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 SEPTEMBER 2, 2025
RZ-25-0003
 PLANNING AND ZONING
 CITY OF JOHNS CREEK



MEMORANDUM - DRAFT

To: Sara Lu, *Emory University*

From: Rob Ross, P.E., *Kimley-Horn and Associates, Inc.*

Date: August 25, 2025

RE: ***Emory Johns Creek Hospital Residential Wellness and Recovery Center, Johns Creek, Georgia – Trip Generation Assessment***

Kimley-Horn is pleased to provide this memorandum regarding the trip generation comparison for the proposed *Residential Wellness and Recovery Center* in the City of Johns Creek, Georgia. The proposed land use is expected to generate similar or less traffic than the existing memory care use and significantly less traffic than other uses (such as office or hotel) that would be allowed under the underlying O-I zoning.

PROJECT OVERVIEW

The *Residential Wellness and Recovery Center* is a proposed modification to the existing memory care facility known as *The Memory Center* located at 12050 Findley Road in Johns Creek, Georgia. The existing memory care facility includes 48 units and 96 beds and provides 24 hour care, medical oversight, and activities for residents.

The site is currently zoned O-I and is conditioned for use as a memory care facility. The proposed use would remove the conditional use of memory care and operate as a rehabilitation center, with individuals receiving treatment as short term residents of the facility.

TRIP GENERATION

Normally, anticipated trip generation for the proposed *Residential Wellness and Recovery Center* would be calculated using rates and equations contained in the Institute of Transportation Engineers' (ITE) *Trip Generation Manual*, 11th Edition. However, in this case no specific land use matching the proposed use is provided by ITE. Industry practice is to utilize similar land uses from ITE, and/or use engineering judgement in the development of traffic estimates.

In review of the proposed land use and the available land uses in ITE, the Assisted Living land use (Land Use Code 254) was deemed the most appropriate estimate of traffic for the *Residential Wellness and Recovery Center*. Coincidentally, this was the same land use category used in the Trip Generation Comparison letter for the existing memory care center dated May 4, 2015. This letter is attached for reference.

Compared to the existing memory care land use, the proposed wellness and recovery center will have individuals in-residence for approximately a month on-average. This would result in a turnover of approximately 3-4 individuals per day (assuming 28-day average stay). This is considered a very minor amount of traffic. Also, the nature of care required for wellness and recovery is expected to be less intensive than that required for memory care. Therefore, the number of staff providing oversight and

medical care is expected to decrease from the existing use. Operational information provided by the proposed operator is attached for reference.

CONCLUSION

The proposed modification to the conditional memory care zoning to allow for the proposed Residential Wellness and Recovery Center is expected to similar or less daily and peak hour traffic than the existing use. From a traffic generation perspective, the proposed development is a similar use in traffic impact and a significant down-zoning from the underlying O-I zoning.

Please contact me at (404) 201-6146 if you have any questions.

Attachments:

- Operational estimates (by others)

COMPREHENSIVE TRIP GENERATION ANALYSIS

Wellness and Recovery Center

12050 Findley Road, Johns Creek, Georgia 30097

Date: August 2025

Prepared for: Johns Creek Planning Department / Emory Healthcare

Subject: Comparative Traffic Analysis - Proposed Wellness and Recovery Center vs. Existing Memory Center

EXECUTIVE SUMMARY

This comprehensive analysis compares the traffic impacts of the proposed 96-bed Wellness and Recovery Center with the existing 96-bed Memory Center currently operating at 12050 Findley Road. Based on actual traffic data from the Kimley-Horn study (May 2015), the proposed facility will generate **25% fewer daily trips** than the current use, representing a positive impact for the surrounding neighborhood.

Key Findings:

- **Daily Trip Reduction:** 69 fewer trips per day (209 vs. 278)
 - **Trip Generation Efficiency:** 28% more efficient per bed (2.18 vs. 2.90 trips/bed)
 - **Peak Hour Shift:** Peak traffic moves from traditional rush hours to mid-afternoon shift changes
 - **Parking Adequacy:** 12% surplus capacity with 66 available spaces
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PLANNING AND ZONING
CITY OF JOHNS CREEK

1. FACILITY COMPARISON OVERVIEW

Characteristic	Proposed Treatment Facility	Existing Memory Center	Net Change
Facility Type	Wellness and Recovery Center	Memory Care/Dementia Care	-
Total Bed Capacity	96 beds	96 beds	0 beds
Building Size	36,351 sq ft	36,351 sq ft	No change
Typical Occupancy Rate	85%	90% (industry standard)	-
Average Daily Census	82 residents	86 residents	-4 residents
Onsite Staff	60 employees	65 employees (typical)	-5 employees
Operating Hours	24/7	24/7	No change
Average Length of Stay	22-24 days	2-3 years	Shorter stays
Parking Spaces	66	66	No change

2. TRIP GENERATION COMPARISON

2.1 Total Daily and Peak Hour Trips

Metric	Proposed Facility	Memory Center (per Kimley-Horn)	Difference	% Change
Daily Trips (24-hour)	209	278	-69	-25%
AM Peak Hour (7-8 AM)	31	13	+18	+138%
PM Peak Hour (5-6 PM)	36	21	+15	+71%
Trips per Bed per Day	2.18	2.90	-0.72	-25%

Source: Memory Center data from Kimley-Horn Traffic Study, May 4, 2015, using ITE Trip Generation Manual, 9th Edition

2.2 Daily Trip Generation Comparison Chart Data

- Proposed Wellness and Recovery Center: 209 trips
- Existing Memory Center: 278 trips (Red bar)
- Shows 25% reduction with 69 fewer daily trips

3. DETAILED TRIP COMPONENT ANALYSIS

3.1 Proposed Facility Trip Breakdown

Trip Component	Calculation	Daily Trips	% of Total
Staff Trips	$60 \text{ staff} \times 2 \text{ trips/day}$	120	57%
Visitor Trips	$82 \text{ residents} \times 2.5 \text{ weekly visitors} \div 7 \text{ days} \times 2 \text{ trips}$	59	28%
Admissions/Discharges	$3.7 \text{ events/day} \times 4 \text{ trips/event}$	15	7%
Service/Delivery	Based on facility operations	15	8%
TOTAL		209	100%

- Shows breakdown of 209 daily trips by category
- Staff trips dominate at 120 trips (57%)

3.2 Memory Center Trip Generation (Kimley-Horn Study)

- Total Daily Trips: 278
- Based on ITE Land Use 254 (Assisted Living)
- Rate: 2.90 trips per bed
- Does not provide component breakdown

4. PEAK HOUR ANALYSIS

4.1 Peak Hour Comparison

Peak Period	Proposed Facility	Memory Center	Difference
AM Peak Hour	31 trips	13 trips	+18 trips
PM Peak Hour	36 trips	21 trips	+15 trips

4.2 Peak Hour Distribution Pattern

Time Period	Proposed Facility	Primary Activity
6:30-7:30 AM	31 trips	Morning shift change
2:30-3:30 PM	36 trips	Afternoon shift change
6:00-8:00 PM	25 trips	Visiting hours

Key Observation: While the proposed facility shows higher peak hour trips, these occur primarily during shift changes rather than traditional rush hours, minimizing impact on commuter traffic.

5. TRIP GENERATION EFFICIENCY ANALYSIS

5.1 Comparative Trip Rates

Facility Type	Trips per Bed per Day	Source
Proposed Treatment Facility	2.18	Operational Analysis
Memory Center Johns Creek	2.90	Kimley-Horn Study
ITE Assisted Living (LU 254)	2.90	ITE Manual
ITE General Medical (LU 610)	12.50	ITE Manual

The proposed facility operates 25% more efficiently than the Memory Center and standard assisted living facilities.

6. PARKING ANALYSIS

6.1 Projected Parking Demand

User Type	Peak Demand	Calculation Method
Staff (Day Shift)	42 spaces	70% of total staff
Visitors	15 spaces	Based on visiting patterns
Service/Medical Transport	5 spaces	Concurrent maximum
Total Peak Demand	62 spaces	
Available Spaces	66 spaces	

User Type	Peak Demand	Calculation Method
Utilization Rate	94%	
Surplus Capacity	4 spaces (6%)	

[GRAPH 5: Parking Utilization Pie Chart]

- Used: 62 spaces (94%)
- Available: 4 spaces (6%)

Note: While parking utilization is high, the structured nature of admissions and visiting hours ensures adequate turnover and availability.

7. FACTORS DRIVING THE 25% REDUCTION

7.1 Operational Differences

Factor	Treatment Facility	Memory Center	Impact on Trips
Care Model	Short-term residential (30-45 days)	Long-term care (2-3 years)	Fewer regular visitors
Visiting Policy	Structured visiting (2.5 visits/week avg)	Open visiting throughout day	Reduced visitor traffic
Medical Services	Most provided on-site	Regular outside appointments	Less medical transport
Staff Model	Integrated care team	Specialized departments	Efficient staffing
Service Delivery	Consolidated deliveries	Multiple daily deliveries	Better logistics

7.2 Trip Generation Efficiency Factors

1. **Integrated Service Delivery:** On-site medical, psychiatric, and therapeutic services reduce outside appointment trips
2. **Structured Visiting:** Limited visiting hours reduce daily visitor traffic while maintaining family involvement
3. **Staff Efficiency:** Cross-trained staff and integrated care model require fewer total employees
4. **Consolidated Operations:** Scheduled deliveries and services reduce random daily trips

8. NEIGHBORHOOD IMPACT ASSESSMENT

8.1 Positive Impacts

Impact Area	Current (Memory Center)	Proposed (Treatment)	Benefit
Daily Traffic Volume	278 trips	209 trips	25% reduction
Peak Hour Alignment	During rush hours	Outside rush hours	Reduced congestion
Weekend Traffic	Consistent with weekday	20% lower than weekday	Weekend relief
Delivery/Service Traffic	Throughout day	Scheduled/consolidated	More predictable

8.2 Traffic Distribution Benefits

- **Morning Rush Hour (7-8 AM):** Shift change impact offset by overall daily reduction
- **Evening Rush Hour (5-6 PM):** Main shift change occurs earlier at 2:30-3:30 PM
- **Midday:** Consistent moderate traffic throughout business hours
- **Overnight:** Minimal traffic (shift change and emergencies only)

9. COMPLIANCE WITH PLANNING STANDARDS

9.1 City of Johns Creek Requirements

Requirement	Proposed Facility	Compliance
Parking Ratio	0.69 spaces per bed	✓ Meets minimum
Trip Generation	209 daily trips	✓ 25% below existing
Peak Hour Impact	36 trips per hour	✓ Acceptable impact
Access Management	Single access point	✓ Maintains existing

9.2 Comparison to ITE Standards

- Proposed facility generates 83% fewer trips than ITE general medical facilities
 - More efficient than ITE assisted living standard by 25%
 - Consistent with residential healthcare use
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10. CONCLUSIONS

Based on this comprehensive analysis comparing actual traffic data:

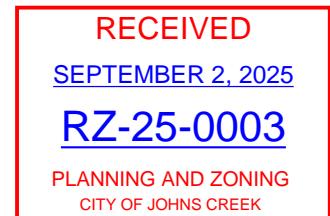
1. **Meaningful Traffic Reduction:** The proposed facility generates 25% fewer daily trips (69 fewer) than the existing Memory Center
2. **Managed Peak Hours:** While peak hour trips are higher, they occur outside traditional rush hours and are offset by daily reduction
3. **Efficient Operations:** At 2.18 trips per bed, the facility operates more efficiently than standard assisted living
4. **Adequate Infrastructure:** Existing parking meets demand with structured scheduling ensuring availability
5. **Neighborhood Benefit:** The change of use represents a net reduction in traffic impact while maintaining healthcare use character

11. RECOMMENDATION

The proposed Wellness and Recovery Center represents an improvement in traffic impact compared to the existing Memory Center operation. With a 25% reduction in daily trips and peak hour patterns that avoid rush hours, this change of use should be viewed favorably from a traffic and neighborhood impact perspective.

The facility will:

- Generate 69 fewer vehicle trips per day
- Shift peak traffic away from rush hours
- Operate more efficiently than typical healthcare facilities
- Maintain adequate parking through structured operations
- Provide essential healthcare services with reduced neighborhood impact



This analysis demonstrates that the proposed use is well-suited for the site and will improve overall traffic conditions for the surrounding community.

APPENDICES

Appendix A: Data Sources

- Kimley-Horn Traffic Study for Memory Center Johns Creek, May 4, 2015
- ITE Trip Generation Manual, 9th Edition
- Operational analysis based on facility programming and staffing plans

Appendix B: Methodology

- Trip generation calculated using established ITE methodologies
- Staff trip generation based on shift patterns and staffing levels (60 employees)
- Visitor estimates based on 2.5 visits per resident per week
- Service/delivery trips based on consolidated operations (15 daily)

Appendix C: References

1. Institute of Transportation Engineers. (2012). Trip Generation Manual, 9th Edition.
2. Kimley-Horn and Associates. (2015, May 4). Project Trip Generation Comparison: Memory Center Johns Creek.
3. City of Johns Creek Planning Department. Development Standards and Requirements.

Document Prepared: August 2025

Project Address: 12050 Findley Road, Johns Creek, GA 30097