

July 29, 2026

Mr. Robbie Schwartz
Planning and Development Director
City of Loganville
4303 Lawrenceville Road
Loganville, GA 30052

Re: Traffic Impact Study Review for Sprouts Shopping Center
Traffic Study Review No. 1
K&W Project No. 261251.00

Dear Mr. Schwartz:

As requested, Keck & Wood has reviewed the provided traffic impact study for the proposed Sprouts Shopping Center Project. Review comments are separated into sections below by subject. Our comments are as follows:

Executive Summary

1. According to the Gwinnett County GIS Land and Property Map, the north leg of Oak Grove Road is classified as a Major Collector.
2. Based on how trips distributions are assigned in the study, the following additional intersections may need to be analyzed:
 - a. US 78 at Brand Road
 - b. US 78 at RaceTrac Driveway
 - c. US 78 at TJ Maxx/Lowe's Driveway (RIRO)
 - d. Oak Grove Road at TJ Maxx/Lowe's Driveway
3. Trip generation for LU 822 with 32,0073 SF in the PM peak is 84 entering and 85 exiting (the report shows the opposite), but the difference is minimal.
4. Brand Road at Oak Grove Road – Existing PM operation is described as “acceptable level of service”, but the Synchro analysis shows LOS E for this scenario.
5. “adding a right-turn lane on the northbound approach (Oak Grove Road)” – Is this mitigation feasible considering the location of Driveway #2 on Oak Grove Road and how close it is to Brand Road?
6. Identified geometric improvements for Driveway #3: “A southbound left-turn lane along Brand Road...” needs to be revised to “A westbound left-turn lane along Brand Road...”

Existing Conditions

1. Site plan, access, and build out year have been established
2. Study area has been established
3. Existing traffic volumes have been included for both AM and PM peak periods
4. Existing Infrastructure has been included

Comments/Concerns

- 1.2. Roadway Conditions: According to the Gwinnett County GIS Land and Property Map, Oak Grove Road north leg is classified as a Major Collector.

Future Conditions

1. A build out year of 2028 has been established for the site, and a growth rate has been included.
2. A project from the Gwinnett County Destination 2050 CTP has been identified within the study area; however, trips were not accounted for in the Background or Future Build Out conditions.

Comments/Concerns

- 2.2. Future Roadway Conditions: PI 0016388 – Widening of SR 20/SR 81 from Brand Road to SR 10/US 78 (scoping completed in 2019) is identified in GOASIS.

Proposed Development Traffic

1. Trip Generation information has been provided. ITE Trip Generation Manual, 12th Edition was utilized.
2. Distribution and Assignment of trips has been noted in the report
3. Build Out condition traffic volumes have been included

Comments/Concerns

- 3.1. Trip Generation: Based on the descriptions and the site plan, the trip generation of the proposed development is recommended to be analyzed using two separate land use codes – LU 850 (Supermarket) and LU 822 (Strip Retail Plaza). Doing so provides more conservative trip generation compared to solely using LU 822 for the entire development.
 - Combination of LU 850 & 822 = 2,938 daily trips; 104 AM trips; 303 PM trips
 - LU 822 only = 1,583 daily trips; 126 AM trips; 169 PM trips
- 3.1. Trip Generation: Entering and exiting trip generations in the PM peak are switched (84 entering, 85 exiting), but the difference is minimal.
- 3.2. Trip Distribution and Assignment: Percentages of trip distribution to each roadway do not add up to 100%.

Capacity Analysis

1. A Synchro analysis has been completed for each of the study intersections
2. No crash data has been included in the TIS

Comments/Concerns

- No Back of Queue Analysis is provided.
- 4.3. Future Build Conditions Capacity Analysis:
 - Capacity analysis of Brand Road at Oak Grove Road states that “A poor level of service is not uncommon at stop-control approaches...” While we acknowledge this general operational characteristic, the PM peak delay that doubled in Build Condition compared to No-Build Condition was not addressed.
 - “A traffic signal is not a recommended mitigation...” – Was a signal warrant analysis conducted for this intersection?

- “adding a right-turn lane on the northbound approach (Oak Grove Road).” – Is this feasible considering the location of the Driveway #2 and how closely spaced it is from Brand Road?
- “The proposed site driveway #2 along Oak Grove Road is expected to operate with an acceptable level of service” – However, considering NB on Oak Grove Road at Brand Road is expected to operate at LOS F with high delays, and the Driveway #2 being closely located from Brand Road (~65’ from Brand Road), are there any safety and operational concerns?

Traffic Signal Warrants

1. N/A

Recommendations

1. Turn Lane Analysis is provided at the site driveways based on the Gwinnett County criteria.
2. No turn lanes are recommended at the site driveways.

Comments/Concerns

- “The low traffic volume along Oak Grove Road does not justify installing a left-turn lane.” – With high delays expected on Oak Grove Road NB at Brand Road, is there any concern of SBL operations to the Driveway #2 being blocked by NB queue?
- No mitigation measures provided or analyzed for Brand Road at Oak Grove Road, where the NB and SB delays on Oak Grove Road will be doubled in the Build Condition.

Appendix

1. TIS appears to contain necessary items within appendix.

Comments/Concerns

- Appendix B: Concept Plan
 - Driveway spacing of the Site Driveway #2 on Oak Grove Road is very close to Brand Road (~65’). Should reduced access be considered due to spacing concerns and queueing concerns noted in the TIS.
 - Confirm sight distances along Oak Grove Road considering the existing horizontal curvature.
- Appendix F: Capacity Analysis Reports (Future Build Conditions – Year 2028) – Oak Grove Road at Brand Road in the PM peak expected to have 95% percentile queue of 4.5 vehicles (~120’) for NBL. Will this impact access to the Site Driveway #2?

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July 29, 2026
Page 4 of 4

I have retained one copy of the study provided for review in the event there are questions. The developer should be made aware that this review does not constitute a waiver of City Ordinance requirements or assumption of responsibility for full review of City Ordinance requirements. Deviations from Ordinance requirements may be noted at any time during the review, permitting or construction processes. Re-submittals should include a narrative indicating how and where the review comments were addressed.

Sincerely,
KECK & WOOD, INC.



Alex Simmons, PE
Associate Vice President