



*Mulberry Spring Vineyard & Winery  
4567 Stanley Road, Flowery Branch, Georgia 30542*

7 May 2026

City of Flowery Branch and City Council  
5410 Pine Street, Flowery Branch, GA 30542  
(attn: Tonya Parrish, CPA, ICMA-CM)  
Flowery Branch, GA 30542

Dear Tonya Parrish:

Mulberry Springs Vineyard and Winery is a farm winery. Farm wineries are allowed in AGRICULTURAL-RESIDENTIAL I (AR-1) zoning and are very popular with the public. Farm wineries were also encouraged by the State of Georgia to promote Georgia agriculture and employment. The Hall County Board of Commissioners granted approval of Mulberry Springs Vineyard and Winery on 5 May 2021. Mulberry Springs Vineyard and Winery has a role in providing the following positive attributes to the Hall County community:

- The Largest Vineyard in Hall County.
- Active sponsor of local charity events.
- Recognized as an agritourism site by the State of Georgia Agritourism Program.
- Employs people and helps the local economy.
- Provides fantastic views for guests and helps create a positive image for the area.

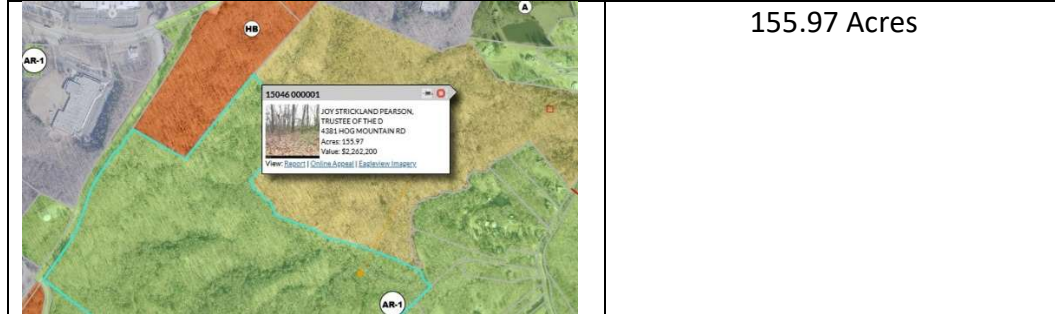
Unfortunately, the rezoning action of the high-density subdivision on Sasser Road in Flowery Branch, GA, is near Mulberry Springs Winery and will directly hurt winery operations and cause economic harm. The proposed subdivision converts 96 acres of rural land into a very high-density housing project, involving important density variances and an expansion of the number of houses (compared to the 2005 PRD approval). This request is overly aggressive and will negatively impact Mulberry Springs Vineyard and Winery in numerous ways. **We encourage you to deny the rezoning request and variance requests for the following reasons:**

- 1) Financial loss to the winery due to a loss of nearby rural land in the area (estimated 1.43 million over 10 years – economic study produced by a former University of Georgia Professor with expertise on agritourism) (Enclosure 1).
- 2) Inconsistent with the area:

- a. The application and the City of Flowery Branch’s analysis do not adequately consider the surrounding area and instead mostly focus on the City of Flowery Branch’s internal congruity and impacts. The applicant openly states that the proposal is for an “Urban Density Community” (Enclosure 2). This feature makes it incongruent with the surrounding residential agricultural parcels.
- b. All adjacent parcels in unincorporated Hall County are zoned AR-1. The value of nearby homes will likely be impacted (Enclosure 3).
- c. Chris McCrary, Planning and Community Development Director, says the development is inconsistent with the JM Turk Corridor. Mr. McCrary calls the area a suburban residential area. This is incorrect, as the adjacent residential parcels are all zoned AR-1, as denoted in green (Enclosure 4). These properties are listed in Table A below and have an average parcel size of 24.82 acres.
- d.

Table A	
Property and Location	Acre size
	4.82 Acres
	1.44 Acres

<p>15044 000039E          GERALD EDWIN HAYES          HAYES ELLEN C          4408 SASSER RD          Acres: 3.19          Value: \$178,142  <a href="#">View Report</a>   <a href="#">Online Appeal</a>   <a href="#">Easview Imagery</a></p>	<p>3.19 Acres</p>
<p>15044 000039D          ISAIAH BAILEY          4420 SASSER RD          Acres: 3.35          Value: \$271,400  <a href="#">View Report</a>   <a href="#">Online Appeal</a>   <a href="#">Easview Imagery</a></p>	<p>3.35 acres</p>
<p>15044 000039F          JAMES P HUSSEY          HUSSEY KIMBERLYW          4440 SASSER RD          Acres: 13.57          Value: \$455,600  <a href="#">View Report</a>   <a href="#">Online Appeal</a>   <a href="#">Easview Imagery</a></p>	<p>13.57 acres</p>
<p>15044 000425          MAUREEN CATHERINE DAVIS          4432 SASSER RD          Acres: 5.00          Value: \$605,100  <a href="#">View Report</a>   <a href="#">Online Appeal</a>   <a href="#">Easview Imagery</a></p>	<p>5 acres</p>



- 3) Detached homes pictured in the application appear inaccurate and do not properly reflect the setting of green space and separation between homes, which is approximately 5 to 10 feet from the property lines (side by side) (Enclosures 5 and 6).
- 4) Procedurally flawed:
  - a. The Flowery Branch Zoning Code does not recognize the historical Planned Residential Development Zone in its ordinances. Thus, the annexation into Flowery Branch cannot be properly recognized without rezoning action and approval. The applicant attempts to repair this flaw by reproposing the high-density housing under a stated zoning of “FS-TH” (Enclosure 7). Nonetheless, the Flowery Branch City Code shows no such zoning district on its ordinance website (Enclosure 8). Therefore, there is insufficient public notice description and thus, addressing the undefined “FS-TH” zoning description is impossible.
  - b. The traffic analysis is flawed because it does not consider pending development at Guth and JM Turk Road (approved 256 houses about 4,000 feet away, producing 2,800 car trips a day, per the traffic analysis associated with the application) (Enclosure 9). Thus, the traffic analysis undercounts traffic on JM Turk and surrounding areas, as well as traffic from other approved developments impacting the area.
  - c. Insufficient time and sign notice were provided to the public. The typical 30-day notice rule was not met.
  - d. The application does not provide a clear gross or net density figure (Enclosure 10). Homes per acre is a common metric used to evaluate density. The public is not fully informed.
  - e. The applicant fails to use adjacent property that it owns for access onto Falcon Parkway through a direct easement or reconfiguration (Enclosure 11). Placement of the new road on SP McKibbon’s own property would be much safer than routing car traffic near a school and neighboring industry.
- 5) Not consistent with area:
  - a. Insufficient green space (noted by the City of Flowery Branch).
  - b. No density numbers are provided in the application for the public to see.
  - c. Adjacent properties would likely be harmed in property value.



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- d. Flowery Branch City Staff allow for 6 units per acre (enclosure 12). The current Comprehensive Land Use Plan for Hall County has a density of 2.2 homes per acre. While Flowery Branch is allowing up to 6 homes per acre, which borders agricultural land. **This kind of density is inconsistent with unincorporated Hall County in South Hall.**

I strongly urge you to deny the rezoning request and the variances sought based on these significant flaws and the incongruence with the neighboring properties and area. Please also reject this zoning application due to the major financial impact on Mulberry Springs Vineyard and Winery.

Mark Faul, PhD

Mulberry Springs Vineyard & Winery

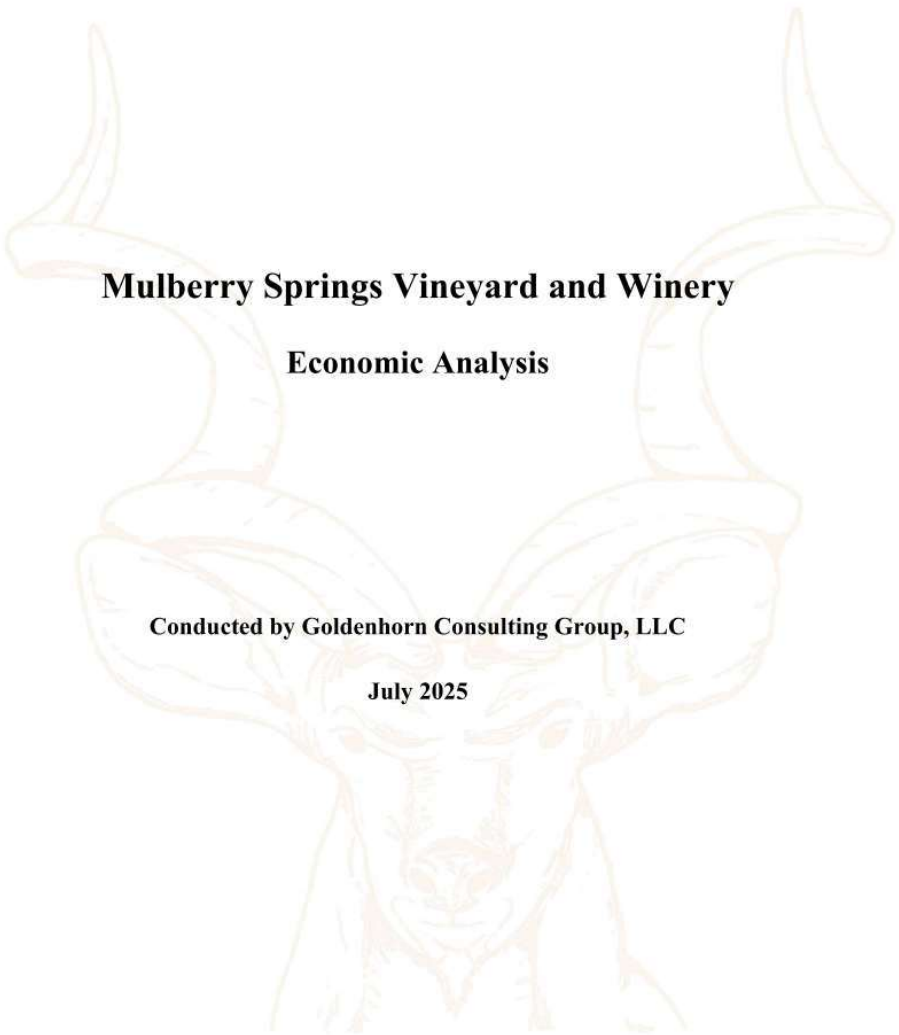
12 enclosures

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Enclosure 1



**Mulberry Springs Vineyard and Winery  
Economic Analysis**

**Conducted by Goldenhorn Consulting Group, LLC**

**July 2025**



**Mulberry Springs Vineyard and Winery Economic Analysis**  
*Prepared by Goldenhorn Consulting Group, LLC – July 2025*

Mulberry Springs Vineyard and Winery (MSVW) is the largest vineyard operation in Hall and Gwinnett Counties, Georgia and serves as a premier agritourism destination for the region. This analysis, conducted by Goldenhorn Consulting Group, evaluates the economic potential of MSVW under current growth conditions and quantifies the projected impact of nearby commercial and residential development on its operations, brand, and long-term financial outlook.

**Scenic Quality as a Core Asset**

MSVW's picturesque setting—featuring expansive vineyard views, rural tranquility, and a new state-of-the-art tasting pavilion—is central to its value proposition. Scenic beauty is not only an aesthetic asset but a primary driver of visitation, visitor spending, and repeat business. National and Georgia-specific studies confirm that rural character, open space, and visual integrity are fundamental to the success of wine tourism.

In Hall County, where development pressures are mounting due to Atlanta metro expansion, the winery's setting is increasingly vulnerable. The proposed high-density subdivision adjoining the winery threatens to introduce visual intrusion, noise, traffic, and infrastructure conflict, undermining the very conditions that support MSVW's market position.

**Quantified Impact of Development**

Economic modeling projects significant financial losses if the surrounding rural landscape is compromised:

- Projected 10-Year Revenue (No Development): \$5.89 million
- Projected 10-Year Revenue (With Development): \$4.45 million
- Total Estimated Revenue Loss: \$1.43 million
- Most Affected Segments: Event hosting (–49.2% revenue loss), retail sales (–19.8% loss)

These losses stem from an estimated 10% annual decline in event attendance and a 12.5% annual drop in per-visitor spending due to degraded scenic quality and operational friction from increased local traffic (~2,800 car trips/day).

**Broader Economic Consequences**

Using IMPLAN-based multipliers established by the University of Georgia:

- Total Economic Output (No Development): \$9.42 million



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- Total Economic Output (With Development): \$7.12 million
- Loss in Regional Economic Activity: \$2.3 million
- Reduction in Local Value Added: \$1.13 million
- Annual Tourism Output Loss: ~\$184,000
- Estimated Decrease in Tax Contributions: \$620,000+

Even under the reduced scenario, MSVW remains a vital rural enterprise, but the findings underscore the critical importance of preserving its scenic and operational environment.

#### Policy Implications

The findings align with national trends and local planning documents in Hall County that advocate for preserving rural character through conservation subdivisions, larger-lot zoning, and scenic view protections. Failure to maintain these safeguards may result in measurable long-term losses—not just to MSVW, but to the regional agritourism economy.

#### Conclusion

Mulberry Springs Vineyard and Winery exemplifies the economic potential of agritourism when coupled with intentional land stewardship. However, its long-term viability depends on safeguarding the scenic, rural environment that underpins its visitor appeal. This report demonstrates—with clarity and quantifiable data—that incompatible development will erode visitor experience, reduce revenues, and diminish economic contributions to the community. Protecting MSVW's landscape is not merely about aesthetics—it is a sound economic investment in the future of wine tourism and rural vitality in North Georgia.

#### **Impact of Scenic Quality and Development on Wine Tourism Background:**

Kent Wolfe, agricultural expert from Goldenhorn Consulting, visited Mulberry Springs Vineyard and Winery to review the scenic area, operations flow of raw product, wine making abilities and the first-class tasting room under construction. Mulberry Springs Vineyard and Winery (MSVW) is the largest vineyard in Hall and Gwinnett County and is set up well for growth in events, agricultural production and retail sales. MSVW is a Georgia approved agritourism facility. This important distinction helps to promote the winery for educational tours and helps bring in customers. The scenery from the pavilion and the new tasting room (~ 70% constructed) is fitting for the area, peaceful and contains a picturesque vineyard.

Scenic beauty and rural landscapes are not merely pleasant features of agritourism—they are essential to its success. In places like Hall County, Georgia, and neighboring mountain communities such as White and Lumpkin counties, the appeal of open space, pastoral views, and a tranquil rural atmosphere is a major reason why visitors are drawn to wineries and farm-based destinations. Local planning documents in Hall County acknowledge this explicitly, calling for the preservation of rural character amid increasing development pressure from nearby metropolitan Atlanta (*Hall County Comprehensive Plan, 2023; Vision 2030*). Tools such as conservation subdivisions, open space set-asides, and larger lot zoning are being considered to manage growth and maintain the aesthetic integrity that underpins the area's agritourism appeal.

## I. Research

Research consistently supports the idea that visual quality is a primary driver of visitor satisfaction. Tourists value the immersive, scenic experiences that wineries provide, and studies have shown that agritourism operations located near natural amenities and scenic byways enjoy higher levels of visitation and spending (*AIANTA, 2022; FHWA Scenic Byways Economic Studies, 2000–2015*). In national park surveys, nearly 90 percent of visitors rate scenic views as either “very” or “extremely” important to their experience—highlighting the broader relevance of landscape aesthetics across all forms of nature- and experience-based tourism (*NPS Visitor Use Studies*).

Area Attractions Table 1 shows winery and vineyard owner responses regarding attractions that draw visitors to the area other than the winery or vineyard. Scenery, events, and outdoor recreation/camping were important factors with regard to attracting visitors to a winery and vineyard. Specific mentions under the other category include apple houses and festivals, fall festivals, trade shows, nurseries, and other wineries (Timothy K. Watts (2008), titled “*The Economic Impact and Importance of Georgia Wineries.*”).

Table 1. Area Attractions Drawing Visitors Attraction Percentage

- Scenery 76.2%
- Events 71.4%
- Outdoor recreation/ Camping 66.7%
- Culture 28.6%
- Other 19.0%
- None 9.5%

When scenic views are disrupted by commercial encroachment, traffic, or signage, the sense of place that makes wine regions attractive begins to erode. This is not merely anecdotal. In Napa Valley and Sonoma County, local opposition to commercial projects often centers around the fear of “visual intrusion” and loss of rural identity. Residents argue that each new development “takes away from the inherent aesthetics of the valley,” ultimately undermining its tourism appeal (*San Francisco Chronicle, 2023; Press Democrat, 2022*). Studies by Ryan and Hansel Walker (2004) and Nassauer et al. (2009) further show that even minor visual clutter—such as signage or strip retail—reduces tourist preference and satisfaction with rural landscapes (*Landscape and Urban Planning, 93(2), 132-143; Journal of Sustainable Tourism, 12(1), 23-42*).

Beyond visual satisfaction, landscapes also serve educational and emotional roles. Visitors often associate the land itself with the story of the winery, its values, and its products. Empirical research shows that the aesthetic and escapist qualities of a winery’s setting contribute directly to perceived value and long-term loyalty (*The Health of Vineyard Soils: Towards a Sustainable Viticulture, 2023*). Even virtual reality experiments confirm this: consumers exposed to immersive, scenic vineyard visuals reported significantly higher willingness to pay and more positive impressions of the winery (*ScienceDirect: How Resilient Are Wine Tourism Destinations to Health-Related Security Threats?, 2022*).

The evolution of wine tourism marketing further reinforces the point. While early efforts focused on winemaking processes, the last decade has seen a pivot toward promoting wine country as a leisure destination rooted in scenic, cultural, and culinary experiences (*Hall, Sharples & Mitchell, 2001; International Journal of Wine Marketing, 13(3):42-58*). For both first-time and repeat visitors, motivations are frequently impulsive and driven by a desire for ambiance, pleasure, and escape. A study from South Africa’s Paarl Wine Route noted that scenic beauty, local hospitality, and winery diversity were the most influential characteristics driving tourism behavior (*International Journal of Wine Business Research, 2009, 21(3): 235–257*).

Emotional connection to place—and particularly to the landscape—is a central element of that experience. A 2023 study found that wine tourists with richer experiential connections (aesthetic, educational, and escapist) had significantly stronger brand loyalty and willingness to revisit (*Journal of Destination Marketing & Management, 29:100793*). Similarly, studies of wine tourism in China and the EU underscore that the ability to enjoy the surrounding scenery is the leading reason people visit wineries—not just the wine itself (*Porto Protocol; Agritourism and Sustainability: A Systematic Literature Review*).



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In addition to scenery impacts, the proposed development embeds the wholesale operations and deliveries in a subdivision. Thus, part of the winery business will be impacted by approximately 2,800 car trips of daily traffic generated by the new subdivision. This rezoning decision will impact the operations of the winery and result in conflicts between truck and traffic flow inside of high-density subdivision. This will significantly hurt the brand of MSVW.

Category	Impacts
<b>Visual Intrusion</b>	New buildings, signage, and infrastructure disrupt scenic views and historic sightlines
<b>Noise &amp; Light Pollution</b>	Increased traffic, artificial lighting, and activity reduce the peaceful ambiance
<b>Fragmented Landscapes</b>	Roads, subdivisions, and commercial centers break up natural and agricultural vistas
<b>Loss of Historic Character</b>	Replacement of traditional structures with generic or non-contextual development
<b>Environmental Degradation</b>	Deforestation, habitat loss, and water runoff reduce biodiversity and ecological beauty
<b>Cultural/Economic Shift</b>	Shift from agriculture/tourism to retail/commercial activity can dilute place-based aesthetics

**Signs of Decline When Scenic Quality Erodes:** While quantitative “before-and-after” studies are rare (since most scenic areas strive to avoid heavy development in the first place), anecdotal evidence in the Southeast suggests tourism can suffer when rural charm is lost. For instance, in fast-growing regions near the Appalachians, some agritourism operators have voiced concern that **traffic, congestion, and commercial buildings are encroaching on the peaceful atmosphere** that their visitors seek. In extreme cases, previously popular farm attractions have seen attendance level off or drop once nearby land was converted to uses incompatible with a rural getaway (e.g. a large highway or subdivision next door creating noise and spoiling views). **Local planners treat these as cautionary tales**, using tools like agricultural zoning, conservation easements, and *transfer of development rights* to keep growth from overrunning agritourism. The consistent message: **scenic rural landscapes and tourism go hand-in-hand, whereas sprawl and tourism do not.**

Scenic Beauty Drives Visitor Satisfaction and Loyalty: Decades of tourism research confirm that landscape beauty is a critical factor in visitor satisfaction, return visits, and spending – especially for wine tourism and farm-based tourism. A University of Georgia thesis on North Georgia’s wine country put it plainly: “Natural landscapes equal tourist capital.” The author notes that tourism is essentially a “*resource industry*” dependent on environmental assets, and “natural landscapes are the very foundation on which most of tourism rests.” [getd.libs.uga.edu](http://getd.libs.uga.edu) In the context of wineries, surveys of visitors have found that “regional scenic beauty” is among the most important characteristics of a wine destination in shaping a positive experience (cited by Back et al. 2020 and others). Tourists not only enjoy pretty scenery, but it actually influences whether they will recommend the destination or return again. Thus, if the aesthetic of a vineyard’s surroundings deteriorates (due to commercial buildings, housing tracts, etc.), it can tangibly impact the winery’s bottom line via reduced visitor enthusiasm and loyalty.

**Napa Valley as a Case in Point:** Napa Valley, California – one of the world’s premier wine tourism regions – recognized early on that **preserving scenic agricultural land was key to sustaining tourism**. In 1968 Napa County created the nation’s first Agricultural Preserve, strictly zoning 30,000+ acres for agriculture and open space to



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prevent urban development [visitnapavalley.com](http://visitnapavalley.com). The payoff has been enduring: Napa's vineyards remain nestled in picturesque countryside, and visitors continue to pour in. A recent visitor profile study found that people come to Napa largely "to appreciate the scenic beauty," second only to tasting the wine [visitnapavalley.com](http://visitnapavalley.com). In other words, if Napa had allowed rampant commercial development in its valley, it might not command the same tourism magnetism (or the same premium reputation for its wines). Local officials explicitly tie the valley's *economic abundance* to decades of preventing encroaching development. This mirrors the experience of other renowned wine regions (Tuscany, parts of France, etc.) where landscape protection goes hand-in-hand with tourism success.

### **Implications of Commercial & Urban Development**

*In summary, the integrity of rural landscapes is vital not just to a winery's aesthetic charm but to its economic viability. Scenic quality influences visitation, spending, brand perception, and loyalty. Development that compromises these visual and experiential elements risks weakening the very foundation of wine tourism, with long-term consequences for rural economies that depend on it.*



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## II. Calculations:

The following table shows projected Winery revenue through 2035. There are a number of assumptions that were used to derive the projections.

- Assuming an 8.1% compound annual growth rate from Source: The effect of the wine tourism experience - ScienceDirect.
- Academic literature assuming an 12.9% compound annual growth rate in visitation Source: The effect of the wine tourism experience - ScienceDirect. I assumed visitation number changes would be reflected in events. See event description below.
- Event calculations - assumed a one event increase annually for micro and mid events, one large event until 2029 where it increased to 2

1. **Compound Effect:** The 10% attendance decline + 12.5% spending decline can create a devastating compound effect that worsens each year. Going to use the attendance figure for events and spending decline for retail and wholesale.
2. **Most Affected Revenue Streams:**
  - **Events:** Hardest hit (depends on visitor experience)
  - **Retail:** Significantly impacted (foot traffic dependent)
  - **Wholesale:** Least affected (less visitor dependent)
3. **Escalating Annual Losses:**
  - 2024: \$0 (baseline year)
  - 2025: \$52,449
  - 2030: \$315,157
  - 2034: \$785,714

This analysis provides quantifiable economic damages showing:

- Specific dollar amounts of business harm
- Year-by-year progression of losses
- Methodology based on established business projections
- Different impacts on various revenue streams



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The following table presents estimated winery revenue with and without the development. The 2023 gross revenue figure of \$73,689 is the basis for this analysis (source: 2023 tax documents). The change in gross revenue from 2023 to 2024 shows an increase of over 270%. However, for this analysis trade industry figure of 8.1% annual growth rate was used to generate the growth in gross revenue starting in 2025 as it is a recognized industry trade figure.

	Retail	Wholesale	Events	Total Revenue	Adjusted Retail	Adjusted Events	Adjusted Wholesale	Adjusted Total	Revenue Loss
2023	NA	NA	NA	\$73,689*	NA	NA	NA	NA	\$0
2024	\$110,000	\$80,000	\$10,000	\$200,000	\$110,000	\$10,000	\$80,000	\$200,000	\$0
2025	\$134,310	\$86,480	\$35,000	\$255,790	\$104,090	\$27,125	\$67,022	\$198,237	\$57,553
2026	\$163,993	\$93,485	\$35,000	\$292,477	\$127,094	\$21,022	\$72,451	\$220,567	\$71,911
2027	\$200,235	\$101,057	\$35,000	\$336,292	\$155,182	\$16,292	\$78,319	\$249,793	\$86,499
2028	\$244,487	\$109,243	\$35,000	\$388,730	\$189,477	\$12,626	\$84,663	\$286,767	\$101,963
2029	\$298,518	\$118,091	\$70,000	\$486,610	\$231,352	\$58,125	\$91,521	\$380,998	\$105,612
2030	\$364,491	\$127,657	\$70,000	\$562,148	\$282,480	\$45,047	\$98,934	\$426,461	\$135,686
2031	\$445,043	\$137,997	\$70,000	\$653,040	\$344,909	\$34,911	\$106,948	\$486,768	\$166,273
2032	\$543,398	\$149,175	\$70,000	\$762,573	\$421,133	\$27,056	\$115,610	\$563,800	\$198,773
2033	\$663,489	\$161,258	\$70,000	\$894,747	\$514,204	\$20,969	\$124,975	\$660,147	\$234,599
2034	\$810,120	\$174,320	\$70,000	\$1,054,440	\$627,843	\$16,251	\$135,098	\$779,192	\$275,248
Total	\$3,978,083	\$1,338,763	\$570,000	\$5,886,846	\$3,107,765	\$289,424	\$1,055,541	\$4,452,730	\$1,434,117

Gross Receipts Source: 2023 taxes

The above table shows how annual reductions in visitor count and spending affect retail and event revenue projections over 10 years. Each year from 2026 onward, the number of visitors drops by 10% and their spending drops by 12.5%, which compounds annually.

**Calculation Notes:**

1. **Visitors (2026–2034)** = 10% decrease annually
2. **Spend per Visitor (2026–2034)** = an decrease of 12.5% annually
3. **Adjusted Revenue** = Visitors × Spend per Visitor **Annual Loss** =

**Estimate Impact Coefficient**

Use empirical data or local surveys to determine **how much development reduces demand.**

Variable Affected	Example Decline	Source/Justification
Visitor Count (AV)	-10%	Reduced interest due to scenic degradation (e.g. FHWA)



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Spend per Visitor (ΔS) -10–15%

Return Visitors -20% Lower satisfaction scores, Napa Valley surveys

**The result is a loss of \$1,434,117 over the 10 years to 2035.**

Event Calculations and Revenue Assumed increase in the number of events over 10 years.

Events	Cost	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034
Micro	\$6,000	2	3	3	4	5	5	6	7	8	9
Medium	\$18,000	1	2	3	4	2	5	6	7	3	8
Large	\$35,000	1	1	1	1	2	2	2	2	2	2
Total		3	6	7	9	9	12	14	16	13	19

**Winery Event Size Categories - assumption**

**1. Micro Events (≤ 50 guests)**

These intimate gatherings—such as small weddings, private tastings, birthdays, or elopements—focus on personalized, boutique experiences. For instance, Painted Horse Winery near Atlanta specializes in events under 50 guests, often held in smaller venues like patio or gazebo spaces.

**2. Medium Events (50–150 guests)**

These consist of mid-sized weddings, wine club gatherings, seasonal parties, or private dinners. Painted Horse notes their “gazebo” and covered patio can accommodate up to 150 people, aligning with what many wineries classify as a medium event .

**3. Large Events (150+ guests)**

These are full-scale weddings, public festivals, or concerts where 150 or more attendees are expected. Often hosted outdoors with tents, full staffing, parking coordination, and permits—these require advanced planning and logistics.

The following shows estimated attendance over time with and without development. .

Events	Party Size	Cost	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034
Micro	25	\$6,000	50	75	75	100	125	125	150	175	200	225
Medium	75	\$18,000	75	150	225	300	150	375	450	525	225	600
Large	150	\$35,000	150	150	150	150	300	300	600	600	1,200	1,200
Total			275	375	450	550	575	800	1,200	1,300	1,625	2,025
Total with Impact			220	300	360	440	460	640	960	1,040	1,300	1,620
Difference (loss)			55	75	90	110	115	160	240	260	325	405

So, given the current situation, it is assumed that the winery will attract up to 2,025 visitors to events in 2034. However, the decrease in 20% visitation due to development is shown on the bottom line. The result is a significant loss of visitation, 1,835 wine visitors.



### III. Economic Impact of MSVW prior to Development.

Applying Georgia Wine Industry Multipliers:

According to a 2008 UGA study (Timothy K. Watts (2008), titled “*The Economic Impact and Importance of Georgia Wineries.*”) using IMPLAN models, Georgia wineries exhibit the following direct-to-total impact ratios:

- Output (Sales) multiplier: 1.60
- Employment multiplier: 1.34 jobs supported per direct job
- Visitor expenditure multiplier: 1.51

These multipliers are inline with the Georgia Department of Economic Development estimates.

#### Key Takeaways Prior Development

- MSVW generates nearly \$10M of economic activity annually, a powerful boost for a single agritourism venue.
- It supports 7 local jobs directly or indirectly.
- Tourism yields an additional \$184K in economic output beyond on-site sales.
- The winery contributes over \$1 million/year in tax revenue to local and federal coffers.

The following presents estimated economic impact pre and post development.

Scenario	Direct Sales	Total Output	Value Added	Jobs Supported	Tourism Output	Tax Contribution
No Development Estimate (\$5.8M)	\$5,886,846	\$9,418,953	\$2,356,323	6.7	\$180,977	\$1,289,777
Development Estimate (\$4.45M)	\$4,452,730	\$7,124,368	\$1,223,644	6.7	\$180,977	\$669,784

#### Interpretation:

1. **Direct Sales:**
  - The winery is projected to earn **\$5.8 million** under the original scenario and **\$4.5 million** under the revised estimate.
  - This is the **base revenue** generated directly from retail, wholesale, and events.
2. **Total Output** (with multiplier effect):
  - Reflects the **broader economic impact** once supply chain, local services, and related businesses are factored in.
  - The output multiplier (1.60) amplifies the winery’s direct sales into **\$9.42M** and **\$7.12 M** in total regional economic activity for the two scenarios, respectively.
3. **Value Added:**
  - Represents the **new income generated** in the local economy (e.g., wages, rents, profits).
  - For \$5.8M in sales, the estimated value added is **\$2.36 million**; for \$4.45M, it’s about **\$1.22 million**.
  - Tax generation is significant under either scenario. This is a key figure for understanding the winery’s **contribution to GDP-like metrics** in Hall County.

#### Conclusion:

Even at the revised \$3.22M level, MSVW remains a significant economic contributor—generating over **\$5.1 million in total output** and more than **\$1.2 million in local value added over a 10 year period**. This underscores the economic importance of protecting its operations and scenic environment from adverse impacts like overdevelopment.



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Enclosure 2

Annexation Application



**Property owner information** (if different than the applicant):

Name of Owner: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

E-mail address: \_\_\_\_\_

Phone number: \_\_\_\_\_

Signature of Owner (Agent if LLC/INC etc.): \_\_\_\_\_

Title (if applicable): \_\_\_\_\_

Signatory Print Name: \_\_\_\_\_

Notary Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Notary Seal:

**Property Information:**

Tax Map Number: 15044-000040

Current Zoning: PRD (C) - Planned Residential Development District Total Acres: 95.69

Is this property contiguous to the city-limits of Flowery Branch? Yes

Proposed City of Flowery Branch Zoning: SF-TH - Single-Family Attached Townhome District

Proposed City of Flowery Branch Character Area: Urban Density Community

Current Use: Undeveloped

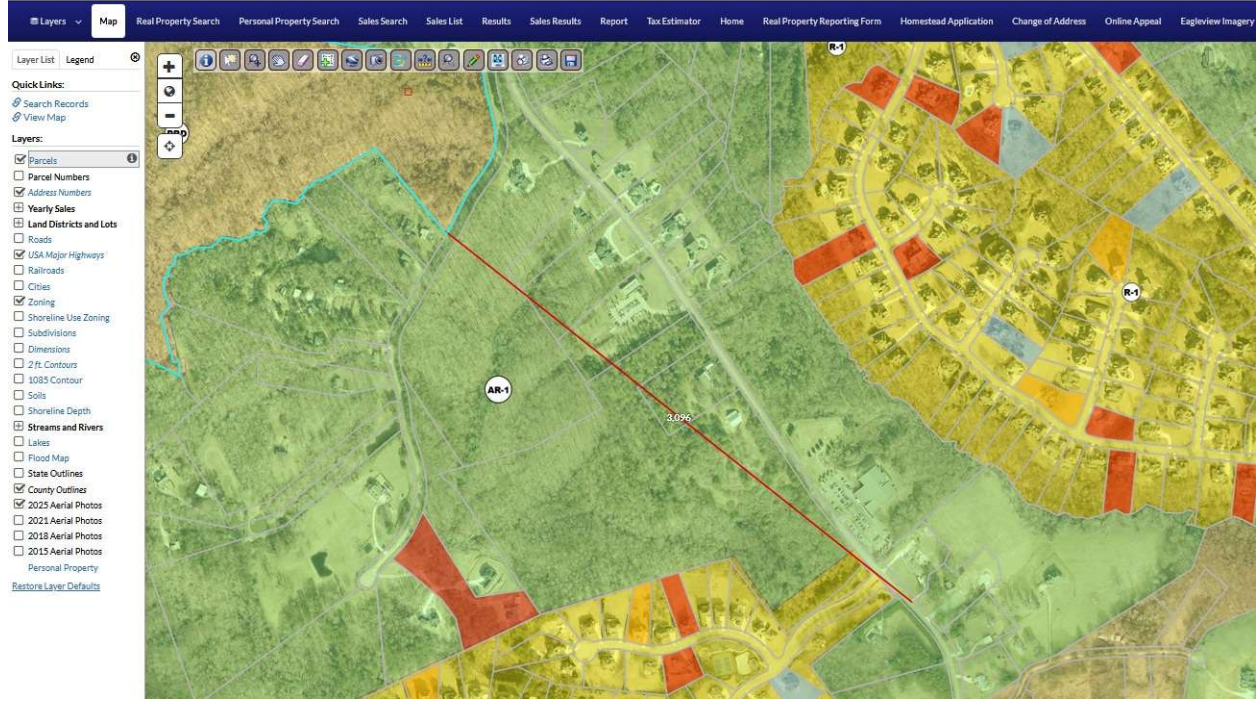




Mulberry Spring Vineyard & Winery  
4567 Stanley Road, Flowery Branch, Georgia 30542

Enclosure 3

qPublic.net Hall County, GA





Mulberry Spring Vineyard & Winery  
4567 Stanley Road, Flowery Branch, Georgia 30542

Enclosure 4



### Comprehensive Plan Analysis:

The majority of parcels in the City of Flowery Branch surrounding the unincorporated tract are designated for industrial, commercial, or institutional use. The current Future Land Use Map aligns with these existing land uses and zoning. Annexing this parcel would generally support the expansion of an institutional campus, industrial, or highway business development. However, given the residential uses along Sasser Road and J M Turk Road in Hall County, the character of the area is most consistent with Suburban Residential Character Area. Suburban residential contemplates single-family detached lots. Attached townhomes would not be in harmony with the Suburban Residential Character Area.

Furthermore, the Suburban Residential Character Area emphasizes the need for meaningful and accessible open space to benefit the residents. The applicant's site plan shows two designated open space areas: in the northern quadrant of the site there are proposed pickleball courts and activity spaces with associated parking, and in the southern quadrant of the site, where the townhomes are located, there is a proposed pocket park. The site plan shows a 6-foot-wide mulched trail system with alternate routes connecting to the proposed streets of the subdivision. With the exception of the walking trails, the single-family homes to the east of the site have no proposed open space at time of application, calling into question whether the open space proposed meets the intent of the Character Area (see photo examples under the Suburban Residential Character Area).

Enclosure 5

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Mulberry Spring Vineyard & Winery  
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Enclosure 6



Lots for single-family lots will be 40 or 50 feet in width.





Mulberry Spring Vineyard & Winery  
4567 Stanley Road, Flowery Branch, Georgia 30542

Enclosure 7



202 Tribble Gap Road, Suite 200  
Cumming, Georgia 30040  
Phone: 470-995-1776  
Fax: 470-998-2684  
www.underwoodscoggins.com

J. Ethan Underwood  
eunderwood@underwoodscoggins.com

**LETTER OF INTENT REGARDING LAND USE APPLICATION AND STATEMENT OF DEVELOPMENT  
STATISTICS**

<b>Applicant:</b>	Tellus Holdings LLC
<b>Subject Property:</b>	95.69 Acres Designated as Hall County Tax Parcel(s): 15044 000040
<b>Current Zoning:</b>	PRD (C) – Planned Residential Development District (Hall County)
<b>Proposed Zoning:</b>	SF-TH – Single-Family Attached Townhome District (City of Flowery Branch)
<b>Proposed Use:</b>	96 Dwellings, Single-Family Detached; 102 Dwellings, Single- Family Attached
<b>Application:</b>	Annexation, Rezoning, and Concurrent Variance
<b>ROW Access:</b>	Falcon Parkway and Sasser Road
<b>Governing Jurisdiction:</b>	City of Flowery Branch, Georgia

This statement is intended to comply with the application procedures established by the Zoning Ordinance of the Governing Jurisdiction (the "Zoning Ordinance"), the Governing Jurisdiction's Petition for Annexation, Application for Zoning, and other applicable Ordinances and Standards. The Applicant incorporates all statements made in the Application for Public Hearing by the Applicant (the "Application"). Any zoning request, special use permit, petition for annexation, and variance application submitted concurrently with the Application is also incorporated herein by this reference. The Application sets forth a preliminary development plan for the Subject Property, to evaluate the proposed development and its zoning classification, based upon factors set forth by the Governing Jurisdiction. The Applicant has provided all required information and has submitted the appropriate application fees. The requested Application meets all judicial and statutory requirements for approval.

Specifically, the Applicant requests the following:

- a) Annex the Subject Property into the City of Flowery Branch.
- b) Rezone the Subject Property from Planned Residential Development District (PRD (C)) (Hall County) to Single-Family Attached Townhome District (SF-TH) (City of Flowery Branch).
- c) Variances:
  1. Reduce the minimum size of each townhome lot from 3,500 square feet to 2,600 square feet [Zoning Ordinance §12.6.c].





Enclosure 9

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**0, 4611, 4627 Guth Road & 0, 4561, 4613 J M Turk Road & 4590, 4601, 4610 Stanley Road | Rezone |** from Agricultural Residential-III (AR-III) to Planned Residential Development (PRD) | on a 114.147± acre tract located on the east side of J M Turk Road at its intersection with Guth Road | Zoned AR-III; Tax Parcels 15043 000027, 000201, 000128 & 15044 000035, 15044 000127, 15043 000109 & 15044 000035B, 000043, 000100 | **Proposed Use: 256-unit residential development** | Commission District 1 | **Steven P. Gilliam, applicant**

Mr. Lawhon introduced the item. Ms. Garmon discussed the item. Mr. Lawhon conducted the Public Hearing.

The following people addressed the Board:

Favor:

- Tyler Smith, 265 Thompson Place, Gainesville
- Jill Casper Stanley, 4561 J M Turk Road, Flowery Branch
- Randy Jones, 4561 J M Turk Road, Flowery Branch

Opposition:

- Bill Doucher, 4789 J M Turk Road, Flowery Branch
- Penni Ganyard, 2175 Silver Circle, Gainesville
- Mark Dunn, 4781 J M Turk Road, Flowery Branch
- Tommy Channell, 4737 J M Turk Road, Flowery Branch
- Albert Guth, 4589 Guth Road, Flowery Branch
- Mark Faul, 4567 Stanley Road, Flowery Branch
- Mike Morton, 6057 Daffodil Drive, Flowery Branch
- Dale Casto, 4801 J M Turk Road, Flowery Branch

Commissioner Powell/Commissioner — approve with the fourteen (14) conditions listed below — Vote: 3 to 1

Commissioner Cooper — recused

Commissioner Powell — aye

Chairman Higgins — aye

Commissioner Poole — nay

Commissioner Stowe — aye

Motion passed.

Conditions:

1. Development is approved as generally depicted on the site plan dated August 20, 2024, and as detailed in the project narrative dated August 20, 2024 and in the comparison chart received October 10, 2024, modified as necessary for compliance with conditions herein and development standards enforced at the time of site plan approval.
2. The minimum heated floor area (HFA) shall be 1,800 square feet for single-family detached homes and 1,300 square feet for townhomes.

Enclosure 10

— + 90% ▾

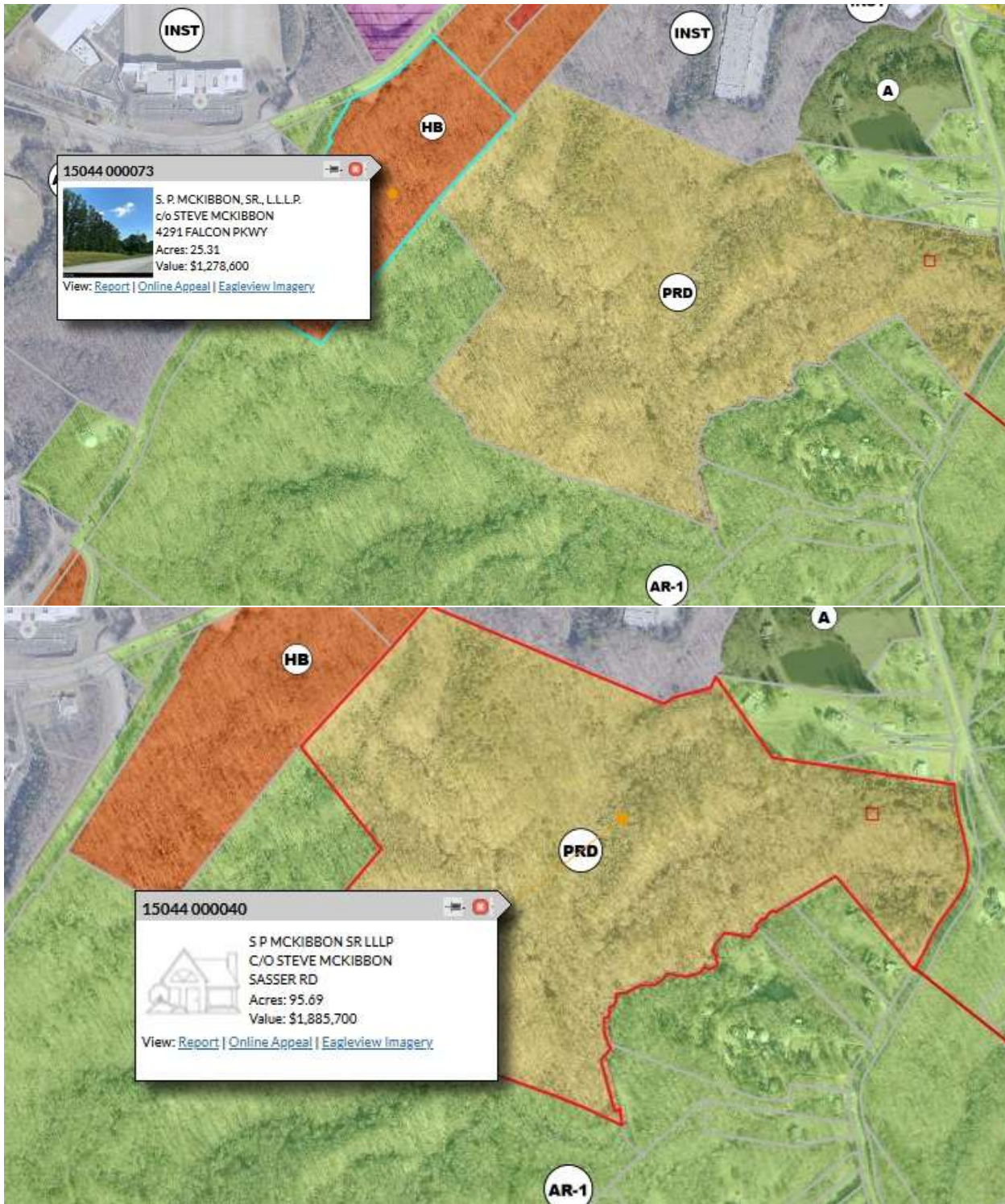


*\*Density:* The number of families, individuals, dwelling units or housing structures per unit of land. Gross density is determined by dividing the number of families, individuals, dwelling units or housing structures by the gross area of the land (i.e. all land within the boundaries of the particular area excluding nothing). Net density is determined by subtracting from the gross area the following conditions identified on the land:

- 50 percent of any land identified as a wetland; and
- 50 percent of any land identified waters of the state including the buffer zones; and
- 50 percent of any land identified as a flood hazard boundary; and
- 50 percent of any land within an electricity transmission easement or right-of-way; and
- 50 percent of any land within a gas transmission easement or right-of-way.

The result of this calculation is the net acreage. The net acreage is divided into the number of units to determine the net density.

Enclosure 11





Enclosure 12

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Staff recommends **denial** of **Ordinance 781** for the request to reduce the minimum size of each attached townhome lot from 3,500 square feet to 2,600 square feet.

Staff recommends **approval** of the request to remove the requirement of Sec. 1021.c residential street design with streets more than 360 feet in length shall have at least 25 feet of lateral deviation from a straight course with conditions outlined under Condition of Approval 7 a and b below.

**Conditions of Approval:**

Please find below the proffered conditions for the proposed rezoning, organized by discipline and drafted to ensure consistency with the submitted concept materials and to protect the public interest:

**1. General Development**

- a. Scope:  
The project shall consist of only detached single-family lots with dimensional standards for SF-TH detached single-family dwellings defined in table 6.2.
- b. Density Measurement:  
Density shall be calculated on a net basis, in accordance with the definition of “Net Density” set forth in Article 2, Section 2.2 (Design-Related Definitions).
- c. Maximum net density shall not exceed 6 units per acre.