1. Introduction
Core Issues

- Public Benefits
- Equity
- Functionality
- Town Character
2. Plan Overview
Plan Context

Total area: 8.47 acres
Plan History

- **January 2004:** Property is classified as an “Area in Need of Redevelopment.”
- **December 2008:** Spring Street Redevelopment Plan is adopted.
- **March 2014:** Plan amendment is incorporated as a recommendation in Morristown Moving Forward.
- **August 2016:** 42 Spring Street approved by Planning Board (corner of Water + Spring Streets).
- **June + July 2019:** “M Station” project presented to Morristown Redevelopment Entity and community.
Land Use Overview

Permitted Uses
- Multi-family residential
- Retail
- Outdoor dining
- Offices
- Hotels
- Community facilities
- Mixed-use

Maximum Height: 4-8 stories (multiple phases)

Maximum Intensity:
- 275 - 325 residential units
- 55,000 - 65,000 sq. ft. of retail
- 55,000 – 65,000 sq. ft. of office
- 125 – 175 room hotel
Concept Plan

Max: 8 stories

Max: 6 stories

Max: 4 stories
The Spring Street Redevelopment Plan was adopted in 2008 but has not been implemented. The plan should be amended via a public planning process to more accurately reflect the intended character of the TC-3 community form district and to resolve various traffic issues.
3. Project Overview
Existing Conditions
Existing Conditions
Existing Conditions

Burger King
Green Life Market
Perfection Nails
Tops China
Macho Nacho
Morris Pizzeria
Molnar Pharmacy
Cluck U Chicken
Wine Merchant
Panera

Hibiscus

7 - Eleven
Proposed Project

Office: 351,160 SF
Retail: 32,560 SF
Proposed Project
Proposed Project
Proposed Project
Proposed Project
Proposed Project
4. Public Benefits
Headquarters Plaza: The Fall of Morristown?

- **Desolate:** Poorly designed pedestrian realm, streetscape, and retail
- **Division:** Separated + disrespected parts of Town
- **Disruption:** No major traffic improvements despite increased demand; clearance + displacement; contextually insensitive design
Headquarters Plaza: Morristown’s Saving Grace?

• Consistent ratables (~$1.4M in 2019)
• Daytime employment (~2,650 jobs)
• Civic + philanthropic contributions of tenants
• Attracts + retains human capital
• Opportunities for professional growth
Civic + Philanthropic Contributions?

The Morris Educational Foundation; Morristown Beautiful; the Saint Patrick’s Day Parade of Morris County; Homeless Solutions, Inc.; Women’s Association for Morristown Medical Center; Community Hope, Inc.; Morris Arts; Morristown Partnership; Morristown On Stage; Morris Educational Foundation; First Night Morris County; the Tri-County Scholarship Fund; the Salvation Army of Morristown; Grow it Green Morristown; Morristown Jazz Festival; the Morristown Festival of Books; Cornerstone Family Programs; Morristown Neighborhood House; Homeless Solutions, Inc.; Community Soup Kitchen and Outreach Center, Inc.; Red Oaks School; Interfaith Food Pantry; Morris Habitat for Humanity; Market Street Mission; A Better Chance; Taking Hope on the Road; Family Promise of Morris County
HQ Plaza v. M Station
M Station: Direct Economic Benefits

Tax Revenue
• $1,050,000 estimated annual revenue
  • Current taxes: $232,810
  • 4.5 times current taxes
  • Approximate revenue of seventy $500,000 homes

Affordable Housing
• $950,000 estimated contribution
  • 19 new affordable housing units @ $50,000 subsidy per unit

Infrastructure Improvements
• $3.5M roundabout + pedestrian improvements
M Station: Indirect Economic Benefits

• Pairing existing residential with increased office creates more balanced demand for retail (“walking wallets”)

• Well-designed office development supports residential demand and property values

• Office tenants will support Morristown’s civic + philanthropic entities

• Project creates varied new economic opportunities in excess of existing conditions
  • 1,100 - 1,600 new office employees
  • 35 - 45 facilities employees
  • 100 - 125 retail employees
HQ Plaza: Desolate

Desolate: Poorly designed pedestrian realm, streetscape, and retail
HQ Plaza: Desolate?
M Station: Vibrant
HQ Plaza: Division

**Division:** Separated +

*disrespected parts of Town*
M Station: Connected
M Station: Connected

- 200+ car surface parking lot
- 3 foot sidewalk pedestrian zone
- 6 foot sidewalk pedestrian zone
- 50+ foot pedestrian crossing
- 25,000 daily vehicles
M Station: Connected
M Station Streetscape Improvements (~1,100 ft)

M Station: Connected
M Station Streetscape Improvements (~1,100 ft.)

MLK Transit Connection Improvements (~1,600 ft.)
HQ Plaza: Disruption

*Disruption:* Limited traffic improvements despite increased demand; clearance + displacement; contextually insensitive design
M Station: Balanced

Private land for public improvement

Mitigates its own traffic impacts
M Station: Balanced
M Station: Balanced

Coal Ave Perspective
M Station: Balanced

MLK Perspective
M Station: Balanced

Spring + Water Perspective
M Station: Balanced

Park + Morris Perspective
What’s the cost of inaction?

• ~$1M+ annual tax revenue
• ~$950,000 affordable housing contribution
• Traffic improvements
• Streetscape improvements
• Less buying power to support retail
• Less support for civic + philanthropic organizations
• Fewer employment + economic development opportunities
5. Traffic Improvements
Existing Conditions
Alternatives Analysis

Previous Solutions Considered:
- Signal modifications
- Restricted turning movements
- Road widening
- Roundabout

Spring Street
Morris Street
Roundabout Performance

- **FHA:** 78% reduction in severe crashes moving from signalized intersection to roundabout.

- **IIHS:** Reduction in crashes resulting in injuries between 72% and 80% and reductions in all crashes between 35% and 47%.

- **Journal of Safety Research:** 8.8% annual reduction in crashes in double-lane roundabouts.

- **Transportation Research Record:** Study of multi-lane roundabouts found “substantial declines...in delays and queue lengths...fuel consumption, and vehicle emissions.”
Roundabout Safety Features

- Raised crosswalks + in-road warning lighting
- Raised lane dividers
- Bike ramps
- Elevated + landscaped center island
- Reduced crossing length relative to existing conditions
- Rectangular flashing beacons
- Raised splitter islands
How does it work?
How does it work?
Functionality Within the Network

PM Peak Simulation
Trip Distribution

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<th>AM Peak</th>
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<td>Net Change</td>
<td>+184</td>
<td>+163</td>
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Map showing traffic distribution with key locations and percentages.
Impact on Travel Times: Ridgedale to Speedwell

**PM Peak**
No build: 12:32
Build: 9:45
22% reduction
Impact on Travel Times: Speedwell to Ridgedale

PM Peak
No build: 10:44
Build: 3:27
68% reduction
Impact on Travel Times: Dumont to Ridgedale

PM Peak
No build: 5:03
Build: 2:55
42% reduction
Impact on Travel Times: Ridgedale to Dumont

PM Peak
No build: 7:46
Build: 4:20
44% reduction
Impact on Queues
Local Priorities?

- Overhead signage?
- Replace RFBs with HAWKs?
- Landscaped buffers?
- Fort Roundabout training grounds?
- Morris Street median?
- Shared use path for bikes + peds?
6. Retailer Update
Retail Outreach Update

• Developer + owner focusing outreach efforts on the nine independent retailers.

• Initial meetings have occurred with each of the independent retailers. Meetings have addressed:
  • Logistics of locating in M Station
  • Potential alternative relocation sites

• Uncertain project status is impacting business decisions and potential relocation efforts.

• Town continues to monitor outreach to ensure that businesses are aware of the project status and that efforts are being made to assist businesses that want to stay in Morristown.
7. Discussion + Questions