

NARRATIVE
3608 Joe Chandler Road, Gainesville, GA
September 23, 2025

Existing Use & Description: Wright Land & Cattle Co is a small family owned and operated facility, and a picturesque refuge for those who cherish the outdoors. As a family that once lived in a neighborhood, we spent countless hours searching for outdoor activities that we could participate in as a family. We have always believed that having the ability to be in touch with nature and learn from outside experiences is a crucial part of child development as well as family bonding. After parting ways with the suburban lifestyle and moving to land, we quickly discovered that our children became more responsible, independent, and stimulated. These traits resulted from daily tasks on the farm which included upkeep, animal care, and being outdoors as much as possible. Our farm has always been for personal use prior to this request. For much of this period, we used our farm as an equestrian facility for our children to train and compete eventing horses. Once our daughters left for college, we parted ways with the equestrian lifestyle. However, with the love of animals, farming, and nature in our blood, we realized we were lost without animals on the farm. Due to their gentle temperament, hardiness, and suitability for small scale farming, we decided to begin raising Highland Cattle. Their unique appearance and calm nature make them well-loved by the community and visitors, while their ability to thrive on pasture with minimal intervention supports sustainable land use. The highland breed adapts well to different climates, are easier to handle than many other cattle, and provide both quality beef and educational opportunities. Raising Highland Cattle allows us to preserve an iconic breed, practice responsible land stewardship, and share the beauty of these animals with others. We love the day-to-day work on the farm and the privacy that our farm has to offer. With a deep-rooted pride in animal care, we have always ensured that our animal health and facilities are held to the highest standards. We are proud of our beautiful landscape and our restful, peaceful area to relax and unwind. We strive to continue to work for ourselves and build something for our children, grandchildren, and future generations to come.

Proposed Use: With our convenient location right at the edge of town, we would like to provide a place of entertainment and education for families and people of all ages by providing a community oriented agritourism program that invites residents and visitors to experience Highland Cattle in a safe, educational, and family-friendly setting. We would like to promote agricultural awareness, support local tourism, and encourage outdoor recreation while highlighting the unique heritage and charm of Highland Cattle. We want Wright Land & Cattle Co to be a place where people can be removed from the grind of daily life and the city.

In addition to small-group farm tours and educational activities, we propose hosting a limited number of private events on the property. These will primarily include small gatherings such as celebrations and weddings.

To maintain the agricultural character of the farm and minimize any community impact, we will restrict weddings to no more than six per year. Events will be carefully scheduled and managed to avoid excess noise, traffic, or disruption to neighbors.

Goals and Benefits

1. **Educational Value:** Teach visitors about Highland Cattle, farming practices, and animal care. Field trips support Georgia's educational goals in science, agriculture, and environmental stewardship.
2. **Community Engagement:** Provide family-friendly activities that strengthen community connections.
3. **Tourism Growth:** Position Hall County as a destination for authentic agritourism experiences.
4. **Wellness and Recreation:** Offer activities like yoga, games, and picnics to promote outdoor health and wellness.
5. **Economic Development:** Support local vendors through craft workshops and seasonal events.

Proposed Activities:

- Meet the Highland Cattle: Guided introductions to the cattle, including supervised feeding, petting, and brushing.
- Educational Sessions: Short talks about the history, care, and role of Highland Cattle in farming
- Coffee with Cows: A morning social gathering where guests enjoy coffee and pastries while spending time near the herd.
- Crafts and Cow Creations: Hands-on craft activities for children and adults, such as cow-themed art projects, painting, and seasonal decorations.
- Yoga with Cattle: Outdoor yoga sessions in the pasture or overlooking cattle for relaxation and wellness
- Picnic with the Herd: Designated picnic areas near the cows for families and small groups.
- Farm Tours: Guided walking tours explaining sustainable farming practices, pasture management, and livestock care.
- School Field Trips: Providing students with a unique hands-on learning opportunity outside the classroom. Children are able to experience Highland Cows up close, learn about animal care, farming practices, and the importance of agriculture in daily life.

- Small-scale private events, that may include weddings, family gatherings, and community celebrations.

Seasonal Activities:

- Fall: Pumpkin patch with cows
- Winter: Holiday photos with decorated barn and cows
- Spring: Calf watch and planting activities
- Summer: Ice cream social and cow cooling demos

Safety and Animal Welfare

- Supervised interactions with animals at all times.
- Restricted access to barns and sensitive areas
- Regular veterinary care and proper handling to ensure animal well-being.
- Liability waivers required for participation in activities.

Facilities and Infrastructure

- Designated parking area for guests that is at least 200 feet from property line.
- Restroom facilities are available inside the barn and are handicapped accessible.
- Tables, chairs, and shaded seating areas are available for guests.
- Handwashing/sanitizing is available near animal contact areas.
- Small farm store space for local goods, crafts, and refreshments.
- Barn A (which is the smaller barn) will host smaller gatherings such as painting and craft activities and farm store which may include Wright Land and Cattle Co merchandise. This barn includes an open aisle way and 2 open covered porches/sheds.
- Barn B will host larger events such as receptions, family gatherings, or private parties. This Barn exhibits 4 large garage doors on the front, one large garage door on each side (with 1 side also containing an exit door) , as well as one garage door and exit door on the back. This area can be entirely open or closed depending on weather conditions.
- There will be an outdoor wedding/event area in front of Barn A. This area is perfect for outdoor weddings or events offering breathtaking sunsets and picturesque views of the farm.

Buffers

- Although Barn A, at 100 feet, and Barn B at 65 feet from the property line is less than the required 300 feet, the bordering property is undeveloped land consisting of timber and a large ravine. The closest house to the barn is 1,023 feet. The areas where the cattle visits will be is 371 feet from one property line and 326 feet from the other property line and bordered by timber and a ravine.

Scheduling and Operations

- Operating Days: Open by reservation only, 9:00 AM – 10:00 PM Monday - Sunday
- Group size: Groups will be limited to 1-6 people for Highland Cow experience and photo sessions. Visits will be from 30 minutes up to 2 hours and only 1 group at a time.
- Yoga classes will be limited to 20 people and will not be held more than three times weekly for 1 hour/ session.
- To maintain the agricultural character of the farm and minimize any community impact, we will restrict weddings to no more than 6 per year. Events will be carefully scheduled and managed to avoid excess noise, traffic, or disruption to neighbors.

Compliance and Community Impact

- All activities will comply with Hall County agritourism and zoning regulations.
- Traffic and parking will be managed to minimize disruption to neighbors
- Noise and lighting kept at a minimum to preserve rural character.
- All events will conclude by 10:00 p.m. to maintain the quiet rural character of the area.
- Farm will maintain required insurance and business licenses.

Conclusion

This proposed Highland Cattle Agritourism Experience will enrich Hall County by combining education, recreation, and wellness in a safe farm setting. It supports agricultural literacy, promotes tourism, and provides unique, family-friendly attractions that aligns with the county's vision for community growth and rural heritage preservation