

Traffic Engineering, Transportation Planning & Design

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September 3, 2025

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

(via email: mdavis@davisenterprises.com)

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

Dear Mitchell:

In response to recent comments from the Evesham Township Planning Board professionals, Shropshire Associates, LLC has prepared an Updated Parking Analysis letter to support the Evesham Township application for an updated Parking Variance associated with existing Promenade at Sagemore shopping center. This updated report is to supplement the previously submitted Parking Analysis dated July 7, 2025. 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 1,313 off-street parking spaces. Based upon the most recent survey information, the existing off-street parking for the Promenade at Sagemore shopping center consists of the following:

- 1,277 standard parking spaces
- 24 ADA parking spaces
- 12 EV 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%.

Existing Conditions

Tenants / Occupants – Promenade at Sagemore

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 1 below provides a breakdown of the uses within the existing Promenade at Sagemore shopping center.



Table 1 Promenade at Sagemore - Existing	
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.

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 2 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 2 Promenade at Sagemore - Existing Parking				
Time	Friday (5-9-25)		Saturday (5-10-25)	
	Demand	Surplus	Demand	Surplus
2:00 PM	722	591	978	335
2:30 PM	724	589	921	392
3:00 PM	598	715	898	415
3:30 PM	604	709	868	445
4:00 PM	660	653	891	422
4:30 PM	658	655	858	455
5:00 PM	732	581	892	421
5:30 PM	768	545	883	430
6:00 PM	827	486	878	435
6:30 PM	813	500	909	404
7:00 PM	784	529	879	434
7:30 PM	689	624	838	475
8:00 PM	619	694	712	601

Based upon the data provided above in Table 2, 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 486 parking spaces.
- The Saturday peak on-site demand was 978 vehicles at 2:00 PM, with a subsequent on-site surplus of 335 parking spaces.

Parking Supply and Demand Analysis

As noted above, the current Promenade at Sagemore shopping center has a total of 241,802 SF of occupied space. As shown above in Table 2, 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 4.05 spaces per 1,000 SF of occupied space (978 spaces / 241,802 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.

Future Conditions

Tenants / Occupants – Promenade at Sagemore

Based upon the parking threshold analysis above, Table 3 below provides a breakdown of the uses within the future Promenade at Sagemore shopping center with the conversion of the existing vacant tenant space to contain 9,109 SF of retail space, 6,000 SF of restaurant with bar, and 6,000 SF of restaurant without bar space.



Table 3 Promenade at Sagemore - Future	
Land Use	Square Footage
Retail	195,036
Warehouse	5,903 SF
Restaurant with bar	42,124 SF
Restaurant without bar	22,848 SF
Total	265,911 SF

Based upon the threshold analysis data provided above in Table 4, the 64,972 SF of total restaurant space occupies approximately 24.4% of the total Promenade at Sagemore shopping center tenant space. This aligns with the requested 25% restaurant occupancy Parking Variance described above.

Township Parking Requirements – Future

Per the current Evesham Township Zoning Ordinance and the future land uses and sizes indicated in Table 3, the Promenade at Sagemore shopping center will have the following parking requirements.

- Retail space (195,036 SF) = 878 spaces
- Restaurant with Bar space (42,124 SF) = 843 spaces
- Restaurant without Bar space (22,848 SF) = 343 spaces
- Warehouse space (5,903 SF) = 2 spaces

Overall, the future Promenade at Sagemore shopping center under the threshold analysis has an off-street parking supply requirement of 2,066 spaces based upon the current Evesham Township Zoning Ordinance.

Promenade at Sagemore Shopping Center – Overall Parking Ratio Analysis

Per the Board professional’s request, Shropshire Associates, LLC has also prepared this supplemental report addressing the overall parking analysis for the Promenade at Sagemore shopping center inclusive of the additional proposed restaurant space. This analysis further evaluates application of a parking ratio to assess the parking needs for the center as a whole in lieu of applying individual parking rates for each tenant use type as per the current Evesham Township Zoning Ordinance.

The shopping center currently has a supply of 1,313 off-street parking spaces available to all users. Under a scenario where the existing vacant space would be occupied by 9,109 SF of retail, 6,000 SF of restaurant with bar, and 6,000 SF restaurant without a bar, the required supply as per the Evesham Township Zoning Ordinance parking requirement would be 2,066 spaces. In order to obtain approval from the Board to increase the total permitted restaurant square footage, a parking variance is required to account for the difference between the number of spaces required by the Evesham Township Zoning Ordinance and the number of spaces provided, as detailed above. It is our opinion that the variance request is reasonable, considering that the actual usage of the parking areas at the shopping center is less than what the Evesham Township Zoning Ordinance requires.



More specifically, based on the parking survey data collected by Shropshire Associates, LLC at the existing Promenade at Sagemore shopping center and our analysis of the applicable Evesham Township Zoning Ordinance parking requirements, it is our opinion that an overall parking supply ratio of 4.25 spaces per 1,000 SF of occupied space within the Promenade at Sagemore shopping center is appropriate, regardless of the percentage of restaurant space within the overall site.

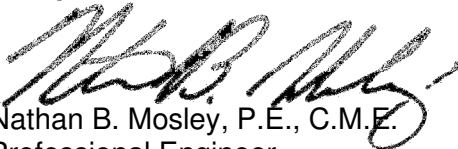
As noted above, the parking surveys evaluating actual usage showed a peak parking demand of 978 vehicles for a total of 241,802 SF occupied space. This equates to an existing peak parking demand of 4.05 vehicles per 1,000 SF of occupied space. For comparison, the current Institute of Transportation Engineers (ITE) *Parking Generation Manual, 6th Edition*, indicates an 85th Percentile peak parking demand of 1.98 to 3.08 vehicles per 1,000 SF for Land Use Code 820: Shopping Center (>150,000 SF).


Therefore, if an overall parking supply ratio was to be implemented for the Promenade at Sagemore shopping center instead of separate parking supply ratios for each land use within the site, it would be our opinion that a ratio of 4.25 spaces per 1,000 SF is reasonable and meets the needs of the shopping center, both currently and with the additional requested restaurant space.

This would mean that, including the proposed additional 12,000 SF of restaurant space, the Promenade at Sagemore shopping center would have an off-street parking supply requirement of 1,130 spaces applying a ratio of 4.25 spaces per 1,000 SF, rather than the Evesham Township Zoning Ordinance requirement which calls for 2,066 spaces. When applying the 4.25 spaces per 1,000 SF ratio, the shopping center supply of 1,313 off-street parking spaces is more than adequate to handle the proposed additional restaurant space, and the parking survey conducted by Shropshire Associates, LLC confirms the ratio more accurately accounts for actual usage than the Evesham Township Zoning Ordinance requirement, thus supporting the requested parking variance.

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

Sincerely,
Shropshire Associates LLC


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