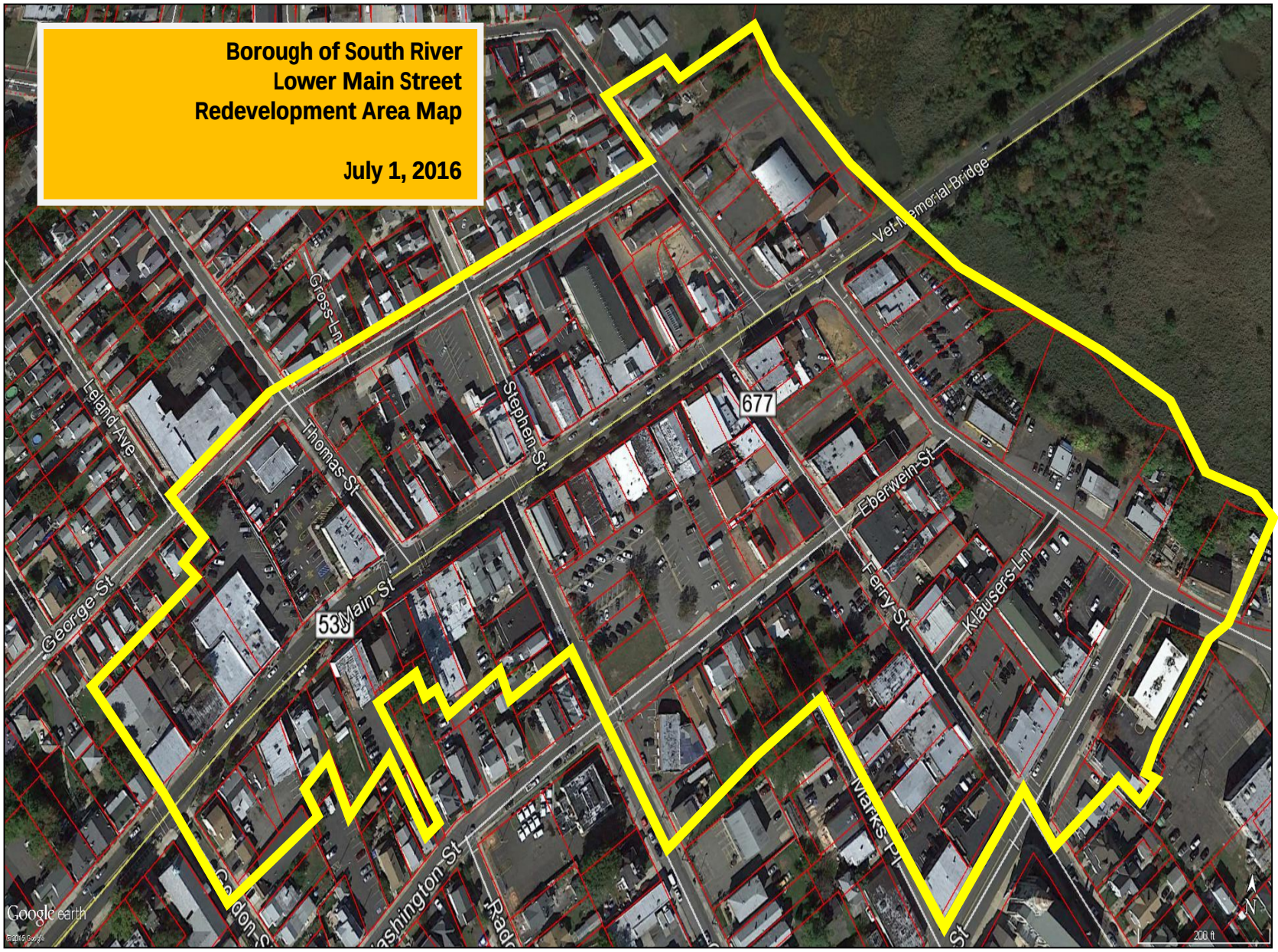
If the developer opts to utilize the standards of this Redevelopment Plan, the design standards listed this plan shall supersede the use, bulk, height, density and site plan and subdivision provisions of the Borough Zoning, Site Plan and Subdivision Ordinances (Chapters 50, 155, 295 & 350) for the subject property only. Developers must choose to use either the Redevelopment Plan or the existing Zoning Ordinance, and cannot combine the two planning tools.

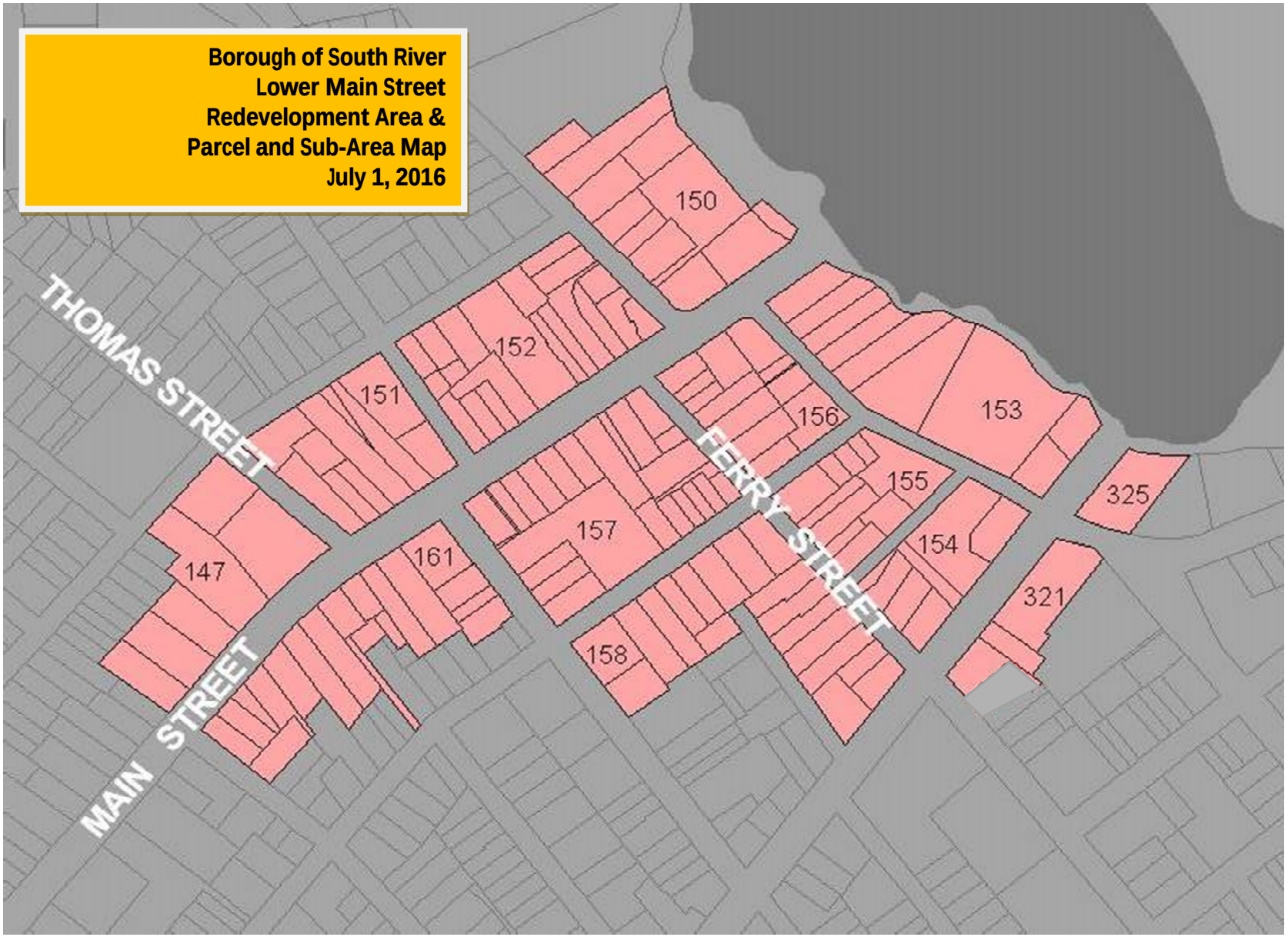
All terms and definitions used in this Plan shall have the same meaning as defined in the Borough's Land Use and Development Ordinances. All existing engineering standards, performance standards and definitions shall remain in effect. When the Redevelopment Plan is selected by a developer, any other Borough land use regulation affecting development which is in conflict with this plan shall be superseded by this Plan.

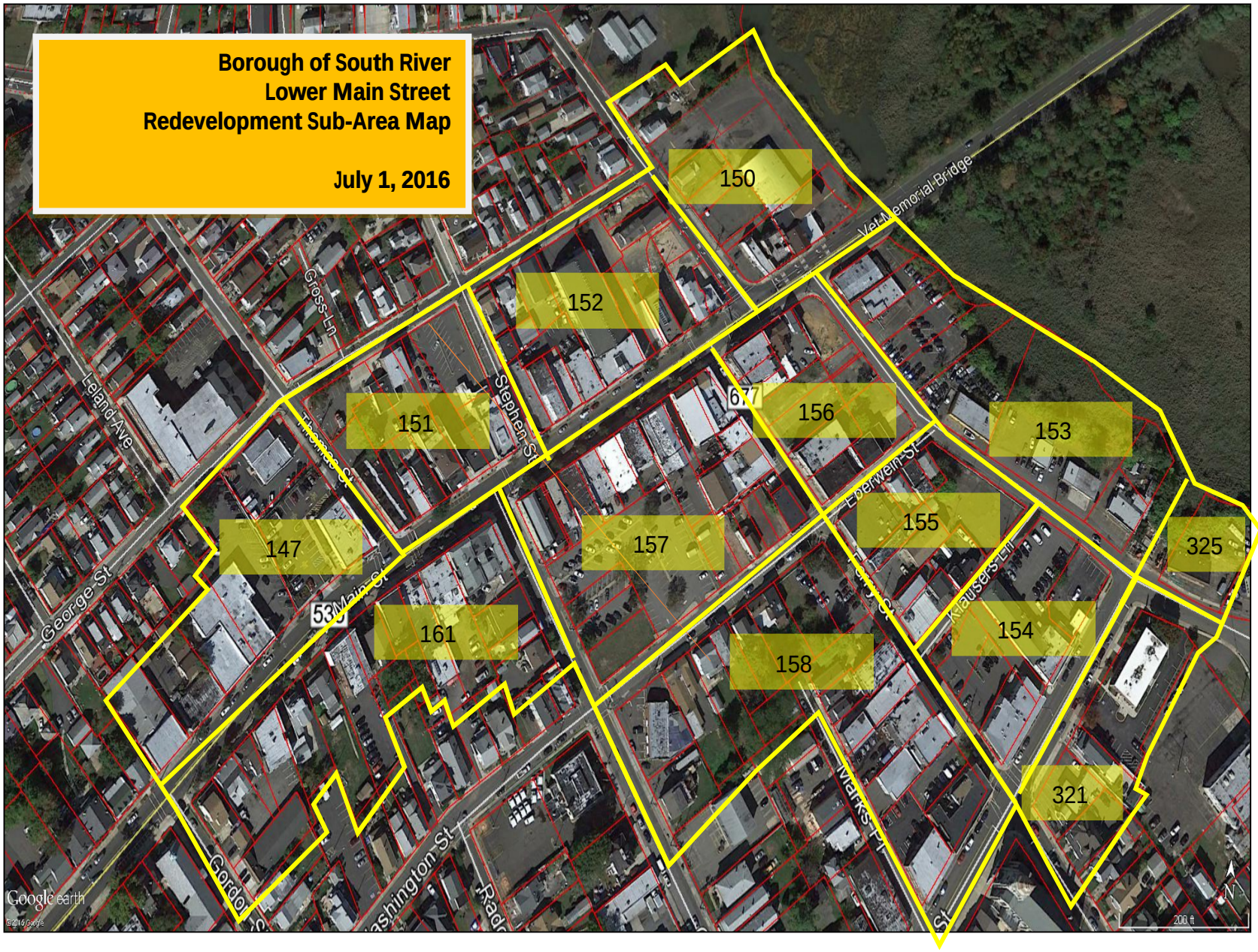
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Section III:
Redevelopment Area Maps


Borough of South River
Lower Main Street
Redevelopment Area Map
July 1, 2016
Leland Ave
Gross Ln
Thomas St
Stephen St
677
Eberwein St
George St
Main St
530
Ferry St
Klausers Ln
Washington St
Google earth


Borough of South River
Lower Main Street
Redevelopment Area &
Parcel and Sub-Area Map
July 1, 2016
150
152
151
153
156
155
325
157
154
161
147
321
158
THOMAS STREET
FERRY STREET
MAIN STREET


Borough of South River
Lower Main Street
Redevelopment Sub-Area Map
July 1, 2016
150
152
151
156
153
147
157
155
325
161
158
154
321
Veterans Memorial Bridge
Gross Ln
Leland Ave
Stephen St
Thomas St
George St
Main St
Washington St
Eberwein St
Klausers Ln
Marks St
Google earth

Borough of South River
Lower Main Street Redevelopment Plan



Section IV:
Area Designation & Creation of Sub-Areas

Section IV: Redevelopment Area Designation and Creation of Sub-Areas

Redevelopment Area Designation

The study area currently includes approximately 154 individual parcels and contains approximately 29.7 acres of land. The area is described in the 2011 Master Plan as being located with properties fronting on Main Street between the South River and Gordon Street, along Ferry Street between Main Street and Jackson Street, on Washington Street between Obert and Water Streets, and on Water Street between Main Street and Jackson Street. Approximately 61% of the parcels in the area contain commercial uses. The area also contains single-family, two-family, multi-family buildings, places of worship, municipal buildings and utilities, public open space, county property, vacant land and light-industrial uses. A significant portion of the study area was impacted by Superstorm Sandy. The following table was included in the Borough Council Resolution designating the Redevelopment Area:

Lower Main Street Redevelopment Area:	
Block Number:	**Lot Number:**
147	23, 24, 25, 26, 27, 29, 30, 31, 32 (Lots 24-27 have been consolidated into 24.01)
150	1, 1.01, 2.01, 4, 4.01, 4.03, 5, 6, 6.01, 6.02, 7
151	all lots including 1, 2, 2.01, 3, 4, 4.01, 5, 6, 6.01, 7
152	all lots including 1, 1.01, 2, 3, 4, 5, 6, 7, 7.01, 8.01, 8.02, 9, 10, 11, 12, 12.01, 13, 14, 15, 16
153	1, 2, 1.01, 3, 4, 5.01, 5.02, 6, 7
154	all lots including 1, 2, 3, 4, 5, 6, 7
155	all lots including 1, 3, 4, 5, 6, 6.02, 6.01, 7, 8, 9
156	all lots including 1, 2, 3, 4, 5, 6, 7.01, 7.02, 8, 8.PT, 9, 10, 11, 11.01
157	all lots including 1, 2, 3, 4, 5, 6, 7, 8, 8.01 9, 10.01, 10.02, 11, 12, 13, 14.1, 15, 15.1, 16, 17, 18, 19, 20, 21, 18 (Lot 18 also shown as 1B)
158	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 30
161	1, 2, 3, 4, 5, 6, 7, 7.01 8, 9, 10, 11, 12, 13, 14, 15, 21, 29, 30, 21.02
321	12, 13, 14
325	1

General clarification on lot numbers and Redevelopment Area Delineation

1. The lot naming system in the Official Map of the Borough of South River typically contains a whole number, such as "Lot 1" or a decimal number with a digit in the tenths and hundredths place, such as: "Lot 1.01." Tax records available from the State of New Jersey/MOD-IV and the Borough often do not show a digit in the tenths place if that number is a zero, and would show the above "Lot 1.01" as "Lot 1.1." This Plan recognizes that, for example, "Lot 24.01" shown on the tax map and "Lot 24.1" shown on the property tax records are in fact the same parcel.
2. For general clarification, the original study area was based on the geometry of the Main Street Rehabilitation Zone as shown on the Zoning Map of the Borough of South River, revised through: November 1, 2011. On that map, the Main Street Rehabilitation (MSR) Zone boundary line is shown bifurcating Block 161, Lot 7.01. For clarification, the entirety of Block 161, Lot 7.01 was included study area parcel list adopted by Borough Council and is included in the Redevelopment Area.
3. On Block 153, a riparian grant area shown as Lot 1.02 exists on the Official Map and appears to be located in an area partially or fully under water. That parcel is not included in the Redevelopment Area.
4. On Block 157, a typographical error appears in the parcel records and tax maps showing the existence of two (2) different parcels, both named "Lot 18." The correct Lot 18 exists on the Washington Street frontage of the block. A lot labeled as, "Lot 1B" exists on the south side of Lot 1 on Obert Street and is often erroneously shown as "Lot 18" in multiple sources. Both lot "18" and lot "1B" are included in the Redevelopment Area.
5. On Block 156, the tax records show a lot known as "Lot 8.PT" containing 0.003 acres belonging to Middlesex County. This parcel is not shown on the Borough's parcel maps. This parcel appears to be part of the Middlesex County right-of-way for Main Street.
6. On Block 152, Lot 7.01 contains a 10' wide right-of-way. Lot 7.01 is included in the Redevelopment Area.

Creation of Sub-Areas

This plan recognizes that different types of development may be appropriate for different areas of the Redevelopment Area and that Redevelopment will likely occur on a block-by-block basis.

The Redevelopment Area shall be divided into twelve (12) sub-areas shown on the following table and map in Section III. Each sub-area is designed to be an individual component of the greater Redevelopment Area so as to provide flexibility to the Borough when considering proposed amendments to the Redevelopment Plan. Each sub-area has its own individual set of development standards. Each sub-area's set of development standards are designed to be amended individually, so that if future plan amendments are considered, they can be focused on a single sub-area.

Lower Main Street Redevelopment Area: Sub-Areas		
Sub-Area	**Block Number:**	**Lot Number:**
147	147	23, 24.01 29, 30, 31, 32 (Lots 24-27 have been consolidated into 24.01)
150	150	1, 1.01, 2.01, 4, 4.01, 4.03, 5, 6, 6.01, 6.02, 7
151	151	all lots including 1, 2, 2.01, 3, 4, 4.01, 5, 6, 6.01, 7
152	152	all lots including 1, 1.01, 2, 3, 4, 5, 6, 7, 7.01, 8.01, 8.02, 9, 10, 11, 12, 12.01, 13, 14, 15, 16
153/325	153/325	1, 2, 1.01, 3, 4, 5.01, 5.02, 6, 7 / 1 (Includes B. 325, L. 1)
154	154	all lots including 1, 2, 3, 4, 5, 6, 7
155	155	all lots including 1, 3, 4, 5, 6, 6.02, 6.01, 7, 8, 9
156	156	all lots including 1, 2, 3, 4, 5, 6, 7.01, 7.02, 8, 8.PT, 9, 10, 11, 11.01
157	157	all lots including 1, 2, 3, 4, 5, 6, 7, 8, 8.01 9, 10.01, 10.02, 11, 12, 13, 14.1, 15, 15.1, 16, 17, 18, 19, 20, 21, 18 (Lot 18 also shown as 1B)
158	158	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 30
161	161	1, 2, 3, 4, 5, 6, 7, 7.01 8, 9, 10, 11, 12, 13, 14, 15, 21, 29, 30, 21.01, 21.02
321	321	11, 12, 13, 14

Borough of South River

Lower Main Street Redevelopment Plan



Section V:
Sub-Area Regulating Plan

Section V: Sub-Area Regulating Plan

Redevelopment Area Standards for all Sub-Areas:

Purpose: The intent and purpose of all sub-areas shall be to encourage economic development and revitalization and inject into all properties opportunities for growth, revenue, and prosperity in conjunction with aesthetic, streetscape, and pedestrian improvements to create a vibrant mixed-use neighborhood.

Uses: All Permitted, Accessory and Prohibited Uses, and Mixed-Use Requirements listed in the underlying MSR Zone shall be in effect for all sub-areas. In the case of Conditional Uses under the MSR Zone, they shall be considered Permitted Uses for this Redevelopment Plan. All Prohibited Uses in the underlying MSR Zone shall be prohibited in all sub-areas.

Building Form: All bulk standards in the underlying MSR Zone shall remain in effect except as modified by each sub-area. All buildings shall be 2.5-story/3-level buildings or higher. Whenever a building is proposed which has a 4th or 5th floor or level, that topmost (4th or 5th) floor shall provide a 10' setback, on any front façade, from the building footprint of the 3rd or 4th floor level below it. The following pages provide a model building form for new buildings in the Redevelopment Area:



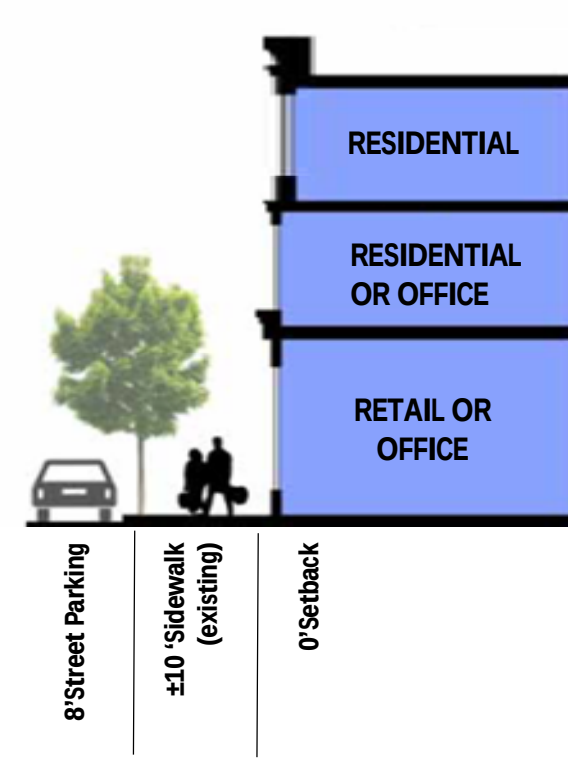


Three-Level Building with Ground Floor Retail or Office:

Building Height Maximum:

3 story: 40'

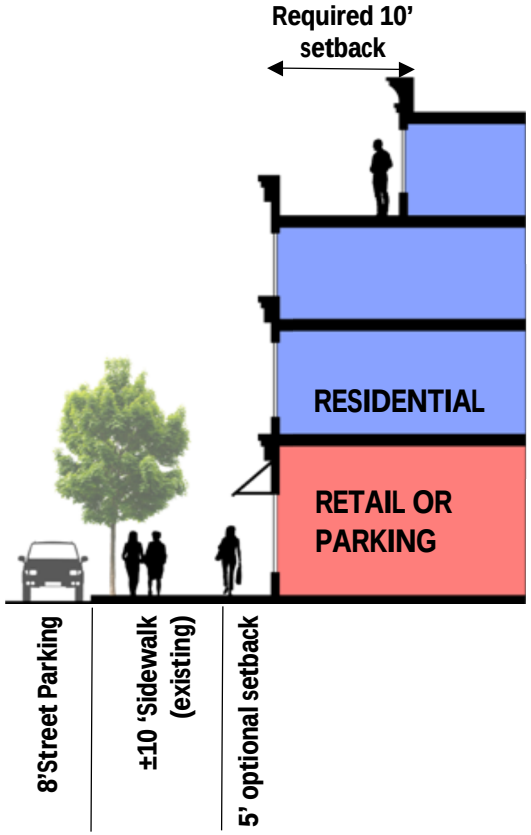




Four-Level Building with Ground Floor Retail or Parking Structure:

Building Height Maximum:





Four-and-a-Half Level Building with Ground Floor Parking (Including Plaza Bonus Height):

Building Height Maximum:

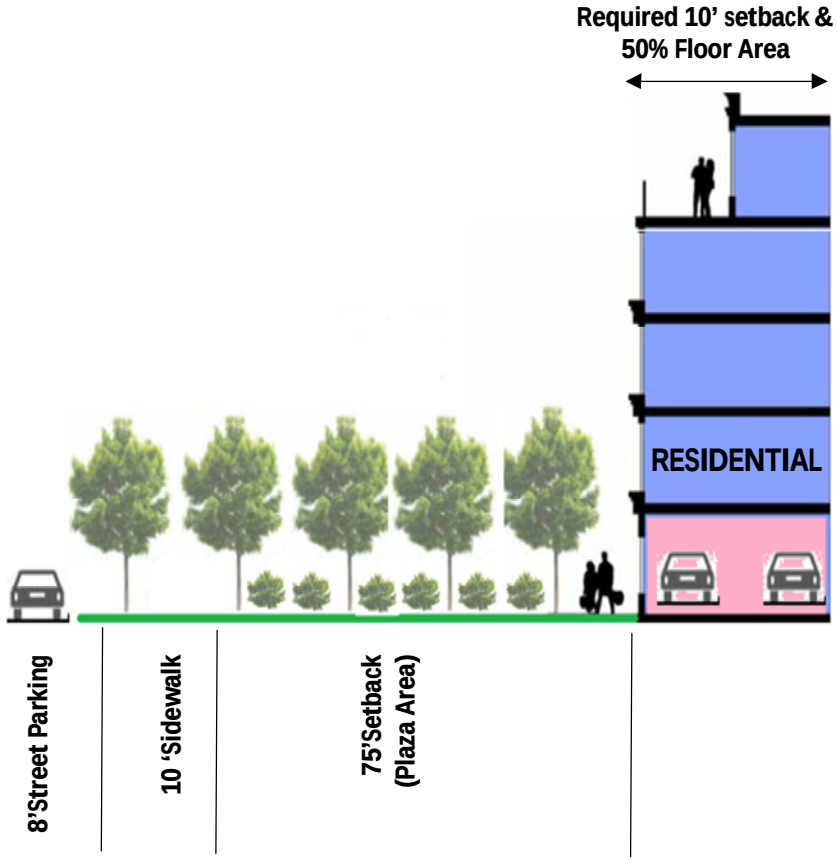
4½ story: 55'

50% story plaza bonus

3 full residential floors

Ground level parking





Parking:

All parking standards of the underlying MSR Zone shall remain in effect except as modified herein:
To encourage walkability, no new driveways shall be permitted to connect to Main Street and no new parking facilities shall be located within 25' of Main Street.

All ground floor retail, restaurant, or personal service uses that are permitted uses located within the MSR Zone shall not be subject to any parking requirement. All residential uses shall be subject to the requirements of the New Jersey Residential Site Improvement Standards. The standards for "Mid-Rise Apartment" shall be generally applied to mixed-use and apartment buildings unless a different RSIS category can be shown to be more appropriate for the type of building format proposed.

Each development shall provide the required parking on-site, via a shared/dedicated parking agreement with a nearby property, or via dedicated spaces in a satellite parking lot. Off-site parking arrangements and agreements must be maintained in perpetuity.

When an applicant can demonstrate, through a parking study, that sufficient parking or transportation linkages are available, the Planning Board may grant relief, via a "c" variance, from the strict requirement of providing compliant on-site, shared or satellite parking.

Buildings on individual parcels should be designed, whenever possible, to have contiguous, rear, on-site parking areas with free flowing traffic between properties and side streets. Rear yard cross-access easements shall be required as needed in order to eventually create a screened and buffered access way to the rear of all buildings fronting on Main and Ferry Streets. Contiguous parking lot and access-ways may provide a 0' setback where connecting to an abutting parking area or access-way. Since the layout of lots in the Redevelopment Area is highly irregular, developers are encouraged to propose creative solutions and shared-parking arrangements.

There shall be available as necessary, access to the rear of such properties for parking access, refuse collection, loading and entry of public safety vehicles and other necessary functions which require such entry. Buildings shall be designed to provide loading and delivery functions from a side/rear access area only. Loading should not be permitted or encouraged on Main Street or Ferry Street.

Unless otherwise specified or exempted in this plan, when ground level parking is proposed underneath a building, the parking level shall count as one (1) level or story of the building height. When subsurface parking is proposed fully underground, it shall not count against the building story requirement.

Architectural Design:	All standards in the underlying MSR Zone shall remain in effect.
Signage:	All standards in the underlying MSR Zone shall remain in effect except as modified by each sub-area.
Loading:	All standards in the underlying MSR Zone shall remain in effect except as modified by each sub-area.
Lighting/Landscaping:	All standards in the underlying MSR Zone shall remain in effect except as modified by each sub-area.
Green Buildings:	All buildings are encouraged to be LEED certified and employ energy-saving construction, materials, appliances and design.
Utilities:	Wherever possible, utility easements shall be required as needed to provide for the long-term relocation of utility poles, transformers and similar infrastructure so as to eventually relocate the visual clutter of such structures to rear-yard, service area, or side-street locations, off the Main Street streetscape. All new buildings shall have utilities installed underground, or when soil or groundwater conditions prohibit underground installation, from a rear-yard, service area, or side-street location. Utility connections, boxes, transformers, meter banks, etc., for new buildings should not be installed on the visible streetscape of Main Street, Thomas Street, Ferry Street, or Reid Street.
Historic Preservation:	Whenever development is proposed for a property listed on a State or National Historic Register of Places, or identified in the 2011 Master Plan as being as "Historically Important" or "Historically Interesting" the developer shall transmit an informational, electronic copy of the proposed façade plans to the South River Historical & Preservation Society and shall request written comments and recommendations as to preservation of historic character. The comments of the Historical & Preservation Society shall be presented to the Planning Board as an informational element of the development application. The request for comments should be submitted a minimum of thirty (30) days before any public hearing to allow the respondent reasonable time to reply. Failure of the Historic & Preservation Society to respond to a recommendation request shall not invalidate or hinder any proceeding of the Planning Board.

Redevelopment Area Standards: Sub-Area 147

Uses:
All Permitted, Accessory and Prohibited Uses, and Mixed-Use Requirements listed in the underlying MSR Zone shall be in effect for this sub-area.

Form, Bulk and Building Modifications:
All standards in the underlying MSR Zone shall remain in effect for this sub-area except for the following modifications:

1. Maximum building height shall be increased to three (3) stories and a maximum building height of 40'.
2. Graduated Lot Bonus: Development proposals providing a minimum lot area of 20,000 sf shall be permitted a maximum building height of four (4) stories and a maximum building height of 48'.

Parking
To encourage walkability, no new driveways shall be permitted to connect to Main Street and no new parking facilities shall be located within 25' of Main Street and shall not be visible from Main Street.

All ground floor retail, restaurant, or personal service uses that are permitted uses within the MSR Zone shall not be subject to any parking requirement. All residential uses shall be subject to the requirements of the New Jersey Residential Site Improvement Standards.

Thomas Street Right-Of-Way Dedication
This plan envisions an enhanced role for Thomas Street as an entrance way to the central portion of Main Street. Creation of a conforming right-of-way width along this corridor is necessary for the free flow of vehicle and/or pedestrian traffic, and/or the inclusion of a greenway connecting Daily's Pond Park to Main Street.

Redevelopment Area Standards: Sub-Area 150

Additional Uses:
All Permitted, Accessory and Prohibited Uses, and Mixed-Use Requirements listed in the underlying MSR Zone shall be in effect for this sub-area with the following additional uses:

1. Transportation hubs and public/private parking lots
2. Outdoor, semi-enclosed or open-air recreation facilities

Form, Bulk and Building Requirements:
All standards in the underlying MSR Zone shall remain in effect for this sub-area with the following modifications:

1. Maximum building height shall be increased to three (3) stories and a maximum height of 40'.
2. Flood Hazard Bonus: Development proposals providing a minimum lot area of 20,000 sf shall be permitted a maximum building height of four (4) stories and a maximum building height of 48' wherein the ground level shall consist of a screened parking level with no active uses and the upper floors of the building shall consists of a maximum of three (3) floors of occupied space.

Parking
No new or reconfigured driveways shall connect to Main Street. All ground floor retail, restaurant, or personal service uses that are permitted uses within the MSR Zone shall not be subject to any parking requirement. All residential uses shall be subject to the requirements of the New Jersey Residential Site Improvement Standards.

Concept Flood Hazard Sub-area Building:
(Sub-areas 150, 154, 155 & 156)

- **Ground level parking in Flood Hazard Area**
- **Elevation Bonus for 20,000 SF Lot**
- **3 levels of occupied space**



Redevelopment Area Standards: Sub-Area 151

Uses:
All Permitted, Accessory and Prohibited Uses, and Mixed-Use Requirements listed in the underlying MSR Zone shall be in effect for this sub-area.

Form, Bulk and Building Requirements:
All standards in the underlying MSR Zone shall remain in effect for this sub-area with the following modifications:

1. Maximum building height shall be increased to three (3) stories and a maximum height of 40'
2. Graduated Lot Bonus: Development proposals providing a minimum lot area of 20,000 sf shall be permitted a maximum building height of four (4) stories and a maximum building height of 48'.

Parking
To encourage walkability, no new driveways shall be permitted to connect to Main Street and no new parking facilities shall be located within 25' of Main Street and shall not be visible from Main Street.

All ground floor retail, restaurant, or personal service uses that are permitted uses within the MSR Zone shall not be subject to any parking requirement. All residential uses shall be subject to the requirements of the New Jersey Residential Site Improvement Standards.

Thomas Street Right-Of-Way Dedication
This plan envisions an enhanced role for Thomas Street as an entrance way to the central portion of Main Street. Creation of a conforming right-of-way width along this corridor is necessary for the free flow of vehicle and/or pedestrian traffic, and/or the inclusion of a greenway connecting Daily's Pond Park to Main Street.

Redevelopment Area Standards: Sub-Area 152

Uses:
All Permitted, Accessory, Conditional and Prohibited uses, and Mixed-Use requirements listed in the underlying MSR Zone shall be in effect for this sub-area.

Form, Bulk and Building Requirements:
All standards in the underlying MSR Zone shall remain in effect for this sub-area with the following modifications:

1. Maximum building height shall be increased to three (3) stories and a maximum height of 40'
2. Graduated Lot Bonus: Development proposals providing a minimum lot area of 20,000 sf shall be permitted a maximum building height of four (4) stories and a maximum building height of 48'.

Parking
To encourage walkability, no new driveways shall be permitted to connect to Main Street and no new parking facilities shall be located within 25' of Main Street and shall not be visible from Main Street.

All ground floor retail, restaurant, or personal service uses that are permitted uses within the MSR Zone shall not be subject to any parking requirement. All residential uses shall be subject to the requirements of the New Jersey Residential Site Improvement Standards.

Redevelopment Area Standards: Sub-Area 153/325

Intent:
The intent for this sub-area is to provide for the eventual elimination of ground level commercial, and all residential uses from this sub-area due to extreme and repetitive flooding hazards. At the time of adoption of this plan there are no residential uses in this sub area. This sub-area is also intended to provide for the long term parking planning of the Borough by locating parking closest to the river while reducing on-site parking requirements for development in higher elevation areas.

Uses/Permitted Development in this sub-area shall be limited to:
1. Transportation hubs and public and private parking lots and structures
2. Outdoor, semi-enclosed or open-air recreation facilities
3. Storm-water management, flood control management and green infrastructure
4. Public and private utilities, pumping stations, and substations

Form, Bulk and Building Requirements:
1. When buildings are proposed in this Sub-area, all buildings shall be elevated buildings, designed to comply with the Flood Hazard Elevation Regulations in effect in the State of New Jersey at the time of application.

Parking
All underlying parking design requirements of the MSR Zone shall be in effect. Cross-access easements shall be required as needed in order to eventually create a screened access way connecting abutting lots. Contiguous parking lot and access-ways may provide a 0' setback where connecting to an abutting parking area or access-way. This sub-area is contemplated to provide parking for future development within sub-areas 154, 155, and 156 where in off-site parking may be proposed if it is located within 300' of any proposed development.

If buildings are proposed, there shall be available as necessary, access to the rear of such properties for parking access, refuse collection, loading and entry of public safety vehicles and other necessary functions which require such entry. Buildings shall be designed to provide loading and delivery functions from a side/rear access area only. Loading should not be permitted or encouraged on collector streets.

Klausers Lane Pedestrian Walkway
This plan calls for the elimination of automobile traffic on Klausers Lane and the creation of a highly attractive pedestrian walkway in this location. The intent of this pedestrian connection should be to connect downtown Ferry Street to future parking facilities on Block 153. Development in sub-area 153 should include construction of walkways, striping, a safe street crossing, lighting, informational signage, etc. to channel pedestrians to the Klausers Lane Pedestrian Walkway. All such improvements and structures shall be considered permitted by this plan, and shall be subject to Planning Board approval without any specific bulk restrictions.

Redevelopment Area Standards: Sub-Area 154

Uses:
All Permitted, Accessory and Prohibited Uses, and Mixed-Use Requirements listed in the underlying MSR Zone shall be in effect for this sub-area.

Form, Bulk and Building Requirements:
All standards in the underlying MSR Zone shall remain in effect for this sub-area except for the following modifications:

1. Maximum building height shall be increased to three (3) stories and a maximum height of 40'.
2. Flood Hazard Bonus: Development proposals providing a minimum lot area of 20,000 sf shall be permitted a maximum building height of four (4) stories and a maximum building height of 48' wherein the ground level shall consist of a screened parking level with no active uses and the upper floors of the building shall consists of a maximum of three (3) floors of occupied space.

Parking
No new or reconfigured driveways shall connect to Ferry Street.

All ground floor retail, restaurant, or personal service uses that are permitted uses within the MSR Zone shall not be subject to any parking requirement. All residential uses shall be subject to the requirements of the New Jersey Residential Site Improvement Standards.

Off-site parking may be proposed if it is located within 300' of any proposed development.

There shall be available as necessary, access to the rear of such properties for parking access, refuse collection, loading and entry of public safety vehicles and other necessary functions which require such entry. Buildings shall be designed to provide loading and delivery functions from a side/rear access area only. Loading should not be permitted or encouraged on collector streets.

Klausers Lane Pedestrian Walkway
This plan calls for the elimination of vehicle movements on Klausers Lane and the creation of a highly attractive pedestrian walkway in this location. The intent of this pedestrian connection should be to connect downtown Ferry Street to future parking facilities on Block 153. Development in sub-area 155 and/or 154 should include construction, striping, safe street crossings, lighting, informational signage, etc. All such improvements and structures shall be considered permitted by this plan, and shall be subject to Planning Board approval without any specific bulk restrictions.

Redevelopment Area Standards: Sub-Area 155

Uses:
All Permitted, Accessory and Prohibited Uses, and Mixed-Use Requirements listed in the underlying MSR Zone shall be in effect for this sub-area.

Form, Bulk and Building Requirements:
All standards in the underlying MSR Zone shall remain in effect for this sub-area except for the following modifications:

1. Maximum building height shall be increased to three (3) stories and a maximum height of 40'.
2. Flood Hazard Bonus: Development proposals providing a minimum lot area of 20,000 sf shall be permitted a maximum building height of four (4) stories and a maximum building height of 48' wherein the ground level shall consist of a screened parking level with no active uses and the upper floors of the building shall consists of a maximum of three (3) floors of occupied space.

Parking
No new or reconfigured driveways shall connect to Ferry Street. All ground floor retail, restaurant, or personal service uses that are permitted uses within the MSR Zone shall not be subject to any parking requirement. All residential uses shall be subject to the requirements of the New Jersey Residential Site Improvement Standards.

Off-site parking may be proposed if it is located within 300' of any proposed development.

Buildings shall be designed to provide loading and delivery functions from a side/rear access area only. Loading should not be permitted or encouraged on collector streets.

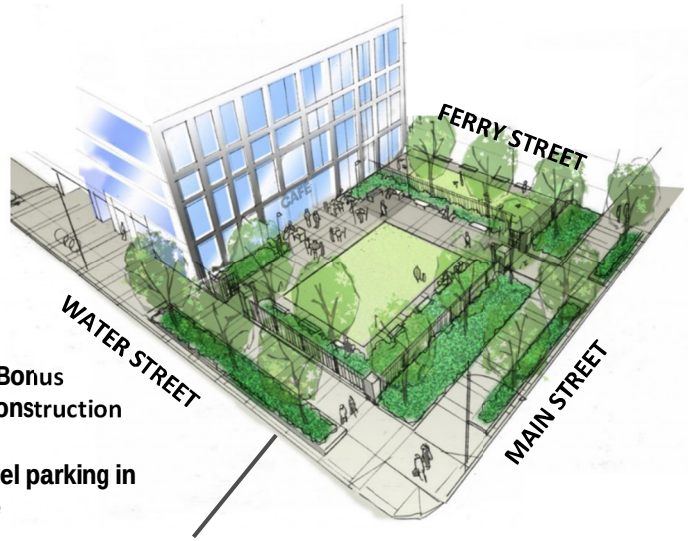
Klausers Lane Pedestrian Walkway
This plan calls for the elimination of vehicle movements on Klausers Lane and the creation of a highly attractive pedestrian walkway in this location. The intent of this pedestrian connection should be to connect downtown Ferry Street to future parking facilities on Block 153. Development in sub-area 155 and/or 154 should include construction, striping, safe street crossings, lighting, informational signage, etc. All such improvements and structures shall be considered permitted by this plan, and shall be subject to Planning Board approval without any specific bulk restrictions.

Redevelopment Area Standards: Sub-Area 156

Intent:
The intent of this sub area is to provide an attractive public space and entrance gateway to the Borough via landscaped public square, to eliminate ground-level housing and ground level commercial uses on this block, and to provide an attractive, elevated residential or mixed-use building.

Uses:
All permitted, accessory and prohibited uses, and mixed-use requirements listed in the underlying MSR Zone shall be in effect for this sub-area.

Concept Main Street Public Square/Plaza





- **±12,000 SF**
- **Floor area Bonus For plaza construction**
- **Ground level parking in Flood Zone**
- **±75' Front yard setback to Main Street (Building is illustrative)**

Form, Bulk and Building Requirements:

All standards in the underlying MSR Zone shall remain in effect for this sub-area except for the following modifications:

1. Maximum building height shall be increased to three (3) stories and a maximum height of 40'.
2. Lot Area Bonus: Development proposals providing a minimum lot area of 20,000 sf shall be permitted a maximum building height of four (4) stories and a maximum building height of 48' wherein the ground level shall consist of a screened parking level with no active uses and the upper floors of the building shall consists of a maximum of three (3) floors of occupied space.
3. Front Setback/Public Square Bonus: Development proposals providing a minimum lot area of 30,000 sf and a heavily landscaped and attractive public square, minimum 12,000 sf, shall be permitted a four and one-half (4½) story building with a maximum building height of fifty five (55) feet. Proposed building must contain a ground level parking structure with no active uses, three (3) levels of upper floor mixed-use space and a topmost level containing a full-height floor, with a floor area no greater than fifty percent 50% of the gross floor area of the floor below it. Proposed plaza areas should contain a combination of landscaping, street trees, hardscaping, decorative lighting, fountains, planters, flagpoles, ornamental trees, wide sidewalks, and walkways, opportunities for public art or music, and civic welcome signage. The proposed building, in concert with the proposed public square, shall provide a 75' setback to Main Street. Plaza ownership and maintenance details shall be part of a Developer's Agreement between the developer and the Borough of South River.

Parking

No new or reconfigured driveways shall connect to Main Street. All residential uses shall be subject to the requirements of the New Jersey Residential Site Improvement Standards.

Off-site parking may be proposed if it is located within 300' of any proposed development.

There shall be available as necessary, access to the rear of such properties for parking access, refuse collection, loading and entry of public safety vehicles and other necessary functions which require such entry. Buildings shall be designed to provide loading and delivery functions from a side/rear access area only. Loading should not be permitted or encouraged on Main Street or Reid Street.

Redevelopment Area Standards: Sub-Area 157

Uses:
All Permitted, Accessory, Conditional and Prohibited uses, and Mixed-Use requirements listed in the underlying MSR Zone shall be in effect for this sub-area.

Form, Bulk and Building Requirements:
All standards in the underlying MSR Zone shall remain in effect for this sub-area except for the following modifications:

1. Maximum building height shall be increased to three (3) stories and a maximum height of 40'
2. Graduated Lot Bonus: Development proposals providing a minimum lot area of 20,000 sf shall be permitted a maximum building height of four (4) stories and a maximum building height of 48'.

Parking
To encourage walkability, no new driveways shall be permitted to connect to Main Street and no new parking facilities shall be located within 25' of Main Street and shall not be visible from Main Street.

All ground floor retail, restaurant, or personal service uses that are permitted uses within the MSR Zone shall not be subject to any parking requirement. All residential uses shall be subject to the requirements of the New Jersey Residential Site Improvement Standards.

There shall be available as necessary, access to the rear of such properties for parking access, refuse collection, loading and entry of public safety vehicles and other necessary functions which require such entry. Buildings shall be designed to provide loading and delivery functions from a side/rear access area only. Loading should not be permitted or encouraged on Main Street.

Redevelopment Area Standards: Sub-Area 158

Uses:
All permitted, accessory and prohibited uses, and mixed-use requirements listed in the underlying MSR Zone shall be in effect for this sub-area.

Form, Bulk and Building Requirements:
All standards in the underlying MSR Zone shall remain in effect for this sub-area except for the following modifications:

1. Maximum building height shall be increased to three (3) stories and a maximum height of 40'
2. Graduated Lot Bonus: Development proposals providing a minimum lot area of 20,000 sf shall be permitted a maximum building height of four (4) stories and a maximum building height of 48'.

Parking
To encourage walkability, no new driveways shall be permitted to connect to Ferry Street and no new parking facilities shall be located within 25' of Ferry Street and shall not be visible from Ferry Street.

All ground floor retail, restaurant, or personal service uses that are permitted uses within the MSR Zone shall not be subject to any parking requirement. All residential uses shall be subject to the requirements of the New Jersey Residential Site Improvement Standards.

Off-site parking may be proposed if it is located within 300' of any proposed development.

There shall be available as necessary, access to the rear of such properties for parking access, refuse collection, loading and entry of public safety vehicles and other necessary functions which require such entry. Buildings shall be designed to provide loading and delivery functions from a side/rear access area only.

Redevelopment Area Standards: Sub-Area 161

Uses:
All permitted, accessory and prohibited uses, and mixed-use requirements listed in the underlying MSR Zone shall be in effect for this sub-area.

Form, Bulk and Building Requirements:
All standards in the underlying MSR Zone shall remain in effect for this sub-area except for the following modifications:

1. Maximum building height shall be increased to three (3) stories and a maximum height of 40'
2. Graduated Lot Bonus: Development proposals providing a minimum lot area of 20,000 sf shall be permitted a maximum building height of four (4) stories and a maximum building height of 48'.

Parking
To encourage walkability, no new driveways shall be permitted to connect to Main Street and no new parking facilities shall be located within 25' of Main Street and shall not be visible from Main Street.

All ground floor retail, restaurant, or personal service uses that are permitted uses within the MSR Zone shall not be subject to any parking requirement. All residential uses shall be subject to the requirements of the New Jersey Residential Site Improvement Standards.

There shall be available as necessary, access to the rear of such properties for parking access, refuse collection, loading and entry of public safety vehicles and other necessary functions which require such entry. Buildings shall be designed to provide loading and delivery functions from a side/rear access area only. Loading should not be permitted or encouraged on Main Street.

Redevelopment Area Standards: Sub-Area 321

Uses:
All permitted, accessory and prohibited uses, and mixed-use requirements listed in the underlying MSR Zone shall be in effect for this sub-area.

Form, Bulk and Building Requirements:
All standards in the underlying MSR Zone shall remain in effect for this Sub-Area.

Parking
All standards in the underlying MSR Zone shall remain in effect for this Sub-Area.

Borough of South River
Lower Main Street Redevelopment Plan



Section VI:
Statutory Requirements & Process

Section VI: Statutory Requirements & Redevelopment Process

Statutory Requirements

According to the Local Redevelopment and Housing Law, (LRHL) (N.J.S.A. 40:A 12A-1, et. seq.) this Redevelopment Plan includes an outline for the planning, development, redevelopment or rehabilitation of the project area sufficient to indicate:

1. Its relationship to definitive local objectives as to appropriate land uses, density of population and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements;
2. Proposed land uses and building requirements in the project area;
3. Adequate provision for the temporary and permanent relocation as necessary of residents in the project area, including an estimate of the extent to which decent, safe, and sanitary dwelling units, affordable to displaced residents will be available in the existing local housing market;
4. An identification that no property within the Redevelopment Area is proposed is to be acquired.
5. Any significant relationship of the Redevelopment Plans to: The Master Plans of contiguous municipalities; The Master Plan of the County; The State Development and Redevelopment Plan.

No Eminent Domain or Condemnation Powers Authorized

This Redevelopment Plan is designed for a "Non-Condemnation Redevelopment Area." No eminent domain powers are authorized with this Redevelopment Plan.

No Property Acquisition or Resident Relocation Proposed

No property is proposed for acquisition within this Redevelopment Plan. No residential units are proposed to be relocated with this plan. If in the future, occupied residential units are proposed for redevelopment by a private developer, the developer shall be required to provide an outline for the temporary and permanent relocation, including an estimate of the extent to which decent, safe, and sanitary dwelling units, affordable to displaced residents are available in the existing local housing market, as required by law.

Adopting the Redevelopment Plan

This plan shall be adopted in accordance with the requirements of the Local Redevelopment and Housing Law, §40A:12A-(1) et seq. Final adoption of this Redevelopment Plan by the Borough Council shall be considered an amendment to the Borough of South River Zoning Ordinance and Zoning Map.

Amending the Redevelopment Plan

This Redevelopment Plan may be amended from time to time in compliance with the requirements of the Local Redevelopment and Housing Law, §40A:12A-(1) et seq., provided that with respect to any land in the project area previously disposed of by the Redevelopment Agency for use in accordance with the Redevelopment Plan, the Redevelopment Agency will notice the owner of such land whose interests may be materially affected by such amendment.

Duration of Redevelopment Plan
The Redevelopment Plan will remain in effect for 30 years from the date of adoption. During the time the Redevelopment Plan is in effect, any party acting as a Redeveloper as defined in the LRHL must obtain the approval of the Redevelopment Agency before proceeding with a Site Plan/Variance application before the South River Planning Board.

Redevelopment Agency Application
No application for development in the area may be filed with the Planning Board until such time as the applicant has received a designation as Redeveloper from the Redevelopment Agency and/or has executed a Redevelopment Agreement with the Redevelopment Agency relative to the proposed application.

Planning Board Application Process
Following Redevelopment Agency action, applications for development of any parcel or parcels within the Redevelopment Area shall follow the same procedure as is in effect for all other parcels in the Borough as described in Land Use Procedures: Chapter 50 of the Municipal Code of the Borough of South River. The developer shall submit an application for Minor, Preliminary Major and/or Final Site Plan and/or Subdivision, with details sufficient to comply with the Municipal Land Use Law and Borough Zoning Ordinance. Application documents shall be filed with the Board Secretary following the Borough's process for completeness review and plan or variance approval. Except where amended by this plan, the Borough's existing application forms, fees, checklists, and plan submission requirements shall also be provided by the developer in accordance with all requirements of the NJ Municipal Land Use Law: §40:55D-1, et seq. and the Municipal Code of the Borough of South River. The Planning Board shall require the developer to provide a bond or bonds of sufficient size and duration to guarantee the completion of the various phases of the project in compliance with the requirements of law and any conditions of approval.

Planning Board to Hear Applications and Grant "c" Variances
In connection with site plan or subdivision applications, the Planning Board may grant deviations from the regulations contained within this Redevelopment Plan where by reason of exceptional narrowness, shallowness or shape of a specific piece of property or by reason of exceptional topographic conditions, pre-existing structures and physical features uniquely affecting a specific piece of property, the strict application of any area, yard, bulk or design objective or regulation adopted pursuant to this Redevelopment Plan would result in peculiar and exceptional practical difficulties to, or exceptional or undue hardship upon, the developer or redeveloper of such property. The Planning Board may also grant a deviation from the regulations contained within this Redevelopment Plan related to a specific piece of property where the purposes of this Redevelopment Plan would be advanced by such deviation from the strict application of the requirements of this Plan and the benefits of granting the deviation would outweigh any detriments.

The Planning Board may grant exceptions or waivers of design standards from the requirements for site plan or subdivision approval as may be reasonable and within the general purpose and intent of the provisions for site plan review and/or subdivision approval within the Plan, if the literal enforcement of one or more provisions of the Plan is impracticable or would exact undue hardship because of peculiar conditions pertaining

to this site. No deviations may be granted under the terms of this section unless such deviations can be granted without resulting in substantial detriment to the public good and will not substantially impair the intent and purpose of the Redevelopment Plan.

No deviations may be granted which will result in permitting a use that is not a permitted use within this Redevelopment Plan. Any deviations from standards of this Plan that results in a "d" variance pursuant to N.J.S.A. 40:55D-70d shall be addressed as an amendment to the Plan rather than via variance relief through the Borough Zoning Board of Adjustment. An application requesting a deviation from the requirements of this Redevelopment Plan shall provide public notice of such application in accordance with the public notice requirement set forth in N.J.S.A.40:55D-12a.&b.

Waiver Application of Fee for Existing Businesses

To reduce the cost burden of development application fees on existing Borough businesses located in the Redevelopment Area, this plan shall waive the Planning Board development application fee for use, bulk and/or minor site plan applications and minor site plan waiver applications for properties located in this Redevelopment Area.

This application fee waiver is intended to benefit existing businesses in the Redevelopment Area, even those who do not participate in the redevelopment process. To be eligible, business owners only need to be located in the Redevelopment Area for one (1) year (prior to any application for development) and must possess a valid mercantile license for the business. The issuance date on the mercantile license shall serve as the date establishing eligibility for the fee waiver.

The waiver shall apply to applications brought under the Borough's Zoning Ordinance and/or this Redevelopment Plan. This waiver shall not apply to any administrative application seeking an interpretation of the zoning ordinance or map, an appeal of the Zoning Officers decision, or an application seeking a Certificate of Pre-existing Non-conformity as described in the Municipal Code of the Borough of South River. Adoption of this subsection shall constitute an amendment to Chapter 155: Fees of the Municipal Code of the Borough of South River and shall supersede the application fee requirements for the hereinabove listed application types only.

Borough of South River
Lower Main Street Redevelopment Plan



Section VII:
Relationship to Other Plans

Section VII: Plan Relationship with the Borough Master Plan & Other Plans

Planning Context

The Borough of South River is located in the central portion of Middlesex County, south of the Raritan River and east of the South River and contains a total area of 2.9 square miles of which, 2.8 square miles is land and 0.1 square miles is water. According to the US Census Bureau, the 2010 Borough population of the Borough was 16,008 persons. The municipality borders the Township of East Brunswick to the west and The Borough of Sayreville to the east. The Borough is named after the South River waterway which flows along that common municipal boundary between the Borough of South River and the Borough of Sayreville. The South River flows northward into the Raritan River near the Borough's northern boundary and is heavily impacted by tidal flow.

At the beginning of the 20th Century, because of its inland waterfront, the Borough was a magnate location for industrial manufacturing and shipping. Several dozen multi-story manufacturing buildings were built in the Borough's central and eastern neighborhoods, Including Main Street, Ferry Street and Causeway Street. A dense development pattern of worker housing, hotels, and rooming and boarding houses were later constructed in neighborhoods surrounding these areas. Factories operated round-the-clock during both world wars producing equipment and textiles for the war effort and were staffed by a local resident workforce. Main Street later developed as a bustling retail/commercial hub and central business district. As manufacturing declined, the Borough suburbanized into the New York Metropolitan region. While economic revitalization has redeveloped the highway commercial corridors of surrounding communities, the Borough has experienced limited redevelopment of its downtown core.

Borough of South River 2011 Master Plan

The Borough of South River's last comprehensive Master Plan was prepared in 2011. The Master Plan specifically recommends that a study area be created for the Main Street/downtown core area on page IV-13. The Master Plan recommends a study area delineation which is almost identical to the redevelopment study area. The Master Plan recommended all parcels to be part of a future revitalized Main Street area, and recommended that further study be focused on the area to create a specific planning approach for revitalization. The entirety of the Redevelopment Area was placed and is currently within the Borough's MSR (Main Street Rehabilitation) District. Prior to the creation of a unified MSR Zone for this area, portions of the Area were located in the Borough's B-2 Local Business, O-P Office Professional and R-75 Residential Zones. The current standards of the MSR Zone are the basis for the development standards of the Lower Main Street Redevelopment Area. The Master Plan also states that the Borough Council will have to determine how aggressive to be in this area with planning and zoning methods. The Master Plan calls for a mixed use downtown and specifically discourages rooming/boarding houses, drive-through uses, and one-story buildings. This Redevelopment Plan is substantially consistent with the goals of the 2011 Master Plan.

Borough of Sayreville Master Plan

The 2013 Borough of Sayreville Master Plan provides for a mix of commercial, general business and residential uses along the Sayreville side of the South River centered near the landing of the Sayreville/South River Bridge. The Borough of Sayreville is still in the process of preparing a housing element relative to the Blue Acres buyout neighborhoods areas abutting the river.

Middlesex County Master Plan & Growth Management Plan

This Redevelopment Plan is consistent with the elements of the Middlesex County Master Plan and Growth Management Strategy. The county master plan addresses sprawl and sustainability in the region. This Redevelopment Plan relates directly to the goals, values and objectives of the Middlesex County Master Plan which aims to:

1. Make fuller use of existing transportation lines and facilities. The County Plan anticipated that public transportation would achieve greater significance as a necessary alternative to the private automobile, with its attendant problems of pollution, energy availability, and congestion;
2. Find a more feasible alternative to the present situation of "strip" commercial development found on major roads, and single-family homes on unnecessarily large lots;
3. "Cluster" future growth around definable town centers and transportation facilities to include commercial and office employment as well as residential, with land use intensity decreasing as distance from the town center increases.

Also, The Middlesex County Growth Management Strategy (Phase II) identified the Main Street area of South River as having a negative impact on Route 18 in that the through-traffic bound for this major arterial highway (Route 18) congests on Main Street during peak volume periods. It recognized that regional traffic is drawn to the retail facilities on Route 18 and the considerable traffic using the South River-Sayreville Bridge does not typically stop in the Borough. It recognizes that most business patronage in the Main Street area is local. It further recommends that the business district be framed as an alternative to the traffic and tempo of the Route 18 corridor. This Redevelopment Plan is consistent with the recommendations discussed in the Middlesex County Master Plan and Growth Management Plan.

New Jersey State Development & Redevelopment Plan

This Redevelopment Plan is consistent and would effectuate, the plans and policies of the New Jersey State Development and Redevelopment Plan (SDRP), adopted in 2001. The SDRP is a unique document that guides State-level development and redevelopment policy as well as local and regional planning efforts. This Plan is consistent with the following statewide goals in the SDRP.

- Revitalize the State's cities and towns;
- Promote beneficial economic growth, development and renewal for all residents of New Jersey;
- Provide adequate public facilities and services at a reasonable cost;
- Preserve and enhance areas with historic, cultural, scenic, open space, and recreational value;
- Ensure sound and integrated planning and implementation statewide.

The SDRP also includes a State Plan Policy Map, which divides the state into regions, known as Planning Areas, and includes specific goals for each area. The Borough of South River falls in the 'Metropolitan Planning Area' (PA1). The State Plan recognizes that all communities in this planning area are essentially fully developed; hence much of the change in land uses will occur as redevelopment. The State Plan's planning objectives for the 'Metropolitan Planning Area' includes:

- Providing for much of the state's future redevelopment;
- Revitalizing cities and towns;
- Redesigning areas of sprawl;
- Protecting the character of existing stable communities;
- Promote growth in compact forms;
- Protect the character of older stable communities.