

Land Use: 822

Strip Retail Plaza (<40k)

Description

A strip retail plaza is an integrated group of commercial establishments planned, developed, owned, and managed as a unit. Each study site in this land use has less than 40,000 square feet of gross leasable area (GLA). Because a strip retail plaza is open-air, its GLA is the same as the gross floor area of the building.

The 40,000-square-foot GLA threshold between strip retail plaza and shopping plaza (Land Use 821) was selected based on an examination of the overall shopping center/plaza database. All shopping plazas in the database with a supermarket as their anchor are larger than 40,000 square feet GLA.

Additional Data

The sites were surveyed in the 1990s, the 2000s, the 2010s, and the 2020s in Delaware, Florida, New Jersey, Ontario (CAN), Pennsylvania, South Dakota, Vermont, and Wisconsin.

Users should exercise caution when applying statistics during the AM peak periods, as the sites contained in the database for this land use may or may not contain retail that would generate significant trips during this period (for example, a coffee/donut shop).

Source Numbers

358, 428, 437, 507, 728, 936, 960, 961, 1009, 1219

Strip Retail Plaza (<40k) (822)

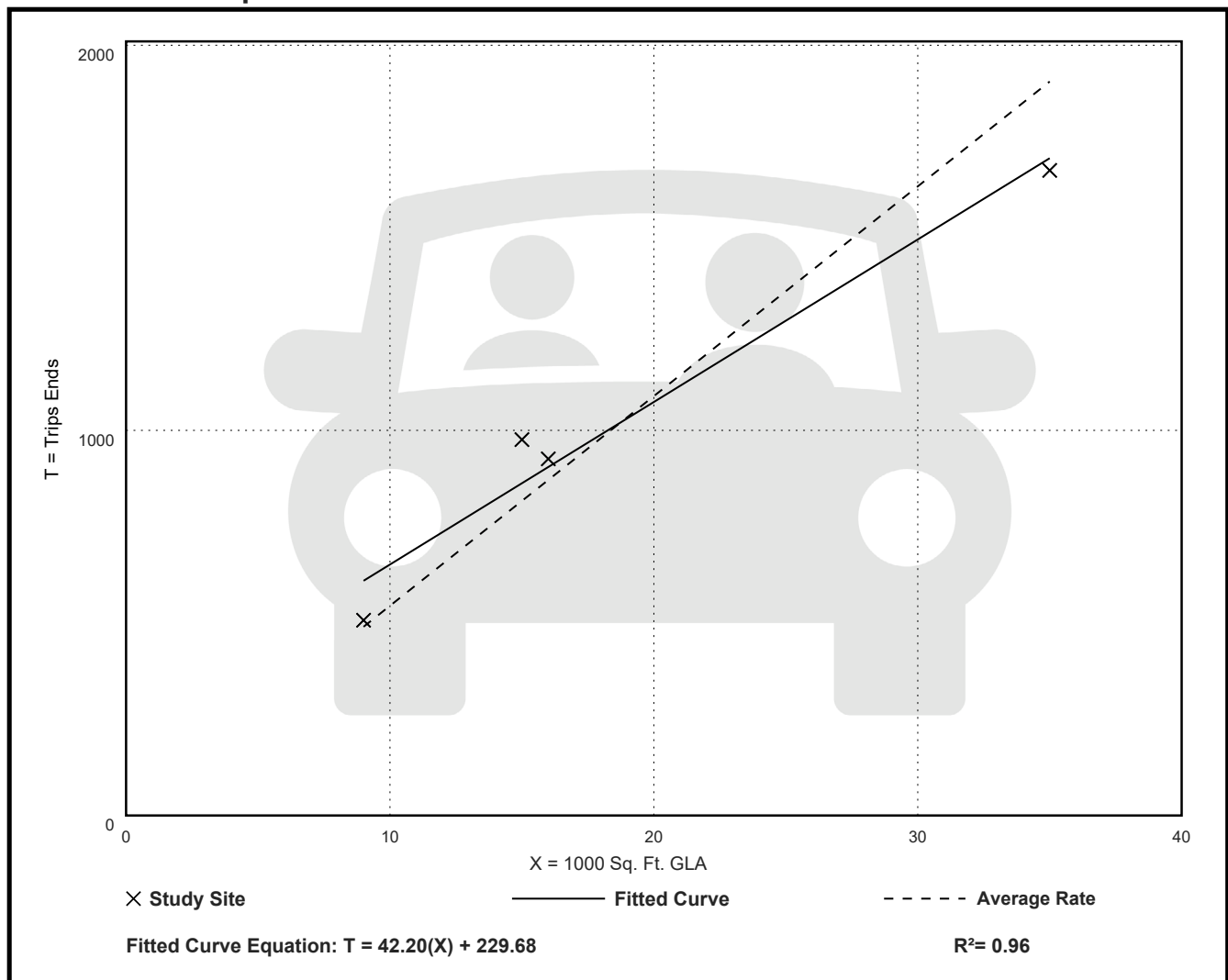
Vehicle Trip Ends vs: 1000 Sq. Ft. GLA
On a: **Weekday**

Setting/Location: General Urban/Suburban
Number of Studies: 4
Avg. 1000 Sq. Ft. GLA: 19
Directional Distribution: 50% entering, 50% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GLA

Average Rate	Range of Rates	Standard Deviation
54.45	47.86 - 65.07	7.81

Data Plot and Equation



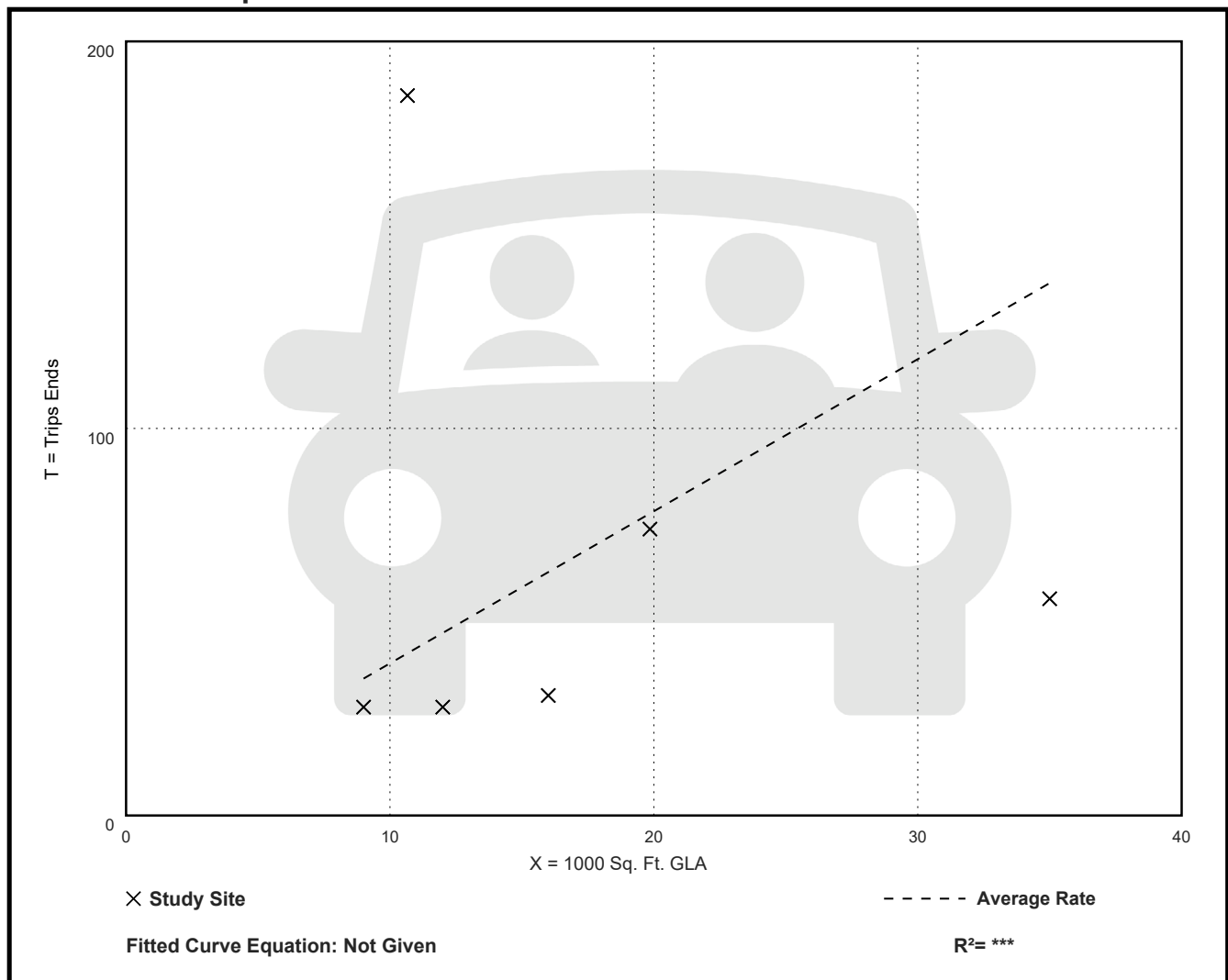
Strip Retail Plaza (<40k) (822)

Vehicle Trip Ends vs: 1000 Sq. Ft. GLA
On a: Weekday,
Peak Hour of Adjacent Street Traffic,
One Hour Between 7 and 9 a.m.
Setting/Location: General Urban/Suburban
 Number of Studies: 6
 Avg. 1000 Sq. Ft. GLA: 17
 Directional Distribution: 55% entering, 45% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GLA

Average Rate	Range of Rates	Standard Deviation
3.93	1.60 - 17.44	5.12

Data Plot and Equation



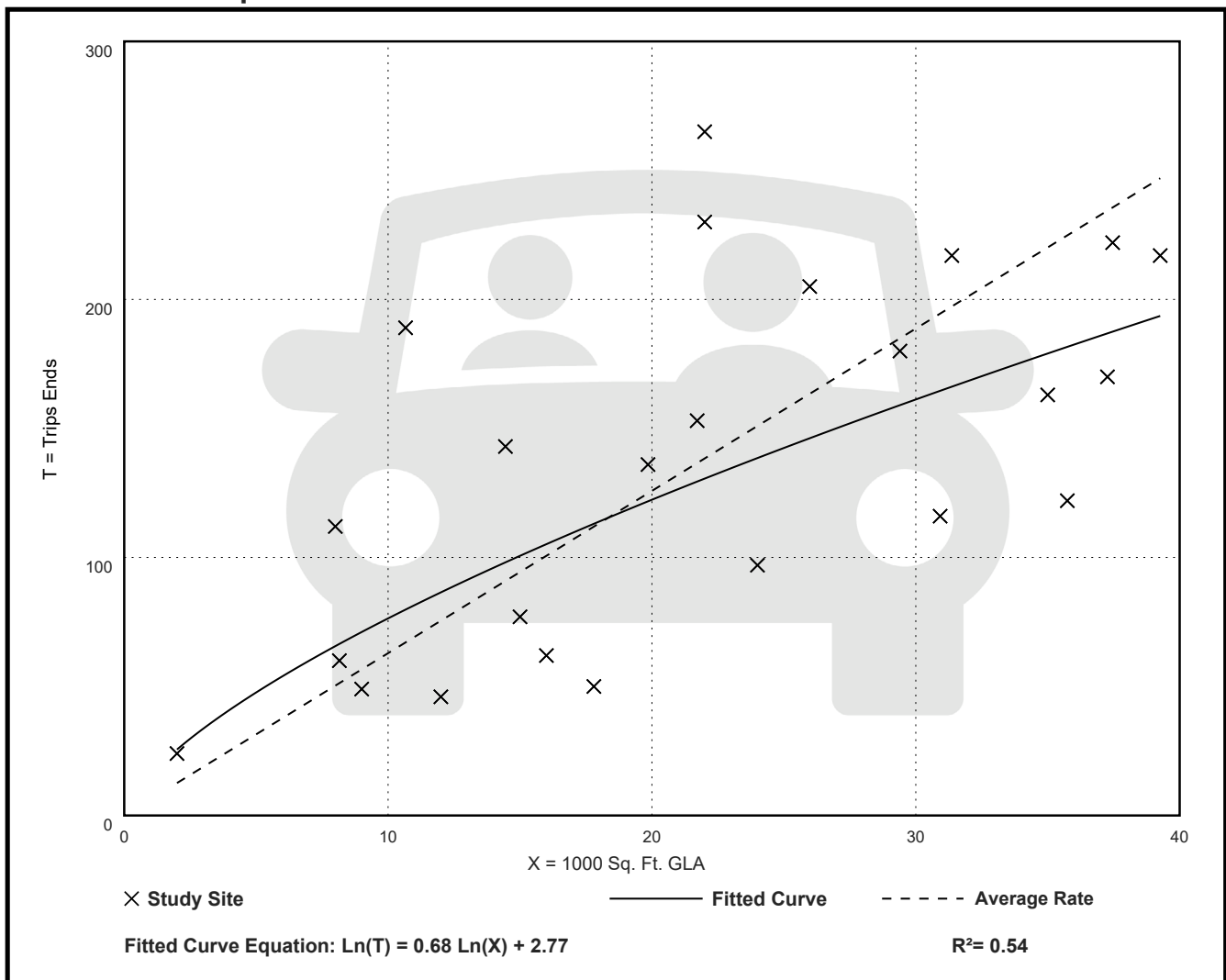
Strip Retail Plaza (<40k) (822)

Vehicle Trip Ends vs: 1000 Sq. Ft. GLA
On a: Weekday,
Peak Hour of Adjacent Street Traffic,
One Hour Between 4 and 6 p.m.
Setting/Location: General Urban/Suburban
 Number of Studies: 24
 Avg. 1000 Sq. Ft. GLA: 22
 Directional Distribution: 50% entering, 50% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GLA

Average Rate	Range of Rates	Standard Deviation
6.29	2.81 - 17.72	3.02

Data Plot and Equation



Strip Retail Plaza (<40k) (822)

Vehicle Trip Ends vs: 1000 Sq. Ft. GLA
On a: Weekday,
PM Peak Hour of Generator

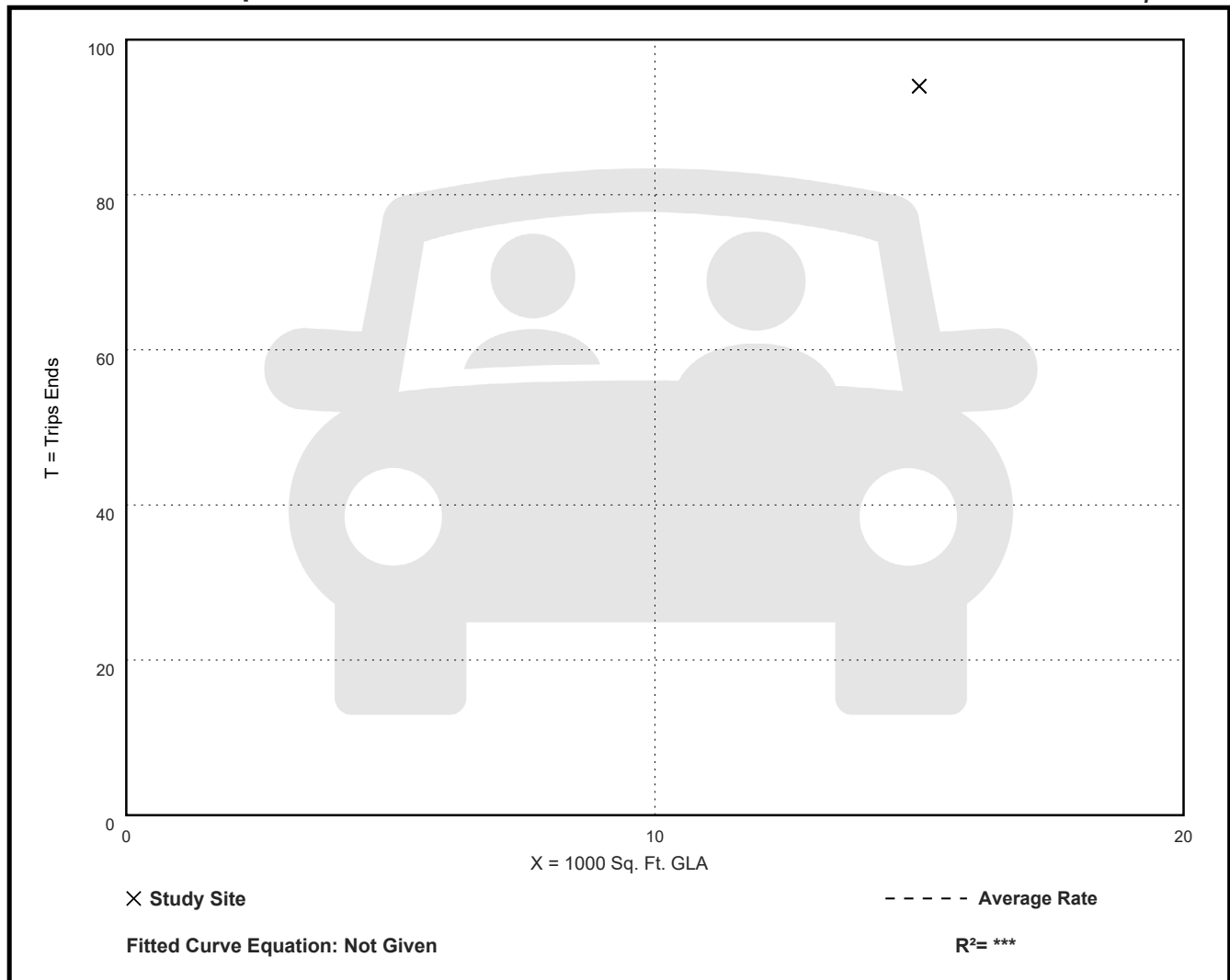
Setting/Location: General Urban/Suburban
 Number of Studies: 1
 Avg. 1000 Sq. Ft. GLA: 15
 Directional Distribution: 56% entering, 44% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GLA

Average Rate	Range of Rates	Standard Deviation
6.27	6.27 - 6.27	***

Data Plot and Equation

Caution – Small Sample Size



Strip Retail Plaza (<40k) (822)

Vehicle Trip Ends vs: 1000 Sq. Ft. GLA

On a: Saturday, Peak Hour of Generator

Setting/Location: General Urban/Suburban

Number of Studies: 14

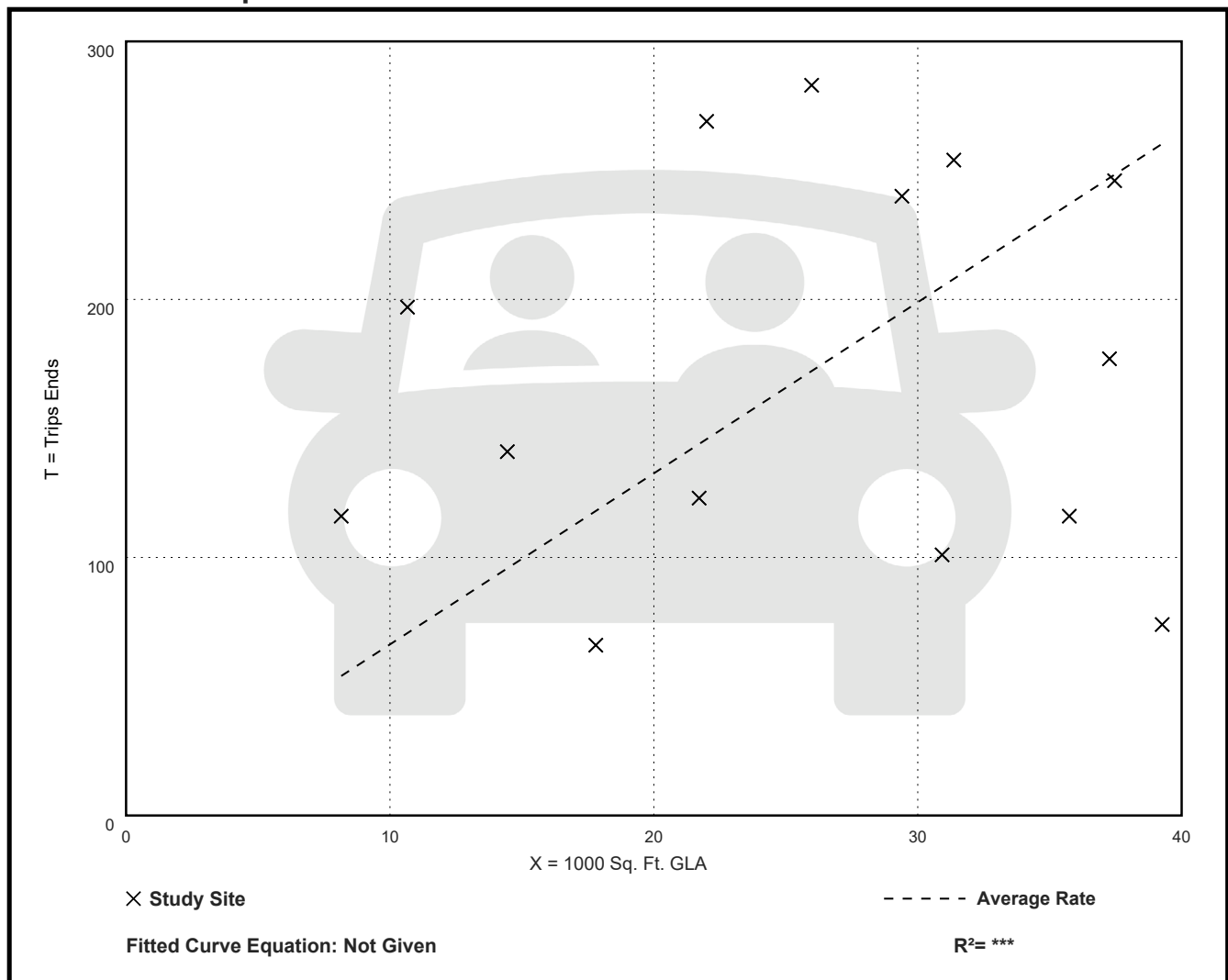
Avg. 1000 Sq. Ft. GLA: 26

Directional Distribution: 51% entering, 49% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GLA

Average Rate	Range of Rates	Standard Deviation
6.63	1.88 - 18.48	3.99

Data Plot and Equation



Strip Retail Plaza (<40k) (822)

Vehicle Trip Ends vs: 1000 Sq. Ft. GLA

On a: Saturday, Peak Hour of Generator

Setting/Location: Rural

Number of Studies: 1

Avg. 1000 Sq. Ft. GLA: 6

Directional Distribution: 48% entering, 52% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GLA

Average Rate	Range of Rates	Standard Deviation
26.29	26.29 - 26.29	***

Data Plot and Equation

Caution – Small Sample Size

