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Memorandum

To: Quinn Gadow, Phillips Edison & Company
 From: Abdul Amer, PE, A&R Engineering, Inc.
 Date: March 31, 2021
 Subject: Trip Generation Memorandum for Proposed Restaurant Outbuilding at Rivermont Station in Johns Creek, Georgia | A&R 21-036

The purpose of this memorandum is to estimate the trip generation that will result from the proposed addition of two restaurants in one building in the existing parking lot of Rivermont Station shopping center on Holcomb Bridge Road at Nesbit Ferry Road. The development will consist of two restaurant spaces. Restaurant A will be 2,350 sft fast food restaurant with a drive through and Restaurant B will be 1,400 sft fast casual restaurant.



METHODOLOGY

Trip generation estimates for the project were based on the rates and equations published in the 10th 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 Uses: 934 - *Fast-Food Restaurant with Drive-Through Window and 930 - Fast Casual Restaurant*.

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Land Use: 934 – Fast-Food Restaurant with Drive-Through Window: This type of restaurant is characterized by a large drive-through clientele, long hours of service (some are open for breakfast, all are open for lunch and dinner, some are open late at night or 24 hours a day) and high turnover rates for eat-in customers. These limited service eating establishments do not provide table service. Non-drive-through patrons generally order at a cash register and pay before they eat.

Land Use: 930 – Fast Casual Restaurant: A fast casual restaurant is a sit-down restaurant with no wait staff or table service. Customers typically order off a menu board, pay for food before the food is prepared and seat themselves. The menu generally contains higher quality made to order food items with fewer frozen or processed ingredients than fast food restaurants.

TRIP GENERATION

The results of the 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 934 – Fast-Food Restaurant with Drive-Through Window	2,350 sf	48	46	94	40	37	77	1,107
Pass-by Trips (49%) 50%		-24	-23	-47	-20	-19	-39	-390*
ITE 930 – Fast Casual Restaurant	1,400 sf	2	1	3	11	9	20	441
Pass-by Trips (0%) 44%		0	0	0	-5	-4	-9	-90*
Total Trips (without Reductions)		50	47	97	51	46	97	1,548
New External Trips (with Reductions)		26	24	50	26	23	49	1,068

*24 Hour pass-by trips estimated by considering PM pass-by as 10% of daily volume

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