

McDonough & Rea Associates, Inc.

Traffic and Transportation Consulting

Kevin P. McDonough (1953-1994)
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April 13, 2022

Montgomery Township Planning Board
2761 Route 206
Bellemead, NJ 08502

Re: Village Walk at Montgomery
Lots 60, 65, 68 and 69, Block 28005
Route 206
Montgomery Township, Somerset County
MRA File No. 16-243

Dear Board Members:

McDonough & Rea Associates (MRA) has had an opportunity to review the Bright View Engineering (BVE) April 6, 2022 letter and the following is a response to *Item #2*, regarding the trip generation phasing analysis.

The original *Village Shopper II* development consisted of 31,000 SF of commercial space (retail/office) and the weekday and weekend traffic generation is summarized in *Table I*.

TABLE I
EXISTING TRIP GENERATION
VILLAGE SHOPPER II

WEEKDAY		WEEKEND
AM PSH	PM PSH	PH
174	196	198

Village Walk at Montgomery is proposed to be developed in 4 Phases as follows (see attached *Phasing Diagram*):

- *Phase 1A* – Building C/D – 9,788 SF retail
- *Phase 1B* – Buildings A&B – 10,544 SF retail/restaurants
- *Phase 2A* – 9,995 SF retail/commercial
- *Phase 2B* – 20,990 SF retail, 52 apartments

Building C/D is constructed and is slated to be occupied by 4 tenants as follows:

Please reply to:

- ☒ 1431 Lakewood Road, Suite C, Manasquan, NJ 08736 • (732) 528-7076 • Fax (732) 528-6673
- ☐ 105 Elm Street, Lower Level, Westfield, NJ 07090 • (908) 789-7180 • Fax (908) 789-7181



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- *Starbucks*
- *Hand & Stone Spa*
- *Jersey Mikes*
- *Orange Theory Fitness*

Buildings A&B or *Phase 1B* is planned as the next development phase in order to accelerate the timeline for the Route 206 and site access (Village Drive) signalized intersection improvements. Buildings A&B are slated for retail/restaurants totaling 10,554 SF with 6 potential tenants/uses.

The 9,995 SF building , or *Phase 2A*, is slated as the 3rd *Phase* in order to extend Village Drive to the west to the *Sharbell* development consistent with the Township *Master Plan*.

The mixed-use building, *Phase 2B*, is slated as the 4th *Phase* when all the Route 206 improvements are completed and Village Drive is extended to the west into the *Sharbell* development.

The MRA September 28, 2018 *Traffic Study* provided traffic projections for the mixed-use *Village Walk at Montgomery* development with 56,000 SF of retail space and 52 apartments as summarized in *Table II*.

TABLE II
PROPOSED TRIP GENERATION
VILLAGE WALK AT MONTGOMERY

WEEKDAY		WEEKEND
AM PSH	PM PSH	PH
204	382	427

The MRA September 28, 2018 *Traffic Study* considered the following 2 Institute of Transportation Engineers (ITE) land use categories:

- LUC 820, *Shopping Center*
- LUC 220, *Multi-Family Residential*

The ITE shopping center land use code is defined as a multi-use development with retail, fitness and restaurant/food services, etc. as typical uses which take into account multi-purpose trips within a multi-tenant development, including *Village Shopper III*, and non-coincidental peak times of the various uses.



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Montgomery Township Planning Board

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BVE has requested a breakdown of the expected traffic for the phased construction/occupancy of *Village Walk at Montgomery*. Inasmuch as the *Starbucks* peak activity generally occurs during the morning peak hours, a significant portion of the traffic is pass-by and not new traffic. Furthermore, based on previous studies submitted by this office and historical NJDOT data, the critical peak hours are during the weekday PM period when the Route 206 traffic volumes are the highest as well as the traffic generation for the *Village Walk at Montgomery* development.

Therefore, the peak hour traffic generation for each phase is summarized in *Table III*.

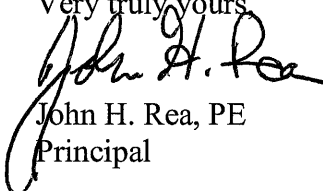
TABLE III
WEEKDAY PM PEAK HOUR
PHASED TRIP GENERATION

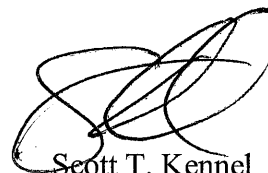
PHASE	USE	SIZE	TRIPS
Phase 1A	Starbucks	2,514 SF	110
	Retail	7,274 SF	47
	Total		157
Phase 1B	Retail	10,544 SF	57
Phase 2A	Retail	9,995 SF	66
Phase 2B	Retail	20,990 SF	136
	Residential	52 DU	28
	Total		164

According to *Table III*, the PM peak hour trips for *Phases 1A* and *1B*, combined, is estimated to be 214 trips; generally consistent with the *Village Shopper II* PM peak hour trip generation, without any credits for internal trips or pass-by trips.

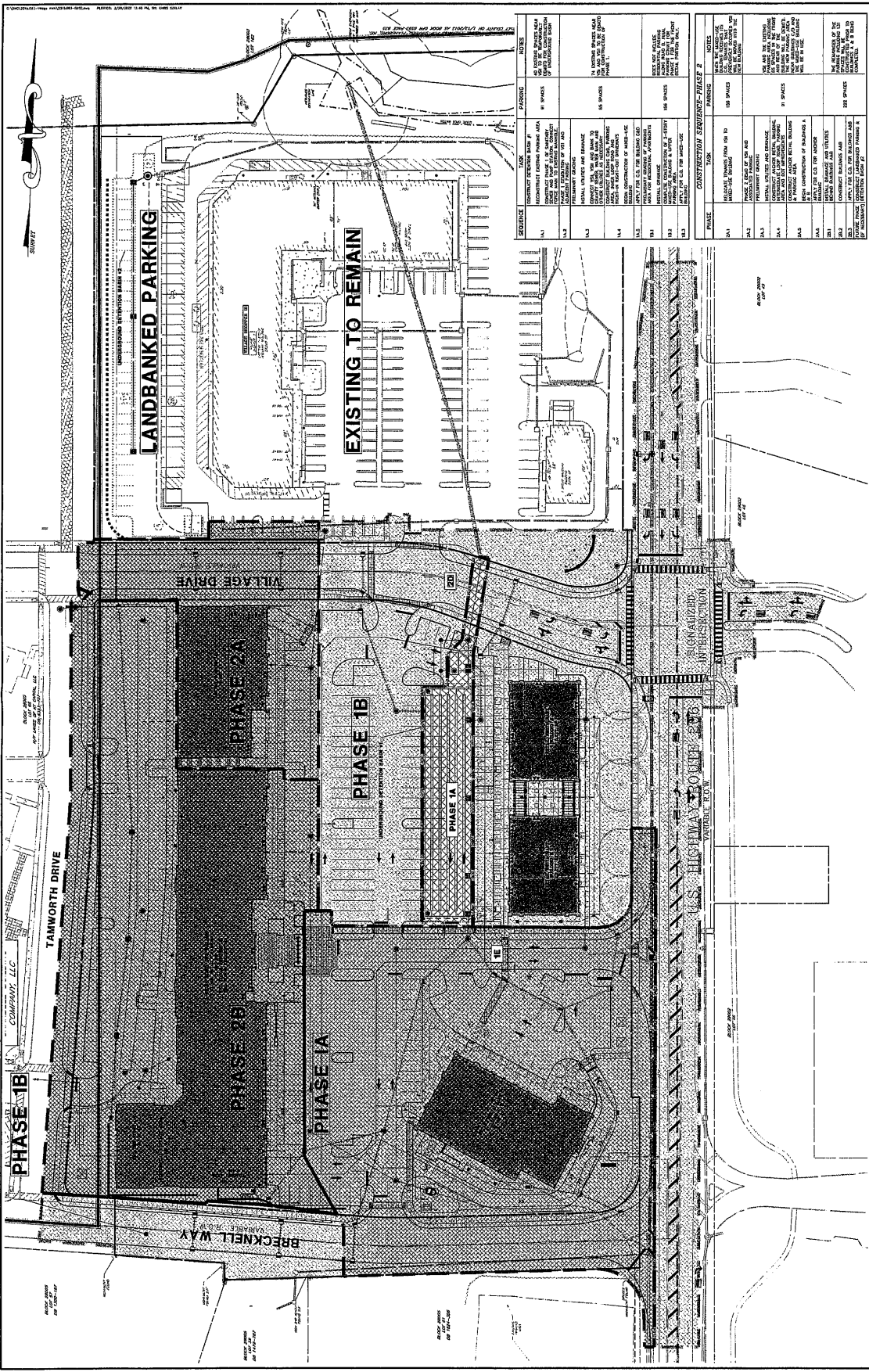
A representative from MRA will be in attendance at an upcoming Montgomery Township Planning Board meeting to provide expert testimony and answer questions Board members, Board experts or the public may have.

Very truly yours,


John H. Rea, PE
Principal


Scott T. Kennel
Sr. Associate

cc: Chris Szalay, PE
Vince Pugliese
Richard Schatzman, Esq.



NOTES:

1. PHASE 1 PLAN IS FOR PLANNING PURPOSES ONLY AND SHOULD NOT BE USED FOR CONSTRUCTION. PHASE 2 PLAN IS FOR CONSTRUCTION PURPOSES ONLY AND SHOULD NOT BE USED FOR PLANNING PURPOSES. PHASE 3 PLAN IS FOR CONSTRUCTION PURPOSES ONLY AND SHOULD NOT BE USED FOR PLANNING PURPOSES. ALL CONSTRUCTION SHALL BE IN ACCORDANCE WITH THE CITY OF MONTGOMERY ZONING ORDINANCE AND ALL APPLICABLE REGULATIONS.

GRAPHIC SCALE

1" = 20' 0"

LEGEND

SYMBOL	DESCRIPTION
[Symbol]	EXISTING TO REMAIN
[Symbol]	PHASE 1A
[Symbol]	PHASE 1B
[Symbol]	PHASE 2A
[Symbol]	PHASE 2B
[Symbol]	PHASE 3
[Symbol]	LANDBANKED PARKING

CONSTRUCTION PHASING PLAN

VILLAGE WALK at MONTGOMERY

BLK 2000 LOTS 1, 2, 3, 4 & 5 BLOCK 2000 LOT 4 1/4 MAP SHEET 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100

DATE: 02/15/2022

BY: [Signature]

FOR: [Signature]

PHASE 1

NO.	DESCRIPTION
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PHASE 2

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PHASE 3

NO.	DESCRIPTION
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PHASE 4

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PHASE 5

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PHASE 6

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6.1	PHASE 6A
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PHASE 17

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PHASE 18

NO.	DESCRIPTION
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18.3	PHASE 18C
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