

February 11, 2026

Township of Verona Planning Board
600 Bloomfield Avenue
Verona Township, NJ 07044

Attn: Dolores Carpinelli, Board Secretary

**Re: Traffic Impact and Parking Assessment
Proposed Mixed-Use Development
Block 708 – Lot 1
383 Bloomfield Avenue (CR 506)
Township of Verona, Essex County, NJ
DT # 6138 26-00343**

Dear Planning Board Members:

Dynamic Traffic has prepared the following assessment to determine the traffic impact and adequacy of access, circulation, and parking associated with the redevelopment of a site located in the southeast corner of the intersection of Bloomfield Avenue (CR 506) and Park Avenue in the Township of Verona, Essex County, New Jersey (see Site Location Map). The site is designated as Block 708 – Lot 1 on the Township of Verona Tax Maps. The site is currently developed with a 5,050 SF retail garden center consisting of a floral shop, greenhouses, and storage areas known as Hillcrest Farms & Greenhouse. It is proposed to raze the existing site and construct a mixed-use development consisting of 4,050 SF of retail space and 33 apartment units (The Project). Access to the site is currently provided via a full movement driveway, an ingress-only driveway, and an egress-only driveway along Bloomfield Avenue as well as a full movement driveway along Park Avenue. It is proposed to close the existing access points and construct a new right-out egress-only driveway along Bloomfield Avenue and a new full movement driveway along Park Avenue.

This assessment documents the methodology, analyses, findings and conclusions of our study and includes:

- A detailed field inspection was conducted to obtain an inventory of existing roadway geometry, traffic control, and location and geometry of existing driveways and intersections.
- Projections of traffic to be generated by The Project were prepared utilizing trip generation data as published by the Institute of Transportation Engineers and compared to the existing use on site.
- The proposed site driveways were inspected for adequacy of geometric design, spacing and/or alignment to streets and driveways on the opposite side of the street, relationship to other driveways adjacent to the development, and conformance with accepted design standards.

www.dynamictraffic.com

- The site plan as designed was reviewed for sufficiency in accommodating large wheel base vehicles such as delivery and refuse trucks.
- The parking layout and supply was assessed based on accepted design standards and the 383 Bloomfield Avenue Redevelopment Plan requirements.

Existing Conditions

Bloomfield Avenue (CR 506) is an Urban Principal Arterial roadway under Essex County jurisdiction with a general east/west orientation. The posted speed limit is 25 MPH to the west of the intersection with Park Avenue and 35 MPH to the east. The roadway provides two travel lanes in each direction, and on-street parallel parking is permitted along both sides of the roadway via striped parking spaces. Curb and sidewalk are provided along both sides of the roadway. Bloomfield Avenue provides a slightly curved horizontal alignment along the site frontage and an uphill vertical alignment in the eastbound direction. The land uses along Bloomfield Avenue in the vicinity of The Project are a mix of commercial and residential.

Park Avenue is a Local roadway under Verona Township jurisdiction with a general north/south orientation. The speed limit is unposted and the roadway provides one travel lane in each direction. On-street parking is permitted along the southbound side of the roadway. Curb and sidewalk are provided along both sides of the roadway, with the exception of sidewalk not provided along a portion of the site frontage. Note that Park Avenue is posted for a 4 ton weight limit. Park Avenue provides a straight horizontal alignment and an uphill vertical alignment in the northbound direction. The land uses along Park Avenue in the vicinity of The Project are a mix of commercial and residential.

Site Generated Traffic

Trip generation projections for The Project were prepared utilizing the rates set forth within the Institute of Transportation Engineers’ (ITE) publication, *Trip Generation Manual, 12th Edition*. This publication sets forth trip generation rates based on empirical traffic count data conducted at numerous research sites. The ITE Land Use Codes (LUC) which most closely resemble the existing and proposed uses are LUC 221 – Multifamily Housing (Mid-Rise), LUC 817 – Nursery (Garden Center), and LUC 882 – Strip Retail Plaza. The following table shows the existing and anticipated trip generation for The Project during the weekday morning, weekday evening, and Saturday midday peak street hours (PSH).

**Table 1
 Trip Generation**

Use	AM PSH*			PM PSH			Sat PSH*		
	In	Out	Total	In	Out	Total	In	Out	Total
5,050 SF Garden Center (<i>Existing</i>)	21	19	40	17	16	33	51	50	101
4,050 SF Retail Space (<i>Proposed</i>)	9	7	16	21	20	41	14	13	27
33 Apartment Units (<i>Proposed</i>)	1	5	6	10	5	15	6	6	12
Total (<i>Proposed</i>)	10	12	22	31	25	56	20	19	39
Difference (<i>Proposed – Existing</i>)	-11	-7	-18	+14	+9	+23	-31	-31	-62

* Rates for LUC 817 – Nursey (Garden Center) obtained from ITE Trip Generation Manual, 11th Edition due to lack of available 12th edition data

As can be seen above, the proposed redevelopment is anticipated to result in a maximum of 23 peak hour trips that are “new” to the surrounding roadway network. Additionally, The Project is anticipated to generate a maximum of 56 peak hour trips. It should be noted that the number of new trips falls below the Verona Township and NJDOT accepted thresholds of a significant increase in traffic of 100 peak hour trips. As such, it is not anticipated that the change in use will have any perceptible impact on the traffic operation of the adjacent roadway network and a Traffic Impact Study with analysis is not required.

Site Access, Parking and Circulation

The site was reviewed with respect to the site access and on-site circulation design. As previously noted, access to the site is anticipated to be provided via a new right-out egress-only driveway along Bloomfield Avenue and a new full movement driveway along Park Avenue. The proposed access to the site and removal of various entering and exiting maneuvers will reduce the total number of curb cuts and points of conflict along Bloomfield Avenue, resulting in a safer operational environment at the site and along the roadway.

The site is to be served by 24' wide aisles, which satisfies the Township of Verona Ordinance and Residential Site Improvement Standards (RSIS) minimum requirement of 24'. These aisles will allow for two-way circulation and 90-degree parking. Review of the site plan design indicates that the site can sufficiently accommodate a large wheel base vehicle, such as a single unit truck (SU), or a Heil Mini Rear Loader refuse truck, along with the automobile traffic anticipated.

The 383 Bloomfield Avenue Redevelopment Plan sets forth a requirement of 1 parking space per 250 SF for non-residential uses, 1.8 parking spaces per residential apartment unit, and 0.25 parking spaces per special needs apartment unit. This equates to a parking requirement of 56.3 parking spaces for the 33 proposed apartment units (31 residential apartment units and 2 special needs apartment units) and 16.2 parking spaces for the proposed 4,050 SF retail space, or a total of 73 spaces.

The site as proposed provides 63 parking spaces, inclusive of seven (7) electric vehicle spaces three (3) ADA spaces. As per the current Municipal Land Use Law (MLUL) (N.J.S.A 40:55D-1, et seq.), electric vehicle spaces count as two spaces for the purposes of complying with parking supply requirements, up to a maximum reduction of 10% of the total requirement. As such, the net parking requirement including the electric vehicle space credit is calculated to be 66 spaces. Additionally, per the Redevelopment Plan, the creation of new on-street parking spaces shall be credited towards the minimum on-site parking requirement. The project will create three (3) new on-street parking spaces along Bloomfield Avenue. As such, the effective on-site parking requirement for The Project is 63 parking spaces, and the Redevelopment Plan requirements are satisfied.

The proposed parking stalls are 9'x18', which meets the Redevelopment Plan and RSIS requirement of 9'x18'.

Findings

Based upon the detailed analyses as documented herein, the following findings are noted:

- The proposed mixed-use development is anticipated to generate 14 entering trips and 9 existing trips during the weekday evening peak hour that are “new” to the adjacent roadway network. Additionally, the development is anticipated to generate less trips than the existing use during the weekday morning and Saturday peak hours. It should be noted that the number of new trips falls below the industry accepted standard of a significant increase in traffic of 100 trips. As such, it is not anticipated that the proposed redevelopment will have any perceptible impact on the traffic operation of the adjacent roadway network and a Traffic Impact Study is not required.
- Access to the site will be provided via a new right-turn egress-only driveway along Bloomfield Avenue and a new full movement driveway along Park Avenue, which will provide safe and efficient access for the site.
- As proposed, The Project’s site driveways and internal circulation have been designed to provide for safe and efficient movement of the anticipated vehicle mix.
- The proposed parking supply and design meets the Redevelopment Plan requirement and is sufficient to support the projected demand.

Conclusion

Based upon our Traffic Assessment as detailed in the body of this report, it is the professional opinion of Dynamic Traffic that the adjacent street system of the Township of Verona and Essex County is not anticipated to experience any significant degradation in operating conditions with the redevelopment of the site. The site driveways are located to provide safe and efficient access to the adjacent roadway system. The site plan as proposed provides for good circulation throughout the site and provides adequate parking to accommodate The Project’s needs.

If you have any questions on the above, please do not hesitate to contact our office.

Sincerely,

Dynamic Traffic, LLC



Nick Verderese, PE
Senior Principal
License # 38991



Craig Peregoy, PE
Senior Principal
License # 45880

MSA

Enclosures

c: Brian Mazzei (via TonicDM)
Lisa John-Basta (via TonicDM)
Paul Anderson (via TonicDM)

