

5.0 PROPOSED DEVELOPMENT

The Village at Johns Creek’s proposed retail site will be located in the southwest corner of the intersection of McGinnis Ferry Road @ Johns Creek Parkway adjacent to the existing Delta Community Credit Union and will share the Credit Union’s existing two full-access driveways on McGinnis Ferry Road and Johns Creek Parkway. The development will consist of a total of 19,500 square feet of restaurant space and a total of 12,730 square feet of shopping center space. A site plan is shown in Figure 4.

5.1 Trip Generation

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 report. This reference contains traffic volume count data collected at similar facilities nationwide. The trip generation was based on the following ITE Land Uses: 820 – Shopping Center and 931 – Quality Restaurant. Due to the nature of the development, pass-by reductions have been applied per ITE standards. The calculated total trip generation for the proposed development is shown in Table 4.

TABLE 4 – TRIP GENERATION								
Land Use	Size	AM Peak Hour			PM Peak Hour			24 Hour
		Enter	Exit	Total	Enter	Exit	Total	Two-way
ITE 820 – Shopping Center	12,730 sf	7	5	12	23	26	49	481
Pass-by Trips (0%) 34%		0	0	0	-8	-9	-17	-164*
ITE 931 – Quality Restaurant	19,500 sf	7	7	14	102	50	152	1,635
Pass-by Trips (0%) 44%		0	0	0	-45	-22	-67	-670*
Total Trips (without Reductions)		14	12	26	125	76	201	2,116
New External Trips (with Reductions)		14	12	26	72	45	117	1,282

* Daily pass-by reduction estimated to be least of the applied PM peak hour pass-by rate or ten times the PM pass-by volume

5.2 Trip Distribution

The trip distribution describes how traffic arrives and departs from the site. An overall trip distribution was developed for the site based on a review of the existing travel patterns in the area and the locations of major roadways and highways that will serve the development. The site-generated peak hour traffic volumes, shown in Table 4, were assigned to the study area intersections based on this distribution. The outer-leg distribution and AM and PM peak hour new traffic generated by the site are shown in Figure 5. Pass-by volumes have also been distributed based on existing travel patterns and are shown in Figure 6.

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