



MEMORANDUM

Received
July 3, 2024
RZ-24-0007 &
SUP-24-0002
Planning & Zoning

To: John Kelley, *Toro Development*

From: Harrison Forder, P.E., *Kimley-Horn and Associates, Inc.*
John D. Walker, P.E., PTOE, *Kimley-Horn and Associates, Inc.*

Date: July 1, 2024

RE: ***Medley, City of Johns Creek, GA – Trip Generation Memorandum***

Kimley-Horn is pleased to provide this memorandum regarding the trip generation for the proposed *Medley* development. A transportation analysis by Kimley-Horn was prepared for the same site in November 2022 (*Johns Creek Mixed-Use Development DRI #3742*). At that time, the project went through a Development of Regional Impact (DRI) review with the Atlanta Regional Commission (ARC) and the Georgia Regional Transportation Authority (GRTA). The ARC Final Report was issued on October 20, 2022, and the GRTA Notice of Decision was issued on November 8, 2022.

The purpose of this memorandum is to compare the trip generation differences between the land uses proposed in DRI #3742 and the new proposed land use and density. Out of the total development program, 50,000 SF of retail space previously analyzed has been replaced by a 175 room hotel with a 5,000 SF restaurant and approximately 8,000 SF of meeting/event space. The existing office building on-site is currently being demolished. The site is located east of Johns Creek Parkway, south of McGinnis Ferry Road, and northwest of Lakefield Drive in the City of Johns Creek, Georgia.

PROJECT OVERVIEW

The site was rezoned in 2022 after completion of the DRI, however the proposed change in land use would require a modification of the approved zoning. **Table 1** below summarizes the original DRI entitlement and the new proposed land uses.

Table 1: 2022 DRI #3742 vs 2024 <i>Medley</i> Proposed Land Uses and Densities			
Land Use	Unit	2022 DRI #3742 Remaining DRI Entitlement	2024 <i>Medley</i> Proposed
Townhomes	DU	150 units	137 units
Multi-Family Housing (Mid-Rise)	DU	750 units	750 units
Hotel	Rooms	-	175 rooms*
Office	SF	110,000 SF	110,000 SF
Retail	SF	140,000 SF	90,000 SF
Restaurant	SF	60,000 SF	65,000 SF

*Per the ITE Trip Generation Manual, the Hotel land use includes conference and meeting space commonly found in hotels. The proposed *Medley* site is anticipated to have approximately 8,000 SF of meeting/event space which is assumed to be incorporated into the 175-room hotel analysis.

Approximately 50,000 SF of retail space included in the DRI #3742 plan has been replaced with 175 hotel rooms and a 5,000 SF restaurant and approximately 8,000 SF of meeting/event space. The purpose of this memorandum is to provide a trip generation comparison between the land uses proposed in DRI #3742 (50,000 SF of retail space) and land uses proposed in the new Medley development (175 hotel rooms, 5,000 SF of restaurant space, and approximately 8,000 SF of meeting/event space).

Access to the proposed *Medley* development is unchanged from the DRI, which includes 3 existing full movement driveways, 1 proposed full movement driveway, and 4 proposed right-in/right-out driveway.

Figure 1 provides a location map. **Figure 2** provides an aerial imagery of the project site.

TRIP GENERATION

Project traffic used in this analysis is defined as the vehicle trips expected to be generated by the development and the distribution and assignment of that traffic through the study roadway network.

Anticipated trip generation for the proposed *Medley* development was calculated using rates and equations contained in the Institute of Transportation Engineers' (ITE) *Trip Generation Manual*, 11th Edition, 2021. Consistent with the DRI analysis, reductions to gross trips are also considered in the analysis, including mixed-use reductions and pass-by reductions based on ITE methodologies, and alternative transportation mode reductions.

Mixed-use reductions occur when a site has a combination of different land uses that interact with one another. For example, people living in a residential development may walk to the restaurants and retail instead of driving off-site or to the site. This reduces the number of vehicle trips that will be made on the roadway, thus reducing traffic congestion. Mixed-use reductions were considered for interaction between the residential and retail uses on site.

Alternative modes reductions are taken when a site can be accessed by modes other than vehicles (walking, bicycling, transit, etc.). Alternative mode reductions were taken consistent with the GRTA Letter of Understanding for DRI#3742.

Pass-by reductions are taken for a site when traffic normally traveling along a roadway may choose to visit a retail or restaurant establishment that is along the vehicle's path. These trips were already on the road and would therefore only be new trips on the driveways.

The density and the project trip generation comparison for the approved DRI land uses and the new proposed land use are summarized in **Table 2**.

Table 2: Gross Trip Generation											
Land Use	ITE Code	Density	Daily Traffic			AM Peak			PM Peak Hour		
			Total	Enter	Exit	Total	Enter	Exit	Total	Enter	Exit
DRI#3742 Proposed Land Uses (November 2022)											
Single-Family Attached Housing	215	150 units	1,092	546	546	72	22	50	86	49	37
Multi-Family Housing (Mid-Rise)	221	750 units	3,532	1,766	1,766	318	73	245	293	179	114
General Office Building	710	110,000 SF	1,260	630	630	182	160	22	180	31	149
Shopping Center (40K-150K)	821	140,000 SF	9,452	4,726	4,726	242	150	92	727	356	371
Restaurant	932	60,000 SF	6,432	3,216	3,216	574	316	258	543	331	212
<i>Mixed-Use Reductions</i>			-3,452	-1,726	-1,726	-292	-146	146	-878	-439	-439
<i>Alternative Mode Reductions (5%)</i>			-914	-457	-457	-54	-28	-26	-49	-26	-23
<i>Pass-by Reductions</i>			-5,068	-2,534	-2,534	-0	-0	-0	-236	-118	-118
Net New Trips			12,334	6,167	6,167	1,042	547	495	666	363	303
New Proposed Development (June 2024)											
Single-Family Attached Housing	215	137 units	994	497	497	66	20	46	78	44	34
Multi-Family Housing (Mid-Rise)	221	750 units	3,532	1,766	1,766	318	73	245	293	179	114
Hotel*	310	175 rooms	1,474	737	737	80	45	35	102	52	50
General Office Building	710	110,000 SF	1,260	630	630	182	160	22	180	31	149
Shopping Center (40K-150K)	821	90,000 SF	6,076	3,038	3,038	156	97	59	467	229	238
Restaurant	932	65,000 SF	6,968	3,484	3,484	622	342	280	588	359	229
<i>Mixed-Use Reductions</i>			-3,408	-1,704	-1,704	-302	-151	-151	-824	-412	-412
<i>Alternative Mode Reductions</i>			-844	-422	-422	-55	-29	-26	-45	-24	-20
<i>Pass-by Reductions</i>			-4,178	-2,089	-2,089	0	0	0	-187	-94	-94
Net New Trips			11,874	5,937	5,937	1,067	557	510	652	364	288
<i>Difference in Net Project Trips</i>			-460	-230	-230	+25	+10	+15	-14	+1	-15
<i>% Difference in Net Project Trips</i>			-4%	-4%	-4%	+2%	+2%	+3%	-2%	0%	-5%

*Per the ITE Trip Generation Manual, the Hotel use includes conference and meeting space commonly found in hotels. The proposed Medley site is anticipated to have approximately 8,000 SF of meeting/event space which is assumed to be incorporated into the 175-room hotel analysis.

Based on the trip generation shown in **Table 2**, the new proposed *Medley* development density is projected to generate approximately 11,874 net new daily trips (5,937 in; 5,937 out), 1,067 net new AM peak hour trips, and 652 net new PM peak hour trips. The development is projected to generate approximately 460 fewer total daily trips, 25 more AM peak hour trips, and 14 fewer PM peak hour trips than the land use densities proposed in DRI #3742. The proposed *Medley* development will generate approximately 4% less gross daily trips and within 2% of the AM and PM peak hour traffic compared to land use densities proposed in DRI #3742.

SUMMARY

This memorandum compares the site access and trip generation for the *Johns Creek Mixed Use Development DRI #3742* (November 2022) and the currently proposed *Medley* development on the same site. Since the DRI, the development program has changed and 50,000 SF of retail space has been replaced with a 175-room hotel, 5,000 SF of restaurant space, and approximately 8,000 SF of meeting/event space. The access points remain unchanged from DRI #3742.

Based on the trip generation, the *Medley* development (175 hotel rooms, 5,000 SF of restaurant, and approximately 8,000 SF of meeting/event space) is expected to generate approximately 460 fewer net new daily trips (230 in; 230 out), 25 more net new AM peak hour trips, and 14 fewer net new PM peak hour trips than land use densities analyzed in the DRI #3742. No changes to the conditions outlined in the GRTA Notice of Decision are proposed.

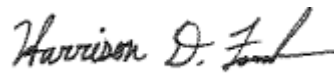
We hope this information is helpful. Please contact us if you have any questions.

Sincerely,

KIMLEY-HORN AND ASSOCIATES, INC.



John D. Walker, P.E., PTOE
Senior Vice President



Harrison Forder, P.E.
Project Engineer

Attachments:

- Figure 1: Site Location Map
- Figure 2: Site Aerial
- Trip Generation Analysis
- Johns Creek Mixed-Use Development DRI #3742 Site Plan (November 2022)
- *Medley* Site Plan (June 2024).

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