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OF COUNSEL

JONATHAN M. HEILBRUNN

STEVEN KROPF

January 11, 2021

VIA EMAIL: kdickert@neptunetownship.org
AND OVERNIGHT MAIL

Kristie Dickert, Administrative Officer
Planning Board/Zoning Board
Township of Neptune
25 Neptune Boulevard
Neptune, NJ 07753

RE: CASE # PB 19/06
WCS Group, LLC
Lot 2, Block 3902
600 Essex Road
Neptune Township, NJ
AMENDED PRELIMINARY/FINAL MAJOR SITE PLAN

Dear Ms. Dickert:

Please be advised that the undersigned continues to represent WCS Group, LLC with regard to the above-referenced premises.

I deliver herewith fifteen (15) copies of a Letter Report generated by Doan & Dean Consulting Engineers for the above-captioned project. Kindly include same in the Applicant's file.

Thank you.

Very truly yours,



KENNETH L. PAPE
For the Firm

Enc.

cc: WCS Group, LLC
Dynamic Engineering Consultants, P.C., Attn: Joshua Sewald, P.E., P.P. (via email: jsewald@dynamiccec.com)
Dolan & Dean, Attn: Gary W. Dean, PE, PP (via e-mail: gary@dolandean.com)



181 WEST HIGH STREET
SOMERVILLE, NJ 08876

908 927 0100 p
908 927 0181 f

January 8, 2021

Jennifer C. Beahm, P.P., AICP
Peter R. Avakian, P.E., P.L.S., P.P.
Leon S. Avakian, Inc. - Consulting Engineers
788 Wayside Road
Neptune, NJ 07753

Re: WCS Group, LLC
Case # PB 19/06
Amended Preliminary/Final Major Site Plan
600 Essex Road
Block 3902, Lots 2 & 3
Your File NTPB 19-05

Dear Ms. Beahm and Mr. Avakian:

Our office serves as the traffic engineering consultant to the above-noted applicant who received Planning Board approval for the rehabilitation and site improvements to the property located at Jumping Brook Road and Essex Road in 2019. The application entailed site improvements to permit a drive-thru lane for a potential fast-food tenant. Our office studied the projected traffic impacts of the application in a report dated July 31, 2019.

The applicant now seeks to amend that approval to eliminate the fast-food restaurant use and drive-thru lane with the intent to lease the building entirely for retail use. To address the potential traffic impacts with the plan modification, this correspondence is forwarded at the request of the application. In summary, the elimination of the fast-food restaurant use and replacement with a retail use, will generate less traffic.

In support of this conclusion, reference is made to Table I from our 2019 traffic study that summarized the projected traffic associated with the originally proposed uses:

TABLE I
TRIP GENERATION

Land Use	Morning		Evening		Saturday	
	Enter	Exit	Enter	Exit	Enter	Exit
2,250 SF Drive-Thru Restaurant New	46	44	39	35	63	60
9,007 SF Shopping Center New	6	3	43	48	48	44
Total	52	47	82	83	111	104

As noted, although the restaurant area is only 25% of the retail area, the trip generation is roughly equal to or greater than the retail space. As such, the substitution of restaurant space for retail space will greatly reduce the site traffic and associated impacts.

WCS Group, LLC
Case # PB 19/06
600 Essex Road
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January 8, 2021

For comparison with the approved proposal, Table II shows the recalculated trip generation assuming 100% retail use as developed using Institute of Transportation Engineers data from the Trip Generation Manual, 10th Edition, 2018. The trip generation data worksheets are also appended to this letter.

TABLE II
TRIP GENERATION COMPARISON

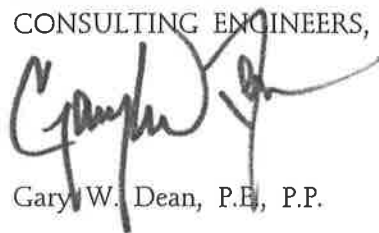
Land Use	Morning		Evening		Saturday	
	Enter	Exit	Enter	Exit	Enter	Exit
Approved Restaurant/Retail Uses	52	47	82	83	111	104
Proposed 11,257 SF Retail Use	7	4	54	54	57	53
Traffic Difference	-45	-43	-28	-29	-54	-51

As shown, the proposed elimination of the drive-thru restaurant use for a retail use will result in decreased site traffic during all peak hours. The reductions will be most significant during the weekday AM peak hour and during the Saturday peak hour when the site traffic will be reduced by roughly half or more.

As such, the proposed change in use will have a positive traffic impact – compared to the approved use – with a substantial traffic reduction. We hope that this information is helpful in your continued review of the amended site plan application; please contact our office should you require any further information.

Very truly yours,

DOLAN AND DEAN
CONSULTING ENGINEERS, LLC



Gary W. Dean, P.E., P.P.

Attachments

cc: William Sitar
Ken Pape, Esq.

CWD\rc

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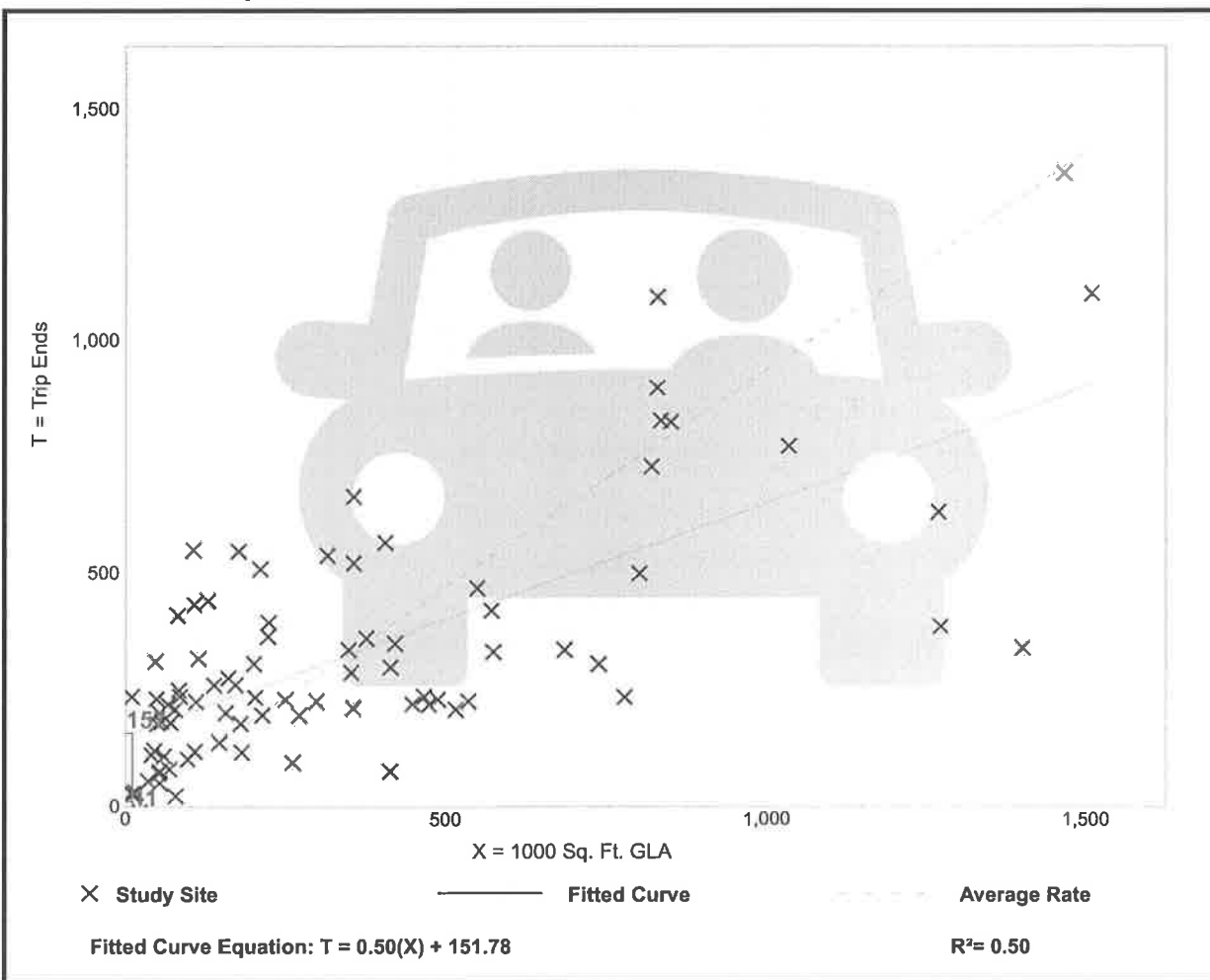
Shopping Center (820)

Vehicle Trip Ends vs: 1000 Sq. Ft. GLA
On a: Weekday,
Peak Hour of Adjacent Street Traffic,
One Hour Between 7 and 9 a.m.
Setting/Location: General Urban/Suburban
 Number of Studies: 84
 Avg. 1000 Sq. Ft. GLA: 351
 Directional Distribution: 62% entering, 38% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GLA

Average Rate	Range of Rates	Standard Deviation
0.94	0.18 - 23.74	0.87

Data Plot and Equation



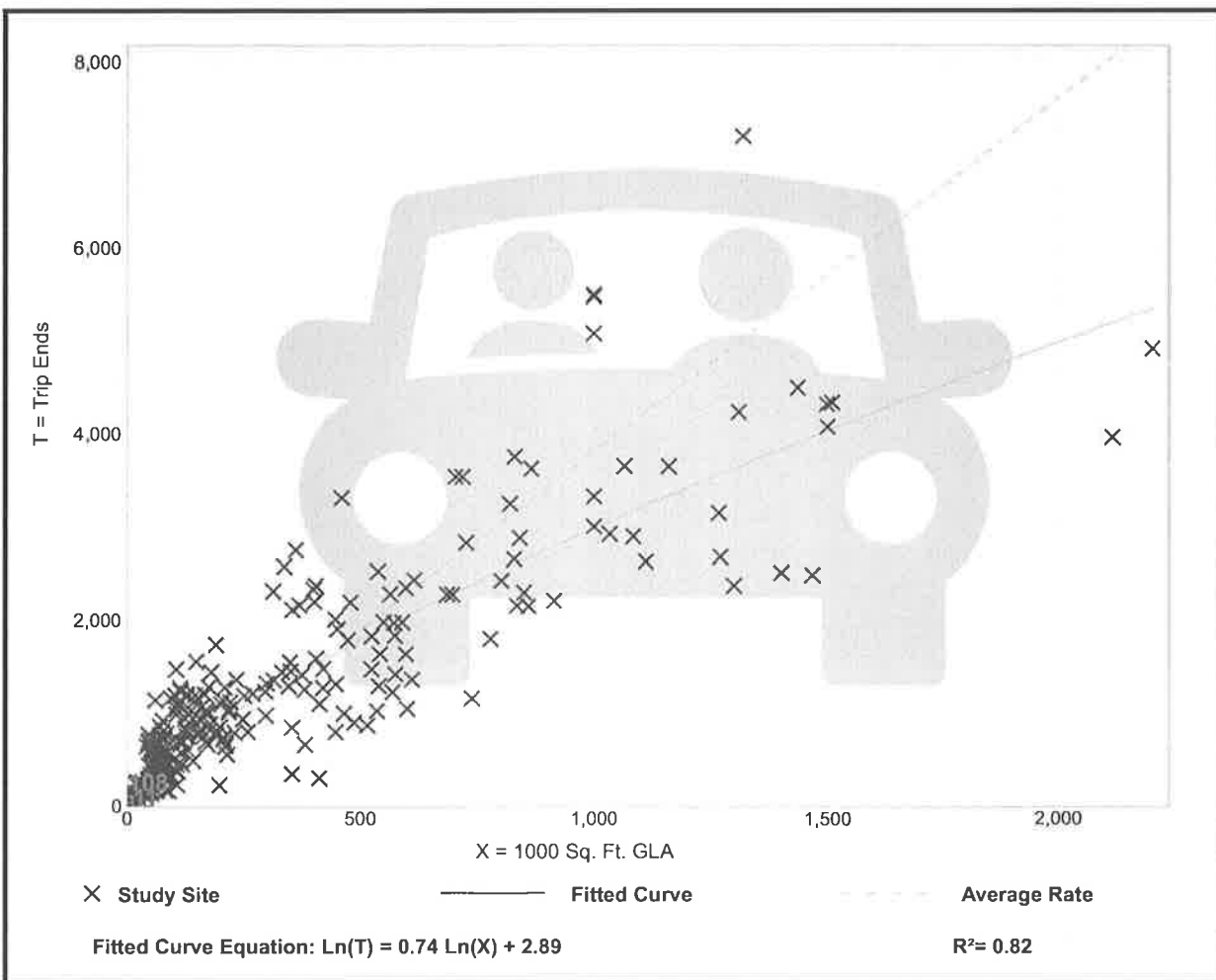
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On a: Weekday,
Peak Hour of Adjacent Street Traffic,
One Hour Between 4 and 6 p.m.
Setting/Location: General Urban/Suburban
 Number of Studies: 261
 Avg. 1000 Sq. Ft. GLA: 327
 Directional Distribution: 48% entering, 52% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GLA

Average Rate	Range of Rates	Standard Deviation
3.81	0.74 - 18.69	2.04

Data Plot and Equation



Shopping Center (820)

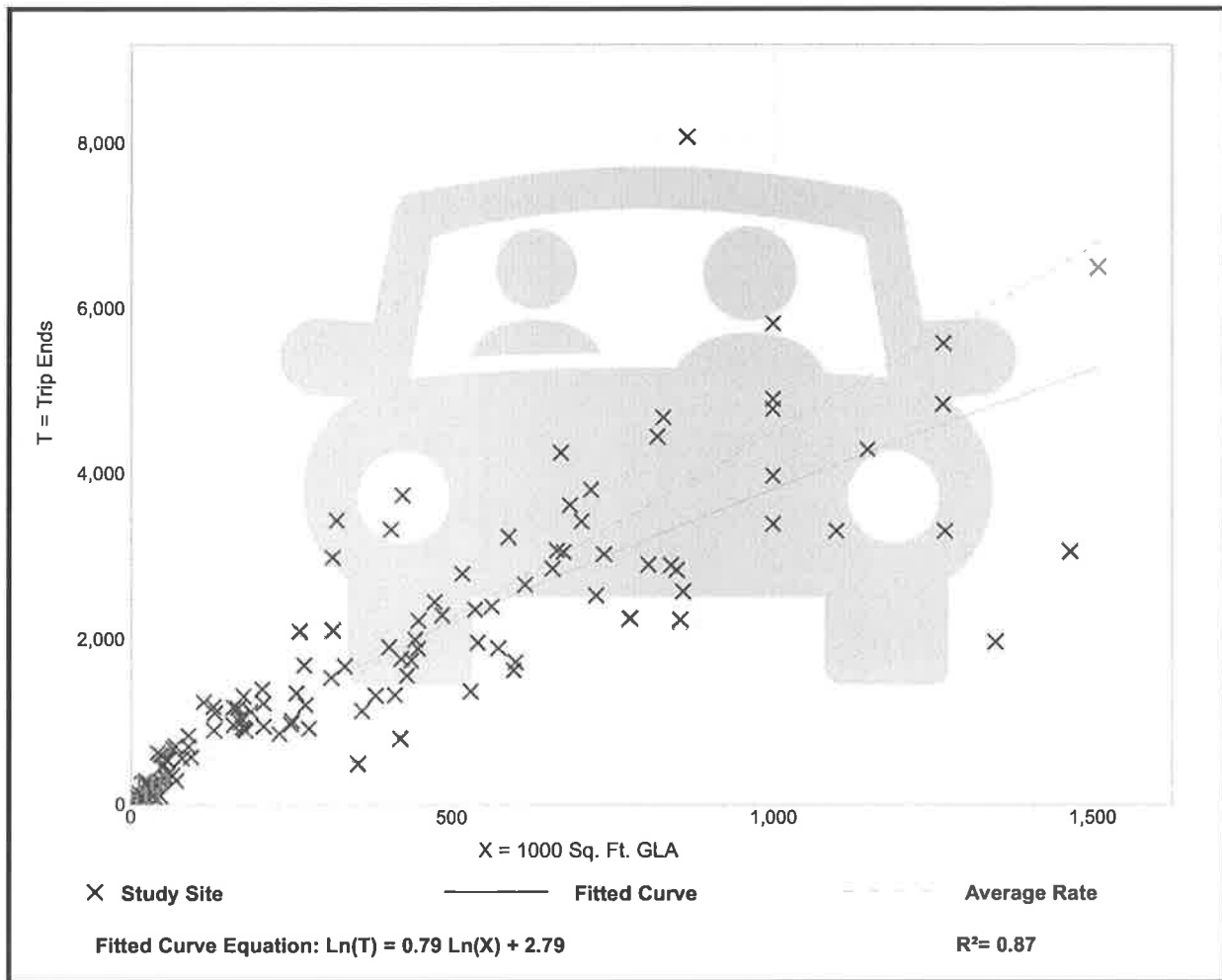
Vehicle Trip Ends vs: 1000 Sq. Ft. GLA
On a: Saturday, Peak Hour of Generator

Setting/Location: General Urban/Suburban
 Number of Studies: 119
 Avg. 1000 Sq. Ft. GLA: 416
 Directional Distribution: 52% entering, 48% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GLA

Average Rate	Range of Rates	Standard Deviation
4.50	1.42 - 15.10	1.88

Data Plot and Equation





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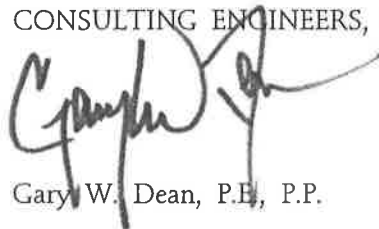
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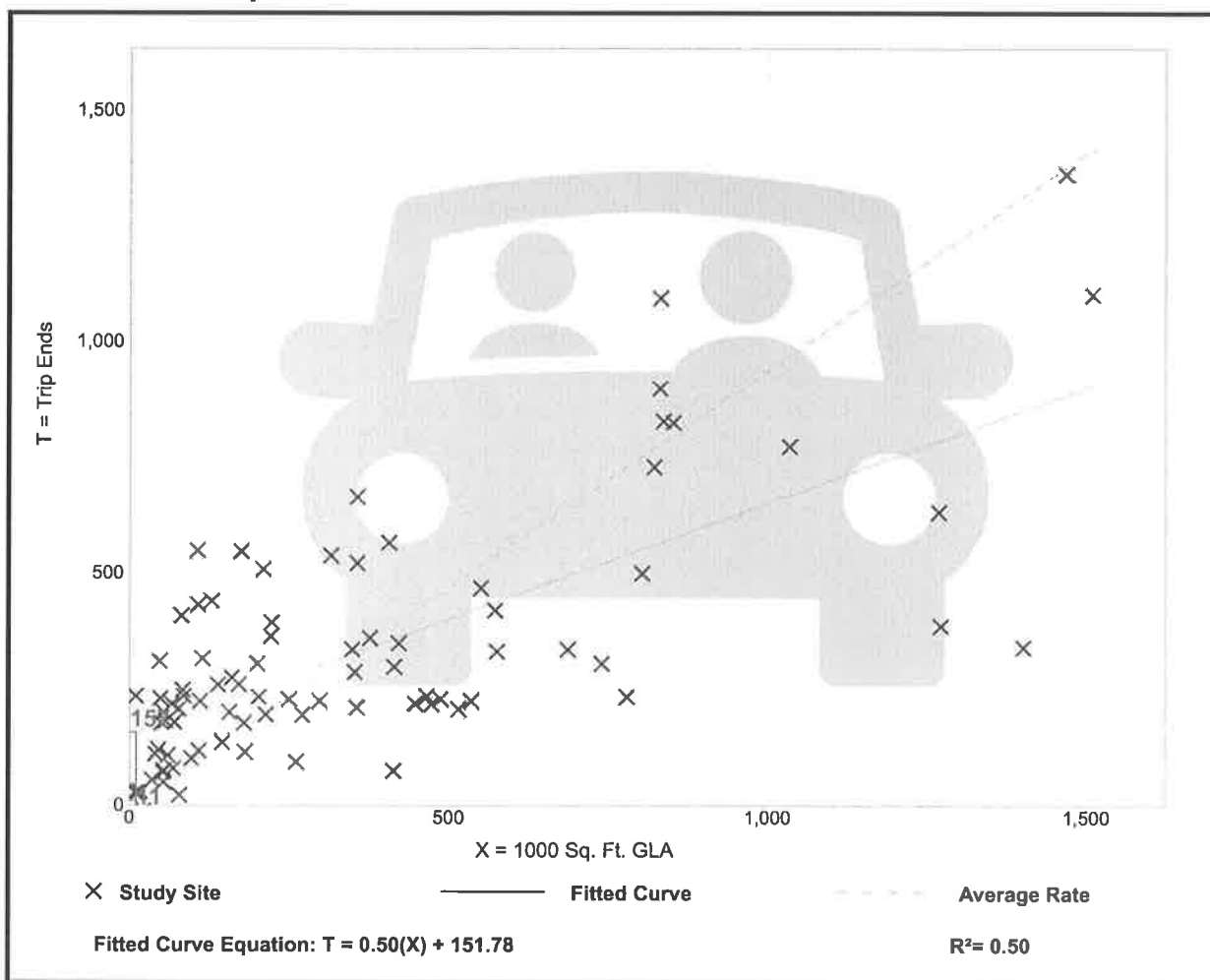
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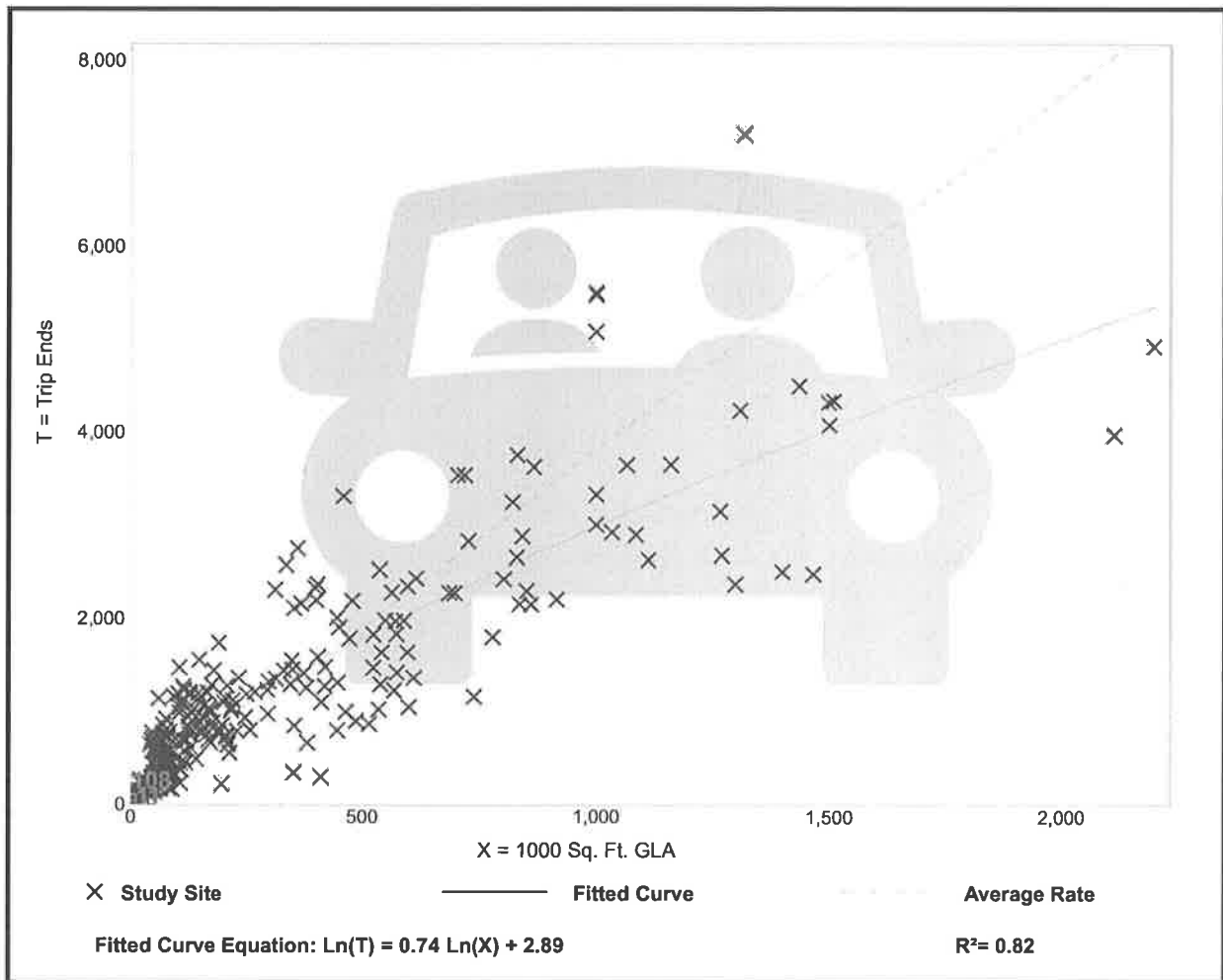
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