Morris Street
Redevelopment Authority Meeting

Prepared by: Morris Street 2015, LLC
February 8, 2018
Public Feedback

1. Attractive, Suitable Design
2. Additional Art Opportunities
3. Safer, Friendlier Morris Street
4. Improved Programmable Space
Improved Programmable Space
Market Need / Viability

1. Hampshire is an experienced self storage developer with track record of success in evaluating & developing this use.

2. Morristown market is underserved - 56,000 people reside in trade area which supports over 400,000 sf of rentable storage space; 240,000 exists/under construction.

3. This site will capture a disproportionate share of market due to:
   - Location relative to competition
   - High % of apartment dwellers in Town
   - Proximity to commerce & high traffic counts
   - High quality construction & best in class operator
Public Feedback Design Changes

1. Morris Arts front and center
2. Building setback from Morris
3. Increased front programmable space
4. Lowered building height
5. Brick added to maintain cultural heritage
6. Bringing life and activity to this area equals a “Safer Friendlier Morris Street”
Street view looking east
Street View from rear residential
Architectural Rendering
Project Site

The Property: Lots 13, 14 & 15

New Multifamily Redevelopment

Mesler’s Towing & Auto Body

Gulf Filling Station
Pre-Existing Conditions
Morris Street Redevelopment Principles:

1. Create a Unique Neighborhood Identity
2. Pedestrian-Friendly Complete Street
3. Reduce Car Congestion
4. High Quality Architecture & Urban Design Characteristic to Morristown
5. Green Infrastructure & Environmental Design
6. Quality Usable Open Space
7. District Economic Development
8. Blight Elimination
Improved Open Space