

Morris Street Redevelopment Authority Meeting



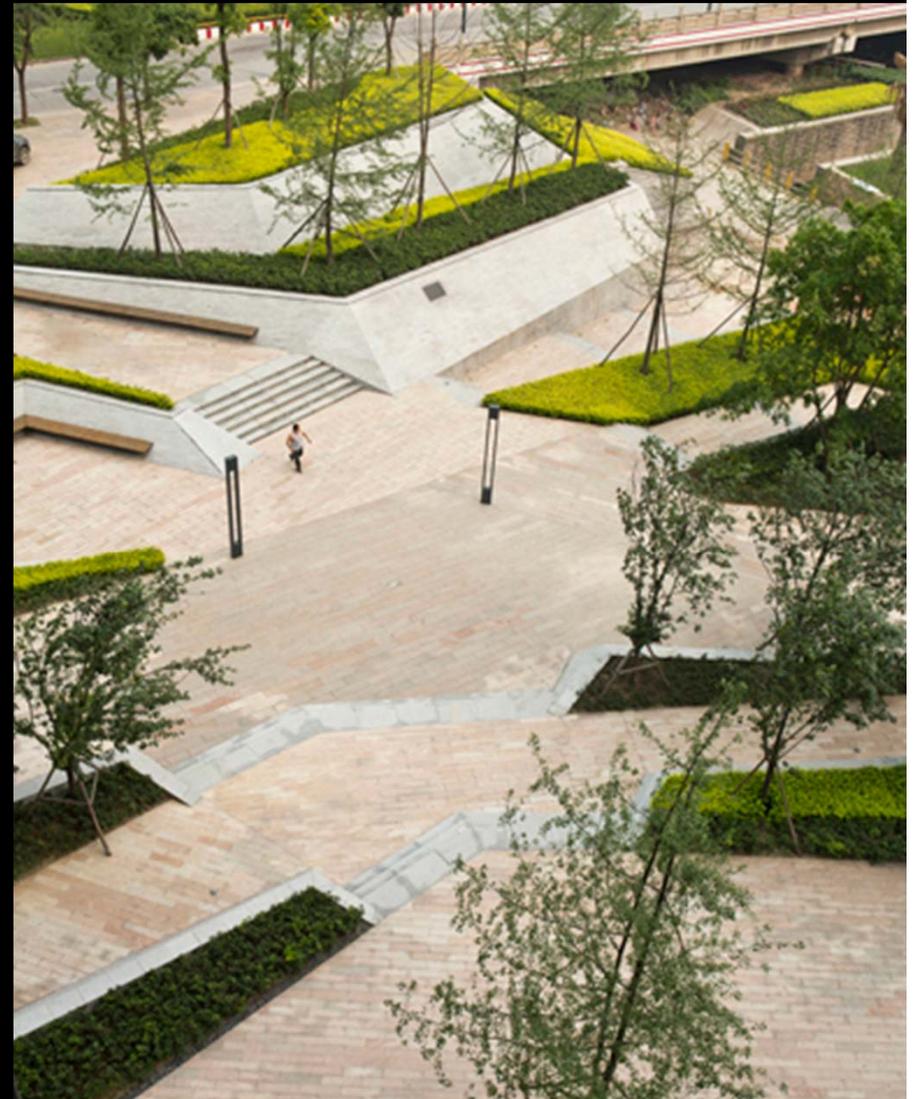
Prepared by: Morris Street 2015, LLC
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Public Feedback

- 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



New Multifamily
Redevelopment

The Property:
Lots 13, 14 & 15

Mesler's Towing
& Auto Body

Gulf Filling
Station

Pre-Existing Conditions



Hampshire
Keep seeing through a different lens

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Google Earth

Tour Guide 1991

40°47'43.06" N 74°28'16.91" W elev 316 ft eye alt 783 ft

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



Architectural Rendering

