



September 3, 2020

Ms. Fran Boardman, Administrative Official  
Zoning Board of Adjustment  
Borough of Madison  
50 Kings Road  
Madison, New Jersey 07940

**RE: 14 Lincoln Place  
Supplemental Traffic/Parking Evaluation  
Block 2702, Lot 24  
Borough of Madison  
BCG File No. 080790-C1-001**

Dear Ms. Boardman:

We have prepared this traffic memorandum to address modifications to the redevelopment program for the above referenced project since our Traffic Engineering Evaluation was prepared on January 3, 2019. While the redevelopment program has changed, reducing the retail portion of the project, the findings of our traffic evaluation have not changed, which will be described more fully below. The conclusion of our traffic evaluation was, and remains, that this mixed-use redevelopment project would have a minimal impact on the traffic operations of studied intersections and the available public parking supply in the downtown area.

As everyone is aware, the subject site currently contains the Madison Theater, which has been closed for some time. The site currently does not provide any on-site parking to support the existing movie theater use, and is dependent entirely on municipal parking, including on-street parking. The redevelopment program described in our traffic evaluation included 24 apartments, 4,526 square feet of retail space and a 91-seat theater in Option 1. Option 2 of the redevelopment maintains the 24 apartments but contains 7,730 square feet of retail space with no theater. The current redevelopment program again maintains the 24 apartments but reduces the retail component to 1,788 square feet. The project continues to provide twenty-four (24) on-site parking spaces, which are available for the residential units. Consistent with current conditions, no on-site parking is provided for the non-residential uses.

As there is no parking on-site available for the retail uses, the same as the current conditions with the movie theater, the traffic analyses only addressed the proposed residential use as that traffic will be destined to and from the site. As the residential component has not changed, the results of our traffic evaluation remain unchanged. Our findings based upon our traffic evaluation were

that the proposed redevelopment would have a nominal impact on traffic operations at the studied intersections during the weekday AM, PM, and Saturday peak hours.

The Madison Theater that previously operated on this property generated parking demands for the municipal parking lots proximate to the subject site, as no on-site parking currently exists. The Borough ordinance [Section 195-32.4(F)(5)] states that in the CBD-1 Zone that "There shall be no minimum required off-street parking in the CBD-1 Zone for permitted ground-floor nonresidential uses with public street frontage". Therefore, the prior use did not require off-street parking and the proposed non-residential uses also do not require off-street parking. The amount of retail space contained in the current redevelopment program is significantly less than that previously proposed, resulting in lesser demands on the municipal parking supply.

Our traffic evaluation concluded that based on our parking occupancy data and assessment of parking availability and demand, that there are sufficient available parking spaces in any combination of the public parking lots in the downtown area during various timeframes to meet the needs of employees, customers and residential visitors.

Residential Site Improvement Standards (RSIS) require 1.8 parking spaces for one-bedroom units, 2.0 parking spaces for two-bedroom units and 2.1 parking spaces for three-bedroom units. The proposed bedroom mix is 8 one-bedroom units, 15 two-bedroom units and 1 three-bedroom unit. The standard RSIS parking requirement is 46 parking spaces, where 24 parking spaces are provided. However, the RSIS permits the application of alternate parking standards where local conditions support such an option.

The parking supply of 1 parking space per unit is adequate and appropriate for a residential use in a transit-oriented development such as this, especially given its location directly across from the Madison train station and in a walkable downtown setting with many businesses, restaurants, shopping and other attractions convenient to the residents of this redevelopment. The proposed parking ratio has been successfully used in other suburban municipalities with proximity to public transit, availability of municipal parking facilities and in a downtown setting.

The downtown setting of this redevelopment project, with shopping, dining and recreational options within walking distance of the proposed apartments, reduces the demand and need for automobile ownership within this project. The availability of municipal parking especially on weekdays in the late afternoon/evenings and on the weekends when parking demand for the proposed redevelopment is at its highest, will provide more than adequate supply to meet the project's demands.

It remains our professional opinion that, based upon our previously prepared traffic and parking engineering evaluation, the proposed redevelopment will provide for safe and efficient traffic operations without affecting the quality of flow along the nearby local roadways; and sufficient, convenient parking will be available for employees, customers, residents and residential visitors. The current site plan conforms to applicable industry design standards from a traffic engineering

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viewpoint. Circulation and access to and from the site, as well as within the property are adequate. The proposed site access point provides continues to provide more than adequate sight distance along Lincoln Place.

In conclusion, this mixed-use redevelopment project would have a minimal impact on the traffic operations of studied intersections and the available public parking supply in the downtown area. The design of the project will adequately serve the needs of this building's employees, customers, residents and guests.

Sincerely,  
BOWMAN CONSULTING GROUP, LTD.

A handwritten signature in blue ink, appearing to read "Eric L. Keller".

Eric L. Keller, P.E., P.P., LEED AP  
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Cc: Anthony Rinaldi, Madison Movie Development, LLC  
Peter Wolfson, Esq., Day Pitney