

## TRAFFIC DESIGN

500,000 s/f shopping center development

First Place Winner

# Traffic Planning & Design, Exeter Commons

**Company Type:**  
Engineer-  
Transportation  
Consultants

**Project Name:** Exeter Commons

**Type of Project:** Shopping Center Development

**Size/Sq. Footage:** 500,000 s/f

Traffic Planning and Design, Inc. (TPD) was retained by Exeter J.V. Associates to prepare the Traffic Impact Study, Highway Occupancy Permit design, Traffic Signal design, and Construction Services for the Exeter Commons shopping center development in Exeter Twp, Berks Cty, PA. At full build-out, the development will consist of approximately 500,000 s/f of retail and restaurant space. The "anchor" tenants are Target, Lowe's, and Giant, and the outparcels are planned to include two sit-down restaurants, a fast-food restaurant, a gasoline station with 8 vehicle fueling positions and two drive-in banks.

TPD worked in concert with



PennDOT, Exeter Township, the Goldenberg Group, Ironwood Properties, the site engineer, project surveyor, geotechnical firm and a right-of-way acquisition firm to aggressively advance the design of the project. This effort required a large amount of file sharing and design coordination between the various organizations. In addition, TPD utilized multiple

design teams to allow for the simultaneous development of the roadway construction plans, traffic signal plans, erosion and sediment pollution control plans and right-of-way acquisition plans.

The Exeter Commons roadway and signal improvements have been planned to address existing congestion concerns, and to accommodate the site-

generated traffic. The proposed improvements will maintain, or in many cases, improve Intersection Levels of Service for the study area intersections. TPD's Traffic Impact Study and subsequent Roadway and Signal Design will result in improved roadway safety conditions for the area surrounding this retail development in Exeter Township.

The specific roadway improvements include the widening of approximately 0.75 mile of Rte 422, the extension of DeMoss Rd to connect Gibraltar Rd to Rte 422 opposite 47th St, and the widening of Perkiomen Ave, W. 47th Stt, and Gibraltar Rd to provide for additional auxiliary lanes. The added capacity provided by the turning lanes allows for additional vehicles to pass through the signalized intersections within the project limits. Access to the center will be provided from a signalized driveway on DeMoss Rd at its eastern end, an improved signalized access drive (Exeter Commons Drive) at

its western end, and a right-in driveway from westbound Rte 422 in the middle.

**What makes this Project/Job your favorite or most unique?**

- The concept for the roadway improvements was developed through a series of submissions and meetings involving PennDOT District 5-0, Exeter Township, Berks County Planning, Exeter J.V. Associates, and TPD.
- The design of the project was concluded on schedule and within budget.

### The Project Team

**Traffic Engineer:** Traffic Planning & Design  
**Geotechnical Consultant:** Earth Engineering, Inc  
**Engineer & Landscape Architect:** Kenderian-Zilinski Associates  
**Acquisition Services:** Interstate Acquisition Services  
**Site Contractor:** Allan A. Myers ■