



Hall County Government
COMMUNITY DEVELOPMENT AND INFRASTRUCTURE
PUBLIC WORKS AND UTILITIES

MEMORANDUM

To: Katie Ahmed, Planning and Zoning Director
From: Brent Cook, Assistant Director of Public Works and Utilities
Date: June 12, 2026
Subject: HZCU25-0037
Mulberry Springs Winery Traffic Assessment Memo

POST OFFICE DRAWER 1435

GAINESVILLE, GA 30503

t: 770.531.6800 | f: 770.531.3945

DIRECTOR
Jorge Gomez, P.E.

Please be advised that our office has reviewed the Traffic Assessment Memo for the subject rezoning. The memo was prepared by TTL, Inc by a registered professional engineer in the State of Georgia.

The methodology presented utilizes the trip generation rates from the Institute of Transportation Engineers (ITE) Trip Generation Manual, Land Use Code 970 – Wine Tasting Room. Supplemental data from the property owner was provided to provide additional context to the expected trip rates.

The memo concludes the expected traffic impacts will have little to no impact on the surrounding traffic network.

Public Works finds this methodology adequate and support the conclusions.