



August 14, 2023

Mr. Jean Krack, Borough Manager
Borough of Phoenixville
351 Bridge Street, 2nd Floor
Phoenixville, PA 19460

RE: Traffic Engineering Evaluation
99 Bridge Street Redevelopment
Borough of Phoenixville, Chester County
McMahon Project No. 313568

Dear Mr. Krack:

As requested, McMahon, a Bowman Company, has prepared a traffic evaluation for the proposed redevelopment of 99 Bridge Street, located on the northeast corner of the intersection of Bridge Street and Starr Street (S.R. 0029). It is proposed that the redevelopment will include 23 apartments, including 9 two-bedroom apartments and 14 one-bedroom apartments, and 5,434 square feet of space. At this time, it is our understanding that the retail space may be dedicated to a barber shop/hair salon.

The purpose of this traffic evaluation is to provide a trip generation and traffic operational analysis of the redeveloped site, as well as an evaluation of the pedestrian facilities within the vicinity of the site, as well as to provide recommendations for any traffic and pedestrian operational improvements. This evaluation is based on the *Site Permit plan of 99 Bridge Street, prepared by T&M Associates*, last revised May 1, 2023.

Existing Setting & Operations

The site is located on the corner of Bridge Street and Starr Street (S.R. 0029). Both roadways serve as arterial routes through the region, connecting northern Chester and central Montgomery Counties. Bridge Street is a State roadway (S.R. 0113) beginning at Starr Street and continuing eastward. East of the intersection, Bridge Street is a local road. Further, Bridge Street is the "main street" for the Borough's downtown district. Recent available PennDOT data indicates an Average Annual Daily Traffic (AADT) volume of approximately 9,000 vehicles (nearly 8 % of that total is trucks) as measured in 2020. It is noted that the AADT appears to be lower than previous AADT data points (about 11,500 AADT in 2019) possibly due to the COVID-19 pandemic. Recent PennDOT data for Starr Street indicates an AADT of approximately 12,000 vehicles (of which approximately 4% is trucks) based on 2022 counts.

Based on these AADT traffic volumes, the Bridge Street/Starr Street intersection is a heavily traveled junction. Observations of peak hour traffic confirm that delays and congestion at this intersection during the weekday afternoon commuter (and early evening) peak hours occur when commuter and downtown traffic combine. Moderate traffic conditions are typical at this intersection during the weekday morning

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commuter peak hour and the Saturday midday peak hour (when Bridge Street is not closed in the downtown section during special events). It is noted that the traffic signal provides an advance left-turn phase along westbound Bridge Street and pedestrian crosswalks are provided across the western Bridge Street leg and the Starr Street approach along with pedestrian crossing signals and push button activation.

Recent available intersection vehicular count data for the weekday morning and afternoon peak hours is illustrated in the attached **Figure 1**.

In the vicinity of the site and this adjacent intersection, sidewalk is currently provided along both sides of Bridge Street west of Starr Street and along the north side of Bridge Street east of Starr Street. Sidewalk is provided along both sides of Starr Street. Overall, the sidewalks and pedestrian accommodations provide a high level of walkability and connectivity throughout the downtown, to residential neighborhoods and buildings, and to nearby parking.

In addition to the on-street parking provided throughout the borough (although there are permit parking areas near the site), there are several municipal parking lots throughout the downtown area. The nearest lot is located on the opposite side of Bridge Street at the Ashland Street Lot. It is our understanding that the Holy Ghost Church, across Starr Street from the site, also provides public parking at times for a fee.

Crash Evaluation

According to PennDOT's crash reports between January 1, 2017 and December 31, 2022, there have been three reported crashes at the Bridge Street/Starr Street intersection. For PennDOT to consider a crash as a reportable crash, there needs to be either an injury to someone involved in the crash or a vehicle that was required to be towed away due to the crash. Of these reported crashes, all three took place in 2019. These crashes were of varying type (i.e., one angle, one head-on, and one pedestrian) and severity (i.e., one injury, one property damage, and one of unknown severity). The limited reportable crash history does not reveal any particular crash trends.

Site Trip Generation

Currently the site consists of 8,686 square feet for walk-in bank space and 27,920 square feet of general office building, which will be replaced by the redevelopment. Traffic volumes generated by the existing site and the proposed expanded site were prepared based on trip generation data compiled from numerous studies contained in the Institute of Transportation Engineers (ITE) publication, *Trip Generation, 11th Edition*. ITE Land Use Code 918 was used for the 5,434 square feet barbershop/hair salon, and ITE Land Use Code 211 was used for the apartments.

Table 1 presents the anticipated vehicular trip generation for the proposed site. As shown in Table 1, the proposed site represents a net decrease in traffic compared to the existing site, and as such, the proposed development does not meet the 300 daily trip threshold for the requirement of a comprehensive traffic impact study per Municipal Code Section 22-602. It is noted that the proposed expansion does meet other criteria of this Code section relative to the building size (30,000 square feet).

Table 1. New Vehicular Trip Generation ⁽¹⁾

Land Use	Size	Daily	Weekday Morning Peak Hour			Weekday Afternoon Peak Hour			Saturday Midday Peak Hour		
			In	Out	Total	In	Out	Total	In	Out	Total
Existing Site ⁽²⁾	36,606 s.f.	487	121	74	195	40	86	126	70	87	157
Proposed Site ⁽³⁾	5,434 s.f. / 23 units	63	3	14	17	7	10	17	15	22	37
Difference		-424	-118	-60	-178	-33	-76	-109	-55	-65	-120

(1) Based on the ITE publication, *Trip Generation Manual, 11th Edition*. Some peak hour trip generation not available and assumed based on weekday afternoon peak hour trip generation.

(2) ITE Land Use Code 911 for Walk-In Bank and ITE Land Use Code 710 for General Office Building.

(3) ITE Land Use Code 918 for Hair Salon and ITE Land Use Code 211 for Multifamily Housing (Mid-Rise).

Based on the ITE Vehicular Trip Generation the proposed site is estimated to generate less daily, weekday morning peak hour, weekday afternoon peak hour traffic and Saturday midday peak hour trips than the existing site. It is noted that the walk-in bank land use does not have data for Saturday midday peak hour, and the hair salon land use does not have data for the daily or weekday morning peak hours. For the purposes of estimating the differential trip generation for the proposed redevelopment when no ITE data was available, the walk-in bank Saturday midday peak hour trip generation and the salon weekday morning peak hour trip generation was assumed to be equivalent to the weekday afternoon peak hour trip generation for their respective land uses.

Conclusions and Recommendations

Based on the foregoing considerations, it is anticipated the additional vehicular site traffic generated by the proposed expansion will be reduced from the current lane uses on the site.

We do note that there could likely be an increase in pedestrian traffic along the adjacent roadways and at nearby intersections, including most notably the Bridge Street/Starr Street intersection. At this time, we do not believe that the increased pedestrian traffic will adversely impact the operations of the nearby roadways and intersections. However, we do recommend the following:

- The applicant and Borough should review the surrounding sidewalk and crosswalks to determine any upgrades that may be necessary from a maintenance or a gap perspective, as well as ADA compliance. The handicap ramps connecting from the building to the Ashland Street Lot should be reviewed and upgraded, if necessary.

Further, it is our understanding that the Borough is planning for the extension of Starr Street to Ashland Street on the west side of the existing building on the site. The applicant should dedicate any necessary right-of-way to provide for this future transportation connection.

If alternative retail land uses are proposed, including those evaluated by our parking study letter (also dated August 9, 2023), then this traffic evaluation may need to be updated. It is noted of those land uses evaluated in the parking study, the marijuana dispensary would result in an increased site trip generation on a daily basis (+827 trips) and during the Saturday midday peak hour (+9 trips).

If there are any questions or if additional clarification is required regarding the findings and recommendations of this traffic engineering evaluation, please do not hesitate to contact our office.

Sincerely,

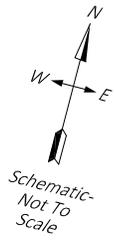


John J. Yurick, P.E., PTOE, PTP
Senior Project Manager

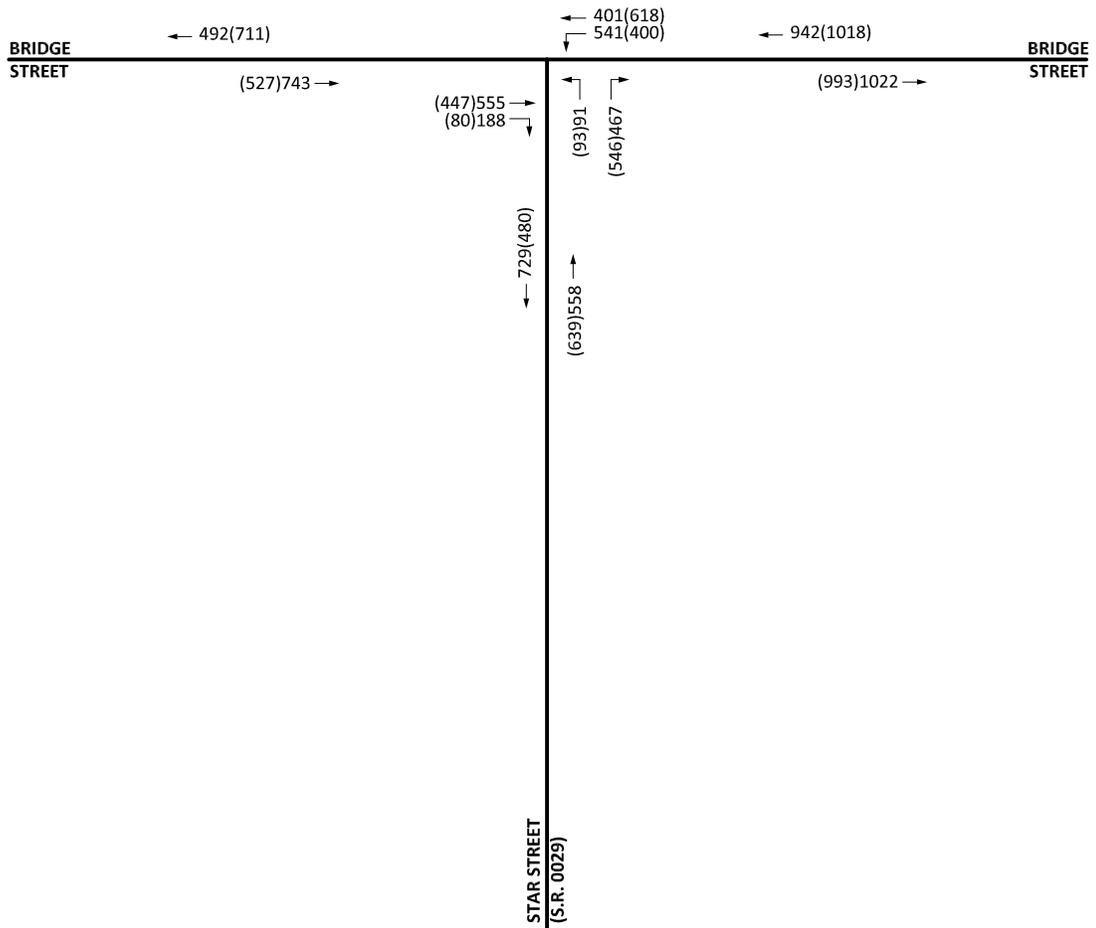
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cc: Owen Hyne, P.E., CEA, Borough Engineer, Remington & Vernick Engineers
David Boelker, Director of Planning and Code Enforcement
Scott Denlinger, Esquire, Borough Solicitor, Wisler Pearlstine, LLP

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SITE



LEGEND
 5 WEEKDAY MORNING
 (5) WEEKDAY AFTERNOON

FIGURE 1
 2018 Peak Hour Traffic Volumes
99 BRIDGE STREET
 PHOENIXVILLE BOROUGH, CHESTER COUNTY, PA

