

May 5, 2025

Town of Salem
Planning Board
33 Geremonty Drive
Salem, NH 03079

Attention: Joseph Feolo, Chair

**Re: Conditional Use Permit Request to Modify Parking Requirements
BJ's Wholesale Club Retail Development
92 Cluff Crossing Road, Salem, NH – Map 117, Lot 7880
Map 386, Block 4, Lot 1C**

Dear Members of the Board:

On behalf of the Applicant, BJ's Wholesale Club, Inc., a Conditional Use Permit is respectfully requested pursuant to §490-701(D) of the Town of Salem Zoning Ordinance to modify the number of parking spaces required per §490-701. Specifically, the project requests relief from the parking requirements as further detailed below:

§490-701(D): Table of Minimum Off-Street Parking Requirements:

Required:	Per the Zoning Ordinance, 1,780± parking spaces are required for the proposed uses at the subject site.
Requested:	The property currently contains approximately 1,794± striped parking spaces at the subject parcel, 1,667± of which are striped with an additional area of approximately 127± unstriped spaces to the rear of the building. The project proposes to reduce the number of parking spaces by approximately sixty-one (61) spaces to 1,733± parking spaces, 1,606± of which are striped.

Based upon the historic usage of the existing parking area, the property has had a surplus parking supply and the parking area is anticipated to accommodate the reduction in parking and proposed use. Additionally, the Conditional Use Permit request is further supported by Institute of Transportation Engineers (ITE) Parking Generation Rates. Anticipated parking demand based upon the ITE Parking Generation Manual (6th Edition) is included within the table attached to this request, as summarized below. As further detailed in the ITE parking demand table, the proposed parking supply is anticipated to exceed the anticipated parking demand, further supporting historic observations relative to the usage of the parking area.

- Weekday (Mon-Thursday) Peak Parking Demand:	963.8± spaces
- Friday Peak Parking Demand:	1,155.6± spaces
- Saturday Peak Parking Demand:	1,212.4± spaces

Please note that the ITE parking demand calculations are based upon a conservative 85th percentile parking demand, do not account for differences in peak parking demand between the different uses within the plaza, and do not account for shared trips to the plaza between different uses. Accordingly, the attached ITE Parking Demand calculations are conservative and likely over-estimate the actual peak parking demand on-site.

The subject request is anticipated to meet the criteria of §490-701(D)(1) of the Town of Salem Zoning Ordinance as further detailed below:

- (a) *The modification complies with the purposes of the parking regulations noted in Subsection A.*

The project proposes to provide adequate drive aisles, parking spaces, accessibility needs, and pedestrian accommodations. As further supported by published ITE parking demand data, the site is calculated to have an excess parking supply able to support the existing and proposed uses. The requested modification is not anticipated to negatively impact overall parking operations.

- (b) *The applicant's particular situation justifies a modification to the requirements.*

Parking at the subject site exceeded Zoning requirements at the time of the original permitting and the project proposes to reduce the available parking supply by approximately sixty-one (61) spaces. Based upon the historic usage of the existing parking area and calculated ITE peak parking demand requirements, the proposed parking supply is anticipated to be sufficient for the proposed development.

- (c) *The site is suitable for the proposed modification.*

The proposed use is a permitted use in the underlying Zoning District and consistent with existing uses on the site and the surrounding commercial corridor. As previously noted, based upon the historic usage of the existing parking area and calculated ITE peak parking demand requirements, the proposed parking supply is anticipated to be sufficient for the proposed development.

- (d) *There will be no adverse impact on neighboring properties.*

The proposed project and subject request do not result in an increase in the existing development footprint or a change in the nature of the use and operation of the existing site. As previously noted, the site is anticipated to have a parking supply sufficient for the existing and proposed uses and operation of the parking area will not adversely impact neighboring properties.

- (e) *There will be no adverse impact on traffic or pedestrian safety.*

As noted within the Traffic Impact Analysis, the project is anticipated to represent a minimal increase in traffic generation. There is currently an excess of parking on the site. The proposed parking modification is not anticipated to result in on-site traffic or parking impacts. Further, parking modifications include ADA compliant parking and accessible paths to building entrances.

- (f) *The aesthetic character of the site and the surrounding area will not be adversely affected.*

The proposed project and subject request do not result in an increase in the existing development footprint or a change in the nature of the use and operation of the existing site.

- (g) *The modification will be consistent with the spirit and intent of the Master Plan.*

The proposed use is a permitted use in the underlying Zoning District and consistent with the Master Plan.

We trust this information is sufficient for your needs at this time and look forward to discussing this request further with the Planning Board. Should you have any questions or require additional information, please do not hesitate to contact us at (508) 480-9900.

Sincerely,
BOHLER, LLC



Matthew Bombaci