



Let's Talk!

**The Planning Board of the
Borough of South River
invites you to a**

Community Workshop

**to plan the future
Main Street
Redevelopment Area**

Two workshops will be held:

Thursday, April 14, 2016 from 7:00-9:00 PM

Saturday, April 23, 2016 from 10:00 AM-12:00 PM

Middle School Cafetorium

GOALS & BIG IDEAS

I WANT SOUTH RIVER TO BE...

DINING DESTINATION

RIVERVIEW / CONNECTION

ENTERTAINMENT

• AFFORDABLE PLACE
TO LIVE

SUSTAINABLE

RIVER AWARENESS

FRIENDLIER

OPEN / PUBLIC SPACE

FESTIVALS
&
EVENTS

FLOOD HARDENING

SMALL BUSINESS

R.E. OPPORTUNITY

MULTI-CULTURAL

DESIRABLE

WELCOMING FOR CUSTOMERS

COMPETE W/ NEIGHBORS (E.B. SAYRE, ETC.)

GOALS & BIG IDEAS

I WANT MAIN STREET TO BE...

CLEAN / FAMILY BUSY NIGHTS
'CHESTER'

'ASBR PRK'
RENT

TRANSPORT

PRO BUSINESS^(SMALL)

SAFE & CLEAN

PEDESTRIAN

SHOPPING/RETAIL

DEST.

WELL-LIT

RESTAURANT STOP

DIVERSITY

HISTORIC

FRESH LOOK

MODERN

CONNECTED

MULTI-MODEL TRANS

ACCESS-EASY

EASY PKG

GOALS & BIG IDEAS

• CREATE

• REPUTATION - PRIDE + INVITING

• TOWN SQUARE / COMMONS • PARK

SR CIT CENTER •

YMCA

• EVENING EVENTS / STOPPING •

• MORE CENTRAL PKG •

RIVER VIEW • • • • •

MOVIES / DRIVE-IN •

LIGHT RAIL / TRANSIT CENTER • •

GATEWAYS

UPSCALE RETAIL • •

MAINTENANCE • • •

LIGHTING

F.I.R.E
PROFESS. SVCS.
HOUSING

OVER-CROWDED
LOFTS / CONDOS •
RIVERWALK / BIKES •
SPORTS / REC
FERRY SVCS.
(STREETSCAPE)
BETTER

UPDATE
INFRAST.

• CREATE

• PARKING

QUALITY OF LIFE

OUTDOOR EATING

MARKETING

DOWNTOWN ASSOC/ORG.

STREETSCAPES

BETTER INFRASTRUCTURE

PEDESTRIAN FRIENDLY

TRANSPORT - HUB

GREEN SPACE/GREEN BELT

CENTRAL PUBLIC SQ.

GATEWAYS

TRAFFIC RESTR.

• PRESERVE

HIST. BLDG FACADES ●●●● TREE-SCAPE ●

EXISTING STREETSCAPE

WALK-A-BILITY ●●

SAFE ENVIRONMENT ●●

LOW TAXES ●

SMALL TOWN FEEL ●●●●●●●●

RESTAURANTS ●●●

HISTORIC CHAR. ●●●

ETHNIC STORES/BUSINESSES

BOTH BANKS-CLOCKS

HISTORIC LANDMARKS

• PRESERVE

- SMALL TOWN FEEL

HISTORIC BLDGS / CHARM

FAMILY OWNED BUSINESSES / RESTAURANTS

CULTURAL DIVERSITY

RIVER - ACCESS •

FACADES

HISTORIC STREETScape

INDUSTRIAL HERITAGE

ARCHITECTURAL QUALITY

• CHANGE

• DAY LABOR / LOITERING • •

PASS-THRU TRAFFIC

• BIKE PKG ON SIDEWALK

• SLUM ATMOSPHERE • • • • •

• UNIFORM FACADES / SIGNS • •

AWNINGS 'SCHEME'

ADD SIGN PROGRAM

OUTDOOR CAFE AREA

• • REGULATION - REDUCTION

BETTER MAINTENANCE •

STREET PATTERN

WAYFINDING

TRAFFIC PATTERN
ALTERNATIVES.

PROP MAINTENANCE

• • • • •
EMPTY BLDGS •

ADD TOWN SQ •

PET FRIENDLY PARK •

NO AUTO BODY

• MORE SHOPERS
& SPENDERS

SAFETY

• CHANGE

GATEWAY LOOK

BAD
BIKE PKG

• EMPTY • STORES & LOTS PARKING

WIRES/POLES/UTILITIES ON MAIN ST

NARROW 'FEEL' OF MAIN

TRACTOR & HEAVY TRAFFIC/PASS THRU

SAFE PERCEPTION

DETERIORATED • •

• BOARDING/ROOMING • • • •

BLDGS

FLOODING IMPACT

WORKER GATHERING

• • EDUCATION PERFORMANCE

COMMENT BOARD

POST ANY COMMENTS ON ANY TOPIC YOU FEEL STRONGLY ABOUT

ENTRANCE / GATEWAY

UNWANTED USES

Don't allow parking / loading / unloading
Don't allow commercial

Don't allow parking / loading / unloading
Don't allow commercial

OTHER

STREETSCAPE

ECONOMIC DEVELOPMENT

PARKS & RECREATION

TRAFFIC

Don't allow parking / loading / unloading
Don't allow commercial

BUSINESSES

Don't allow parking / loading / unloading
Don't allow commercial

Don't allow parking / loading / unloading
Don't allow commercial

Don't allow parking / loading / unloading
Don't allow commercial

HISTORIC BUILDINGS

Don't allow parking / loading / unloading
Don't allow commercial

TRANSPORTATION

NEW DEVELOPMENT WANTED

HOUSING

Don't allow parking / loading / unloading
Don't allow commercial

I LIVE HERE BECAUSE

Don't allow parking / loading / unloading
Don't allow commercial

PUBLIC SPACE / PLAZA

BOROUGH REPUTATION



Image Preference Survey Results:

***Borough of South River
Lower Main Street Redevelopment Area***



Dislike Neutral Like
-5 4 3 2 1 0 1 2 3 4 5+
3.7 ***Top 8



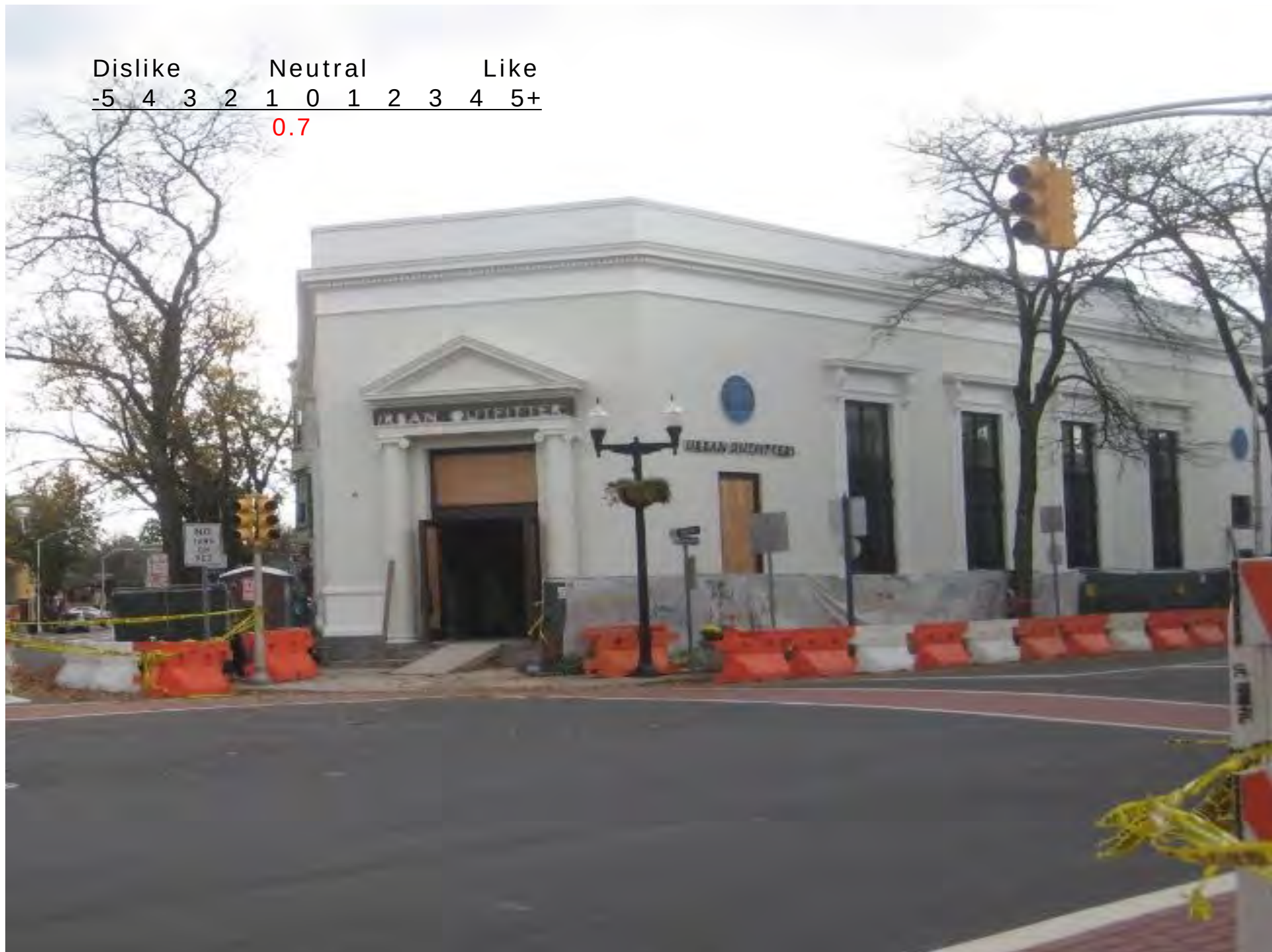
Dislike Neutral Like
-5 4 3 2 1 0 1 2 3 4 5+
3.2





Dislike				Neutral				Like		
-5	4	3	2	1	0	1	2	3	4	5+
							1.7			

Dislike Neutral Like
-5 4 3 2 1 0 1 2 3 4 5+
0.7



Dislike Neutral Like
-5 4 3 2 1 0 1 2 3 4 5+
1.6





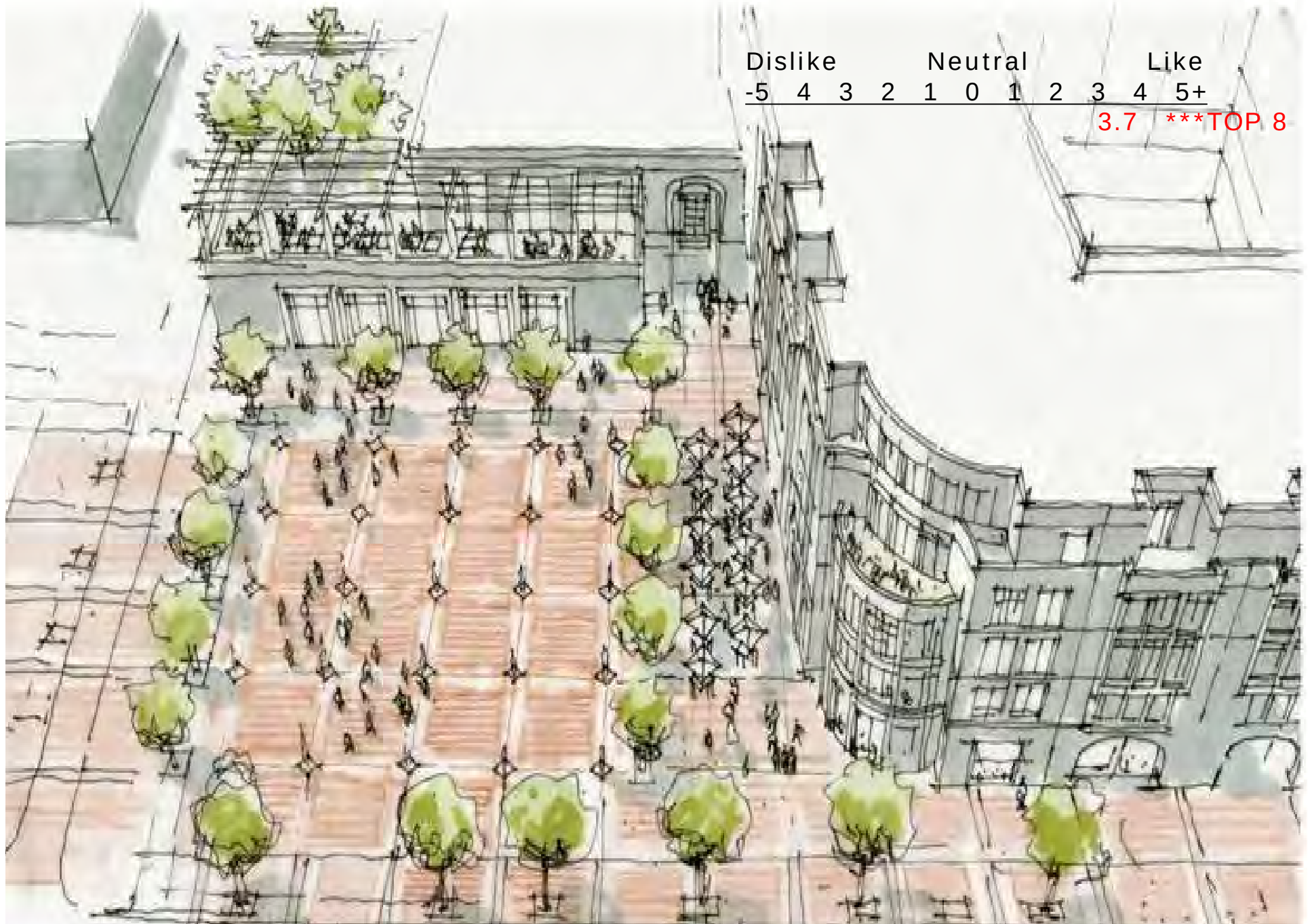
Dislike Neutral Like

-5 4 3 2 1 0 1 2 3 4 5+

2.0

Dislike				Neutral				Like			
-5	4	3	2	1	0	1	2	3	4	5+	
							2.1				





Dislike

-5 4 3 2

Neutral

1 0 1 2 3

Like

4 5+

3.7 ***TOP 8

Dislike Neutral Like
-5 4 3 2 1 0 1 2 3 4 5+
2.6



Lower Main Street Redevelopment Study

Dislike Neutral Like
-5 4 3 2 1 0 1 2 3 4 5+
 0.7



-5 4 3 2 1 0 1 2 3 4 5+

1.5



-5 4 3 2 1 0 1 2 3 4 5+

4 5+

-5 4 3 2 1 0 1 2 3 4 5+

3.4

***TOP 8



A photograph of a street scene in Cranford, New Jersey. On the left, a large, multi-story building with a red awning and a balcony is visible. The awning has the text "Cranford Hotel" on it. In front of the building, there is a row of potted trees and black bollards. The street is paved with asphalt and has a white line marking. In the background, there are more buildings and a street lamp. A rating overlay is visible in the top right corner, showing a "Dislike" scale from -5 to 0 and a "Like" scale from 1 to 5+. The rating is 4.2, which is marked as "**TOP 8".

-5 4 3 2 1 0 1 2 3 4 5+

$$\begin{array}{r} 4 \quad 5+ \\ \hline \end{array}$$

4.2

**TOP 8



Dislike Like
-5 4 3 2 1 0 1 2 3 4 5+
 2.4



Dislike Like
-5 4 3 2 1 0 1 2 3 4 5+
 2.9

Dislike

-5 4 3 2 1 0 1 2 3 4 5+

Like

3.0





Dislike

-5 4 3 2 1 0 1 2 3 4 5+

Like

4.0 ***TOP 8

-2.8

$$\begin{array}{r} 4 \quad 5+ \\ \hline \end{array}$$


Dislike

Like

-5 4 3 2 1 0 1 2 3 4 5+

2.3



[illegible][illegible]

-5 4 3 2 1 0 1 2 3 4 5+

$$\begin{array}{r} 4 \quad 5+ \\ \hline \end{array}$$

1.6





Dislike Like
-5 4 3 2 1 0 1 2 3 4 5+
2.9

1.5



Dislike

Like

4 3 2 1 0 1 2 3 4 5+

2.9

Dislike

Like

4 3 2 1 0 1 2 3 4 5+

2.9

Dislike

Like

4 3 2 1 0 1 2 3 4 5+

2.9

Dislike

Like

4 3 2 1 0 1 2 3 4 5+

2.9



Dislike Like
-5 4 3 2 1 0 1 2 3 4 5+
 1.0



Dislike

-5 4 3 2 1 0 1 2 3 4 5+

Like

3.5 **** TOP 5



Dislike Like
-5 4 3 2 1 0 1 2 3 4 5+
 2.9



Dislike Like
-5 4 3 2 1 0 1 2 3 4 5+
 2.0

Like

-2.8





Dislike

-5 4 3 2 1 0 1 2 3 4 5+

Like

1.5



Dislike						Like					
-5	4	3	2	1	0	1	2	3	4	5+	
***TOP 5						3.6					



Dislike

-5 4 3 2 1 0 1 2 3 4 5+

Like

1.5

Dislike

Like

-5 4 3 2 1 0 1 2 3 4 5+

-3.3

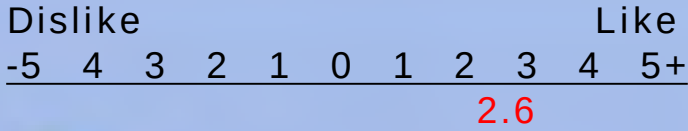




Dislike										Like				
-5	4	3	2	1	0	1	2	3	4	5+				
					0.7									

-3.9







Dislike

Like

-5 4 3 2 1 0 1 2 3 4 5+

1.7



Dislike

Like

-5 4 3 2 1 0 1 2 3 4 5+

-2.7

