

April 23, 2021

Rocco J. Falcone, II  
South Hadley Plaza, LLC  
40 Island Pond Road  
Springfield, MA 01118

**RE: Trip Generation Assessment  
501 Newton Street  
South Hadley, MA**

McMahon Associates has completed a trip generation assessment for the redevelopment of a parcel located at 501 Newton Street, in South Hadley, MA, within the Woodlawn Plaza shopping center. The site previously housed a Big Y supermarket, which has been razed. The proposed project calls for the development of this parcel to include an approximately 12,620 square foot hardware store. A 60-unit residential building has been separately proposed for development on a different portion of the same Big Y site. A trip generation evaluation for the previous supermarket and the proposed residential development was completed by Milone and Macbroom, dated July 30, 2020. Access to Woodlawn Plaza would not be changed as part of the proposed hardware store project. Internal plaza circulation roadways would be adjusted to accommodate the proposed hardware store and residential building.

As part of this assessment, a trip generation comparison between the previous on-site uses and the proposed hardware store and residential building was completed. The trip generation comparison focused on the weekday morning, weekday afternoon, and Saturday midday peak hour hours when the combination of adjacent roadway volumes and potential traffic increases associated with the redevelopment would be greatest. To establish the trip generation comparison, the Institute of Transportation Engineers (ITE) publication, *Trip Generation Manual, 10<sup>th</sup> Edition* was used as a reference. ITE is a national research organization of transportation professionals and their publication provides traffic generation information for various land uses compiled from studies conducted by members nationwide.

Vehicle trip generation for the previous supermarket and proposed residential building were referenced from the Milone and Macbroom traffic evaluation. Vehicle trip generation for the proposed hardware store was developed based on ITE Land Use Code 816 (Hardware/Paint Store) based on the size of the proposed building. A summary of the previous and proposed site trip generation is summarized below in Table 1 below.

**Table 1: Trip Generation Summary**

Description	Size	Weekday AM			Weekday PM			Saturday Midday		
		In	Out	Total	In	Out	Total	In	Out	Total
Proposed Hardware Store Trips <sup>1</sup>	12,620 sf	7	6	13	16	18	34	16	12	28
Proposed Residential Trips <sup>2</sup>	60 du	<u>6</u>	<u>16</u>	<u>22</u>	<u>16</u>	<u>10</u>	<u>26</u>	<u>13</u>	<u>13</u>	<u>26</u>
Total Proposed Site Trips		13	22	35	32	28	60	29	25	54
Former Big Y Trips <sup>2</sup>	61,300 sf	<u>36</u>	<u>22</u>	<u>58</u>	<u>112</u>	<u>121</u>	<u>233</u>	<u>144</u>	<u>132</u>	<u>276</u>
Change in Site Trips <sup>3</sup>		-23	0	-23	-80	-93	-173	-115	-107	-222

1 ITE Land Use Code 816 (Hardware/Paint Store), based on 12,620 square feet.

2 Based on Milone and Macbroom Residential Development - Woodlawn Plaza Site Traffic Evaluation dated July 30, 2020.

3 Proposed Site Trips less the Former Big Y Trips

As shown in Table 1, the proposed hardware store and residential development combined are estimated to result in approximately 23 fewer entering vehicle trips during the weekday morning peak hour, approximately 173 fewer vehicle trips (80 fewer entering vehicles and 93 fewer exiting vehicles) during the weekday afternoon peak hour, and approximately 222 fewer vehicle trips (115 fewer entering vehicles and 107 fewer exiting vehicles) during the Saturday midday peak hour, when compared to the previous supermarket that was located on site.

Based on the trip generation comparison presented in this assessment and the July 2020 traffic evaluation by Milone and Macbroom, the proposed hardware store and residential development are shown to result in an overall decrease in vehicle trips to and from Woodlawn Plaza when compared to the previous Big Y supermarket. Therefore, the proposed project would not be expected to significantly impact traffic operations within the surrounding adjacent roadway network.

If you have any questions or require any additional information, please do not hesitate to contact me.  
 Sincerely,

Erin Fredette, P.E.  
 Project Manager