

August 23, 2024  
Via FedEx

Westtown Township  
1039 Wilmington Pike  
West Chester, PA 19382

Attn: Mila Carter  
Director of Planning & Zoning/Township Manager

**Re: Traffic Assessment  
Westtown AM West TIC LLC  
Proposed Chase Bank  
Parcel No. 67-2-42:4  
1502 West Chester Pike (SR 0003)  
Westtown Township, Chester County  
DT No. 1478-99-191T**

Dear Ms. Carter:

Dynamic Traffic has prepared the following assessment to determine the traffic impact and adequacy of access, circulation, and parking associated with the development of a Chase Bank within the Marketplace at Westtown shopping center. The shopping center is located on southern side of West Chester Pike (SR 0003), just west of Chester Road (SR 0352). The applicant proposes to construct 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 20 parking spaces, which is still compliant with Township requirements.

This assessment documents the methodology, analyses, findings and conclusions of our study and includes:

- A detailed field inspection was conducted to obtain an inventory of existing roadway geometry, traffic control, and location and geometry of existing driveways and intersections.
- Projections of traffic to be generated by The Project were prepared utilizing trip generation data as published by the Institute of Transportation Engineers.
- The proposed site driveway was inspected for adequacy of geometric design, spacing and/or alignment to streets and driveways on the opposite side of the street, relationship to other driveways adjacent to the development, and conformance with accepted design standards.
- The parking layout and supply was assessed based on accepted design standards and demand experienced at similar developments.

**Existing Conditions**

West Chester Pike (SR 0003) is an Urban Principle Arterial roadway under PennDOT jurisdiction with a general east/west orientation. In the vicinity of the site the posted speed limit is 45 MPH and the roadway provides two (2) travel lanes in each direction separated by a concrete median. On-street parking is not permitted. West Chester Pike provides a straight horizontal alignment along the site frontage and a slight uphill vertical alignment in the eastbound direction. The land uses along West Chester Pike in the vicinity of The Project are a mix of commercial, office and residential.

**Site Generated Traffic**

Trip generation projections for The Project were made utilizing trip generation research data as published under Land Use Code (LUC) 912 – Drive-In Bank in the Institute of Transportation Engineers’ (ITE) publication, *Trip Generation, 11<sup>th</sup> Edition*. This publication sets forth trip generation rates based on empirical traffic count data conducted at numerous research sites. The following table shows the anticipated trip generation for The Project during the weekday morning, weekday evening, and Saturday midday peak street hours (PSH).

**Table 1  
 Trip Generation**

Use	AM PSH			PM PSH			Sat PSH		
	In	Out	Total	In	Out	Total	In	Out	Total
Proposed 3,294 SF Chase Bank	19	14	33	35	34	69	44	43	87

According to studies conducted by ITE, traffic associated with LUC 912 is not 100% newly generated. Rather, a portion of the traffic is diverted from the existing traffic stream on the adjacent roadway network. This is because the Chase Bank is not a destination land use, instead patrons stop on their way to/from other locations such as home or work. ITE identifies a 29% passby traffic percentage during the weekday morning peak hour, 35% during the weekday evening peak hour and 38% during the Saturday peak hour. Table 2 below details the traffic volumes associated with the proposed Chase Bank considering the passby credits.

**Table 2  
 Trip Generation Considering Passby Traffic**

Use	Trip Type	AM PSH			PM PSH			Sat PSH		
		In	Out	Total	In	Out	Total	In	Out	Total
Proposed 3,294 SF Chase Bank	New	15	10	25	23	22	45	28	27	55
	Passby	4	4	8	12	12	24	16	16	32
	Total	19	14	33	35	34	69	44	43	87

Additionally, the ITE publication *Trip Generation Handbook, 3<sup>rd</sup> Edition*, recognizes that when land uses are proximate to each other, individual land uses tend to interact, reducing the overall trip generation for the site. It is anticipated that there will be an overall reduction in site generated trips due to the opportunities for users to visit a combination of the shopping center, Burger King and proposed Chase Bank. These trips can be made without accessing the regional roadway network and are considered “internal” to the overall development. Therefore, the “new” trip generation summarized in Table 2 are considered to be a conservative estimate of the Project’s impact.

### **Site Access, Parking and Circulation**

The site was reviewed with respect to the site access and on-site circulation design. As previously noted, access to the site will continue be provided via the existing signalized driveway along West Chester Pike (SR 0003)

The site will be served by aisles of 26.7 to 28 feet wide for two-way movements and 20 feet wide for one-way movements, which allows for full site circulation for the anticipated vehicle mix on site and meets generally accepted design standards.

Westtown Township’s parking schedule was obtained from the Section §170-1709.C, amended by Ordinance 2024-01, in the Westtown Township Code of Ordinances. For a shopping center use, 3.5 spaces per 1,000 square feet of gross leasable area (GLA) are required. For the Marketplace at Westtown, a total of **518** parking spaces are proposed (a reduction of 20 spaces) which exceeds the Township requirements.

### **Findings**

Based upon the detailed analyses as documented herein, the following findings are noted:

- The proposed 3,294 SF Chase Bank will conservatively generate 15 entering trips and 10 exiting trips during the morning peak hour, 23 entering trips and 22 exiting trips during the evening peak hour and 28 entering trips and 27 exiting trips during the Saturday peak hour which are “new” to the adjacent roadway network.
- Access to the site will continue to be provided via the existing signalized site driveway located along West Chester Pike (SR 0003)
- As proposed, The Project’s site driveway and internal circulation have been designed to provide for safe and efficient movement of the anticipated vehicle mix.
- The proposed parking supply and design is sufficient to support the projected demand and exceeds the Township requirement.

## Conclusion

Based upon our Traffic Assessment as detailed in the body of this report, it is the professional opinion of Dynamic Traffic that the adjacent street system of the Township of Westtown and PennDOT will not experience any significant degradation in operating conditions with the redevelopment of the site. The site driveway is located to continue to provide safe and efficient access to the adjacent roadway system given the limited increase in site traffic. The site plan as proposed provides for good circulation throughout the site and provides adequate parking to accommodate The Project's needs.

If you have any questions on the above, please do not hesitate to contact our office.

Sincerely,

**Dynamic Traffic, LLC**



Corey Chase, PE  
Senior Principal  
License # 076836

c: Eric Kelly (via email w/encl.)  
Gregg Adelman (via email w/encl.)  
Matt Sharo/Shawn Muntz (via email w/encl.)