

divert to the facility on the way to another primary destination (referred to as "Diverted-link")². In addition, surveys conducted by VHB of operational Stop & Shop Gas facilities indicate that approximately 50 percent of fuel sales are from the existing supermarket customer base. These characteristics were applied to the proposed fueling facility. A summary of trip generation for the proposed fueling facility is presented in Table 1.

TABLE 1
FUELING FACILITY TRIP GENERATION SUMMARY

Peak Hour	Street-Related Trip Generation ¹				Internal Site Traffic	Total Fueling Facility Trip Generation
	New ² (13%)	Link Trips ³ (35%)	Pass-by ⁴ (52%)	Subtotal		
Weekday PM						
enter	3	9	13	25	25	50
exit	3	9	13	25	25	50
Total	6	18	26	50	50	100
Saturday MIDDAY						
enter	4	9	14	27	27	54
exit	4	9	14	27	27	54
Total	8	18	28	54	54	108
Weekday Daily ⁵ (Total)	64	170	254	488	488	976

- 1/ Based on surveys of existing Stop & Shop fueling facilities, at present approximately 50% of trips are drawn from the adjacent roadway, and 50 % are drawn from the existing Stop & Shop customer base from within the site. As the fueling program matures, higher percentages are expected to be drawn from within the site.
- 2/ 13% of site-generated trips drawn from adjacent street traffic are expected to be new to area roads, based on data from Trip Generation, Fifth Edition, February 1995 Update; Institute of Transportation Engineers, Washington, DC (1995), Land Use Code 844 (Gasoline Service Station).
- 3/ 35% of site-generated trips drawn from adjacent street traffic are expected to be diverted from another primary destination. Source: Ibid. .
- 4/ 52% of site-generated trips drawn from adjacent street traffic are expected to be "pass-by" trips that currently travel past the site. Source: Ibid.
- 5/ Based on Land Use Code 845 and 6 fueling positions. Customer transaction data for existing Stop & Shop Gas facilities indicates average daily total of 860 vehicle-trips per day.

As shown in Table 1, the proposed project is expected to generate approximately 54 vehicles or less (108 two-way total) during the weekday evening and Saturday midday peak hours. The majority of trips will be made by on-site patrons of the supermarket, adjacent retail facilities, or traffic that already travels on Dartmouth Street and Rockdale Avenue past the site. New vehicle-trips are expected to be nominal, representing approximately 4 vehicles or less (8 vehicle-trips total) during peak traffic hours. In summary, the project is not expected to result in any noticeable change in traffic activity on area roads.

On a daily basis, the proposed fueling facility is projected to generate approximately 488 vehicles (976 vehicle trips total) based on ITE Land Use Code 845, which is assumed to more closely reflect the actual daily characteristics of Stop & Shop Gas facilities. Adjusting for shared customer-based trips that are internal to the site and pass-by/diverted-link trips published by ITE, only approximately 64 vehicle-trips are expected to be new trips to the area on a daily basis. Though ITE trip rates were applied to estimate daily trips, actual trip generation for the facility is expected to be lower based on customer transaction data provided by Stop & Shop for the three existing fueling facilities in operation. This data

² Trip Generation, Fifth Edition, February 1995 Update; Table VII-5, Land Use Code 844, Institute of Transportation Engineers, Washington, DC (1995).