TRANSPORTATION ENGINEERS & PLANNERS

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MEMORANDUM

TO: Joey Fonseca

FROM: Jason Adams, P.E., PTOE

DATE: April 29, 2022

RE: Proposed Chipotle Restaurant
14 Plaza Way
Fairhaven, Massachusetts

McMahon Associates has completed a traffic assessment for the proposed Chipotle Restaurant to be located within the shopping plaza at 14 Plaza Way in Fairhaven, Massachusetts. This assessment is based on the Site Layout Plan prepared by Bohler dated April 4, 2022. The following memorandum provides a review of the project site and the trip generating characteristics of the proposed project.

Project Description
The project is located within the existing shopping plaza at 14 Plaza Way in the southwest corner of the signalized intersection of Route 6 (Grand Army of the Republic Highway) and Alden Road in Fairhaven, Massachusetts. The project would be located between the existing McDonald's Restaurant to the east and the existing Sullivan Tire to the west.

As shown in the Bohler Site Layout Plan, the project proposes develop an approximately 2,325 square foot (sf) Chipotle Restaurant with 58 seats. The project would provide patrons with a mobile ordering option and mobile pick-up operations would be accommodated via a pick-up lane along the east side of the building. The project would not provide typical drive-thru operations as no order board or ordering kiosk would be available. As part of the project, 21 parking spaces, including one accessible parking space, would be provided adjacent to the proposed restaurant.

Access to the project site would be provided via the existing driveways serving the shopping plaza. Primary access to the shopping plaza is provided by one full access driveway on Alden Road approximately 500 feet south of the signalized intersection of Alden Road and Route 6 and one right-in only driveway located approximately 200 feet south of the signal. The right-in only driveway connects directly to a drive aisle within the shopping plaza south of the McDonalds. Access to the proposed project would be provided from this drive aisle and connect to the parking area of the Chipotle and the mobile pick-up lane. Secondary access points to the shopping plaza are located on Washington Street in the northwest corner of the shopping plaza and from a third driveway on Alden Road located in the southeastern corner of the shopping plaza.

The project site is shown in Figure 1.

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Figure 1
Study Location Map
Proposed Chipotle
Fairhaven, Massachusetts

Adjacent Roadway Network

The project site is located in the southwest corner of the signalized intersection of Route 6 and Alden Road. Route 6 generally runs in the east-west direction and is classified by Massachusetts Department of Transportation (MassDOT) as an urban principal arterial under MassDOT jurisdiction. Route 6 primarily provides access to commercial land uses in the vicinity of the site.

Route 6 has an adjusted average daily traffic (AADT) volume of approximately 14,000 vehicles based on MassDOT 2020 Road Inventory database. In the vicinity of the site the posted speed limit on Route 6 is 35 MPH. At the signalized intersection of Route 6 and Alden Road, Route 6 provides a right-thru lane and one thru lane in both directions.

Alden Road runs in the north-south direction and is classified as an urban minor arterial under Town of Fairhaven jurisdiction. The roadway primarily provides access to commercial land uses in the vicinity of the site. Alden Road has an AADT volume of approximately 6,200 vehicles based on MassDOT 2020 Road Inventory database. In the vicinity of the site the posted speed limit on Alden Road is 35 MPH. At the signalized intersection of Route 6 and Alden Road, Alden Road provides one left/through lane and one through/right lane in each direction.

Project Site Generated Trips

As part of this assessment the trip generating characteristics of the project were reviewed. To establish the trip generation of the project, the Institute of Transportation Engineers (ITE) publication, *Trip Generation Manual, 11th 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 proposed Chipotle project was calculated based on data published for ITE Land Use Code 933 (Fast-Food Restaurant without Drive Through Window). The trip generation data contained within ITE for this land use is considered to include all manner of vehicle trips (employee, community, emergency, etc) and is intended to be considered as an average projection of vehicle trips to/from the project site. Vehicle trip rates were established in trips per square foot for the building.

A portion of the total trips attracted to land uses such as a restaurant are “pass-by” trips. Since pass-by traffic is already on the adjacent roadways, this portion of the total development traffic is reflected in the existing, base traffic volumes and does not represent additional traffic on the roadway network. Therefore, the total proposed development traffic volume is reduced by the pass-by volumes to estimate the “new” traffic generated by the proposed development, i.e., that traffic which would be added to the study area roadways and intersections. There are no pass-by rates available for LUC 933, so pass-by rates for the similar LUC 934 (Fast-Food Restaurant with Drive Through Window) were applied in this case. Based on ITE data for LUC 934, approximately 55 percent of the total weekday afternoon peak hour trips attracted to this type of land use are attributed to pass-by trips. No pass-by rate is available for Saturday, therefore the weekday afternoon peak hour rate of 55 percent was also used to calculate Saturday midday pass-by trips. The trip estimates are summarized in Table 1 below.

Table 1: Project Trip Generation Summary

	Weekday Afternoon Peak Hour			Saturday Midday Peak Hour		
Description	**In**	**Out**	**Total**	**In**	**Out**	**Total**
Proposed Chipotle Drive-thru[1]	39	39	78	62	65	127
Deduction for Pass-By Trips [(2)]	*-22*	*-21*	*-43*	*-35*	*-35*	*-70*
Project New Trip Total	17	18	35	27	30	57

1) ITE Land Use Code 933 (Fast-Food Restaurant without Drive-Through Window), based on 2,325 square foot.

2) Based on LUC 934, 55% of weekday afternoon peak hour trips are attributed to pass-by trips. There is no pass-by rate available for Saturday, hence afternoon pass-by rates are applied to Saturday midday trips. No pass-by rates available for LUC 933.

As shown in Table 1, the proposed Chipotle project is projected to generate approximately 35 new vehicle trips (17 entering vehicles and 18 exiting vehicles) during the weekday afternoon peak hour, and 70 new vehicle trips (35 entering vehicles and 35 exiting vehicles) during the Saturday midday peak hour.

A portion of the vehicle trips shown in Table 1 may also be drawn from those vehicles already traveling to/from the shopping plaza. The additional vehicle trips associated with the proposed project would not be expected to result in a noticeable impact to operations on the surrounding roadway network.

Site Access and Circulation

Access to the project site would be provided via the existing driveways serving the shopping plaza. Primary access to the shopping plaza is provided by one full access driveway on Alden Road approximately 500 feet south of the signalized intersection of Alden Road and Route 6 and one right-in only driveway located approximately 200 feet south of the signal. Secondary access points to the shopping plaza are located on Washington Street in the northwest corner of the shopping plaza and from a third driveway on Alden Road located in the southeastern corner of the shopping plaza.

The right-in only driveway on Alden Road connects directly to a drive aisle within the shopping plaza south of the McDonalds. Access to the proposed project would be provided from this drive aisle and connect to the parking area of the Chipotle and the mobile pick-up lane. Vehicles entering the shopping plaza from other access points would be able to circulate through the plaza to approach the restaurant from the south and access the parking area and the mobile pick-up lane.

The site has been designed to accommodate pedestrian movements around the site. A crosswalk is proposed on the southern portion of the site to provide a connection between the site and the general shopping plaza. Pedestrians would have access to sidewalks adjacent to the building and parking area. As currently designed, the project should provide adequate connections for pedestrians between parking areas on site and the restaurant.

Based on a review of the project site plan, the project is considered to be designed to provide safe and efficient access to, from and around the project site.

Conclusion

The proposed development, located between the existing McDonald's Restaurant to the east and the existing Sullivan Tire to the west, would result in an approximately 2,325 sf Chipotle Restaurant. The restaurant would provide 58 seats and give patrons a mobile ordering option. The project would not provide typical drive-thru operations. As part of the project, 21 parking spaces, including one accessible parking space, would be provided adjacent to the proposed restaurant. Access to the project site would be provided via the existing driveways serving the shopping plaza.

The majority of vehicles traveling to the restaurant are expected to be drawn from the existing roadway network adjacent to the site, and the project would not be expected to result in a significant number of new vehicle trips on the area roadways. The multiple access points of the shopping plaza would allow patrons to travel to and from the project site in their most convenient manner, with direct access provided to Alden Road and Washington Street.

The project site has been designed to provide safe and efficient operations.