Presentation:
Proposed Plan Amendments

MORRISTOWN REDEVELOPMENT ENTITY
March 14, 2013
Epstein’s Rehabilitation Plan

Presentation

Part 1:
Morristown Planning Division
- Neighborhood Context
- Existing Rehab Plan
- Proposed Amendments

Part 2:
Rosewood, LLC
- Local Market Conditions
- Architecture & Public Realm
- Public Benefits
- Parking
1. NEIGHBORHOOD CONTEXT
Epstein's Rehabilitation Plan
Presentation: Proposed Amendments

Urban Block Connected to:
- Downtown
- THE GREEN
- TO SPEEDWELL
- TO TRAIN
- SOUTH ST
- WASHINGTON
- EPSTEIN'S
DeHart Street

AM Loading Zone (6AM to 11AM)
2. EXISTING REHABILITATION PLAN
Epstein’s Rehabilitation Plan
Presentation: Proposed Amendments

EXISTING PLAN: BUILDING MASS

<table>
<thead>
<tr>
<th></th>
<th>Base</th>
<th>Bonus*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building C Height</td>
<td>5 STORIES 56 FEET</td>
<td>5 STORIES 63 FEET</td>
</tr>
<tr>
<td>Garage Height</td>
<td>5 LEVELS 50 FEET</td>
<td>7 LEVELS 70 FEET</td>
</tr>
<tr>
<td>Dehart Street Setback</td>
<td>10 FEET</td>
<td>10 FEET</td>
</tr>
</tbody>
</table>

*Bonus Criteria: Loft Style Architecture
**Epstein’s Rehabilitation Plan**  
**Presentation: Proposed Amendments**

**EXISTING PLAN: DEVELOPMENT PROGRAM**

<table>
<thead>
<tr>
<th></th>
<th>BASE</th>
<th>BONUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>20 UNITS</td>
<td>36 UNITS</td>
</tr>
<tr>
<td>Retail</td>
<td>8K SF</td>
<td>8K SF</td>
</tr>
<tr>
<td>Affordable Housing</td>
<td>4% ON-SITE + 4% PAYMENT</td>
<td></td>
</tr>
<tr>
<td>Public Amenities</td>
<td>STREETSCAPE &amp; PLAZA</td>
<td></td>
</tr>
</tbody>
</table>
3. PROPOSED PLAN MODIFICATIONS
**PROPOSED PLAN: BUILDING MASS**

<table>
<thead>
<tr>
<th></th>
<th>PROPOSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building C Height</td>
<td>7 STORIES 79 FEET</td>
</tr>
<tr>
<td>Garage Height</td>
<td>7 LEVELS 70 FEET</td>
</tr>
<tr>
<td>Dehart Street Setback</td>
<td>13 FEET</td>
</tr>
</tbody>
</table>
PROPOSED PLAN: DEVELOPMENT PROGRAM

<table>
<thead>
<tr>
<th></th>
<th>PROPOSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>91 UNITS</td>
</tr>
<tr>
<td>Retail</td>
<td>AMENITY</td>
</tr>
<tr>
<td>Affordable Housing</td>
<td>12.5% OF ADDED UNITS (HALF ON-SITE: 3 UNITS)</td>
</tr>
<tr>
<td>Public Amenities</td>
<td>DEHART STREETSCAPE</td>
</tr>
</tbody>
</table>
# PLAN COMPARISON: BUILDING MASS

<table>
<thead>
<tr>
<th></th>
<th>EXISTING</th>
<th>PROPOSED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Building C Height</strong></td>
<td>5 STORIES 63 FEET</td>
<td>7 STORIES 79 FEET</td>
</tr>
<tr>
<td><strong>Garage Height</strong></td>
<td>7 LEVELS 70 FEET</td>
<td>7 LEVELS 70 FEET</td>
</tr>
<tr>
<td><strong>Dehart Street Setback</strong></td>
<td>10 FEET</td>
<td>13 FEET + STEP-BACKS</td>
</tr>
</tbody>
</table>
# Epstein’s Rehabilitation Plan

**Presentation: Proposed Amendments**

## PLAN COMPARISON: DEVELOPMENT PROGRAM

<table>
<thead>
<tr>
<th></th>
<th>EXISTING MAX</th>
<th>PROPOSED BONUS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Residential</strong></td>
<td>36 UNITS</td>
<td>91 UNITS (55 added units)</td>
</tr>
<tr>
<td><strong>Retail</strong></td>
<td>8K SF</td>
<td>AMENITY</td>
</tr>
<tr>
<td><strong>Affordable Housing</strong></td>
<td>4% (for Area A)</td>
<td>12.5% (of additional units)</td>
</tr>
<tr>
<td><strong>Public Amenities</strong></td>
<td></td>
<td>DEHART STREETSCAPE</td>
</tr>
</tbody>
</table>
Part 1:
Morristown Planning Division

- Neighborhood Context
- Existing Rehab Plan
- Proposed Amendments

Part 2:
Rosewood, LLC

- Local Market Conditions
- Architecture & Public Realm
- Public Benefits
- Parking
## Summary of Plan Changes

<table>
<thead>
<tr>
<th>Item</th>
<th>Current Approved Building Design</th>
<th>Proposed Building Design</th>
<th>Rehab Plan Language Modifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing Type</td>
<td>For Sale Condominium</td>
<td>Apartment Rental</td>
<td>Revise bonus criteria from Owner occupied to Loft Style Residential Design &amp; define accordingly</td>
</tr>
<tr>
<td># of Stories</td>
<td>5</td>
<td>7</td>
<td>Provide for additional set back criteria on bonus stories consistent with design in Subarea A1</td>
</tr>
<tr>
<td>Building Height</td>
<td>63</td>
<td>79.5</td>
<td>Provide for additional set back criteria on bonus stories consistent with design in Subarea A1</td>
</tr>
<tr>
<td># of Units</td>
<td>36</td>
<td>91</td>
<td>Provide additional COAH contribution calculated based on additional density</td>
</tr>
<tr>
<td>Retail SF</td>
<td>6,000</td>
<td>Up to 6,000 sf Accessory Office &amp; Amenity</td>
<td>Replace ground floor retail with ground floor leasing office and amenity space</td>
</tr>
</tbody>
</table>

**Epstein’s Redevelopment**
Market Perspective

• Financing Realities
  - Construction financing for condo projects is unattainable due to lender pre-sale requirements
  - Buyers are not able to qualify for end loan financing
  - Buyers are not prepared to commit on spec construction

• Residential Market Realities
  - Rate of home ownership is plummeting
    - Historical average of 69% and NE Region is at 63-64% and dropping
  - Growing demand of luxury “Renter by Choice” demographic
    - Strong local demand for luxury product. Metropolitan is 100% occupied
  - Dehart St will be expansion of the Metropolitan as sister community
    - Residents will share in amenities between both properties
    - Efficiencies of operations through management by same team
## RoseWood Morristown Renter Demographics

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Metropolitan</th>
<th>Highlands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male/Female</td>
<td>50/50</td>
<td>55/45</td>
</tr>
<tr>
<td>Average Age</td>
<td>46</td>
<td>36</td>
</tr>
<tr>
<td>School Age Children</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>Average Child Age</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Single/Married</td>
<td>80/20</td>
<td>88/12</td>
</tr>
<tr>
<td>$100,000+</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>Average HH Income</td>
<td>$190,000</td>
<td>$137,000</td>
</tr>
<tr>
<td>Dog</td>
<td>15%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Epstein’s Redevelopment
Dehart St – Proposed Rendering

Epstein’s Redevelopment
Dehart St – Sidewalks & Setbacks

Epstein’s Redevelopment
5 Story Shadow Study

Epstein’s Redevelopment
7 Story Shadow Study

Epstein’s Redevelopment
Epstein’s Redevelopment

Town of Morristown
Morris County, New Jersey

Prepared by
Phillips Preiss Shapiro Associates, Inc.
for
Town of Morristown

As approved March 2005 with proposed revisions by
Jonathan Rose Associates dated December 2012

Epstein’s Redevelopment
### 2.4.3 Bonus Height and Unit Yield Bonus

#### Height and Yield for Subarea A2 (From Table 2)

<table>
<thead>
<tr>
<th></th>
<th>Allowed</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base Height:</strong></td>
<td>56.5 feet</td>
<td>5 Stories</td>
</tr>
<tr>
<td><strong>Original Plan:</strong></td>
<td>63 feet</td>
<td>5 stories</td>
</tr>
<tr>
<td><strong>With Two Story Bonus:</strong></td>
<td>79 feet</td>
<td>7 Stories</td>
</tr>
</tbody>
</table>

|                                | 63 feet        | 5 stories     |
|                                | 79 feet        | 7 Stories     |

| **Base Yield:**                | 16 Units       | 8,000 s.f. Retail |
| **Original Plan:**             | 36 Units       | 8,000 s.f. Retail |
| **With Two Story Bonus**       | 91 Units       | 6,000 s.f. Accessory |

  
  Office & Amenity space

  |                                | 36 Units       | 8,000 s.f. Retail |
|                                | 91 Units       | 6,000 sf Accessory |

  Office & Amenity Space

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**Epstein’s Redevelopment**
Subarea A2: Two Story Bonus Height and Unit Yield Bonus

Buildings shall meet the following criteria to obtain the bonus height and corresponding unit yield bonus:

1. Meet the requirements for Pedestrian Friendly Building Design and Historic Character
2. Meet the requirements for Loft-Style Residential Building Design
3. Provide streetscape design improvements
4. Provide affordable housing contribution
5. Provide minimum 13’ front yard setback
6. Provide 17’ setback from Dehart Street curb line for at least 50% of the building frontage and incorporate landscape amenities
7. Provide additional 4’ setback on bonus stories
Bonus Criteria for Pedestrian Friendly Building
Design & Historic Character

1. Massing and articulation
   a. Horizontal façade planes shall be broken into 30 to 40 foot vertical bays
      i. Bays should be distinguished through elements such as columns, pilasters, changes in façade plane, size and rhythm of window spacing, or variation in surface material
      ii. The vertical bays should extend through all the stories of the building
   b. Building facades adjacent to the public street shall provide for a differentiated building mass consisting of a base, middle and top
      i. The base of the building should be defined as the first one or two levels To define the base, overhangs or awnings are encouraged along storefronts and over building entrances. The pattern of any storefronts within the base should relate to the building’s vertical bay pattern
      ii. The middle of the building should be distinguished from the base and top by horizontal belt courses or cornices or changes in material
      iii. The top of the building should be emphasized with a parapet wall and/or balustrade, deep cornice with a minimum 8 inch projection.
Bonus Criteria for Loft-style Residential Building Design

The intent of the bonus criteria is to encourage loft style architecture and to integrate design diversity into the Rehabilitation Area.

1. Massing and articulation
   a. Meet the same criteria as in Pedestrian-Friendly Building Design, as well as:
      i. Exterior balconies are encouraged, but shall not protrude beyond the face of the front façade; rather, they should be recessed into the building. Balcony railings should be of ornamental steel or wrought iron.
      ii. Roofs shall have a simple, flat (not peaked) form, and should be emphasized with a parapet wall, deep cornice with a minimum 12 inch projection.
      iii. Ground floor storefronts should be distinguished from upper floors…Rhythm of ground floor architectural features shall harmonize with rhythm of upper stories.
      iv. Modulation and massing of bonus floors shall vertically align with base floors.
      v. Pilasters shall be designed and dimensioned in proportion with spandrels.
2. Entries and windows
   a. Meet the same criteria as in Pedestrian-Friendly Building Design, as well as:
      i. Residential upper-level units shall have windows occupying at least 45 percent of upper-level facades. These windows should be operable, casement windows with divided lites.
      ii. Windows shall be grouped in bays to replicate traditional loft style window rhythms. Windows groupings may be divided into two-panel or three-panel windows with major vertical mullions. Window heads shall be articulated by rowlock brick or complimentary material. Exposed steel window heads are encouraged.
      iii. Multi-lite industrial/factory style windows are required at the ground floor and upper stories.
      iv. Ground floor area devoted to windows shall be maximized with glazing occupying at least 65% of the ground floor façade area. Storefront and column articulation shall include exposed painted steel.

3. Materials:
   a. Stone, masonry, and brick, as well as glass block, cast stone, cast iron steel, and other types of metal are preferred primary materials for facades. The base building should generally be a single brick color and the façades of the stepped-back stories shall be constructed of a complimentary masonry, metal or cementitious material. Façade materials shall be selected and assembled so that the building appears heavier at the base and lighter at the top.
4. Residential interiors:
   a. Residential unit interiors should have a minimum internal floor-to-ceiling
      height of 9’ feet clear.
   b. High quality finishes such as hardwood floors, granite countertops, walk-in
      closets, stainless steel appliances and in-unit washers and dryers are
      encouraged.

5. Accessory office and amenity facilities:
   a. Amenity facilities within the building are encouraged and should be
      designed to foster social programs and interaction among the residents.
Loft-style Residential Building Design Contextual Images

Epstein’s Redevelopment

N. Park Pl

South Street

Washington Street
Loft-style Residential Building Design Contextual Details

Epstein’s Redevelopment
Pedestrian Friendly and Streetscape Contextual Images
Residential Interiors Contextual Images

Metropolitan kitchen

Metropolitan clubroom

Metropolitan living room

Metropolitan fitness center

Epstein’s Redevelopment
First Floor Plan

Epstein’s Redevelopment
Bonuses Stories Floor Plan

Epstein’s Redevelopment
Right of Way Elevation

Epstein’s Redevelopment
Aerial In Context

Epstein’s Redevelopment