Town of Morristown
Parking and Loading Zone Analysis – Dehart & Market Streets

I. Study Methodology

A. Study Area
The team investigated conditions within a one square-block section encompassed by the following streets, hereinafter referred to as the “Study Area”:

- Park Place/South Street
- Dehart Street
- Maple Avenue
- Market Street

B. Tasks
In order to perform the analyses the following tasks were conducted:

- Field Visits/ Evaluation of adjacent on street parking areas
- Interviews with:
  - Town of Morristown
  - Morristown Police Department
  - Rosewood LLC
  - Morristown Parking Authority
- Document Review: Town Ordinance & Epstein’s Redevelopment Plan
- Identification of Existing & Potential Loading Zones; Policies and other actions that can be taken to remediate parking and loading related traffic congestion within the study area.

II. Problem Statement

Morristown is experiencing significant private investment in the form of a large mixed-use development project within the Study Area. The Epstein’s Rehabilitation Plan permitted over 100,000 square feet of new retail space and over 200 new dwelling units in the Study Area, but required only one loading area. Despite these minimal requirements, the currently constructed portions of the redevelopment project contain only 70,000 square feet of retail and a total of three loading areas were provided, with an additional loading area for the planned ‘Building C.’

Freight loading/unloading, insufficient designated loading zones and temporary construction related illegal parking are causing vehicular congestion, safety concerns, and complaints by local residents and businesses. This study is intended to investigate current conditions and to provide recommendations with regard to physical design, new signage, regulatory policies and potential management actions in the form of education and enforcement.

III. Exhibits

Exhibit A (Existing Conditions): graphical map that identifies the current parking signs, metered spaces, and posted time prohibitions. It is noted that we have also has identified one (1) loading zone along Market Street.

Prepared by T&M Associates
In collaboration with Jonathan Rose Companies
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Exhibit B (Proposed Conditions): graphical map that identifies the suggested modifications.

Exhibit C (Proposed Conditions): annotated implementation matrix that summarizes next steps and workplan for implementing recommendations.

IV. Field Visits

Field investigations were performed on Wednesday, March 7, 2012 from 7 AM to 9:30 AM and Wednesday August 15\(^{th}\) from 9AM to 11AM. Members of the project team have visited the area on numerous other occasions throughout the remainder of 2012 to confirm findings and photograph existing conditions. The purpose of this investigation was to review the current parking and loading activities within the study area. The following activities where noted:

A. Market Street
   1. There is high turnover parking maneuvers adjacent to the Starbuck’s establishment located at the corner of Market Street and Park Place. Vehicles often park within the existing loading zone along Market Street and within the no parking zone in front of the firehouse.
   2. The east side of Market Street immediately adjacent to the pedestrian courtyard is currently utilized as an illegal loading zone for deliveries to the retail establishments along Park Place. No parking signs are posted along this side of Market Street.
   3. Vehicles associated with deliveries and contractors were also observed within existing metered parking spaces and within the firehouse driveway along the west side of Market Street.
   4. The parking spaces along Market Street were observed to be full until approximately 8 AM.
   5. Existing road striping does not clearly indicate whether the segment of Market Street between Maple Avenue and West Park Place is one-lane or two-lanes. There is no painted shoulder on the east side of Market Street.

B. South Street & Park Place
   1. There are four (4) 30-minute parking spaces and nine (9) 90 minute spaces along the south side of Park Place/South Street. It was observed that vehicles parked illegally between the intersection of Market Street and the first metered parking space. It was observed that patrons of Starbuck’s frequently park in this area. The remaining parking spaces along Park Place were generally occupied with fewer turnovers than those adjacent to the Starbuck’s location.
   2. No delivery vehicles were observed.

C. DeHart Street
   1. The five (5) parking spaces along DeHart Street, closest to South Street, were observed to be full, with slight turnover after 8 AM. The remaining spaces along DeHart Street were observed to be empty. During subsequent field visits usage of the remaining spaces was observed after 11AM, specifically adjacent to the Wells Fargo parking lot.
   2. The alley off DeHart Street between the parking garage and retail stores that front South Street was observed to have multiple vehicles parked at any given time. It is noted that several
establishments were/are being renovated during field visits. Thus contractor vehicles were mostly observed with some delivery operations. It is also noted that a sign is posted identifying no parking in right of way, access for emergency vehicles must be maintained, deliveries permitted for 15 minutes, and 1 van is allowable only at the end of the alley, furthest from Dehart Street. See Exhibit 1 “Custom Sign”.

D. Maple Avenue
1. Maple Avenue parking is generally underutilized in the morning hours. This street’s proximity to businesses makes it a less desirable location for patron or loading zone parking activities. No delivery vehicles were observed.

V. Interviews

A. Morristown Police
A site visit with Lieutenant Richardson of the Morristown Police Department was conducted on April 12, 2012. Lieutenant Richardson provided the following recommendations:
1. The East side of Market Street should be maintained as no parking (or loading).
2. A loading zone on the west side of Market Street would be beneficial and could be created by removing existing parking spaces (during certain times).
3. The parking along Dehart Street, located in front of the retail businesses is typically fully utilized and should remain.
4. There are the 8 spaces located closest to Maple Avenue identified in Exhibit 1. A loading zone could be proposed adjacent to the Wells Fargo parking lot (requires removal of 2 parking spaces, during certain times).
5. The loading activities within the Study Area are typically conducted during the morning hours, generally between 8 AM and 11 AM.
6. Along the alley located off DeHart Street, it was suggested that it would be beneficial to allow only refuse trucks access to this area due to emergency access needs behind the buildings.

B. Rosewood LLC
A telephone conversation was held with Stephen Santola, a representative of Rosewood, on April 20, 2012. The following was discussed:
1. The businesses that occupy the building have recently coordinated the garbage pickup schedules, which occur 6 days per week (3 days per week for recycling) between the hours of 6:30 AM to 8:30 AM.
2. The easement agreement with the MPA stipulates a 15-minute allowable parking limit for vehicles accessing the rear of the building.

C. Morristown Parking Authority
A telephone conversation was held with several MPA representatives on May 2, 2012. Present in the conversation were Robert Goldsmith, George Fiore, Gerry Giosa, Mike Fabrizio, Phillip Abramson, and Bruce Klein. The following was discussed:
1. MPA indicated that the firehouse is not active and the no parking zone in front of the driveway has only been established for 2-3 years.
2. The current signed and striped loading zone at the corner of Market Street and Park Place would be better utilized as short-term parking since passenger vehicles are regularly utilizing this area for short-term parking associated with the Starbuck’s establishment.
3. Larger delivery vehicles are most often parked along the east side of Market Street adjacent to the pedestrian courtyard to gain direct access to the back of the retail businesses.
4. The establishments along the west side of market street adjacent to the firehouse (i.e., Cappia Deli) also require space for loading and deliveries.
5. MPA suggested adding striping and additional signage along the east side of Market Street to enhance awareness of the existing no parking/loading zone.
6. MPA suggested traffic calming measures along Market Street, specifically narrowing the roadway along the east side from Maple Street to the pedestrian courtyard. The narrowing of the roadway will also decrease the pedestrian crossing distance for that section of Market Street, thus increasing pedestrian safety. The impacts to vehicular capacity along this section of Market Street will need to be investigated in order to evaluate the plausibility of implementing this type of treatment.
7. Since Market Street is under NJDOT jurisdiction, modifications to the parking/loading areas, striping, signage, and other roadway modifications will need to be coordinated through NJDOT. MPA identified that this area falls within a Special Improvement District (SID), thus obtaining NJDOT approval may fall within “NJSA 40:56-74 Specifications for Construction”, which allows the Governing Body to enhance streets and sidewalks to improve pedestrian accessibility.
8. The DeHart Street parking deck has a height restriction, which affects most delivery vehicles, but can accommodate typical contractor vans and pickup trucks.
9. Most parking spaces within the garage, adjacent to the alley, are reserved for persons with disabilities.
10. The alley along DeHart Street is intended for short-term deliveries and garbage refuse. Although there are alternative emergency access points, this area was designed and constructed to accommodate weight loads and geometries required for emergency vehicle access.
11. The parking along DeHart Street in front of the Wells Fargo Parking lot is typically utilized by mid-morning (11AM).

VI. Analysis of Current Regulations & Enforcement Protocols

A. Epstein’s Rehabilitation Plan
The Epstein’s Rehabilitation Plan (“the Plan”) was prepared in March 2005 to regulate development within the Epstein’s Rehabilitation Area. The Plan divided the Rehabilitation Area into Areas A, B, C and D. The Study Area is wholly within “Area A”, which was further divided into sub-areas A1 through A3. The Plan required one loading area of 12 feet in width and 30 feet in length to serve each subarea that include at least 20,000 square feet of retail space and shall be located within 200 feet of the service or loading entrance. Based on the retail square footage requirement, only one loading area was required for the entire Epstein’s Rehabilitation Area, which was required to contain at least 70,000 square feet of new retail space, not inclusive of existing retail space along the surrounding blocks. By comparison, the Morristown Land Development Ordinance Section 30-804.1(a)(1) requires one loading area for each 25,000 square feet of floor area for newly constructed apartments, retail sales or service facilities.

B. Town Ordinance Consistency with Posted Signage
The following discrepancies were found as identified in Exhibit 1:
1. The ordinance does not establish any Loading Zones within the Study Area. (Ord. § 7-36)
2. The ordinance identifies a no parking zone along Maple Avenue for a distance of 275 feet from the western curb line of Dehart Street. (Ord. § 7-14)
3. The Ordinance does not indicate any restrictions within the alley off Dehart Street. It is noted that this area falls within MPA jurisdiction; however the ordinance should be revised to indicate the restrictions.

C. Enforcement Mechanisms for Illegal Parking & Loading
1. The MPA has enforcement jurisdiction along all streets within the Study Area. As revisions to the loading/parking restrictions are implemented, the MPA should provide users with educational materials and grace periods for offenders. This proactive approach to the various solutions will soften the changes associated with the new regulations and allow users to more easily comply with the final regulations.
2. It is suggested that MPA Enforcement officers “bag” meters in AM loading zones to avoid confusion regarding the AM loading zones. Associated signage should also be considered, which may replace the need for bagging over the long-term.
3. The Morristown Police Department will be engaged in order to inform officers of loading regulations to provide additional enforcement capacity.

VII. Recommendations
Based on the evaluation of parking movements, adjacent land uses, delivery vehicle activity, and the various discussions outlined above, we offer the following:

A. Creation of New Loading Zones (Amend Ord. § 7-36)
1. Market Street Loading Zone: The ‘no parking’ area in front of the non-operational firehouse (currently 55’ long) could be converted into a loading area. This area could be enhanced to accommodate anticipated loading demand by incorporating two-and-a-half additional spaces (65’) to create a loading zone of 120’, which could safely accommodate a tractor-trailer. These areas would be maintained as a loading zone at all times. In conjunction with this, the existing loading zone at the Park Place intersection should be converted to create approximately four (4) new 15-30 minute metered ‘convenience’ parking spaces. The use of meters that provide push-button activated free convenience parking (15 minutes) is strongly encouraged.
2. DeHart Street Loading Zone: The row of eight (8) parking spaces (170’) along Dehart Street adjacent to the Wells Fargo Parking Lot should be converted into a morning loading area from 6AM - 11AM. An additional 50’ - 100’ loading area, to be maintained at all times, could be placed on the west side of Dehart Street, adjacent to the Wells Fargo building, between South Street and the Alleyway. The second loading area will be investigated further by the Morristown Engineering Division to ensure it does not impede safe vehicular circulation and turning movements.
3. South Street Loading Area: Restrict two spaces and replace with new loading zone near entrance to Wells Fargo building. Loading Zone only active between 6AM and 11AM,
4. Loading Zone Design: The appropriate signing, striping, and ordinance regulations should be instituted to identify and enforce the loading zone areas. If it is to remain, this includes adding the currently signed loading zone along Market Street at the intersection of Park Place to the Morristown ordinance.
5. Ordinance Requirements: The ordinance should be revised to mimic the current posted parking regulations or signage should be installed to identify the current ordinance regulations. This is most evident along Market Street as identified above.

B. Striping & Signage Modifications
1. The ordinance identifies a no parking zone along Maple Avenue for a distance of 275 feet from the western curb line of Dehart Street.

2. Market Street should be properly striped to define lane configuration.

3. “NO LOADING” painted lettering should be installed along the eastern side of Market Street. Similarly, “LOADING ONLY” areas should be defined with painted lettering along Market Street, South Street and Dehart Street.

C. Ordinance Modifications

1. Time of Day Restrictions for Loading Zones: New loading zone ordinance will be created to allow for morning loading areas from 6AM-11AM that serve as parking spaces during the remainder of the day. It is recommended that overnight deliveries be prohibited in light of local resident noise concerns.

2. The ordinance should be modified to prohibit vehicles from parking along Market Street on the east side.

3. The ordinance should be modified to include the recommended Loading Zones along Market and DeHart Streets.

4. The Loading Zone ordinance and proposed time restrictions should also regulate trash pick-up.

5. Fee Schedule: the Morristown Municipal Court Payable Local Fines Schedule includes a $47.00 penalty for Parking within a Prohibited Area. There is no fine specific to violations of the loading regulations. It is recommended that a prohibited loading be added to the fee schedule with escalation of fines and/or other penalties for repeat offenses within a given timeframe. Fines may be imposed upon individual drivers or vehicle owners.

6. Metered Parking: while it was not the primary focus on this analysis, it is recommended that rates for on-street parking be reexamined in light of off-street parking rates. Demand-based pricing systems have been successfully deployed in other jurisdictions (San Francisco) and the technology should be explored around The Green.

D. Innovative Technological Solutions (Long-Term)

1. Consider On-Street ‘PhotoViolationMeter’ Pilot Program: the Study Area, particularly West Park Place and Market Street, would be an ideal location for the MPA to pilot a more advanced on-street parking technology. For example, the PhotoViolationMeter (“PVT”) automatically detects the presence of parked vehicles, which thereby creates accountability among parkers. The PVT system provides flexibility in the form of a ‘No Fine’ 15-minute grace period and provides centralized control of variable message “Regulation Notification” technology. The PVT was used outside of a very high-turnover Starbucks’s in Vancouver, Canada and parking violations were cut nearly in half and revenues doubled within three months of implementation which was largely due to increased driver accountability.

2. Unassisted Delivery Systems (UDS): Retailers and managers at the 40 Park developers should investigate the feasibility of USD systems and procedures in order to increase the feasibility of off-hours deliveries. “Unassisted deliveries” refers to a range of delivery systems that eliminate the need for human intervention at the receiving end. Examples include: (1) double doors that enable the driver to deposit the deliveries in the secured area (between the doors) with a key provided by the customer; (2) delivery lockers in which a delivery is made to an electronically controlled cabinet at which the consignee could retrieve the goods during the regular hours; and (4) the implementation of two-stage delivery systems in which supplies are transported during the off-hours and stored at a container, or storage pod, at a convenient location, e.g., a secured parking lot, from where the carrier staff delivers the goods during the regular hours using
small, and/or environmentally friendly, vehicles; among others. To note, many retail tenants in the 40 Park complex (Starbucks, Qdoba and Urban Table) already use off-hours systems for deliveries and maintenance.

E. Public Education

It is advisable that both drivers and delivery receivers are educated as to whatever policy changes are ultimately enacted. Individual retailers, property managers, drivers and distributors are all part a system that requires modification.

1. Warnings: To maintain good faith, enforcement officers should provide warnings and educational pamphlets to drivers prior to issuing fines or summonses.
2. Flyer/Pamphlet: produce informational document for on-street posting and distribution that is easy to understand and clearly delineates regulations and penalties.
EXHIBIT B
PROPOSED CONDITIONS

1. **Loading Zones**
   - **Loading Area 24/7**: 
     - 01, 02, 03, 04
     - 05, 06, 07, 08, 09, 10, 11, 12
   - **No Loading 24/7**: 
     - 01, 02, 03, 04
   - **Loading Area AM**: 01, 02, 03, 04
   - **Proposed Building C**: 01, 02, 03, 04

2. **Parking**
   - 15 minute Parking
   - 14 Maple
   - Dehart Street Garage
   - Morristown Parking Authority

3. **Additional Locations**
   - 40 Park
   - The Metropolitan
   - Fire House

4. **Street Names**
   - MAPLE AVENUE
   - MARKET STREET
   - DEHART STREET
   - SOUTH STREET
   - W. PARK PLACE
   - 01 02 03 04 05 06 07 08 09 10 11 12

5. **Transportation Points**
   - Loading Area 24/7
   - No Loading 24/7
   - AM Loading Area
   - Loading Area 24/7
   - 15 minute Parking

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**Town of Morristown**
EPSTEIN’S AREA
LOADING ZONE INVESTIGATION
### Parking & Loading Study – Dehart & Market Streets

**EXHIBIT C: Implementation Matrix**

<table>
<thead>
<tr>
<th>Location</th>
<th>Improvement</th>
<th>Timeframe</th>
<th>Responsibility</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Market Street</strong></td>
<td>Install 100’ ‘double length’ loading zone at Firehouse entrance.</td>
<td>Short</td>
<td>Town/MPA</td>
<td>To confer with NJDOT prior to implementation. Requires mid-block crossing for deliveries.</td>
</tr>
<tr>
<td></td>
<td>Convert existing loading zone to 15 - 30 minute ‘convenience’ parking for Starbucks. Explore courtesy meters that provide 15-minute free parking push-button.</td>
<td>Short</td>
<td>Town/MPA</td>
<td>To confer with NJDOT prior to implementation. Spacing from intersection to be determined as part of final design.</td>
</tr>
<tr>
<td></td>
<td>Add reinforcement signing/striping for no parking from courtyard to Park Place.</td>
<td>Short</td>
<td>Town/MPA</td>
<td>Formalize existing ordinance regulations.</td>
</tr>
<tr>
<td></td>
<td>Install painted striping along Market Street to reflect intended lane configuration. Install striped letters to reflect NO LOADING on east side of Market Street.</td>
<td>Medium</td>
<td>Town/MPA</td>
<td>Pending Morristown Ordinance and notification to NJDOT.</td>
</tr>
<tr>
<td><strong>Park Place/South St</strong></td>
<td>Restrict two spaces for an AM loading zone near entrance to Wells Fargo Building. Loading zone only active between 6AM and 11AM.</td>
<td>Short / Medium</td>
<td>Town/MPA</td>
<td>To confer with NJDOT prior to implementation.</td>
</tr>
<tr>
<td><strong>Dehart Street</strong></td>
<td>Restrict 8 (eight) spaces adjacent to Wells Fargo Lot for AM loading area, only active between 6AM and 11AM.</td>
<td>Medium/Long (Tentative)</td>
<td>Town/MPA</td>
<td>Overflow for ‘alley’ loading area. Allows for convenient tractor-trailer parking.</td>
</tr>
<tr>
<td></td>
<td>Investigate feasibility of 50’ loading area between South Street and the alleyway.</td>
<td>Short</td>
<td>Engineering Division</td>
<td>Engineering Division to investigate safe distance for turning movements from South Street to Dehart Street.</td>
</tr>
<tr>
<td><strong>Ordinance Modifications</strong></td>
<td>Develop specific loading zone design standards, requirements and enforcement provisions.</td>
<td>Short</td>
<td>Town/MPA</td>
<td>Must be coordinated with existing parking regulations.</td>
</tr>
<tr>
<td></td>
<td>Prohibit parking and loading along east side of Market Street from pedestrian path to Park Place.</td>
<td>Short</td>
<td>Town/MPA</td>
<td>Formalizes existing condition. Will be reinforced by additional signage/striping.</td>
</tr>
<tr>
<td></td>
<td>Formalize the loading zones proposed by this study.</td>
<td>Short</td>
<td>Town/MPA</td>
<td>Formalize proposed conditions by ordinance.</td>
</tr>
<tr>
<td></td>
<td>Formalize meters along east side of Maple Street.</td>
<td>Short</td>
<td>Town/MPA</td>
<td>Ordinance currently prohibits parking at this location.</td>
</tr>
<tr>
<td></td>
<td>Enact “Anti-Idling” Ordinance based on State code. Install “No Idling Zone” signs in close vicinity of loading zones. Signs are available for sale from NJDEP.</td>
<td>Short</td>
<td>Town/MPA</td>
<td>N.J.S.A. 39:3-70.2 gives State and local police departments full authority to enforce the State regulation pertaining to idling. A local ordinance and signage may, in addition, raise local awareness and place a priority on enforcement of idling at the local level.</td>
</tr>
<tr>
<td>Stakeholder Coordination &amp; Enforcement</td>
<td>Timeframe: (from adoption and authorization)</td>
<td>Short</td>
<td>Medium / Long</td>
<td>MPA</td>
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</table>
| Create penalties specific to loading zone violations. | • Short = 1-6 months  
• Medium = 6-12 months  
• Long = >1 year | Town | MPA / Epstein’s, LLC | MPA | After new ordinances are formalized. |
| Devise enforcement strategy. | | Town/MPA/MPD | MPA to place bags each morning. Note: meter-bagging responsibility may be shared or assumed by redeveloper or their designee. Bagging may be substitute by signage after public knowledge of regulations has been established. Implementation upon ordinance adoption. |
| Local business workshop/education | | Town / MPA / Partnership | Partnership will create a memo to local businesses. Partnership will go door to door and inform most impacted businesses. Informational session(s) will be provide for business owners. Note: responsibility for hosting training sessions may be shared or assumed by redeveloper or their designee. Epstein’s, LLC has agreed to inform all of their retail tenants in writing and place new restriction on-file with tenant’s leases. |
| “Bag” meters in hybrid loading/parking areas from 6AM to 11AM. | | MPA / Epstein’s, LLC | MPA to place bags each morning. Note: meter-bagging responsibility may be shared or assumed by redeveloper or their designee. Bagging may be substitute by signage after public knowledge of regulations has been established. Implementation upon ordinance adoption. |
| Issue loading zone violators warnings prior to summonses. | | MPA | MPA to place bags each morning. Note: meter-bagging responsibility may be shared or assumed by redeveloper or their designee. Bagging may be substitute by signage after public knowledge of regulations has been established. Implementation upon ordinance adoption. |