

Toms River Downtown Master Plan

Toms River Business Improvement District

Phillips Preiss Shapiro Associates, Inc.

Sam Schwartz Company, LLC

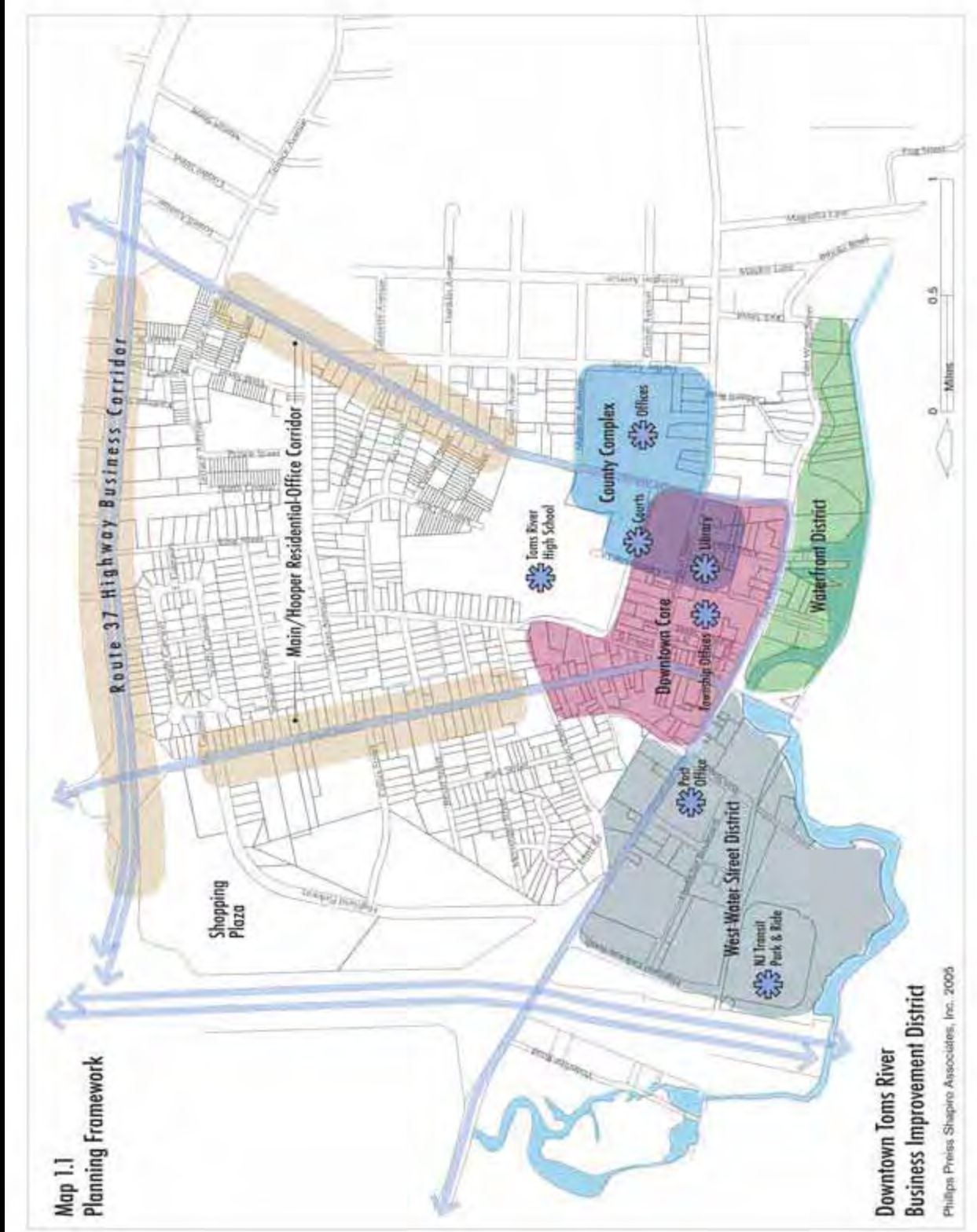
EDAW, Inc.

Norman Mintz Associates

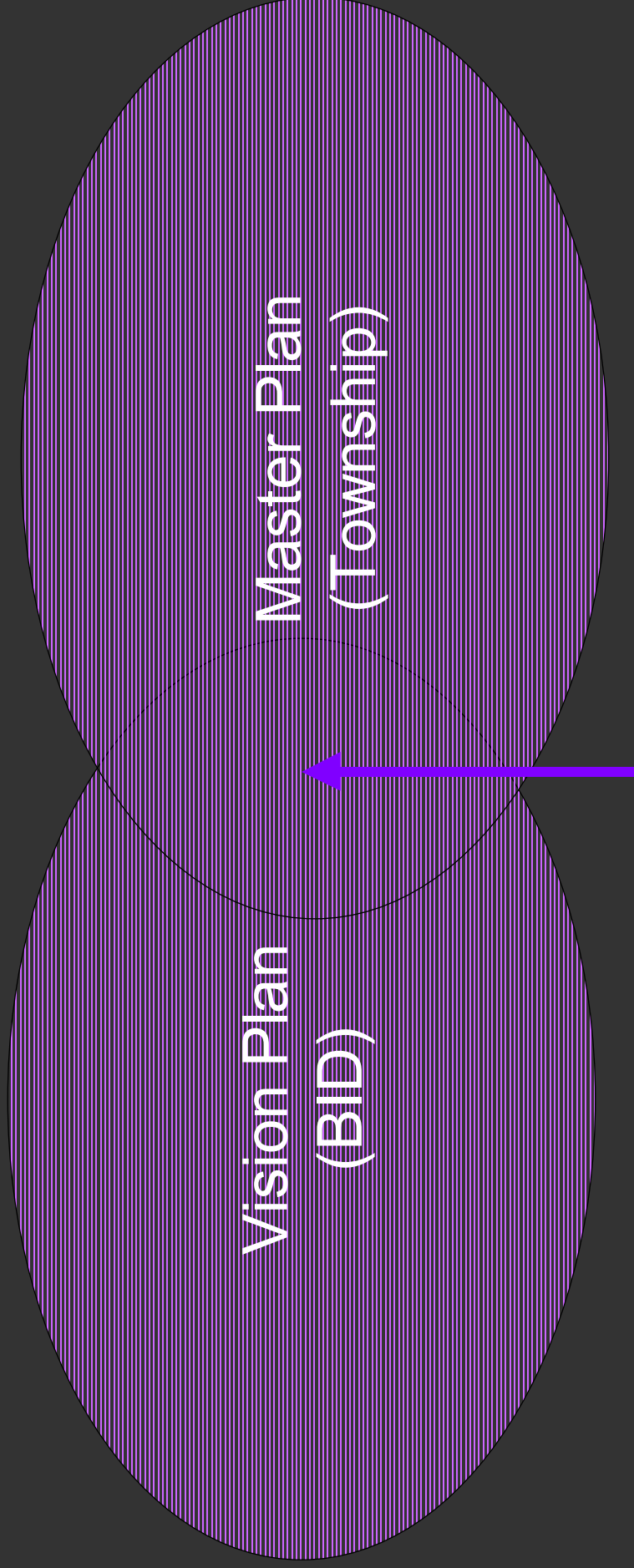
Purpose

- Set forth a vision of the future of downtown Toms River
- Identify the implementing projects and actions
- Provide the basis for amending the Dover Township Master Plan

A complex study area...



A two-part document...



Collaboration

Outline

- Vision Plan
 - Downtown on the River
 - Downtown Ocean County
 - Cultural Center
 - Gateway
- Master Plan
 - Land Use Element
 - Circulation Element
 - Urban Design Guidelines
 - Recreation Element

Vision

- Bringing the river to Main Street
- Expanded parks and greenways
- Restaurant rows on Main & Washington
- Mixed-use infill
- Critical mass of attractions
- Historic place & landscape
- Upgraded corridors and gateways

PROCESS

- Field surveys
- Background reports
- Market analysis
- Stakeholder interviews
 - Township, County, others
- BID Board oversight

Market foundation

- Growth is in the outlying areas
- To tap it, downtown must be a destination
- At least 100,000 SF of retail is required
- Real estate market is strongest for housing and professional offices
- Mixed-use development can provide the incentives for new retail

Existing retail mix is thin

Category	Number	Percent
Food stores	2	6%
Apparel	2	6%
Eating/drinking	9	26%
Automotive	2	6%
Other	19	56%
Total	34	100%

Retail mix

Convenience

57%

Comparison

43%

Office mix

Category	Number	Percent
Law	17	24%
Professional	25	35%
General	9	13%
Medical	3	4%
Government	4	6%
Non-profit	2	3%
Total	60	100%

Trade areas

	Primary	Secondary
Size	2-mile ring	5-mile ring
Population	35,600	133,500
Projected 2007	37,200 (+1,600)	138,800 (+5,300)
Households	12,900	53,600
Projected 2007	13,600 (+700)	56,600 (+3,000)
Median HH Income	\$53,562	\$45,519
% NJ Median	83%	71%

Trade area characteristics

	Primary	Secondary	NJ
Percent family HH	72%	70%	70%
Pop. 65 and older	15.4%	25.5%	13%
College degree	19.6%	15.3%	25.3%
Owner-occupied units	72.8%	80.2%	60.9%
Single-family detached	81.4%	86.7%	54.3%
Built before 1980	71.9%	60%	76%

Spending power & capture rates

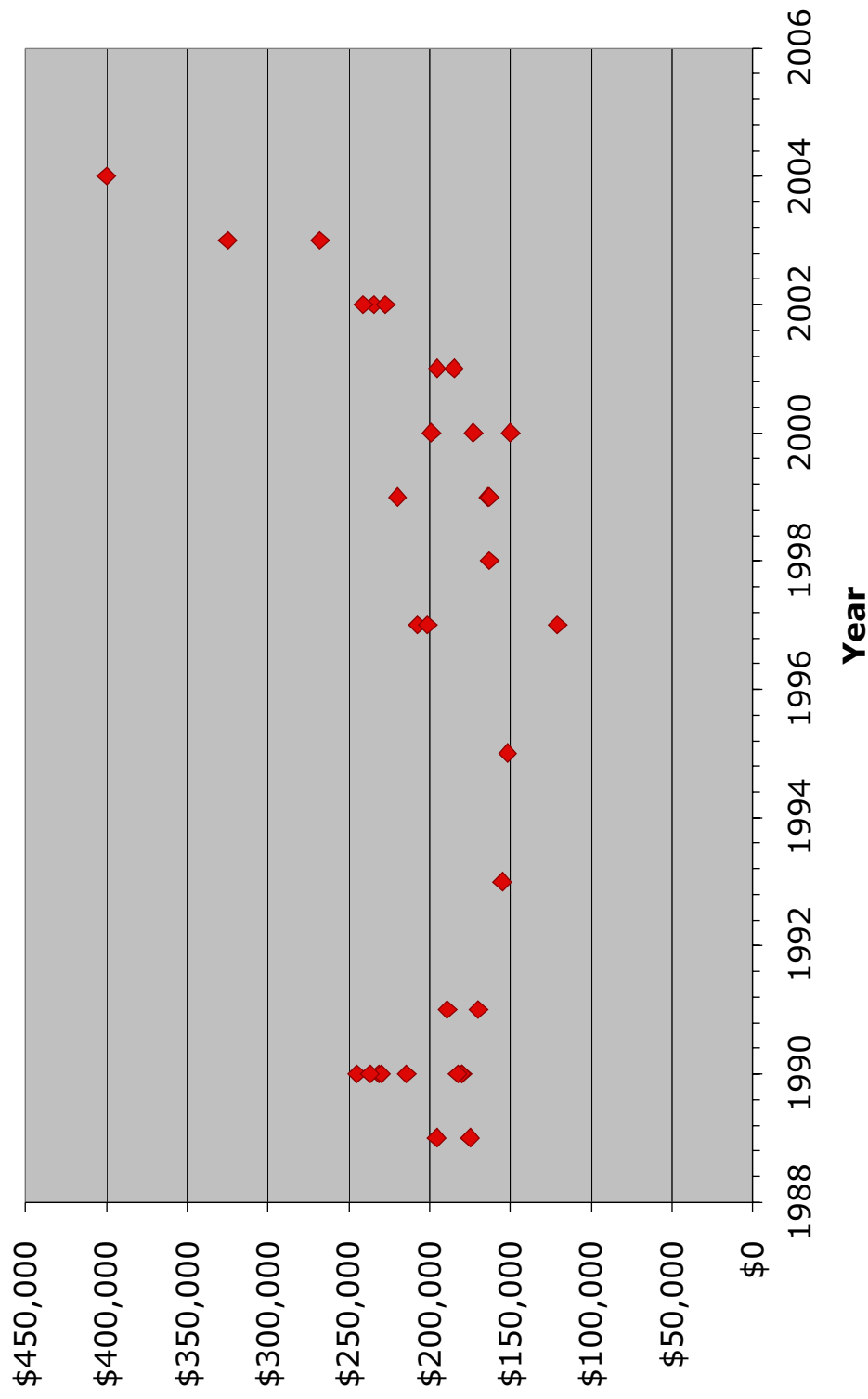
	Primary	Secondary
Spending power	\$230 million	\$810 million
Retail square feet		
Convenience	460,000	1.6 million
Comparison	540,000	1.9 million
Capture rates	Convenience	Comparison
50,000 SF	11%	3%
100,000 SF	22%	5%

Real Estate Market

- Office and retail rents: \$12 – 18/SF
- Small blocks of space in demand
- Office tenants occupying retail space
- Condominiums
 - Currently selling in the range of \$200,000 - \$300,000
 - Market has started to recover after downturn in the 1990s

Residential Real Estate Trends

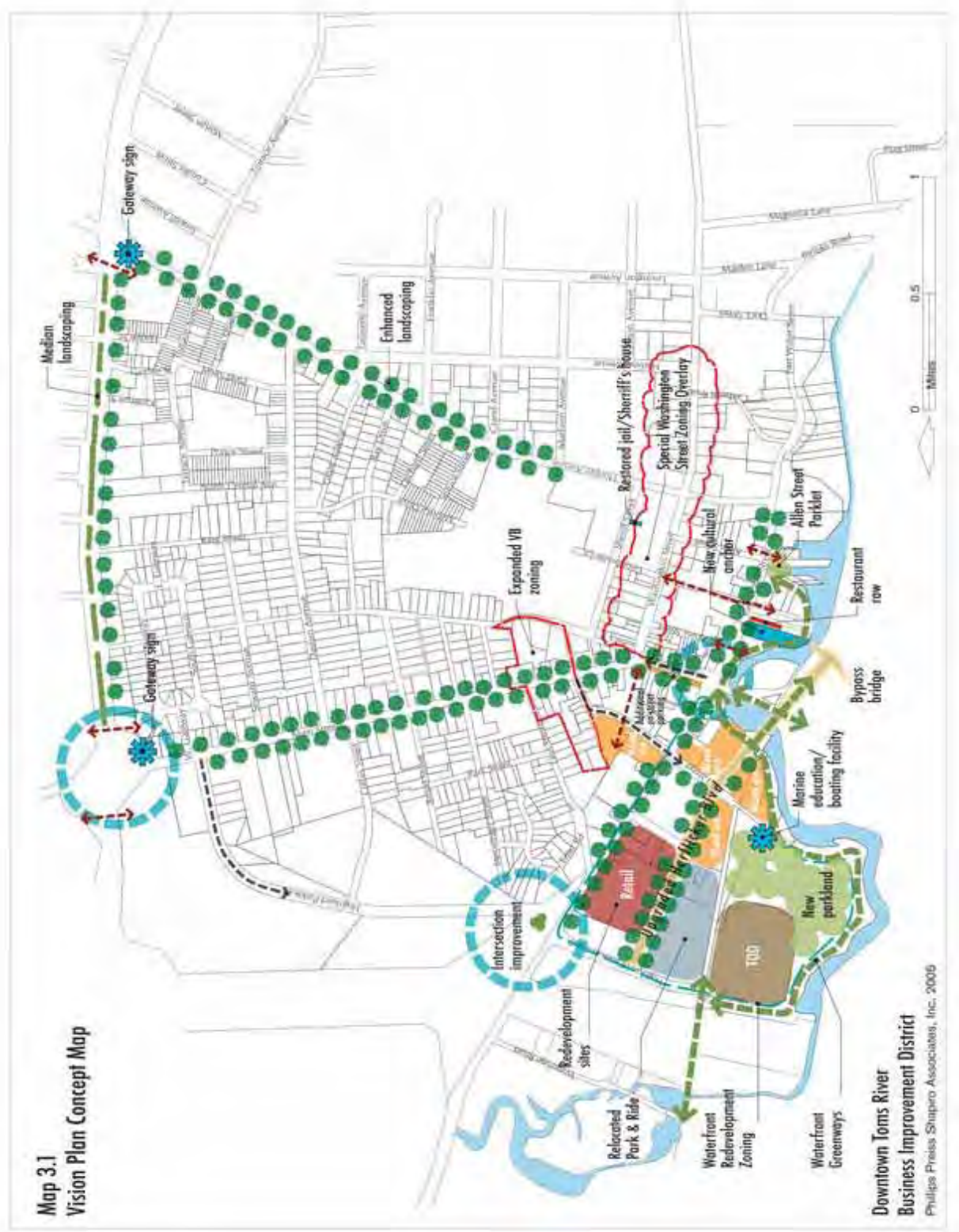
Sale Prices: Spinnakers Cove



Vision Plan: Four initiatives

- Downtown on the River
- Downtown Ocean County
- Cultural Center
- Gateway

Vision Plan Summary



Downtown on the River

- Connections across Water Street
- Waterfront activities & recreation
- Expanded greenways & parks
- “Branding”
- Focus on sustainability & ecology

Riverfront projects

- Pocket park at foot of Allen Street...
- ...connecting to a promenade to Robbins Parkway.
- Waterside attractions on Robbins Parkway
- New park attractions at “100% corner”
- Promenade and greenway to GSP

Riverfront projects

- Rail to trail opportunity
- Environmental education
- Kayak/canoe/rowboat concession/launch/takeout
- Potential designation of greenways as County parks
- Incorporate riverfront into all promotions

Open space network

Map 3.2
Open Space Connections



Downtown Toms River
Business Improvement District
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Riverfront connections

- Modified bypass and bypass bridge, reusing old Route 166 Bridge
- Redesign of Water/Main intersection, and more connections across Water Street
- Irons/Main one-way pair
- Main Street pedestrian & parking improvements
- Herflicker/Highland bypass

Main/Water Intersection

Figure 3.1
Suggested Main Street and Water Street Intersection Modifications



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Downtown Ocean County

- Three ingredients for a destination:
 - A major amenity (riverfront)
 - Attractions for a diverse clientele (cultural center)
 - Critical mass of retailing and dining
- Strategies for expanding retail:
 - Incremental growth in and adjoining downtown
 - West Water Street “lifestyle” retail

Growing downtown

- Encourage infill projects within downtown core
- Restaurant row on Main and Washington Streets
- Pedestrian-oriented development standards
- Potential historic district design guidelines
- Zoning incentives for ground floor retail

Growing downtown

- New parking structure on Irons Street
- Increase on-street parking—manage mindful of shopper convenience
- Provide incentives for structured parking
- Promote shared parking
- Provide more walkways between parking areas and businesses
- Joint marketing to bolster specialty attractions in downtown

New development

- Bypass roadway system to open up West Water Street area for development
- Lifestyle retail and riverfront housing
- Promote site assemblage through incentive (PDD) zoning
- Or, consider redevelopment area designation
- Consider land swaps to create better development sites
- Emphasize a neo-traditional design approach consistent with Transit-Oriented Development principles

GOAH ISSUES

- Growth share means new housing will generate new obligations
- New development on the riverfront should be neutral with respect to the Township's obligations
- But should not be used to fulfill unmet first- and second-round obligations

Cultural Center

- Builds on the wealth of existing attractions
 - Library • Seaport Society & Maritime Museum • Waterhouse Museum • galleries
- Not about fabricating a civic identity, but enhancing and augmenting existing assets

Specific recommendations

- Jointly market and augment the existing small yet jointly meaningful attractions
- Calendar and promotional materials for culture-related special events
- Use of NJ Transit Lot for event space and parking
- Cultural or civic use on Robbins Parkway
- Historic landscape enhancements

Gateway

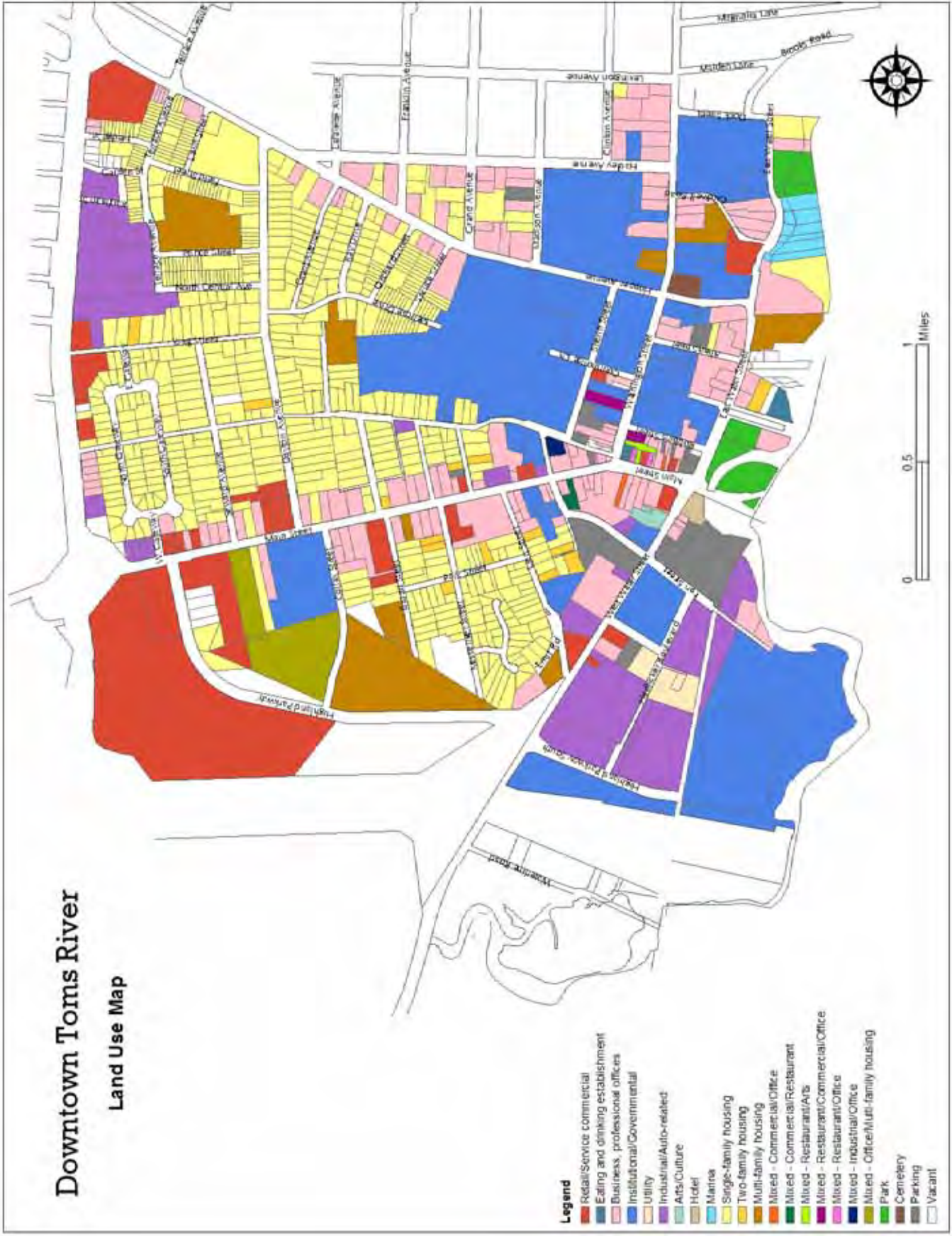
- Landscape & streetscape improvements for upper Main and Hooper, and Route 37
- Small-scale mixed-use infill on upper Main and Hooper
- West Water Street traffic circulation improvements
- Gateway intersection improvements

Downtown Master Plan

- Land use & zoning
- Circulation
- Urban design
- Recreation

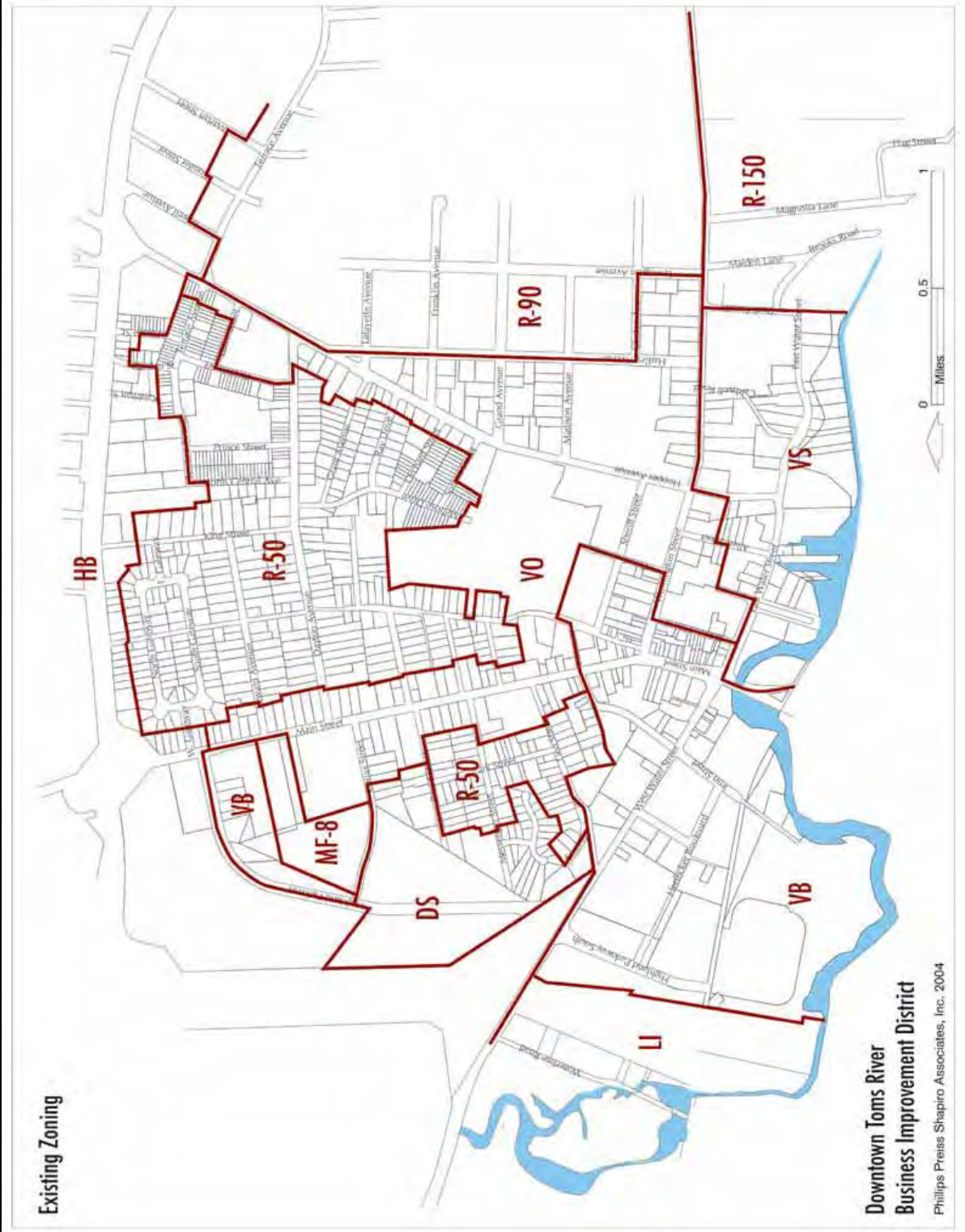
Downtown Toms River

Land Use Map



- Legend**
- Retail/Service commercial
 - Eating and drinking establishment
 - Business, professional offices
 - Institutional/Governmental
 - Utility
 - Industrial/Auto-related
 - Arts/Culture
 - Hotel
 - Mantra
 - Single-family housing
 - Two-family housing
 - Multi-family housing
 - Mixed - Commercial/Office
 - Mixed - Commercial/Restaurant
 - Mixed - Restaurant/Arts
 - Mixed - Restaurant/Commercial/Office
 - Mixed - Restaurant/Office
 - Mixed - Industrial/Office
 - Mixed - Office/Multi-family housing
 - Park
 - Cemetery
 - Parking
 - Vacant

Existing zoning



Existing Zoning

Downtown Toms River
Business Improvement District

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Zoning observations

- VB District
 - Upper floor residential prohibited
 - Zero-setback buildings prohibited
 - Parking can be provided via Parking Authority facilities
- VS District
 - Restaurants must have minimum of 100 seats
- DS District
 - Mapped over existing residential subdivision
 - Allows shopping centers but not retail stores

Land use objectives

- Encourage retail expansion with an overall target of 100,000 SF
- Encourage market-rate housing in appropriate locations for a 24-hour downtown
- Facilitate office use expansion
- Promote the redevelopment of the area bounded by West Water Street, the GSP, and the Toms River with a lively mix of uses

Modifications to VB District

- Permit upper floor residential uses in buildings with ground floor retail only
- Provide a one-story height bonus to buildings that provide on-site, structured parking
- Do not require a front yard setback; instead, enforce a prevailing “build to” line

Modifications to VS District

- Permit developments mixing residential and retail in addition to residential and office
- Permit restaurants of any size
- Allow retail uses up to 5,000 square feet, to facilitate boutique retail and galleries
- Allow individual retail stores
- Permit townhouses in the DS district

Modifications to VO District

- Allow mixed office and residential on Hooper Avenue, up to one unit per floor or two units per building
- Adopt design and site plan guidelines consistent with the residential context and landscaped imagery

Other

- Reduce excessive parking requirements throughout the ordinance
- Permit B&Bs via special permit in all downtown districts: VB, VS, VO and DS
- Identify important view corridors to the riverfront and historic buildings
- Adopt design guidelines in the HB district to foster more attractive gateways and corridors

Proposed new districts

- Special Waterfront Redevelopment District
 - Multi-tenant shopping centers along West Water, subject to design controls
 - Multifamily residential within 200 feet of riverfront
 - Mandatory ground floor commercial on Irons and Water, portions of Herflicker
- Washington Street Overlay District
 - Uniform setbacks and minimum front yard landscaping

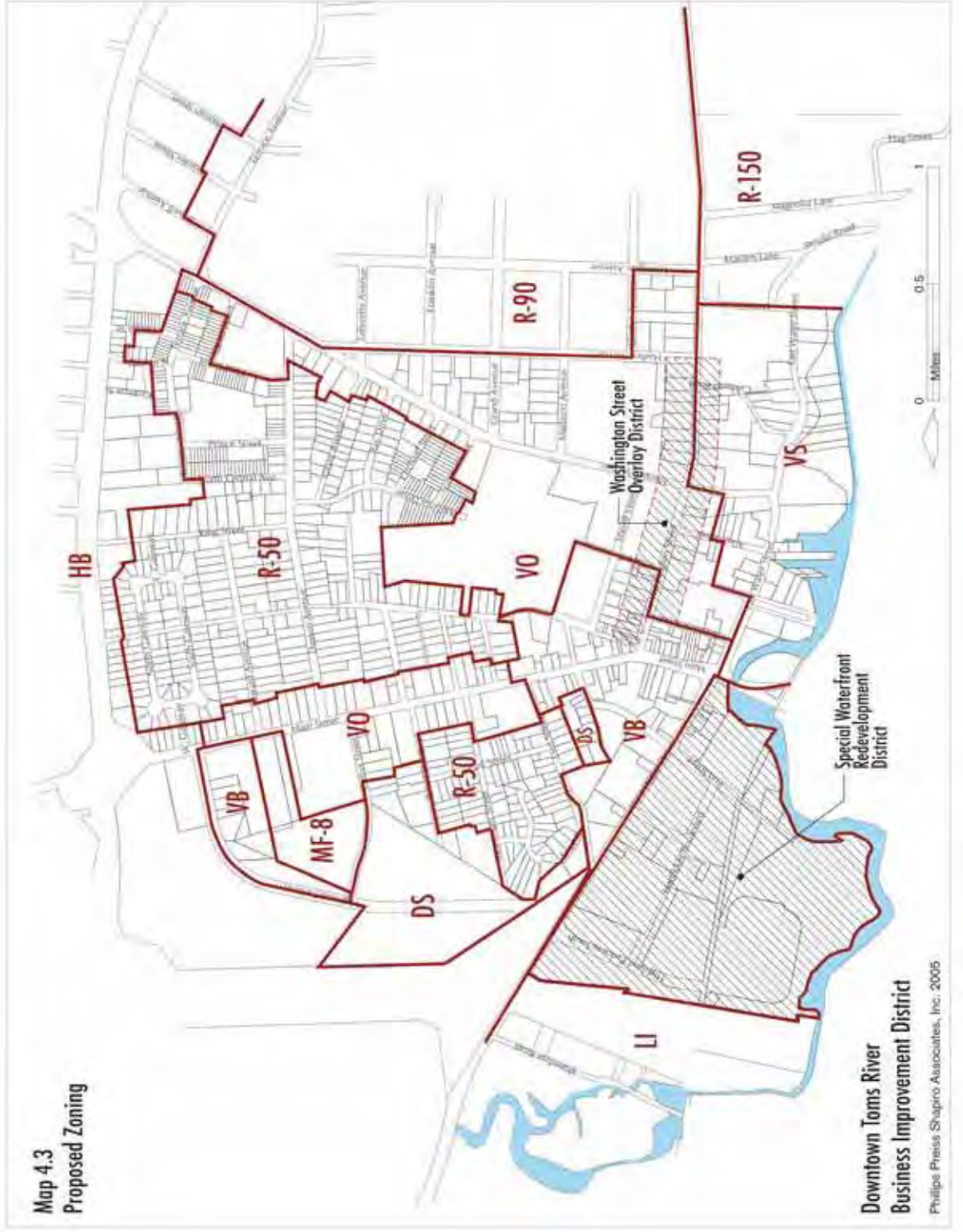


Washington Street Overlay District

Special Waterfront Redevelopment District



Proposed map amendments



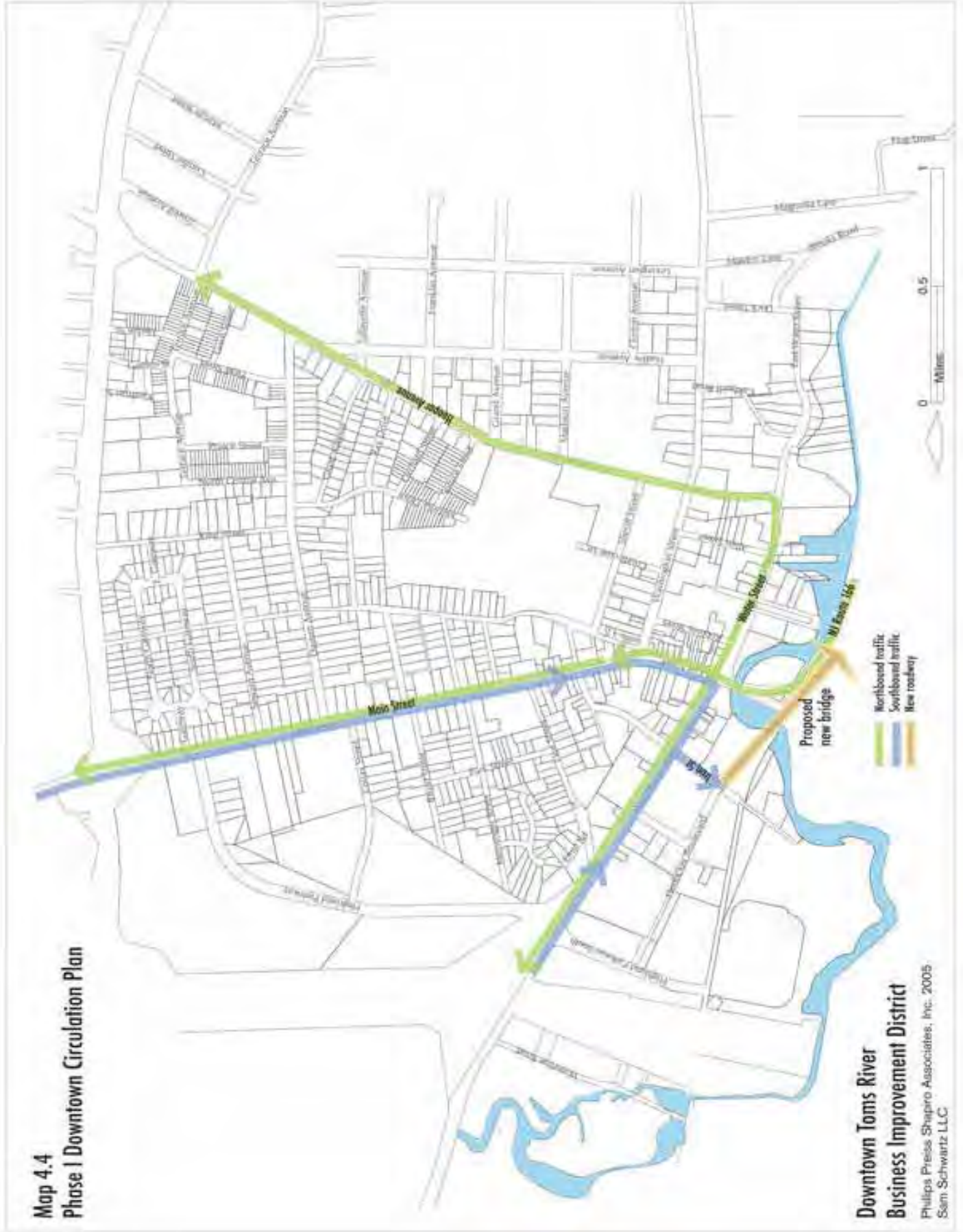
Circulation: Objectives

- Reestablish convenient, safe and comfortable pedestrian connections throughout the downtown
- Capitalize on the full potential of the bypass bridge project to enhance pedestrian connectivity throughout the waterfront
- Enhance utilization of remote parking resources through better connections

4-phase plan

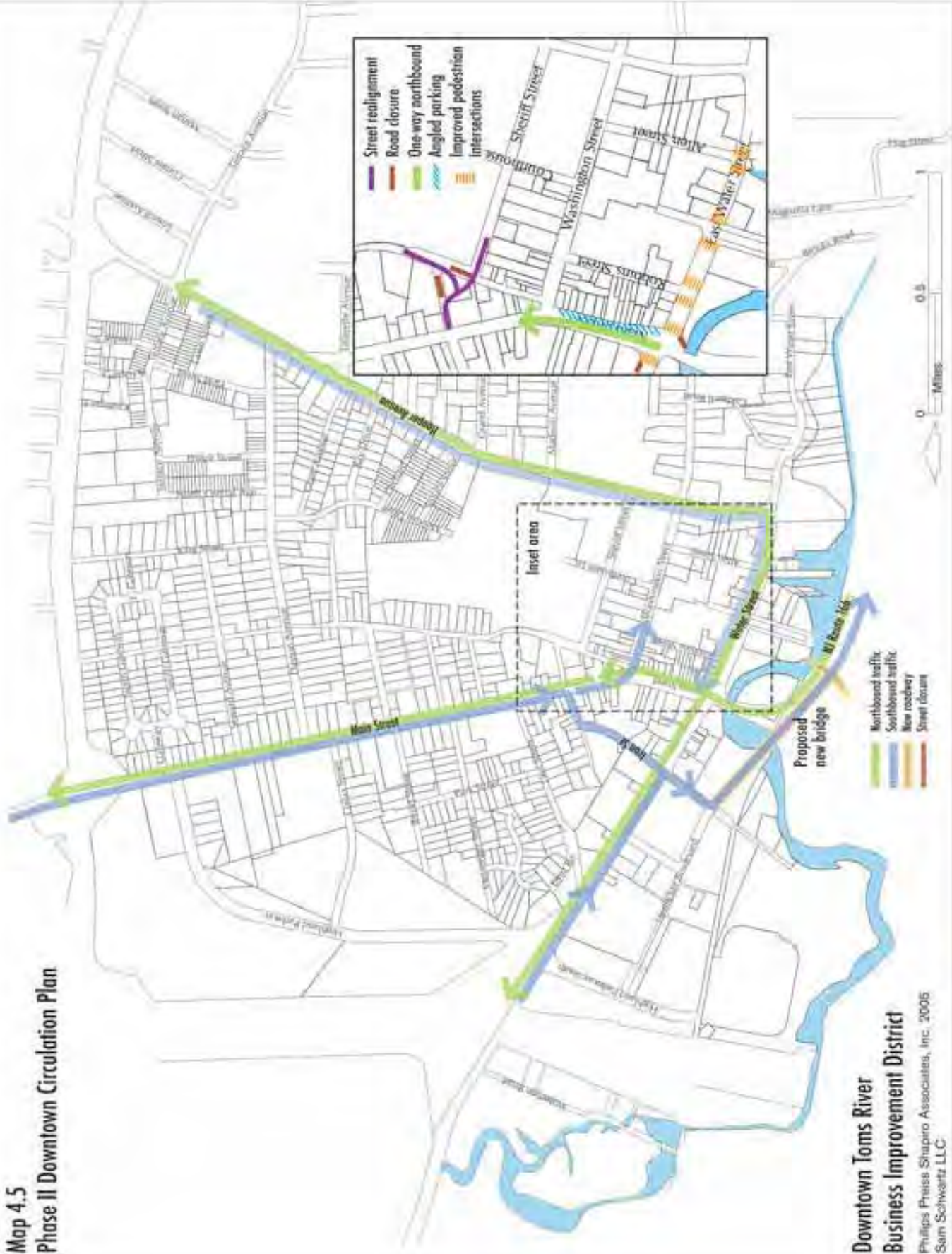
- Phase 1: Reclaiming roadway space on West Water Street
- Phase 2: One way pair on Main & Irons; pedestrian improvements; realign Sheriff with Irons;
- Phase 3: Repurpose old Route 166 bridge; Herflicker upgrade
- Phase 4: Extend Washington Street to Irons Street

Map 4.4
Phase I Downtown Circulation Plan



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**Map 4.5
Phase II Downtown Circulation Plan**



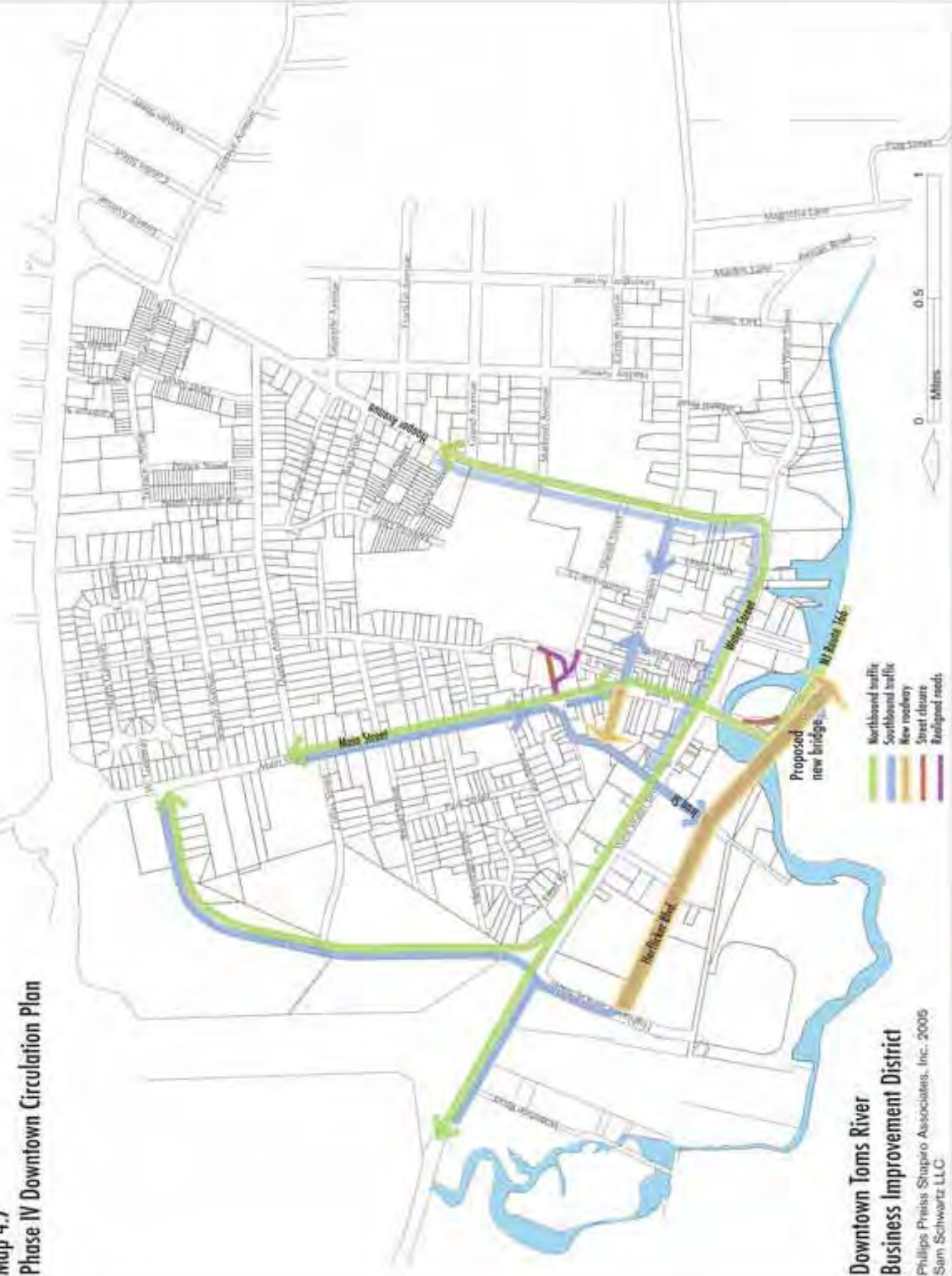
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Map 4.6
Phase III Downtown Circulation Plan



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Map 4.7
Phase IV Downtown Circulation Plan



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Urban Design: Objectives

- Upgrade the appearance image of downtown Toms River and its gateways.
- Facilitate and encourage pedestrian circulation throughout the downtown.
- Provide greater opportunities for people to sit and socialize in the downtown.

Public Realm

- Reclaim underused street area for people use
- Part time closing of Hyers Street at Washington Street
- Increase street tree planting and improve street furniture
 - Tree plantings along Main and Hooper north of downtown core

Public Realm

- Landscape the Route 37 median with low-scale plantings
- Provide new landscaping where the Garden State Parkway meets West Water Street



Design Guidelines

- Awnings
 - Encourage use of awnings
 - Prohibit metal awnings
 - Encourage “drop” types, rather than “quarter-round” or “half-moon”
 - Limit size based on storefront area
 - Mandate adequate ground clearance (7.5’)



Design Guidelines

- *Discourage* use of vinyl siding
- *Discourage* boarding or reducing the size of upper floor windows
- *Mandate* transparency on ground floor windows
- *Encourage* good window design, even for office users

Signs

- Enforce size limits on window signs
- Clarify restrictions for neon signs; limit to one per business
- Relax restrictions on color
- Permit backlighting, but mandate dark backgrounds and light lettering
- Increase size limit for projecting signs from four to nine square feet
- Remove restrictions on lettering style
- A “special review board” is encouraged

Implementation

- Toms River BID
 - Design Review
 - Advocacy
- Dover Township
 - Master Plan & Zoning
 - Redevelopment Areas(?)
- County & State
 - Roadway enhancements & reconfiguration

