
March 16, 2023
Via email

Westtown Township
1039 Wilmington Pike
West Chester, PA 19382

Attn: Maggie Dobbs, AICP
Director of Planning & Zoning

**RE: Parking Assessment
Marketplace at Westtown
Proposed Chase Bank
Westtown Township, Chester County
DT # 1478-99-191T**

Dear Ms. Dobbs:

On behalf of Paramount Realty, Dynamic Traffic LLC has revised the parking assessment, originally dated January 19, 2023, to determine if the reduced parking supply is sufficient to support the parking demand generated by the existing shopping center with the installation of a Chase Bank. The site is currently occupied by a shopping center and a fast-food restaurant with a drive through window. The shopping center, known as Marketplace at Westtown, is located on southern side of West Chester Pike (SR 0003), just west of Chester Road (SR 0352). Figure 1 shows the location of the site. The applicant proposes to install a 3,294 square foot drive-in bank on the northeastern portion of the existing parking lot. This addition to the shopping center will result in a loss of 24 parking spaces.

This assessment presents an evaluation of the existing and proposed parking conditions to determine an appropriate parking supply. Dynamic Traffic, LLC finds the following through this assessment:

- The Westtown Township Zoning Ordinance requires a parking supply of 705 spaces for the proposed expansion of the Marketplace at Westtown.
- The Institute of Transportation Engineers (ITE) has parking demand rates that demonstrate that the proposed parking supply of 529 spaces is sufficient.
- On-site parking counts confirm the existing parking lot is 35% utilized during the peak demand. Since the Marketplace at Westtown has a vacancy of 11.3% of their gross floor area, we can expect the parking lot to be 40% utilized when fully leased.
- With the installation of the drive-in bank and a 0% vacancy rate in the shopping center, there will be an expected parking utilization of 44%, if the maximum parking demand of 15 vehicles is assumed for the drive-in bank.

Dynamic Traffic, LLC finds that the proposed parking supply of 529 spaces is sufficient to support the existing shopping center, fast-food restaurant and the proposed drive-in bank.

Local Ordinance Parking Requirements

Westtown Township’s parking schedule was obtained from the Section §170-1705.B in the Westtown Township Code of Ordinances. For a shopping center use, five spaces per 1,000 square feet of gross leasable area (GLA) are required. The existing shopping center is 117,940 of GLA; therefore, **590** parking spaces are required for the existing shopping center. For the existing fast-food restaurant, 24 parking spaces per every 1,000 square feet of GLA is required plus two parking spaces for every three employees. The existing Burger King is 3,335 square feet and has a maximum of 12 employees during business hours; therefore, **88** parking spaces are required. For a bank, one parking space per 75 square feet of floor area that is devoted to customers plus one parking space per every 225 square feet of floor area used for office space. Therefore, **27** parking spaces are required. For the Marketplace at Westtown, a total of **705** parking spaces are required, according to the Westtown Township Zoning Ordinance.

ITE Parking Demand

National parking demand data has been collected by the Institute of Transportation Engineers (ITE) within their publication *Parking Generation, 5th Edition*. This publication establishes peak parking demands for multiple land uses based upon different independent variables, such as GFA and employees. For Land Use Code (LUC) 820 – Shopping Center, ITE sets forth an 85th percentile parking demand of 3.68 vehicles per 1,000 square feet of gross floor area on an average weekday and 3.74 vehicles per 1,000 square feet of gross floor area on an average Saturday. This results in a maximum demand of 441 parking spaces for the existing shopping center. The utilized rates are the non-December rates; the December rates are not applicable because the shopping center is not influenced by seasonal retail. The anchor tenants are a supermarket and a gym/health club, which are not subject to increased demand during the month of December. For LUC 934 – Fast-Food Restaurant with Drive-Through Window, ITE sets forth an 85th percentile demand of 13.78 vehicles per 1,000 square feet of gross floor area on an average weekday and 14.20 vehicles per 1,000 square feet of gross floor area on a Saturday. This equates to a demand of 46 parking spaces on a weekday and 47 on a Saturday. For LUC 912 – Drive-In Bank, the 85th percentile parking demand is 6.00 vehicles on a typical weekday and 4.77 vehicles on a Saturday per 1,000 square feet of gross floor area. ITE calculates a total parking demand of 500 parking spaces on a typical weekday and 504 parking spaces on a Saturday. Table I compares the ITE parking demand to the required parking set forth by the Westtown Township Zoning Ordinance.

Table I
ITE’s 85th Percentile Parking Demand Comparison

Land Use	Gross Floor Area (SF)	Required Parking Zoning Ordinance	ITE Parking Demand	
			Weekday	Saturday
Shopping Center	117,940	590	434	441
Fast Food w/ drive-thru	3,335	88	46	47
Drive-In Bank	3,294	27	20	16
Total	124,569	705	500	504

As demonstrated, the calculated ITE parking demand is less than the required parking calculated from the zoning ordinance.

ULI Parking Demand

National parking demand data has also been collected by the Urban Land Institute (ULI), a non-profit education and research institute whose mission is to provide responsible leadership in the use of land in order to enhance the total environment. This data is compiled within their publication *Dimension of Parking, 5th Edition*. This publication documents temporal distributions of parking demands throughout the day, week, and year for individual land uses, as well as peak parking demands. For a community shopping center, which is retail establishment that is less than 400,000 square feet, the peak parking demand is 448 vehicles on a weekday and 498 vehicles on a Saturday. As demonstrated, the calculated ULI recommended parking ratio is less than the required parking calculated from the Zoning Ordinance and complies with the proposed parking supply.

Existing Parking Demand

Parking counts were conducted at the Marketplace at Westtown to determine the parking demand generated by the existing facility. The counts were conducted from 3:00 p.m. to 5:30 p.m. on Tuesday, August 16, 2022 and from 10:00 a.m. to 1:30 p.m. on Saturday, August 27, 2022. Additional parking demand counts were completed on Saturday, March 11, 2023 from 1:00 p.m. to 2:00 p.m. and Tuesday, March 14, 2023 from 1:00 p.m. to 2:00 p.m. These specific count times were selected to coincide with the typical peak parking hours of the proposed drive-in bank and the existing shopping center based on information published by the ITE.

At the time of the field data collection, the Marketplace at Westtown had 88.7% of the total gross floor area leased. In order to provide a more accurate parking utilization, the peak parking demand is increased proportionally to account for a 100% occupancy rate. The peak parking demand is shown in Table II.

Table II
Existing Peak Parking Demand

Time Period	Observed Parking Demand	Adjusted Parking Demand	Adjusted Parking Utilization Rate
Weekday Afternoon	177	200	36%
Weekday Evening	156	176	32%
Saturday Morning	194	219	40%
Saturday Afternoon	182	205	37%

Based upon the results of the parking counts, the maximum demand experienced by the existing shopping center is 194 spaces, which occurred during the Saturday morning peak period. If the shopping center was 100% leased, the expected parking demand would be 219 spaces. Under the adjusted existing parking conditions, the lot is only 40% utilized during the peak period. Under the proposed conditions when the parking supply is reduced by 24 spaces, the lot will be 41% utilized. This equates to 310 available parking spaces during the peak demand. With the addition of the 3,294 square foot drive-in bank, the maximum parking demand during the Saturday midday peak is found to be 15 vehicles. With the adjusted observed parking demand of the existing uses and the expected peak parking demand of the bank, the parking lot would be 44% utilized. Therefore, the planned drive-in bank will not impact the parking availability of the existing shopping center.

Conclusion

The Applicant proposes to install a 3,294 square foot Chase Bank on the northeastern corner of the parking lot at the Marketplace at Westtown shopping center. The center currently has 117,940 square foot shopping center and a 3,335 square foot fast-food restaurant with drive-through window. The proposed parking supply will be 529 spaces which does not meet the Westtown Township ordinance requirements of 705 parking spaces.

Dynamic Traffic has performed three separate parking analyses that have determined that the proposed parking supply is sufficient to support the parking demands. The results of the parking analyses are detailed in Table III.

**Table III
Parking Study Demand Results**

Parking Criteria	Parking Demand or Requirement
Westtown Township Ordinance	705
ITE 85 th Percentile Demand	504
ULI Parking Demand	498
Existing Adjusted Demand	219
Proposed Parking Supply	529

Based upon our Parking Assessment as detailed in the body of this report, it is the professional opinion of Dynamic Traffic that the parking variance can be granted with no detrimental impact to the proposed lot or adjacent properties. Should you have any questions on the above, please do not hesitate to contact me.

Sincerely,

Dynamic Traffic, LLC

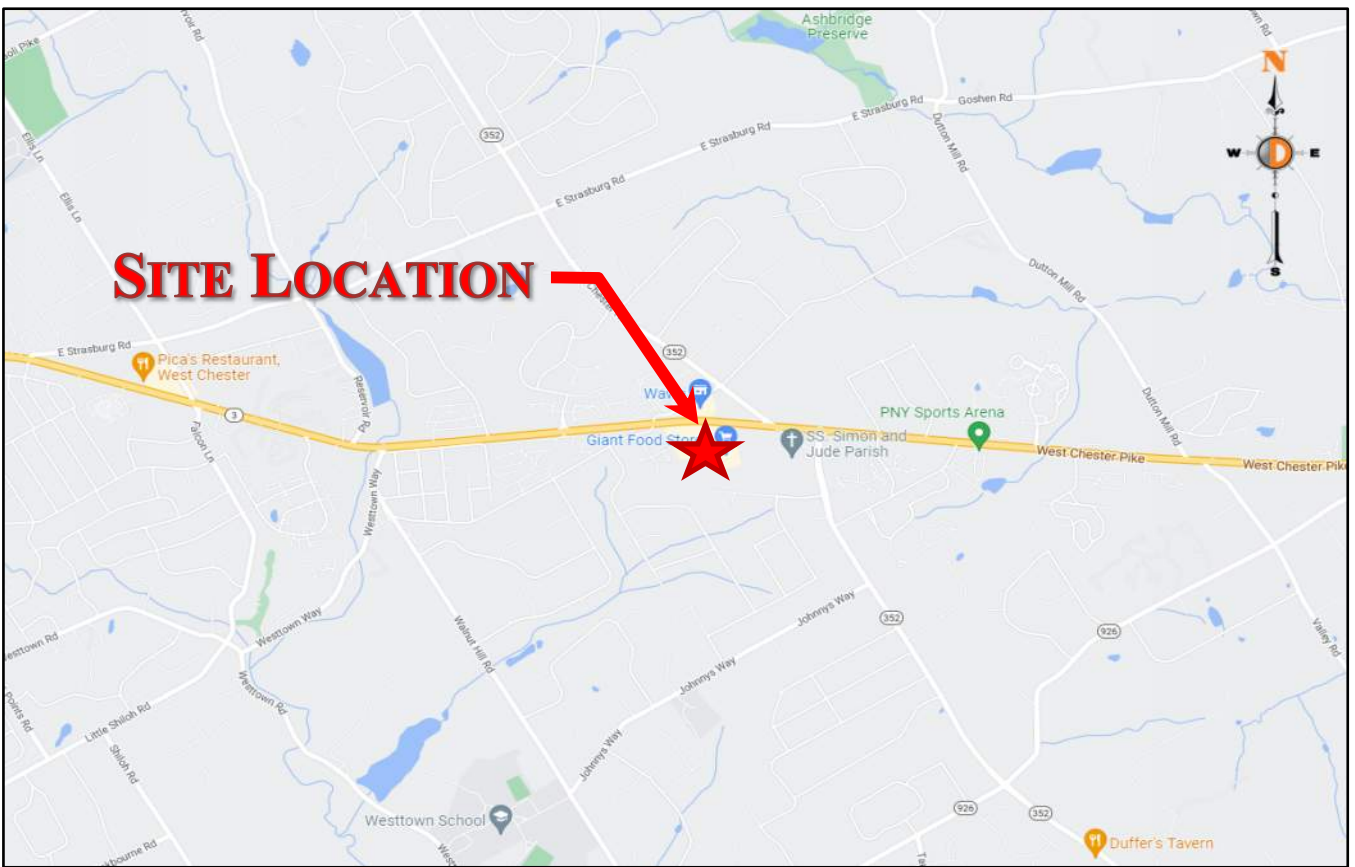


Corey Chase, PE
Senior Principal

swj

Enclosures

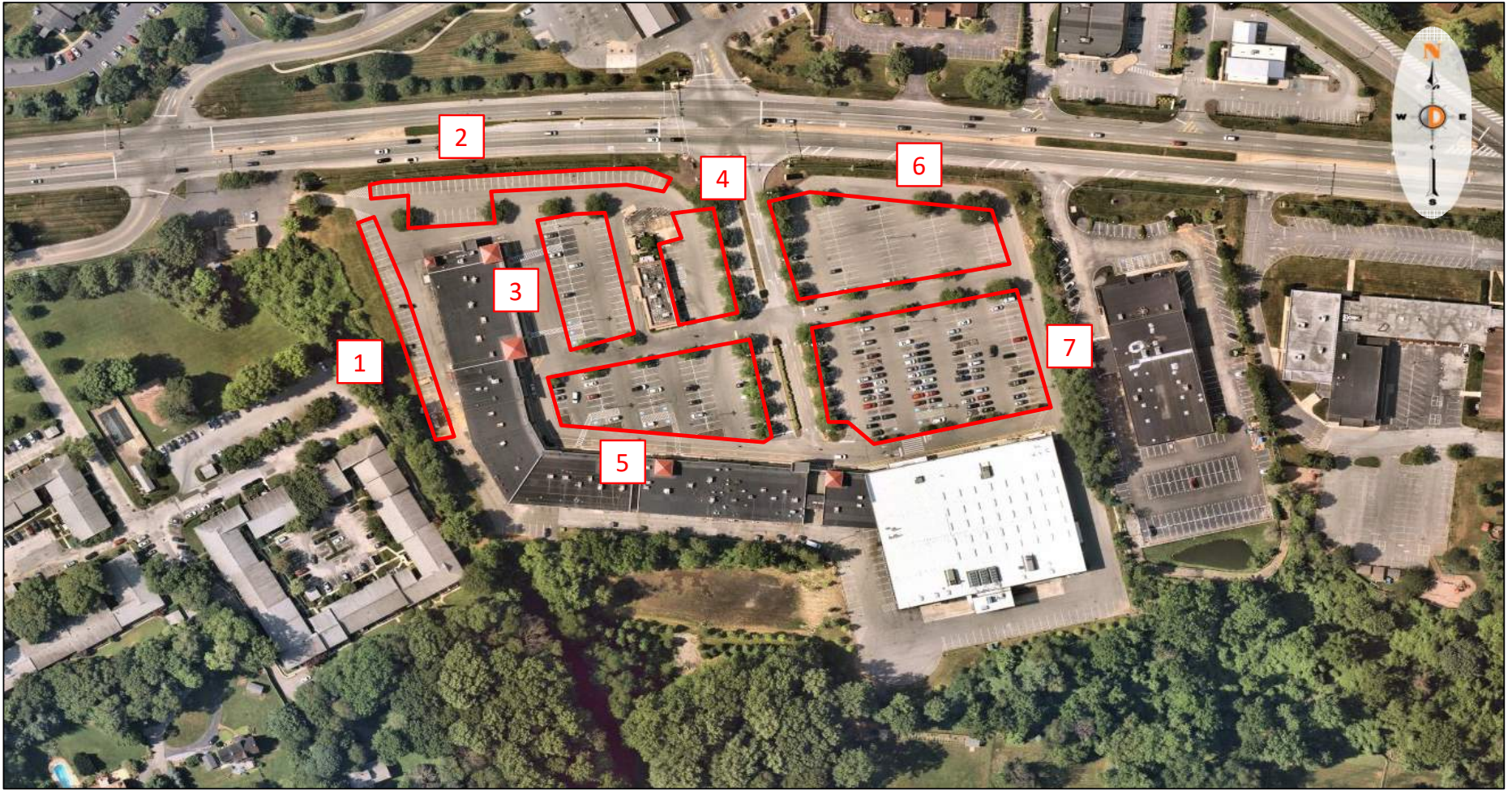
c: Matthew Sharo / Mark Whitaker – Dynamic Engineering Consultants



Proposed Chase Bank
 Parking Assessment
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Figure 1

Site Location Map



Proposed Chase Bank
Parking Assessment
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Figure 2

March Parking Count Map

Marketplace at Westtown
1502 West Chester Pike, West Chester, PA

Lot Utilization in 10-Minute Intervals

	West Parking Lot					East Parking Lot			Total Parking	
	Parking 1	Parking 2	Parking 3	Parking 4	Parking 5	West Parking	Parking 6	Parking 7		East Parking
General Use Spaces	36	49	55	28	70	238	104	115	219	457
Handicap	0	0	4	2	6	12	0	5	5	17
Total spaces	36	49	59	30	76	250	104	120	224	474

Saturday, March 11, 2023 from 1:00PM-2:00PM

1:00 PM	0	4	22	6	35	67	8	76	84	151
1:10 PM	0	3	23	6	41	73	7	97	104	177
1:20 PM	0	6	23	6	40	75	6	75	81	156
1:30 PM	1	4	18	6	44	73	7	86	93	166
1:40 PM	1	2	18	6	43	70	6	80	86	156
1:50 PM	1	2	15	7	47	72	8	71	79	151
2:00 PM	1	2	16	4	39	62	8	68	76	138

Tuesday, March 14, 2023 from 1:00PM-2:00PM

1:00 PM	4	3	27	5	58	97	14	71	85	182
1:10 PM	5	4	21	4	40	74	13	77	90	164
1:20 PM	5	3	20	3	63	94	12	71	83	177
1:30 PM	5	3	22	5	39	74	9	69	78	152
1:40 PM	5	3	20	3	38	69	7	63	70	139
1:50 PM	4	1	22	3	44	74	9	66	75	149
2:00 PM	4	2	24	3	43	76	8	85	93	169



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Figure 3

August Parking Count Map

Parking Lot Survey

DATE: 8/27/22 LOCATION: 1502 Westchester Pk West Lot TECHNICIAN: Brian B.

Time	# of Parked Cars
10:00 AM	73
10:15	72
10:30	75
10:45	68
11:00 AM	67
11:15	70
11:30	68
11:45	72
12:00 PM	85
12:15	80
12:30	74
12:45	73
1:00 PM	63
1:15	64