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Memorandum

Date: April 3, 2013
To: Conshohocken Borough Council
From: Paul W. Hughes, P.E.
Re: Wawa Traffic Study Review
Our File No.: PMCOP183

At Borough Council's request, we are preparing a formal review of the Traffic Impact Study for the Proposed Wawa Development prepared by McMahon Transportation Engineers and Planners (the study). We understand that Borough Council has some concerns about the methodology used and the projections stated in the study. The entire study will be evaluated, but particular items that have been brought to our attention will be specifically addressed in our review. We encourage Council to review the items listed below and provide feedback as to whether any other items in the report are of particular interest or require clarification. Our review will be prepared and distributed prior to the April 10th Committee meetings.

Review Items:

1. Trip Generation: We will review the trip generation methodology used in the study and further explore the differences raised in public meetings between the projections in the study and the actual volume at similar facilities. Our analysis will be based on the information provided in the McMahon study through Land Use Code 853 and various published articles and studies involving convenience stores with fueling stations.

Note: we requested authorization from Wawa to collect traffic counts from the existing facility on Butler Pike (Store #67) for information purposes. Wawa has submitted a response dated April 3, 2013 that has been distributed to Council. We would like feedback from Council as to whether the Borough wishes to pursue collection of volume data from other active Wawa stores.
2. New Trips: We will review and attempt to clarify the concept of "New" trips highlighted in the study. This will include analysis of the methodology including the traffic volume assumed for the existing Moore Chevrolet and the concept of "Pass By" trips.

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3. Capacity/Level of Service: We will review the level of service projections provided in the study. Specifically, the level of service projected for the "intersection" of Fayette Street with the driveways for both Wawa and Town Valet Cleaners will be considered. Level of service projections will vary based on the trip generation methodology used.
4. Site Access: We will review the proposed site access. We understand that there has been discussion about restricting the movements for the access/egress at 11th Avenue and Harry Street.
5. Gap Study: We will review the gap analysis provided for the proposed Wawa north driveway. The study compares future volumes for ingress and egress with the existing gaps on Fayette Street.

We intend to complete our review of the study and submit to Council prior to the April 10th committee meetings. Please provide any questions and comments on the study by Friday, April 5th for consideration in our review.

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