

Main Street Town Center Shared Parking Study

Mill Street to Chester Avenue
&
Second Street Municipal Lot

Township of Moorestown

May 14, 2012

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Main Street Town Center Shared Parking Study

Moorestown

Economic Development Advisory Committee

Mayor & Council

Department of Community Development

Partially funded by a grant from the
Delaware Valley Regional Planning Commission

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Main Street Town Center Shared Parking Study

Downtown Planning

East Main Street Town Center must compete with other many local downtowns as well as shopping malls and retail centers to maintain its economic stability or to achieve growth!



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Downtown Planning

This requires many components including:

- **Ample Parking that is perceived as convenient and safe.**
- **An attractive pedestrian environment with generous walks, street trees, benches, receptacles, lighting, places to congregate, etc.**
- **A good mix of uses and adequate population in the area.**
- **Public areas must be well maintained to create a desirable environment for shopping, eating, etc.**



Downtown Planning

East Main Street Town Center:

1. Has an attractive streetscape and is perceived as safe.
2. However there is **not** a perception of ample, convenient parking supply.
3. The parking can be **confusing** and unwelcoming, and the multiple ingress/egress points onto Main Street are **dangerous** to pedestrians and vehicles.



Existing Conditions Block 4405

1. The small, disconnected individual parking lots greatly reduce parking efficiency (single-loaded aisles, etc.)
2. The lack of stormwater control leads to downhill flooding and runoff of parking lot contaminants.
3. Fire trucks and emergency vehicles cannot easily access the individual parking lots or the rear of commercial buildings.



Existing Conditions Block 4405

1. There are very few handicapped spaces.
2. Maintenance levels vary between properties and can be costly on an individual lot basis (snow removal, trash pick-up, lighting, other maintenance, insurance, etc.)
3. There is little opportunity to park the car once and shop at multiple stores or stop at a restaurant.



Existing Conditions Second St. Lot

1. The existing **Second Street Lot** layout lacks an efficient design.
2. The multiple entrance points create a traffic and pedestrian safety concern.
3. The driveways should be aligned with the Town Hall design across the street.
4. Multiple dumpsters create unattractive, and objectionable conditions.



Plan

- 1. EDAC** has spearheaded a project to consider the creation of a new municipal parking (Shared) lot on Block 4405 (Mill Street to Chester).
- 2. A concept plan** was prepared for Block 4405 in 2009 and presented to property owners.
- 3. Enough stakeholders** were interested in furthering the project that Mayor and Council authorized further study and obtained a DVRPC grant to fund a majority of the study.

Plan

1. Taylor Design Group was hired to refine the concept plan and prepare a study that includes:

- Downtown parking case studies
- Project goals and design elements
- Refinement of the design development plan
- Wayfinding signage program
- Pre-design budget estimates
- Potential funding sources, and
- Recommended modifications to local ordinances.



Goals for Second St. Municipal Lot

1. Reduce the number of curb cuts onto Second Street and provide an entrance aligned with the re-designed Municipal Complex driveway.
2. Increase the overall number of parking spaces through re-configuration of the lot.
3. Create pedestrian linkages from the lot to Main Street for improved access.
4. Facilitate access by emergency vehicles through the lot, and fire fighting capability from the lot.
5. Create more green space, upgrade stormwater control, and add more landscaping.

Goals for Second St. Municipal Lot (cont.)

6. Add light poles, benches, bike racks, etc. that match the Main Street streetscape design.
7. Incorporate sustainability elements such as pervious pavers, bio-swales, energy-efficient light fixtures, electric vehicle charging stations and other features.
8. Create shared solid waste and recycling enclosures.
9. Add wayfinding signage.
10. Minimize construction and maintenance costs.

Goals for New Shared Public Lot (Bl. 4405)

1. Make project a win/win for Township and property owners.
2. Increase the overall number of parking spaces.
3. Reduce the number of curb cuts and driveways onto Main and Second Streets.
4. Facilitate access by emergency vehicles and fire fighting apparatus.
5. Provide more handicap accessible parking.
6. Improve stormwater management.
7. Create linkages / improved pedestrian access to Main Street.

Goals for New Shared Public Lot (Bl. 4405) (cont.)

8. Add lights, trash receptacles, benches, etc. that match the Main Street streetscape design.
9. Incorporate sustainability elements such as pervious pavers, bio-swales, energy-efficient light fixtures, Electric Vehicle charging stations and other features.
10. Add wayfinding signage.
11. Maximize building utilization.
12. Facilitate conveniently located, shared or larger areas for solid waste and recycling.
13. Provide for off-street loading areas.
14. Minimize construction and maintenance costs.

Project Process

1. EDAC has held public meeting and has discussed the project with property owners to discuss the goals, objectives and benefits of the project.
2. TDG has met with a number of Township staff to get their input including:

**Fire Chief, Fire Official, Fire District Administrator
Police
Public Works
Township Engineer
Tax Assessor
Township Solicitor**

**And the
The Rutgers Cooperative Extension**

Project Benefits

1. Dramatically **increased parking yields** gained through design efficiencies.
2. Enhanced **fire fighting ability** and emergency vehicle access.
3. Dramatically **improved stormwater management**, which will likely be eligible for grant funding from Rutgers through the Pompeston Creek Watershed Management Plan.
4. **Sustainable design features** including energy efficient lighting, pervious pavers, native vegetation, Electric Vehicle charging stations, bike shelters, enhanced pedestrian amenities, **increased handicap parking**, shade trees.

Project Benefits

5. Create Opportunities to turn the rear of commercial buildings into “fronts,” creating a **dual-sided Main Street**.
6. Enhanced cross-patronage opportunities among businesses due to increased exposure, visibility, connectivity.
7. **Create Unified design theme** through the use of consistent paving materials, signage and landscaping.
8. Enhanced potential for building expansions because of adequate parking and modified ordinance requirements.
9. **Enhanced economic viability of East Main Street Town Center Moorestown!**

Second Street Lot BEFORE:

167 Spaces



Second Street Lot AFTER:



209 Spaces

**42 New Spaces -
25.1% Increase.**

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Block 4405 BEFORE:

365 Spaces



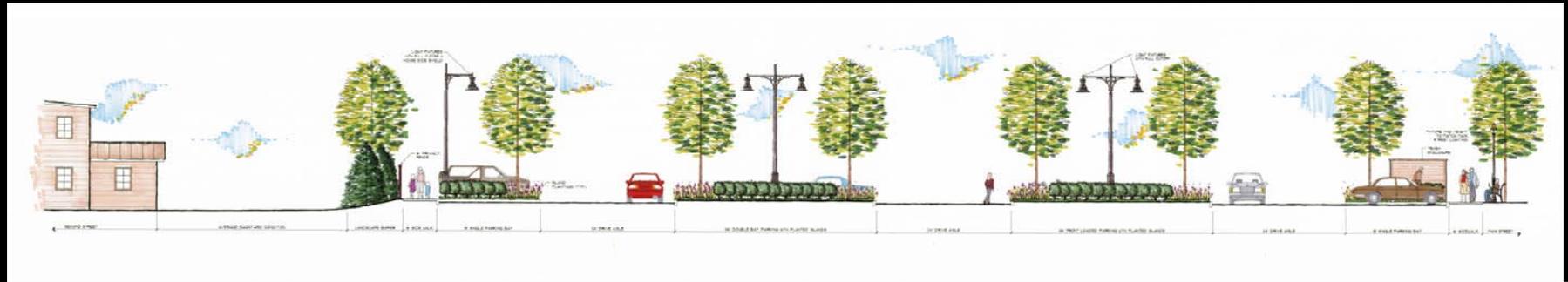
Block 4405 AFTER:



506 Spaces (111 new spaces; 28% increase)



Block 4405 AFTER:



Cross-Section: Second Street toward Main Street



Residential Buffer Enlargement

Design Elements



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



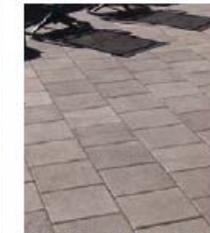
SUBSURFACE STORMWATER STORAGE



BIO-RETENTION / VEGETATED SWALES



STANDARD ASPHALT VS. POROUS ASPHALT



DECORATIVE CONCRETE PAVERS



SHADE TREES—ZELKOWS



LIRIOPIE



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 STREET SCAPES ALONG STORES



DAYLILIES & OTHER DROUGHT-TOLERANT SPECIES



BIKE RACKS



BIKE SHELTERS



TEAR DROP FIXTURE—FULLY SHIELDED

Shared Parking Case Studies

1. Other towns were reviewed to determine best practices, particularly for land assemblage.
2. Most towns established their lots long ago through fee simple acquisition (Haddonfield), or through partnerships with PATCO (Collingswood) or private developers (Princeton).
3. To create new parking lots across multiple properties, **easements** or licenses are now typically used (Red Bank, Medford).
4. A **public right-of-way** easement is recommended for Moorestown for simplicity, cost, zoning and tax implications, and permanence of the easements.

Next Steps for New Parking Lot Project

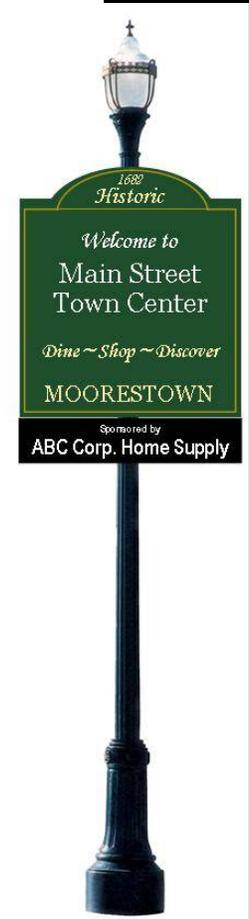
1. **Develop policies and create agreement language for easement use, insurance and maintenance.**
2. **Survey the properties for title and topographic info.**
3. **Meet with Owners to obtain easement agreements.**
4. **Apply for grants and low interest loan funding.**
5. **Fund the project.**
6. **Design and engineer the site. Subdivide as necessary.**
7. **Construct the project.**
8. **Contract for trash & snow removal, landscape maint., etc.**
9. **Amend Land Development Ordinances**

Next Steps for Municipal Parking Lot Project

1. Fund the project- apply for grants, etc.
2. Survey, design and engineer the site.
3. Construct the project.

Pre-Design Budget Estimate Includes:

- **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



Pre-Design Budget Estimates

1. Reconfiguration of Second Street Municipal Lot = ~\$1.6M.

- \$13.84 Per Property for 20 years.

2. Construction of Shared Lot (Block 4405) = ~\$4.2M.

- \$36.34 Per Property for 20 years.

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