



July 12, 2013

Town of South Hadley Planning Department  
116 Main Street  
South Hadley, MA 01075  
Attn: Mr. Richard Harris, Town Planner

***RE: South Hadley Retail Development***  
*HDG Project No. 12-024*

Dear Mr. Harris:

On behalf of our client, Mr. Brian Ferruggiari of AVR Realty Company LLC, Hudson Design Group LLC (HDG) is pleased to submit the following Site Plan. Please find enclosed the Site Plan for a proposed 6,000 square foot retail development at Parcel 2 within the South Hadley Square Plaza off Willimansett Street in South Hadley, MA.

As can be seen from review of the enclosed Site Plan, the project consists of a three-unit retail building within the middle frontage parcel with associated improvements including the placement of construction fill, minor regrading of existing detention pond, asphalt paved parking areas with islands, separate delivery and fire-fighting driveway, landscaping, lighting, and other improvements. Please note that potential tenants and exact interior building dimensions are not known at this time.

Therefore, please find enclosed the requisite quantity of plans, drainage reports, ITE Average Daily Trip (ADT) Letter Reports, Site Plan Form SPR, application fee (\$480), and a CD Rom with listed reports and plans. We look forward to presenting this important project to the Town at the earliest opportunity.

If you have any questions or comments regarding this effort, please contact me at our office.

Sincerely,

Mark McClusky, P.E.  
Senior Civil Engineer

Cc Brian Ferruggiari, AVR Realty

FORM SPR

SOUTH HADLEY PLANNING BOARD

APPLICATION FOR SITE PLAN REVIEW

Date JUNE 26, 2013

File one completed application form together with ten (10) copies of the site plan with the Planning Board. One (1) copy of Form SPR shall be concurrently filed with the Town Clerk.

To the Planning Board:

The undersigned herewith submits the accompanying Site Plan for review as required by Section 12 of the Zoning By-Laws.

1. Applicant AVR-SOUTH HADLEY, LLC

Address 1 EXECUTIVE BLVD

YONKERS, NEW YORK 10701

Telephone 914-965-3990

2. Owner (if not applicant) ---

Address ---

3. Site Plan Preparer MARK MCCLUSKY, HUDSON DESIGN GROUP, LLC

Title or License PE

Address 116 PLEASANT STREET PO BOX 692 EASTHAMPTON, MA

4. Deed of property recorded in the Hampshire County Registry of Deeds,  
Book 8913 Page 342

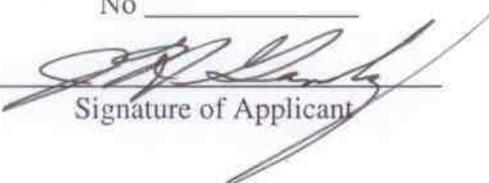
5. Location and description of property (street and number if any) EAST SIDE

~~OF WILLIMANSETT STREET (RT33), NORTH OF BAKER STREET~~

Assessors Map # 14 Parcel # 66

6. Fee Paid: Yes \$480.00

No         

  
Signature of Applicant

Town Clerk:

Date of Submission         

Signature



July 12, 2013

Town of South Hadley Planning Department  
116 Main Street  
South Hadley, MA 01075  
Attn: Mr. Richard Harris, Town Planner

**RE: South Hadley Retail Development, ITE Trip Estimates**  
*HDG Project No. 12-024*

Dear Mr. Harris:

Relative to the proposed small retail development located at the South Hadley Square Plaza on Willimansett Street (Parcel 2, Tax Map 14 Lot 66), we have determined the following passenger vehicle trip estimates. The passenger vehicle trip estimates are based on the proposed total 6,000 square foot retail development having three (3) rental units with 2,000 SF of gross floor space each, the Institute of Transportation Engineers (ITE) *Trip Generation* manual, 8<sup>th</sup> edition (2008), and review of Huntley Associates Vehicle Traffic Estimates letter report (1/11/08) for the Chicopee Savings Bank Project from that time.

### **Estimated Existing Traffic**

The current passenger vehicle trip estimates for the current level of development and occupancy at the South Hadley Square Plaza are shown below in Table 1. Please recall that the gross floor space for the Big-Y, Holyoke Pediatrics, and Chicopee Savings Bank are 56,000 SF, 12,096 SF, and 4,000 SF, respectively.

Table 1. Estimated Existing Trip Generation for Big-Y, Holyoke Pediatrics, and Chicopee Savings Bank.

	<b>Big Y</b>	<b>Holyoke Pediatrics</b>	<b>CSB</b>	<b>Existing Total</b>
Avg. Vehicle Trip Ends, Weekday	4695	317	1084	6096
Weekday Peak PM Generator	428	47	200	675
Weekend Peak Hour Generator, Sat.	597	60*	255	912

## Estimated Additional Traffic

Please note that we assumed 3 different uses or services with 2,000 SF for each use, including a Hair Salon, a sit-down restaurant, and an independent insurance agent office. As can be seen in Table 2 through Table 4 show the additional traffic or vehicle trips to be generated for the proposed project.

Table 2. Estimated Trip Generation for Hair Salon, Code 918, 4 Employees, 2000 SF.

	<b>New Trips</b>	<b>%Entering and Exiting</b>
Avg. Vehicle Trip Ends, Weekday*	160	50-50
Weekday Peak PM Generator	3.86	38-62
Weekend Peak Hour Generator, Sat.	10.16	36-64

Table 3. Estimated Trip Generation for Sit-Down Restaurant (High Turn-Over), Code 932, 2000 SF.

	<b>New Trips</b>	<b>%Entering and Exiting</b>
Avg. Vehicle Trip Ends, Weekday	250	50-50
Weekday Peak PM Generator	36.98	54-46
Weekend Peak Hour Generator, Sat.	28.14	53-47

Table 4. Estimated Trip Generation for small office / insurance agent, 10 Employees, 2000 SF.

	<b>New Trips</b>	<b>%Entering and Exiting</b>
Avg. Vehicle Trip Ends, Weekday	40	50-50
Weekday Peak PM Generator	10	0-100
Weekend Peak Hour Generator, Sat.	N/A	N/A

\*based on actual local hair salon customer data.

The total anticipated vehicle trip generation estimates for the plaza include the combining of the three new uses or services within the proposed 6,000 SF retail development at Parcel 2 with the existing trips generated for the plaza, and are shown below in Table 5.

Table 5. Estimated total plaza Trip Generation with additional 6,000 retail / services development.

	<b>Existing Total</b>	<b>Anticipated New Trips</b>	<b>Anticipated Total</b>
Avg. Vehicle Trip Ends, Weekday	6096	450	6546
Weekday Peak PM Generator	675	50.84	726
Weekend Peak Hour Generator, Sat.	912	38.3	950

## Results and Comparative Analysis

Table 6. Comparison of total plaza trip generations.

	<b>Anticipated Total (2013)</b>	<b>Original Build-out Estimated Totals (1996)</b>
Avg. Vehicle Trip Ends, Weekday	6546	9040
Weekday Peak PM Generator	726	844
Weekend Peak Hour Generator, Sat.	950	1142

As can be seen in Table 1 through Table 6, additional passenger vehicle trips will be generated from the construction of the proposed 6,000 SF retail development. As can also be seen, the estimated trips generated for the three categories are less than the original projected passenger vehicle traffic estimates from the 1995-96 Master Site Plan application and traffic study. The three categories include average vehicle trip ends, weekday peak PM hour generator, and weekend peak PM hour generator.

However, it should also be understood that vehicle trip estimates based on use of the ITE Trip Generation Manual appear to be greatly over-estimated and that insufficient study data are available for smaller projects, such as the proposed 6,000 SF retail development. It is also important to note that trip New Trips Generated includes passenger vehicle trips to *and* from the site. As such, HDG is confident that the proposed project will have minimal negative impact on the current traffic and level of service on Willimansett Street and Old Lyman Road

We trust this information will meet the needs of the Planning Department and Planning Board. If you have any questions or comments regarding this matter, please contact me at our office.

Sincerely,

Mark McClusky, P.E.  
Senior Civil Engineer



## SSA3066G - 30FT, 6.0 Square x .188 Wall Non-Decorative Horizontal Arm LEDgend™

### POLE ATTRIBUTES:

#### **30FT, 6.0 Square x .188 Wall**

**Intended Use:** City Streets, Parking Lots, Campuses, Commercial Developments, Plazas, Historic Districts, Village Squares, Residential Areas, Parks, Walkways, Boulevards, Roadways

**Features:** Pole shaft is one piece, 6005, 6061, or 6063-aluminum alloy, heat-treated to a T6 temper. Pole base shall be 356 or A356 aluminum alloy, heat-treated to a T6 temper after welding. Hand hole is 2" x 4" minimum, cover and fasteners are included. Nut covers shall be provided as standard. Finish shall match pole. Removable pole cap shall be provided with each drill pattern type pole. Non-structural fasteners shall be stainless steel. The following are product attributes:

Anodized, painted, or satin brush finish. Painted poles shall be semi-gloss powder paint; Grounding provision shall be immediately accessible through hand hole, 3/8-16 threads; Steel anchor bolts shall be per AASHTO M314 or ASTM F 1554 – Grade 55, hot dip galvanized. Nuts and washers shall be per AASHTO M314-90 or ASTM F 1554 – hot dip galvanized

**Listings:** Welds conform to applicable AWS structural welding code.

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**When Festoon Box Is Ordered The Standard Location Is On The Same Side As Hand Hole, and is 36" Above Pole Base**

### CROSSARM ATTRIBUTES:

**Intended Use:** City Streets, Parking lot, Campuses, Commercial Development, Plazas, Historic Districts, Village Squares, Residential Areas, Parks, Walkways, Boulevards, Roadways. **Features:** Contemporary designed horizontal arms to be mounted on square pole and SiteLink poles. The luminaire arms are made from aluminum pipe and utilize stainless steel hardware. The arms mount on the side of the pole through the use of a mounting kit. Arms are finished with polyester powder paint applied to ensure maximum durability.

### FIXTURE ATTRIBUTES:

**Intended Use For The LEDgend™:** Municipal & residential streets, municipal parks & recreation, campuses, military bases, industrial parks, hotels/resorts, bridges and other 2-3 lane roadway applications.

**Features:** The HoloPhane LEDgend Roadway luminaire provides permanent prismatic glass optics to protect the LED's while controlling light distribution and reducing glare. Optimized, maintained thermal management system was engineered into the LEDgend for maximum performance and long life.

The LEDgend's precise optical control for high application efficacy and multiple lumen packages offer design flexibility that makes it a perfect fit for most 2-3 lane roadway applications. The LEDgend is an environmentally friendly design with zero uplight to help prevent light pollution.

- Long life, 80,000 hours minimum L70 at 40C
- Permanence of prismatic glass optics
- High applied lumens per watt and uniformity
- Visually comfortable and no direct line-of-sight to the individual LEDs
- EL option extends driver life to 100,000 hours
- Highly innovative engineered product designed for long life with high performance

- Modern architectural aesthetic appeal

Options include dimming controls, as well as a dual LED driver system that extend driver life up to 100,000 hours.

**Listings:** Standard product is UL and CUL approved. For listing availability, consult factory. IP66 rating (see specification data sheets)**Configure Entire Pole Package Assembly For Pole and Arm Combinations**

Catalog #LEDG 060 35 4K AS Z L2 HZ 18 BOR BZ SSA3066G D1 R2 BZ (AB)

Dwg. # HLP-25093  
Page: 1 of 2

Catalog Number <b>LEDG 060 35 4K AS Z L2 HZ 18 BOR BZ SSA3066G D1 R2 BZ (AB)</b>	
Type:	Notes:

**SSA3066G - 30FT, 6.0 Square x .188 Wall  
Non-Decorative Horizontal Arm  
LEDgend™**

**SPECIFICATIONS**

**FIXTURE**

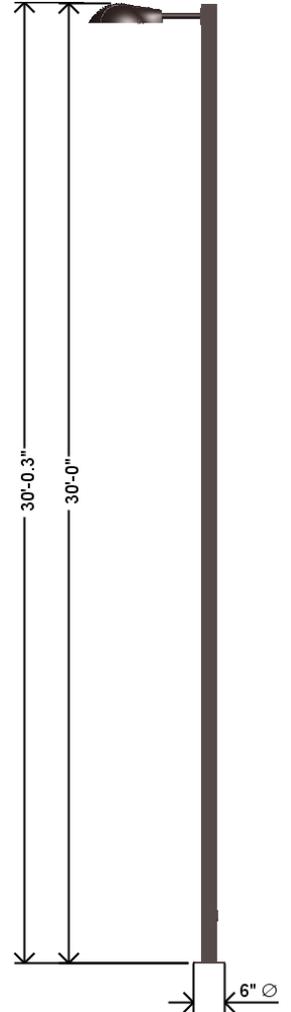
- LEDgend
  - [LEDG 060 35 4K AS Z L2]
    - Prefix: LEDgend Roadway LED
    - Number of LEDES: 60 LEDES
    - Drive Current: 350mA Driver
    - Color Temperature: 4,000 K CCT
    - Voltage: Auto-sensing voltage, 120 thru 277
    - Finish: Bronze
    - Optics: Type II, Medium Asymmetric
    - Constant Lumen Output: None
    - Dimming: None
    - Driver: None
    - Photocontrol: None
    - Photocontrol Receptacle: None
    - Bracket: None
    - UPS Pack for Samples: None
    - Fusing: None
    - Surge Protector: None
    - House Side Shield: None

**ARM / MOUNTING BRACKET**

- Non-Decorative Horizontal Arm; Oriented at 0 degrees.
  - [HZ 18 BOR BZ]
    - Prefix: HZ
    - Arm Length: 18 Inches
    - Mounting: 3 Hole Drill Pattern "R" For SSA and SSS Poles
    - Finish: Bronze Powder Coat

**POLE**

- Square Straight Aluminum Pole 30FT, 6.0 Square x .188 Wall
  - [SSA3066G D1 R2 BZ (AB) ]
    - Prefix: SSA3066G 6.0 Square
    - Pole Top Style: Drilling for 1 Unit
    - Pole Top Drill Pattern: 3 hole drill pattern 2.00 from top
    - Finish: Bronze Paint
    - Pole Mounting: Anchor Bolts
    - Festoon: None
    - Tamper Resistant Fasteners: None
    - Dampener: None
    - Pole Cap Photocontrol Receptacle: None



**Anchorage/Orientation Plan**

No Anchorage/Orientation Image is Available.

Customer Approval:

Job Name: Product Basket  
Client Name:

signature

date

Created By: Michael Miceli

Date: 05-Jun-13