



**HEINRICH & KLEIN
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MEMORANDUM

TO: Anyae Ebo-Davis

FROM: Andreas Heinrich, P.E., P.T.O.E.

DATE: October 15, 2021

RE: Traffic Generation Analysis
71 Beech Street
Borough of Pottstown, Montgomery County, PA

As requested, please accept the results of this Traffic Generation Analysis for redevelopment/renovation of the property situated at 71 Beech Street in the Borough of Pottstown, Montgomery County, Pennsylvania. The 1-story building is comprised of 929 square feet of floor space and was most previously occupied as a Sandwich/Hoagie Shop. It is my understanding that it is proposed to reoccupy the building for a Kid's Clothing Boutique. There is no dedicated off-street parking; however, there is abundant on-street parking along the north side of Beech Street and along the east side of North York Street in the vicinity of the site.

The anticipated traffic generation of the existing and proposed land uses is typically estimated from trip generation data compiled by the Institute of Transportation Engineers and documented in the publication entitled Trip Generation Manual⁽¹⁾. The Trip Generation Manual is a commonly accepted resource to establish traffic generation of various land uses. There is no land use category for the existing use as a Sandwich/Hoagie Shop. The closest fit might be a fast-food restaurant without a drive-thru lane (ITE Land Use Code 933), although use of this land use code for the existing Sandwich/Hoagie Shop is likely to result in an over-estimation of the potential trip generation for the building, particularly with some reliance on walk-in customer activity. Similarly, there is no land use category for the proposed use as a Kid's Clothing Boutique. The closest fit might be an Apparel Store (ITE Land Use Code 876).

(1) Trip Generation Manual, 10th Edition, Institute of Transportation Engineers, Washington DC, 2017.

Anyae Ebo-Davis

October 15, 2021

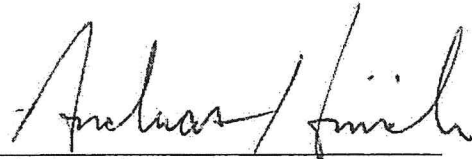
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Accordingly, it is estimated that the previous use as an Sandwich/Hoagie Shop might be expected to generate a total of about 322 trips per day (total inbound and outbound) with peak hour trip generation of 23 trips per hour during the weekday morning peak hour (14 inbound trips and 9 outbound trips) and 26 trips per hour during the weekday afternoon peak hour (13 inbound trips and 13 outbound trips). Once again, it is anticipated that this is an over-estimation of the potential trip generation for the pre-existing Sandwich/Hoagie Shop.

Conversely, it is estimated that the proposed use as a Kid's Clothing Boutique might be expected to generate a total of about 62 trips per day (total inbound and outbound) with peak hour trip generation of 1 trip per hour during the weekday morning peak hour (1 inbound trip and 0 outbound trips) and 4 trips per hour during the weekday afternoon peak hour (2 inbound trips and 2 outbound trips).

As can be seen, it is expected there will be decrease in trip generation due to the change in occupants of the building. In either event, the trip generation is very low and there will be little noticeable change in traffic impact in the surrounding neighborhood. Further, parking demand will have no adverse impact on the available public parking supply.

If you should have any questions, or wish to discuss these calculations in greater detail, please call me at your convenience.



Andreas Heinrich, P.E., P.T.O.E.
Principal

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