

**To:** Mark Chura, Delaware Greenways  
**From:** Derrick Kennedy  
**Re:** Greenville Center Traffic Counts  
**Date:** June 4, 2009

As requested, Orth-Rodgers & Associates (ORA) has completed a series of traffic counts at the Greenville Shopping Center located on the northeast corner of the Delaware Route 52 and Buck Road intersection. The work included collecting AM, PM and Saturday peak hour traffic counts at the following locations:

1. Buck Road and Greenville Center Site
2. Buck Road Site Access and the site's internal 'T' intersection
3. Delaware Route 52 and Greenville Center Site Access

The main purpose of the traffic count effort was to provide updated traffic data that could be used to validate the data currently found in the TIS and to aide in answering questions that have been raised about the previously approved data.

Our traffic counts were conducted during the month of April, 2009. Specifically, the AM count data was collected on Thursday, April 9<sup>th</sup> from 7:00 to 9:00 AM, the PM count data was collected on Thursday, April 23<sup>rd</sup> from 4:00 to 6:00 PM and the Saturday data was collected on April 18<sup>th</sup> from 10:00 AM to 2:00 PM. From these traffic count periods, the peak hour traffic volumes for the existing site were identified. The peak hour volumes for AM, PM and Saturday are illustrated in Figure 1.

**Greenville Shopping Center – Site Traffic**

When compared to the data previously submitted by Apex engineering, the data collected by ORA in April 2009, yields higher site traffic totals for each of the three peak hour periods. The following Table shows a comparison of the total site traffic volumes.

**Greenville Center – Site Traffic Totals**

	Apex 2006	ORA 2009	Percent Change
AM Peak	247	339	+37%
PM Peak	453	688	+52%
Sat. Peak	228	594	+161%

As shown in the table, the more recent traffic counts consistently show higher volumes for the Greenville Center. There are likely two reasons for these differences:

1. The original traffic count submission included errors or the data was not accurately recorded in the field.
2. With the addition of Elizabeth’s Restaurant and the seemingly increased popularity of Jansen’s Market, it is likely that traffic at the existing site has increase since the time of the Apex traffic counts.

Off-site Traffic Volumes

As part of the traffic count effort, ORA recorded the total traffic volume on Kennett Pike in the area of the site’s frontage. The results show that the April 2009 traffic volumes are consistently lower then the year 2006 and 2008 traffic volumes utilized buy Apex Engineering in the TIS.

**Kennett Pike – 2-way Traffic Totals**  
Between Buck Rd and Greenville Center Access

	Apex TIS	ORA 2009	Percent Change
AM Peak	1722	1602	-7%
PM Peak	2150	1931	-10%
Sat. Peak	1551	1334	-14%

The reasons for such reductions are likely linked to the existing economic conditions as well as an increased public awareness on issues of energy conservation and the environment. This reduction in traffic volume seems to follow along with current trends in the State of Delaware as well as on a national level.

DeIDOT Response

The revised traffic count data was submitted to DeIDOT and Apex Engineering for review and discussion.

On the issue of site traffic, it was agreed that the original TIS traffic volume figures had errors. Apex Engineering submitted supplemental data to DeIDOT which clarified the errors and supplied corrected data for review and consideration. Upon a second DeIDOT review of the original traffic count data, it was found that certain movements, although properly counted in the field, were not properly transcribed when submitted to DeIDOT.

Based on DeIDOT’s second review of the count data, it was decided that the original counts supplied by Apex would still be acceptable, if the required corrections were made. The table below shows the total site traffic volume before and after the corrections were made.

**Greenville Center – Existing Site Traffic  
Totals**

	Original TIS	Revised TIS	Percent Change
AM Peak	247	247	0%
PM Peak	453	535	+18%
Sat. Peak	228	519	+128%

Although the revised TIS site traffic volumes increase from what they had been previously, the totals are still lower than the more recent traffic count totals. The question was raised to DeIDOT about possibly having the 2009 data used in the TIS, rather than the older data. Bill Brockenbrough of DeIDOT, noted that it appears the previous errors have been correct and with adjustment the counts would be correct for the period being analyzed. Additionally it was noted that in many cases a newer establishments such as Elizabeth's Restaurant can often create a spike in traffic that in time tends to recede back to lower levels. It is possible the higher 2009 site traffic volumes are related to such a spike in traffic. For those reasons, DeIDOT has decided to use the previously completed traffic counts for the Greenville Center TIS.

The issue of whether or not the Apex traffic counts should be discarded and redone is not a simple choice. On one hand it seems apparent that the site's traffic volume is higher today than what it was just a few years ago. But we must also consider the recent trend of fewer trips being made today on the surrounding roadways. If ORA or CRG were successful in having DeIDOT require new traffic counts, it may likely result having the analysis done under lesser traffic conditions.

It is the opinion of ORA, that DeIDOT's decision to correctly adjust the Apex counts, while still allowing the TIS to be done under the 2006 to 2008 existing conditions, would be the most suitable approach for this TIS.

In addition to corrections being made to the previously approved traffic counts, DeIDOT will be requiring additional changes to the Apex TIS work. Those added items include:

- An additional site access plan will be analyzed in the TIS. This scenario will include the reconfiguration of the Kennett Pike access point so that left-turns into the site from southbound Kennett Pike can be made. For now, there is no commitment from DeIDOT or the developer to implement this alternative. However, the pros and cons of such a change will be quantified in the TIS and commented on by DeIDOT.
- The proposed site plan will be revised to include an area reserved for an internal vehicular connection. This location will be along the northern edge of the site, adjoining the neighboring retail center. It remains to be seen if the two property owners will come to an agreement to provide such a connection. However, it was requested that DeIDOT provide their influence towards making such improvements possible.

# Existing Peak Hour Traffic Volumes

## Greenville Shopping Center

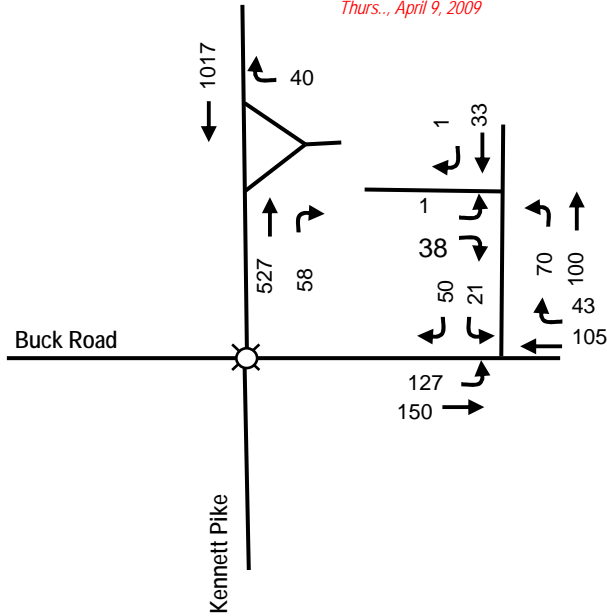
Greenville, New Castle County, Delaware

Figure Not to Scale



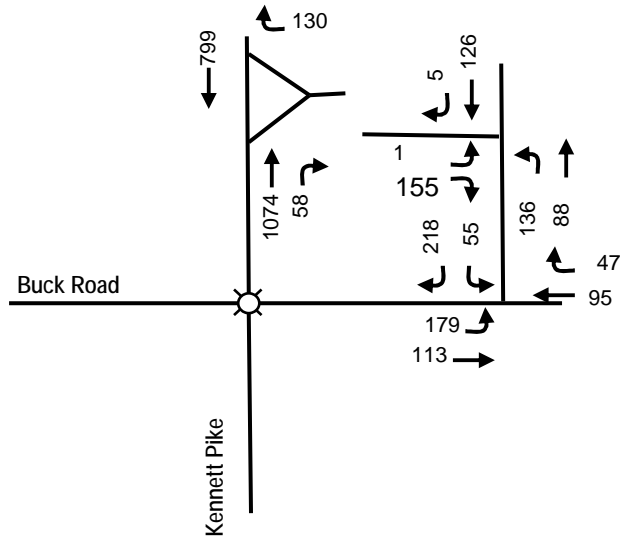
### AM PEAK HOUR

*Count Date:*  
*Thurs., April 9, 2009*



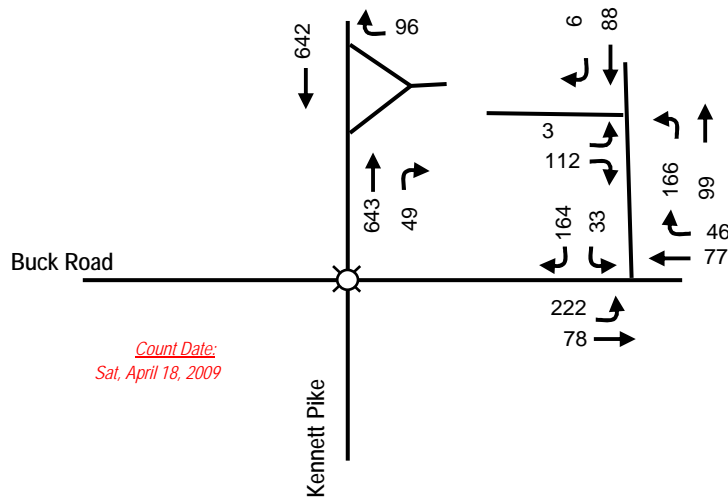
### PM PEAK HOUR





*Count Date:*  
*Thurs., April 23, 2009*



### SATURDAY PEAK HOUR

*Count Date:*  
*Sat, April 18, 2009*



- Legend:**
-  - Existing Traffic Signal
  -  - Proposed Traffic Signal
  -  - Existing Roadway
  -  - Proposed Roadway