

Moorestown



Main Street Town Center Shared Parking Study

December 2011

Prepared for:

Township of Moorestown Mayor & Council
Moorestown Economic Development Advisory Committee

Funded in Part by a Grant from the Delaware Valley Regional Planning Commission

Contributors:

Planning & Design Consultant:



Planning
Landscape Architecture
Streetscape Design
Park Planning & Design
Planning Board Consultation
Economic Redevelopment

Taylor Design Group, Inc.
100 Technology Way, Suite 125
Mount Laurel, NJ 08054
tdgplanning.com

Moorestown Economic Development
Advisory Committee

Moorestown Town Council

Moorestown Department of Community
Development, Fire Official, Police Department,
Tax Assessor, Department of Public Works

Moorestown Fire District #1

James Ruddiman, P.E., Township Engineer

Raymond Coleman Heinold, LLP

Rutgers NJ Agricultural Experiment Station Cooperative
Extension

Pompeston Creek Watershed Association

Table of Contents

Chapter One. Introduction..... 1

Chapter Two. Existing Conditions 3

 PROPOSED SHARED PARKING AREA (BL. 4405) 4

 SECOND STREET MUNICIPAL PARKING LOT (BL. 2407)..... 5

Chapter Three. Creating Shared Parking 6

 LITERATURE REVIEW 6

 METHODS OF ASSEMBLY 7

 PARKING LOT CASE STUDIES 10

 DESIGN GOALS..... 16

 DESIGN CONSIDERATIONS 17

Chapter Five. Wayfinding Signage Plan..... 24

 PURPOSES OF WAYFINDING SIGNAGE: 24

 COMPONENTS OF A WAYFINDING SIGN SYSTEM 24

 SIGN DESIGN GUIDELINES 25

 TOWN CENTER SIGN INVENTORY AND PLAN..... 26

Chapter Six. Funding Opportunities 27

 POMPESTON CREEK WATERSHED MANAGEMENT PLAN GRANTS 27

 NJDOT TRANSPORTATION ENHANCEMENT GRANTS 28

 THE NEW JERSEY ENVIRONMENTAL INFRASTRUCTURE FINANCING PROGRAM (EIFP) 29

 SUSTAINABLE JERSEY 29

 CORA L. BROOKS FOUNDATION..... 30

 CORPORATE & INDIVIDUAL SPONSORSHIPS 30

Chapter Seven. Pre-Design Budget Estimates 31

Chapter Eight. Land Development Ordinance Review 32

 CRO ZONE..... 32

 RTC-1 ZONE 35

 RLC-2 ZONE 36

Case Study References..... 37

- APPENDIX A: DESIGN DEVELOPMENT PLANS
- APPENDIX B: WAYFINDING SIGNAGE PLAN
- APPENDIX C: SAMPLE DESIGN ELEMENT SPONSORSHIP FORM
- APPENDIX D: LETTERS OF PROJECT SUPPORT

Chapter One. Introduction

In suburban locations where public transit is not prevalent, the provision of adequate vehicular parking in commercial areas is crucial to the success of a shopping area. Downtown shopping areas face serious competition from shopping malls which have been designed to provide ample, safe and convenient parking. In order to stay competitive, downtown environments must also provide safe and convenient parking; to compete with shopping malls, downtowns should also provide an attractive community environment, which is often not achieved at shopping malls.

In the East Main Street commercial area of Moorestown Township, public parking is provided by on-street metered parking and within the Second Street municipal parking lot between North Church and Mill Streets on Block 2407. At the eastern end of Main Street in particular, there is no municipal parking lot, and private parking located behind the numerous buildings on Main Street is heavily relied on for parking because there is no municipal lot in this area. Access to the private parking is primarily via driveways which directly access Main Street across the sidewalk area, which creates dangerous conditions for both pedestrians and the motoring public. Safety concerns also include the limited ability of emergency vehicles to access the private parking lots due to inadequate driveway widths and turn-around areas. There is also substandard handicap-accessible parking, inconsistent and inadequate landscaping, lighting, stormwater drainage and trash collection areas.

Shared parking is a common technique to maximize the usage and efficiency of parking areas between uses, and can be used to reduce the number of driveways on a roadway and the conflict that multiple driveways naturally create.(NJDOT) Shared parking is typically created either by private agreement between property owners, or by governments or governmental entities through a variety of mechanisms. Shared parking lots can also offer consolidated maintenance, trash and snow removal as well as liability insurance.



Town Center Shared Parking Study areas (Google street map). Moorestown, NJ.

The shared parking concept was first explored in the Township for this section of Main Street by the Moorestown Economic Development Advisory Committee (EDAC) as a way to enhance the shopping environment, and stay competitive with other nearby downtowns as well as the Moorestown shopping malls on Route 38. In this case, due to the large area to be covered and numerous different property owners in the area, **a public municipal parking lot created and maintained by the Township on “shared” land was targeted for study.**



Current outdoor storage areas (Bl. 4405).

In 2007, Taylor Design Group, Inc. prepared the first concept plan for a new municipal parking lot, which was presented by EDAC to the property owners in the area. A majority of property owners were receptive to the idea, so the Township Council agreed to seek a Transportation & Community Development Initiative grant from the Delaware Valley Regional Planning Commission to fund further study of the shared public parking concept, as well as additional study of the existing Second Street municipal parking lot to see what could be done to improve its parking space yield and functionality.

This study explores re-design of the existing municipal parking lot on Second Street within its existing footprint and furthers the conceptual design of the potential second municipal parking lot on Block 4405. Research on how to successfully create parking lots across multiple privately-owned lots is provided, including case studies of parking lots in other New Jersey downtowns.

The refinement of the concept plans includes recommendations for design layouts and features including lighting, landscaping, stormwater improvements, benches, trash enclosures, pavement types, privacy fencing and buffer plantings. Also provided is research on potential funding sources for implementation of the parking lot designs, and pre-design construction budget estimates.



Current private parking restrictions (Bl. 4405).

Chapter Two. Existing Conditions

Dissatisfaction with the limitations of the private parking areas on Block 4405 between Main Street and Second Street was the impetus for this study, and it is also generally understood in the Township that the Second Street municipal lot could use improved functionality as well. The existing conditions with respect to both parking areas are described below.



Current condition of parking lot study area Block 4405 (Bing Maps aerial photo). Moorestown, NJ.

Proposed Shared Parking Area (Bl. 4405)

There are a number of issues which create a confusing, unwelcoming and unsafe condition in the existing private parking areas behind the buildings on Main Street and Second Street. Visitors to the historic town center often do not know where to park for the individual businesses. As a result, they are either deterred from patronizing the town center, or they circle the blocks trolling for on-street spaces, creating more congestion, vehicular conflicts and air pollution than is necessary. Property owners must maintain and patrol their own parking lots for unauthorized vehicles to make sure there are a sufficient number of spaces for their own tenants. Although a few of the private parking lots do interconnect, many of them do not. This discourages multi-destination shopping where shoppers can park once and visit multiple stores.

When egress from the private lots occurs onto Main Street in particular, a dangerous condition is created to both motorists and pedestrians by the limited visibility of cars crossing the pedestrian sidewalk and entering traffic. The individual parking areas also hinder access to fire trucks and other emergency vehicles.

There are significant parking inefficiencies in the area due to the narrow lot widths which create single-loaded parking lots. The lack of sufficient parking extends to handi-capped accessible spaces as well; there are very few handi-capped accessible spaces in the area, and of those that are present, most do not meet current NJ Barrier-free Subcode design requirements.

Stormwater drainage is not handled efficiently or effectively in the area. Because most lots are too small to either provide stormwater management, or to even be subject to State and local requirements for improvements, a piece-meal approach to drainage has occurred in the area. The lots experience erosion, run-off of sediment and pollutants and no infiltration or detention. This lack of stormwater control impacts neighboring properties, and ultimately affects water quality in the Pompeston Creek. Environmental best practices have not been achievable to-date.

Parking lot maintenance levels vary between parcels, and can be costly on a lot-by-lot basis. Outdoor refuse storage areas can be unsightly and unsanitary on the private lots.



Vehicular egress onto East Main Street.

Chapter Three. Creating Shared Parking

The need for parking upgrades in the study area is apparent. In addition to the creation of design solutions to current problems, which will come in Chapter Four of this study, a necessary step in the process is the determination of how to best create a new parking lot across multiple privately-owned parcels. Chapter Three investigates how shared parking is created in general and analyzes the genesis of public parking in several communities. For this study, literature on smart growth parking best practices and parking management was reviewed, including publications by practitioners and a variety of State and Federal agencies including the U.S. Environmental Protection Agency, the U.S. Federal Highway Administration, The National Trust for Historic Preservation, The Institute for Transportation Engineers and the New Jersey Department of Transportation. Methods of land assembly for parking lots were reviewed, sources which included available literature as well as local case studies. For the local case studies, a number of downtowns in New Jersey that are generally perceived as “healthy” were studied to gather details as to how their public parking lots originated.

Literature Review

Surface parking lots located behind downtown commercial buildings are often chaotically and inefficiently arranged...[A] way to increase the existing parking supply is to combine several of these small lots into one larger lot. This approach can create a more efficient layout of parking spaces, frequently increasing their number by a wide margin. It also has the added advantage of stimulating the cleanup and improvement of areas behind stores, including the reintroduction of rear entrances for customers...This approach requires the participation of numerous property owners and may require re-grading, cleaning and paving of the combined area. The Parking Handbook for Small Communities, Page 51.

All of the published literature that was reviewed regarding the creation of shared parking lots concurs that shared parking in downtown settings improves parking efficiency (see Case Study References at the end of this report). The literature most commonly references shared parking between property owners, who enter into private agreements with each other to share parking, and provide cross-access easements and potentially share maintenance and liability responsibilities. This type of parking can be permitted by ordinance, and in fact is already permitted in Moorestown in the CRO Zone, which is the primary Main Street Town Center commercial zoning district. Shared parking can also be created through government action when land is purchased or leased for parking in downtown areas or next to transit stops.

Little published information exists which provides any detail regarding how to best create shared parking across numerous privately-owned lots owned by different entities. The examples which are cited in the literature primarily involve large lots with a limited number of owners wherein the governmental entity either bought or leased the land and constructed parking, or where a private developer owned the land, constructed the parking and leased the facility back to the governmental entity. In leased facilities, the governmental entity typically assumes liability insurance and maintenance costs for the area.

In the publications reviewed, the benefits of shared parking are typically cited as the following:

- Increased parking space yield
- More efficient use of land
- Safer vehicular and pedestrian circulation
- Improved drainage
- Improved aesthetics
- Improved overnight security ability for police patrol, increased visibility
- Reduced liability and maintenance costs for businesses

Methods of Assembly

There are a number of different methods that can be used to assemble land for municipal parking lots. The most common include: (1) **Fee simple acquisition**, (2) **public easement or dedication**, (3) **lease agreement**, or (4) **license agreement**.

1. **Fee simple acquisition** entails complete ownership which can be sold by the owner and its heirs. Land can be purchased by, or donated to, municipalities. The land must be subdivided if the area covers less than the entire lot, and modifications may be required to mortgages. Property surveys, title searches and appraisals will also be required. Underlying access agreements or easements with other parties also may require termination or modification. When a large number of parcels are involved, this method is most easily effectuated in blighted or redevelopment areas where land values are low and there is little public opposition to redevelopment for public purposes. Otherwise, the process is the most cumbersome and costly option, even if the land itself is donated.

Fee Simple Pros:

- Permanent
- Not subject to foreclosure once obtained

Fee Simple Cons:

- Significant mortgage implications
- Requires more extensive surveying and subdivision plans
- Potentially high costs if acquiring with fee (non-donation)

2. **Public easement or dedication.** An easement is a right of one owner to make lawful and beneficial use of the land of another, created by an express or implied agreement. An easement is a privilege connected with the land, and is therefore not an estate or fee. Dedications are made to imply specific reasons for the easement, such as for parking, drainage, etc. Although easements do not require subdivision of land, they must be recorded and may involve modifications of existing mortgages and mortgage-holder approval.

If the property is mortgaged, a subordination agreement of mortgage interest may be necessary to prevent the extinguishment of the easement in the event of foreclosure. Property survey and title searches are required for easements. Easements are generally permanent interests in land. Acquisition of land in a form other than fee simple is most successful when there is no immediate and intense pressure for development and where the rights acquired for public use do not affect the existing use of the land and benefit both the property owner and

the local government. In New Jersey, farmland and open space conservation is typically secured via an easement, as are public utility-ways. Donated and bargain sale easements may be eligible for federal and state income tax benefits.

Easements can be crafted to require maintenance of the easement by the holder. Redress of conflicts is typically through the Courts. Easements generally do not require significant modifications to mortgages, or in any case require less modification than fee simple purchase. The amount of legal work involved in the obtainment of an easement is roughly the same as acquisition in fee.

<p>Easement Pros:</p> <ul style="list-style-type: none"> • Permanent • Fewer mortgage implications than fee simple acquisition • Significantly lower purchase costs than fee simple 	<p>Easement Cons:</p> <ul style="list-style-type: none"> • May be subject to foreclosure absent subordination agreement with mortgage-holder • Property owner’s redress on easement terms is to Court
---	--

3. **Lease.** A lease is an agreement whereby one party (landlord) relinquishes its right to immediate possession of property while retaining ultimate legal ownership (title). An agreement is made to turn over specifically-described premises to the exclusive possession of the lessee for a definite period of time and for a consideration commonly called rent. The difference between a lease and a license is that a lease gives exclusive possession of the premises against everyone, including the owner, while a license confers a privilege to occupy under the owner.

Leases are subject to foreclosure, which means that if a property is foreclosed upon, the lease will generally be terminated. Mortgaged properties may require some type of bank review of the lease agreement, however it would be significantly less intensive than the review for an easement or fee acquisition. Leases are relatively simple to execute, however, are typically not permanent arrangements. They also entail a landlord/tenant arrangement, where the tenant is subject to the rights of the landlord, and vice versa.

<p>Lease Pros:</p> <ul style="list-style-type: none"> • Simple process; recording not required • Requires minimal survey cost, no subdivision required • No land costs if donated • Limited, or no mortgage-holder involvement required 	<p>Lease Cons:</p> <ul style="list-style-type: none"> • Limited term • Subject to landlord/tenant relationship • Subject to foreclosure • Same legal expense as easement to set-up, but is not permanent
--	---

4. **License.** In property law, a license is a personal privilege or permission with respect to some use of land, and is generally revocable at the will of a landowner. Unlike an easement, a license does not represent an estate or interest in the land. For the same reason, a license is distinguished from a lease, which is an estate that includes an exclusive right of possession. Licenses used for the purposes of creating a public parking area must be carefully worded to specify the duration of the license and whether the agreement will bind the heirs, successors and assigns of the property owners involved.

Mortgaged properties may require some type of bank review of the license agreement, however it would be significantly less intensive than the review for an easement or fee acquisition. Licenses are relatively simple to execute, however, are typically not permanent arrangements.

License Pros:

- Simple process; recording not required
- No land costs if donated
- Limited, if any, required mortgage-holder involvement

License Cons:

- Limited term
- Subject to whims of property owner or Township
- Subject to foreclosure
- Same legal expense as easement to set-up, but is not permanent

Recommendations

After review of the foregoing information and in consultation with the Township Attorney's office, it is recommended that the Township initially pursue the dedication or donation of easements from the landowners to assemble the lands necessary to implement the shared parking area. After discussions with the Township Tax Assessor, it is also recommended that the easement be created as a public right-of-way easement so that property owners are not taxed on the improvements made within the easement area.

Easements will give the Township the **highest level of cost efficiency over time**, because the land control will be in perpetuity. Under easements, property owners can be assured that the entire area will remain in tact and will not be subject to the whims of individual property owners, or the Township, and that the improvements will be long-term in nature. This will provide the highest level of assurance for the businesses and the Township that the objectives of this plan will be carried out long term.

If preferred by any particular landowner, the fee simple dedication of land, with or without deed restrictions, would also be acceptable. Other methods of assembly could be considered for individual properties if special circumstances are demonstrated.

The effective execution of this plan will provide for safe and efficient parking and pedestrian circulation for the businesses and residents of the area. The benefits will be the preservation and enhancement of the business district, as well as the surrounding residential neighborhoods and the Township's tax base. If certain landowners are unwilling to partner with the Township, the parking areas can be constructed in phases, or there is sufficient flexibility in the design to avoid specific lots.

Parking Lot Case Studies

Local case studies of how shared, public parking has been created in several successful downtowns offer useful guidance as to how shared parking can be successfully implemented. A majority of the downtowns studied contain several municipal parking lots that were established decades ago, and are therefore difficult to effectively research. Where new parking has been recently created, it has been through public-private partnerships, such as in the case of Collingswood and PATCO, or through assembly of a small number of properties, such as in Red Bank. Many municipalities partner with private developers to create infill redevelopment projects whereby surface parking lots are converted into mixed-use buildings with parking garages that are either run by a private entity or a municipal parking authority.

The case studies consistently found that successful downtowns provide public parking in off-street parking lots. Such parking is now most commonly created through lease agreements or easements, not through fee simple acquisition. The value of the creation of public parking is recognized by land owners, who contribute their land to parking lot projects, with the expectation that the lot will be maintained by the governmental entity and more spaces than they could provide on their property alone will be available to their tenants.

The first case study is Moorestown, NJ. The Township currently owns and maintains a 167-space public parking lot fronting on Second Street between Mill and Church Streets. This lot was assembled from smaller lots over 50 years ago by the Township in part through a land donation by a local businessman. The lot abuts seven commercial buildings and is also used for overnight resident parking. A drawback of the parking lot is the lack of public accessways to Main Street, and particularly handicapped accessways to Main Street. Access to Main Street is currently achieved through the Carl's Shoes and bank driveways. The lot does, however, provide significant access to the rear of the abutting buildings by emergency vehicles. Trash collection in the lot is also an issue.

The land property tax assessments of these buildings are slightly higher than those on Block 4405 of Main Street,¹ and despite having the parking lot behind the stores, a



Second Street Parking Lot. Moorestown, NJ.

¹ Average \$1.36M per acre versus \$1.19M per acre on Block 4405 Main Street frontage.

majority of the buildings are still one-story in height and have not been expanded upward. The Carl's Shoes building was recently rebuilt and approval was received to expand the jewelry shop building on Lot 28, which is planned to add five additional parking spaces to the lot and a shared trash enclosure for the businesses that back up to the parking lot.

The *Parking Handbook for Small Communities* calls out the Constitution Parking Lot project in **Georgetown, KY** where land behind several buildings in the downtown was consolidated to create a more efficient parking area with more parking spaces, however provided no detail about how the land was assembled, financing, etc. Taylor Design Group contacted the former City Attorney of Georgetown who offered insight into the project. Before the parking lot consolidation, the area contained a municipally-owned lot which was not accessible through the adjoining properties. Of the five abutting buildings, four were owner occupied and remain so today. All 5 contained individual rear yard space for parking. In an effort to yield more parking spaces for the overall area, which is located near the County Courthouse, the City entered into a **lease agreement** with the five abutting property owners. The agreement called for the creation of a shared parking lot that was to be constructed by the City, and also maintained and insured by the City. The lease agreement, as executed in 2004, is for a **term of 99 years**, or until such time that the City ceases maintenance of the project.

Property owners who wanted to retain private parking spaces were required to **pay a pro-rata share** of the cost to construct the parking lot. The City fronted the money and was reimbursed by the four property owners who wanted to reserve parking spaces. The initial cost estimate for the spaces was \$850, and the initial space reservation term is for 10 years. All five property owners dedicated their land to use by the City free of charge.

After completion of the parking lot, the property value assessments were not increased, and rent for the one rental building was also not increased. The project was funded in part through a permeable pavement grant that was available at the time, which allowed the City to construct the parking lot at a reduced cost and with **enhanced stormwater drainage** as well as **improved circulation, lighting and landscaping**. (Perkins)

The agreement was binding on the parties involved, their successors and assigns. Property owners, who wanted to build additions to their properties, if permitted by applicable regulations, were allowed to do so upon written notice to the City and the other parties involved. In the event that the City wanted to withdraw from the project, the participating property owners' rights prior to the execution of the agreement would be restored, subject to the reciprocal rights of access across each of the participating property owner's properties.

The City was responsible for completing the project design, putting the project out to bid to qualified contractors and overseeing construction of the lot. The City also agreed to indemnify and hold the participating property owners harmless from any liability arising out of the public's use of



Constitution Parking Lot. Georgetown, KY.

their dedicated property. The participating property owners, jointly and severally, indemnified and held the City harmless from any liability arising out the owner's personal use of the project area.

Downtown **Red Bank, NJ** has a plentiful public parking supply which was created primarily through public-private partnerships. In particular, the Gold Street Lot was created in 1988 by an agreement for **cross-licenses for access and parking** and for construction of improvements between 4 property owners on Monmouth Street as well as the St. James Church. Each party, their heirs, successors, tenants, and assigns granted to each other a license to use for public and private parking purposes a portion of each lot as outlined on an exhibit, with certain specific reserved and private parking spaces.

The Borough agreed to perform all normal maintenance work associated with the parking lot, including **maintenance of pavement, curbs, other improvements, signs, pavement markings and lighting**. The parties agreed to pay a percentage of the total project cost, based on the number of reserved parking spaces they wanted.² The Borough was responsible for engaging and paying the contractor and supervising the work. The parties were responsible for reimbursing the Borough after the project was completed and a final accounting performed.

Each easement or license granted was deemed to be coupled with an interest which shall be irrevocable and freely assignable to the successors in interest, and unless an earlier termination or an extension is agreed to in writing by the parties, the terms of the licenses granted and the rights and obligations created and assumed by the execution of the agreement will be in effect for a **period of 25 years**. According to the Borough Engineer, the property owners were amenable to the proposal due to the perceived benefit that would be obtained from a shared



Gold Street Parking Lot. Red Bank, NJ.

² A note on municipal bond tax exemption.

Virtually all municipal bonds for public parking improvements are tax exempt. The exception is the 10% tax rule created by the Tax Reform Act of 1986, which dictates that no more than 10% of a tax exempt funded parking project can be dedicated to or reserved for a single private purpose...Consequently, it is important for a municipality or parking authority to remember that no more than 10% of any parking facility may be dedicated to any one private enterprise, if it wishes for its municipal bonds to be entirely tax exempt. However a municipality or parking authority may issue both taxable and exempt bonds for a single project to satisfy the parking needs of a single private user in excess of 10% of the project's available parking spaces. (Bier. Pp. 32-33)

parking lot, including better access to their buildings. (Ballard) This shared parking lot was created prior to the creation of the downtown Special Improvement District in 1991, and before the downtown revitalization hit its stride in 1994.

Today, the **Gold Street Lot** contains the reserved parking spaces that were purchased in 1988 during the original agreement, as well as metered parking and spaces used by Red Bank Catholic while that school is open. The Red Bank Catholic spaces consume a large portion of the lot, and make parking in the lot difficult when school is in session.

Representatives of one of the original property owners was interviewed, who reports that the lot appears to function well, except that the **signage in the lot is confusing** with respect as to when the Red Bank Catholic spaces can be used. The representative indicated that had they known the spaces in the lot would some day be metered, they would have purchased additional parking spaces when they were offered, as they have not been offered for sale since. Metered parking and permit parking is perceived as expensive in the downtown. The representative indicated that the parking lot has not allowed them to significantly increase rent, and with respect to property tax assessments, they were neither increased nor reduced as a result of the shared parking lot. (Manning)

After decades of economic erosion, **Collingswood, NJ** has been actively redeveloping its downtown, and specifically the area between Haddon Avenue and the PATCO rail line. Increasing the supply of public parking particularly in the area of the PATCO station has been a significant focus of the redevelopment efforts. In one particular instance, a PATCO parking lot and several privately owned parcels were acquired fee simple by Collingswood and have been redeveloped into a large mixed-use transit-oriented project known as The LumberYard.

The LumberYard was planned to contain 119 residential units, 21 retail shops as well as paid public and private parking garages. As the result of the recent economic downturn, the number of residential units has been reduced to 99. The various redevelopment projects in town have been **funded by Redevelopment Area Bonds and municipal bonds**. The municipality recently restructured the loans, but has not defaulted as had been reported in the fall of 2011. The LumberYard has attracted dozens of new businesses to Collingswood. (Maley)

Collingswood created metered public parking between Haddon Avenue and the



The LumberYard streetscape. Collingswood, NJ.

PATCO line on North Atlantic Avenue through demolition of municipally-owned buildings in the area of the Borough's senior center, police station and public works yard. The Borough has also acquired several smaller lots in fee simple from willing property owners north of Haddon Avenue that have been converted into pocket parking lots that **serve to relieve the pressure** on on-street parking in adjacent neighborhoods.

Haddonfield, NJ is populated by a number of public parking lots, on either side of its Main Street. Haddonfield has owned its municipal lots since before the PATCO line was established, and has had a long history of planning with respect to its downtown parking lots. The Borough's 1994 Parking Study references on-going planning since at least 1956, when a survey was conducted of parking and loading facilities in the downtown. According to the 1994 Study, "The results of that [1956] parking survey indicated that although much had been done to provide off-street parking facilities, the business district was still substantially deficient in such space."

In addition to the 1956 survey and 1994 Study, planning studies related to downtown parking also occurred in 1959, 1971, 1980 and most recently in 2006. The Borough continues to fine-tune its downtown parking system by planning for new wayfinding signage, seeking a better balance between permit and metered parking and searching for areas where private parking can be used by the public during evenings and weekends. A complaint repeated in the 1994 Study as well as the October 2006 Downtown Area Master Plan is that visitors to the downtown have trouble locating the public parking lots, and that the parking lots may in fact be not fully utilized for that reason. **Enhanced signage, pedestrian connections to main streets and public education** were cited as necessary improvements to the parking system.

The parking lots next to the PATCO station are owned by the municipality and are metered. The other municipal lots in the downtown are metered or restricted for permit parking only. Because Haddonfield's lots were established such a long time ago, it is difficult to ascertain precisely how they were acquired, although it appears that they are all currently owned fee simple. According to the 1994 Parking Study, the public parking lot between Chestnut and Centre Streets behind the Baptist Church was created in 1974 when the Haddonfield **Businessman's Association leased property from the Borough and the Church**. It appears that little, if any, land acquisition has occurred in



Centre Street Parking Lot. Haddonfield, NJ.

recent history, although acquisition of the lot to the north of the Acme was cited as a potential addition to the parking supply in the future if more parking is found to be necessary.

Medford, NJ, has a small downtown shopping area in the vicinity of its municipal complex. Several municipal parking lots have been created in the downtown to facilitate parking for shoppers. The South Main Street lot, located at the southeast corner of South Main and Bank Streets, was established by the Township through the assembly of land behind several stores. The property owners dedicated the land to the Township through a **lease agreement**. The Township is responsible for maintenance.

According to a former Township Councilman, this arrangement, and several other similar arrangements, have created efficient, convenient and extremely useful parking in the downtown. When asked whether there were any downsides to the lots, he indicated that the projects are a “win-win” to the Township and the downtown property owners and merchants, and recommends the approach to other municipalities. (Corcoran)

Princeton Borough, NJ, home of Princeton University, offers a wide variety of public parking options including on-street parking, surface parking lots and public (fee) and private garages. The surface parking lots were all acquired many decades ago. One of the Borough’s public surface parking lots next to the municipal library was recently redeveloped into a mixed use building with 2-story municipal parking garage. Spaces for the residential units are leased in the parking garage. The project was financed with municipal revenue bonds which are repaid with revenues from the building’s tenants and the paid parking. (Reed) Similar redevelopment projects on existing surface parking lots owned by either the municipality or the Parking Authority have occurred in the NJ municipalities of **New Brunswick, Morristown, Rahway** and **Westfield**. (Bier)



S. Main Street Lot. Medford, NJ.



Spring Street Parking Garage. Princeton, NJ.

Chapter Four. Design Development Plans

This Chapter discusses the planning and design goals for the two parking lots and presents the recommended design solutions. The design development plans are provided in **Appendix A** of this document. Common design elements of both parking lots include a more even distribution of ingress/egress points and parking spaces, shared commercial solid waste and recycling enclosures, sidewalks, landscaping, bike racks, bike shelters, and sustainability elements such as stormwater management upgrades, energy efficient lighting, native landscaping, porous asphalt and pavers, bio-swales, electric vehicle charging stations and other features.

Design Goals

As stated previously, the idea of a public parking lot on Block 4405 has been in the making for years, and has been the subject of on-going discussions between the Township, EDAC and the property owners on the block. Similarly, the Township is also cognizant of the need for improvement of the Second Street municipal lot particularly with respect to trash and snow removal.

Since the receipt of the TCDI grant from DVRPC, design development of the two parking lots has been an on-going process, involving meetings between the design consultant Taylor Design Group and EDAC, and meetings with the Township Engineer, Township fire officials, the Director of Public Works, the Police Department and The Rutgers Cooperative Extension regarding stormwater management upgrades. These entities provided feedback on the concept plan which allowed for further refinement of both the goals for the parking lots as well as the design.

Goals for Second Street Municipal Parking (Bl. 2407)

- Reduce the number of curb cuts onto Second Street and provide an entrance aligned with the re-designed Municipal Complex driveway.
- Increase the overall number of parking spaces through re-striping of the lot.
- Create pedestrian linkages from the lot to Main Street for improved access.
- Facilitate access by emergency vehicles through the lot, and fire fighting capability from the lot.
- Create more green space, upgrade stormwater control, and add more landscaping.
- Add light poles, benches, bike racks, etc. that match the Main Street streetscape design.
- Incorporate sustainability elements such as pervious pavers, bio-swales, energy-efficient light fixtures, electric vehicle charging stations and other features.
- Create shared solid waste and recycling enclosures.
- Add wayfinding signage.
- Minimize construction and maintenance costs.

Goals for Shared Public Parking Lot on Main & Second Streets (Bl. 4405)

- Make project a win/win for Township and property owners.
- Reduce the number of curb cuts and driveways onto Main Street and Second Street.
- Facilitate access by emergency vehicles and firefighting capability.
- Provide more handicap accessible parking.
- Increase the overall number of parking spaces.
- Improve stormwater management.
- Create more green space and add more landscaping
- Create linkages/improved pedestrian access to Main Street.
- Add lights, trash receptacles, benches, etc. that match the Main Street streetscape design.
- Incorporate sustainability elements such as pervious pavers, bio-swales, energy-efficient light fixtures, electric vehicle charging stations and other features.
- Add wayfinding signage.
- Maximize building utilization.
- Facilitate conveniently located, shared or larger areas for solid waste and recycling.
- Provide for off-street loading areas.
- Minimize construction and maintenance costs.

Design Considerations

The overall design of the parking lots, the new shared public parking lot in particular, has been planned primarily to benefit the affected property owners, tenants and residents of the area, and to help ensure the future success of the East Main Street town center for the benefit of the general public. The historic town center is a point of pride in the community, the continued success of which is a community-wide goal.

Design Considerations for Both Lots

- Use design elements from the Main Street streetscape to coordinate the appearance of the parking lots with the Main Street streetscape improvements. This includes using the same light poles and light fixtures, trash receptacles and benches. This design theme can be carried across to the re-design of the Municipal Complex site as well.



Main Street streetscape bench.



Bicycle racks.

- Use design elements which are eligible for grants or low-cost financing in order to lower overall project costs, such as subsurface stormwater tanks, porous asphalt and pavers, native species vegetated swales, electric vehicle charging stations, pedestrian and bicycle amenities and wayfinding signage. As detailed later in this study, the most significant source of grant funding for this project, the Pompeston Creek Watershed Management Plan grants from The Rutgers Cooperative Extension, pertains to stormwater management upgrades.
- Create low-maintenance planting areas that can double as stormwater bio-swales and buffers to residential uses.
- Minimize lighting and proximity impacts on adjacent residential property owners by using full cut-off, shielded light fixtures adjacent to residential uses; reducing lighting to security levels at night; and installing a vegetative buffer and/or fencing along the parking lots.
- Plan for enhanced fire suppression including force mains and hydrants within the parking lots.
- Recognize that snow removal will be required for several days each winter, and plan for piling and storage on some spaces until it melts. This is what shopping malls typically do to maximize parking during a majority of the year.
- Maximize the number of spaces close to the stores to enhance benefits to commercial tenants.
- Increase the number of handicapped-accessible spaces.
- Allow future opportunities for preferential parking for “expectant mothers/small children/senior citizens,” similar to grocery store parking lots. Also consider opportunities for reservation of some spaces for adjacent businesses.
- Create shared masonry trash enclosures for Main Street residential and commercial uses. Waste Management, Inc. has indicated that the site can be served by its operation. Burlington County Department of Solid Waste has indicated that recyclables can be collected by the County if the proper containers are used.
- Create attractive and informative wayfinding signage to direct travelers to Main Street Town Center, the public parking lots and the Municipal Complex. The signage suite can be expanded as needed to serve the entire Township and direct travelers to schools, recreational fields, other neighborhoods or shopping destinations.



Porous pavers.



Porous asphalt vs. Standard asphalt.

Sustainability Elements for Both Lots

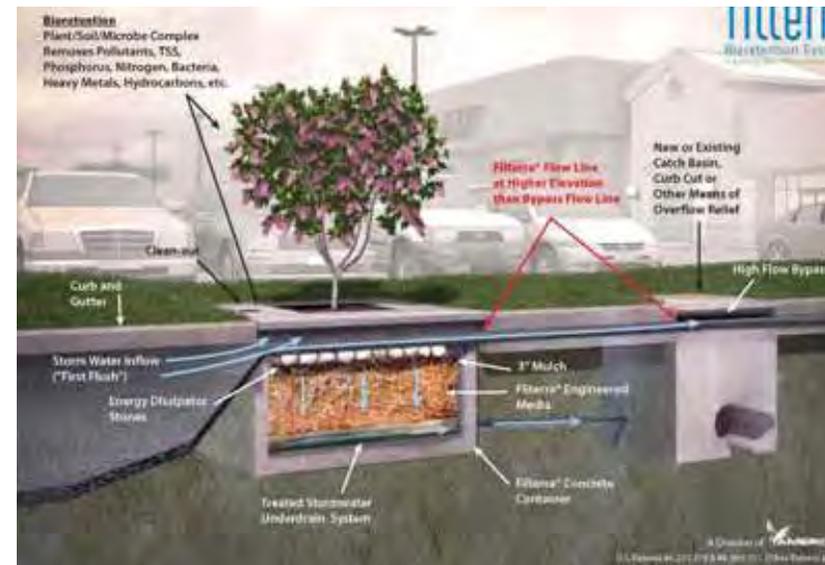
According to the U.S. Environmental Protection Agency, **'sustainability'** "is based on a simple principle: Everything that we need for our survival and well-being depends, either directly or indirectly, on our natural environment. Sustainability creates and maintains the conditions under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic and other requirements of present and future generations."

The design development plans in this shared parking study address the elimination or minimization of stormwater-related impacts associated with existing development patterns within the study area and the Pompeston Creek Watershed which include untreated runoff and a lack of detention during storm events. By improving water quality and groundwater recharge, the community can move closer to the goal of providing reliably clean water to serve the needs of current residents, without compromising the ability of future generations to meet their own needs. As discussed further in Chapter Six, the lots in this study are located in the Pompeston Creek Watershed, for which The Rutgers Cooperative Extension prepared a Watershed Management Plan. Projects which further the goals of that plan are eligible to receive design and construction grants for their implementation.

Equally important to increasing water quality and supply is decreasing dependence on non-renewable energy sources and increasing air quality. The design development plans strive to increase bicycle and pedestrian accessibility and provide opportunities for energy efficiencies. Plan elements will enhance the safety, accessibility, energy use, visual character, and overall circulation experience for all who come to the area, and are intended to meet the following goals:

🌿 Increase water quality and minimize the volume and velocity of storm water leaving the site through the use of:

- Stormwater Infiltration Islands with subsurface rain tanks. Stormwater will be funneled to infiltration islands where it will be filtered of sediment and some oils, etc. It will be detained in subsurface rain tanks and slowly released into the groundwater where it will be further naturally filtered.
- Vegetative swales with low-maintenance, native plant materials. These swales will decrease the velocity of stormwater, allowing it time to drop sediment and some contaminants, as well as to partially filter into the ground.



Stormwater infiltration islands with underdrain system.

- Native / naturalized drought-tolerant plant material in parking lot islands. In non-swale islands that will see a variable amount of rainfall and runoff, drought-tolerant plants will be used, which resist indigenous pests and require minimal maintenance. This will decrease maintenance and replacement costs, and will provide habitat for local wildlife.
- Porous asphalt pavement. A Pilot Project is planned for a portion of the shared public parking lot to help determine its efficacy in this particular setting. Porous asphalt has a significantly higher infiltration rate than standard asphalt, which decreases the volume and velocity of water leaving the area, and increases opportunities for groundwater recharge.
- Decorative porous pavers. Like porous asphalt, these pavers increase infiltration and decrease the volume and velocity of stormwater. Pavers will be specified in low-traffic pedestrian sidewalk and courtyard areas.
- Concrete-base solid waste and recycling enclosures. Trash enclosures will help to prevent absorption of chemicals and waste into surface and groundwater, which will improve water quality.



EV charging station.

Decrease reliance on non-renewable energy sources and increase environmental quality through the use of:

- Electric vehicle (EV) charging stations. Whether under a solar canopy or on their own, EV charging stations will encourage use of this technology in the Township. EV charging stations and solar canopies can be sponsored by corporations or individuals in order to defray their costs.
- Energy efficient, decorative low-glare, full cut-off metered light fixtures. Full cut-off light fixtures will be dark-sky friendly, which will decrease light spillage upward where it is not needed. Metered lights will allow the Township to report the exact amount of energy used to the utility company, which should decrease cost.
- Solar canopies over parking spaces. These canopies are not included in the pre-design budget estimate for the project, however can be added if funding is received. Solar canopies or carports generate electricity which can be used to fuel parking lot lights or electric vehicles, or simply pump electricity back into the electrical grid. The Township may be able to receive credits for electricity sent back into the grid, which will reduce the Township's electric costs. Solar canopies also provide shade to the ground surface and vehicles, so there will be less heating of the earth and less required cooling.



Solar parking lot canopy.

Increase multi-modal accessibility through:

- Bike racks and bike shelters. Anything that makes the area more attractive to this mode of transportation will reduce the number of automobile trips and make the area safer and more pleasant for non-drivers. Air pollution will also be decreased as the number of bicycle trips increases.
- Benches. Like bicycle racks and shelters, benches are amenities that service pedestrians and shoppers. If an area is comfortable, it will be well-used.
- Handicap-accessible parking. The study area currently has few accessible parking spaces, and those that it does have are not up to current design standards. Providing a safer environment to those who need greater accessibility will expand the number of people who will come to the Main Street Town Center.
- Preferential parking for expectant mothers, parents with small children, and the elderly. There are times in our lives when the promise of a closer parking space is the incentive we need to make that trip to the store or restaurant.

Increase public involvement and education by providing interpretive signage for the various sustainable elements in the area.

- Educational signage. Signage can inform the community about the importance of sustainability and how various aspects of the design work to enhance the environment.

Design Development Plan for Second Street Municipal Parking Lot (Bl. 2407)

In addition to the design and sustainability elements referenced above, a re-design of this lot yields 42 additional parking spaces (209 total) including six new on-street spaces. The re-design also reduces the number of driveway access points to Second Street from five to two, which decreases potential vehicular conflicts while also creating the opportunity for more on-street parking. The plan proposes perpendicular parking and the required amount of handicapped-accessible parking. Stormwater upgrades consistent with the Pompeston Creek Watershed Management Plan will be provided, and more than 50 shade trees as well as shrubs and herbaceous plants are proposed for installation in planting islands (**see Appendix A**).

No additional land is required for the re-design of this parking lot, however if the Township and First Baptist Church choose to execute a cross-access agreement,



Preferential parking sign.



Interpretive sign.

access can be provided from the church driveway to the municipal parking lot, and perhaps from Passariello's Pizzeria lot, across the church parking lot to the municipal lot. A connection from Passariello's to the municipal lot would allow for one-way circulation on Passariello's lot, which would be a safety improvement over its current two-way circulation.

Design Development Plan for New Shared Public Parking Lot on Main & Second Streets (Bl. 4405)

In addition to the design and sustainability elements referenced above, a shared parking design of Block 4405 yields a total of 506 available parking spaces (see Appendix A). This is approximately 111 spaces more than exist in the current private parking areas. The design also reduces the number of driveways to Second Street from seven to five, and the number of driveways on Main Street from 12 to 6, which will significantly reduce vehicular and pedestrian conflicts. As currently drawn, the proposed parking lot area is 5.63 acres (245,257 square feet), and is estimated to affect 60 tax lots with 36 different owners, although the exact extent of the area cannot be determined until a detailed survey and engineering design are performed. Additional temporary construction and landscaping easements may also be necessary to implement the plan.

The design development plan provides significant opportunities to incorporate stormwater management upgrades that are recommended in the Pompeston Creek Watershed Management Plan prepared by The Rutgers Cooperative Extension. More than 200 shade trees, mostly drought-tolerant native species, are proposed for this parking area, as well as shrubs and herbaceous plantings in residential buffers and planting islands.

The lot will be open to the public, and similar to the Second Street lot, should permit overnight residential parking. Shared trash enclosures are proposed for the Main Street uses, including the apartments. A shared trash enclosure has also been provided for the MEND multi-family use on Second Street. This will eliminate on-street pick-up by the Township in these areas. Private trash haulers are recommended to remove the solid waste in the trash enclosures; Burlington County Department of Solid Waste has indicated recyclables can be picked up by their crews. Main Street businesses that provide outdoor dining will be required to provide trash receptacles, and empty them into a trash enclosure.

In order to assemble the land required for the parking lot, the creation of a public right-of-way easement across the properties is recommended. As it would for any roadway or right-of-way, the Township will be responsible for maintenance of the parking lot, landscaping, lighting, sidewalks, signage, stormwater improvements, etc., as well as for snow removal. A private snow removal contractor is recommended so that clearing of the lot becomes a first priority. As a public parking lot, like the existing Second Street lot, the Township will also be required to assume legal responsibility for the lot. The benefits to the property owners who contribute easements will include:

- 506 available parking spaces in an attractive, easy and safe to get to environment. Enhanced amenities include lighting, landscaping, benches, trash receptacles, curb, sidewalk, handicap parking, paved and striped spaces, cross-walks, and privacy fencing and screening of residential uses.
- Enhanced emergency service access including fire, police and EMS.
- Substantially decreased maintenance responsibility and cost for parking areas.
- Snow removal.

- Opportunities to enhance rear building facades so they serve as second frontages; create new stores; increased visibility across the parking lot to their buildings.
- Increased handicapped-accessibility and enhanced pedestrian and bicycle facilities will increase opportunities to serve a wider array of people.
- Interconnection between all businesses on the block.
- Easier truck loading and unloading.
- Shared, consolidated trash areas.
- Decreased liability responsibility.
- Residential parking issues on Second Street will be significantly eased because off-street parking will be provided.
- Stormwater management enhancements will minimize storm-related impacts to properties and improved detention and infiltration.

As a public-right-of-way easement, the property owners will not be taxed for pavement or improvements within the easement. The Township Tax Assessor has indicated that assessments will neither increase nor decrease in the foreseeable future. This is because although the new parking area will be viewed as a benefit to the properties, which would increase the assessment, the effective decrease in lot size (usable land) due to the easement will decrease the land assessment and off-set the benefit.

EDAC recommends that the existing development rights of the property owners under the current zoning be retained by deed. This should be considered by Township Council as the project advances.

Preliminary Plan Feedback

As discussed previously, Township fire officials, the police department and public works were consulted for their feedback on the parking lot designs. Feedback from the Sgt. Randy Pugh from the Moorestown Police Department was very positive; he views the plans as an improvement to vehicular, pedestrian and personal safety particularly in the shared parking lot. Feedback from the Fire Official, District Fire Chief and District Fire Administrator was also positive. They view the plans as improvements to fire safety, also particularly in the shared parking lot. The fire officials did request fire suppression loop mains and hydrants in the parking lots, which can be accommodated.

The Director of Public Works recommended that private contractors be retained to remove trash and snow from the lots so that services can be provided in a timely manner and not conflict with business hours. If restaurants have outdoor dining on Main Street, they should provide their own trash receptacles for the outdoor dining areas for which they are responsible. The Director of Public Works also indicated that some provision should be made in the easement language for situations regarding locating private utilities in the public easement area, as well as any future needs for private construction staging for building construction.

Chapter Five. Wayfinding Signage Plan

Chapter Five ventures beyond the confines of the two parking areas to the East Main Street Town Center in general to provide a signage plan that will enhance a traveler's ability to locate destinations in the Town Center as well as municipal parking. Wayfinding signage will make it easier for people to arrive at their destinations without circling blocks to find parking, which will ease congestion and promote overall circulation safety.

Purposes of Wayfinding Signage:

- Orient visitors to the town center to promote economic development.
- Facilitate travel to the town center and to parking for the purpose of attracting shoppers.
- Orient visitors to other community facilities such as the municipal building complex.
- Improve community image.
- Simplify traffic patterns and make roads safer.

Components of a Wayfinding Sign System

A sign system or sign suite is composed of an integrated hierarchy of different sign types that serve different purposes. Suites have a coordinated design theme which reinforces a sense of place for a downtown, neighborhood or community. Various signs include:

- Gateway signs, which announce arrival. Gateways play an important role in forming first impressions and welcoming visitors and residents alike. Both the form and the character of a gateway can influence the overall experience of a particular area.
- Trailblazer signs, which "blaze a trail" to a destination.
- Proximity destination signs, which guide visitors to specific destinations once the trailblazer signs have steered them into the proximity of the attraction(s).
- Parking directional, regulatory, and lot identification signs.
- Pedestrian signs/kiosks, special event signs and banners.
- Location signs, which identify destinations.



Existing wayfinding signage in Moorestown.

Sign Design Guidelines

In addition to designing in accordance with the Manual for Uniform Traffic Control Devices (MUTCD) standards, signs should be designed to be easy to read, simple and uniform. Character height, type-face and contrast should be designed for the design speed of the road as well as visibility and lighting conditions. Messages should contrast with backgrounds to maximize legibility. A minimum of 70 percent is recommended in the ADA guidelines. In addition, signs should have a finish that is low glare to ensure good visibility.

Character Height:

The viewing distance of a sign should determine the minimum character height on that sign. In general, 1" of cap heights equals approximately 30' - 40' of readability. For conventional roads, the principal legend on guide signs should be 6" in height. In the case of low-volume roads and urban streets with speeds of 25 mph, the principal legend on guide signs should be 4" in height.

Distance (Ft.)	7.5	15	22.5	30	37.5	45	60	75	90	105	120	150	180
Cap Letter Ht. (in.)	.25	.5	.75	1	1.25	1.5	2	2.5	3	3.5	4	5	6

Source: Wilbur Smith Associates, 2005 and MUTCD 'Standard Highway Signs,' 2004.

Town Center Sign Inventory and Plan

Existing signs in the Town Center vicinity were inventoried in order to ascertain the extent of directional signage present in the Main Street Town Center and any established design themes. There is very little directional signage in the Town Center; only one Municipal Parking directional sign was observed on Main Street.

There is some Township gateway signage present in two forms: the older metal pole signs and the newer foam core monument signs. These existing signs use green and white as their color scheme. Because there is little existing signage, there is an opportunity to create a new suite of wayfinding signs in the Township which can be used to way-find to various destinations throughout town, including schools, recreation fields, neighborhoods, shopping areas, etc. The same color palette can be used for all the signs, or they can be differentiated by use type or destination.

Signs can also be sponsored by individuals or businesses, which will reduce the cost of the signs. Sponsorship can last the life of the sign, or can be lease-based. Detachable sponsorship panels can be provided at the bottom of the sign for easy replacement of various sponsorships.

For the Main Street Town Center project, a conceptualized suite of signs has been designed to way-find from just beyond the East Main Street Town Center to the Town Center, the Municipal Complex site and the two public parking lots. The style, materials and color of the signs can be finalized based on further community input. The recommended sign types, content and locations are provided in **Appendix B** of this document.



**Gateway Sign
Sign Type 'E'**

Chapter Six. Funding Opportunities

This Chapter provides information regarding potential funding sources for the project, which can be used in addition to Township monies. As discussed in preceding Chapters, the design development plans were crafted specifically to align with the requirements of potential funding sources in order to minimize project costs. Further design refinement should continue to do so.

Pompeston Creek Watershed Management Plan Grants

The existing municipal parking lot and the proposed shared parking lot are located in the Pompeston Creek Watershed, for which a Regional Stormwater Management Plan was prepared by The Rutgers Cooperative Extension Water Resources Program and the Pompeston Creek Watershed Association in November 2007. The Plan was approved by NJDEP October 30, 2008.

The Plan contains a number of recommendations for improving the quality of Pompeston Creek. Recommendations that are pertinent to the shared parking study include retro-fitting the municipal parking lot and commercial parking areas in the watershed. A number of techniques are recommended to fully manage site generated stormwater. Many of these techniques have been incorporated into the design development plans for the parking lots.

On the municipally-owned parking lot:

- Disconnect the parking lot from the stormwater collection system to prevent discharge into the Pompeston Creek.
- Increase infiltration through the use of vegetated swales or stone swales.
- Use porous pavement on driveway aprons.
- Re-construct sidewalk out of porous pavement.



Stone swale.

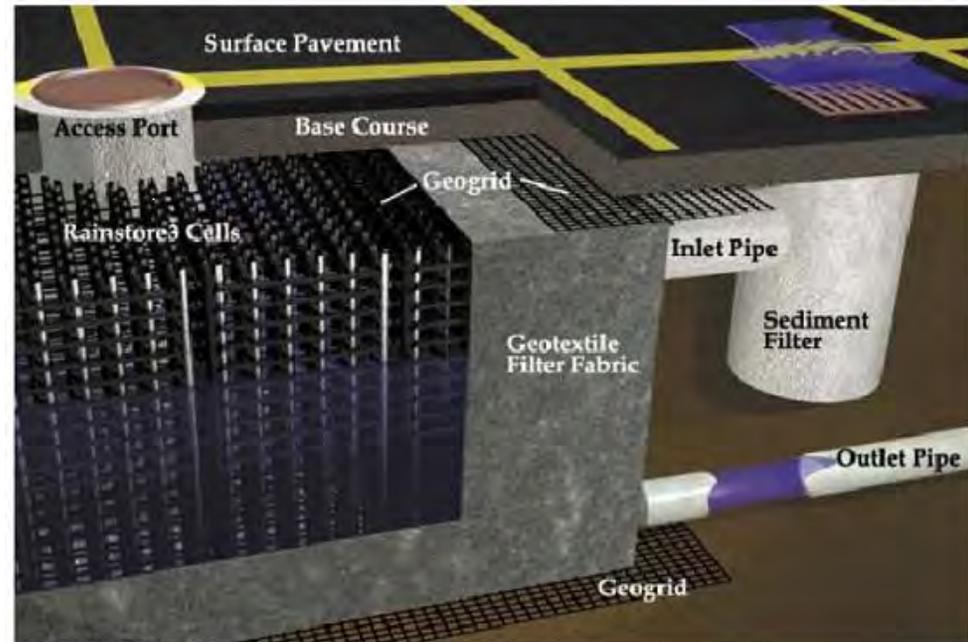


Vegetated swale.

On commercial parking lots:

- Disconnect the parking lot from the stormwater collection system to prevent discharge into the Pompeston Creek.
- Increase infiltration through the use of vegetated or stone swales and rain gardens.
- Use porous pavement on driveway aprons.
- Re-construct existing sidewalk with porous pavement.
- Construct underground stormwater detention using porous pavement and sediment filters.

These projects are eligible for **design and implementation grants** from NJDEP, administered by The Rutgers Cooperative Extension, as part of the approved Regional Stormwater Management Plan. The Rutgers Cooperative Extension was consulted regarding the parking lot projects, and has indicated that \$300,000-\$400,000 is available for qualified projects. Suggestions for stormwater upgrades were provided by Rutgers and incorporated into the design development plans.



Stormwater infiltration rain tank.

A general requirement of an implementation project funded through the 319(h) program is that it must take place on land that is either **publicly held** or has an **established easement** to protect the public investment of funds. Implementation projects shall not be located on private property, unless permanent viability is assured through a **recorded deed restriction** or **long-term lease** of 50 or more years.

NJDOT Transportation Enhancement Grants

Transportation Enhancement (TE) grants are funded through a 10 percent set aside of the Surface Transportation Program category of federal funds for projects which are transportation related. TE projects are designed to foster more livable communities, preserve and protect environmental and cultural resources and to promote alternative modes of transportation. Funds are available for design, right of way acquisition and construction. Selection of TE projects involves the participation of civic and environmental groups, the transportation community and other government organizations such as the state's Metropolitan Planning Organizations.

An advisory committee is charged with applying the selection criteria and preparing the recommended list of projects for approval by the Commissioner of Transportation. Solicitation packages are usually sent out in the winter to every municipality and county inviting them to submit an application in one or more of twelve eligible categories. Applicable eligible categories include (1) provision of facilities for pedestrians and bicycles and (2) landscaping and other scenic beautification. TE funds are to be used only for projects with a direct transportation relationship that enhance quality of life while reaching the greatest number of people.

The New Jersey Environmental Infrastructure Financing Program (EIFP)

The EIFP is a revolving loan program administered by the New Jersey Department of Environmental Protection - Municipal Finance and Construction Element, and the New Jersey Environmental Infrastructure Trust, an independent state financing authority. The financing program provides loans to local government units for the construction of stormwater, and other nonpoint source (NPS) management projects, as well as water and sewer infrastructure projects. Funds are made available under the federal Clean Water and Safe Drinking Water Acts and various state bond acts. Since the enactment of the loan program, more than \$1.5 billion in state and federal funds have been awarded.

The financing program provides zero percent interest rate loans to local government units from NJDEP for up to half the allowable project costs, and a market rate loan from the Trust for the remaining allowable costs. According to program literature, "Borrowers benefit from reduced costs due to the economies of scale or a pooled bond issue. Bond insurance is rarely needed, interest may be capitalized and principal payments deferred during construction, and the debt service reserve fund is capitalized by the state."

The stormwater/NPS management projects that are eligible for EIFP loans include both new or modifications of stormwater management systems, facilities, basins, or other stormwater/NPS management facilities (including land acquisition to site the eligible facilities). Stormwater/NPS management projects also include, but are not limited to: green roofs, green streets, tree filters, rain gardens, rain barrels, porous pavement, installation of packed media filters, replacement of existing storm drains with newer designs that incorporate features to remove solids, floatables, oil and grease, and/or other pollutants; purchase or replacement of equipment to reduce solids and/or floatables; rehabilitation of existing basins or other stormwater systems, including pump stations; extension and/or stabilization of outfall points; and implementation/construction of systems that will result in water quality benefits, such as runoff control systems.

Sustainable Jersey

The sustainability elements of the plan such as stormwater improvements, bike racks, bike shelters, EV charging stations, solar car canopies, native vegetation, etc. may be eligible for this annual grant program. In the past, Walmart and Sustainable Jersey have provided funding to local governments for sustainability projects. The 2011 Sustainable Jersey™ Small Grants Program awarded eight (8) \$10,000 grants, three (3) \$25,000 and twenty (20) \$1,000 grants to local governments. Funded projects have included renewable energy and waste reduction to sustainable landscaping, water conservation, and natural resources management. EV charging stations have also been funded. The grants are intended to support New Jersey municipalities participating in the Sustainable Jersey Certification Program to institute greening and sustainability initiatives within their communities and better the quality of life for their residents. Grants are awarded to both certified and registered communities, such as Moorestown, to fund worthy projects.

Cora L. Brooks Foundation

The Cora L. Brooks Foundation supports nonprofit organizations in New Jersey, Delaware, Maryland, New York, and Pennsylvania that work to alleviate significant ecological problems within the watersheds of the Delaware and Susquehanna Rivers. The Foundation's primary focus is on environmental conservation, restoration, and education within these watersheds, with particular emphasis on environmental protection issues relating to clean water and water-related ecologies. Grants may be available for proposed stormwater upgrades and sustainability elements of the plan. Grants generally range from \$1,000 to \$15,000.

Corporate & Individual Sponsorships

There are opportunities within the design for sponsorship of items such as wayfinding signs, benches, bike shelters, electric vehicle charging stations and solar parking lot canopies. The sponsorships will allow corporations or individuals to attach their name to one or more of the planned structures, in a tasteful way. Avalon Borough is one example of a municipality that has successfully implemented a sponsorship program for benches and bike racks in the downtown and on the boardwalk (**see Appendix C for a sample sponsorship form**). In Avalon's case, the duration of the sponsorships are based on the lifespan of the piece, which for benches and bike racks is 10 years. Benches on Main Street in Moorestown have been sponsored in the past, as have brick pavers on Main Street.

Chapter Seven. Pre-Design Budget Estimates

This Chapter provides pre-design budget estimates for the project. These estimates are preliminary and should be used for planning purposes only. Estimates for the improvements include:

- **42-space increase** in existing municipal lot and **100-space increase** in new shared parking lot
- Full demolition of asphalt and re-grading
- Pavement and striping in parking areas, and limited porous asphalt (“pilot project”) in shared public parking lot
- Decorative concrete walks and pervious pavers
- Decorative lighting (metered) and electric service installation
- 8” water main loop and hydrants in existing municipal lot and 12” water main and hydrants at shared parking lot
- Masonry solid waste and recycling enclosures
- Entry and wayfinding signage
- Bike racks and bike shelters, litter receptacles and benches, Electric Vehicle charging stations and electric service installation
- Landscaping and irrigation
- Residential fencing and buffers
- Stormwater management upgrades



The Second Street Municipal Lot reconstruction has been estimated at approximately \$1.6 Million, including a 15% contingency. The Shared Public Lot construction has been estimated at \$4.2 Million, also including a 15% contingency. These estimates do not include deductions for possible grants, and also do not include additional fees for land survey, engineering design, construction management, or legal fees.

Because grants will not cover the entire cost of the project, a portion would likely be financed via municipal bond. The Township’s standard practice on a project of this nature is to bond via General Obligation Bonds for a period of 20 years. What this means to the average property tax payer in the Township³, using the Township’s current standard bonding practices and estimated interest rates, and based on the full, **pre-grant** project budget estimates, **is an annual property tax increase of \$50.18 for 20 years for both projects.**⁴ **If grants are received, the cost will be lower.**

³ Based on an average property assessment in Moorestown of \$533,800.

⁴ Estimate provided by Acacia Financial Group, Inc., consultant to the Township.

Chapter Eight. Land Development Ordinance Review

This Chapter provides a review of the Township's current Land Development Ordinance to determine whether there are any impediments to the shared parking project, and also whether the implementation of a shared parking lot will require any modifications to the ordinances.

CRO Zone

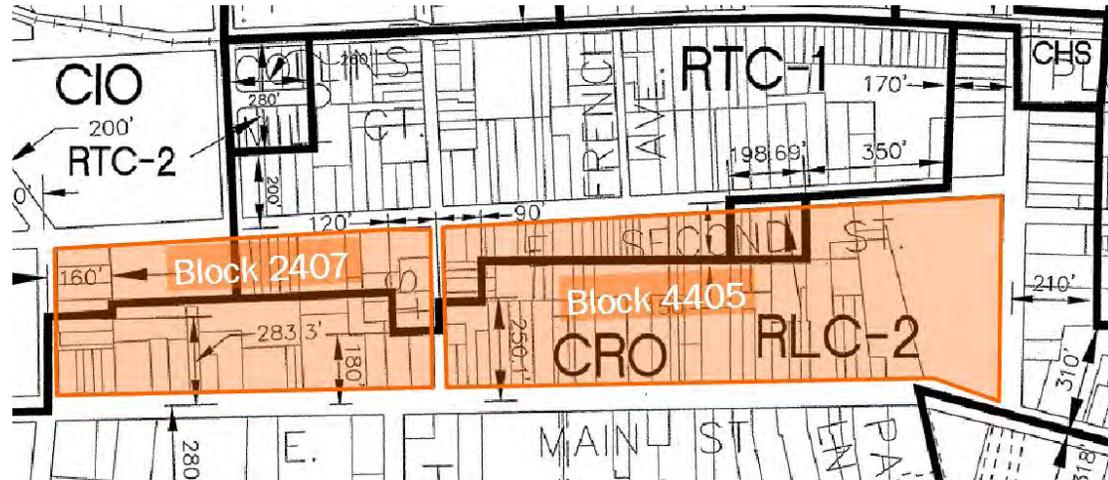
On Blocks 4405 and 2407, the predominant zoning district is the CRO Zone. The CRO Zone requirements pertaining to parking have been amended within the last five years to create incentives for retail uses, including restaurants, to locate on Main Street. There are also incentives to close off driveways that directly access Main Street.

Parking

The parking requirement for existing buildings was in effect removed, and so was the parking requirement for outdoor dining. Only building additions require additional parking, for which existing spaces can be counted to meet the requirement. Most of the commercial sites on Block 4405 have off-street parking, and many have cross-access easements through neighboring properties.

Section 180-73.K of the ordinance permits a 15-percent reduction of the parking obligation if shared parking is utilized. Parking incentives are also offered in that section to reduce the number of driveways onto Main Street, which consists of an 800 SF or 2 dwelling bonus without the need to provide additional parking, with the caveat that no existing parking spaces can be removed. The caveat that no existing parking spaces can be removed may make the standard too stringent and less likely to achieve the overall intent of the ordinance, which is to remove the excess access driveways onto Main Street. The application must meet the other site requirements including floor-area-ratio and impervious coverage as well. For building additions, the required parking ratios are as follows:

- Retail = 1 space per 200 SF
- Restaurant = 1 space per 100 SF or 1 per 4 seats
- Office = 1 space per 200 SF on the ground floor or 1 space per 300 SF above the first floor
- Medical and dental office = 1 space per 200 SF



Portion of Zoning Map. Moorestown, NJ.

Under a shared parking scenario, the requirement for on-site parking for building additions should be removed on lots in this zone which are encumbered by a municipal parking easement.

Floor-Area-Ratio

The permitted floor-area-ratio in the CRO Zone is 0.4, which is met or exceeded by 50 percent of the commercial lots in the CRO Zone that would potentially be part of the shared parking lot. This means that only 50 percent of the buildings may be further expanded without applying for a “d” variance from the Zoning Board of Adjustment. Under a shared parking scenario, the Township should consider removing the floor-area-ratio on lots that are encumbered by a municipal parking easement to allow opportunities for expansion and infill; acknowledging that municipal parking is provided behind or adjacent to the stores.

Maximum Impervious Coverage

Total lot coverage for the CRO Zone is 80 percent, which is fairly low for a downtown zoning district. We note that the limitation is 90 percent in the Residence-Limited Commercial (RLC) Zone, which is the adjacent residential / small office zone on Second Street. Under a shared parking scenario, the Township should consider increasing the lot coverage requirement to 95 percent on Block 4405 in order to allow opportunities for building expansions, and to continue the development of a downtown streetscape. Stormwater concerns would be addressed by the design of the shared parking lot, and landscaping will be provided in the public right-of-way on Main Street as well as within the shared parking lot.

Building Setbacks and Height

The CRO Zone requires a rear yard setback of 15’, unless the property abuts a lot used exclusively for residential purposes, including a home professional office, in which case a 30’ minimum rear yard is required. Under a shared parking scenario, in cases where there is a parking lot easement on a property, the required rear yard setback should be 5’ to the easement. The 5’ sideyard setback could be reduced to 0’, which will also allow room for expansion. Buildings that are set closer together are required to provide higher-rated firewalls.

Current permitted building height is 35’, which effectively permits 2 stories. A number of buildings in the CRO Zone on Block 4405 are 3 stories, typically in the rear portion of the building. For those buildings that contain a municipal parking lot easement, permitting a third building story would allow for the addition of a third story office or apartment in buildings that are unable to expand horizontally. This could allow additional business opportunities in the Town Center. Three-story buildings should be outfitted with fire suppression sprinklers to the extent feasible. Also, outdoor dining provisions should include a requirement for litter receptacles to be maintained by the property owner.

Permitted Uses

In the CRO Zone, personal service shops such as beauty salons, tailors, dry cleaning pick-up and repair services are limited to 1,500 SF in size, whereas there is no size restriction on any other use. This standard may now be outdated and self-regulated by the higher-cost leases on Main Street that will naturally discourage large-scale appliance service businesses and other personal service shops of inordinate size from locating on Main Street.

Fast-food uses are prohibited in the CRO Zone. The current definition is:

A commercial establishment where food and drink prepared for immediate consumption is purchased at a counter or a drive-up window and either eaten on the premises, in the purchaser's automobile or off the premises. Those restaurants where food is consumed only at tables on the premises and is either served cafeteria style or by waiters and waitresses shall not be deemed "fast-food restaurants." "Fast-food restaurants" shall also not include those retail stores where food is primarily sold for preparation and consumption elsewhere, although, as a secondary use of the premises, prepared food may also be sold over the counter for immediate consumption, such as a delicatessen.

This definition may be overly broad and may be excluding food uses that are compatible with the downtown such as smaller franchises and quick food establishments. The fast food definition could be amended to refer more specifically to uses that offer a limited menu, sell items prepared in advance or that may be heated quickly. Food uses that dispense food for eating in the restaurant in disposable packing and provide no table service could be discouraged.

Drive-through commercial establishments should continue to be permitted, however the ordinance should discourage the creation of new drive-throughs that will both enter and exit into a municipal parking lot. This will allow existing drive-throughs to be retained.

Summary of CRO Recommendations

The following zoning ordinance amendments are recommended in the CRO Commercial-Retail Office District to implement the shared parking plan:

Section 180-48 Use restrictions and regulations.

D. (Amend sentence.) Personal service shops as follows:...

O.(1)(g) (New.) A drive-through shall not both enter and exit onto a municipal parking lot.

Section 180-49 Height, bulk area and buffer requirements.

A. (Add sentence.) Where a lot is encumbered by a municipal parking lot easement, building height may be increased to 3 stories and 45 feet.

C. (Add sentence.) Where a lot is encumbered by or adjacent to a municipal parking lot easement, lot coverage shall exclude impervious coverage in the easement area and may be increased to 95 percent.

D. (Add sentence.) Minimum side yard setback shall be 0'.

E. (Add sentence.) Lots which are encumbered by a municipal parking lot easement shall have a 5' setback to the easement; accessory structures may be set back 2' from the easement and patios 0'.

G. (Add sentence.) Lots which are encumbered by a municipal parking lot easement shall be exempt from a floor-area-ratio limitation.

N.(1)(c) (New) Litter receptacles shall be provided and maintained by the property owner.

Section 180-49 Miscellaneous requirements.

H. (New.) Lots which are encumbered by a municipal parking lot easement shall have no on-site parking requirement.

RTC-1 Zone

The second largest zoning district in the area is the Residence Town Center-1 District (RTC-1). This is a residential zoning district which also permits minor home occupations and major home occupations with a Conditional Use Permit. Home occupations cannot have more than one non-resident employee.

Parking

The parking requirement for residential units is governed by the NJ Residential Site Improvement Standards, and the parking for major home occupations is a minimum of 2 off-street parking spaces, plus one space for each examining room in medical and dental offices.

Under a shared parking scenario, on-site parking should not be required. Because the quantity of parking will no longer be an issue, uses which are currently prohibited such as barber shop or beauty parlor, medical or dental offices on lots with less than 100' of frontage at the street line and real estate offices could be permitted major home occupations.

Permitted Uses

Under a shared parking scenario, the lots in the RTC-1 Zone on Block 4405 along Second Street will have a rear frontage on the municipal parking lot, and will have use of the lot. As such, it may be appropriate to allow a wider range of office uses in the zone, similar to the professional office uses permitted in the adjacent RLC-2 Zone.

Maximum Impervious Coverage

Maximum lot coverage in the RTC-1 Zone is 60 percent, which includes buildings, driveways and all impervious surfaces. Under a shared parking scenario, impervious coverage in the municipal parking lot easement area should not be counted toward the 60 percent limit. The full lot area including the easement should be used to calculate the maximum lot coverage and lot area. Because properties encumbered by and abutting a municipal parking lot easement will be exempted from the off-street parking requirements, opportunities for building expansions will be created. Stormwater will be addressed by the design of the shared parking lot.

Building Setbacks

The RTC-1 Zone requires a rear yard setback of 15' for single- and two-family units and a 25' setback for multi-family units. Under a shared parking scenario, the building setbacks for all lots encumbered by a municipal parking lot easement should be 10' to the easement.

Summary of RTC-1 Recommendations

The following zoning ordinance amendments are recommended in the Residential Town Center -1 District to implement the shared parking plan:

Section 180-40 Use restrictions and regulations.

D. (Add sentence.) Where a lot abuts a municipal parking lot, the following additional uses shall be considered a major home occupation: Barber shop or beauty parlor, medical or dental offices on lots with less than 100' of frontage at the street line and real estate offices. Home occupations in these locations shall require no additional on-site parking.

F. (New.) Where a lot abuts a municipal parking lot easement, commercial uses as allowed in the RLC-2 Zone shall be permitted. [Create a minimum lot size if necessary.]

Section 180-41 Height, bulk area and buffer requirements.

C.(4) (New.) Where a lot is encumbered by a municipal parking lot easement, the rear yard setback to the easement shall be 10'; accessory structures may be set back 2' from the easement and patios 0'. Maximum lot coverage by all buildings and impervious surfaces shall not exceed 60 percent, however impervious coverage in the easement area shall not be counted toward the maximum. The full extent of the lot shall be used when calculating maximum impervious coverage in the non-easement area and when measuring lot area.

D. (Add sentence.) Off-street parking shall not be required on lots that are encumbered by a municipal parking lot easement or abut that easement.

RLC-2 Zone

Five lots in the study area on Block 4405 are located in the Residence-Limited Commercial District (RLC-2), and all are shown to be encumbered in part by a municipal parking area. This district permits residential uses and offices, studios and personal services. Under a shared parking scenario, the standards in this district require no modification other than building setback to the easement, a clarification of how impervious coverage is to be calculated on the lots and elimination of the on-site parking requirement.

Summary of RLC-2 Recommendations

The following zoning ordinance amendments are recommended in the RLC-2 District to implement the shared parking plan:

Section 180-55 Area restrictions and regulations.

B. (Add sentence.) Impervious coverage within a municipal parking easement shall not be counted toward the maximum limitation. The full extent of the lot shall be used when calculating maximum impervious coverage in the non-easement area and when calculating lot area.

E (Add sentence.) Where a lot is encumbered by a municipal parking lot easement, the rear yard setback to the easement shall be 5'; accessory structures may be set back 2' from the easement and patios 0'.

G. (New.) Off-street parking shall not be required on lots that are encumbered by a municipal parking lot easement.

Case Study References

- Ballard, Christine, P.E. Borough Engineer for Red Bank Borough, NJ. Telephone interview. May 16, 2011.
- Bier, L., et al. Parking Matters: Designing, Operating and Financing Structure Parking in Smart Growth Communities. July 2006.
- California. Metropolitan Transportation Commission. Developing Parking Policies to Support Smart Growth in Local Jurisdictions: Best Practices. April 2007.
- Corcoran, Steven. Former Councilman of Medford Township, NJ. Telephone interview. May 24, 2011.
- Gifis, Steven H. Law Dictionary. Woodbury, NY: Barron's Educational Series, Inc. 1975.
- Haddonfield Borough Parking Advisory Task Force. Parking Study 1994.
- Haddonfield Borough. Downtown Area Master Plan. October 23, 2006.
- Litman, T. Parking Management Best Practices. Chicago: American Planning Association Press. 2006.
- Litman, T. Parking Management: Strategies, Evaluation, and Planning. Victoria Transport Policy Institute. November 2008.
- Maley, James, Esq. Mayor of Collingswood, NJ. Interview May 19, 2011.
- Manning, Teresa. Representative of Rocar Properties & Shore Enterprises of Red Bank, NJ. Telephone interview. May 23, 2011.
- Maryland Governor's Office of Smart Growth. Driving Urban Environments: Smart Growth Parking Best Practices. March 2006.
- New Jersey Department of Transportation (NJDOT) and U.S. Federal Highway Administration. Mobility and Community Form: A Guide to Linking Transportation and Land Use in the Municipal Master Plan. October 2006.
- Oregon. Transportation and Growth Management Program. Parking Management Made Easy: A Guide to Taming the Downtown Parking Beast. June 2001.
- Perkins, Charles, Esq. Former City Attorney for Georgetown, KY. Email correspondence May 19, 2011.
- Reed, Marvin R. Former Mayor of Princeton Borough, NJ. Telephone interview May 16, 2011.
- The National Trust for Historic Preservation and The Institute for Transportation Engineers. The Parking Handbook for Small Communities. 1994.
- U.S. EPA. Essential Smart Growth Fixes for Urban and Suburban Zoning Codes. November 2009. EPA 231-K-09-003.
- U.S. EPA. Parking Alternatives: Making Way for Urban Infill and Brownfield Redevelopment. November 1999. EPA 231-K-99-001.
- U.S. EPA. Parking Spaces / Community Places: Finding the Balance Through Smart Growth Solutions. February 2006. EPA 231-K-06-001.

Appendix A:

Design Development Plans





Parking Schedule

Existing On Street Parking	0
Existing On Site Parking	167
Existing Total	167
Proposed On Street Parking	6
Proposed On Site Parking	203
Proposed Total	209
Net Increase	42 Spaces
Percent Increase	25%

NOTES:

1. This plan was prepared as an illustrative exhibit solely to demonstrate the concepts of shared parking, reduced driveways, enhanced pedestrian circulation, and the efficiencies gained by these concepts, and was developed with available data which does not include detailed topography. The plan is pending formal stakeholder or landowner input.
2. Stormwater Best Management Practices will be implemented throughout the entire plan where appropriate, including but not limited to stormwater infiltration islands and pervious pavers.

MAIN STREET TOWN CENTER SHARED PARKING STUDY
DESIGN DEVELOPMENT PLAN MUNICIPAL LOT
 MOORESTOWN TOWNSHIP, BURLINGTON COUNTY, NEW JERSEY



PREPARED UNDER THE DIRECT SUPERVISION OF SCOTT D. TAYLOR, LLA, AICP, PP, LEED AP

PREPARED: MAY 24 2011; LAST REVISED SEPTEMBER 29, 2011

SCALE: 1"=30'

Aerial Photograph Taken From NJ Image Warehouse on or about May 24, 2011

**TAYLOR
 DESIGN
 GROUP**

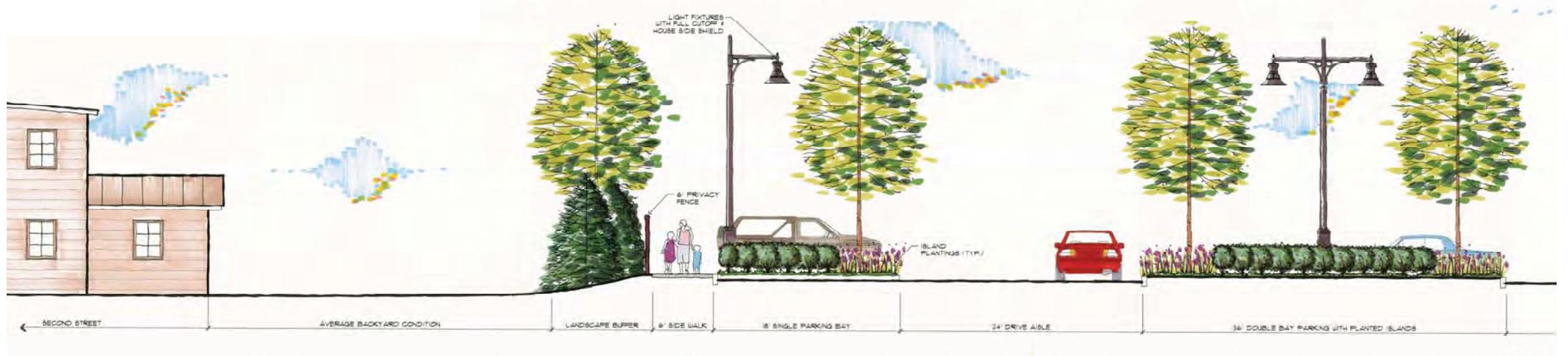


Parking Schedule

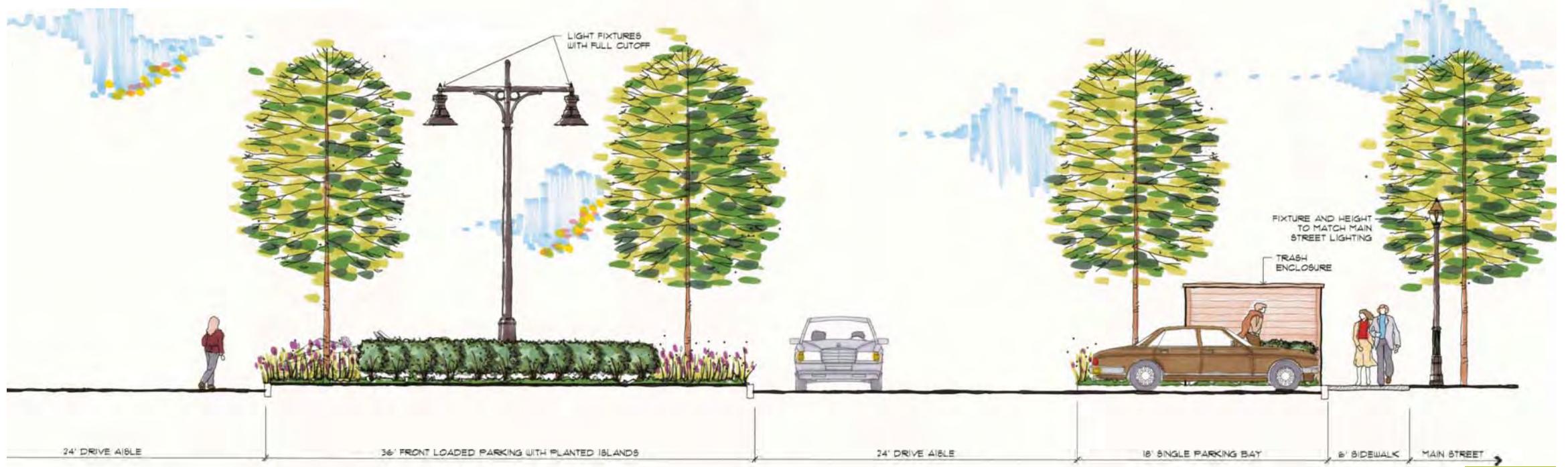
Existing Parking	395 Spaces*	Handicap Spaces	
Proposed Parking	506 Spaces	Required	10.12 spaces
Net Increase	111 Spaces	Proposed	11 spaces
Percent Increase	28.1%		

- NOTES:**
1. This plan was prepared as an illustrative exhibit solely to demonstrate the concepts of shared parking, reduced driveways, enhanced pedestrian circulation, and the efficiencies gained by these concepts, and was developed with available data which does not include detailed topography. The plan is pending formal stakeholder or landowner input.
 2. Stormwater Best Management Practices will be implemented throughout the entire plan where appropriate, including but not limited to stormwater infiltration islands and pervious pavers.
 3. *The existing parking count includes a number of estimated spaces that are informal in nature, i.e., un-striped, undersized, inadequate aisle widths, etc.

FROM SECOND STREET TO CENTER OF PARKING LOT



FROM CENTER OF PARKING LOT TO MAIN STREET



MAIN STREET TOWN CENTER SHARED PARKING STUDY
ENLARGED PARKING LOT SECTION ANALYSIS (BL. 4405)
 MOORESTOWN TOWNSHIP, BURLINGTON COUNTY, NEW JERSEY



PREPARED UNDER THE DIRECT SUPERVISION OF SCOTT D. TAYLOR, L.L.A. AICP, LEED AP
 DATE MAY 24, 2011; LAST REVISED SEPTEMBER 29, 2011

SCALE 1" = 40'

Aerial Photograph Taken From NJ Image Warehouse on or about May 24, 2011.

**TAYLOR
 DESIGN
 GROUP**



EV CHARGING STATION



SOLAR-POWERED EV CHARGING STATIONS



SOLAR PARKING LOT CANOPY



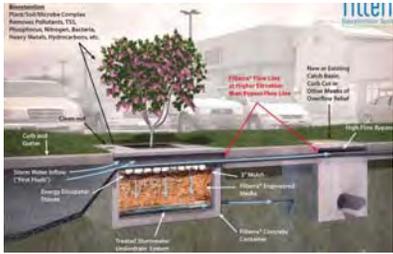
PERVIOUS PAVERS



UNIFORM SOLID WASTE & RECYCLING ENCLOSURES



SHADE TREES—MAPLES



STORMWATER BIO-FILTRATION SYSTEM



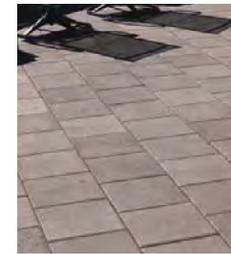
SUBSURFACE STORMWATER STORAGE



BIO-RETENTION / VEGETATED SWALES



POROUS ASPHALT



DECORATIVE CONCRETE PAVERS



SHADE TREES—ZELKOVAS



LIRIOPE



NATIVE GRASSES



BENCHES



TRASH RECEPTACLE



SUSTAINABLE DEVELOPMENT EDUCATIONAL SIGNAGE



TEAR DROP FIXTURE & POST—INTERIOR PARKING LOT



GRANVILLE FIXTURE TO MATCH MAIN STREET AT ENTRANCES AND INTERNAL STREETSCAPE ALONG STORES



DAYLILIES & OTHER DROUGHT-TOLERANT SPECIES



BIKE RACKS



BIKE SHELTERS



TEAR DROP FIXTURE—FULLY SHIELDED

MAIN STREET TOWN CENTER SHARED PARKING STUDY DESIGN FEATURES

MOORESTOWN TOWNSHIP, BURLINGTON COUNTY, NEW JERSEY - SEPTEMBER 27, 2011

LOTS IN SHARED PARKING AREA (BLOCK 4405)**Moorestown Main Street Town Center Shared Parking Study**

22-Dec-11

**TAYLOR
DESIGN
GROUP**

LOT	PROPERTY OWNER	ST. ADDRESS
4	FUNARO, DENNIS J & MARY ELLEN	14 E 2ND ST
5	JVS LIMITED, LLC	18 E 2ND ST
6, 7	MUSHROCK, ROBIN P	20 E 2ND ST
8	HAMILTON, HUGH J & MARION	22 E 2ND ST
9	WILSON, JAMES L	24-26 E 2ND ST
10	WILSON, JAMES L	28 E 2ND ST
11	ZIENIUK, CHRISTINA	30 E 2ND ST
12	O'DONNELL, WILLIAM P & MARLEEN	32 E 2ND ST
13	HARVEY, ANDREAS	34 E 2ND ST
14	SPIEKER ENTERPRISES, LLC	36 E 2ND ST
15	MERTSOCK, MICHAEL M & DIANE	38 E 2ND ST
16	CRESSON, JOHN H & CAROLYN M	40 E 2ND ST
17	MORIUCHI, C. NAOJI & MICHELLE S	42 E 2ND ST
18	BLUM, JOHN J	44 E 2ND ST
19	JVS LIMITED, LLC	37 E MAIN ST
20	JVS LIMITED, LLC	52 E 2ND ST
21	JVS LIMITED, LLC	54 E 2ND ST
22	GILLIGAN, RICHARD T & VAN TIJN, JUDY	58 E 2ND ST
23	F & M S & L/BENEFICIAL/ACCTG	53 E MAIN ST
24	MEND	66 E 2ND ST
25	MEND	68 E 2ND ST
26	VERNON PLACE, LLC	72 E 2ND ST
27	74 EAST SECOND STREET ASSOCIATES	74 E 2ND ST
28	S & P REAL ESTATE COMPANY, LLC	78 E 2ND ST
29	PLAZA 2700, LLC	67 E MAIN ST
30-31	MOORESTOWN TOWNSHIP	82 E 2ND ST
32-34	1ST FDLTY BANK%THOMSON REUTERS	91 E MAIN ST
35	MOORESTOWN MONTHLY MTG SOC FRIENDS	MAIN ST & CHESTER AV
36, 38	1ST FDLTY BANK%THOMSON REUTERS	91 E MAIN ST
39	WORKMAN, EDWARD T	79 E MAIN ST
40	PHANTOM CANYON INVESTMENTS, CO	77 E MAIN ST
41	JCU, LLC	75 E MAIN ST
42	NOGA REAL ESTATE, LLC	69 E MAIN ST
43	PLAZA 2700, LLC	67 E MAIN ST
44	SPENA, LOUIS THOMAS & DIANA ROSE	63-65 E MAIN ST
45	TB CORPORATION	59-61 E MAIN ST
46	T B CORPORATION	57 E MAIN ST
47	T B CORPORATION	55 E MAIN ST
48	F & M S & L/BENEFICIAL/ACCTG	53 E MAIN ST
49	JVS LIMITED, LLC	45 E MAIN ST
51, 53, 54	WRIGHT, ORVILLE R	41 E MAIN ST
55	JVS 33 EAST MAIN, LLC	33 E MAIN ST
56	LEWIS, DAVID D	25-27 E MAIN ST
57	WILSON, JAMES L	21-23 E MAIN ST
58	WILSON, JAMES L	19 E MAIN ST
59	CICCINI, JANET & BROSSY, MARGARET	17 E MAIN ST
60	JVS PROPERTY MANAGEMENT, LLC	13 E MAIN ST
61	JVS MOORESTOWN LLC	11 E MAIN ST
62	JVS LIMITED, LLC	9 E MAIN ST
63	JVC LIMITED, LLC	7 E MAIN ST
64	SCHOOLEY, JOSEPH P & HOPE C	5 E MAIN ST
67	MOCCIA, JR AQUILANTE F & RUTH	109 MILL ST
68	LANCE-ZIENIUK, CHRISTINA & ROBERT J	117 MILL ST

Appendix B:

Wayfinding Signage Plan





Site Identification Sign
Sign Type 'A'

Proximity Destination Signs
Sign Types 'B1' & 'B2'

Directional Sign
Sign Type 'C'

Intersection Trailblazing Sign
Sign Type 'D'

Gateway Sign
Sign Type 'E'

WAYFINDING SIGNAGE
MOORESTOWN TOWNSHIP
BURLINGTON COUNTY, NEW JERSEY

Prepared: November 2011
NOT TO SCALE

**TAYLOR
DESIGN
GROUP**



WAYFINDING SIGNAGE LOCATION MAP

MOORESTOWN TOWNSHIP
BURLINGTON COUNTY, NEW JERSEY

Prepared: November 2011
NOT TO SCALE

**TAYLOR
DESIGN
GROUP**

Sign #	Type	Mounting	Side	Text	Location	Estimated Cost
1	"B1"	New Pole		< Municipal Complex ^ Main Street Town Center ^ < Parking	97.42' west of SW Corner of Church St. and Main St.	
2	"B1"	New Pole		^ Municipal Complex > Main Street Town Center ^ > Parking	SE Corner of Church St and Main St.	
3	"B2"	Light Pole		> Municipal Complex > Parking	NE Corner of Church St and Main St.	
4	"A"	New Monument		Moorestown Municipal Complex Police Court Library Recreation Administration	Municipal Complex; 2nd St. Entrance	
5	"A"	New Monument		Moorestown Municipal Complex Police Court Library Recreation Administration	Municipal Complex; W. 3rd St. Entrance	
6	"C"	New Pole	(1) West Side (2) East Side	> Parking < Parking	Municipal Parking; 2nd St. Westernmost Entrance	
7	"C"	New Pole	(2) East Side	> Parking	Mill Street Parking Entrance	

WAYFINDING SIGNAGE LIST
MOORESTOWN TOWNSHIP
BURLINGTON COUNTY, NEW JERSEY

Prepared: November 2011
 NOT TO SCALE

**TAYLOR
 DESIGN
 GROUP**

Sign #	Type	Mounting	Side	Text	Location	Estimated Cost
8	"B2"	Light Pole	(1) West Side	< Parking	NE Corner of Mill St. and Main St.	
			(2) East Side	^ Municipal Complex		
				> Parking		
9	"C"	New Pole	(1) West Side	> Parking	Westernmost W. 2nd St. New Municipal Parking Lot entrance	
			(2) East Side	< Parking		
10	"C"	New Pole	(1) West Side	> Parking	Easternmost W. 2nd St. New Municipal Parking Lot entrance	
			(2) East Side	< Parking		
11	"E"	Light Pole		Welcome to Main Street Town Center	North side E. Main Street, between Chester Ave. and Schooley St.	
				Historic Moorestown		
				Dine Shop Discover		
12	"D"	New Pole			SE Corner of Marter and Main St.: Blade across Marter Ave.	
			(1) South Side	< Main Street Town Center		
				< Municipal Complex		
			(2) North Side	> Main Street Town Center		
				> Municipal Complex		
			(1) East Side	^ Main Street Town Center	Blade across Main St.	
				^ Municipal Complex		
(2) West Side	Thank you for Visiting Historic Moorestown					
13	"E"	New Pole		Welcome to Main Street Town Center	South side Main St., approx. 1,050' from N. Church St. intersection	
				Historic Moorestown		
				Dine Shop Discover		

WAYFINDING SIGNAGE LIST
MOORESTOWN TOWNSHIP
BURLINGTON COUNTY, NEW JERSEY

Prepared: November 2011
 NOT TO SCALE

**TAYLOR
 DESIGN
 GROUP**

Appendix C:

Sample Design Element Sponsorship Form



The benches and bike racks within the Dune Drive Business District will match those already installed.

PLEASE
PLACE
STAMP
HERE

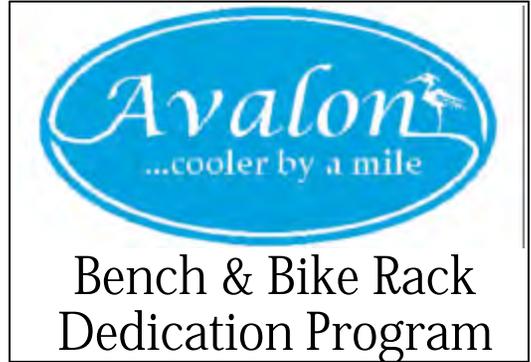


The Boardwalk benches will have the same cast metal ends in "Avalon Blue" with slats made of Ipé wood, a plantation-grown, tropical hardwood. All plaques will be made of cast bronze.



If you have any questions or require additional information about this program, please call 609-967-3066.

**Bench & Bike Rack
Dedication Program**
Borough of Avalon
3100 Dune Drive
Avalon, NJ 08202



Be a Part
of **Avalon's**
RENAISSANCE!

Commemorate loved ones or events by dedicating a bench or bike rack in the Downtown or on the Boardwalk.

Borough of Avalon

Bench & Bike Rack Dedication Application Form

The Borough of Avalon has developed a program where individuals or businesses can dedicate benches and bike racks along the **Boardwalk** and in the **Dune Drive Business District**.

The Benches and Bike Racks in the Downtown will match those already installed in the Downtown. The Boardwalk Benches will be a similar Bench style with hardwood slats. All plaques will be made of Cast Bronze.

1. **CONTACT INFORMATION:** Name: _____
Address: _____

Phone: _____ Email: _____

2. **PREFERRED LOCATION:** Space is limited, and requested locations will be awarded on lottery basis for all applications received prior to November 1, 2005. Thereafter, locations will be assigned on a first-come; first-served basis. Locations are not guaranteed and cannot be changed once the site has been verified. The Borough will make every effort to accommodate the requested location, but reserves the right to relocate benches and bike racks to achieve proper location and bench distribution.

Select Item: _____ Bench _____ Bike Rack

Select Location: _____ Boardwalk _____ Dune Drive Business District (20th Street to 33rd Street)

Describe requested location: _____

Please Check Here if you are willing to accept an alternate location: _____

All Applicants will receive written notification of assigned location, after which time payment is due within 30 days. Payment will confirm approval of assigned location.

3. **PLAQUE WORDING:** Maximum 3 Lines / 20 characters per line (Including spaces)

4. **COST:** Benches: **\$1200**; Bike Racks: **\$900**. Payable to "Borough of Avalon" and write "*Bench Dedication Program*" in the Memo field. **Include Payment with this form only if you agree to accept the final location assigned by the Borough.**
5. **PERIOD COVERED:** Ten years from the time of dedication. After which time a new application must be made or the bench or bike rack will be available for dedication by others. Benches and Bike Racks will be owned by the Borough.
6. **INSTALLATION AND MAINTENANCE:** Covered at the Borough's expense for each ten-year period.
7. **INCOME TAX INFORMATION:** A receipt will be sent if requested at time of payment.
8. **DEADLINE:** Benches and Bike Racks will be installed in May for the upcoming summer season. All completed applications with payment must be received prior to **January 1** for the following Summer.

Return Application to: _____ Director of Recreation
Borough of Avalon
3100 Dune Drive
Avalon, NJ 08202
609-967-3066

Approved by _____ Date _____

**Office Use
Only**

Received Application: _____ Confirmation Sent: _____
Received Payment: _____ Amenity & Plaque Installed: _____
Received By: _____ Installed By: _____

Appendix D:

Letters of Project Support





BOARD OF FIRE COMMISSIONERS

(856) 234-4193

Fire District No. 1, Township of Moorestown

Fax: (856) 273-8482

261 W. Main St., Moorestown, NJ 08057

*Karl A. Shelley
Chairman*

*Christopher M. Chesner
District Administrator*

*R. Max Fisher
Vice Chairman*

*Charles H. Schuster
Secretary/Clerk*

*Samuel J. Schlindwein
Treasurer*

December 8, 2011

*Stephen H. Bixby
Asst. Sec'y./Asst. Treas.*

Scott Carew, Township Manager
Township of Moorestown
2 Executive Drive
Moorestown, NJ 08057

Dear Mr. Carew:

This letter is in reference to a meeting my Department had with representatives from Taylor Design Group on August 16th of this year. The meeting concerned the existing municipal lot on Second Street and the proposed shared parking lot between Main and Second Street.

I along with the members of the Board of Fire Commissioners support the general proposal as presented. If any of our recommendations are changed or diminished, we ask that you allow us to offer comment in regards to those changes and include us in any future addendums to the plan.

We believe that the parking lot will not only improve fire safety in that area of town, but will also benefit the community as a whole. If there is anything else you need our assistance with, please don't hesitate contacting me.

Sincerely,

A handwritten signature in black ink, appearing to read "ASG", with a long horizontal flourish extending to the right.

Anthony S. Green
Chief of the Department