

Main Street Shared Parking Concept

Mill Street to Chester Avenue
Township of Moorestown

Moorestown Economic Development Advisory Committee

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Existing Conditions & Project Area



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Existing Conditions



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Existing Conditions

- Numerous driveway points increase potential for conflicts between vehicles and pedestrians
- Parking can be confusing and unwelcoming
- Businesses are disconnected from each other- functionally and visually
- Small lot development greatly reduces parking efficiency- single loaded, etc.
- Maintenance levels vary between parcels; and can be rather costly for individuals.



Existing Conditions: Parking can be hazardous to pedestrians, vehicles, property and trees



Existing Conditions: Adequate parking for the handicapped has not been provided



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Existing Conditions: Outdoor storage can be unsightly and unsanitary



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Existing Conditions: Parking lots do not manage stormwater effectively or promote environmental best management practices



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Benefits of Common & Shared Parking

- Improved pedestrian and vehicular safety through planned, cohesive circulation, and reduction in number of curb cuts to streets
- Dramatically increased parking yield gained through design efficiencies
- Multiple trips per “park”, can reduce turning movements onto streets.
- Cross-patronage increases customer base for all businesses.
- Establishes a unified design environment through the use of consistent paving materials, signage and landscaping
- Reduces gross parking requirements for businesses- this can broaden the types of permitted tenants that may have been previously restricted

Benefits of Common & Shared Parking

- Increased efficiency creates more parking, with less asphalt & impervious, and increased green space.
- Maximizes building utilization and development opportunity
- Provides opportunities for stormwater drainage improvements
- Provides improved handicapped accessible spaces
- Facilitates conveniently located, shared or larger areas for solid waste including recyclables and maintenance
- Facilitates enhanced security.

Benefits of Common & Shared Parking

- All of the above benefits work toward a few common goals:
 - Creating a vibrant downtown atmosphere that is convenient, safe and enjoyable for dining, shopping, working, and cultural events.
 - Creating a unified design vocabulary that visually connects the Main Street streetscape with this block; and with the municipal lot to the west; and with the proposed municipal complex
 - Capitalize on the character and strength of Moorestown to position the downtown to successfully compete with the ever expanding commerce and shopping centers in nearby communities

Concept Plan



Parking Schedule

Existing Parking	352 Spaces
Proposed Parking	457 Spaces
Net Increase	105 Spaces
Percent Increase	29.8%

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Benefits of Common & Shared Parking

- Dramatically increased parking yield:

- Existing parking 352 spaces
- Proposed parking 457 spaces
- Net increase 105 spaces or 29.8%

Next Steps...

- Develop a **Strategic Plan** and **Feasibility Study** for a common, shared parking area for the block in question, and perhaps concurrently with the municipal lot to the west.
 - Address yield, traffic circulation, design, amenities, storm water, partnering issues, costs, signage
- Create a **unified wayfinding signage system** for the entire commercial center with both short and long term implementation strategies.

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