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Traffic Assessment Memorandum

Mulberry Springs Vineyard & Winery

Submitted: June 11, 2026

Traffic Assessment:

The Mulberry Springs Vineyard and Winery is located on JM Turk Road, which connects to SR 13/Falcon Parkway to the north and Cash Road to the south. The winery has an open-air pavilion that is approximately 600 square feet of usable space and an indoor barn structure/tasting room with a service bar, restrooms, and fireplace that has 2,219 square feet of usable space. The potential for hosting events in the tasting room structure is the reason for this assessment.

JM Turk Road is a 2-lane rural road with rolling terrain and a posted speed limit of 45 mph. It is assumed that the truck traffic percentage is 0-2%. The existing daily traffic on JM Turk Road is estimated to be 3,000-6,000 vehicles per day (VPD). Per the Federal Highway Administration’s (FHWA) generalized service volume table for rural two-lane highways (Table 17 provided below), the traffic impacts of the winery and expanded tasting room are expected to be minimal and will not affect the Level of Service (LOS).

Table 17. Rural two-lane highways generalized service volume table.

Speed Limit	Terrain	Truck Pct.	Level of Service—B Service Volume	Level of Service—C Service Volume	Level of Service—D Service Volume
45	Flat	0	3,600	8,700	13,900
45	Flat	2	3,500	8,700	13,900
45	Flat	4	3,500	8,700	13,900
45	Flat	6	3,500	8,700	13,900
45	Flat	8	3,400	8,600	13,900
45	Flat	10	3,400	8,600	13,900
45	Rolling	0	3,600	8,700	13,900
45	Rolling	2	3,500	8,600	13,900
45	Rolling	4	3,400	8,500	13,900
45	Rolling	6	3,300	8,400	13,900
45	Rolling	8	3,300	8,200	13,900
45	Rolling	10	3,200	8,100	13,900
45	Mountainous	0	3,600	8,700	13,900
45	Mountainous	2	3,200	7,700	12,300
45	Mountainous	4	2,800	7,000	11,100
45	Mountainous	6	2,600	6,300	10,100
45	Mountainous	8	2,400	5,800	9,300
45	Mountainous	10	2,200	5,400	8,500

The service volumes in the tables are the maximum values that can be maintained and still be within the Level of Service (LOS) range. For example in the first row of the freeway table, if the actual volume is less than or equal to 46,100, then it is LOS B. Therefore, the service volumes in the tables are the **maximum** volumes that can be achieved for that LOS category.



The operating hours of the winery are limited – Wednesday through Friday 2-8 pm, Saturday 12-8 pm, and Sunday 1-8 pm. This isolates the traffic volume impacts to the weekday PM peak-hour traffic and the midday Saturday and Sunday peak-hour traffic. The projected traffic volumes for possible events at the tasting room were calculated using the ITE Trip Generation Land Use of “Wine Tasting Room (LUC 970)” and using the square footage of the event space (2,219 sf). The 25 parking spaces also provide a limiting factor for capacity at the facility.

Using the ITE Trip Generation Manual, the projected traffic trips generated by the tasting room equals just 102 trips on a weekday. On Saturdays, the projected traffic increases to 452 trips per day. However, since the winery has limited hours and is not open all day, the actual daily volumes are expected to be lower. The weekday PM peak-hour trips are 15 trips (8 entry, 7 exit); Friday PM peak-hour trips are 29 trips (16 entry, 13 exit); Saturday’s peak-hour trips are projected to be 81 trips (38 entry, 43 exit); and Sunday’s peak-hour trips are projected to be 84 trips (40 entry, 44 exit). None of these peak-hour volumes approach the threshold for GDOT standard requirements for turn lane or driveway improvements. All the calculation graphs used for these projections can be found at the end of this memo.

The owner has provided supplemental data to further support that the traffic volumes for this winery are below the ITE projections. For the entire year of 2025, the winery conducted 2,174 transactions. Averaged over 40 weeks (taking into account a slower season in the winter weeks) that equals 55 transactions a week, 5.5 per day of operation. These transaction numbers indicate that the current traffic volumes of the winery are below the ITE projections. On a recent Saturday, the owner observed 46 vehicles (92 trips) for the entire day, which is equivalent to the peak hour volume from the trip generation manual.

Based on the projected trips during the weekday, weekend, and peak-hours; any event held at the winery will have little to no impact on the surrounding traffic network.

Respectfully Submitted,

David Mills, PE
Sr. Traffic Engineer





600 SF Outdoor Pavilion



2400 SF Wine Tasting Room and Event Building



REFERENCE ATTACHMENTS:

Preliminary Traffic Impact Worksheet

ITE Trip Generation Manual References:

Land Use Code 970: Wine Tasting Room Description

Weekday Daily Trips

Weekday PM Peak Hour Trips

Weekend (Saturday) Daily Trips

Friday PM Peak Hour Trips

Saturday Peak Hour Trips

Sunday Peak Hour Trips

Land Use: 970

Wine Tasting Room

Description

A wine tasting room is a designated area found in conjunction with a winery in which customers can try samples of a winery's products. These rooms are typically located on-site and can be used as a way to sell wine or related products directly to the customer. Depending on its size, a tasting room can also be used to house wedding receptions, corporate events, and other social gatherings. A wine tasting room may also be used to facilitate complimentary tours of the winery.

Additional Data

For the purposes of this land use, the independent variable "1,000 sq. foot gross floor area" refers to the square footage of the building that houses the tasting room.

The technical appendices provide supporting information on time-of-day distributions for this land use. The appendices can be accessed through either the ITETripGen web app or the trip generation resource page on the ITE website (<https://www.ite.org/technical-resources/topics/trip-and-parking-generation/>).

The sites were surveyed in the 2010s in California, Illinois, and Virginia.

Source Numbers

807, 851, 894

Wine Tasting Room (970)

Vehicle Trip Ends vs: 1000 Sq. Ft. GFA
On a: Weekday

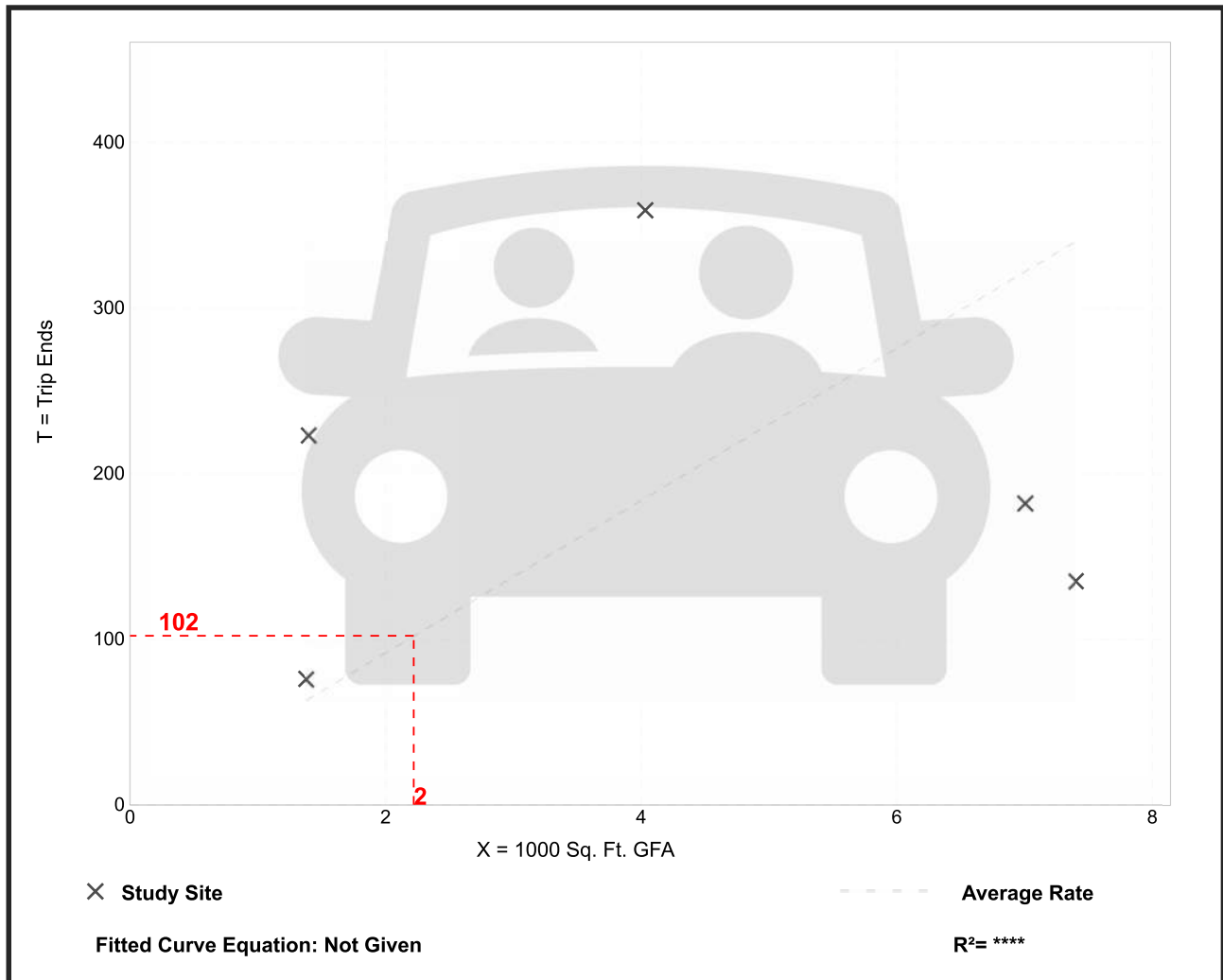
Setting/Location: Rural
Number of Studies: 5
Avg. 1000 Sq. Ft. GFA: 4
Directional Distribution: 50% entering, 50% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GFA

Average Rate	Range of Rates	Standard Deviation
45.96	18.24 - 159.29	44.79

Data Plot and Equation

Caution – Small Sample Size



Wine Tasting Room (970)

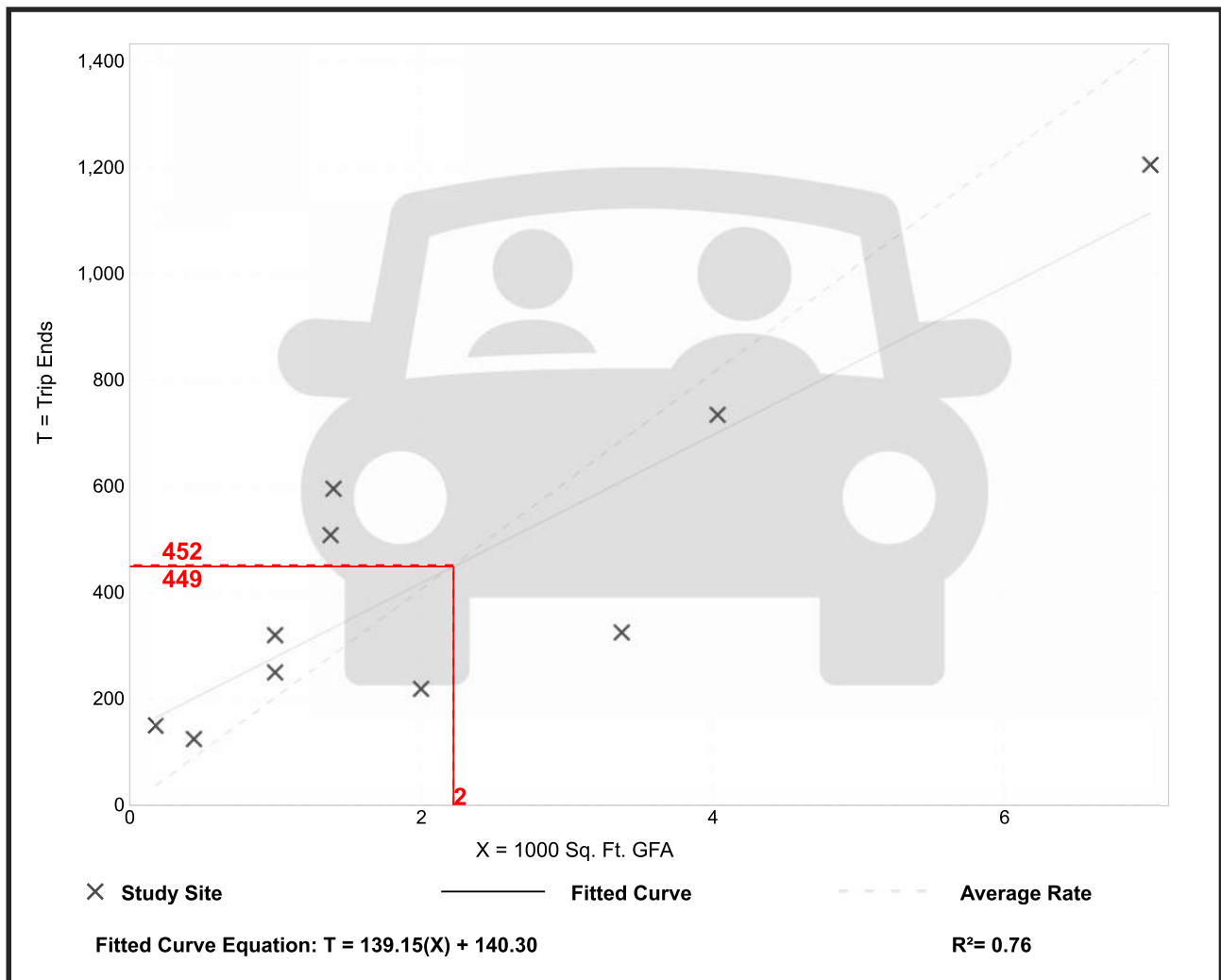
Vehicle Trip Ends vs: 1000 Sq. Ft. GFA
On a: Saturday

Setting/Location: Rural
Number of Studies: 10
Avg. 1000 Sq. Ft. GFA: 2
Directional Distribution: 50% entering, 50% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GFA

Average Rate	Range of Rates	Standard Deviation
203.48	96.59 - 833.33	115.48

Data Plot and Equation



Wine Tasting Room (970)

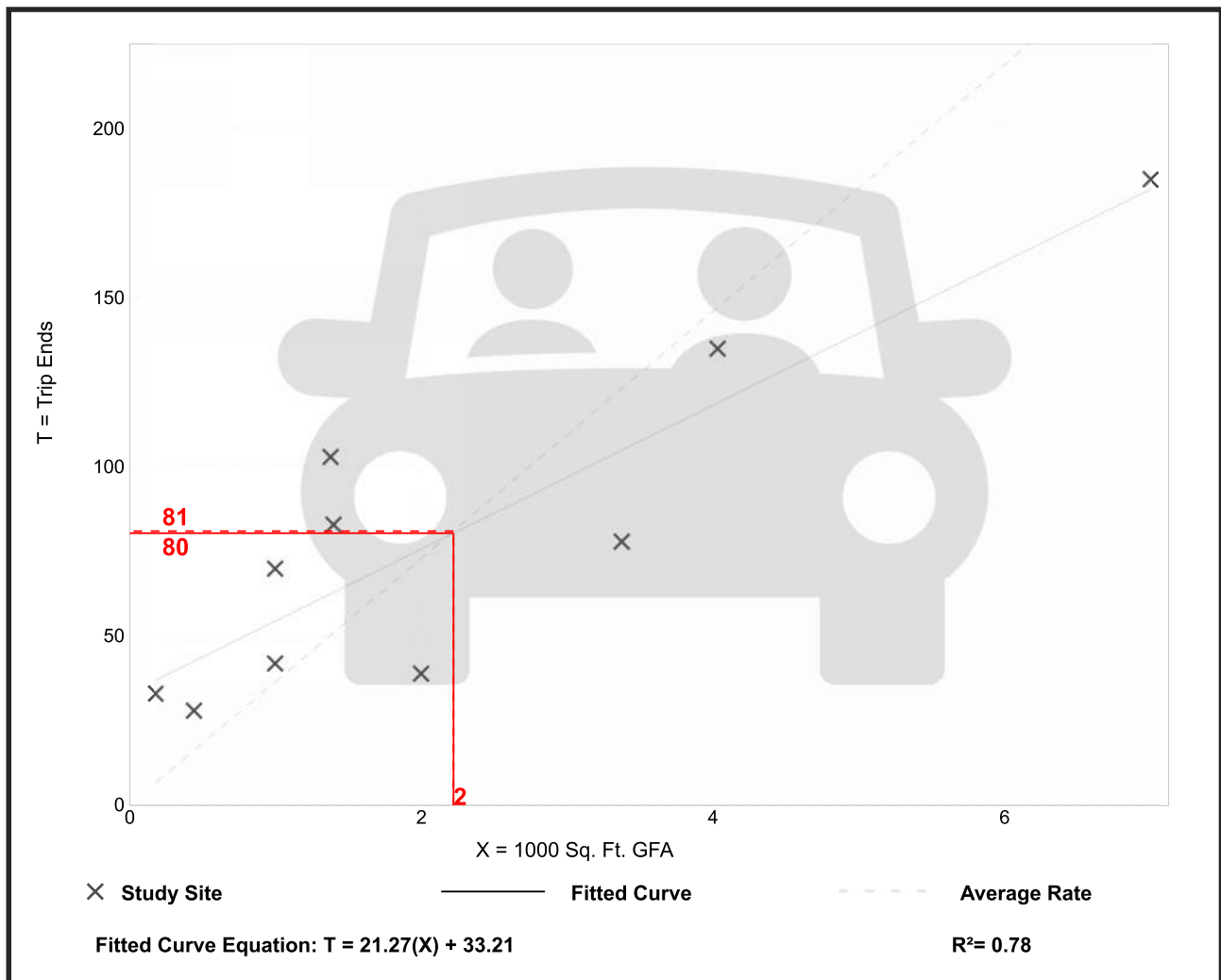
Vehicle Trip Ends vs: 1000 Sq. Ft. GFA
On a: Saturday, Peak Hour of Generator

Setting/Location: Rural
 Number of Studies: 10
 Avg. 1000 Sq. Ft. GFA: 2
 Directional Distribution: 47% entering, 53% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GFA

Average Rate	Range of Rates	Standard Deviation
36.50	19.50 - 183.33	22.58

Data Plot and Equation



Wine Tasting Room (970)

Vehicle Trip Ends vs: 1000 Sq. Ft. GFA
On a: Sunday, Peak Hour of Generator

Setting/Location: Rural
 Number of Studies: 4
 Avg. 1000 Sq. Ft. GFA: 3
 Directional Distribution: 48% entering, 52% exiting

Vehicle Trip Generation per 1000 Sq. Ft. GFA

Average Rate	Range of Rates	Standard Deviation
37.65	31.14 - 51.43	8.75

Data Plot and Equation

Caution – Small Sample Size

