

May 5, 2025

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

Attention: Joseph Feole, Chair

**Re: Project Narrative
Application for Site Plan Review
BJ's Wholesale Club Retail Development
92 Cluff Crossing, Salem, NH – Map 117, Lot 7880**

Dear Members of the Board:

On behalf of the Applicant, BJ's Wholesale Club, Inc., please find the enclosed Application for Site Plan Review for a proposed BJ's Wholesale Club located at 92 Cluff Crossing Road. The proposed project includes razing a portion of an existing retail space at Rockingham Plaza and constructing a 110,000± BJ's Wholesale Club retail facility with associated site improvements. The Applicant respectfully requests to be on the agenda with the Salem Planning Board at their May 27, 2025 hearing for Site Plan Review. In support of this application, the following documents are enclosed with this letter:

- Six (6) copies of the Project Narrative, prepared by Bohler, dated May 5, 2025;
- Six (6) copies of the Application for Site Plan Review, dated April 29, 2025;
- Six (6) copies of the Site Plan Review Checklist;
- Six (6) copies of the Conditional Use Permit Request to Modify Parking Requirements, prepared by Bohler, dated May 5, 2025;
- Six (6) copies of the Conditional Use Permit Request Letter to Modify Wall Signage Requirements, prepared by Bohler, dated May 5, 2025;
- Six (6) full size (22"x34") copies and one (1) reduced size (11"x17") copy of the Proposed Site Plan Documents, prepared by Bohler, dated May 5, 2025;
- Six (6) full size (22"x34") copies and one (1) reduced size (11"x17") copy of the Building Floor Plans;
- Six (6) full size (22"x34") copies and one (1) reduced size (11"x17") copy of the Building Elevations, prepared by Core States, dated April 21, 2025;
- Six (6) copies of the Stormwater Analysis, prepared by Bohler, dated May 5, 2025;

- Six (6) copies of the Traffic Assessment, prepared by Chappell Engineering Associates, dated March 26, 2025;
- Six (6) copies of the Anticipated Water Demand Letter, prepared by Bohler, dated May 5, 2025;
- Six (6) copies of the Abutter's & Mailing Addresses w/ Labels, dated May 5, 2025;
- Application Fee Check in the Amount of \$5,275.00.

The site contains approximately 38.48± acres of land and is denoted as Lot 7880 on Assessor's Map 117. The site is currently developed with the existing Rockingham Plaza shopping center development, consisting of approximately 353,800± square feet of commercial floor space, parking and driveway facility, and associated site improvements. The parking area currently consists of approximately 1,794± parking spaces, 1,667± of which are currently striped with an additional approximately 127± spaces currently unstriped spaces to the rear of the plaza. The site is bordered to the north by Route 38 with the "Tuscan Village" retail shopping plaza located on the opposite side of the road, to the east by Route 28 with retail uses located on the opposite side of the road, to the south by Cluff Crossing Road with "Salem Crossing" and "Brook Village West" multi-family residential developments location on the opposite side of the road, and to the west by residences "Lancelot Court Condominiums" and wetland areas including Policy Brook. The site is located within the Commercial / Industrial District, Subdistrict C (CI-C).

The project proposes to remove a portion of the existing shopping plaza currently containing "TJ Maxx", "Bob's Store", and "Planet Fitness" and construct a new BJ's Wholesale Club in place of same. The project proposes to remove approximately 111,000± square feet of the existing shopping plaza floor space. The proposed BJ's Wholesale Club has a building footprint of approximately 110,000± square feet that includes a Tire Center and Breezeway at the front of the building, with an additional 2,204± square foot mezzanine within the building. The proposed 'Retail Store' use is permitted-by-right in the Commercial / Industrial District, Subdistrict C (CI-C).

Improvements associated with the proposed BJ's Wholesale Club development include adjustments to the parking and drive aisles at the front of the retail plaza to accommodate the new building footprint. The project proposes to provide accessible parking spaces in accordance with the Americans with Disabilities Act (ADA) requirements for the proposed BJ's Wholesale Club use and also for the uses proximate to same. Eight parking spaces are proposed to be designated for Curbside Pickup and for BJ's Wholesale Club members with infants. Twelve (12) cart corrals are proposed throughout the parking area for collection of shopping carriages. A propane refill area and associated parking spaces are proposed within the parking area, with the propane tank proposed to be underground.

Parking:

Overall, the proposed site improvements results in an overall parking space total count of 1,733± parking spaces, 1,606± of which are currently striped with an additional 127± currently unstriped spaces located to the rear of the building. Overall, the project proposes to reduce the

number of parking spaces on-site by approximately sixty-one (61±) spaces. maMinimum parking calculations based upon the current Zoning Ordinance are included on Sheet C-301 of the Site Development Plans which calculate the parking requirements based upon each individual use within the plaza. The plaza is calculated to require approximately 1,780± parking spaces under the Zoning Ordinance, sixty-seven (67) more than the current parking supply. A Conditional Use Permit has been requested to modify the minimum parking requirements. As further noted within the Conditional Use Permit request letter, based upon available Institute of Transportation Engineers (ITE) parking demand data, the proposed parking supply is anticipated to be sufficient to serve the existing and proposed uses.

Site Access:

The site is currently accessed via two (2) full access driveways onto Cluff Crossing Road at the south of the subject site, including one (1) signalized intersection, with no change in site access proposed. The enclosed Traffic Assessment has been prepared for the proposed development in support of the application. As further detailed within the Traffic Assessment, minimal traffic impact is expected on the surrounding transportation system as a result of the proposed project. The proposed BJ's Wholesale Club development is expected to result in less traffic generation during the weekday AM and Saturday midday peak hours, with only minor increases projected during the weekday PM peak hour (below 100 new vehicle-trips per hour during a peak hour period). Please see the enclosed Traffic Assessment for additional information.

Landscaping:

The project proposes to replace/construct new interior landscape islands within the limits of parking area to be disturbed. Shade trees and other supplemental landscape plantings are proposed within the proposed interior landscape islands. Landscape plantings and evergreen shrubs are proposed at the perimeter of the proposed propane area. Additionally, new landscape areas are proposed within the sidewalk along the building façade. Overall, the project results in a minor increase of total landscaped area on the subject site.

Signage:

No freestanding signs are proposed and the existing pylon sign is proposed to be utilized for the proposed use. Three (3) existing wall signs are proposed to be removed as part of the project which currently advertise Bob's Stores, TJ Maxx, and Planet Fitness. A total of three (3) new wall signs are proposed for the BJ's Wholesale Club – a sign over the proposed building entrance/breezeway, a sign on the southern façade of the proposed building, and a propane and tire center sign at the proposed tire center. The three (3) proposed wall signs have a total area of approximately 572± square feet and a Conditional Permit Request is enclosed from the wall signage area requirements (100 square feet maximum) and the number of signs (1 sign per business). As further detailed within the Conditional Permit Request Letter, the proposed signage is based upon the mass of the building and its setback distance from South Broadway (NH Route 28). Additional proposed signage information is included on Sheet C-904 of the Site Development Plans.

Stormwater:

As the project proposes to disturb more than 100,000 square feet of total land area, an Alteration of Terrain Application will be filed with the New Hampshire Department of Environmental Services (NHDES) concurrently with the Town of Salem Site Plan Review process. The project proposes to reduce total on-site impervious area and, accordingly, is calculated to result in a net decrease in peak rates of runoff and volume of runoff from the subject site. Per initial discussions with NHDES staff, the project proposes full treatment of a portion of the redevelopment area to meet State stormwater standards, representing an improvement to stormwater treatment at the subject site compared to existing conditions. Review of stormwater at the subject site via the NHDES Alteration of Terrain Application process will be completed prior to construction of the subject project.

Utilities:

Utility connections for the BJ's Wholesale Club development are proposed to be made to the existing utility infrastructure within the subject parcel. Sewer services are proposed to connect to the existing sewer infrastructure at the front of the building, which collects sewer generated from the plaza and connects to a sewer manhole to the southeast of the site within Cluff Crossing Road near the intersection with South Broadway. Water and fire protection services are proposed to connect at the rear of the building to the existing main which loops the entirety of the plaza. Gas, electric, and communications services are proposed to connect to the existing infrastructure at the rear of the building.

Loading/Operations:

A separate loading area for BJ's Wholesale Club is proposed at the rear of the building. A truck well containing three (3) loading spaces are proposed along with a fourth at-grade loading door are proposed. Loading operations are proposed to be similar to existing operations and are not anticipated to impact overall operations and circulation through the site. A trash compactor is proposed at the rear of the building for the collection of solid waste, a contract for the removal of solid waste will be secured by the Applicant.

Lighting / Photometrics:

A photometric plan has been prepared and is included within the enclosed Site Development Plans. All lighting is proposed to be high-efficiency LED fixtures. Horizontal illumination levels as a result of the proposed light poles within the parking area and at adjacent roadways/properties are calculated to meet the requirements of the Town of Salem Site Plan Review Regulations.

Noise:

The proposed BJ's Wholesale Club retail use is consistent with existing uses that current exist on-site and that are located along the Route 28 corridor. Accordingly, the project is not anticipated to represent a noise nuisance to the surrounding area.



Hazardous Materials:

No storage or processing of significant quantities of hazardous materials are anticipated to occur as a result of the proposed BJ's Wholesale Club retail use.

Erosion Control:

Erosion and sediment control measures will be implemented prior to earth disturbance and will be maintained until the site is stabilized. Prior to construction, a Stormwater Pollution Prevention Plan (SWPPP) will be prepared that further outlines construction period erosion and sediment control measures, and a Construction General Permit will be filed with the Environmental Protection Agency (EPA) relative to same.

We appreciate the opportunity to work with the Town of Salem and look forward to discussing the project further with the Planning Board. Please do not hesitate to contact us at (508) 480-900 should you have any questions or wish to discuss further.

Sincerely,

BOHLER, LLC

Matthew Bombaci