

MEMORANDUM

To: Brent Cook, PE, PTOE, RSP1 – Hall County Public Works Department
Cc: Beth Garmon – DCCM
Date: May 20, 2026
Project No: 260238.00
Re: Trip Generation Memo for Danji Site – White Sulphur Road (Gainesville, GA)

An industrial development is planned for a site in Gainesville, Georgia along the south side of White Sulphur Road between Ramsey Road and US 23/SR 365/Cornelia Highway. A Trip Generation analysis was performed to determine the number of new trips that would be generated by the proposed development and added to the adjacent roadway network.

ROADWAYS

US 23/SR 365/Cornelia Highway is a four-lane, divided roadway that traverses north-south through the study area. It is classified as a principal arterial roadway with a posted 65-mph speed limit. Land uses consist primarily of commercial developments and vacant parcels along the roadway. Near the study area, there are no dedicated pedestrian or bicycle facilities.

Ramsey Road is a two-lane, undivided roadway that traverses east-west through the study area. It is classified as a local roadway with no posted speed limit in the vicinity of the project site. Land uses along the route consist primarily of industrial developments. Near the study area, there are no dedicated pedestrian or bicycle facilities.

White Sulphur Road is a two-lane, undivided roadway that traverses north-south (east-west for the purpose of this study) through the study area. It is classified as a major collector roadway with a posted 35-mph speed limit in the vicinity of the project site. Land uses along the route consist primarily of commercial developments. Near the study area, there are no dedicated pedestrian or bicycle facilities.

PLANNED TRANSPORTATION IMPROVEMENTS

A search for planned Georgia Department of Transportation (GDOT) projects in or near the study area was performed using the GDOT GeoPI web application (<http://www.dot.ga.gov/DS/Maps/geopi#>). Based on that search, the following projects were identified within the proposed study area.

- PI: S015986 – Alignment and Widening of White Sulphur Road and Cagle Road
 - This project includes the alignment and widening of White Sulphur Road at US 23/SR 365/Cornelia Highway to Cagle Road. A second northwest-bound lane will be added on White Sulphur Road before transitioning into a right-turn lane for the Blue Ridge Connector entrance. This project will also create an additional left-turn lane from northbound US 23/SR 365/Cornelia Highway onto White Sulphur Road. Project completion is expected in Summer 2027.
- PI: 0020731 – Widening of US 23/SR 365/Cornelia Highway from I-985 to Belton Bridge Road
 - This project includes the widening of US 23/SR 365/Cornelia Highway from four (4) to six (6) lanes from I-985 to Belton Bridge Road. Additionally, the project will convert existing

at-grade intersections to limited access interchanges at White Sulphur Road, Ramsey Road, and SR 52 in Lula. Project will also construct overpasses at Kubota Way and Cagle Road. The planned construction for this project is in 2037.

PROPOSED DEVELOPMENT

The proposed development encompasses an industrial development spanning approximately 110 acres, featuring a 624,000 square-foot building and a secondary 100,000 square-foot building. It is proposed to construct one (1) full access driveway along White Sulphur Road for the 624,000 square-foot building and a one (1) full access driveway along White Sulphur Road for the 100,000 square-foot (Refer to Attachment 1 for more details). The site is currently occupied by trees and shrubbery, which will be demolished to provide room for construction of the two industrial buildings.

The development is expected to be built out in 2031. The current site plan is included with this memo as **Attachment 1**.

TRIP GENERATION

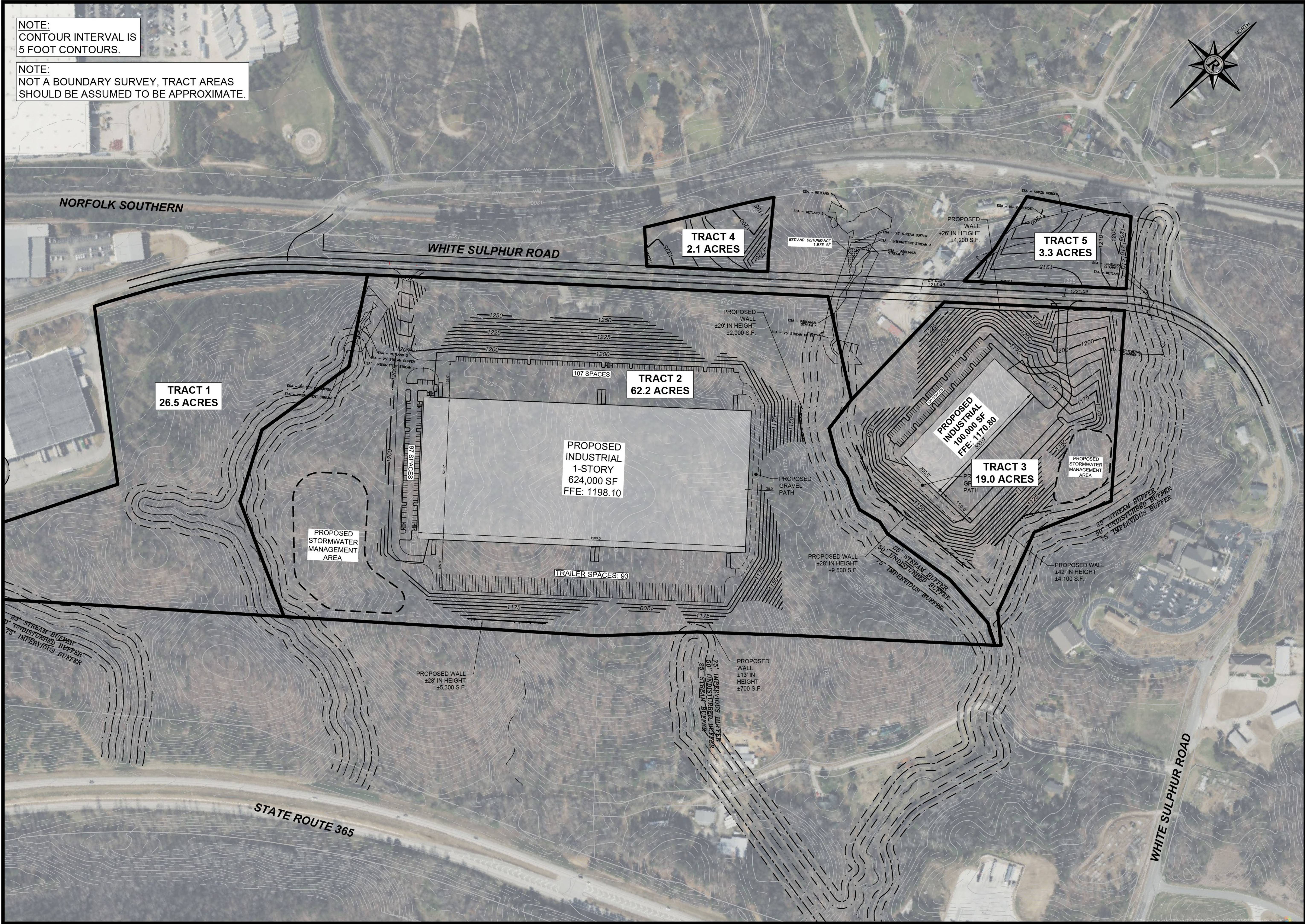
The traffic expected to be generated by the proposed development was estimated using the Institute of Transportation Engineers (ITE) Trip Generation Manual, 12th Edition. The trips generated for both passenger vehicles and trucks were determined using ITE Land Use Code 150 (ITE LUC 150) – for each of the proposed buildings. The total number of project-generated trips was estimated for a typical weekday and for both the AM and PM peak hours. All of the associated trips with this land usage would be new trips – there are no anticipated pass-by or diverted trips. The trip generation results are shown in Table 1.

Table 1 – Trip Generation Results

ITE Category	ITE Code	Size	Unit	Daily			AM Peak Hour			PM Peak Hour		
				Total	In	Out	Total	In	Out	Total	In	Out
Warehouse - Total Car Trips	150	624	KSF	875	438	437	76	58	18	88	25	63
Pass-by Trips	0% AM / 0% PM			0	0	0	0	0	0	0	0	0
New Trips				875	438	437	76	58	18	88	25	63
Warehouse - Total Truck Trips	150	624	KSF	268	134	134	12	6	6	12	7	5
Pass-by Trips	0% AM / 0% PM			0	0	0	0	0	0	0	0	0
New Trips				268	134	134	12	6	6	12	7	5
Warehouse - Total Car Trips	150	100	KSF	58	29	29	23	18	5	31	9	22
Pass-by Trips	0% AM / 0% PM			0	0	0	0	0	0	0	0	0
New Trips				58	29	29	23	18	5	31	9	22
Warehouse - Total Truck Trips	150	100	KSF	43	22	21	2	1	1	2	1	1
Pass-by Trips	0% AM / 0% PM			0	0	0	0	0	0	0	0	0
New Trips				43	22	21	2	1	1	2	1	1
Overall Total Trips	(Car Trips + Truck Trips)			1,244	623	621	113	83	30	133	42	91
Overall Pass-By Trips				0	0	0	0	0	0	0	0	0
Overall New Trips				1,244	623	621	113	83	30	133	42	91

The proposed development is centrally situated along White Sulphur Road, providing two (2) main access points for vehicles and trucks traveling to and from US 23/SR 365/Cornelia Highway. Both the White Sulphur Road and Ramsey Road intersections are currently signalized and equipped with necessary turn lanes to promote efficient traffic flow. Furthermore, the White Sulphur Phase 2 Roadway Improvements are slated for completion before the proposed development reaches its build-out year. Given the existing and forthcoming infrastructure, combined with the modest volume of traffic expected from the site, the development is projected to have minimal impact on the local roadway network.

Attachment 1 – Current Site Layout (as of 4/10/2026)



NOTE:
CONTOUR INTERVAL IS
5 FOOT CONTOURS.

NOTE:
NOT A BOUNDARY SURVEY, TRACT AREAS
SHOULD BE ASSUMED TO BE APPROXIMATE.



Rochester

Rochester & Associates, LLC
425 Oak St NW, Gainesville, GA 30501
770.718.0600 | rochester.dccc.com

CONCEPTUAL GRADING PLAN
FOR:
WHITE SULPHUR ROAD

LOCATED IN
HALL COUNTY, GEORGIA

NO.	DATE	DESCRIPTION	REVISIONS

ANY CHANGES OR ALTERATIONS MADE TO THIS DRAWING SHALL BE THE RESPONSIBILITY OF THE CLIENT. IT IS THE POLICY OF DCCC TO OBTAIN THE WRITTEN APPROVAL OF ROCHESTER & ASSOCIATES, LLC BEFORE ANY CHANGES OR ALTERATIONS ARE MADE TO THE ORIGINAL DRAWINGS. THESE CHANGES OR ALTERATIONS SHALL BE KEPT ON FILE FOR VERIFICATION OF ANY CHANGES.

GRAPHIC SCALE
75' 0' 150' 300'

SHEET
1
OF
1

DATE: 7/14/25
SCALE: 1"=150'
SHEET NO. 0022033.MGT
DRAWN BY: ATM