

Traffic Engineering, Transportation Planning & Design

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July 7, 2025

Mr. Mitchell R. Davis
Davis Enterprises
8000 Sagemore Drive, Suite 8201
Marlton, New Jersey 08053

(via email: mdavis@davisenterprises.com)

Re: **Parking Assessment**
The Promenade at Sagemore
Route 73, Brick Road, Marlton Parkway
Evesham Township, Burlington County, NJ
SA Project No. 25091

Dear Mitchell:

At your request, Shropshire Associates, LLC has prepared a Parking Assessment report to support the Evesham Township application for the existing Promenade at Sagemore shopping center. The existing shopping center is located along northbound Route 73, southbound Sagemore Drive, westbound Marlton Parkway (CR 544) and eastbound Brick Road in Evesham Township, Burlington County, New Jersey.

The existing Promenade at Sagemore shopping center contains a total of 265,911 square-feet (SF) of tenant space and 1,275 off-street parking spaces. The site plan approvals of record for the shopping center include a parking variance and a corresponding condition permitting a maximum of 20% of the overall building area to be utilized for restaurants. The current request of the Applicant to the Township is to update the previously granted parking variance for The Promenade at Sagemore shopping center development to permit an increase percentage of restaurant space above 20%. As such, a Parking Assessment report has been prepared to evaluate the existing peak parking demands and support the requested parking variance relief.

Existing Parking Demand – The Promenade at Sagemore

Shropshire Associates, LLC conducted parking surveys at the existing Promenade at Sagemore shopping center on Friday, May 9, 2025, and Saturday, May 10, 2025, from 2:00 PM to 8:00 PM. These surveys included all of the existing parking areas within the Promenade at Sagemore shopping center. Parking survey data was collected every 30-minutes during these time periods. It is worth noting that these surveys occurred during Mother's Day weekend, which is our opinion provides for a more conservative "worst-case" scenario analysis of the existing peak parking demands. The parking surveys were done by dividing the existing Promenade at Sagemore parking fields into Lots #1 through #8 as shown in attached Figure 1.

Table 1 provides a summary of the total parking demand and surplus observed at the existing Promenade at Sagemore shopping center facility on Friday, May 9, 2025, and Saturday May 10, 2025.



Table 1 Promenade at Sagemore - Existing Parking				
Time	Friday (5-9-25)		Saturday (5-10-25)	
	Demand	Surplus	Demand	Surplus
2:00 PM	722	553	978	297
2:30 PM	724	551	921	354
3:00 PM	598	677	898	377
3:30 PM	604	671	868	407
4:00 PM	660	615	891	384
4:30 PM	658	617	858	417
5:00 PM	432	543	892	383
5:30 PM	768	507	883	392
6:00 PM	827	448	878	397
6:30 PM	813	462	909	366
7:00 PM	784	491	879	396
7:30 PM	689	586	838	437
8:00 PM	619	656	712	563

Based upon the data provided above in Table 1, the following observations were made:

- The Friday peak on-site demand was 827 vehicles at 6:00 PM, with a subsequent on-site surplus of 448 parking spaces.
- The Saturday peak on-site demand was 978 vehicles at 2:00 PM, with a subsequent on-site surplus of 297 parking spaces.

Table 2 below provides a detailed breakdown of the peak parking demand of the individual lots within overall survey data for the existing Promenade at Sagemore shopping center during the peak parking demands observed on Friday and Saturday.

Table 2 Peak Parking Demand Breakdown				
Parking Lots	Friday 6:00 PM		Saturday 2:00 PM	
	Demand	Surplus	Demand	Surplus
Lot 1	123	20	92	51
Lot 2	130	49	150	29
Lot 3	134	152	253	33
Lot 4	66	0	68	-2
Lot 5	90	128	135	83
Lot 6	150	5	137	18
Lot 7	109	28	111	26
Lot 8	25	66	32	59



As noted above, the existing Promenade at Sagemore shopping center contains a total of 265,911 SF of tenant space. The tenant space includes retail, restaurants, warehouse, and vacant areas. Table 3 below provides a breakdown of the uses within the existing Promenade at Sagemore shopping center.

Table 3 Promenade at Sagemore Existing Tenant Spaces	
Land Use	Square Footage
Retail	185,927 SF
Warehouse	5,903 SF
Restaurant with bar	36,124 SF
Restaurant without bar	16,848 SF
Vacant	21,109 SF
Total	265,911 SF

Based upon the tenant data provided above in Table 1, the 52,972 SF of total restaurant space occupies approximately 19.9% of the total Promenade at Sagemore shopping center tenant space. This is within the permitted maximum percentage of 20% per the original parking variance granted.

Evesham Township Parking Requirements

Per the current Evesham Township Zoning Ordinance, section 160-32, the parking requirements for the spaces within the existing Promenade at Sagemore are as follows:

- Retail shopping center - 4.5 spaces per 1,000 SF
- Restaurant with bar or lounge - 20 spaces per 1,000 SF
- Restaurant without bar or lounge - 15 spaces per 1,000 SF
- Warehouse - 1 space per 5,000 SF

Per the current Evesham Township Zoning Ordinance, the areas within the existing Promenade at Sagemore shopping center have the following parking requirements. It should be noted that for the calculations below, the existing 21,109 SF of vacant space was assumed to be retail space and utilize the parking requirement ratio of 4.5 spaces per 1,000 SF.

- Retail space (207,036 SF) = 932 spaces
- Restaurant with Bar space (36,124 SF) = 722 spaces
- Restaurant without Bar space (16,848 SF) = 253 spaces
- Warehouse space (5,903 SF) = 2 spaces

Overall, the existing Promenade at Sagemore shopping center has an off-street parking supply requirement of 1,909 spaces based upon the current Evesham Township Zoning Ordinance.



Future Parking Supply and Demand Analysis

As noted above, the current Promenade at Sagemore shopping center has a total of 244,802 SF of occupied space. As shown above in Table 1, the peak observed parking demand was 978 parking spaces at 2:00 PM on Saturday, May 10, 2025. Therefore, the existing overall peak parking demand is 4.00 spaces per 1,000 SF of occupied space (978 spaces / 244,802 SF).

As noted, the purpose of this Parking Assessment is to evaluate the potential to update the previously granted parking variance for The Promenade at Sagemore shopping center to permit more than 20% of the space occupied for restaurant tenants. Therefore, an evaluation has been prepared to determine how much of the existing 21,109 SF of vacant space can be occupied with restaurant tenants without exceeding the currently available parking supply.

One note on the analysis, based upon information provided by the Applicant, there is a 3,000 SF restaurant tenant that is going to be occupying space within the Promenade at Sagemore shopping center in the near future. This occupied SF is reflected in the Parking Requirements discussed above and the Tenant Space information provided in Table 3. However, the tenant had not occupied the space when the Parking Surveys were conducted in May 2025. Therefore, in order to provide for a conservative "worst-case" scenario analysis of the future parking, it is assumed that this 3,000 SF tenant will require the total 45 spaces per the current Evesham Township Zoning Ordinance. This would increase the total parking demand of the Promenade at Sagemore shopping center to 1,023 vehicles (978 vehicles counted + 45 vehicles per Township Ordinance) and reduce the minimum parking supply to 252 spaces.

As such, Shropshire Associates, LLC has prepared a parking threshold analysis. For the purpose of this analysis, a combined restaurant parking rate of 17.5 spaces per 1,000 SF was utilized. This combined parking rate was developed by using an average of the Evesham Township parking requirements for a restaurant with a bar (15 spaces per 1,000 SF) and a restaurant without a bar (20 spaces per 1,000 SF).


Based upon our analysis and the combined restaurant parking rate of 17.5 spaces per 1,000 SF, 12,000 SF of restaurant space would require 210 parking spaces. When combined with 41 parking spaces demanded by the remaining 9,109 SF of retail space, at 4.5 spaces per 1,000 SF, the total parking demand will be 251 parking spaces. Therefore, the existing 21,109 SF of vacant space can contain up to 12,000 SF of restaurant space, and 9,109 of retail space, and not exceed the minimum off-street parking supply of 252 parking spaces during the Saturday peak period.


Based on the parking data collected by our office and our analysis of the applicable Evesham Township parking requirements as set forth above, it is our opinion that the total building area that can be utilized by restaurants in the shopping center can be increased to 64,972 SF, which equates to approximately 24.43% of the total shopping center tenant space, while still maintaining a surplus of available parking spaces within the center during peak periods. For these reasons it is also our opinion that a request for variance relief from the Evesham Township parking requirements along with an amendment to the condition of the prior approvals allowing the percentage for restaurant use within the shopping center to be increased to 25% of the total building area would be supportable and justifiable.



Should you have any questions or require any additional information, please feel free to contact us.

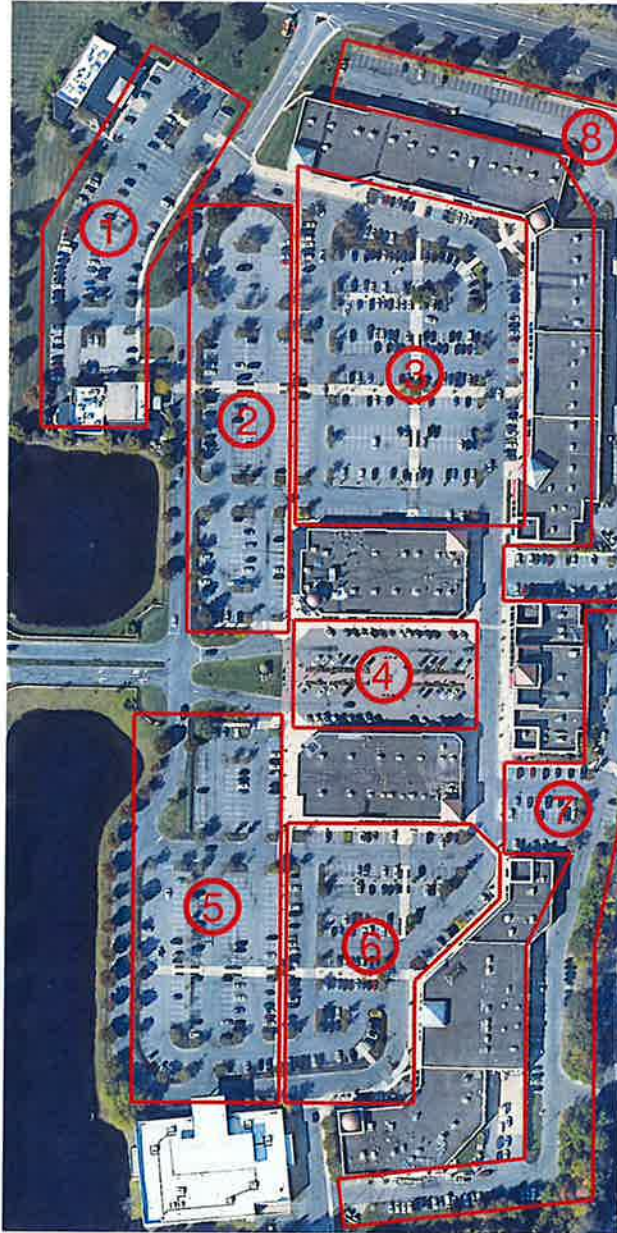
Sincerely,
Shropshire Associates LLC


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Promenade Restaurant

Evesham Township, Burlington County, NJ

July 2025