April 28, 2021 (Revised September 1, 2021)

Mr. Hugh Kelly
SRS Real Estate
340 Madison Avenue, Suite 3E
New York, NY 10173

RE: Parking and Traffic Assessment
New Fairfield Shopping Center
1 Brush Hill Road, New Fairfield, CT 06812
SLR #141.17047.00001

Dear Mr. Kelly:

SLR International Corporation (SLR) has prepared this assessment for the New Fairfield Shopping Center to support proposed upgrades, which will include parking, drainage, and septic site improvements. Some parking stalls and aisles do not meet today's standard dimensions and will be modernized. The former hardware store building on the western end of the site has been demolished, and a replacement use has not been identified. The removal of the hardware store has the effect of decreasing overall site traffic, as discussed later in this document. Additionally, the former Bank of America building will become retail use. This assessment quantifies anticipated changes to traffic and parking demands associated with the upgrades and building use changes.

The site currently contains approximately 16,930 square feet (SF) of active grocery, bank/financial service, and retail space, including: Webster Bank, Goodie Shoppe, Sarah's Gift Shop, Prime Wine & Liquor, H&R Block, New Fairfield Food Center, and Collins Morrow Insurance. The 4,650-SF former hardware store building has been demolished. The 3,150-SF former Bank of America building is presently vacant. The site currently has 115 parking spaces, but a small number of spaces are either too small or positioned too close to other nearby spaces to be utilized. Based on a site visit, we estimate that the parking lot has a total supply closer to 110 spaces.

Parking Analysis - Existing Conditions

Parking counts were conducted at the Shopping Center on Friday, April 23, and Saturday, April 24, 2021 to understand existing parking utilization. The hardware store building was inactive but not yet demolished at this time. Industry data published by the Institute of Transportation Engineers[1] (ITE) and the Urban Land Institute[2] (ULI) indicates that shopping center parking is busiest during the middle of the day with some increased activity in the evening depending on the presence of restaurants and type of restaurant. The number of parked vehicles on-site were counted once per hour from 10:00 a.m. to 7:00 p.m. each day. Table 1 summarizes the findings from the on-site parking utilization observations.

TABLE 1
Current Parking Utilization

	Friday, April 23, 2021		Saturday, April 24, 2021	
	Number of Parked Vehicles	Utilization	Number of Parked Vehicles	Utilization
10:00 a.m.	50	45%	50	45%
11:00 a.m.	55	50%	46	42%
Noon	54	49%	52	47%
1:00 p.m.	58	53%	51	46%
2:00 p.m.	47	43%	39	35%
3:00 p.m.	48	44%	30	27%
4:00 p.m.	35	32%	23	21%
5:00 p.m.	30	27%	8	7%
6:00 p.m.	16	15%	6	5%

It was found that parking peaked at 1:00 p.m. on Friday (58 parked cars) and at noon on Saturday (52 parked cars). Given there are approximately 110 usable parking spaces on-site, the counts equate to a peak parking utilization of 53% and 47% of the total parking supply on Friday and Saturday, respectively. The peak parking demand per square footage of the occupied building space is therefore 2.9 parked vehicles per 1,000 square feet, which is lower than the approximately 5.0 parking spaces per 1,000 square feet required for general retail and shopping centers per the Town of New Fairfield Zoning Regulations.

[1] *Parking Generation Manual, 5th Edition.* Institute of Transportation Engineers, 2019
[2] *Shared Parking, 3rd Edition*. Urban Land Institute, 2020

It should be noted that site parking observations were conducted during April 2021 COVID-19 pandemic conditions when general traffic would be expected to be slightly lower than pre-pandemic conditions. Pre-pandemic site traffic counts were not available to compare to; nonetheless, pre-pandemic site traffic would still be expected to be well under parking capacity based on known trends of the traffic characteristics of retail- and service-oriented building uses.

Existing parking demands were then estimated using parking generation methodology within the previously mentioned ITE statistical data to compare to the actual parking demands shown in Table 1. The following ITE land use codes were used to estimate existing parking demands: LUC 850 Supermarket, LUC 912 Drive-in Bank, LUC 930 Fast Casual Restaurant, LUC 936 Coffee/Donut Shop without Drive-Through Window, LUC 899 Liquor Store, and LUC 820 Shopping Center. The results, presented in Table 2, reveal that the ITE parking generation estimates are higher than what was observed to occur on-site. The higher ITE parking generation estimates were used in place of the actual parking occupancy counts in the analysis to be conservative.

Parking Analysis - Proposed Conditions

With the proposed parking lot upgrades, there will be a total of 106 parking spaces supplied on-site, including six accessible spaces. The Town of New Fairfield Zoning Regulations would require 105 parking spaces, meaning the proposal includes one extra parking space. The new configuration of spaces and islands will allow proper and convenient site circulation and will be supplemented by signage and pavement marking directional arrows. The existing sidewalk along Pembroke Road will be better connected to the site with the installation of on-site sidewalks, ramps, and crosswalks. The crosswalks will additionally guide pedestrians between the main building and the smaller buildings on-site. The Pembroke Road driveway will be narrowed, maintaining one lane each for ingress and egress. The Brush Hill Road driveway will receive minor striping and signage improvements.

The parking demand generated by the proposed new retail use of the former Bank of America building (3,150 SF) was estimated using the previously mentioned ITE parking generation methodology, land use code (LUC) 820, Shopping Center, which is appropriate for typical retail uses. New tenants are expected as soon as this year (2021). As shown in Table 2, parking demand is expected to increase by less than 10 vehicles on Fridays and Saturdays. The existing (actual observed and calculated ITE estimates) and proposed peak parking demands are presented in Table 2.

Based on the parking demands estimated above, the Shopping Center will have a total peak of only approximately 82 vehicles within the 106 available spaces (77%) during mid-day on Fridays and a total peak of approximately 72 vehicles (68%) during mid-day on Saturdays with the former Bank of America building occupied. Therefore, it is anticipated there will be more than sufficient parking for the Shopping Center with the proposed changes to the site. As shown in Table 2, this is the case even with ITE parking generation estimates in place of the actual observed lower parking utilization on-site.

TABLE 2
Proposed Future Parking Utilization Comparison

	Friday			Saturday		
	Existing (Actual)	Existing (Calculated)	Proposed	Existing (Actual)	Existing (Calculated)	Proposed
10:00 a.m.	50 (45%)	55 (50%)	61 (58%)	50 (45%)	54 (49%)	61 (58%)
11:00 a.m.	55 (50%)	57 (52%)	64 (60%)	46 (42%)	64 (58%)	72 (68%)
Noon	54 (49%)	74 (67%)	82 (77%)	52 (47%)	56 (51%)	65 (61%)
1:00 p.m.	58 (53%)	71 (65%)	79 (75%)	51 (46%)	50 (45%)	59 (56%)
2:00 p.m.	47 (43%)	69 (63%)	76 (72%)	39 (35%)	49 (45%)	58 (55%)
3:00 p.m.	48 (44%)	68 (62%)	75 (71%)	30 (27%)	54 (49%)	63 (59%)
4:00 p.m.	35 (32%)	65 (59%)	72 (68%)	23 (21%)	37 (34%)	45 (42%)
5:00 p.m.	30 (27%)	69 (63%)	75 (71%)	8 (7%)	28 (25%)	35 (33%)
6:00 p.m.	16 (15%)	59 (54%)	65 (61%)	6 (5%)	19 (17%)	25 (24%)

(##%) = Number of parked vehicles (Utilization)

Trip Generation Analysis

Site trip generation was estimated for historic conditions of the site, at which point the hardware store and the Bank of America were open. Trips were conservatively estimated using ITE data for each land use. The resulting trip generation for the total site is shown in Table 3.

Trip generation was then estimated for the proposed site conditions using the same ITE methodology, reflecting the removal of the hardware store, and the conversion of the Bank of America into retail space. The resulting trip generation is shown in Table 3 in comparison to the historic trip generation.

With the removal of the hardware store and the conversion of bank space into retail space, site trips will be reduced by approximately 60 to 70 trips. The proposed site upgrades will not increase site-generated traffic and thus will not have any notable adverse impact to adjacent roadways.

TABLE 3
Trip Generation Comparison

LAND USE	TRIP GENERATION					
	WEEKDAY AFTERNOON PEAK HOUR			SATURDAY MIDDAY PEAK HOUR		
	IN	OUT	TOTAL	IN	OUT	TOTAL
Historic Conditions	140	140	280	190	180	370
Proposed Conditions	110	110	220	155	145	300

Source: ITE *Trip Generation, 10th Edition.* Trips include 5% internal capture reduction.

Conclusion

This study was conducted to determine the parking and traffic implications of the proposed site upgrades and building use changes within the New Fairfield Shopping Center site. The proposed parking lot upgrades will provide sufficient parking supply for the proposed conditions. With the demolition of the former hardware store building on-site, and the conversion of bank space into retail space, traffic and parking generation will be reduced; therefore, there will not be any adverse impact to the roadways adjacent to the site as a result of the project.

We hope this letter is useful to you and the Town of New Fairfield. If you have any questions or need any further information, please do not hesitate to contact either of the undersigned.

Sincerely,

SLR International Corporation

David G. Sullivan, PE
US Manager of Traffic & Transportation Planning

Carl Giordano, PE, CNU-A
Associate Transportation Engineer

Enclosures

141.17047.00001-revised