

Spring Street Redevelopment Plan



Prepared by

Topology

Presented to

Morristown Redevelopment
Entity

August 13, 2019

1. Introduction



Why am I here?



Core Issues

- Public Benefits
- Equity
- Functionality
- Town Character

2. Plan Overview



Plan Context



Total area: 8.47 acres

The Green

Train Station

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

Mixed-Use
Hotel, Residential,
Retail, Office

Max: 6 stories

Parking Garage

Max: 4 stories

Mixed-Use
Residential/Retail

Residential

Residential

Residential

Residential

Mixed-Use
Residential/Retail

Mixed-Use
Residential/Retail

CENTER STREET

WATER STREET

MORRIS STREET

WHIPPANY RIVER

WILMOT STREET

Morristown Moving Forward

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



The Site



Morristown

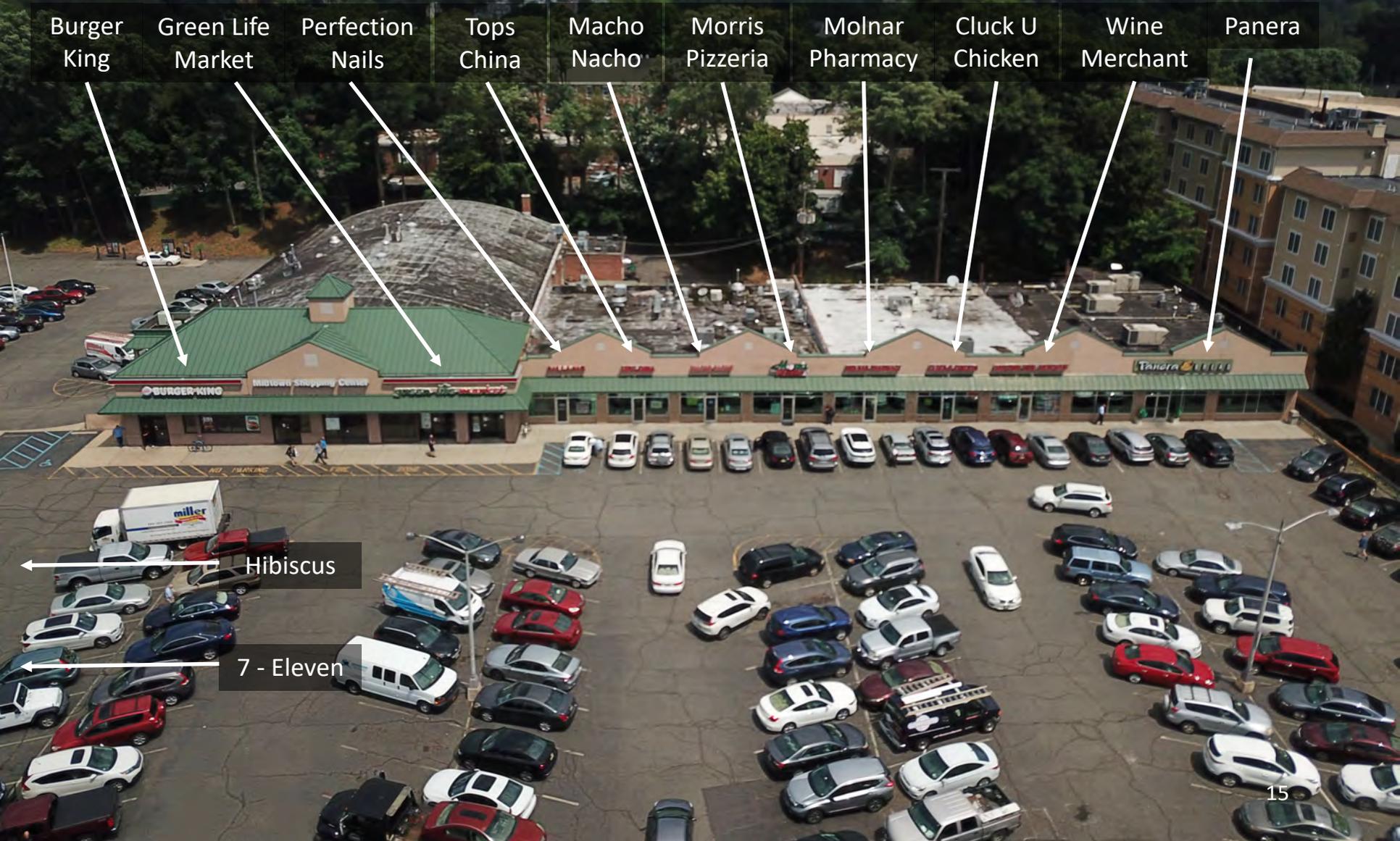
Existing Conditions



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?



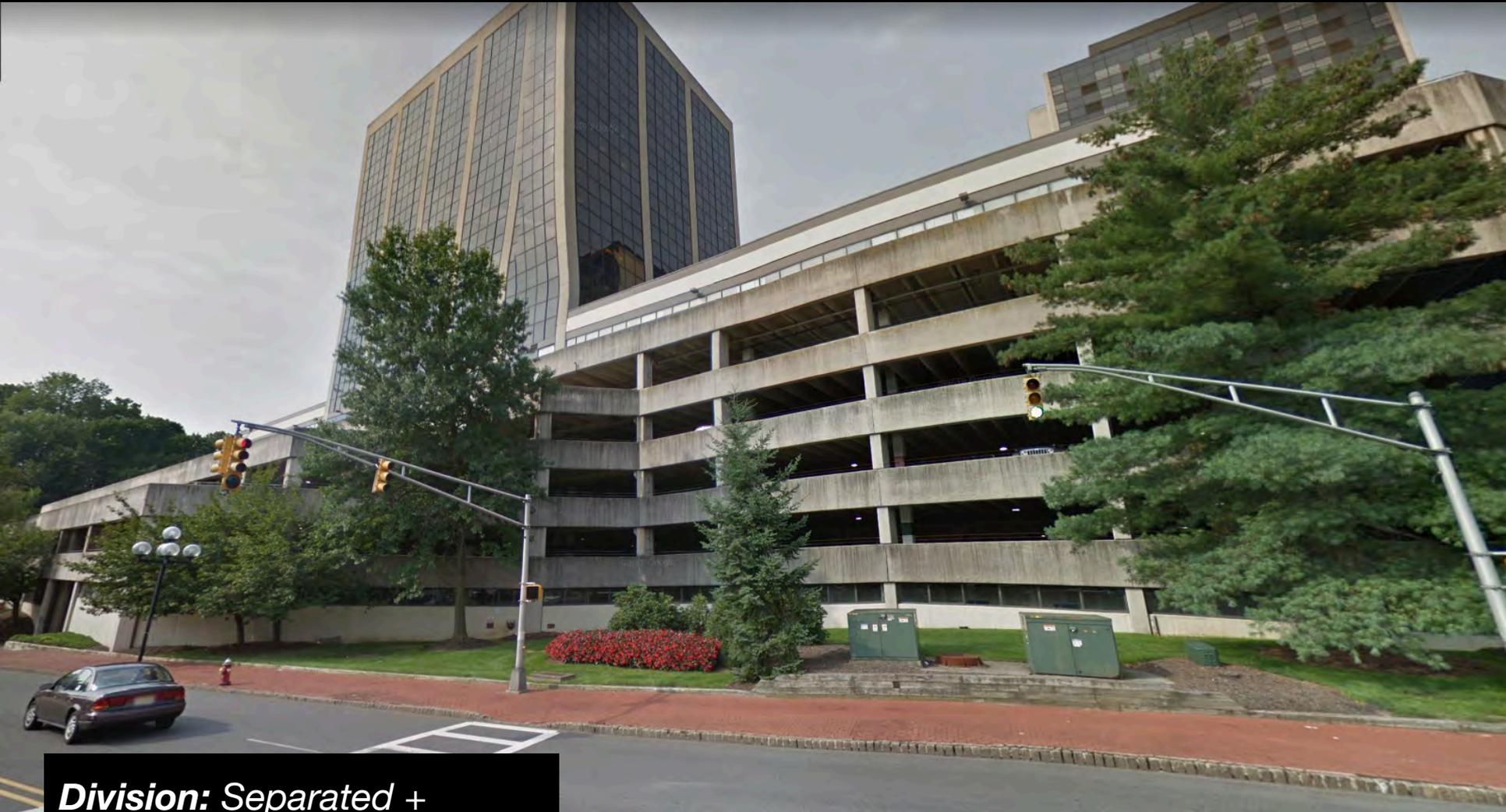
M Station: Vibrant



M Station: Vibrant



HQ Plaza: Division



*Division: Separated +
disrespected parts of Town*

M Station: Connected



M Station: Connected

50+ foot pedestrian crossing

25,000 daily vehicles

200+ car surface parking lot

3 foot sidewalk pedestrian zone

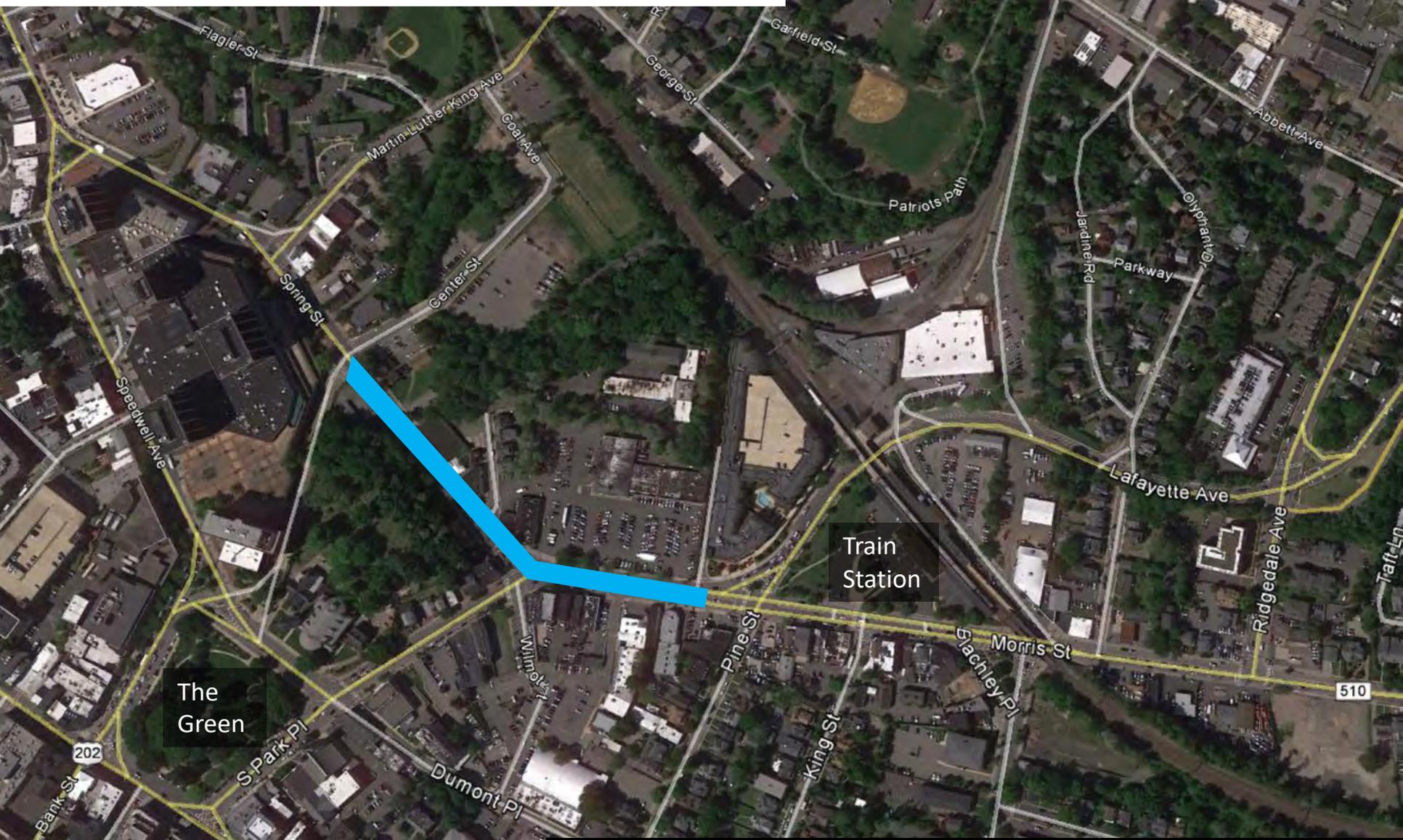
6 foot sidewalk pedestrian zone



M Station: Connected

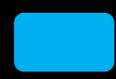


M Station: Connected



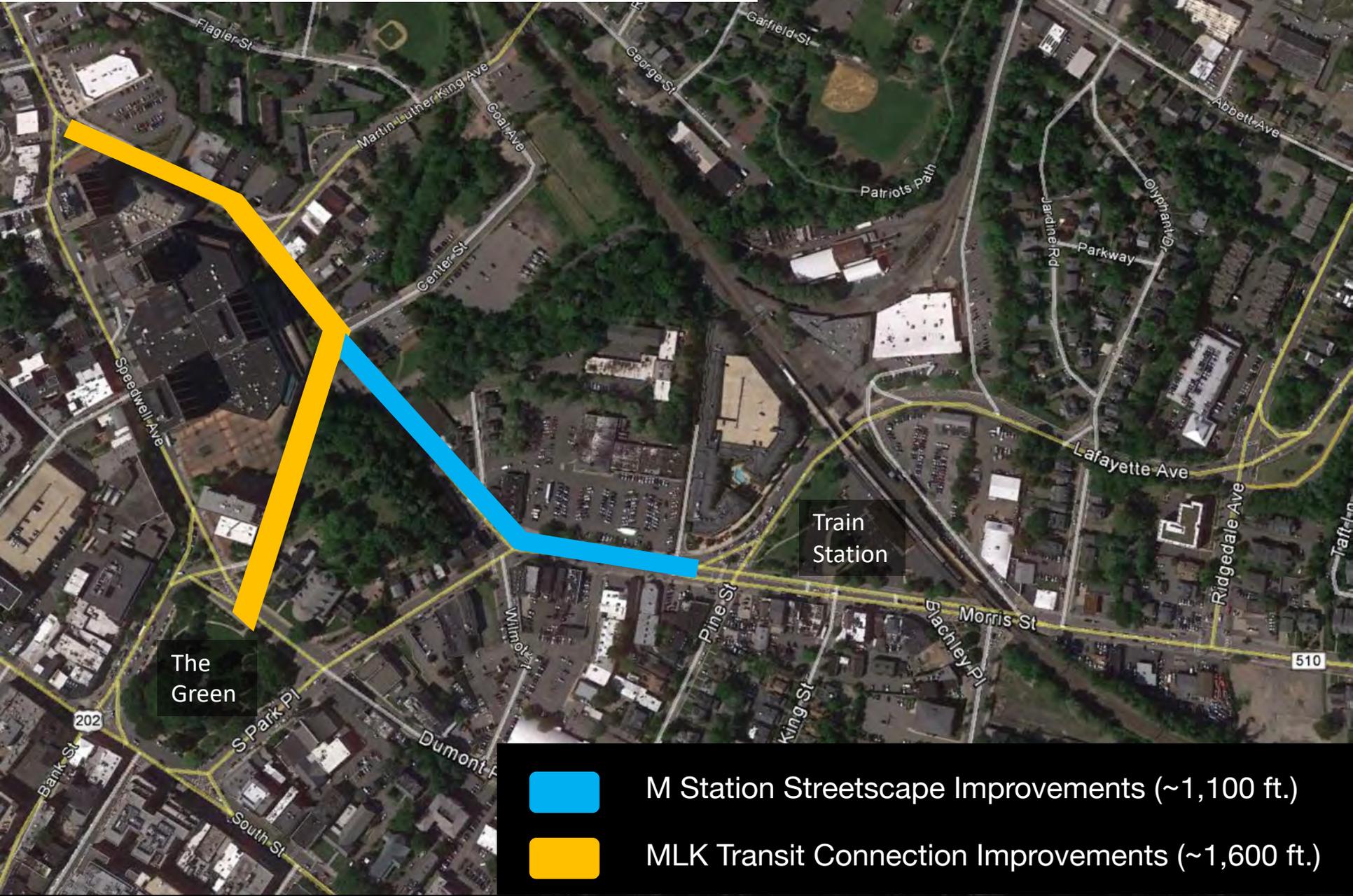
The Green

Train Station

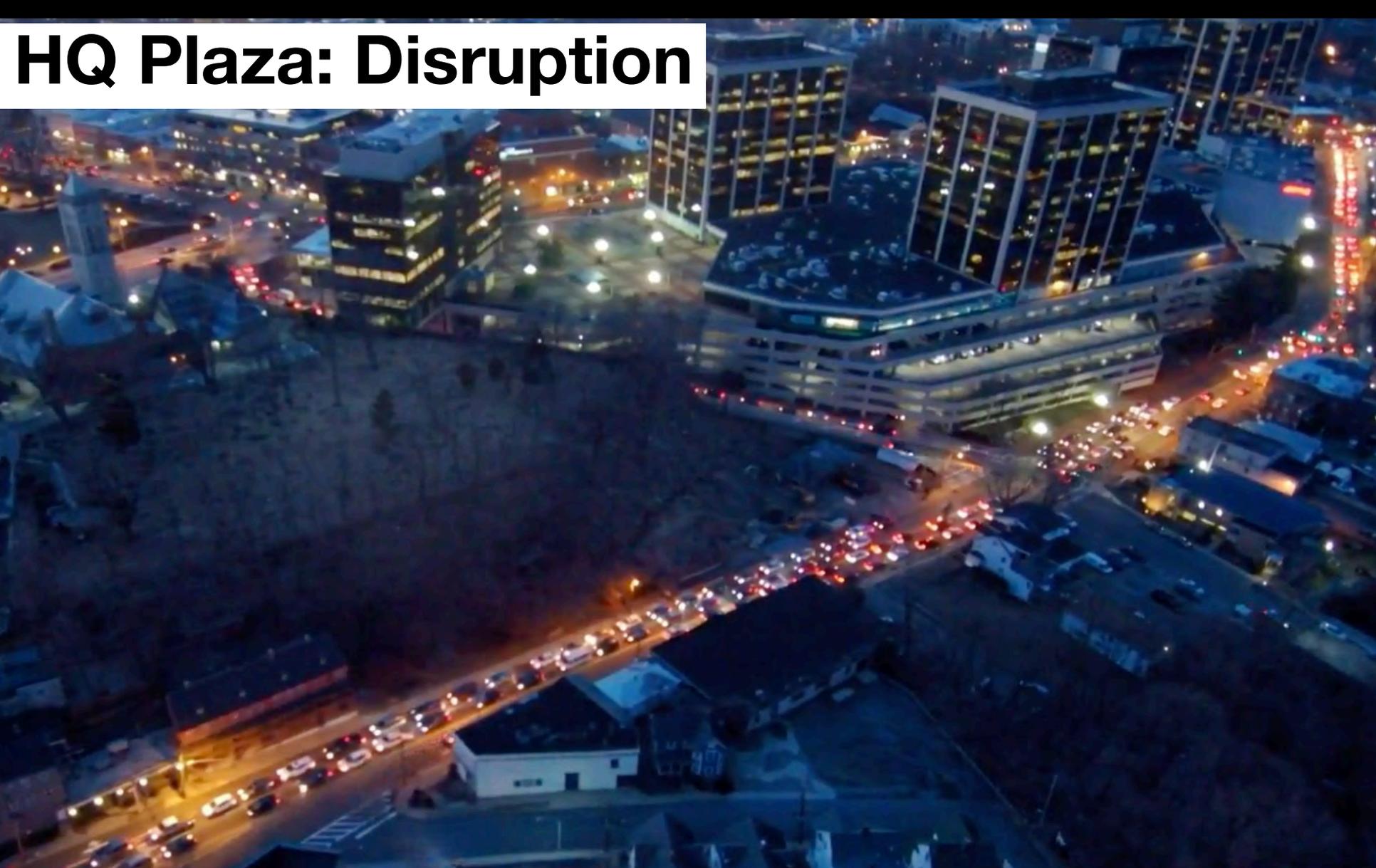


M Station Streetscape Improvements (~1,100 ft)

M Station: Connected



HQ Plaza: Disruption

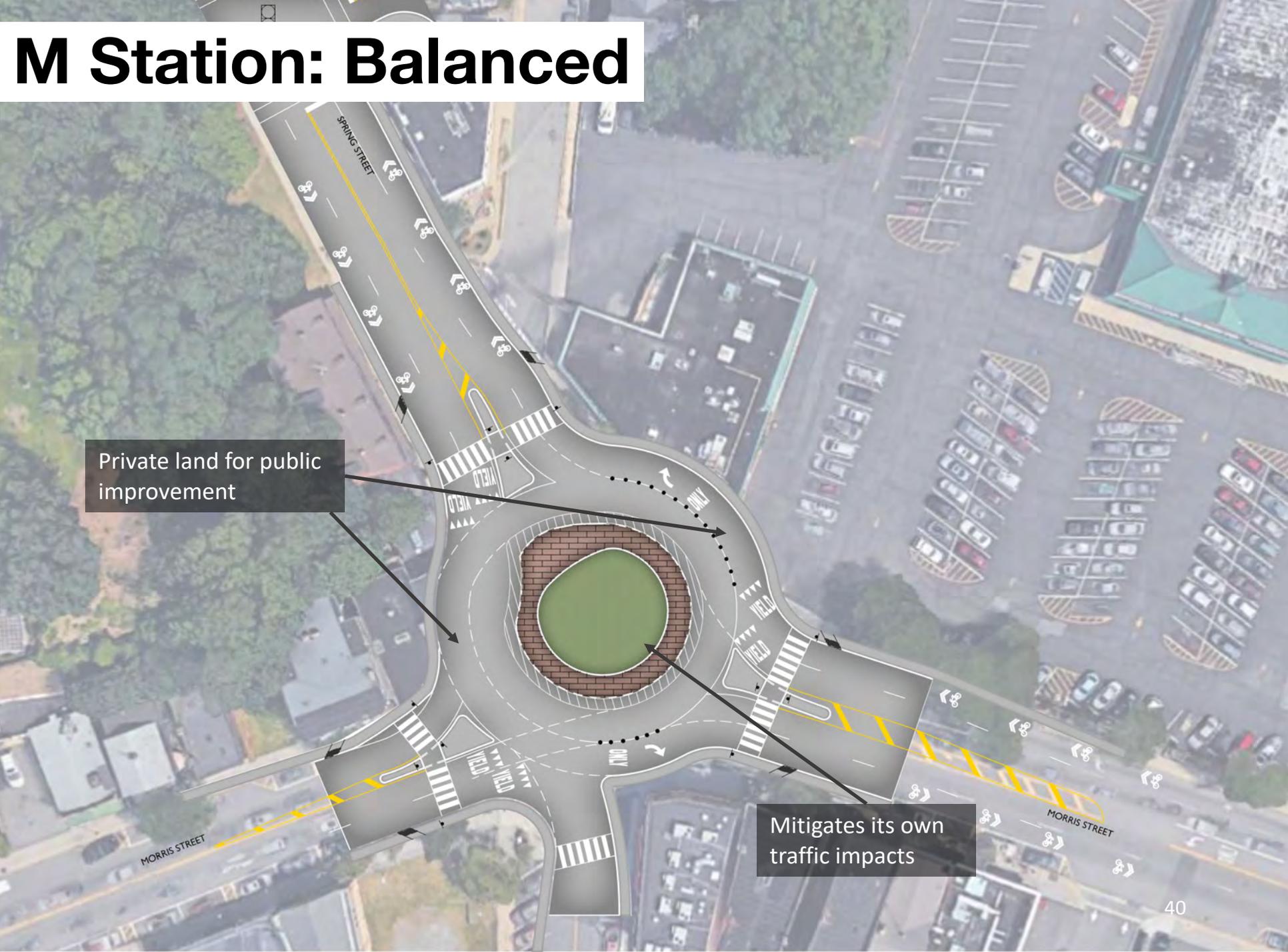


***Disruption:** Limited traffic improvements despite increased demand; clearance + displacement; contextually insensitive design*

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

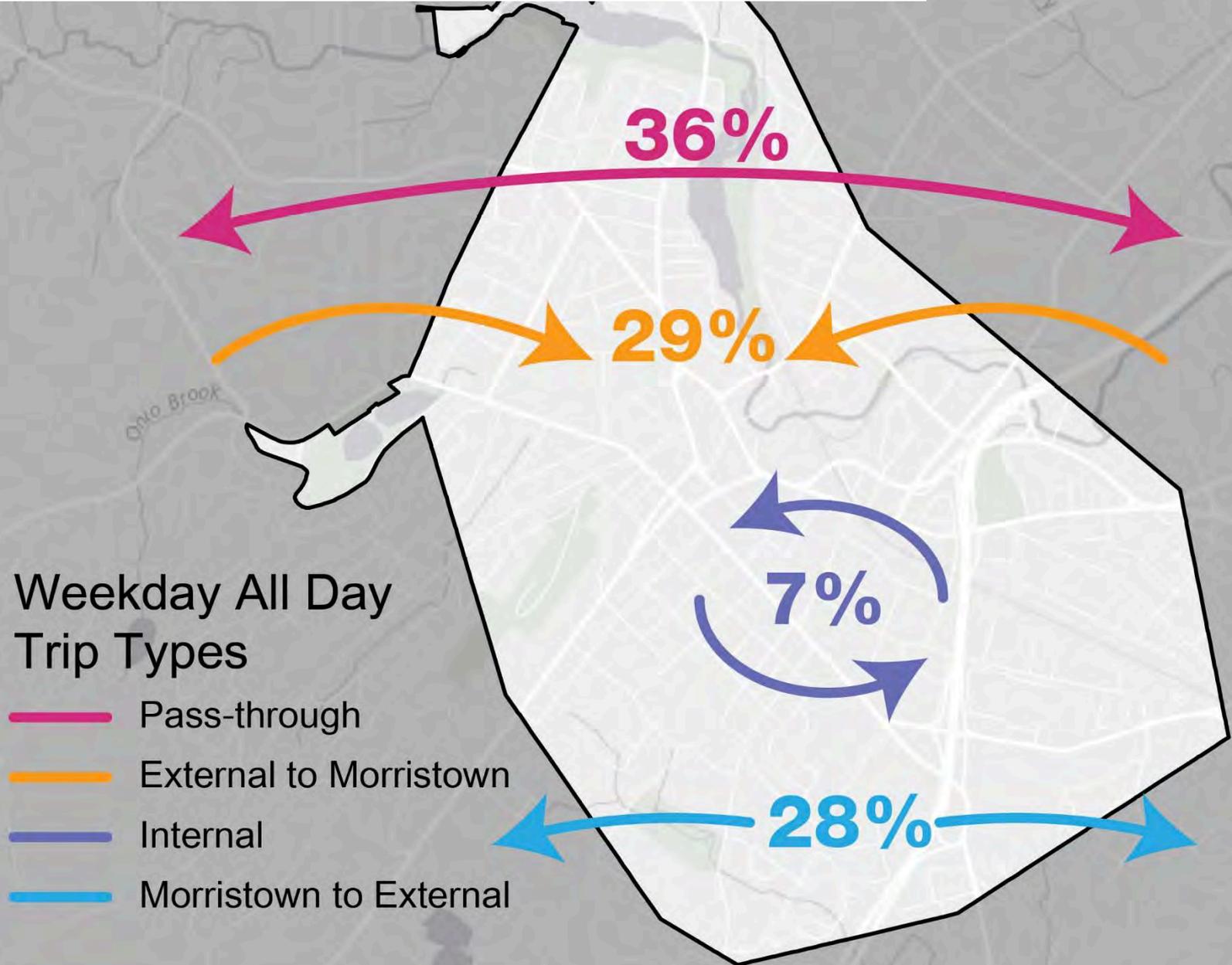
What's the cost of inaction?

- ~\$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



Townwide Traffic Patterns



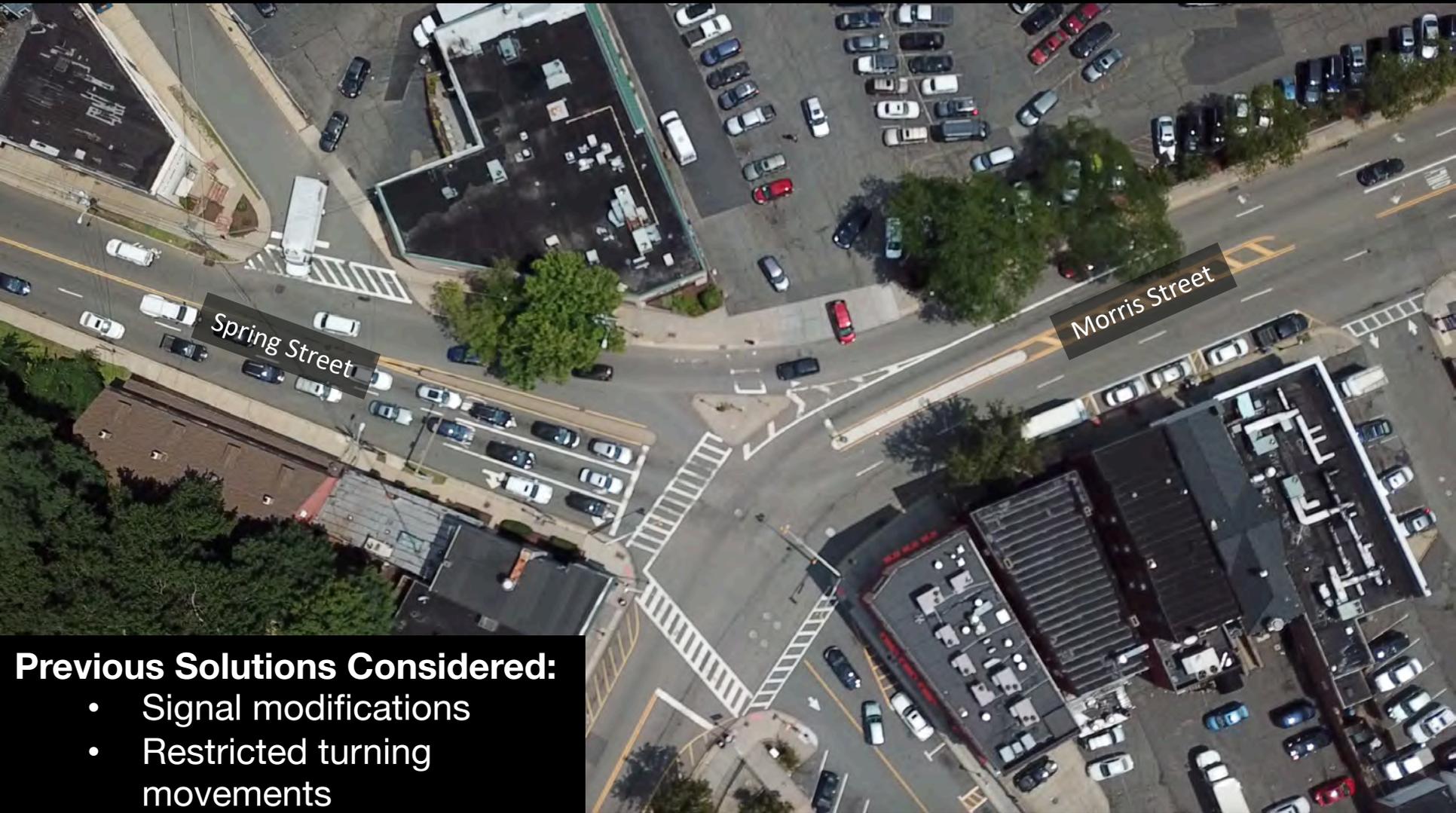
Weekday All Day
Trip Types

- Pass-through
- External to Morrystown
- Internal
- Morrystown to External

Existing Conditions



Alternatives Analysis



Previous Solutions Considered:

- Signal modifications
- Restricted turning movements
- Road widening
- Roundabout

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.”



U.S. Department
of Transportation

**Federal Highway
Administration**

IIHS

Insurance Institute for
Highway Safety

Roundabout Safety Features

Reduced crossing length relative to existing conditions

Raised crosswalks + in-road warning lighting

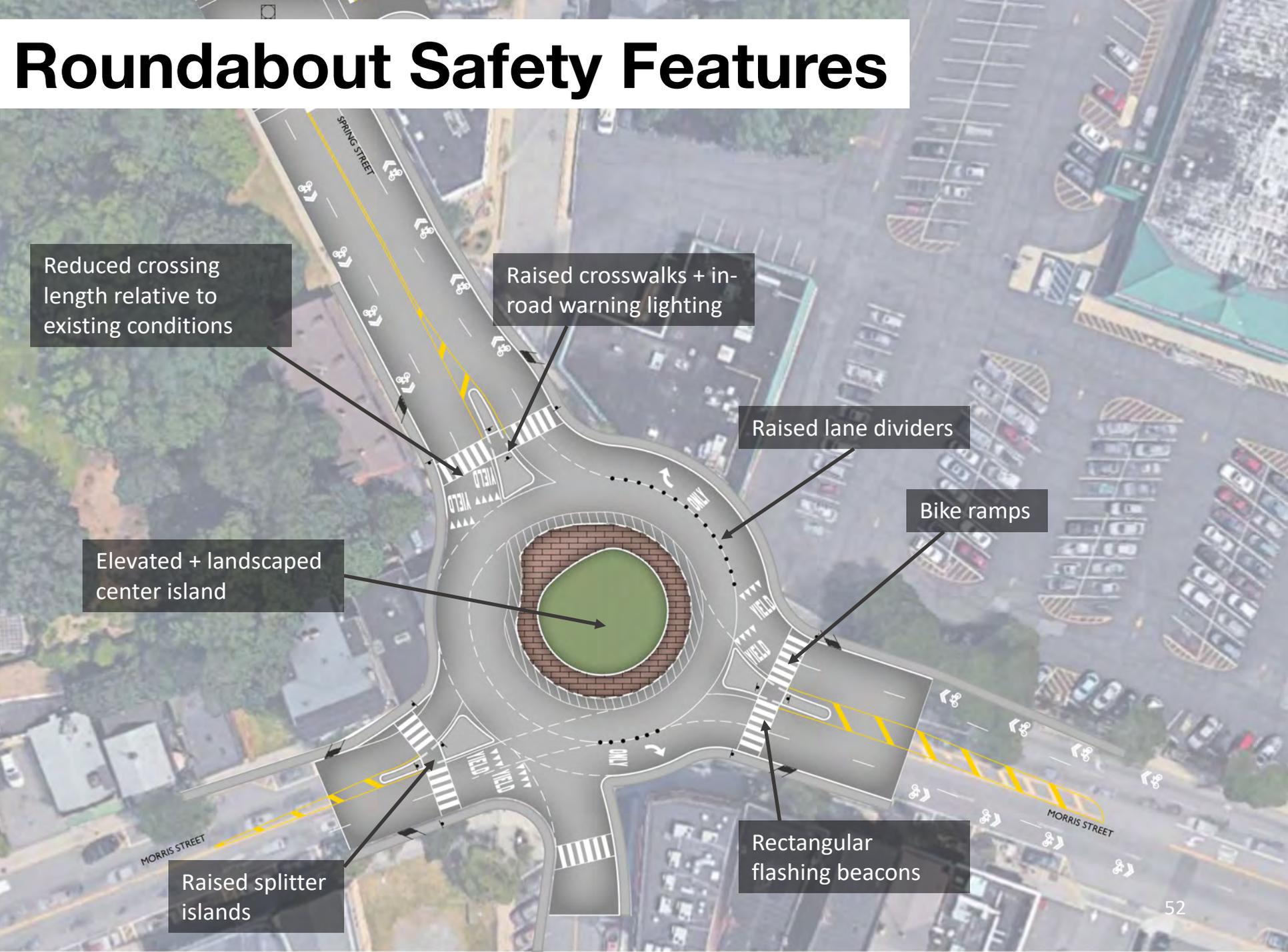
Raised lane dividers

Bike ramps

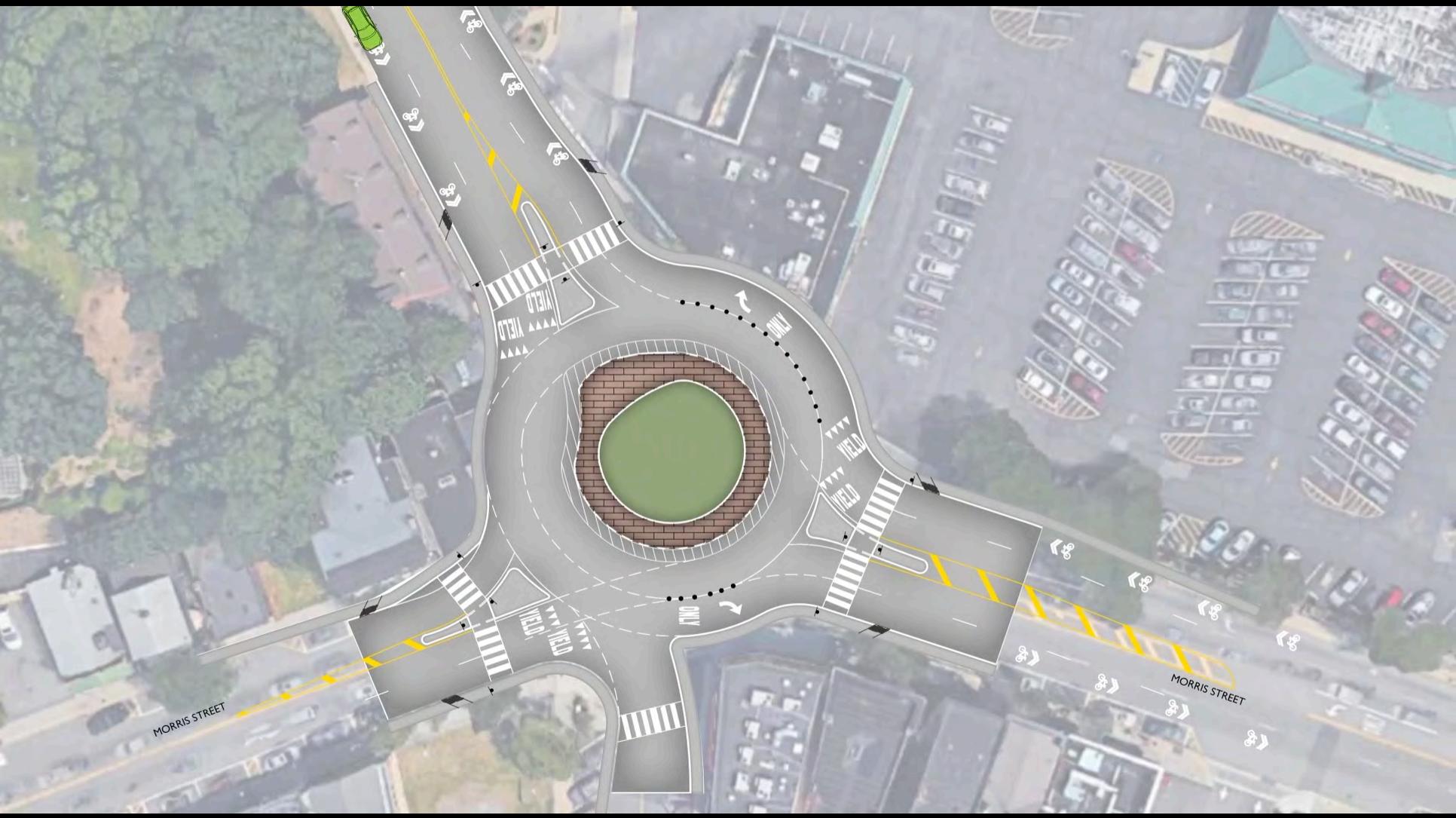
Elevated + landscaped center island

Rectangular flashing beacons

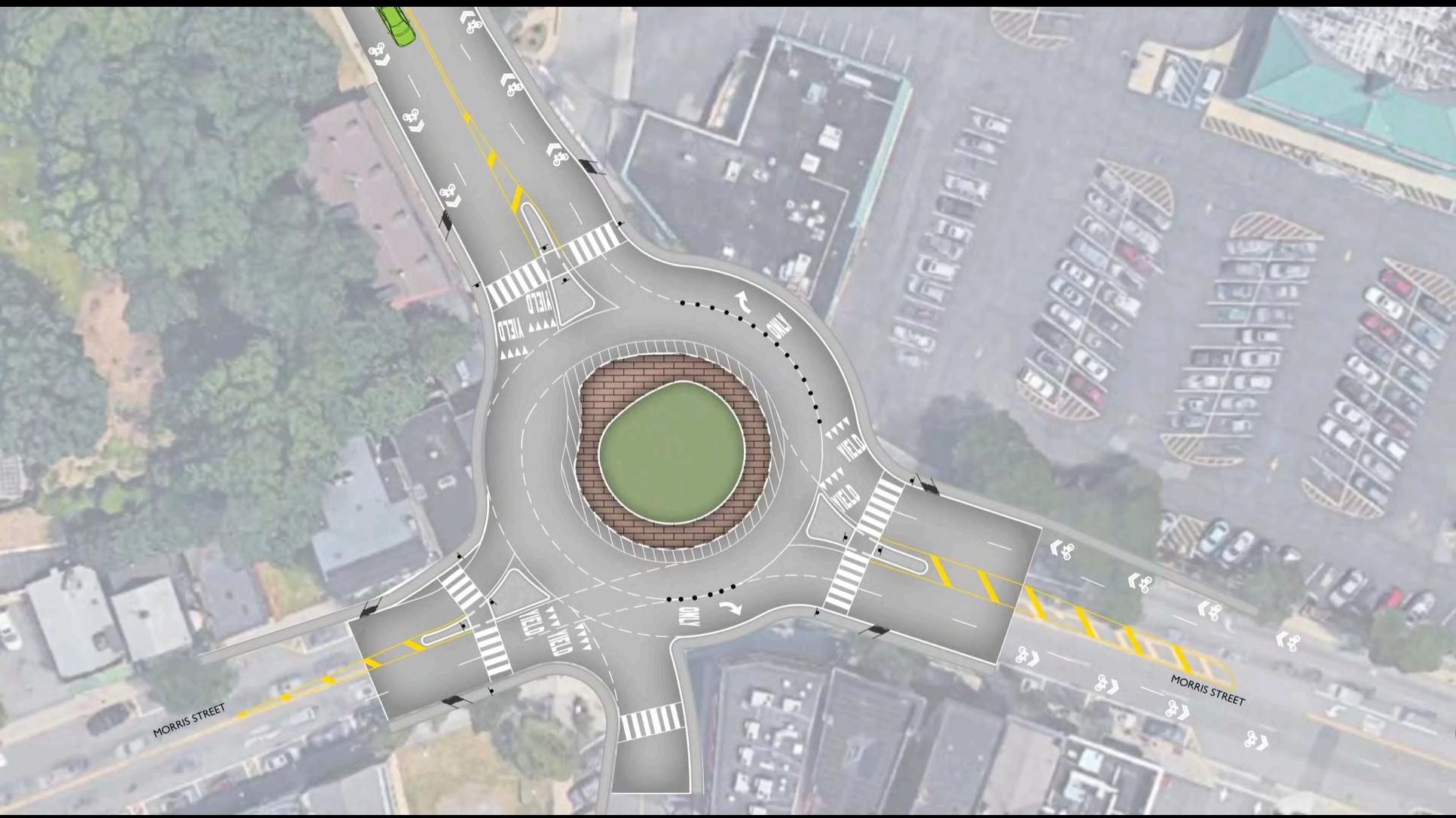
Raised splitter islands



How does it work?



How does it work?



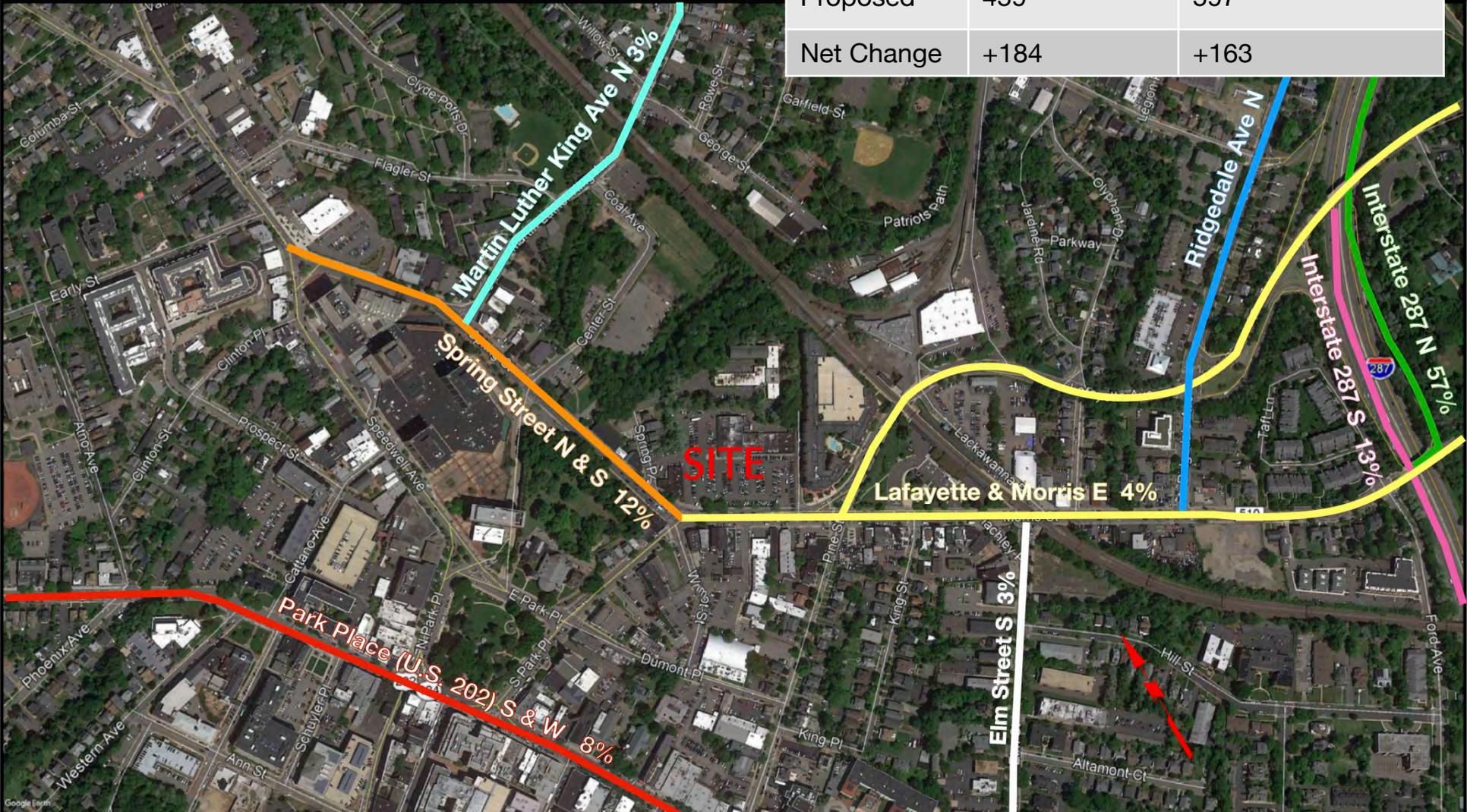
Functionality Within the Network



PM Peak Simulation

Trip Distribution

	AM Peak	PM Peak
Existing	275	434
Proposed	459	597
Net Change	+184	+163



Impact on Travel Times: Ridgedale to Speedwell

Speedwell Avenue

PM Peak
No build: 12:32
Build: 9:45
22% reduction

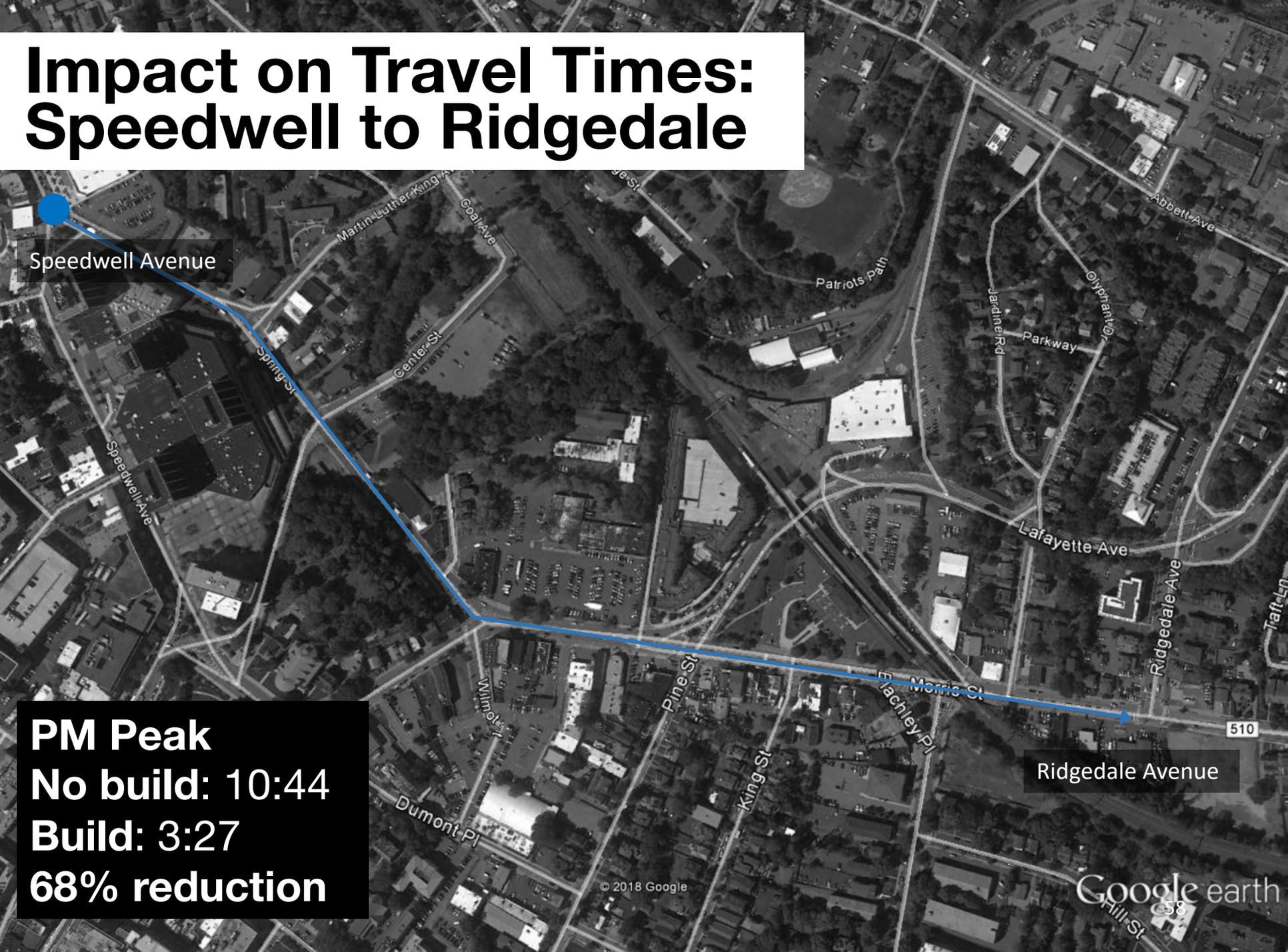
Ridgedale Avenue

Impact on Travel Times: Speedwell to Ridgedale

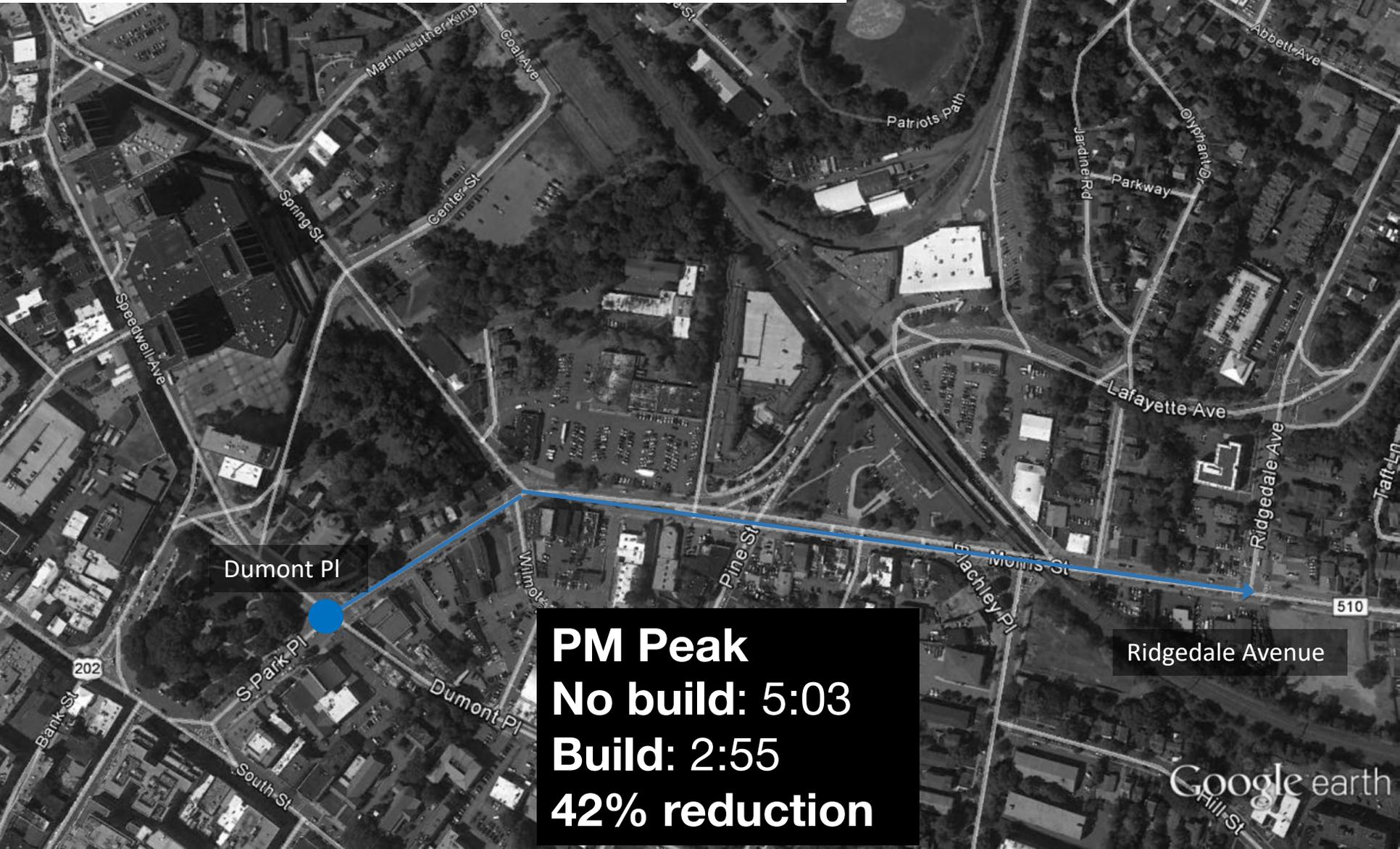
Speedwell Avenue

PM Peak
No build: 10:44
Build: 3:27
68% reduction

Ridgedale Avenue



Impact on Travel Times: Dumont to Ridgedale



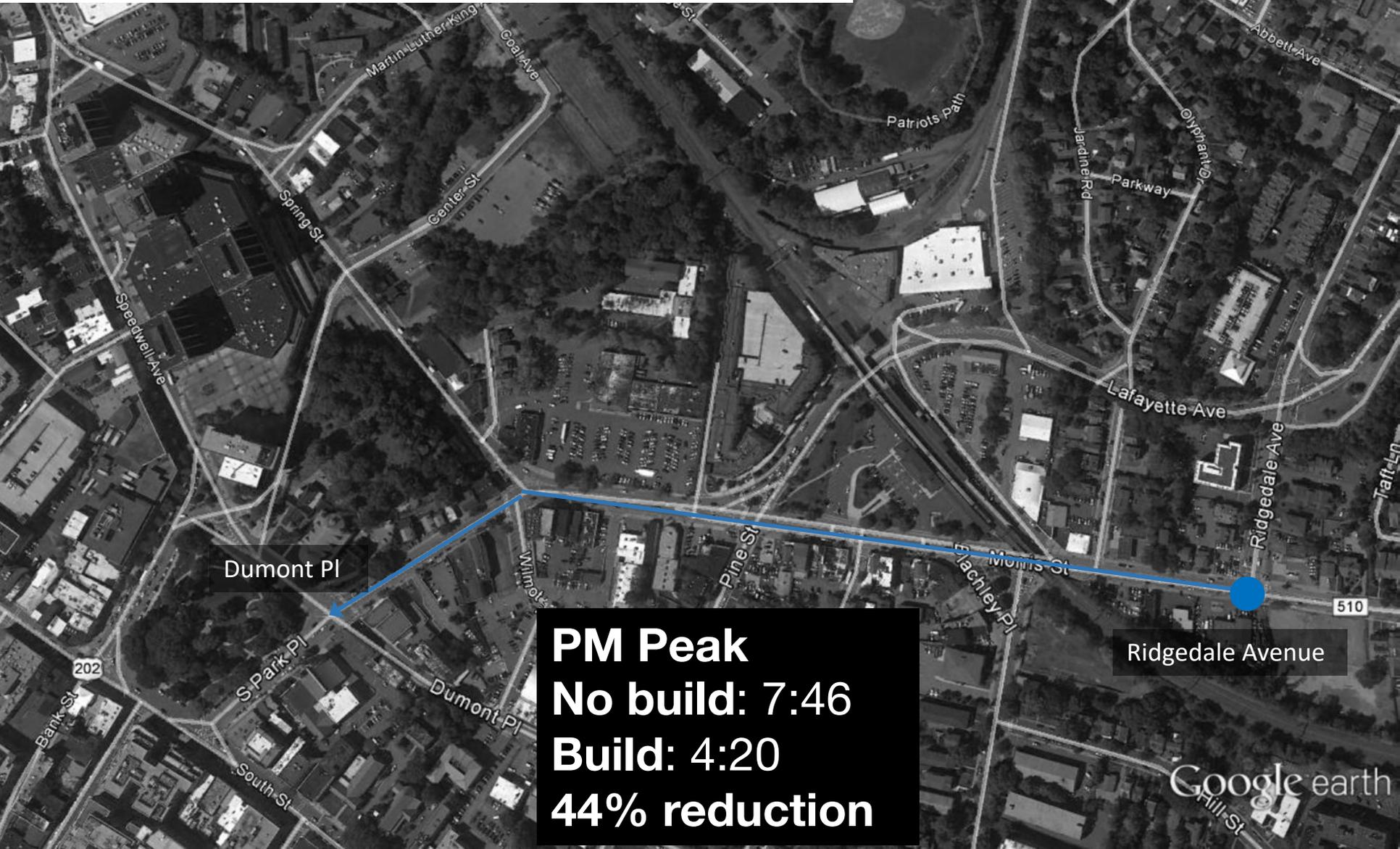
Dumont Pl

PM Peak
No build: 5:03
Build: 2:55
42% reduction

Ridgedale Avenue

Google earth

Impact on Travel Times: Ridgedale to Dumont



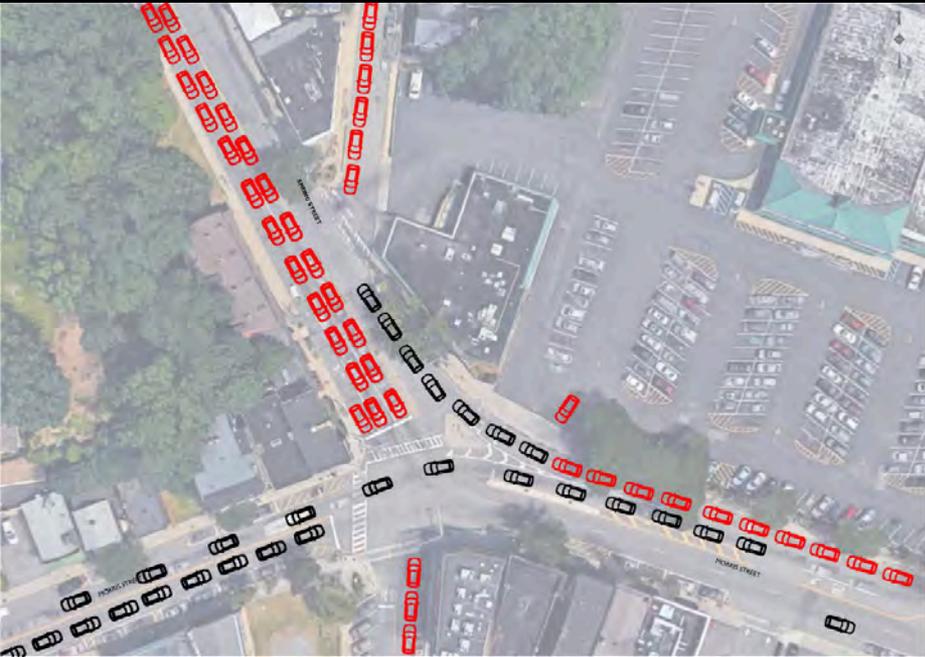
Dumont Pl

Ridgedale Avenue

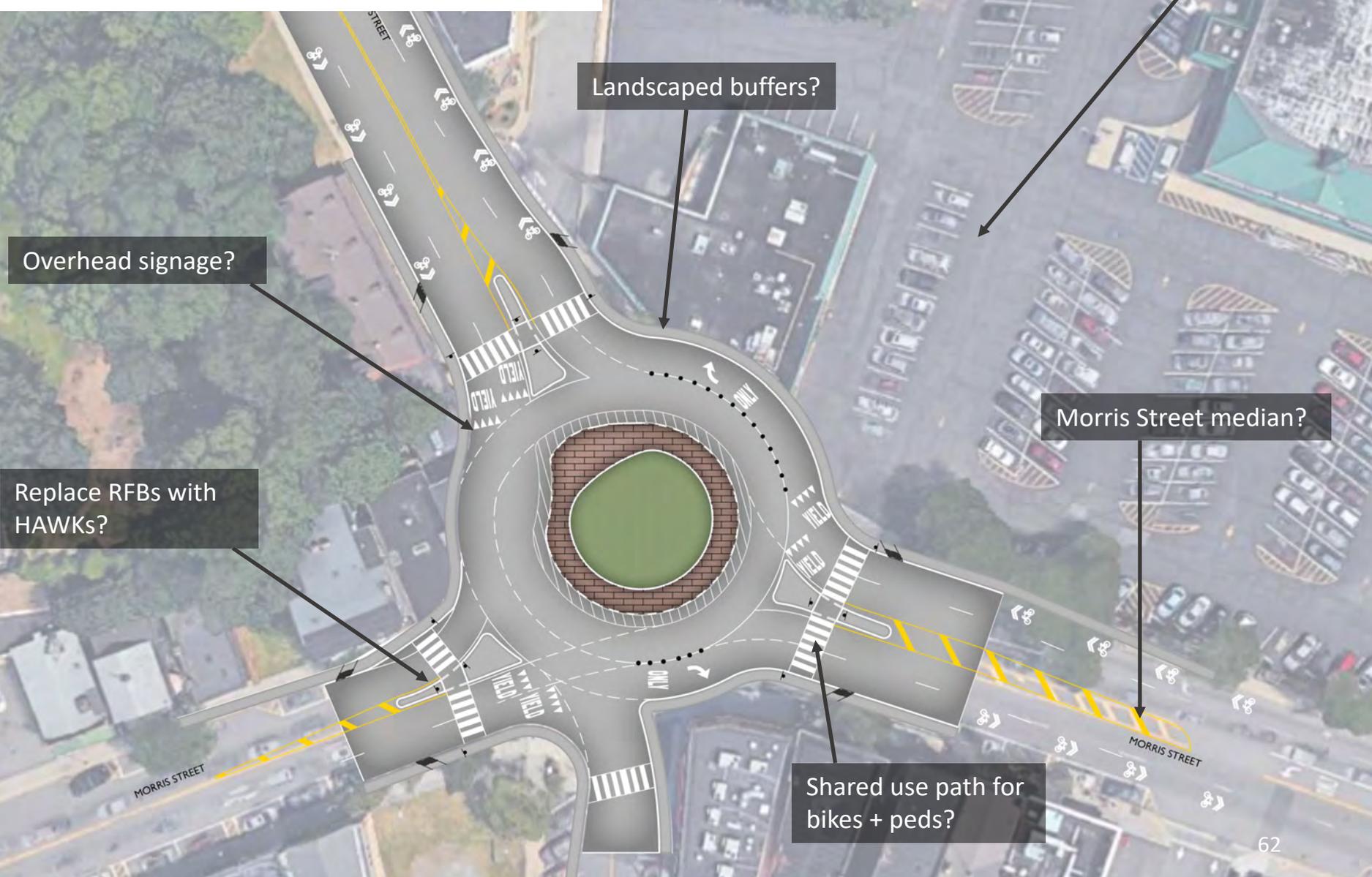
PM Peak
No build: 7:46
Build: 4:20
44% reduction

Google earth

Impact on Queues



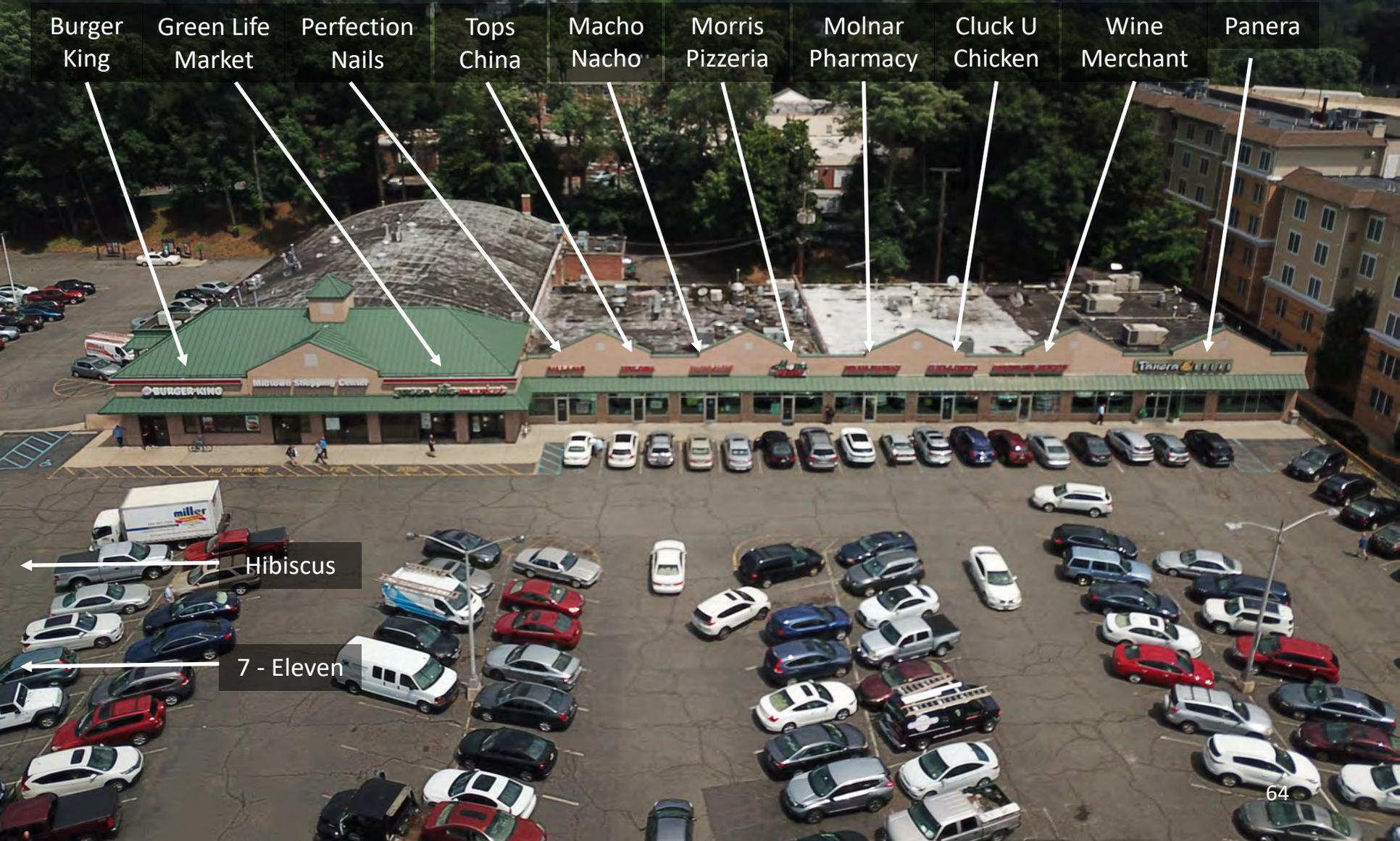
Local Priorities?



6. Retailer Update



Existing Retailers



Burger King

Green Life Market

Perfection Nails

Tops China

Macho Nacho

Morris Pizzeria

Molnar Pharmacy

Cluck U Chicken

Wine Merchant

Panera

Hibiscus

7 - Eleven

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

