



181 WEST HIGH STREET  
SOMERVILLE, NJ 08876

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# TRAFFIC IMPACT STATEMENT

FOR

3 RONSON LLC

PROPOSED

FAST FOOD RESTAURANT WITH DRIVE-THRU  
AND ATM KIOSK AT VERONICA PLAZA

BLOCK 88.01, LOT 43  
1165 NJ ROUTE 27

TOWNSHIP OF FRANKLIN  
SOMERSET COUNTY, NEW JERSEY

JANUARY 17, 2019

A handwritten signature in black ink, appearing to read "Gary W. Dean", written over a horizontal line.

GARY W. DEAN, P.E., P.P.  
NJ LICENSE No. 33722

A handwritten signature in black ink, appearing to read "Elizabeth Dolan", written over a horizontal line.

ELIZABETH DOLAN, P.E.  
NJ LICENSE No. 37071

## INTRODUCTION

An application is being filed with the Township of Franklin for a new fast-food restaurant with drive-thru service as well as an ATM kiosk. The site is located on the southbound side of Route 27 and is known as Veronica Plaza, which is currently developed with a 30,854 square foot shopping center. A 3,000 square foot fast food restaurant with drive-thru and a drive-up ATM kiosk will be located towards the southern end of the property. The proposed parking supply will consist of 157 spaces.

While any development changes on the subject property may affect traffic conditions, both the volume and characteristics of that traffic are of important consideration in the evaluation of this application. Dolan & Dean Consulting Engineers, LLC (D&D) has been retained to prepare this Traffic Impact Statement for the proposed development.

This Traffic Impact Statement has been prepared as part of the application to evaluate the anticipated levels of traffic activity associated with the site redevelopment, and to review site access, circulation, and parking.

## EXISTING CONDITIONS

The subject property is designated as Block 88.01; Lot 43 and is located with frontage along southbound Route 27 and Veronica Avenue. Veronica Plaza consists of two buildings accommodating a variety of tenants. The Route 27 driveway accommodates left-turn and right-turn ingress and right-turn egress. A full movement driveway is provided on Veronica Avenue.

NJ Route 27 is under New Jersey Department of Transportation jurisdiction and has a general north/south orientation. North of the site, the roadway provides two lanes of travel in each direction. South of the site, past the Veronica Avenue intersection, the roadway merges to provide one lane of travel in each direction. The posted speed limit is 40 miles per hour.

Veronica Avenue is a local roadway with a general east/west orientation. The roadway provides one lane of travel in each direction with a posted speed limit of 25 miles per hour within the site vicinity. Land uses along Veronica Avenue are primarily comprised of industrial warehouses and office buildings with the exception of its easterly terminus at Route 27 which is developed with an abundance of retail oriented land uses.

## TRAFFIC CHARACTERISTICS OF THE EXISTING AND PROPOSED USES

The potential traffic generation from any use is directly related to the type, size, and characteristic of the use itself. The specific location of a particular use may also affect trip generation due to volumes of passing street traffic, and competing uses. Trip generation projections are customarily made using estimates compiled by the Institute of Transportation Engineers (ITE) in the 10<sup>th</sup> Edition of the Trip Generation Manual for uses that closely resemble the anticipated operation.

The proposed ATM kiosk will generate nominal trips, and will cater to many of the people already coming to the shopping center. However, the proposed fast-food restaurant may draw additional customers to the site. A stand-alone fast-food restaurant with drive-thru window would generate the following trips, based on ITE data.

TABLE I  
ESTIMATED TRIP GENERATION  
3,000 SF FAST FOOD RESTAURANT WITH DRIVE-THRU

Morning Peak Hour			Evening Peak Hour			Saturday Peak Hour		
Enter	Exit	Total	Enter	Exit	Total	Enter	Exit	Total
77	77	154	77	77	154	83	83	166

For a mixed-use site, it is expected that there will be internal synergy among the components with some of the traffic remaining on-site, or at least linked between uses. For example, after shopping at Veronica Plaza customers may be inclined to stop for a bite to eat at the proposed fast-food restaurant, or a shopper will utilize the conveniently placed ATM kiosk before heading to one of the many stores. Such “internal” trips would result in lower volumes than shown in Table I.

A significant component of site traffic would not be “new” traffic per se. Particularly during peak hours, much of the retail site traffic will be comprised of “pass-by” trips. Pass-by trips are defined as: “...trips attracted to a particular development from the traffic “passing-by” on the adjacent street.”<sup>1</sup>

As noted in the ITE Trip Generation Handbook, certain uses, including fast food restaurants are ideally located along busy streets in order to attract existing motorists. These uses generally attract most of their customers from traffic passing the site on their way from an origin to an ultimate destination. These trips may not add new traffic to the adjacent street system.

For the proposed fast food restaurant, the ITE data indicates that pass-by percentages of approximately 50% would be reasonably anticipated. By generating limited new peak hour traffic to the area, the proposed restaurant will not have a detrimental effect on the surrounding roadway system. Therefore, the overall traffic impact arising as a direct result of the proposal will be minimal.

As previously mentioned, there is a full-movement driveway on Veronica Avenue, and left-turn egress is prohibited on Route 27. Based on 35% to 40% use of the driveway on Veronica Avenue, and accounting for internal trip credits, the new trips to/from the Route 27 driveway will fall below 100 trips per hour. As a result, a new Access Permit will not be required from NJDOT.

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<sup>1</sup> ITE Journal, May, 1992 - “Refinement of Procedures Used for Estimating Pass-By Trip Percentages

## SITE ACCESS, CIRCULATION & PARKING

A review has been made of the Site Plan prepared by Harbor Consultants. The following items address on-site design characteristics:

- The existing access system will be maintained, with one driveway along Route 37 and another driveway located along Veronica Avenue. The site redevelopment does not require an Access Permit from NJDOT because the existing state highway driveways will be maintained, alternative access at Veronica Avenue will be maintained, and because there will be no “significant” increase in traffic (100 or more peak hour trips at the State highway driveways).
- Access to the restaurant drive-thru will be along the southerly side of the building. The drive-thru lane will allow for up to 9 vehicles to stack, on the approach to the drive-thru window. Similarly the ATM kiosk will provide stacking for 4 vehicles.

According to Transportation and Land Development by the ITE, at least 30% of fast food traffic utilizes the drive-thru. Independent research conducted for other fast food companies indicates approximately 40% to 50% of activity utilizing the drive-thru. Additional research has indicated that use of the drive-thrus “self policing”, not only at fast food uses, but other facilities providing drive-thru service. When queues become perceptibly long, patrons tend to park and walk into the restaurant, versus waiting in longer queues.

- The proposed drive-thru window will provide a substantial benefit to on site circulation and will also improve customer service particularly for less ambulatory customers. Drive-thru windows offer quick and convenient service (particularly during inclement weather) and are especially beneficial for parents with small children, elderly individuals, or

disabled persons who may find it easier to remain in their vehicles while completing their orders. The drive-thru window service also eliminates the need for significant on-site parking. As a result, the amount of pedestrian/vehicular interaction is also minimized thereby improving on-site safety.

- The site plan incorporates a total of 157 striped parking spaces for the total shopping plaza, which is equal to the Ordinance requirement of 1 space for every 225 square feet of building space. It should also be noted that the provision of the drive-thru service will somewhat reduce the demands for dedicated parking as customers can be accommodated within the drive-thru lanes.
  
- The site plan concept was reviewed with large wheel base vehicle turning templates to ensure that adequate geometry will be provided for delivery and refuse trucks, and emergency vehicles. With the proposed access concept and available maneuvering area, sufficient geometry is provided for large wheel base vehicles to access the site.

## CONCLUSIONS

In summary, it is evident from this analysis of projected traffic generation, that while the proposed addition of a fast food restaurant and ATM to Veronica Plaza would generate new traffic increases, the demands would not create an adverse impact on the local roadway network. Shared and pass-by trips will limit the potential impacts of the development. Volumes projected to use the Route 27 driveway will not require a new access permit. A Letter of No Interest is being requested from NJDOT.

The site plan provides a sufficient number of dedicated parking spaces in combination with the stacking at the drive-thru and ATM. The proposed parking supply of 157 spaces exceeds the requirement of 150 spaces, not including the 13 parking positions at the restaurant drive-thru and the ATM. The existing access and circulation will continue to afford safe and efficient vehicular activity with prudent and reasonable driver behavior.