



*Mulberry Springs  
Vineyard and Winery*

Arrowquest Services Inc.  
4567 Stanley Road, Flowery Branch, Georgia 30542

17 November 2023

Hall County Planning and Development  
2875 Browns Bridge Road  
(attn: Randi Doveton, Director of Planning and Development)  
Gainesville, GA 30504

Dear Randi Doveton:

Arrowquest Services Incorporated is the organization that operates Mulberry Springs Vineyard and Winery, which is a Farm House winery located at 4527 JM Turk Road, Flowery Branch GA 30542. These wineries are allowed on AGRICULTURAL- RESIDENTIAL III (AR-3) zoning and are very popular with the public. Farm Wineries were also encouraged by the State of Georgia to promote Georgia Agriculture and employment. Hall County Commissioners granted approval of Mulberry Springs Vineyard and Winery on 5 May 2021. Arrowquest Services Inc. manages Mulberry Springs Vineyard and Winery and has a role in providing the following positive attributes to the Hall County Community:

- The Largest Vineyard in Hall County.
- A google 5-star out of 5-star average review and 23,215 views on Google Maps (image 1).
- Overwhelming support on Facebook with thousands of likes, followers and support from the Community.
- Member of Georgia Agrotourism Group – supported by Road signs.
- Employs people and helps the economy.
- Provides a fantastic view for guests and helps create a positive image of Hall County.

Unfortunately, the proposed subdivision and rezoning request on Stanley Road in Flowery Branch GA will directly hurt winery operations and may result in the closure of the winery. The proposed subdivision, is actually an urban island in an established rural area, requesting 4 variances against existing Hall County rules. The rezoning application is located here:

<http://img1.wsimg.com/blobby/go/bdc3f054-bab6-4e84-8c37-25a3d969ad87/downloads/Guth%20JM%20Turk%20Stanley%20Rd%20-%20Thompson%20OBrien%20Kapp.pdf?ver=1696435243243> ).

This request is overly aggressive and is asking to put 324 homes on 117 acres, and will negatively impact the Mulberry Springs Vineyard and Winery in numerous ways. We encourage you to deny the rezoning request of PRD from AR-3 Stanley Road for the following reasons:

**The plan Landlocks Winery Operations at 4555 Stanley Road.** The proposal, if approved, moves Stanley Road and landlocks property at 4555 Stanley Road where some winery operations occur (image 2). Implementation of this plan will severely damage the winery operations. Stanley Road is currently a small gravel road that handles farm equipment to allow winery trucks and machine access. If not landlocked a reconfigured Stanley Road will have farm equipment competing with subdivision traffic of about 1,000 cars (image 3).

**Views of Mulberry Springs are amazing – rezoning will destroy the views.** People come to the winery to relax and get something they can't get at home, which is beautiful vistas and peacefulness.



The winery location was specifically chosen for its views and the limited growth possibility on Stanley Road due to its odd triangular shape the impossibility of building houses on the Road, given setback rules. However, the proposed plan is to move Stanley Road and will allow many houses to be seen from the winery. This will hurt the views of the largest Vineyard in Hall County and help destroy a valuable asset to the community. Further, the State of Georgia has declared Mulberry Springs Vineyard and Winery an official "Georgia Grown Agritourism site". This high-density subdivision proposal is inconsistent the State of Georgia agritourism designation (image 4).

**The plan has excessive housing density, beyond allowable rules, which may result in noise complaints.** Part of the vineyard lies 400 feet from Stanley Road. The current plan is to move Stanley Road and have houses backup to 4567 Stanley Road, with limited setbacks. Thus, people may hear wine drinkers have conversations and wine drinkers may be bothered by dense subdivision noise. It goes both ways. The excessive density and movement of Stanley Road puts winery operations at risk of receiving noise complaints and diminished winery patronage. Please note, the current AR-3 density is manageable and consistent with the entire rural area and is normal zoning for Wineries throughout the State of Georgia. However, PDR zoning is incompatible with winery operations and is setting up the winery for noise complaints. The decision to allow anything other than AR-3 zoning will severely injure the winery sales.

**Retention Ponds will create a breeding ground for mosquitos.** Mulberry Springs winery built an underground water detention pond that costs about \$50,000. This was to avoid the mosquito problems in an area where there are outdoor activities. The proposed high-density subdivision has 4 detention above ground detention ponds. These ponds will be a breeding ground for disease (ie, West Nile virus, Zika...) and will likely severely hamper winery operations. If the proposed subdivision is approved, request the detention ponds be placed underground to protect the winery.

**Please deny the zoning request.** Homes could be built on the existing AR-3 zoning. No one rejects development on the current zoning of AR-3. This proposed plan is grossly overly aggressive and hurts the look and feel of this valued rural area. It will also severely injure the Winery Operations and activities. According to a study done by the University of Georgia, the number one reason people visit wineries to for the views and to connect with nature (Economic Contribution of Georgia Wineries and Vineyards, Prepared by: Kent Wolfe, Sharon P. Kane, and Karen Stubbs, University of Georgia, Center for Agribusiness and Economic Development, Center Report: CR-13-06, dated Sept 13<sup>th</sup> 2013 - <https://caed.uga.edu/content/dam/caes-subsite/caed/publications/center-reports/economic-contribution-wineries-georgia.pdf> ). Specifically, "scenery" is listed as the number 1 reason people go to wineries (table #1.6). Further, in 2013, it was documented that the impact of Georgia Wineries on the State economy was "sectors, along with visitor spending contributes up to \$81.6 million in output, 655.6 jobs throughout the state's economy, and \$4.1 million in state and local tax revenue". It is probably double that now due to the winery growth in the North Georgia Mountains and due to inflation within the last 10 years since the report was written. This very dense subdivision proposal will undoubtedly hurt the winery due to a loss of "scenery". It will severely hamper winery operations and promote future noise complaints all for the purpose maximizing lots of land on a proposed future movement of Stanley Road. Many people like the winery location because it saves them from driving long distances to



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visit other wineries. This proposal is so aggressive and inappropriate for a rural area, I have been in communication with my State Representative's office (Representative Derrick McCollum).

For these reasons (harm to an established winery with good community support, hampered winery operations, destruction of valuable scenery, loss of rural area that helps people's well being, increase of noise complaints, possible economic loss to Hall County and an increase in mosquitos) this rezoning request must be denied. Also, the proposal is inconsistent with the Hall County comprehensive Land Use Plan for this area and is counter to the quality of life for current and future homeowners and agri-businesses in the area, I urge the denial of the proposal of moving Stanley road and any rezoning change to an established rural area within Hall County. A non AR-3 zoning request would substantially hurt Mulberry Springs Vineyard and Winery.

Mark Faul, PhD



Arrowquest Services Inc, CEO

678-472-6327

4 images

Copy Furnished: Representative Derrick McCollum, 30th District 612-E Coverdell, Legislative Office Building, Gainesville, GA 30503



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Image 1

← → ↻ 🏠 🔒 📄 📄 https://www.google.com/maps/place/Mulberry Springs Vineyard and Winery

☰ Mulberry Springs Vineyard and Winery 🔍 ✕

📷 29 photos

### Mulberry Springs Vineyard and Winery

5.0 ★★★★★ (24)  
Winery

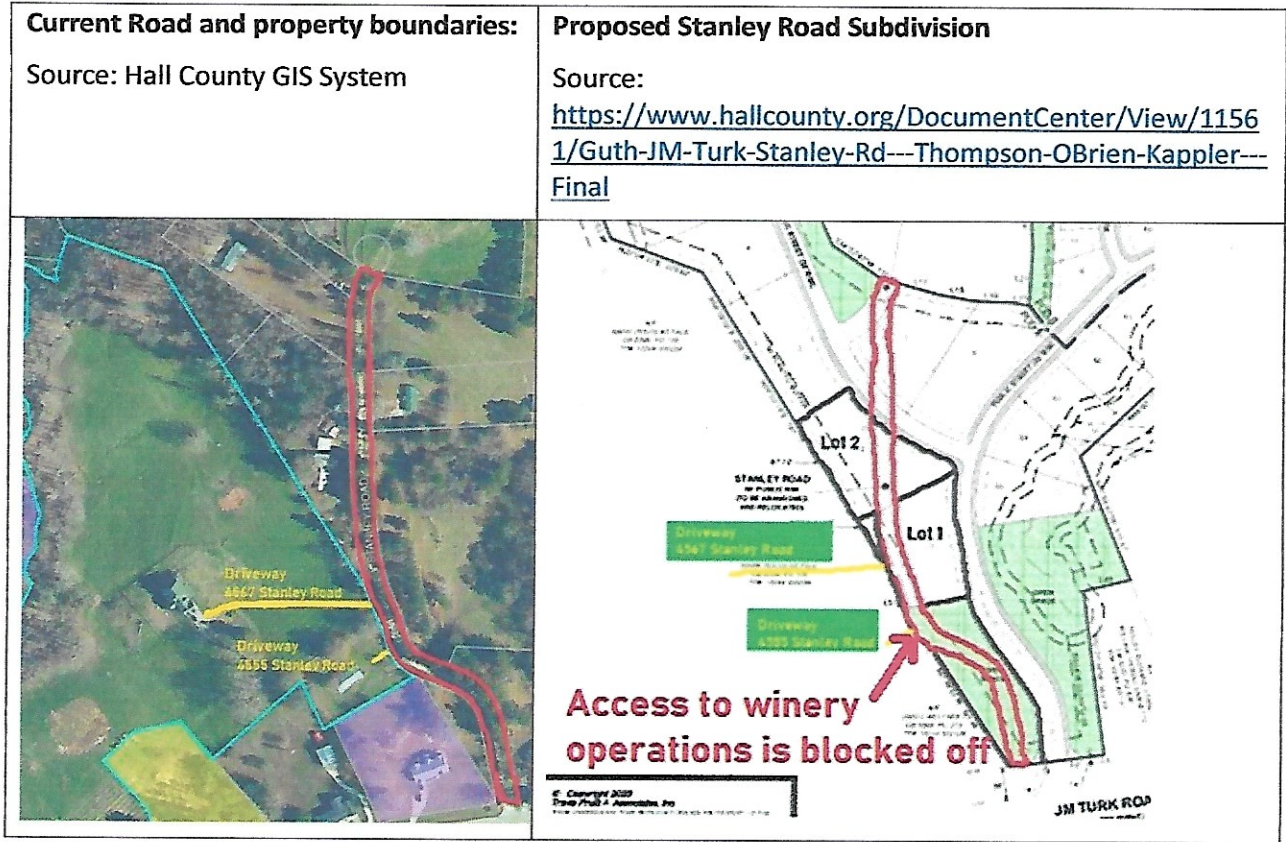
📄 Manage your Business Profile

👤 23,215 views

Map labels: Martin Rd, JB Development, Quailwood HOA, Dan Pt & Air C, om Hall of Witnesses, J.M. Turk Rd, Deer Creek Ct, Aulberry Creek Park Community Center, Mulberry Springs Vineyard and Winery, View Estates, Cardinal Ridge Way, Gum Rd, J.M. Turk Rd, 4th Ln



Image 2





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Image 3





GEORGIA  
AGRITOURISM



Mulberry Springs  
Vineyard &  
Winery

**For Sale**

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12 +/- Acres

**770-532-9911**

[avisonyoung.com](http://avisonyoung.com)

Frank N. Simpson, CCIM, SIOR  
Sam B. Simpson