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January 25, 2023

Sarah Trent  
**Valley Wellness, LLC (f.k.a. Middle Valley Partners, LLC)**  
407 US Route 202  
Raritan, NJ 08869

RE: **Parking Assessment Report**  
Valley Wellness  
405-407 US Route 202 (Block 41, Lots 2 & 3)  
Borough of Raritan, Somerset County, New Jersey  
*FPA Project No. 18477.001*

Dear Ms. Trent:

**French & Parrello Associates (FPA)** has performed a Parking Assessment related to the proposed partial change in use at the above referenced property. The purpose of this assessment was to determine the total parking demand at the site for the proposed site conditions for comparison to the existing on-site parking capacity. The following is a summary of our findings:

### **Project History & Existing Conditions**

FPA previously prepared a Parking Assessment Report bearing a latest revision date of March 7, 2022 in support of a Minor Site Plan approval at the project site. At that time, the site was occupied by a 1-story building which was occupied by an appliance store with a first-floor area of approximately 8,751 SF and a basement storage area of 8,258. The previous Minor Site Plan application proposed to convert approximately 2,476 SF of the first-floor area and 415 SF of the basement area (a total area of 2,891 SF) of the existing building from the pre-existing appliance store use to a medical alternative treatment center while the remainder of the first floor of the building (6,275 SF) remained as an appliance store and the remaining basement area (7,843 SF) remained as a storage area for the applicant store. Minor sidewalk improvements were also proposed as part of the site plan, and the existing parking configuration at the site was reconfigured to increase the number of available parking spaces from 22 to 23. We note that the proposed sidewalk improvements resulted in an increase in the impervious coverage at the site from the pre-existing coverage of 86.14% of the total lot area to 86.33% of the total lot area whereas a maximum impervious coverage of 75% is permitted by the Borough Code.

FPA's prior Parking Assessment Report concluded that seven (7) parking spaces would be required to accommodate the peak parking demand of the proposed decreased footprint of the appliance store while nine (9) parking spaces would be required to accommodate the peak parking demand of the proposed medical alternative treatment center, resulting in a total peak parking demand of 16 parking spaces at the site. Based upon FPA's report and expert testimony, the Raritan Borough Planning Board granted a variance



to permit 23 parking spaces at the site whereas a minimum of 40 parking spaces (16 spaces for the appliance store use and 24 spaces for the medical alternative treatment center use) was required by Section 207-63C.(1) of the Borough Code.

### **Proposed Conditions**

At this time, it is Valley Wellness' intention to seek Amended Minor Site Plan approval from the Raritan Borough Planning Board to permit the conversion of the approved medical alternative treatment center into an expanded alternative treatment center. Based upon our conversations with Valley Wellness, we note that, due de minimis changes necessitated during the construction of the previously approved partial change in use, the final as-built square footage of uses at the site consist of 2,548 SF of the first-floor area and a 460 SF mezzanine area related to the medical alternative treatment center (3,008 SF total) and 6,202 SF of the first-floor area and the entirety of the 8,258 SF basement area related to material storage for the appliance store only. No modifications to these square footages are proposed as part of this Amended Minor Site Plan application. It is proposed to provide one (1) electric vehicle (EV) charging station at the site as part of this application, however no other site improvements are proposed at this time.

As noted in our original report, Section 207-63C.(1) of the Raritan Borough Code requires a minimum of 1 parking space per 400 SF of GFA for an appliance store and a minimum of 1 parking space per 125 SF of GFA for an alternative treatment center. Therefore, under both the existing and proposed conditions, a minimum of 40 parking spaces is required at the site by the Borough Code (16 spaces for the appliance store use and 24 spaces for the expanded alternative treatment center use) whereas a total of 23 parking spaces are existing and proposed at the site, resulting in the need for a parking variance as part of this Amended Minor Site Plan application.

We note that on July 9, 2021, Governor Phil Murphy signed P.L. 2021, c. 171 into law, which sets forth requirements throughout New Jersey for the implementation of EV charging stations and parking spaces within municipalities. As part of this law, it is stipulated that a parking space prepared with electric vehicle supply equipment or Make-Ready equipment shall count as at least two parking spaces for the purpose of complying with a minimum parking space requirement. Therefore, since one (1) EV charging station is proposed as part of this application, the 23 parking spaces at the site shall be counted as a minimum of 24 parking spaces for the purpose of assessing the intensity of the required parking variance for this application.

### **Validation of Previous Appliance Store Estimates**

As noted above, FPA's previous report which was prepared for the original site plan application for this site concluded that seven (7) parking spaces would be required to accommodate the peak parking demand of the proposed decreased footprint of the appliance store while nine (9) parking spaces would be required to accommodate the peak parking demand of the proposed medical alternative treatment center, resulting in a total peak parking demand of 16 parking spaces at the site. Since that time, the proposed changes have been implemented at the site, therefore, our office believed it to be prudent to verify that the assumptions and conclusions of our previous report were validated by the existing parking demand at the site.



In this regard, FPA performed parking counts at the project site on Wednesday, December 21, 2022, from 10:00 AM to 1:00 PM and on Saturday, January 7, 2023, from 12:00 PM to 2:00 PM during which the number of vehicles parked at the project site were counted every 10 minutes. Our staff also noted the maximum number of vehicles parked on the site at any given time during this period. In addition, at the request of Valley Wellness, FPA staff also counted the number of vehicles parked on the nearby side streets of Anderson Street and Thompson Street as well. The weather during the December 21, 2022 parking count was sunny and approximately 39°F while the weather during the January 7, 2023 parking count was cloudy and approximately 45°F.

The results of the 10-minute interval counts were as follows:

**Existing Project Site Parking Count Results**

Time	Wednesday, December 21, 2022			Saturday, January 7, 2023		
	Anderson St.	On-Site	Thompson St.	Anderson St.	On-Site	Thompson St.
10:00 AM	3	4	0			
10:10 AM	3	4	0			
10:20 AM	3	4	0			
10:30 AM	3	5	0			
10:40 AM	4	4	0			
10:50 AM	4	5	0			
11:00 AM	3	5	0			
11:10 AM	3	6	0			
11:20 AM	3	5	1			
11:30 AM	3	4	1			
11:40 AM	3	3	1			
11:50 AM	3	4	0			
12:00 PM	3	4	0	3	8	2
12:10 PM	3	5	0	3	8	2
12:20 PM	3	6	1	3	8	3
12:30 PM	3	8	0	3	14	2
12:40 PM	3	7	1	4	16	2
12:50 PM	3	7	0	3	15	2
1:00 PM	3	8	0	3	19	2
1:10 PM				2	19	1
1:20 PM				2	16	1
1:30 PM				2	15	1
1:40 PM				2	14	1
1:50 PM				2	15	1
2:00 PM				2	13	1

Our staff noted that during the December 21, 2022 parking count that a total of three (3) vehicles remained on site for the entire duration of the count whereas during the January 7, 2023 parking count we noted that a total of eight (8) vehicles remained on site throughout the entire duration of the count.



In addition to the above on-site notes, our staff also made observations related to the vehicles parked on the above-referenced side streets. We note that the vehicle counts on the side streets are fairly consistent and that our staff noted that there was little to no turnover of the vehicles parked along these streets.

FPA was also provided with information regarding the number of customers serviced by the existing Valley Wellness facility during each of the time periods parking counts were performed. This information was obtained directly from the Valley Wellness on-site sales system and was needed for our office to ascertain how many of the vehicles parked at the site could be attributed to each of the two (2) on-site uses. Based upon the information provided to our office, 5 customers visited the Valley Wellness facility during the course of the December 21, 2022 parking counts while 19 customers visited the facility during the course of the January 7, 2023 parking count period. Based upon this information, we have determined the following approximate breakdown for vehicles parked on the site during each of the count periods:

**Existing Project Site Parking Count Breakdown**

Time	Wednesday, December 21, 2022			Saturday, January 7, 2023		
	Uneda Parking Demand	Valley Wellness Parking Demand	Total Parking Demand	Uneda Parking Demand	Valley Wellness Parking Demand	Total Parking Demand
10:00 AM	2	2	4			
10:10 AM	2	2	4			
10:20 AM	2	2	4			
10:30 AM	3	2	5			
10:40 AM	2	2	4			
10:50 AM	2	3	5			
11:00 AM	3	2	5			
11:10 AM	3	3	6			
11:20 AM	3	2	5			
11:30 AM	2	2	4			
11:40 AM	1	2	3			
11:50 AM	2	2	4			
12:00 PM	2	2	4	3	5	8
12:10 PM	3	2	5	3	5	8
12:20 PM	4	2	6	3	5	8
12:30 PM	4	4	8	5	9	14
12:40 PM	4	3	7	7	9	16
12:50 PM	5	2	7	5	9	14
1:00 PM	4	4	8	10	9	19
1:10 PM				10	9	19
1:20 PM				6	9	15
1:30 PM				7	8	15
1:40 PM				7	7	14
1:50 PM				7	8	15
2:00 PM				5	8	13



As suspected in our original parking assessment, the peak period for parking demand at the site clearly occurred during the middle of the day on a weekend. The parking counts also revealed that the projections of the parking demand for the medical alternative treatment center, which were based upon information related to Valley Wellness' operation plan and projected number of patients, were consistent with the actual parking conditions encountered. However, the number of vehicles for the appliance store use was found to be higher than those projected for the site previously. Therefore, while our previous parking counts showed a peak parking demand of seven (7) vehicles for the appliance store use previously, we have accounted for a peak parking demand of 10 vehicles for this use at this time. Please note that based upon the results of the parking count conducted both as part of our previous report and this current report, we anticipate that this peak parking demand for the appliance store will be more rarely observed at the site, however it should be accommodated for the sake of being conservative.

## **Additional Parking Demand Analysis**

### **ITE Parking Generation Data**

As noted in our original parking assessment report for the prior site plan application, the ITE publishes a Parking Generation Manual which compiles data from parking counts conducted throughout the country from a variety of different land uses. This data is commonly used to estimate the parking demand of a proposed development. We note that the ITE's Parking Generation Manual, 5<sup>th</sup> Edition indicates that the average peak parking demand per 1,000 SF of GFA for a marijuana dispensary was found to be 7.19 spaces. We note that this would result in a parking requirement of 21 spaces for both the existing medical alternative treatment center and the proposed expanded alternative treatment center due to the fact that the ITE parking generation data does not differentiate between medical and recreational marijuana dispensary uses. We further note that the 21 spaces estimated by the ITE parking generation rate for a marijuana dispensary use is already lower than the 24 spaces required by the municipal code.

In reviewing the ITE data, we note that data from only four (4) sites were included therein, which we would not consider to be a sufficient sample size to rely on implicitly for determining parking generation. Additionally, while the ITE data demonstrates an average parking demand rate of 7.19 spaces per 1,000 SF of GFA, we note that a range of anywhere from 4.10 spaces to 20.60 spaces per 1,000 SF of GFA were encountered with the standard deviation of the data being 6.18 spaces. This wide range of results further supports our theory that while the ITE Parking Generation Manual may serve as a guide in the absence of additional data, it may not be reliable to utilize this information as the sole source of information for determining estimated parking demand at a facility.

### **Parking Generation of Nearby Similar Uses/Sites**

Based upon our conclusions regarding the ITE data, FPA conducted parking counts at two (2) separate expanded alternative treatment centers located in Union Township and Paterson City. Parking at each of these facilities was also counted at each of these facilities during peak hours as part of our previous parking assessment report. At the time of our previous report, the parking demands at these locations were both counted as these facilities



were also medical alternative treatment centers at the time of that report’s preparation. Each of these facilities has now been converted to expanded alternative treatment centers similar to the application Valley Wellness is currently proposing. The parking counts conducted at these facilities were conducted in an identical manner to the methodology outlined above related to the parking counts taken at the project site.

The counts at the Union Township facility were conducted on Thursday, December 22, 2022, from 10:00 AM to 1:00 PM and on Saturday, January 7, 2023 from 12:00 PM to 2:00 PM. The weather during the December 22, 2022 parking count was rainy and approximately 46°F while the weather during the January 7, 2023 parking count was cloudy and approximately 46°F. The results of these 10-minute counts were as follows:

**Existing Union Township Expanded Alternative Treatment Center Parking Count Results**

Time	Thursday, December 22, 2022	Saturday, January 7, 2023
10:00 AM	5	
10:10 AM	9	
10:20 AM	7	
10:30 AM	8	
10:40 AM	11	
10:50 AM	7	
11:00 AM	6	
11:10 AM	6	
11:20 AM	5	
11:30 AM	3	
11:40 AM	8	
11:50 AM	6	
12:00 PM	8	3
12:10 PM	11	6
12:20 PM	10	6
12:30 PM	6	5
12:40 PM	6	10
12:50 PM	9	5
1:00 PM	8	5
1:10 PM		3
1:20 PM		2
1:30 PM		5
1:40 PM		6
1:50 PM		8
2:00 PM		2

In addition to the above on-site counts, our staff noted that approximately 3-5 customers were parked across the street at an off-site parking lot to access this facility. Therefore, we have conservatively updated the above peak parking count of 11 vehicles to a total of 16 vehicles for the facility.



Our office noted no changes to the GFA of this facility between our previous parking assessment report and the preparation of this report. Therefore, we continue to estimate the GFA of the facility to be approximately 5,000 SF based upon the building footprint. Utilizing the results of the above referenced parking counts, the peak parking demand for this facility has been estimated at approximately 1 vehicle per 310 SF of GFA. We note that the parking demand rate determined as part of our previous report, when this facility served medical patients only, was found to be 1 vehicle per 715 SF of GFA.

The counts conducted at the Paterson City facility were conducted on Wednesday, December 21, 2022, from 10:00 AM to 1:00 PM and on Saturday, January 7, 2023 from 12:00 PM to 2:00 PM. The weather during the December 21, 2022 parking count was sunny and approximately 41°F while the weather during the January 7, 2023 parking count was cloudy and approximately 45°F. The results of these 10-minute counts were as follows:

**Existing Paterson City Expanded Alternative  
Treatment Center Parking Count Results**

<b>Time</b>	<b>Wednesday, December 21, 2022</b>	<b>Saturday, January 7, 2023</b>
10:00 AM	18	
10:10 AM	16	
10:20 AM	22	
10:30 AM	18	
10:40 AM	15	
10:50 AM	16	
11:00 AM	19	
11:10 AM	22	
11:20 AM	22	
11:30 AM	26	
11:40 AM	28	
11:50 AM	27	
12:00 PM	28	35
12:10 PM	28	26
12:20 PM	29	30
12:30 PM	25	24
12:40 PM	28	34
12:50 PM	27	31
1:00 PM	24	31
1:10 PM		29
1:20 PM		25
1:30 PM		27
1:40 PM		32
1:50 PM		40
2:00 PM		35



Our staff noted that this facility shares a parking lot with a restaurant. During the December 21, 2022 counts, three (3) of the parking spaces which were occupied during the count appeared to be occupied by employees of the restaurant. However, the use of occupied parking spaces during the January 7, 2023 parking count appeared to be entirely by employees and patrons of the expanded alternative treatment center facility. Therefore, the peak parking count of 40 vehicles outlined above has been utilized as the peak parking count for this facility.

Once again, our office noted no changes to the GFA of this facility between our previous parking assessment report and the preparation of this report. Therefore, we continue to estimate the GFA of the facility to be approximately 2,800 SF based upon the building footprint. Utilizing the results of the above referenced parking counts, the peak parking demand for this facility has been estimated at approximately 1 vehicle per 70 SF of GFA. We note that the parking demand rate determined as part of our previous report, when this facility served medical patients only, was found to be 1 vehicle per 255 SF of GFA.

Based on our observations of the site conditions at each facility, we feel that the facility located in Union Township more closely resembles the site conditions at the project site. Additionally, we note that as of July 1, 2021 the US Census Bureau estimates that the population of the Borough of Raritan was 9,096, and the estimated population for the Township of Bridgewater is 46,350 for a total population of 55,446. The estimated populations on this date for Union Township and Paterson City were 59,800 and 157,794, respectively. Furthermore, the population of Somerset County was estimated to be 345,647 while the estimated populations of Union County and Passaic County were 572,114 and 518,117, respectively. Therefore, it is logical to conclude that the facility in Paterson City would serve a much larger consumer base than that of the facility in Union Township or that which would be anticipated to be served at the project site.

Based on the above, we would ordinarily recommend that the Union Township parking generation data be more heavily relied upon for the sake of determining an anticipated parking demand for the proposed change in use. We note that if the parking generation information determined for the Union Township facility were utilized to determine the estimated parking demand at the site, the resulting parking requirement would be 10 spaces to service the proposed expanded alternative treatment center. However, for the sake of being conservative, our office has utilized the average parking generation rate found between both sites (1 space per 140 SF of GFA) to provide a preliminary recommendation for the number of parking spaces required by the proposed change in use. This calculation results in a parking requirement of 22 spaces at the project site to service the proposed expanded alternative treatment center.

Please note that the appropriateness of the use of the average parking generation rate versus the use of either of the individual parking generation rates determined from these counts is the same conclusion reached by our office during our previous assessment when we determined that the appropriate parking rate to be applied for the medical alternative treatment center use should be 1 space per 435 SF. We also note that the resulting parking requirement from utilizing the determined average rate falls roughly in line with the estimated parking demand calculated using the ITE data outlined above. However, each of these data sources take into account the use of facilities which we believe to have a higher customer demand than the proposed Valley Wellness facility. Regardless, this further confirms that the parking rate that should be anticipated to be encountered for



an expanded alternative treatment center is lower than the rate outlined in the Borough of Raritan parking ordinance.

### **Facility Operations**

Based on our discussions with Valley Wellness and the information contained in their Operations and Parking Plan, it is the intention to maintain the operational components which were previously enacted in an effort to reduce or control the parking demand at the site related to the proposed use. These components include the use of a fulfillment style model to expedite order processing and to decrease the turnover time of each customer, the continued use of bike racks and sidewalks to promote walking and biking to the site by both customers and employees, and additional incentives, such as discounts for customers who arrive by foot, bicycle, or ride share vehicles. Interested parties seeking further details of these practices should refer directly to the Operations and Parking Plan referenced above. While it is difficult to quantify the exact impact that these incentives and improvements may have on the parking demand for the site, we are confident that it will serve to reduce the parking demand to some degree.

Valley Wellness has also indicated that it is the intention to sign certain parking spaces to be reserved for specific purposes throughout the site. Two (2) parking spaces will be signed as parking for medical patients of the expanded alternative treatment center and two (2) parking spaces will be signed as parking for the appliance store. While these spaces could most certainly be occupied at any given time by these types of customers, our office believed it to be prudent to assess the site as if these four (4) parking spaces would not exist at the site, as at any given time these classifications of patrons may not be present at the site.

In addition, we note that, as required by the State, the proposed expanded alternative treatment center will be required to prioritize sales to medical cannabis patients, which will include exclusive hours for medical patients at the expanded alternative treatment center. Valley Wellness has indicated that medical patients will be able to access the expanded alternative treatment center exclusively from 8:00 AM to 10:00 AM, and that both medical and adult-use customers will be accommodated from 10:00 AM to 7:00 PM. Furthermore, Valley Wellness has indicated that it is anticipated that the proposed expanded alternative treatment center is projected to see approximately 50 medical patients each day. It is also anticipated that the facility will service approximately 100 adult-use customers per day for a total of 150 customers to be serviced per day. Since the expanded alternative treatment center will be open to medical customers for a total of 11 hours, with other customers restricted to 9 hours, these 150 customers would result in an average of 16 customers seen per hour.

As noted in our previous parking assessment, our office observed average visits of 7 minutes per patient at the Union Township and Paterson City facilities when they were in service as medical alternative treatment centers only. During the parking counts conducted at these facilities outlined herein, our staff estimated that the average customer spent approximately 9 minutes at each facility. Therefore, we remain confident utilizing the same estimated visit time of 10 minutes to analyze the operations of the proposed expanded alternative treatment center. Additionally, we have continued to assume that a 50% surge may occur between the average hourly customer count of 16 and the peak hourly customer count, resulting in a total



estimated hourly customer count of 24. If these 24 customers were to visit the facility for approximately 10 minutes each, a peak customer parking demand of 4 spaces would be required to service the proposed use.

Valley Wellness has confirmed that it is their intention to increase the number of peak employees on site at any given time to seven (7). Therefore, based upon the proposed peak employee demand and customer demand, a peak parking demand of 11 spaces will be generated by the proposed expanded alternative treatment center. As previously noted, the above on-site parking counts resulted in our conclusion of 10 parking spaces being required to service the remaining appliance store. Therefore, the peak parking demand for the site based upon this data is estimated to be 21 parking spaces.

## **Conclusions**

As noted, 23 parking spaces presently exist at the subject site whereas, based upon the existing and proposed uses, 40 parking spaces are required at the site by the Borough Code. Due to the pre-existing nonconforming impervious coverage at the site as well as the existing site configuration, expansion of the paved parking lot to accommodate the minimum parking requirement of the municipal code is not possible without the demolition of the existing building. One (1) EV charging station equipped parking space is proposed to be installed as part of this Amended Minor Site Plan application. Based upon the regulations contained within P.L. 2021, c. 171, since one (1) EV charging station is proposed as part of this application, the 23 parking spaces at the site shall be counted as a minimum of 24 parking spaces for the purpose of assessing the intensity of the required parking variance for this application.

As noted above, our office has determined that the previously estimated peak parking demand of seven (7) vehicles for the current appliance store footprint should be revised to be 10 vehicles. In addition, based upon the estimated sales data provided by Valley Wellness for the proposed expanded alternative treatment center which indicates a total customer load of approximately 150 patrons per day, we have estimated that the peak parking demand of 11 vehicles will be generated by the expanded alternative treatment center, resulting in a total estimated peak parking demand of 21 vehicles at the site. We note that while only one (1) medical patient is anticipated as part of the parking generation calculations for the expanded alternative treatment center, in order to ensure that medical patients continue to be prioritized at the site, Valley Wellness intends to sign two (2) parking spaces as reserved exclusively for medical patients. Therefore, the final parking demand for both uses has been estimated at a total of 22 parking spaces to account for the additional reserved parking space.

Based upon the above information and analyses, we are confident that the 23 parking spaces proposed at the site will be adequate to service the estimated peak parking demand at the site. Based upon our findings of a lower anticipated peak parking demand at the site than the minimum parking requirements of the Borough Code, we are confident that the required parking variance can be granted with no detriment to the public good.



## Closing

We trust that the information contained herein will aid in the development of the proposed partial change in use at the above referenced site. Should there be any questions regarding this information, please do not hesitate to contact me at 973-554-0230 or [William.Masol@FPAEngineers.com](mailto:William.Masol@FPAEngineers.com).

Respectfully Submitted,  
**FRENCH & PARRELLO ASSOCIATES, P.A.**

A handwritten signature in blue ink, appearing to read 'W. Masol', is written over a faint, light blue circular watermark or seal.

William Masol, PE, CME  
Regional Manager | Northeast New Jersey  
[William.Masol@FPAEngineers.com](mailto:William.Masol@FPAEngineers.com)

CC: Michael Drobny, FPA ([Michael.Drobny@FPAEngineers.com](mailto:Michael.Drobny@FPAEngineers.com))