Dynamic Traffic, LLC
245 Main Street, Suite 110
Chester, NJ 07930
T: 732.681.0760

February 21, 2025

Township of Verona Planning Board
600 Bloomfield Avenue
Verona, NJ 07044

Attn: Ms. Caitlin Kester, Planning Board Secretary

RE: Parking Study
Proposed Office Space Renovations
60 Pompton Avenue (NJ Route 23)
Block 807 – Lot 16
Township of Verona, Essex County, NJ
DT # 5645-25-00517

Dear Board Members:

Dynamic Traffic has prepared the following assessment to determine the traffic impact and parking demand generated by the proposed change of use of a portion of the building located along the southbound (west) side of Pompton Avenue (NJ Route 23) in the Township of Verona, Essex County, New Jersey. The site is designated as Block 807 – Lot 16 on the Township Tax Maps. The site is currently developed with a 30,824 SF office building inclusive of 1,990 SF of occupied general office space, 13,085 SF of occupied medical office space, 9,627 SF of vacant office space, 2,323 SF of storage space, and 3,799 SF of common space. It is proposed to maintain the existing occupied medical office space, convert the occupied general office space to medical office, and occupy the vacant office space with medical office tenants such that the entire building will be occupied with medical office uses (The Project). No building additions are proposed, therefore the existing overall building area of 30,824 SF will remain.

Access is currently provided via one (1) ingress only driveway and one (1) egress only driveway along Pompton Avenue, which are proposed to remain as existing. The site is currently supported by ninety-eight (98) on-site parking spaces. It is proposed to re-stripe the five (5) existing parking spaces along the northeast portion of the building such that four (4) ADA-accessible parking spaces will be provided instead of the existing three (3) ADA spaces and two (2) standard spaces. Thus, the proposed parking supply will be ninety-seven (97) spaces. This assessment presents an evaluation of the proposed conditions to determine the difference in trip generation and adequacy of the parking supply.

Site Generated Traffic

Trip generation projections were prepared utilizing trip generation research data as published in the Institute of Transportation Engineers' (ITE) publication, *Trip Generation, 11th Edition.* This publication sets forth trip generation rates based on traffic counts conducted at research sites throughout the country. Trip generation projections for the Project were prepared utilizing Land Use Code (LUC) 710 – General Office Building and LUC 720 – Medical-Dental Office Building.

It should be noted that although the existing vacant office space does not generate any current trip generation demands, it was assumed that the vacant space is occupied with a general office use in order to represent a fully occupied building to compare with the proposed future conditions. Additionally, the existing/proposed storage area and common areas were omitted from the trip generation calculations as they will remain the same under proposed conditions. The following Table 1 compares the proposed 100% medical office building to the existing building.

Table 1
Existing vs. Proposed Trip Generation Comparison

Land Use		AM PSH			PM PSH		
		In	**Out**	**Total**	**In**	**Out**	**Total**
Existing	11,617 SF of General Office	23	3	26	5	23	28
	13,085 SF of Medical Office	31	8	39	15	35	50
	Total Existing	54	11	65	20	58	78
Proposed	24,702 SF of Medical Office	54	14	68	29	68	97
Difference		**0**	**+3**	**+3**	**+9**	**+10**	**+19**

As shown above, the proposed office conversion is only anticipated to generate 3 additional trips during the weekday morning peak hour and 19 additional trips during the weekday evening peak hour.

It should also be noted that NJDOT defines a "significant increase in traffic" as in increase of 100 or more trips in any peak hour. Furthermore, based on *Multimodal Transportation Impact Analysis for Site Development*, published by ITE, "it is suggested that a transportation impact study be conducted whenever a proposed development will generate 50 or more added (new) trips during the adjacent roadways' peak hour or the development's peak hour." The projected site generated trips fall below both of these thresholds. Therefore, it is not anticipated that the proposed redevelopment will have any perceptible impact on the traffic operation of the adjacent roadway network.

Parking Demand/Requirements

Local Ordinance

The Township of Verona parking schedule was obtained from the Local Ordinance, Section § 150-12.6. For non-medical office uses, the Ordinance sets forth a minimum parking requirement of 5 spaces per 1,000 SF of Gross Floor Area (GFA) for office sizes of 10,001 SF to 24,999 SF. For medical office uses, the Ordinance sets forth a minimum parking requirement of 1 space per 180 SF of GFA. For storage uses, the Ordinance sets forth a minimum parking requirement of 1 space per 750 SF of GFA. The following table summarizes the existing and proposed uses within the building for the basis of calculating the Ordinance parking requirements.

Table 2
Existing vs. Proposed Building Use Breakdown

Floor Level	Use	Size	
		Existing	Proposed
Basement	Medical Office	3,204 SF	3,204 SF
	Storage	2,323 SF	2,323 SF
	Common Area	715 SF	715 SF
	Total	**6,242 SF**	
Ground Floor	Vacant (Assumed General Office)	1,803 SF	0 SF
	Medical Office	9,881 SF	11,684 SF
	Common Area	1,533 SF	1,533 SF
	Total	**13,217 SF**	
Second Floor	Vacant (Assumed General Office)	7,824 SF	0 SF
	General Office	1,990 SF	0 SF
	Medical Office	0 SF	9,814 SF
	Common Area	1,551 SF	1,551 SF
	Total	**11,365 SF**	
Total	Vacant (Assumed General Office)	9,627 SF	0 SF
	General Office	1,990 SF	0 SF
	Medical Office	13,085 SF	24,702 SF
	Storage	2,323 SF	2,323 SF
	Common Area	3,799 SF	3,799 SF
	Total	**30,824 SF**	

The below Table 3 compares the Ordinance parking requirement for both the existing and proposed building breakdowns based on the above tabulated floor areas. It should be noted that there is realistically no standalone parking demand associated with the common areas, therefore those portions of the building were not considered for purposes of calculating the required parking. Additionally, while it is acknowledged that the existing vacant spaces do not generate an existing parking demand, they are still accounted for when calculating the Ordinance parking requirement. Therefore, the vacant spaces were assumed to only be permitted as general office uses, in order to represent the maximum potential increase in the parking requirement.

Table 3
Existing vs. Proposed Ordinance Parking Requirement

Floor Level	Use	Size		Required Parking		
		Existing	Proposed	Existing	Proposed	Difference
Basement	Medical Office	3,204 SF	3,204 SF	18	18	0
	Storage	2,323 SF	2,323 SF	3	3	0
	Common Area	715 SF	715 SF	0	0	0
	Total	**6,242 SF**		**21**	**21**	**0**
Ground Floor	General Office	1,803 SF	0 SF	9	0	-9
	Medical Office	9,881 SF	11,684 SF	55	65	+10
	Common Area	1,533 SF	1,533 SF	0	0	0
	Total	**13,217 SF**		**64**	**65**	**+1**
Second Floor	General Office	9,814 SF	0 SF	49	0	-49
	Medical Office	0 SF	9,814 SF	0	55	+55
	Common Area	1,551 SF	1,551 SF	0	0	0
	Total	**11,365 SF**		**49**	**55**	**+6**
Total	General Office	11,617 SF	0 SF	58	0	-58
	Medical Office	13,085 SF	24,702 SF	73	138	+65
	Storage	2,323 SF	2,323 SF	3	3	0
	Common Area	3,799 SF	3,799 SF	0	0	0
	Total	**30,824 SF**		**134**	**141**	**+7**

As shown above, the Township Ordinance requires a total of 134 parking spaces based on the existing breakdown of building uses, and 141 spaces based on the proposed breakdown. It is proposed to provide 97 parking spaces is support of The Project, and as such a variance is required (as is the case with existing conditions). It is acknowledged that this represents a decrease of 1 space compared to the existing 98 spaces, in order to accommodate an additional ADA accessible space.

However, it is important to note that the proposed conversion of existing vacant/general office space to medical office will only result in a difference of 7 additional parking spaces required. Therefore, the parking variance previously granted for the site will not be significantly impacted and the additional parking requirement associated with future medical office uses occupying the vacant spaces would represent very minimal change compared to if the vacancies were currently occupied with a general office use.

ITE Parking Demand

National parking demand data has been collected by ITE within their publication *Parking Generation, 6th Edition.* This publication establishes peak parking demands for multiple land uses based upon different independent variables, such as GFA and employees. For LUC 720 – Medical-Dental Office Building, ITE sets forth an average peak parking demand of 2.63 vehicles per 1,000 SF of GFA. This equates to a demand of 81 parking spaces for the 30,824 SF building. Including the Ordinance requirement of 3 parking spaces for the storage area, the total demand equates to 84 parking spaces for the site which is exceeded by the proposed 97 spaces.

Existing Parking Demand

Parking counts were conducted at the existing office building to determine the parking demand generated by the existing facility. The counts were conducted from 9:30 – 11:30 AM and 1:30 – 3:30 PM on Wednesday, February 5, 2025. These specific count times were selected to coincide with the typical peak parking hours. The parking count data is appended. Based upon the results of the parking counts, the maximum demand experienced by the existing office building is 67 spaces. However, due to the fact that 9,627 SF of the existing office is currently vacant, the observed maximum parking demand is only associated with 15,075 SF (61%) of the total office space (24,702 – 9,627).

Based on the observed maximum parking demand of 67 spaces for 61% occupied office space, this equates to a parking demand of 93 spaces when accounting for the remaining 39% of the office space becoming fully occupied, which is exceeded by the proposed 97 spaces.

It is acknowledged that the observed parking demand does not represent 100% medical office, since 1,990 SF of the existing office space is occupied with a non-medical use (accounting office). However, the mass majority (87%) of the existing occupied office space is medical in nature, thus the observed parking demands are deemed to be closely representative of the proposed 100% medical office building. For reference, the Ordinance would only require 1 additional parking space for the 1,990 SF accounting office compared to if it were occupied with a medical office.

Additionally, through consultation with the applicant, it is our understanding that the existing physical therapy business occupying the basement medical office space is seeking to occupy a portion of the vacant ground floor office space. It is important to note that the primary purpose of occupying the additional space would be to provide better flexibility for their existing operations. As such, this would aid in limiting additional parking demand associated with the occupation of vacant office space with new, external businesses.

Therefore, based on the above factors, it is expected that the proposed parking supply will be adequate to support the parking demands associated with a fully occupied medical office building.

Conclusion

The Applicant proposes to renovate the existing 30,824 SF building to provide 100% medical office space. The projected trip generation increase falls below the threshold of a "significant increase in traffic" according to ITE and NJDOT standards. The project will be supported by 97 parking spaces. The performed parking analyses determined that the proposed parking supply is sufficient to support the anticipated parking demands. The results of the parking analyses are detailed in the table below.

Table 4
Parking Summary

Parking Criteria	Parking Demand/Requirement
Local Ordinance	141
ITE Parking Demand	81
Existing Demand (Full Occupancy)	93
Proposed Parking Supply	**97**

Based upon our Parking Study 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 Verona and NJDOT will not experience any significant degradation in operating conditions with the redevelopment of the site. Additionally, the existing parking supply will be sufficient to support the maximum anticipated parking demands of the Project. Should you have any questions on the above, please do not hesitate to contact me.

Sincerely,

Dynamic Traffic, LLC

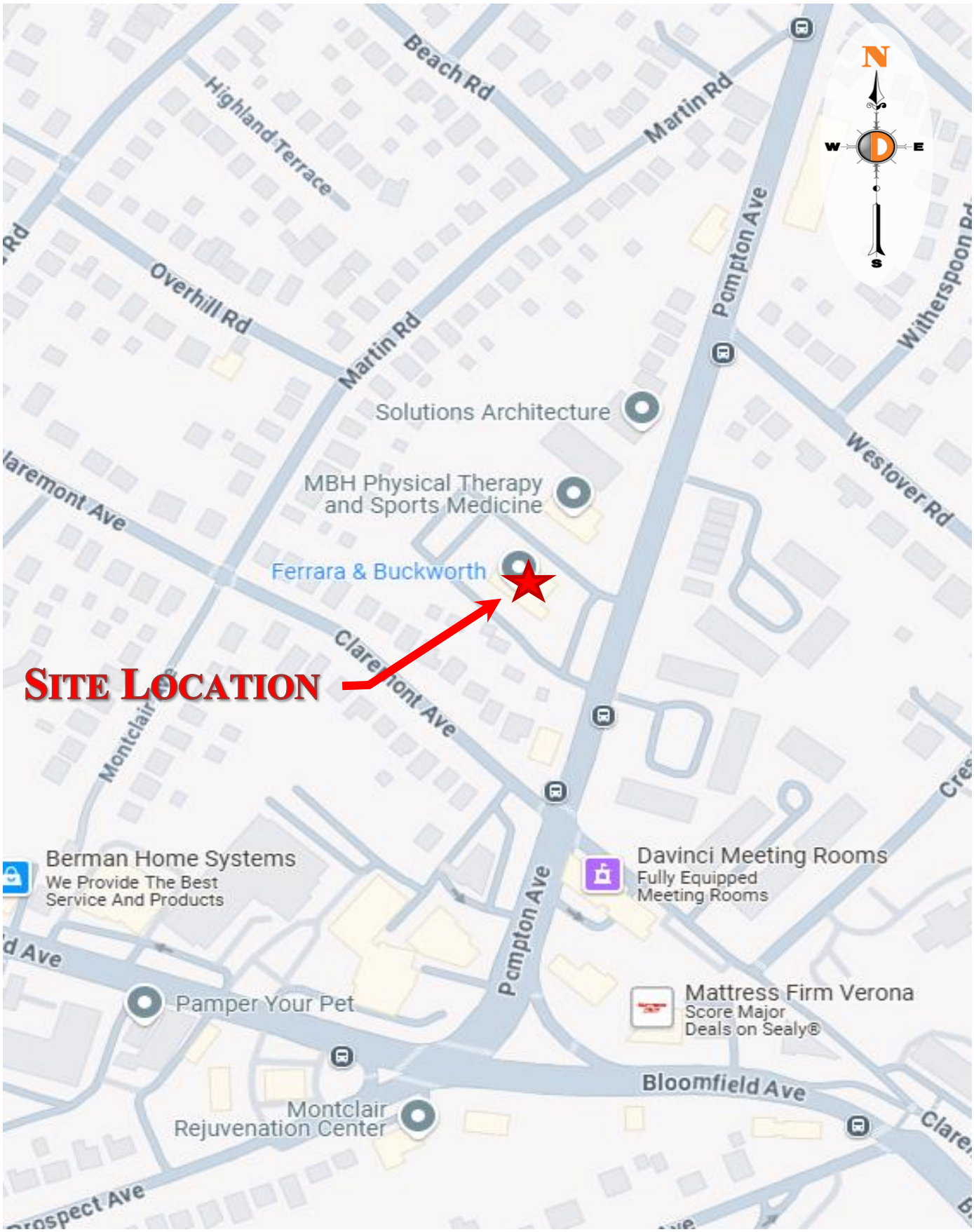
Joseph Staigar, PE, PP
Senior Principal

Connor Hughes, PE
Project Manager

CGH;jjs
Enclosures

c: Bob Gaccione/Michael Piromalli
Joseph Sterba
Peter Patel/Samir Patel

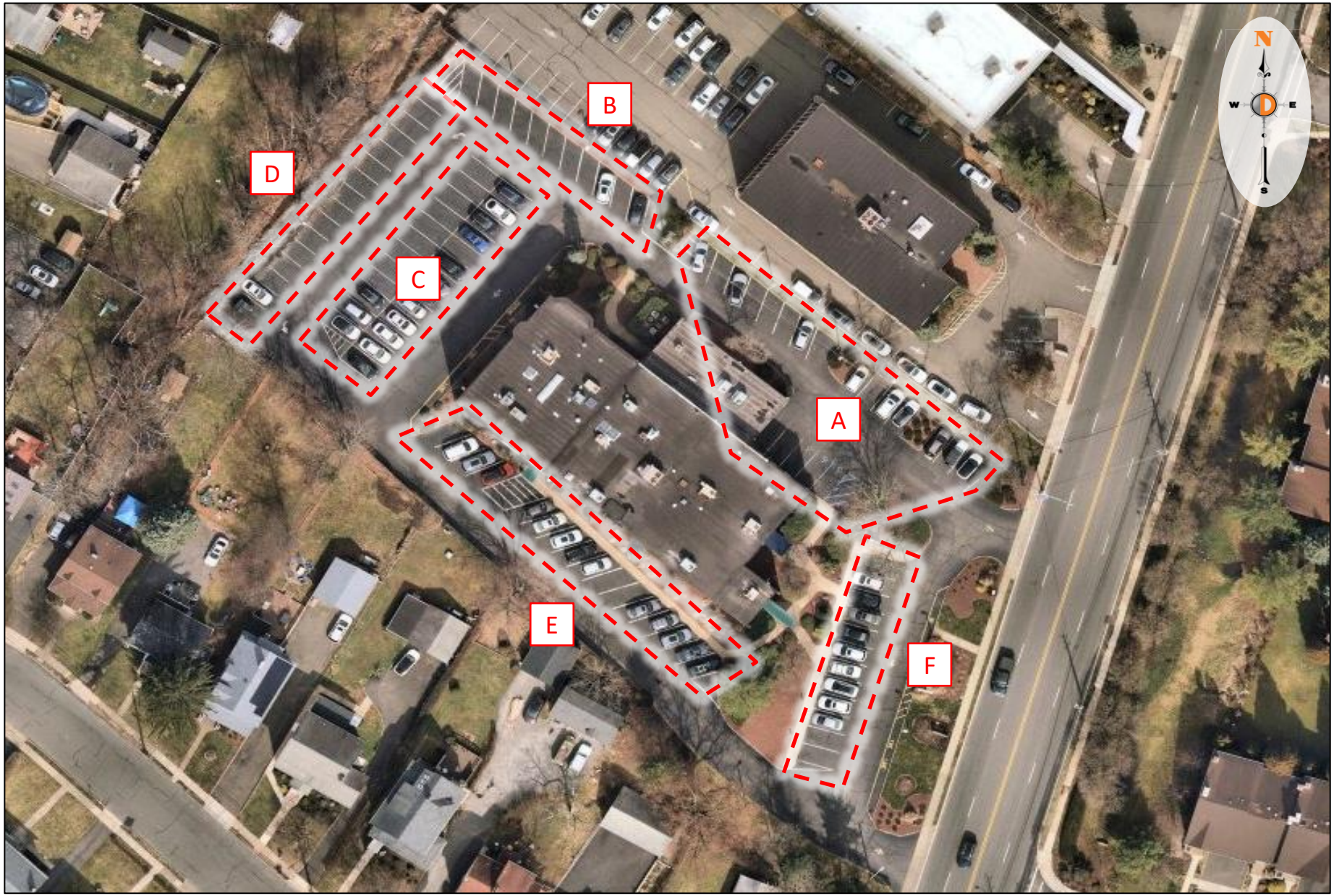
File: T:\TRAFFIC PROJECTS\5645 SAR Realty LLC\25-00517 Verona\Engineering\Planning\2025-02-21 Parking Study\2025-02-21 Parking Study.docx



Proposed Office Space Renovations
Parking Study
5645-25-00517

Figure 1

Site Location Map



Location: 60 Pompton Avenue
Verona, Essex County, NJ

Location: 60 Pompton Avenue, Verona, NJ
Date: Wednesday, February 5, 2025
Job #: 5645-25-00517

Parking Count

Interval	A	B	C	D	E	F	Total
9:30 AM	16	6	14	1	16	11	64
9:45 AM	17	5	15	2	16	12	67
10:00 AM	15	7	16	1	16	10	65
10:15 AM	13	6	16	1	16	11	63
10:30 AM	16	5	16	2	16	10	65
10:45 AM	13	5	16	1	16	8	59
11:00 AM	15	5	16	1	16	8	61
11:15 AM	16	4	15	1	16	11	63
1:30 PM	12	5	15	1	16	9	58
1:45 PM	14	5	15	1	15	10	60
2:00 PM	14	4	15	1	15	11	60
2:15 PM	17	3	14	1	14	10	59
2:30 PM	16	3	15	1	13	9	57
2:45 PM	16	2	15	1	13	10	57
3:00 PM	14	2	16	1	11	8	52
3:15 PM	14	3	15	1	10	7	50
						Maximum	67