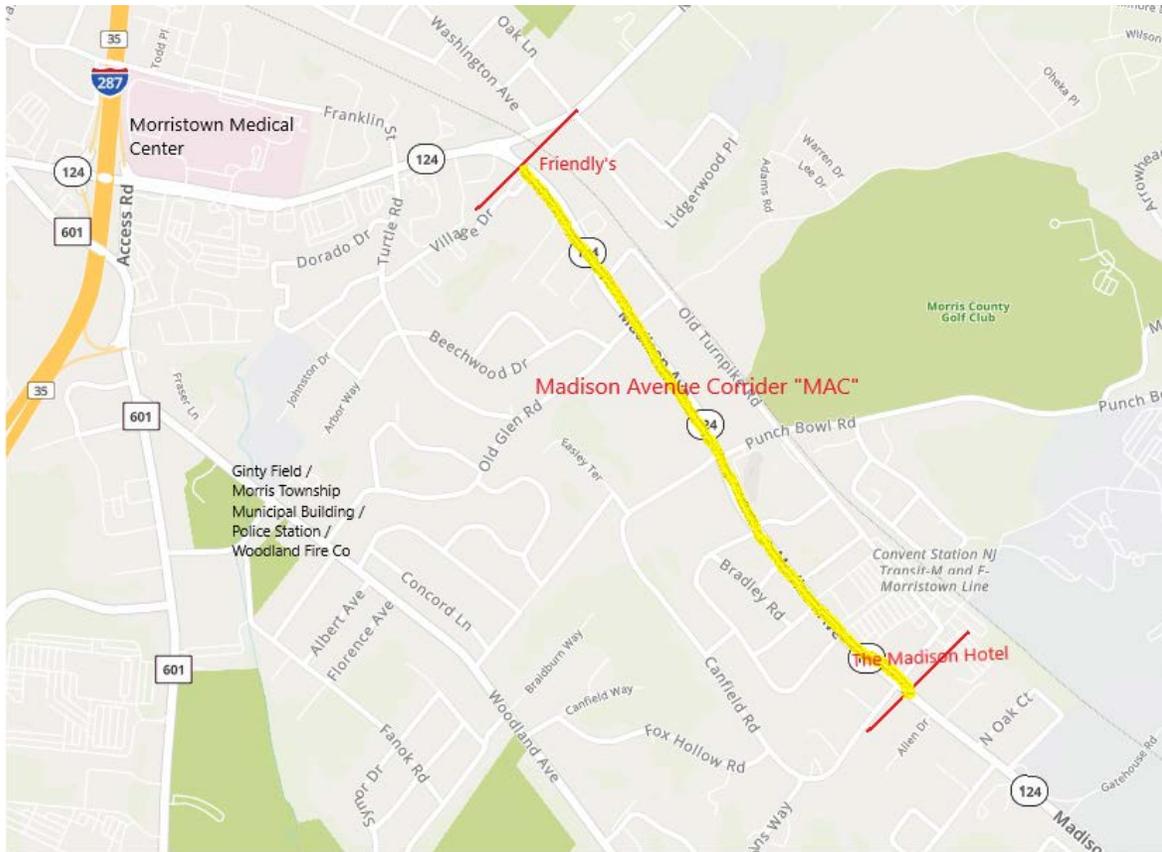


Morris Township Madison Ave Strategic Vision

April 2023

*Presented by:
The Economic Development Advisory Committee*

Morris Township Madison Ave Strategic Vision



The Economic Development Advisory Committee (EDAC), in partnership with the Township Committee, announced its intent in early 2020 to develop a visioning strategy for the Madison Avenue Corridor.

The Madison Avenue Corridor ("the Corridor") is a specific section of Madison Avenue located within Morris Township, between the Normandy Parkway (Friendly's) and Canfield Rd /Convent Rd (Madison Hotel) intersections.

Morris Township Madison Ave Strategic Vision

The Corridor is in a phase of transition :

- age / state of the physical buildings and properties
- post-pandemic life / work-life arrangements / modern housing arrangements
- development of the surrounding areas and Greater Morristown area
- continued expansion of Atlantic Health / Morristown hospital
- continued proposals brought forth to Planning/Zoning boards for various projects
(Madison Hotel/ RH / Primrose / Dunkin / etc).

EDAC's mission in this initiative is to recommend a forward-looking strategy for development proposals along the Corridor. This was done as a collaborative process with many stakeholders and developed with input from the existing property owners, Township residents and development professionals/experts. The goal was to provide input so that the Township's and resident's interests and vision for this historic and important segment of our Township are considered in any future projects in the Corridor.

- **A critical point to note is that the Corridor consists of all privately owned properties. This is not or Township property that can simply be developed or converted into gardens, parks, greenspace or community centers. As commercial enterprises, the property owners are generally seeking to maximize the return investments. EDAC is suggesting that the ongoing/future transition can be accomplished to both enhance the economic vibrancy of our community (and achieve investment goals of property owners) while also respecting the historic nature and charm of the surrounding area. Without question, developers/business owners are required to continue following all standard land use, zoning and planning board procedures and protocols.**

Morris Township Madison Ave Strategic Vision

▣ EDAC Recommendations

▣ Proactive Planning

- ▣ Identify 'high priority' properties with leases expiring in the next 5 yrs. Open lines of communications with property owners, create list of Township's risk/opportunities and keep residents aware of any updates/progress.

▣ Zoning Review

- ▣ As noted in the Township Master Plan, all OL-5 zoned properties should be reviewed and an overlay zone offering alternative uses could be adopted.

▣ Develop Design Standards

- ▣ Adopt specific standards that will require 'green' building standards be met and ensure a high aesthetic quality, consistent with the historic area
- ▣ Institute frontage standards and encourage the preservation/enhancement of green space
- ▣ Ensure that standards address residents concerns around traffic issues
- ▣ Limited street signage and allow for façade mounted, illuminated by down lighting

Morris Township Madison Ave Strategic Vision

▣ EDAC Recommendations

▣ Redevelopment

- ▣ Multi-family structures with ground floor retail should be used to incentivize developers to focus on local, small businesses. This is a top priority for residents.
- ▣ Review Crum & Foster redevelopment success
- ▣ Residents are opposed to national chain/franchise establishments and prefer small, locally owned businesses

▣ Safety & Accessibility

- ▣ High residential concentration neighborhoods directly along the Corridor, ensure safe access on/across the Corridor
- ▣ Where needed, expand sidewalks to run the full length of the Corridor.

▣ Communication

- ▣ Open communication channels with Property Owners to understand their strategies, intentions and collect feedback. Ensure they understand the Township priorities and strategies
- ▣ Open communication to residents through multiple channels (website, email blasts, mailings, social media posts, media articles) and provide opportunity to give feedback / input

Township Master Plan Alignment

Madison Ave Corridor Strategic Vision

- **The Madison Ave Corridor needs to better represent the core pillars of the Morris Township Master Plan (as adopted Aug 2017)**
 - Goal 1: Preservation of Residential Character of the Community
 - Goal 2: Minimize Pollution
 - Goal 3: Preservation and Enhancement of Historic Sites and Recreational Facilities for Public Enjoyment
 - Goal 4: Maintenance of Existing Commercial Areas and Restriction on New Commercial Development
 - Goal 5: Improvement and Maintenance of the Existing Street System and Development of Needed Arterial Routes
 - Goal 6: Preserve and Enhance Open Space and Recreational Facilities for Public Enjoyment
- **All six goals are consistent with themes in EDAC's property owner and resident surveys**

Master Plan Goal 1: Preservation of Residential Character of the Community

- ❑ Madison Ave needs to reflect the local communities that surrounds it. It is a major artery between downtown Morristown and Madison, with major interstates near by, but should not lose it's residential qualities and charm.

- ❑ **Recommendations:**
 - ❑ An updated Master Plan should better represent the importance and focus on Madison Ave.
 - ❑ Review the OL zoning on Madison Ave as soon as possible
 - ❑ Redevelopment review B-11
 - ❑ High priority properties: JCPL, Provident and Doctor's Park
 - ❑ Madison Hotel and MetLife should be of utmost importance
 - ❑ Planning Board to revisit Master Plan and review zoning designations for all commercial buildings with a lease expiration in the next 5 years
 - ❑ Residents hope that the Corridor can be filled with small, local businesses inclusive of coffee shops, cafes and restaurants. We anticipate this can be complimentary to mixed use residential property
 - ❑ Madison Ave can and should be a prosperous business corridor that is respectful and representative of its surrounding residential communities
 - ❑ Ensure that multi-family developments are limited and for carefully selected locations

Master Plan Goal 2: Minimize Pollution

- Morris Township residents are very conscious of their own environmental impact and that of the commercial businesses around them
- Recommendations:
 - Partner with Transportation Committee, Planning Board, and property owners to ensure electric vehicle infrastructure is available – new construction in Township,
 - Propose green building minimum standards to enhance building performance and appeal
 - Limit light pollution from exterior signage, limit any new signage. Light guidelines
 - Explore LED street lighting
 - Ensure that adequate waste disposal (garbage and recycling) bins are available and maintained
 - Improve the tree canopy along Madison Ave and Old Turnpike Rd

Master Plan Goal 3: Preservation and Enhancement of Historic Sites and Recreational Facilities for Public Use

- Madison Ave has vibrant and robust history, once part of **Millionaire's Row** during the Gilded-Age. We need to ensure this history is capture, preserved and celebrated
- Recommendations:
 - Promote the RH development as one of the featured tenants of the future of Madison Ave
 - Crum & Forster representative of the transitioning Madison Ave
 - With few of the remaining mansion's left, any opportunity for (re)developments should capture the historical essence of the Corridor with building materials, facades and aesthetics
 - Ensure that zoning and development standards are in place to reintroduce and/or maintain historical integrity
 - Ensure that pedestrians have safe access to the Traction line and safe walkability along the Corrior
 - Explore opportunities to increase safety/access to Old Turnpike Rd as an alternative to using Madison Ave for recreational purposes

Master Plan Goal 4: Maintenance of Existing Commercial Areas and Restriction of New Commercial Development

- Madison Ave is going through a period of transition post the pandemic and needs to better represent that interests of its residential neighbors and provide the most value to the property owners
- Recommendations:
 - Maintain regular communication with property owners to understand their interests and plans. We need to ensure that Morris Township is valuable stakeholder for them in their real estate strategy decisions
 - Share information with property owners so they are aware of the public/Township's interests and sentiment about the future of the Corridor
 - Continue to proactively inform the residents, to the extent possible, on property sales, redevelopment opportunities, etc.

Master Plan Goal 5: Improvement and Maintenance of the Existing Street System and Development Needed of Arterial Routes

- The most voiced concern of residents for Madison Ave were safety and traffic.
- Recommendations:
 - Support the following TAC recommendations: (May 2021)
 - Fill sidewalk gaps so there is a continuous, safe path along the entire Corridor
 - Consider Madison Ave crosswalk near Pitney Pl for bus stop access (and other necessary locations)
 - Consider Madison Ave bike lanes
 - EDAC to maintain close working relationship with TAC to ensure continuity in strategies

Master Plan Goal 6: Preserve and Enhance Open Space and Recreational Facilities for Public Enjoyment

- Madison Ave is a very vibrant biking, walk and running corridor with direct access to the Traction Line, safety and accessibility needs to be prioritized
- Recommendations
 - Ensure that assessment of Township facilities has been performed as noted in Master Plan (2017)
 - Review (re) development plans for each site to ensure that preservation of open space to extent possible
 - Use Crum & Forster as example and connect with their real estate team as needed

Supporting Documentation

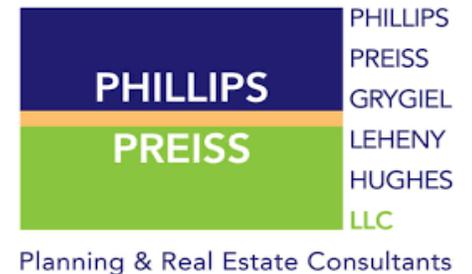
Work completed between Sept 2020-Dec 2022

Morris Township EDAC – Executive Summary

- Over the last 18 months, the Morris Township Economic Development Advisory Committee (EDAC) has put an increased focus on the Madison Ave Corridor in hopes of developing a future-looking strategic vision
- The strategic vision will be a result of community and property-owner inputs to ensure that the Corridor will be in the best position to serve all stakeholders and thrive
- When complete the Strategic Vision will be presented to the Morris Township Committee for consideration and will receive inputs from the Planning Board.
- The goal is to have the strategic vision completed by December 2022

Madison Ave Strategic Vision – Work Completed

- Throughout late 2020 and 2022, EDAC coordinated it's own research, reached out to industry professionals, facilitated a property owners survey and surveyed township residents
 - The following list is a snap shot of those conversations
 - JLL Commercial Leasing– Tim Greiner (Lead for 340 Mount Kemble)
 - Restoration Hardware – Dave Stanchak (Former Head of Real Estate)
 - Nuveen Asset Mgmt – former owner of 299 Madison Ave
 - Princeton Strategic Communications – Rick Alcantara (Property Owner Outreach Survey)
 - Resident Survey and Charette – facilitated by Township Planner, Paul Phillips



Madison Ave Visioning Timeline

Community Engagement

- Developed community outreach strategy with township planner and executed survey and charette

Strategic Vision Development

- Fold feedback from all stakeholders into final plan for Township Committee

Q1

Q2

Q3

Q4

Township Planner & Volunteer Committee Inputs

- Engaged with Township Planning board, Environmental Commission and Transportation Commission to ensure representation of thoughts and other work streams

Synthesize Inputs

- Partner with EDAC members to finalize Visioning process and plan to present to Township Committee

Note: Keep Property Owners engage throughout process for continued support

Property Owner Outreach Survey

Conducted by Princeton Strategic Communications

Engagement Overview - PSC

- Intent: The Madison Avenue corridor in Morris Township is undergoing change. Some properties have changed owners, some are renovating, and others are seeking approvals to renovate. The township wants to be forward thinking in deciding how the corridor may be redeveloped to best serve the interests of businesses and residents.
- To help accomplish this effort, the township engaged Princeton Strategic Communications to assess the opinions of commercial property owners about redevelopment on the corridor. The firm designed a 23-item interview questionnaire and a 22-item online survey. They questionnaires were very similar and contained several common questions.
- The township's Economic Development Advisory Committee approved the questionnaires. They also provided PSC with target lists of interview and survey candidates.

Research Overview – PSC

- Research was conducted from mid-August through mid-September
- Nine business owners were invited to participate in Zoom interviews
- Eight business owners were invited to participate in an online survey
- Invitations were preceded by a letter from the mayor explaining the research
- Three companies participated in the phone interviews
- Four companies participated in the online survey
- The final report contains copies of the interview questionnaires, executive summary, key findings, survey findings, interview findings, interview transcripts, survey summary findings, and observations and recommendations

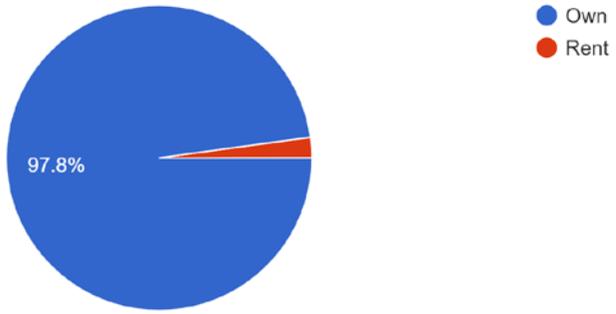
Property Owner Outreach – Key Findings

- Most important factors in choosing a property: location, residential housing, access to public transit, and medical facilities
- Proximity to the train is a major asset
- Owners would like to see more mixed-use residential
- Owners rated benefits of being located on Madison Avenue as good and very good
- Drawbacks to Madison Avenue: lack of centralized business district, age and location of business, cost and access to food and shopping
- Owners would like mixed-use options, outreach to businesses, improved walkways
- Desired zoning changes: mixed-use overlay, more commercial zoning, high-density residential
- Mixed results around the benefits of Restoration Hardware's rehab of the Abbey

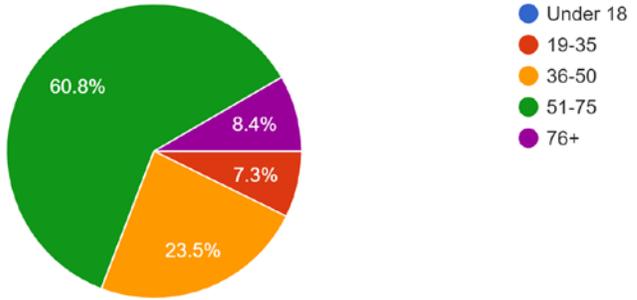
Township Resident Survey Results

Demographics Snapshot

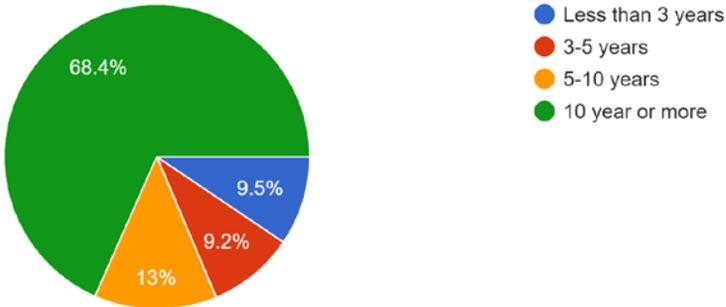
2. Do you own or rent your home in Morris Township?
368 responses



3. How old are you (the individual completing the survey)?
370 responses



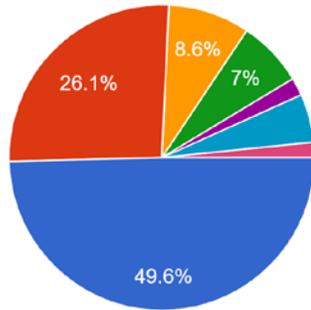
6. How long have you lived in Morris Township?
370 responses



Proximity to Vision and Reaction to process

9. For what purpose do you most often travel along the Corridor? (Select 1)

371 responses



- "I live in the immediate neighborhood; it is my primary access route"
- Passing through, no destination on the Corridor
- To visit a healthcare provider located on the Corridor
- To visit a retailer/service provider located on the Corridor
- To go to school / workplace located on the Corridor
- To get to the Convent Station Train Station
- "I do not frequently travel the Corridor"

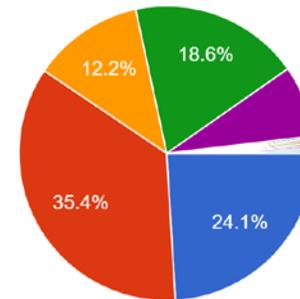
↑ Almost 50% of respondents lived in the immediate neighborhoods around Madison Ave



Almost 60% of respondents are at least hopefully about this process being undertaken by EDAC

10. When you hear that the Township's Economic Development Advisory Committee ("EDAC") is gathering data and seeking input to develop a strategy, which response is closest to describing your reaction (Select 1):

370 responses

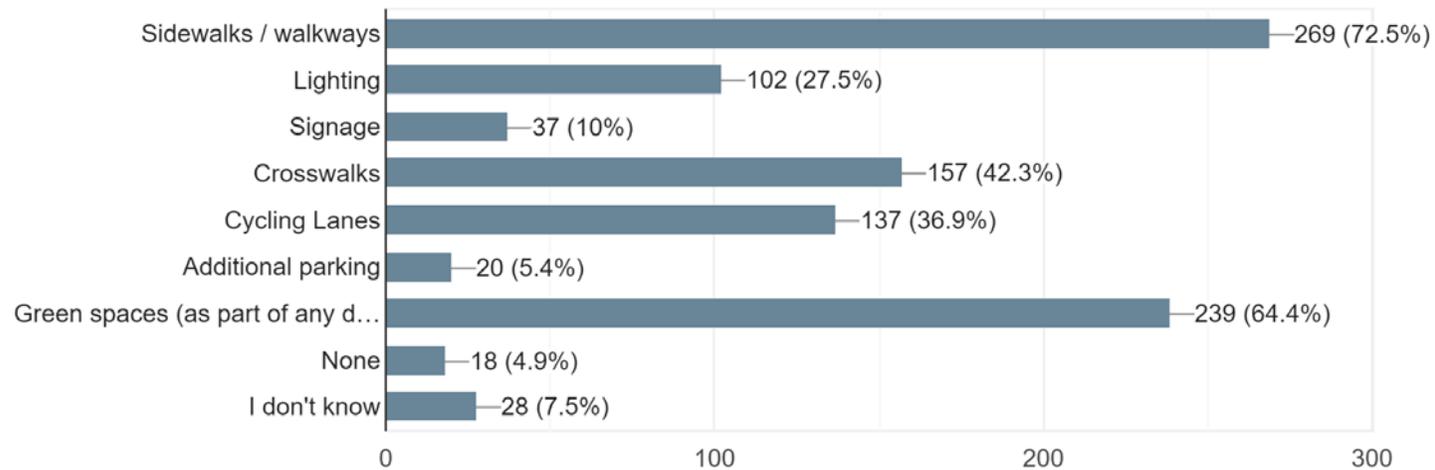


- Fantastic! I am glad the Township is taking the time to gather data and seek input
- Hopeful! I am not sure what the best scenario is
- Let's Wait and See...I need more information
- Some Concern: Projects like this can be managed
- Deeply Worried: I already have a strong opinion
- i see this as another traffic generating project
- I am hopeful that development will be managed well
- Very concerned how it will affect the surrounding area

Preferred Improvements

12. Please identify the infrastructure improvements you would most like to see along the Corridor
(please select up to 4 that are most important to you)

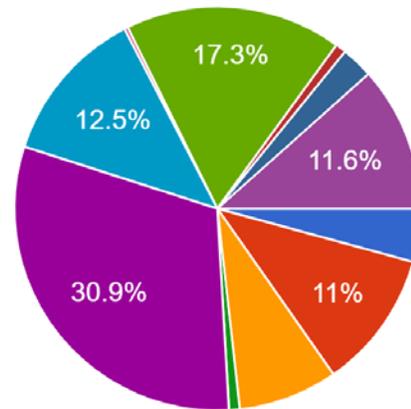
371 responses



Preferred Features

Please select the features / developments / business types you would you like to see incorporated into the Corridor's strategic vision.

First Choice
353 responses



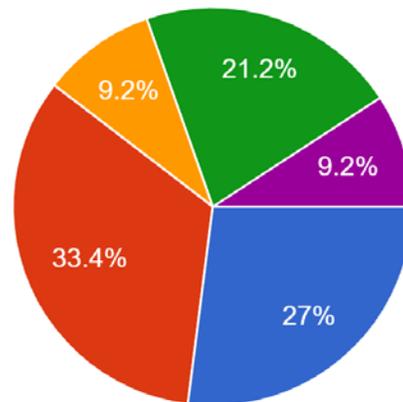
- Apartments / Condos
- Mixed use residential space (apartme...
- Senior living community
- Private student housing(not owned by...
- Coffee/Café/breakfast/lunch places
- Full-service restaurants, privately owned
- Franchised / national / chain restaurants
- Local, small business retailers

Commercial Building Reaction

There are several commercial buildings along the Corridor that can already accommodate professional office space. As you think about a future vision of the Corridor and professional office space, please identify the types of office environments / sectors / industries that you may like to see?

First Choice

326 responses

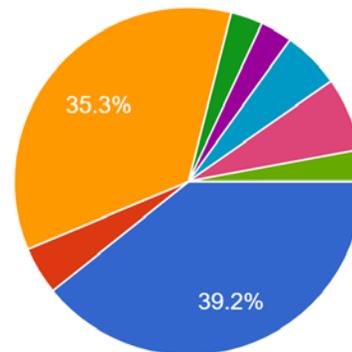


- Co-workspace, allowing for sharing by solopreneurs, small businesses, and part-time business occupancy
- Healthcare Services
- Financial Services (banks, insurance, investment firms)
- Other professions (law, accounting, marketing, communications, small pharma/biotech, etc.)
- Other, please identify "other" below

Current Issues

As you think about the current Corridor and immediate neighborhood areas, are there any current issues that you would like to see changed along the Corridor?

First Choice
337 responses



- Traffic
- Noise from traffic
- Unsafe conditions for pedestrians, cyclists, autos/drivers
- Lighting
- Limited access to services
- Limited access to shopping/stores
- None
- Other, please identify "other" below

Main Commentary Themes

No further development. There is so much vacant office space in Morristown and the surrounding area that there is no need to build more in the Township.

Not like what is going up on Hanover Ave.

No additional building, just upgrades. There is enough traffic and noise, we don't need anymore.

Non-chain/non-National business (local professionals)

historical preservation

Permanent farmers or designer's market

Affordable preschools

Green energy- let's get ahead of new energy sources.

Keep a hometown vibe

Not enough trees and greenery

Gym, recreation, entertainment

Beautification projects to further greenness of area

Increased safe access to/from train station and traction line from other side of Madison Avenue

No continuous sidewalk from Friendly's to Madison Hotel. Not concerned abt bike lane.

I think it would be nice to entertain the legal , financial and pharmaceutical fields , like over on Campus Drive in Florham Park

Community theatre, food stores gourmet/boutique with local foods and specialty/ethic

I would like EV charging incorporated into future corridor plans. it is not easy but a larger scale EV charging location (multiple connects)

Senior living facility or corporate entity which has more occasional traffic versus continual flow all day. Traffic is already bad enough.

Additional Comments

Make sure that the code for the corridor reflects the mansions that have been here for over a hundred of years--architecture details should play more of a factor than in other parts of town so that we can build on what Restoration Hardware is doing for the corridor already!

Might try something from the hospital like an urgent care to alleviate the hospital traffic or parking? No fast food like McDonald's. Whatever you do don't be like the town of Morristown and leave terrible traffic issues when they rebuild and their police don't assist in safety at lights or speeding.

Designs of building should be consistent with designs in neighboring towns if Morristown and Madison and include green/community space.

The Carmel of Morristown needs to be considered seriously as a component of any plan. The needs of contemplative nuns probably do not figure prominently in the minds of most people.

Traffic is by far the biggest issue in this area. For years prior to the pandemic, it became harder and harder to leave our neighborhood (making a left onto Madison Avenue to go into Morristown), safely. Our neighborhood is full of young families and we ALL need to make that left to get to schools in the area.

It would be great to have a Township "Partnership" such as Morristown has. It may help Township to feel more inclusive and welcoming to business.

All future building should comply with aesthetic guidelines and set backs defined by the township to prevent donut shops from building obnoxious orange and pink buildings in our town.

I encourage consideration of anything that will make this area a destination rather than a pass through. Improving walkability would be a plus. The choice of the word "Corridor" is perhaps a limiting frame of reference. For the people who live in and immediately adjacent, this is a "Neighborhood".



Visioning Thematic Focus Areas

Residential

- Common vision of what creates a functioning community between businesses and residential areas in order of importance
 1. Lessen traffic congestion/proximity to train
 2. Improved walkability inclusive of safety for pedestrians and autos with development of crosswalks, sidewalks, bike lanes and green space (add streetscape)
 3. Pleasant streetscapes with proximity to restaurants and gathering places like coffee shops
 4. Scale of any development, smaller to mid size, non-manufacturing businesses like healthcare, financial, bio/pharma or mixed use with local shops and residential
 5. Senior living

Master Plan (2017) – improved streetscapes on township major corridors, Madison Ave not included.

Safety & Accessibility

- Safety was the overwhelming theme in the township resident survey in terms of what needs the most attention:
 - Sidewalks/walkways
 - Signage
 - Lighting
 - Bike Lanes
- Similarly the charette produced similar sentiments that post pandemic traffic was a major concern for immediate neighbors and those using Madison Ave as a pass thru
- Safety concerns will only be enhanced when there is more pedestrian traffic associated with RH, Dunkin, Primose
- If mixed used residential spaces are developed, further concerns with safety brought to the forefront.
- Pedestrian Circulation (top of list on Master Plan)
- Columbia Rd access to 24 and impact on traffic
 - Design work underway

Zoning and Design Standards

- ▣ Topics for consideration: Oct 26
- ▣ Do we need to recommend an update to the master plan?
 - ▣ Zoning changes or focus on the following properties
 - ▣ JCP&L, Doctor's Park, Provident Bank, Rod's/Madison Hotel, MetLife
- ▣ What type zones (ie OL-5) do we consider ideal for Madison Ave? How does this influence the types of businesses we want to attract?
- ▣ Madison, Bernardsville zoning or types of uses
- ▣ Can we have the planning board do an overlay
- ▣ Education and outreach for what mixed used residential is and what it could mean to the corridor
- ▣ How do we influence design standards?
- ▣ Planning Board – Ordinance No 22-21 (2021)
 - ▣ Capture historic
 - ▣ LEED standards, set backs, tree cover/replacement
 - ▣ Limited/no signage (Dunkin example)

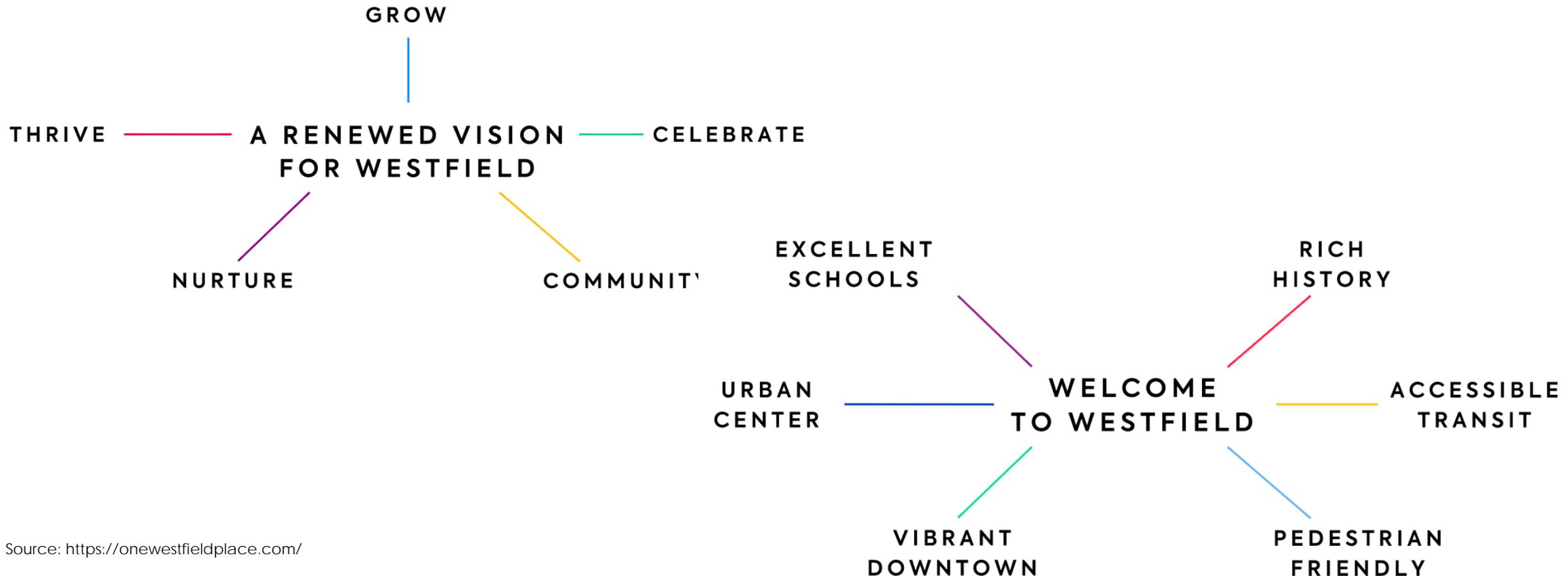
Mixed Use Residential Examples



VIEW OF SOUTH WEST CORNER



Examples: One Westfield Place



Examples: One Westfield Place



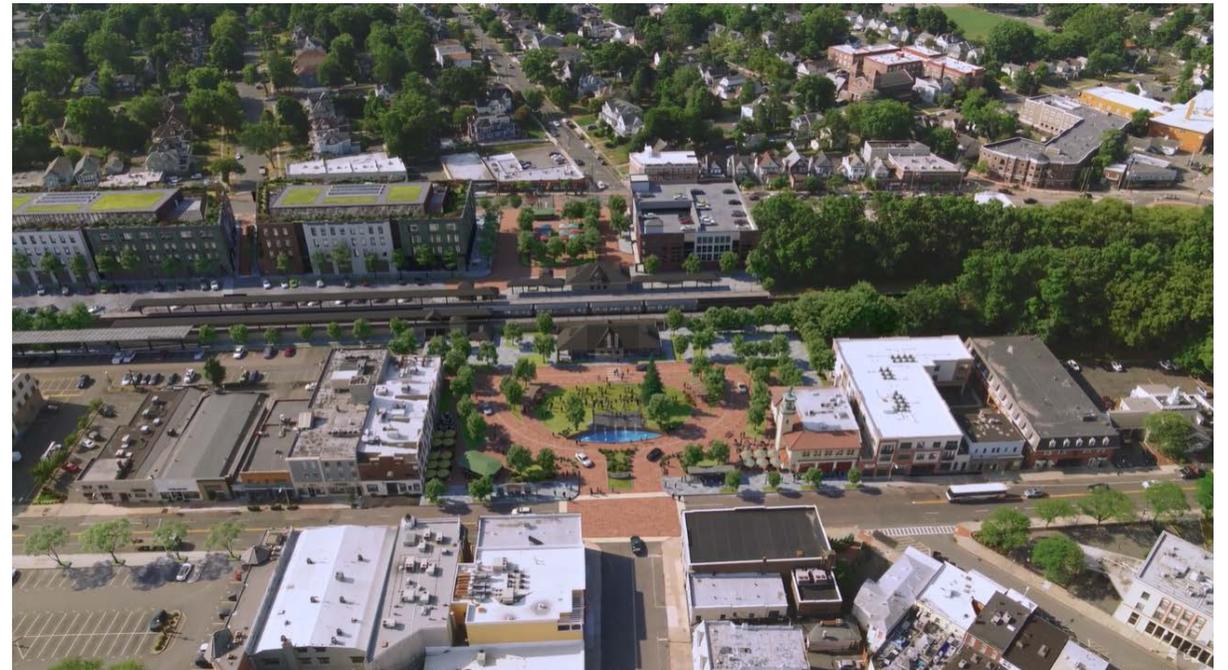
CREATING A PLACE FOR CHANGE

The iconic Lord & Taylor store was a destination and signature retail anchor to Westfield before closing its doors in 2020.

Source: <https://onewestfieldplace.com/>

NORTH MEETS SOUTH

One Westfield Place will enhance connectivity between the north and south sides of town with new pedestrian-friendly walkways, an improved train station underpass, and expansive green spaces.



Examples: One Westfield Place



OFFICES

The way we work is continuously evolving. We are helping shape the modern work environment by creating contemporary office spaces where individuals and businesses of all sizes can thrive.

“The way we work has changed more in the last five years than the previous 25. The type of working environment is now just as important as the physical location. Having innovative office space near the train station will bring new business to the area during the work week.”

CAROLINA SIMON

Vice President of Development, HBC | Streetworks Development

Examples: One Westfield Place



Source: <https://onewestfieldplace.com/>

With a broad mix of housing options including modern townhomes, lofts, and apartments, we offer residents of all ages, income ranges, and preferences the perfect space to call home.

“Great neighborhoods require diverse housing opportunities that attract all ages and life phases.”

KEN NARVA

Chairman & Chief Development Officer, HBC | Streetworks Development

Examples: One Westfield Place

SUSTAINABLE DEVELOPMENT PRACTICES

We are committed to providing Westfield a sustainable and environmentally friendly future. By creating enhanced greenscapes, pedestrian and bicycle-friendly paths, and sustainable buildings, we hope to increase the quality of life for every community member.

“Sustainability is about more than the conscientious utilization of natural resources. It’s about creating environments that support a sense of belonging and well-being.”

CAROLINA SIMON

Vice President, Development, HBC | Streetworks Development



MOBILITY HUB

The Multi-Modal Transportation Network, including roadways, bikeways, walkways, and public transportation, provides convenient, safe, and accessible connections to the train, emphasizing local and regional connections while considering neighborhood impacts.

Source: <https://onewestfieldplace.com/>

Environmental Considerations

- Trees/tree canopy are an important source of MAC's natural beauty and "character"
- Visual appearance including attractive landscaping, setback preservation, and features like benches, pocket parks, and connected pathways that encourage people to walk and appreciate the natural beauty and character of this location – i.e. an appearance and "feel" that's the opposite of a highly commercialized "Route 10" environment.
- Emphasis on encouraging green building design
- Ongoing emphasis on expanding EV infrastructure and supporting EV mobility

Environmental Commission Inputs

VISION: develop ways of encouraging MAC to evolve into a model “Innovative Green Community Corridor”

- Encourage land use practices per “Sustainable Land Use Pledge” (passed by TC in 2022)
- Consider implementing actions per Sustainable New Jersey’s “Green Design” category – especially “Create a Green Development Checklist”
- Encourage native plant species. At a minimum, do NOT plant invasives per the township’s “Do Not Plant List”
- Ensure forward looking stormwater management guidelines, maintain compliance with existing guidelines
- Maintain/improve Tree Canopy
 - take inventory of trees in the right of way
 - encourage additional protection of keystone trees
 - explore tree ordinance update, tree replacement standards

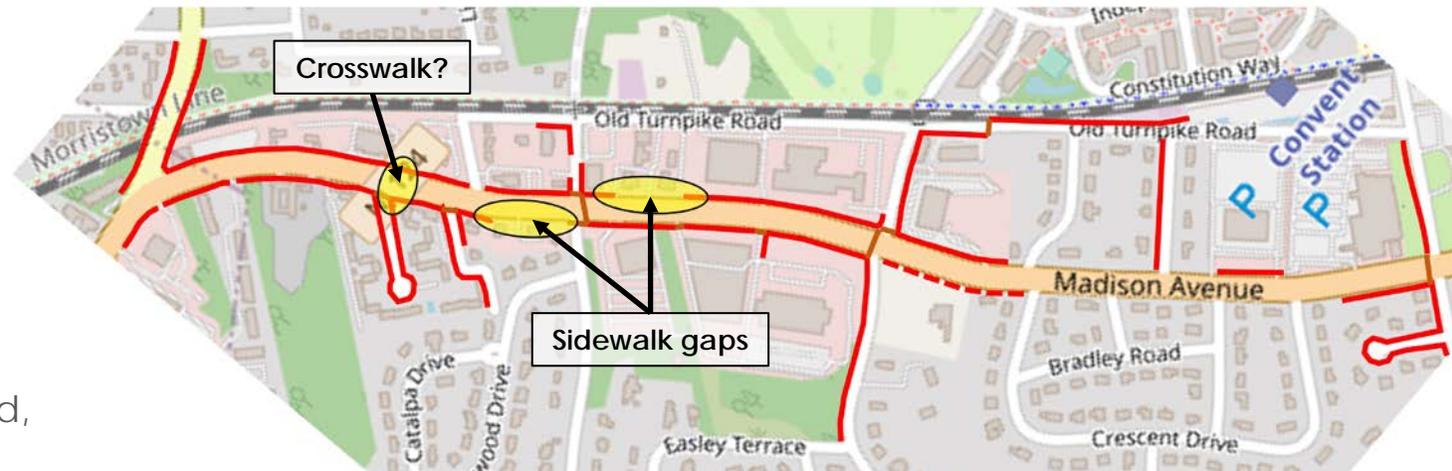
Environmental Commission Inputs

Consider creating a community green corridor advisory committee including public and private input, to ensure MAC is a special place and not just a stretch of road

Responsibilities include	Encourage practices
<ul style="list-style-type: none">• Refine the vision• Provide recognition and awards• Work collaboratively• Source grants and other support<ul style="list-style-type: none">• State, federal, Main St. NJ	<ul style="list-style-type: none">• Attractive landscaping (native trees/shrubs/other plantings)• Rain gardens/community-partnered pollinator gardens• Safe, inviting, pedestrian-friendly walkways• Bicycle-friendly• Dog-walking friendly• Pocket-parks/benches/rest areas• LEED New Construction• Solar installations• Dark Sky-compliant lighting• EV-friendly

Transportation Advisory Committee Inputs

- EDAC visioning survey results are consistent with TAC's 2020/2021 Mobility Survey results
 - Concerns about traffic and unsafe conditions for pedestrians, cyclists and drivers
 - Desire for improvements in walkability, accessibility, and connectivity
- Improvements specific to Madison Ave have been in Master Plan since 2007
- TAC strongly supports these kind of improvements for the Madison Ave Corridor
- Specific TAC recommendations to Township Committee, 5/19/21
 - Fill sidewalk gaps between Madison Ct and Punch Bowl Rd
 - Consider Madison Ave crosswalk near Pitney Pl for bus stop access
 - Longer term - extend Madison Ave sidewalk network eastward from Crescent Dr/Barberry Rd, add Madison Ave bike lanes



Future Considerations

- Rod's/Madison Ave Hotel

- MetLife Building

- Red Bull Complex

- Site plan in process – 65 acres

Preferred Builders?



Morris Township Volunteer Committee Inputs

Environmental Advisory Committee Inputs

Transportation Advisory Committee Inputs

Other Influences: Macroeconomic Considerations

- Emerging from the Pandemic

- Real estate market and interest rates

- Inflation Reduction Act

- Emerging from the Pandemic

Other influences: Sustainable Jersey

- EDAC Visioning work has enabled Morris Township to be eligible for additional points in their 'Sustainable Jersey' application (Q5 public engagement)

5. OPTION TO EARN ADDITIONAL 5 POINTS: Completed at least two of the items described below within 18 months prior to submitting for certification: (Action step #'s 1-4 are already completed to earn these points.)		
5a. Utilized a questionnaire, survey or polling tool shared through email or mobile phone to gather input on a municipal program or initiative.	Y	<p>At the request of the governing body, the Economic Development Advisory Committee (EDAC) has been working to gather input re: our community's "vision" for the future of the Madison Avenue Corridor (MAC) – a key location in Morris Township that, for a variety of reasons, is an area "in transition."</p> <p>Links to EDAC's key outreach efforts (including the Madison Ave. Corridor Survey) can be found on their webpage: https://www.morristwp.com/552/Economic-Development-Advisory-Committee</p> <p>EDAC began its work on this initiative by gathering input from the 18 commercial property owners whose businesses are located along this corridor.</p> <p>After that, EDAC began a process of gathering input from residents. As a first step, EDAC shared, via MM (and posted on their webpage) a Message to Residents letter informing the public that plans were underway to gather community input re: the future of this corridor.</p> <p>In addition, given the importance of this initiative to residents who live near the MAC, a hard copy of this letter was also sent to residents who live within area shown on this MAC Mailer Map.</p>



EDAC Research

Appendix

Madison Ave Corridor: 299 Madison Ave

Background

- As of May 2021, 299 Madison Ave has been vacant for over two years. The 5.5+ acre property, is at the corner of Madison Ave. and Old Glen, was formerly leased by Jacobs Engineering.
- On the property is 57,000+ sq ft., 3- story office building which is currently owned by Nuveen (formerly TIAA) and the leasing broker is CBRE (Dan Casey).
- The Morris Township Economic Development Advisory Committee (EDAC) is currently formulating a Strategic Vision for the future of the MAC that will incorporate both current Property owner and Morris Township resident inputs.
- The roughly mile stretch of Madison Ave through Morris Township is a highly attractive to both commercial and residential real estate developers. With direct access to mass transit, major roadways, local college/universities, green spaces and quiet local communities.
- The recent redevelopment of The Abbey by RH will undoubtedly be a catalyst for further change along the corridor and Morris Township should drive that strategy.

Proposed Strategy

- EDAC understand the opportunity for Morris Township to influence the future of the MAC and intends to lay out a vision that is agreed upon by all relevant stakeholders.
- As a proof of concept and because of the high profile and interest in 299 Madison Ave, EDAC will organize an outreach to the current property owner and gather community feedback
- The intent of this exercise is lay out an framework which can be followed for the remaining commercial property on the MAC. The information and data gathered from this exercise will be critical in terms of setting a MAC vision.

Property Owner Outreach

- **Working Group:** Liam Gallagher, Robert Berns, Randy Emond
- **Approach:** Leverage previously developed property owner outreach survey questions to facilitate conversation with Nuveen (and CBRE, if applicable)
- **Outcome:** Synthesize information from discussion(s) into report and overlaid with EDAC's thoughts on the MAC future

Community Feedback & Input

- **Working Group:** Cathy Wilson, Ken Bariahtaris, Jessica Brennan
- **Approach:** Identify proper forums to disseminate information from Property Owner report and capture feedback to update the report
- **Outcome:** Ensure proactive engagement of residents allows inputs to heard and set stage for subsequent MAC visioning process



Potential Next Steps

- Based on the result of this preliminary exercise, EDAC will propose to scale this process to connect with all MAC Property Owners through an efficient process with the potential support of a professional. The community outreach will also signal a proactive and integrated approach to avoid potential miscommunications

Madison Avenue Corridor: Consideration for Planning

EDAC Analysis July 2021

Guidance for Targeting

The purpose is to understand who could benefit from proximity to RH

This new analysis focuses on consumer shopping behavior

(1) Consumers who would most likely visit/shop/purchase

(2) Business-Retailers

NB: Previous analysis focused on RH 'neighbors' in non-mall locations

Guidance for the Madison Ave. Corridor

- RH Gallery is a relatively new and exciting proposition deployed nationally. It continues to elevate its brand and create strategic separation in its industry. It sends a new signal about 'Who' they are and 'What' they deliver to consumers.
- RH is placing a big 'bet' on our Madison Avenue location. In similar fashion this as a chance to begin developing our statement/brand for this corridor.
- This analysis provides guidance for possibilities of who could benefit (consumers and business-retailers) by neighboring with RH

RH Shoppers

Using a database of over 20,000 consumers (nationally representative) we recently completed a second analysis based on consumer shopping behavior.

We identified a list of name-brand services, products, and retailers that are shopped/used by consumers who also shop at RH.

Skincare & Cosmetics

- Aveda
- Clinique
- Estee Lauder
- L'Oreal Paris
- Nivea
- Sally Hansen
- Sephora
- Lancome

Online Brands

- 23and me
- Amazon Prime
- eBay
- Nextdoor
- Glassdoor
- Groupon
- Zillow

Casual Dining

- Cheesecake factory
- Romano's Macaroni Grill

Audio

- Sonos

Sports, Fitness

- Blink Fitness
- Nautilus
- Nordic Track
- Orange Theory
- Peloton

RH Shoppers (continued)

Apparel, Accessories

- Under Armour
- Bombas
- Lululemon
- Athleta
- Kenneth Cole
- Marmot
- Tumi

Books, Personal, Kids

- Barnes & Noble
- Disney
- Hallmark
- OfficeMax
- Pandora
- Tiffany & Co.
- The LEGO Store
- John Hardy
- American Girl

Retailers

- Neiman Marcus Last Call
- Nordstrom Rack
- Saks Off 5th
- Williams-Sonoma
- Pottery Barn
- Crate & Barrel
- Brookstone

Clothing

- Burberry
- J. Crew
- J. Jill
- Madewell
- Urban Outfitters
- Anthropologie
- BCBGMAXAZRIA
- White House/Black Market

Previous Analysis – Identify RH Gallery ‘neighbors’ in their non-mall locations

There are close to (if not over) 100 RH Galleries in US/Canada. 20 in California alone. Intention of this (re)search was to understand their neighboring shops/stores.

Focusing on 6 (non-mall) galleries we identified a variety of middle-upper scale shops/stores along with different types of boutiques.

Los Gatos, California

- ▣ Whitney Modern Art gallery
- ▣ Lululemon
- ▣ Harvest [home furnishings]
- ▣ Los Gatos Jewelry
- ▣ J. Mc Laughlin
- ▣ Great Bear Coffee
- ▣ Apple

East Hampton, LI

- ▣ Blue Mercury
- ▣ Alice & Olivia [fashion]
- ▣ Vineyard Vines
- ▣ Tracy Anderson [fitness]

Red Bank

- ▶ Time to Kiln [pottery]
- ▶ Castello Boutique [fashion]
- ▶ A.H. Fisher Diamonds [jewelry]
- ▶ Red Ginger [furniture]
- ▶ Yanni Erbeli wisteria [high-end salon]
- ▶ Poor Cat [hand crafted jewelry]
- ▶ Sorella Bella [fashion]
- ▶ Lacrosse Unlimited

RH Gallery 'neighbors' in their non-mall locations (continued)

Palo Alto

- Apple
- Medallion Rug Gallery
- Keen [footwear]
- The Shade Store
- Jos. A Banks
- Letter Perfect
- BT8

Houston

- Paper Source [stationary, etc.]
- Sprinkles
- Apple
- Baby & Child
- Peloton
- Tommy Bahama
- Soma [lingerie]
- B/W
- Sephora
- Marmi [shoes]
- Williams Sonoma

West Hollywood

- Blu Dot [furniture by appointment]
- Leica Store and gallery [camera]
- Brilliant Earth [jewelry]
- Stella McCartney
- Diva Group Italia Showroom [designer furniture]
- Cassina [furniture]
- Roche Bobois [furniture]
- Porcelanosa [tiles]
- Chanel
- Intermix [fashion]