



Memorandum

To: Jennifer Losurdo, PE
Genesis Engineering Collaborative

From: Abdul Amer, PE

Date: October 7, 2024

Subject: Trip Generation Memorandum for Proposed Dutch Bros Coffee at Rivermont Station Shopping Center, Johns Creek, Georgia | A&R 24-190

The purpose of this memorandum is to estimate the trip generation that will result from the proposed Dutch Bros Coffee at the existing Buffalo emissions parcel. The proposed development will consist of 950 SF coffee shops with dual drive-through lanes merging into one lane with no indoor seating.

The location of the development is shown in the aerial view image below.



Received
December 3, 2024
RZ-24-0012 & VC-24-0009
Planning & Zoning

METHODOLOGY

Trip generation estimates for the project were based on the rates and equations published in the 11th edition of the Institute of Transportation Engineers (ITE) Trip Generation Manual. This reference contains traffic volume count data collected at similar facilities nationwide. The trip generation referenced is based on the following ITE land use categories: 938 – *Coffee/Donut shop with Drive-Through Window and No Indoor Seating*.

Land Use: 938 – Coffee/Donut Shop with Drive-Through Window and No Indoor Seating: This land use includes any coffee and donut restaurant that has only drive-through window service. A patron cannot walk into the shop and purchase items. The restaurant sells freshly brewed coffee (along with coffee-related accessories) and a variety of food/drink products such as donuts, bagels, breads, muffins, cakes, sandwiches, wraps, salads, and other hot and cold beverages. The restaurant marketing and sales may emphasize coffee beverages over food (or vice versa).

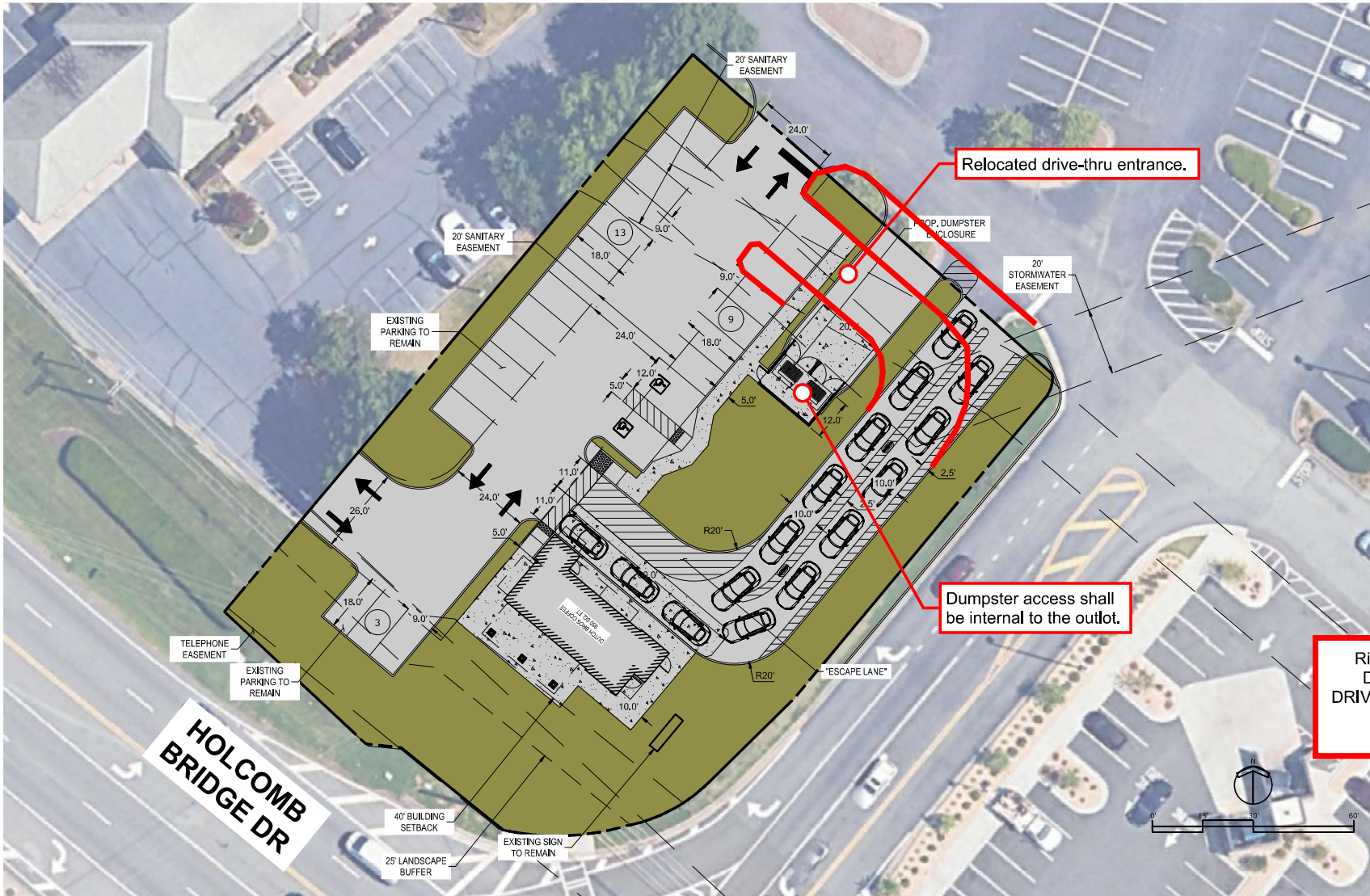
TRIP GENERATION

The results of the trip generation analysis for the proposed development are shown in Table 1, below.

TABLE 1 – TRIP GENERATION FOR PROPOSED DEVELOPMENT								
Land Use	Size	AM Peak Hour			PM Peak Hour			24 Hour
		Enter	Exit	Total	Enter	Exit	Total	Two-Way
ITE 938 – Coffee/Donut Shop with Drive-Through Window and No Indoor Seating	2	40	40	80	15	15	30	358
Total Trips	2	40	40	80	15	15	30	358

Based on trip generation rates published in the ITE Trip Generation Manual, 11th edition, the proposed development will generate 80 new external two-way trips in the AM peak hour, 30 new external two-way trips in the PM peak hour, and 358 new external two-way trips in a 24-hour duration.

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SITE INFORMATION

BUILDING SQ. FT.:	950 S.F.
PARKING STALLS:	25 SPACES
PROTECTED QUEUING:	15 CARS
SITE ACREAGE:	0,70 AC.
SITE SQ. FT.:	30,460 S.F.

DEVELOPER

COMPANY:	DUTCH BROS COFFEE HQ
NAME:	MARK BAKER, DESIGN MANAGER
PHONE:	541-955-4700

DESIGNER

COMPANY:	BOWMAN
NAME:	YESIM YAZGAN, TEAM LEAD
PHONE:	954-314-8480

ARCHITECT

COMPANY:	TBD
NAME:	TBD
PHONE:	TBD

DISCLAIMER

SITE PLAN PREPARED WITHOUT BENEFIT OF TITLE OPINION, DEED RESTRICTION, OR SURVEY. SITE SUBJECT TO CHANGE PENDING ALL STATE AND CITY ORDINANCES OR DEED RESTRICTIONS; BUILDING AND SITE SIGN LOCATION, SQUARE FOOTAGE, AND TYPE SUBJECT TO CHANGE PENDING ALL STATE AND CITY ORDINANCES OR DEED RESTRICTIONS.

Rivermont Shopping Center
 Dutch Bros. Coffee Outlet
DRIVE-THRU ACCESS CHANGE
 GEC 24-220
 09/06/2024



Site Plan With Cars

8465 Holcomb Bridge Rd, Johns Creek, Georgia

02/08/2024

