

Flowery Branch

**CITY OF FLOWERY BRANCH
Council Meeting
Work Session Minutes
Thursday August 15, 2013 6:00 PM**



OPEN MEETING:

CALL TO ORDER: Mayor Miller called the meeting to order at 6:00 p.m.

IN ATTENDANCE: Mayor Mike Miller, Mayor Pro tem Joe Anglin, Council Members: Damon Gibbs, Mary Jones, Fred Richards and Tara Richards. Also in attendance were City Manager Bill Andrew, City Attorney Ron Bennett, City Director of Planning and Community Development John McHenry, City Finance Director Jeremy Perry and Chief of Police David Spillers

PLEDGE OF ALLEGIANCE: The pledge of allegiance was led by Councilmember Tara Richards

PRESENTATION:

Update on Redevelopment Plan

- Joel Reed with Pond and Company gave an update on the Old Town Redevelopment Plan. Mr. Reed's presentation is attached as Exhibit A.
- There will be a community meeting on August 27 to discuss the Redevelopment Plan.
- Taylor from RKG will meet with City staff to discuss the Market Analysis information.
- There is a webpage for this project at oldtownflowerybranch.wordpress.com, which includes information about the project and a survey that can be completed.

UNFINISHED BUSINESS:

Discussion – Second Reading Ordinance 477 – Amend Charter to provide a per diem to Mayor and Council Members for meeting attendance

- No discussion

Discussion – Second Reading Ordinance 478 - Millage rate for fiscal year 2014

- No discussion

NEW BUSINESS:

Discussion – Draft Council meeting minutes from August 1, 2013

- City Clerk Burney indicated that she had sent out the minutes and received no comments.

Discussion – Resolution 13-012 – Dedication of streets in Pods J and K in Sterling on the Lake

- City Director Planning and Community Development McHenry indicated that the streets in Pods J and K have been inspected and have met all requirements.

Discussion – City appointments to Hall County EnviroShare Committee

- City Manager Andrew stated that both Fred Richards and Monica Beatty are in good standing on the EnviroShare Committee and both Mr. Richards and Ms. Beatty are willing to be reappointed for another term.

DEPARTMENT REPORTS:

City Manager Report

- On August 22 at 8:00 a.m. there will be a Commercial Brokers meeting at the former Habersham Bank building.
- Also on August 22 at noon there will be a lunch meeting at the Chamber of Commerce where Calliope Sweets will be honored as the Small Business of the Month.
- On August 26 at 5:30 p.m. there will be a Joint Municipal Association meeting in the City of Gillsville. Location is to be decided.
- There has been some discussion regarding connecting multiuse paths in the South Hall area and a map of the proposed plan is attached as Exhibit B. The new Lake Lanier Islands Parkway will be four lanes from the lake to Braselton, with a multiuse path on each side of the road. When Spout Springs Road is widened, it will also have a multiuse path. Newland, the builder of Sterling on the Lake, along with the City, has expressed an interest in planning for a multiuse path that would be an integral part of the neighborhood and would connect the paths between Lake Lanier Islands Parkway and Spout Springs Road. Vulcan has indicated that they might be willing to help fund the multiuse path. The Gainesville-Hall Metropolitan Planning Organization (MPO) is due to update their bike/pedestrian plan and would like to concentrate their update on the South Hall area. The MPO is willing to commit \$40,000 to this effort and has asked that the local governments (Buford, Braselton, Oakwood and Flowery Branch) collectively commit \$10,000. Lula has also expressed an interest in this plan as they would like to change the State Bike Route so that it would come closer to Lula. City Manager Andrew verified that the Council would be interested in pursuing this collaborative effort, with a cost to the City of about \$2500 with a long term plan to connect the multiuse path to the Gwinnett County path system.

- There are some erosion issues on Bragg Road, which will require some work with Pond to help stabilize the area. The area would then be used for a multiuse path, not have it open for vehicular traffic.

City Finance Director Report: None

City Director Planning and Community Development Report

- The plans for the Senior Care America location at Spring and Mulberry Streets are currently under review.
- Mr. Jonathan Gelber from Bleakly Advisory Group presented Summary of the City of Flowery Branch proposed Opportunity Zone. This presentation is attached as Exhibit C. First, an Urban Redevelopment Plan must be created and then an Opportunity Zone application is submitted to the Georgia Department of Community Affairs (DCA). There are two areas identified for the Opportunity Zone application. The downtown area will most likely meet the requirements for approval by DCA, while the area near Interstate 985 may not meet the requirements. Prior to submission of the application, there must be a public hearing and a vote by the City Council to approve the submission.

City Clerk Report: None

City Attorney Report: None

Council Report

- Council Member Tara Richards thanked the consultants for attending the meeting and giving the City Council updates on the Redevelopment Plan and the Opportunity Zone Application.
- Council Member Joe Anglin: None
- Council Member Fred Richards: None
- Council Member Mary Jones: None
- Council Member Damon Gibbs: None
- Mayor Mike Miller: None

ADJOURNMENT WORK SESSION: Adjourned at 7:00 p.m.



**CITY OF FLOWERY BRANCH
Council Meeting
Voting Session Meeting Minutes
Immediately following Work Session
Thursday August 15, 2013**



OPEN VOTING SESSION: Mayor Miller called the meeting to order at 7:00 p.m.

PUBLIC COMMENTS:

Chris Fetterman of 7859 Benchmark Drive spoke in opposition of approval of a per diem for the Council.

CONSENT AGENDA:

Draft Council meeting minutes from August 1, 2013

**Motion to approve Consent Agenda: Joe Anglin
Second: Damon Gibbs
Unanimous**

UNFINISHED BUSINESS:

Second Reading Ordinance 477 – Amend Charter to provide a per diem to Mayor and Council Members for meeting attendance

A HOME RULE ORDINANCE TO AMEND ARTICLE II, SECTION 2.7(a) OF THE CHARTER OF THE CITY OF FLOWERY BRANCH; TO AMEND THE COMPENSATION OF THE MAYOR AND COUNCIL MEMBERS; TO PROVIDE FOR SEVERABILITY; TO REPEAL CONFLICTING PROVISIONS OF THE CHARTER; TO REPEAL CONFLICTING ORDINANCES; TO PROVIDE FOR AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.

**Motion to approve second reading of Ordinance 477: Damon Gibbs
Second: Tara Richards**

Council Member Fred Richards requested that the effective date of this ordinance, if approved, be changed to July 1, 2014 (the City fiscal year) because this ordinance is only a mechanism and there is no funding for the per diem payments.

Both Damon Gibbs and Tara Richards agreed to amend the motion to approve Ordinance 477 with Section 4 to read as follows: “This ordinance shall be effective no earlier than July 1, 2014.”

Mayor Miller asked City Clerk Burney to do a roll call vote:
Council Member Gibbs: Yes
Council Member Jones: Yes
Council Member Fred Richards: No
Council Member Joe Anglin: No
Council Member Tara Richards: Yes
The motion passes with three votes.

Second Reading Ordinance 478 - Millage rate for fiscal year 2014

AN ORDINANCE TO FIX THE AD VALOREM TAX RATE FOR THE CITY OF FLOWERY BRANCH, GEORGIA FOR THE CALENDAR YEAR 2013 AND THE FISCAL YEAR OF 2013-2014; TO LEVY SAID TAX UPON ALL PROPERTY SUBJECT TO TAXATION BY THE CITY OF FLOWERY BRANCH, GEORGIA; TO PROVIDE FOR THE TIME OF PAYMENT OF SAID TAXES; TO PROVIDE FOR INTEREST AND PENALTIES FOR THE FAILURE TO PAY TAXES; TO PROVIDE FOR AN ADMINISTRATIVE PROCEDURE FOR THE COLLECTION OF DELINQUENT AD VALOREM TAXES; TO PROVIDE AN ADMINISTRATIVE PROCEDURE FOR THE COLLECTION OF DELINQUENT AD VALOREM TAXES FOR YEARS PRIOR TO 2013; TO REPEAL CONFLICTING ORDINANCES TO THE EXTENT OF ANY CONFLICT; TO PROVIDE SEVERABILITY; AND, FOR ALL OTHER LAWFUL PURPOSES.

Motion to approve second reading of Ordinance 478: Tara Richards
Second: Fred Richards
Unanimous

NEW BUSINESS:

Resolution 13-012 – Dedication of streets in Pods J and K in Sterling on the Lake

A RESOLUTION OF THE CITY OF FLOWERY BRANCH CITY COUNCIL ACCEPTING THE DEDICATION OF ROADWAYS AND STORMWATER STRUCTURES THEREIN LOCATED WITHIN THE STERLING ON THE LAKE DEVELOPMENT, FROM NNP LOOPER LAKE, LLC., FOR PUBLIC PURPOSES. THE ROADWAYS AND STORMWATER STRUCTURES THEREIN ARE IDENTIFIED AS BEING 5.085 ACRES WITHIN POD J AND 3.552 ACRES WITHIN POD K. SAID ROADWAYS AND STORMWATER STRUCTURES THEREIN ARE IDENTIFIED IN EXHIBITS "A" THROUGH "C".

Motion to approve Resolution 13-012: Joe Anglin
Second: Mary Jones
Unanimous

City appointments to Hall County Citizens' Advisory Committee for EnviroShare Environmental Management System

Motion to approve the reappointment of Fred Richards and Monica Beatty to the Citizens' Advisory Committee for Hall County EnviroShare Environmental Management System (EvMS): Damon Gibbs

Second: Tara Richards

Unanimous

EXECUTIVE SESSION:

Executive Session for Pending / Potential Litigation, Personnel Matters and Land Acquisition/Disposition.

Motion to enter Executive Session at 7:20 p.m. for the purpose of pending/potential litigation, personnel matters and land acquisition/disposition: Tara Richards

Second: Fred Richards

Unanimous

Motion to exit Executive Session at 7:50 p.m.: Damon Gibbs

Second: Tara Richards

Unanimous

ADJOURNMENT:

Motion to adjourn the voting session at 7:50 p.m.: Fred Richards

Second: Tara Richards

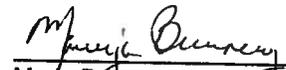
Unanimous



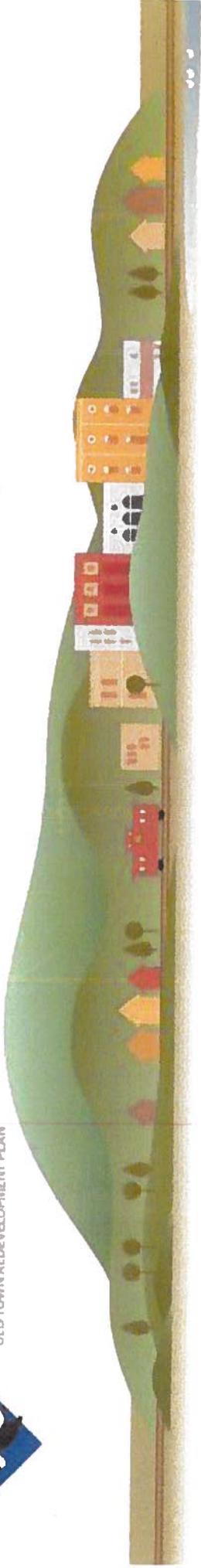
James "Mike" Miller - Mayor

September 5, 2013

Dated



Marja Burney - City Clerk



INTRODUCTION AND WELCOME

PROJECT GOALS

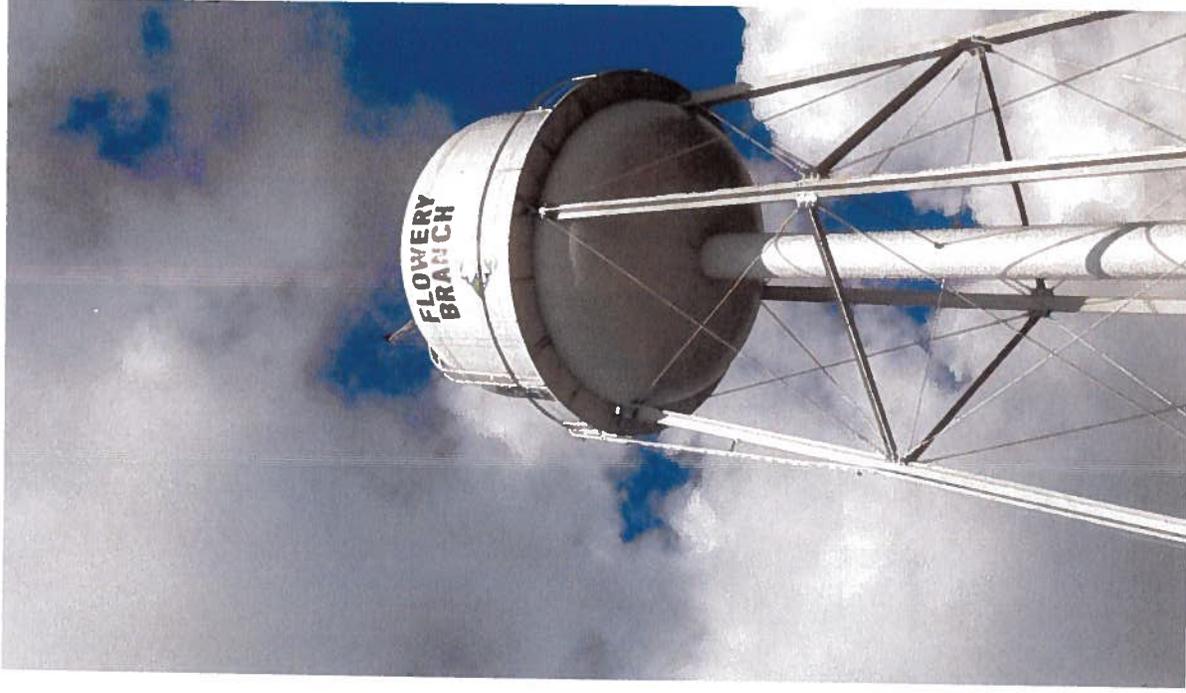
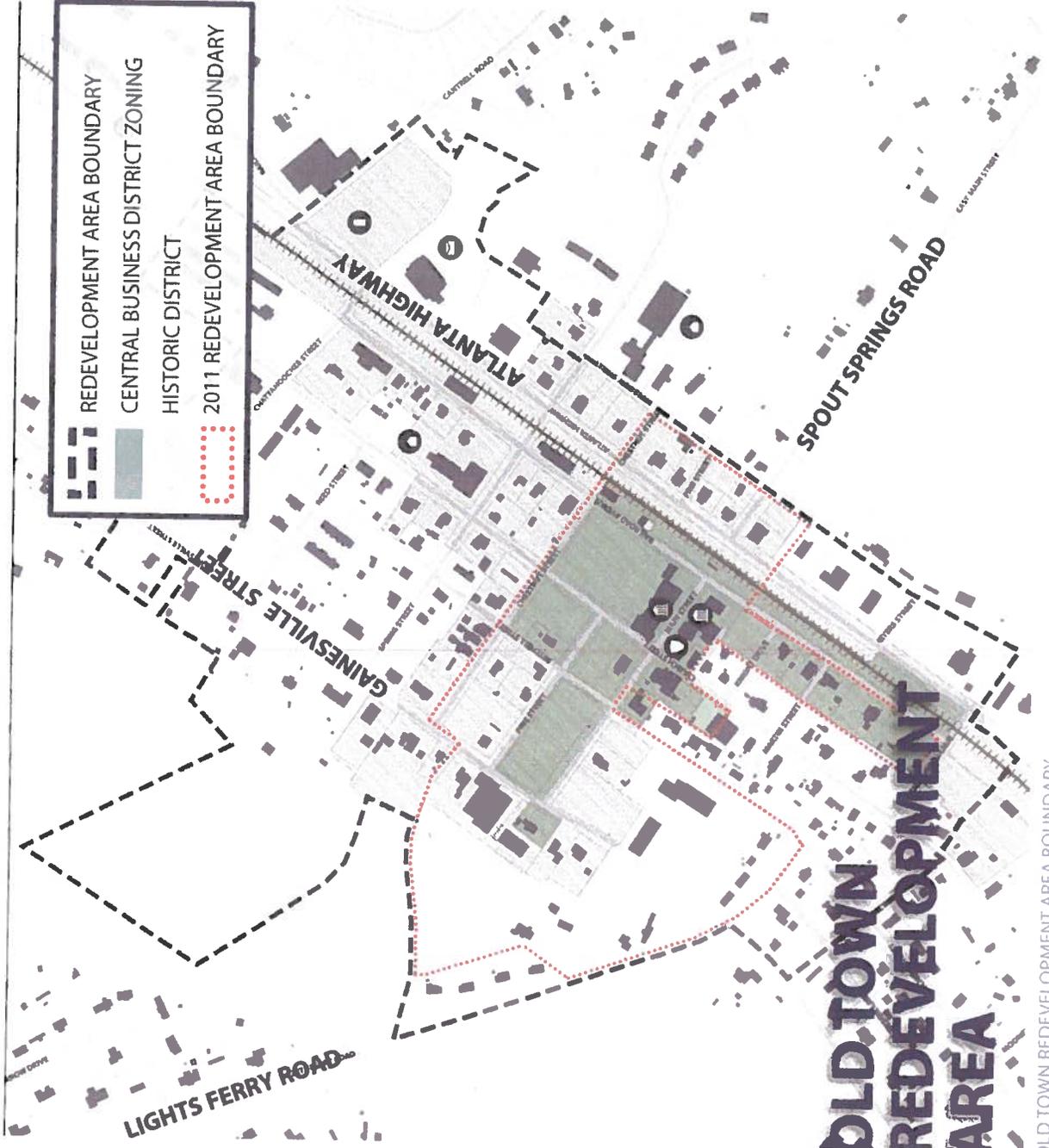
- **Present a clear vision for Flowerly Branch Old Town**
- **Understand the city's assets and market position**
- **Outline the steps it will take to create a more vibrant town center**

WHERE WE ARE NOW

NEXT STEPS

- **Upcoming community meeting: August 27, 2013**

INTRODUCTION AND WELCOME



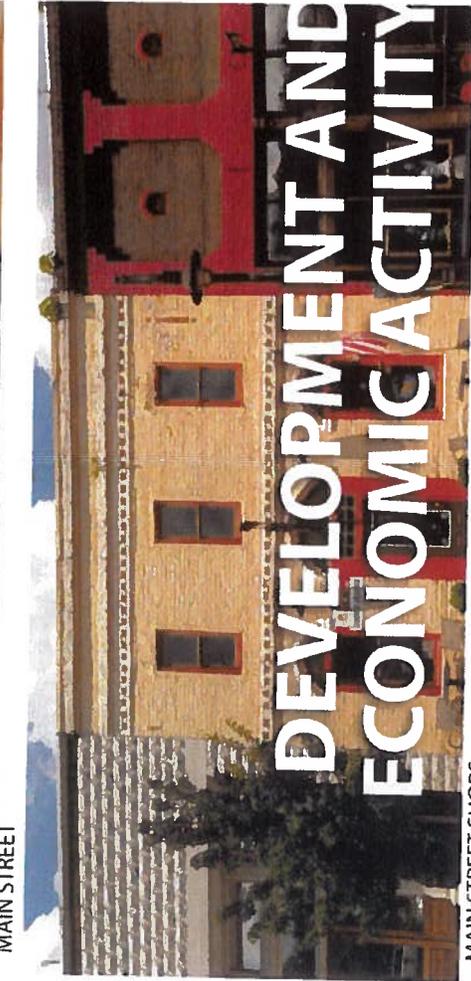
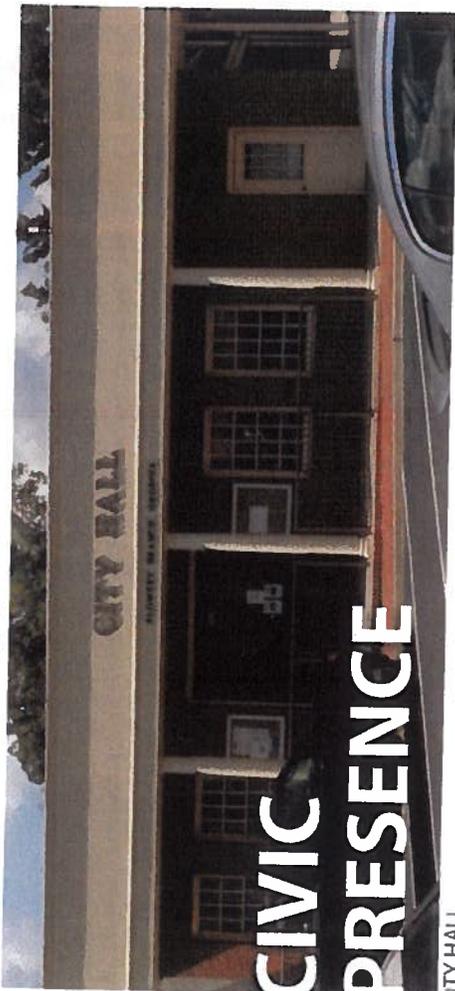
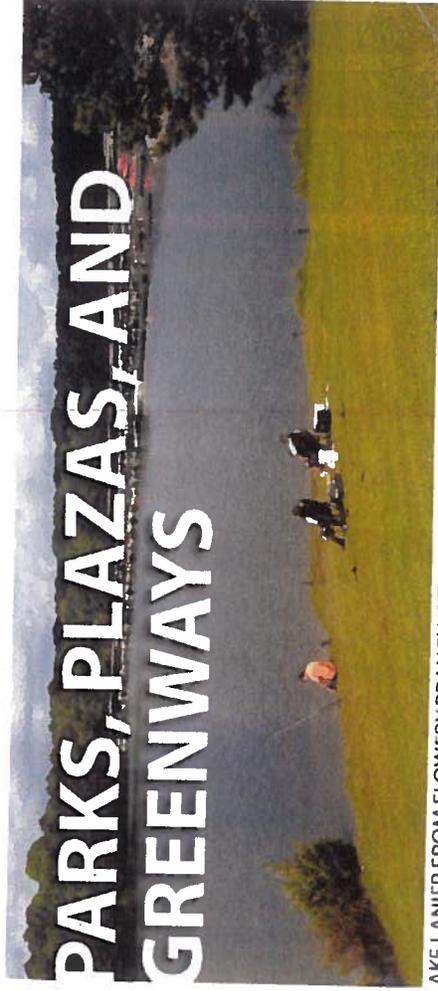
FLOWERY BRANCH WATER TOWER

PROJECT GOALS

- Present a clear vision for Flowery Branch Old Town

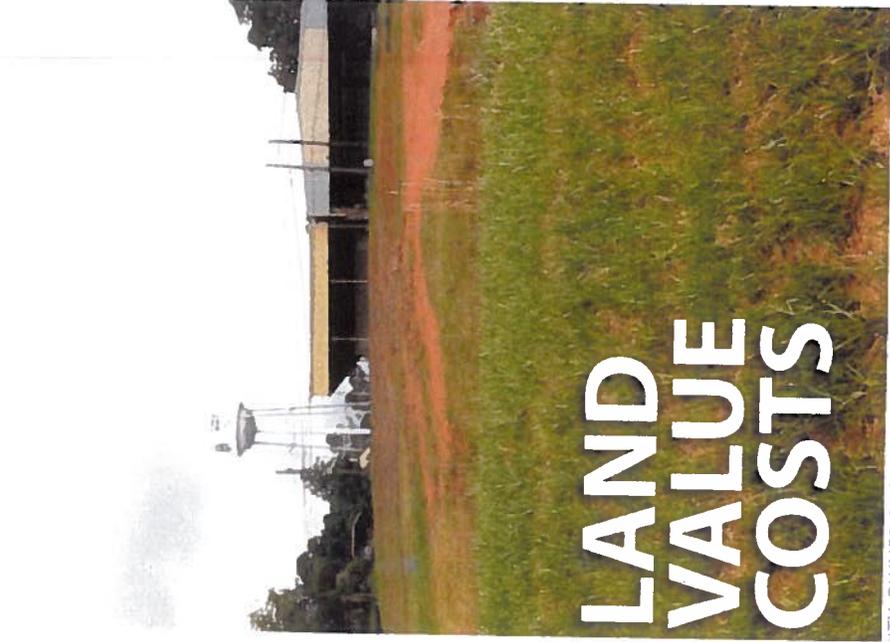
• Understand the city's assets and market position

• Outline the steps it will take to create a more vibrant city center



PROJECT GOALS

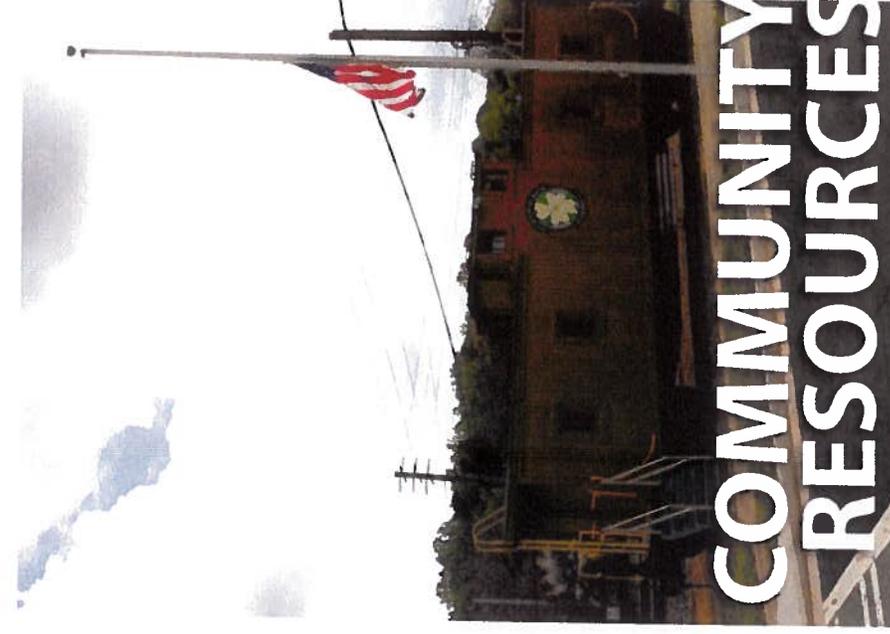
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CITY-OWNED PROPERTY ON MAIN STREET



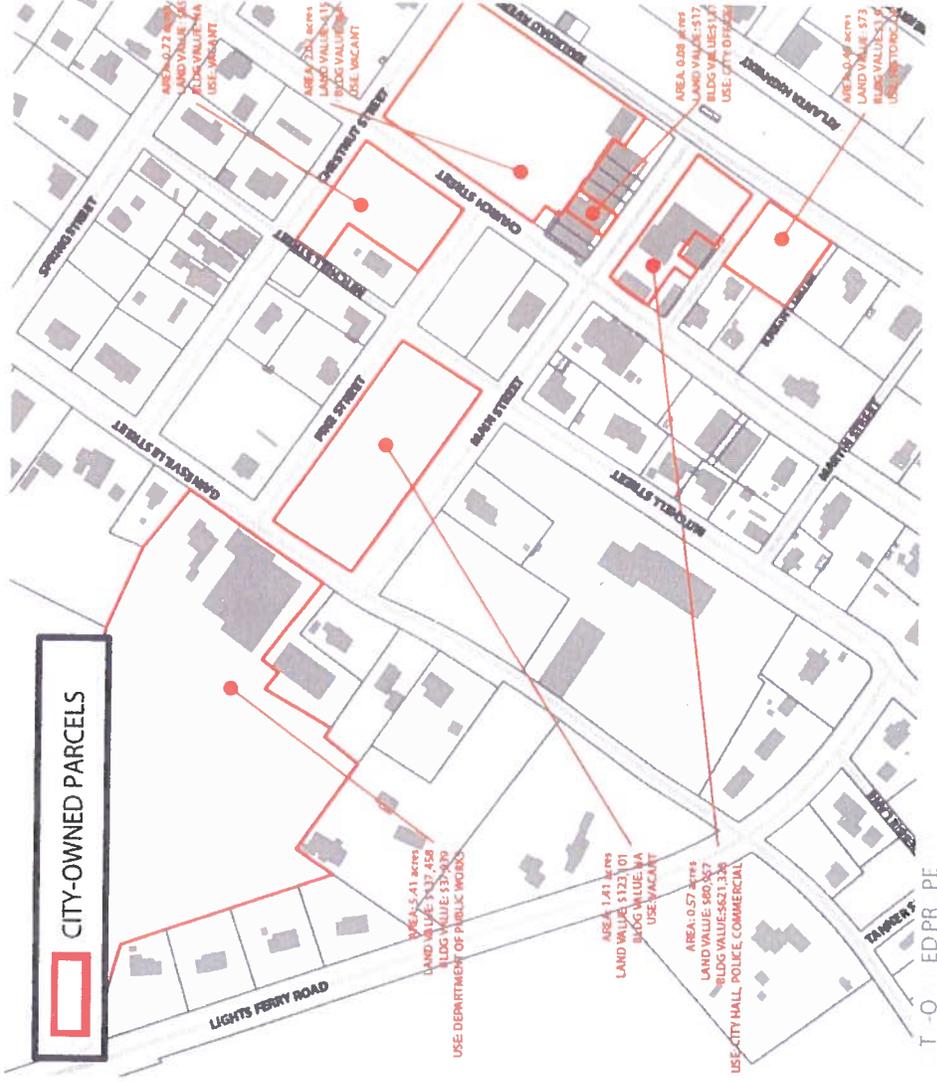
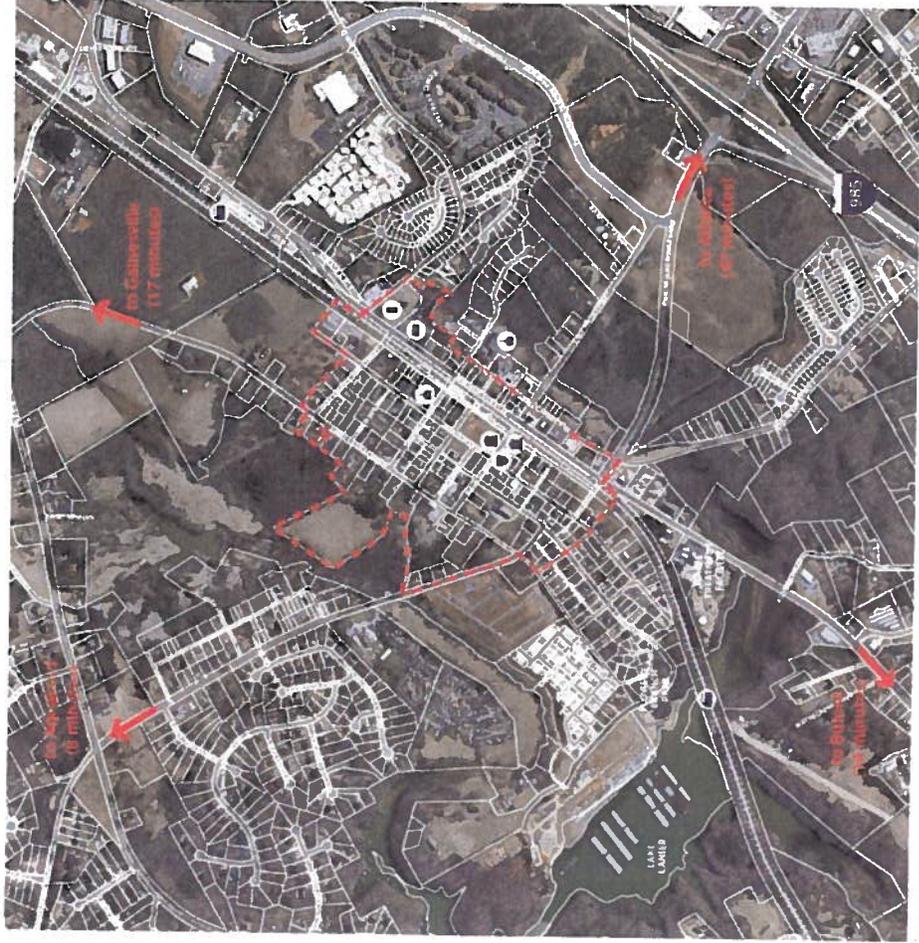
FLOWERY BRANCH CITY OFFICES



CABOOSE

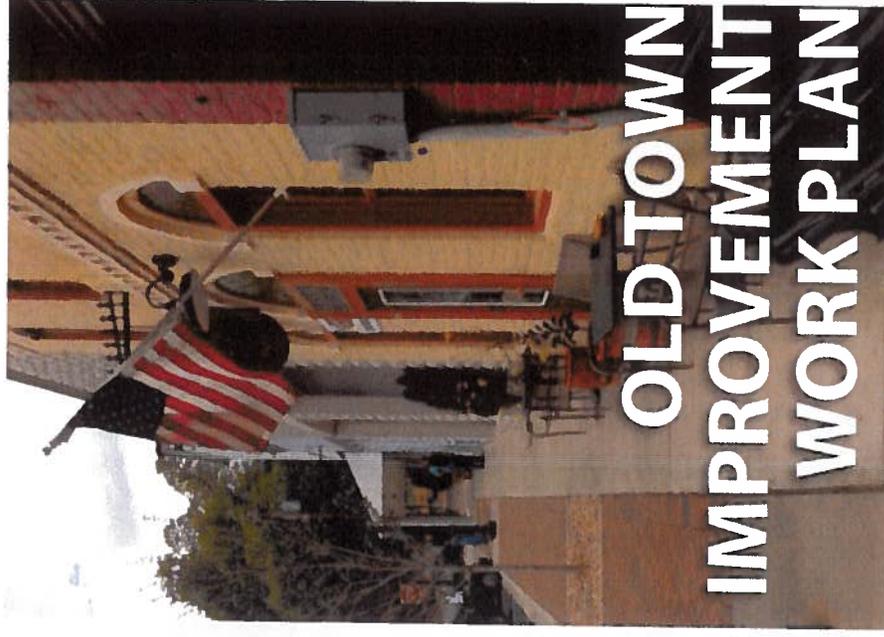
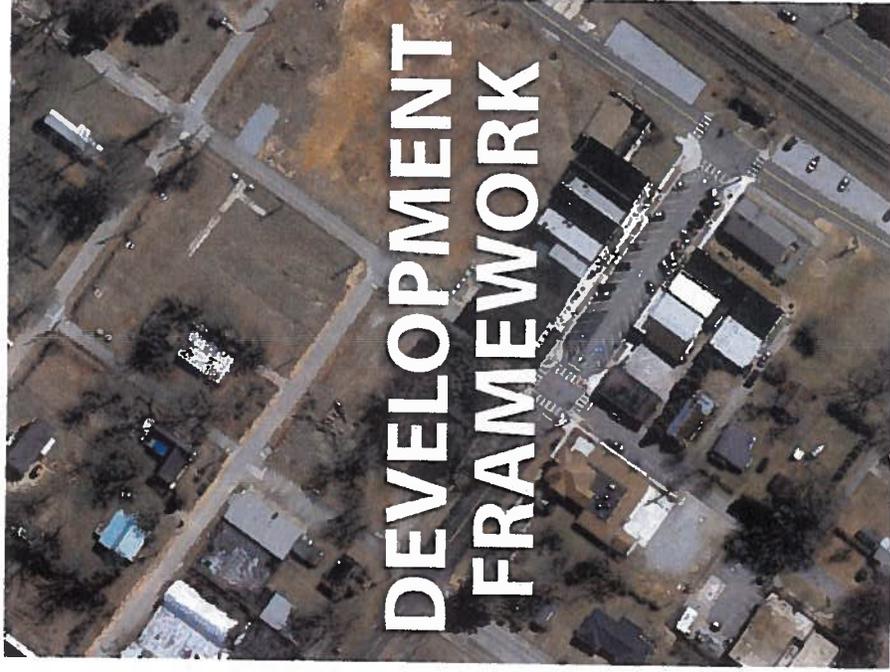
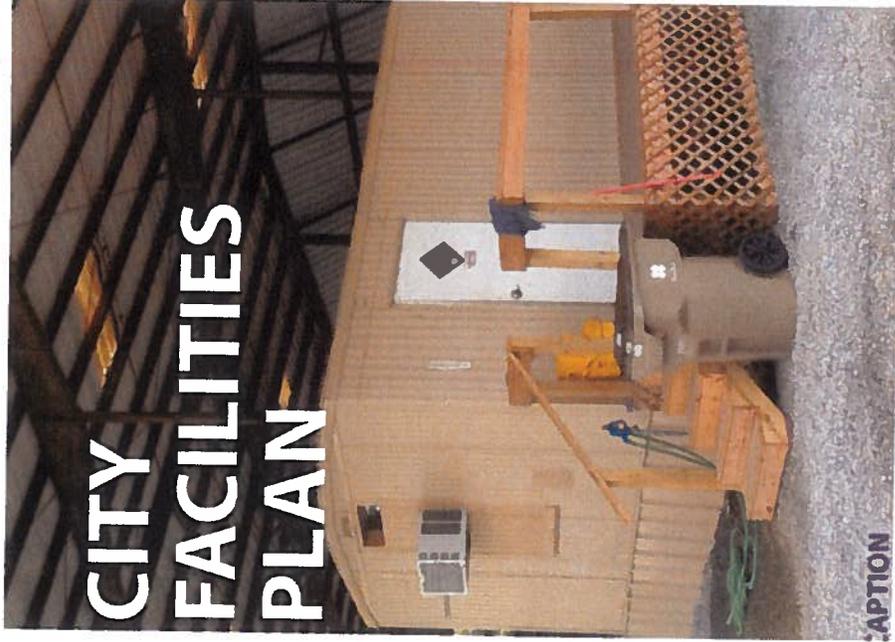
PROJECT GOALS

- Present a clear vision for Flowerly Branch Old Town
- **Understand the city's assets and market position**
- Outline the steps it will take to create a more vibrant towncenter



PROJECT GOALS

- Understand the city's assets
- Present a clear vision for Flowery Branch Old Town
- **Outline the steps it will take to create a more vibrant city center**



WHERE ARE WE NOW

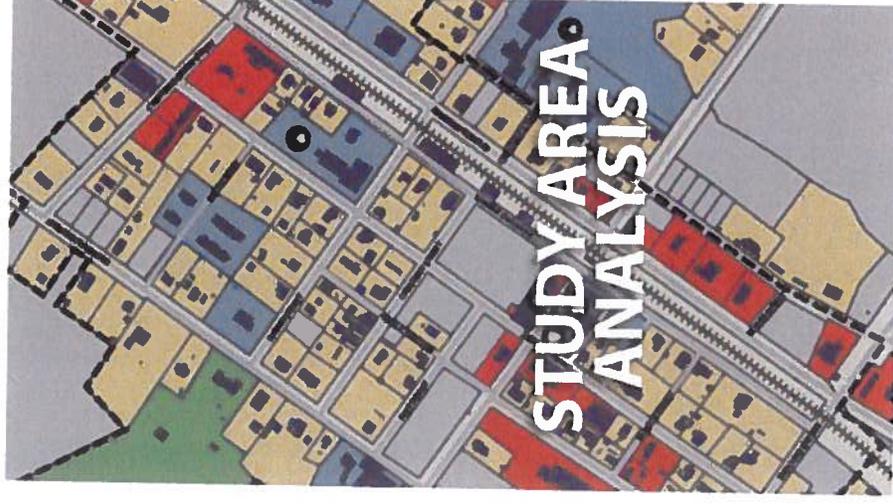
- Core team engagement: first core team meeting
- Public engagement: project website and community survey, interviews
- Study area analysis: existing conditions report draft
- Market Analysis



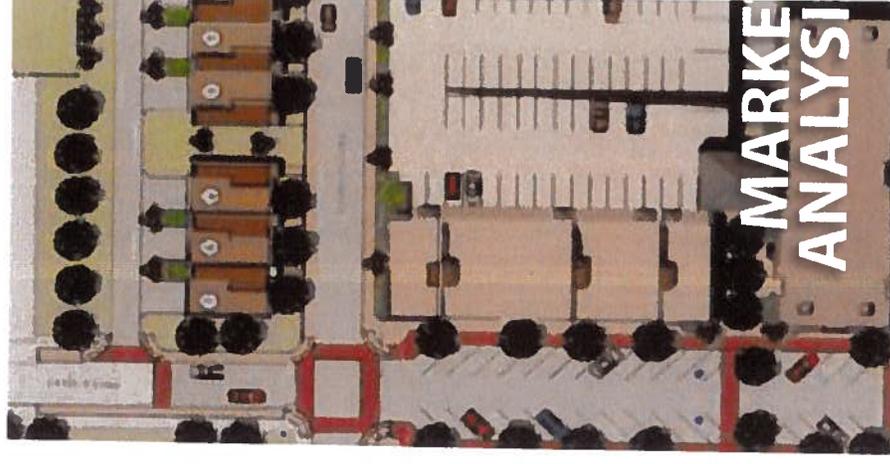
FIRST CORE TEAM MEETING



WEBSITE SCREEN GRAB



EXISTING LAND USE MAP DETAIL



PREVIOUS OLD TOWN FLOWERY BRANCH PLAN

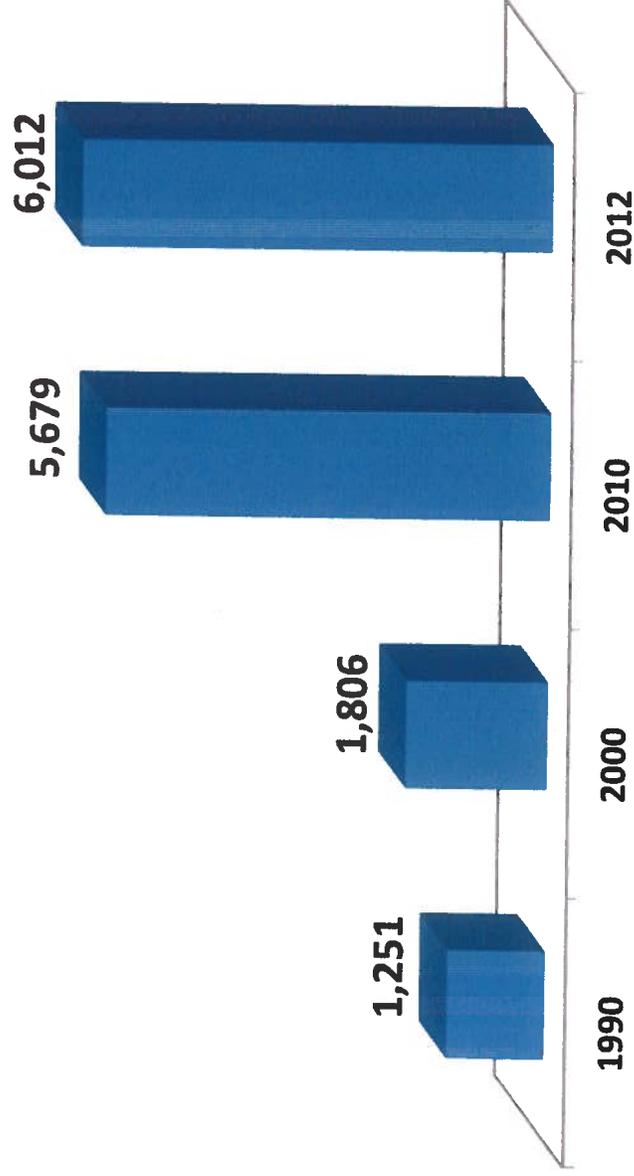
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- **Market Analysis**



POPULATION
City of Flowery Branch 1990-2012



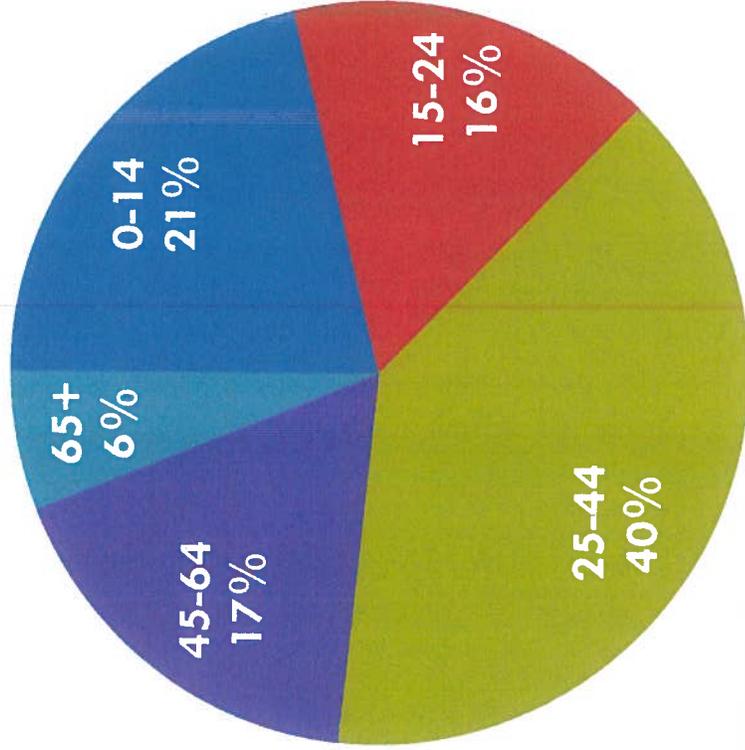
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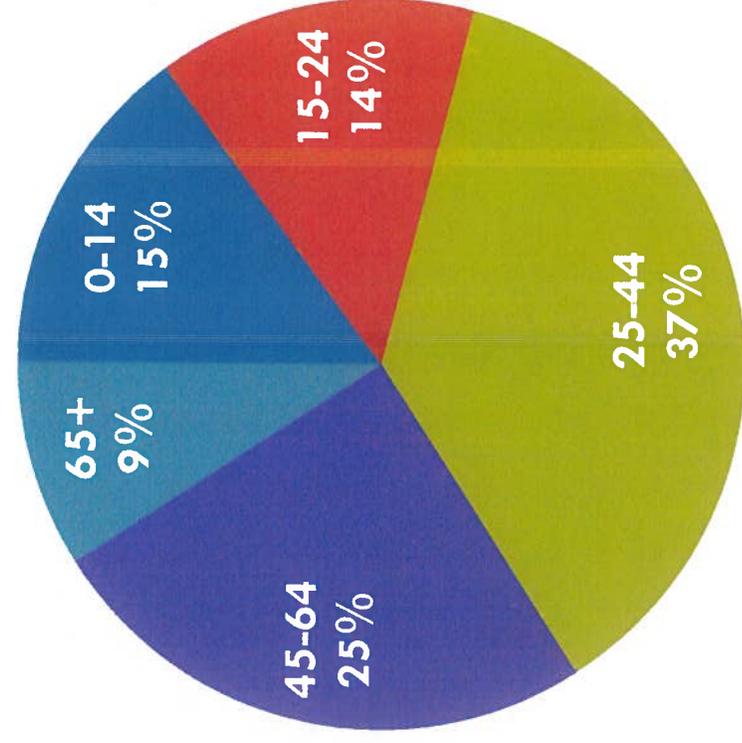
FLOWERY BRANCH AGE DISTRIBUTION

2000



FLOWERY BRANCH AGE DISTRIBUTION

2011



WHERE ARE WE NOW

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- **Market Analysis**



LOWERY BRANCH HOMES

HOUSEHOLD INCOMES

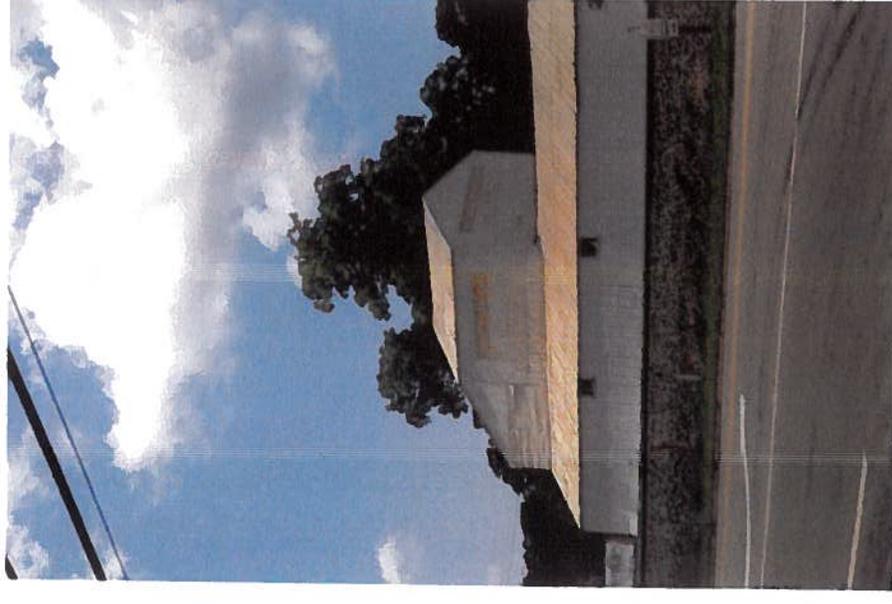
- **Flowerly Branch: furthest, fastest increase**
 - 2000: **\$35,478**
 - 2011: **\$56,884**, a 60% increase
- **Hall County**
 - 2000: **\$44,908**
 - 2011: **\$52,050**, a 16% increase
- **Georgia**
 - 2000: **\$42,433**
 - 2011: **\$49,736**, a 17% increase

WHERE ARE WE NOW

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EMPLOYMENT TRENDS, HALL COUNTY 2002-2011

- Hall County added **7,645 jobs**.
- Employment increased **12.3 %**.
- Most sectors saw **employment gains**.
- **Construction and manufacturing** saw the largest losses.



INDUSTRIAL BUILDING ON RAILROAD AVENUE

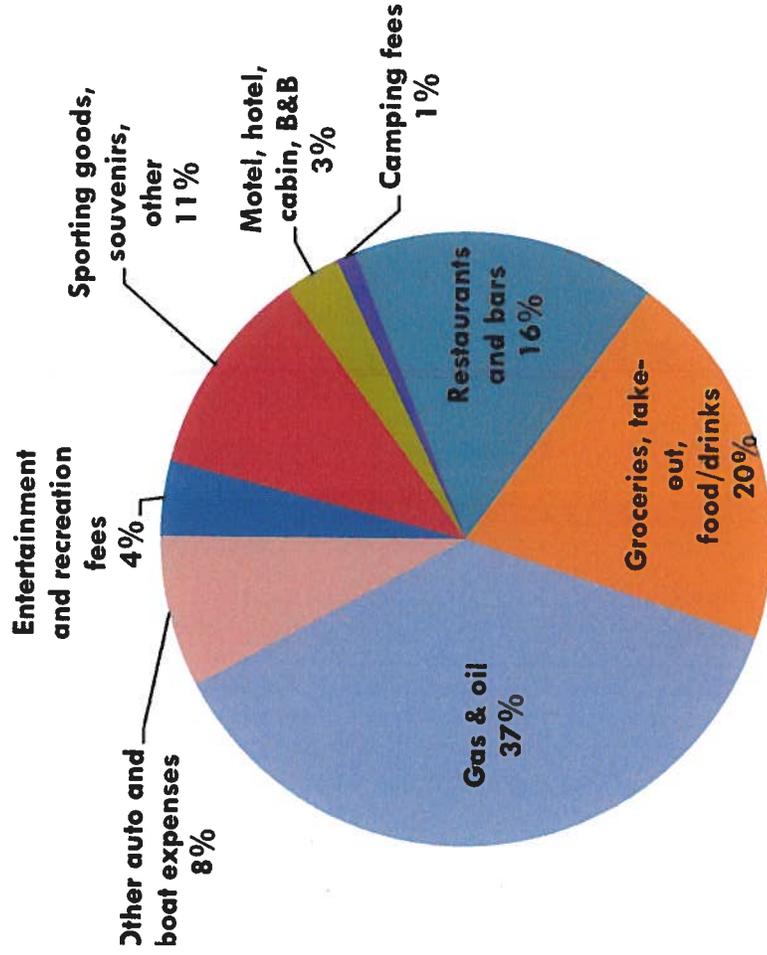
WHERE ARE WE NOW

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- Market Analysis**

DISTRIBUTION OF "LOCAL" RECREATIONAL SPENDING

Lake Lanier, 2006



TOURISM & VISITOR SPENDING

- Lake Lanier attracts **8-10 million** visitors annually.
- Tourism costs **\$5 billion** in regional economic impacts.
- Direct visitor spending ranges from **\$150 million to \$200 million** annually.
- 73%** of spending is for **groceries, food, and beverages**.
- 60%** of **Lake Lanier** is in **Hall County**.

WHERE ARE WE NOW

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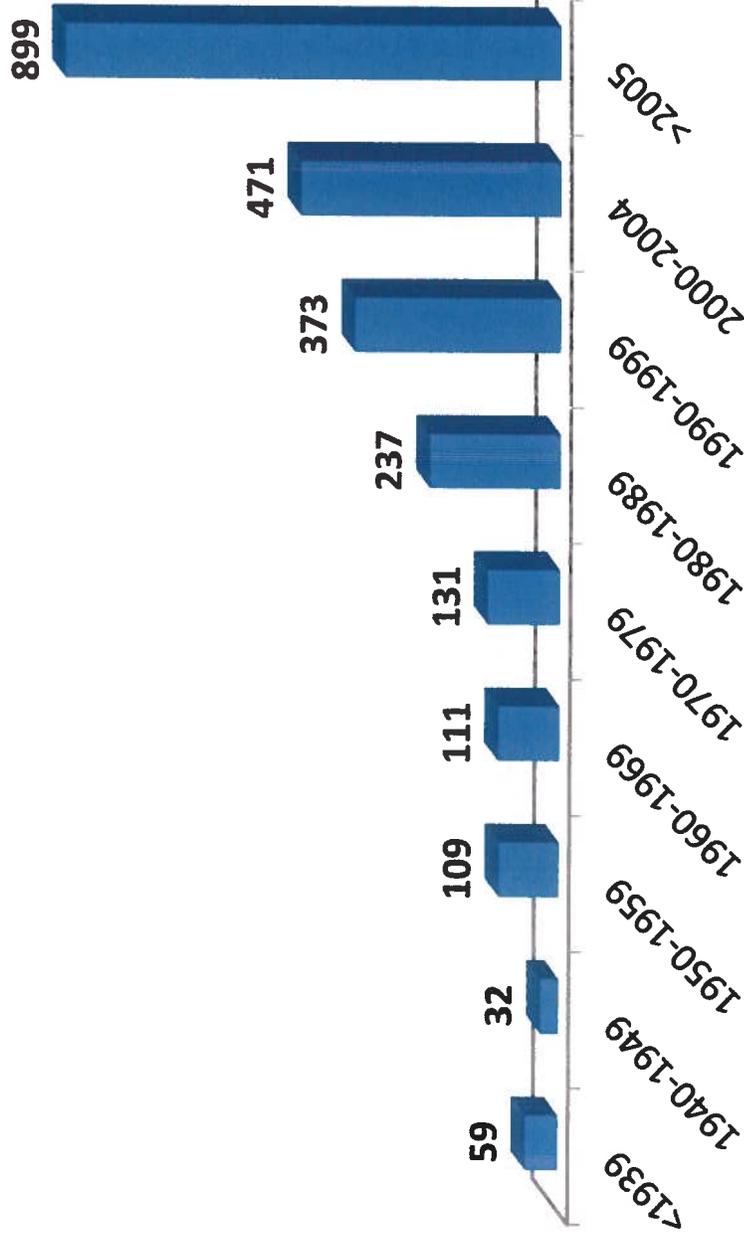
- **Market Analysis**

RESIDENTIAL MARKET FINDINGS

- **2,422 units, 2,115 occupied**
- **Over 56% of units constructed after 2000**
- **Median home value: \$216,100**
- **55% of units valued over \$200,000**
- **35% of units valued over \$300,000**
- **66% of units have 3 or more bedrooms**
- **42% of units are renter-occupied**
- **34% of rents are over \$1,000 per month**

RESIDENTIAL CONSTRUCTION

City of Flowery Branch



WHERE ARE WE NOW

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- **Market Analysis**

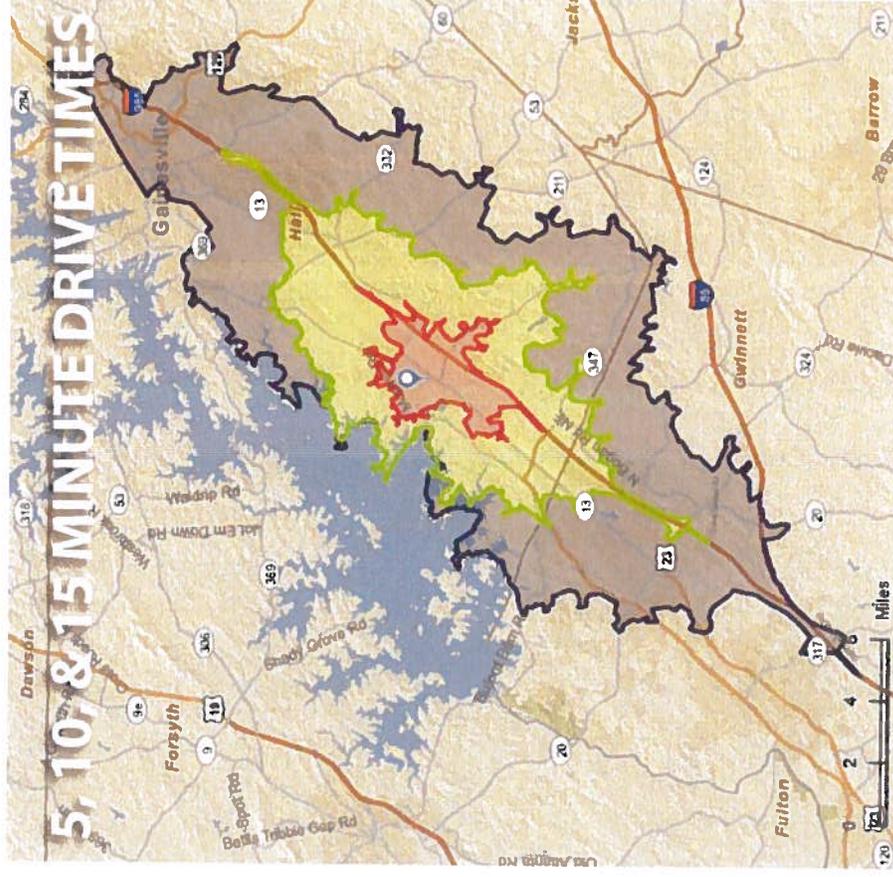
RETAIL MARKET FINDINGS

- Stonebridge Village Shops filled significant retail opportunity gaps.



- Opportunity gaps still exist for full-service restaurants and apparel stores.

- Visitor capture presents enhanced retail opportunities.



WHERE ARE WE NOW

- Core team engagement: first core team meeting
- Public engagement: project website and community survey
- Study area analysis: existing conditions report draft

- **Market Analysis**



RAIN SEEN FROM ATLANTA HIGHWAY

IMPLICATIONS OF MARKET FINDINGS

- Continued demand for residential should sustain the development of **a diversity of housing options over time**, including multi-family.
- Demand exists for the type of **“Main Street” retail** that could be supported in downtown Flowerly Branch.
- **Broader economic development initiatives** will enhance the prospects for employment-supporting uses.

• SCHEDULE and TIMELINE

Flowerly Branch 2013 Redevelopment Plan Meeting Schedule (Revised: 08/08/13)

June 2013

		Start	Finish	Location
25-Jun-13	Project Management Team Meeting: Kick Off	1:00 PM	2:00 PM	FB Admin. Offices
28-Jun-13	Study Area Tour (Alternate July 1 or 2 10am-noon)	8:00 AM	10:00 AM	Study Area

July 2013

18-Jul-13	Project Management Team Meeting	10:00 AM	11:30 AM	FB Admin. Offices
18-Jul-13	Core Team meeting #1, Kick Off (Process/Visions/Goals)	11:30 AM	1:00 PM	FB Admin. Offices
18-Jul-13	Retail/Residential Study Team Meeting - Internal	1:30 PM	4:00 PM	TBD
July	Stakeholder Interviews - July and August			

August 2013

15-Aug-13	City Council Work Session: Plan Concepts and Announce Community Meeting	6:00 PM	TBD	CHAMBERS
21-Aug-13	Project Management Team Meeting	10:00 AM	11:30 AM	FB Admin. Offices
21-Aug-13	Core Team meeting #2 Kick Off (Placemaking, Issues/Opp. Draft Concepts)	11:30 AM	1:00 PM	Train Depot
21-Aug-13	Retail/Market Study Team Meeting - Internal			
August	Stakeholder Interviews - July and August			

27-Aug-13 Community Visioning Workshop - Placemaking, Case Studies, Alternatives

		5:30 PM	8:30 PM	Train Depot*
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September 2013

Refine Redevelopment Plan, based on inputs (market, retail/res., Community, Staff)

October 2013

15-Oct-13	Project Management Team Meeting	10:00 AM	11:30 AM	FB Admin. Offices
15-Oct-13	Core Team Meeting #3: Review Draft Plan, Project Priorities	11:30 AM	1:00 PM	Train Depot

17-Oct-13 City Council Work Session to present Draft Plan

		6:00 PM	8:00 PM	Chambers
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22-Oct-13 Community Meeting #2 Presentation of Redevelopment Plan (Open House)

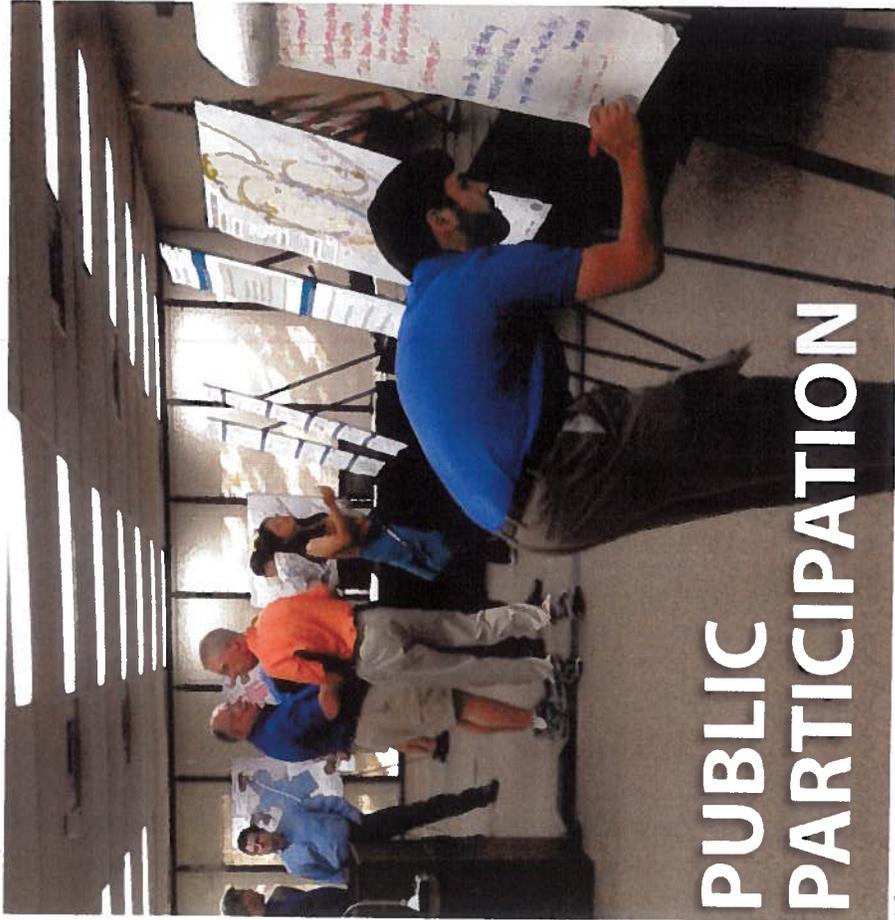
		5:00 PM	8:00 PM	Train Depot
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November 2013

21-Nov-13	City Council Work Session: Adoption Hearing (TBD)			Chambers
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NEXT STEPS

- Upcoming community meeting:
August 27, 2013 , 5:30-8:30 PM, Train Depot, 5302 Railroad Ave.



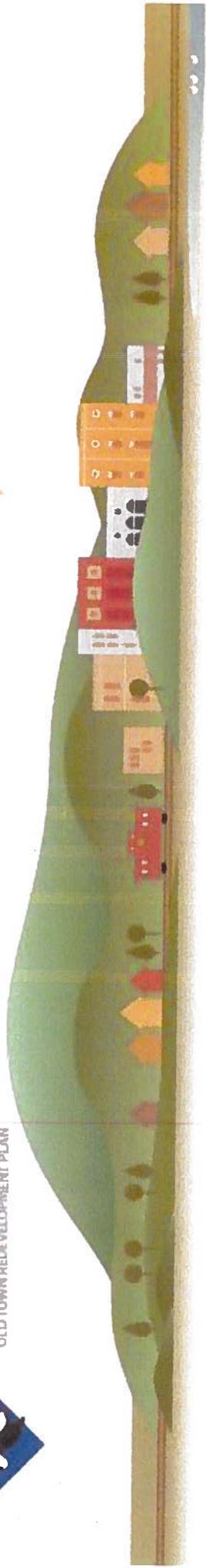
PUBLIC PARTICIPATION

ACHTREE CORNERS COMPREHENSIVE PLAN PUBLIC MEETING



Visioning and Redevelopment

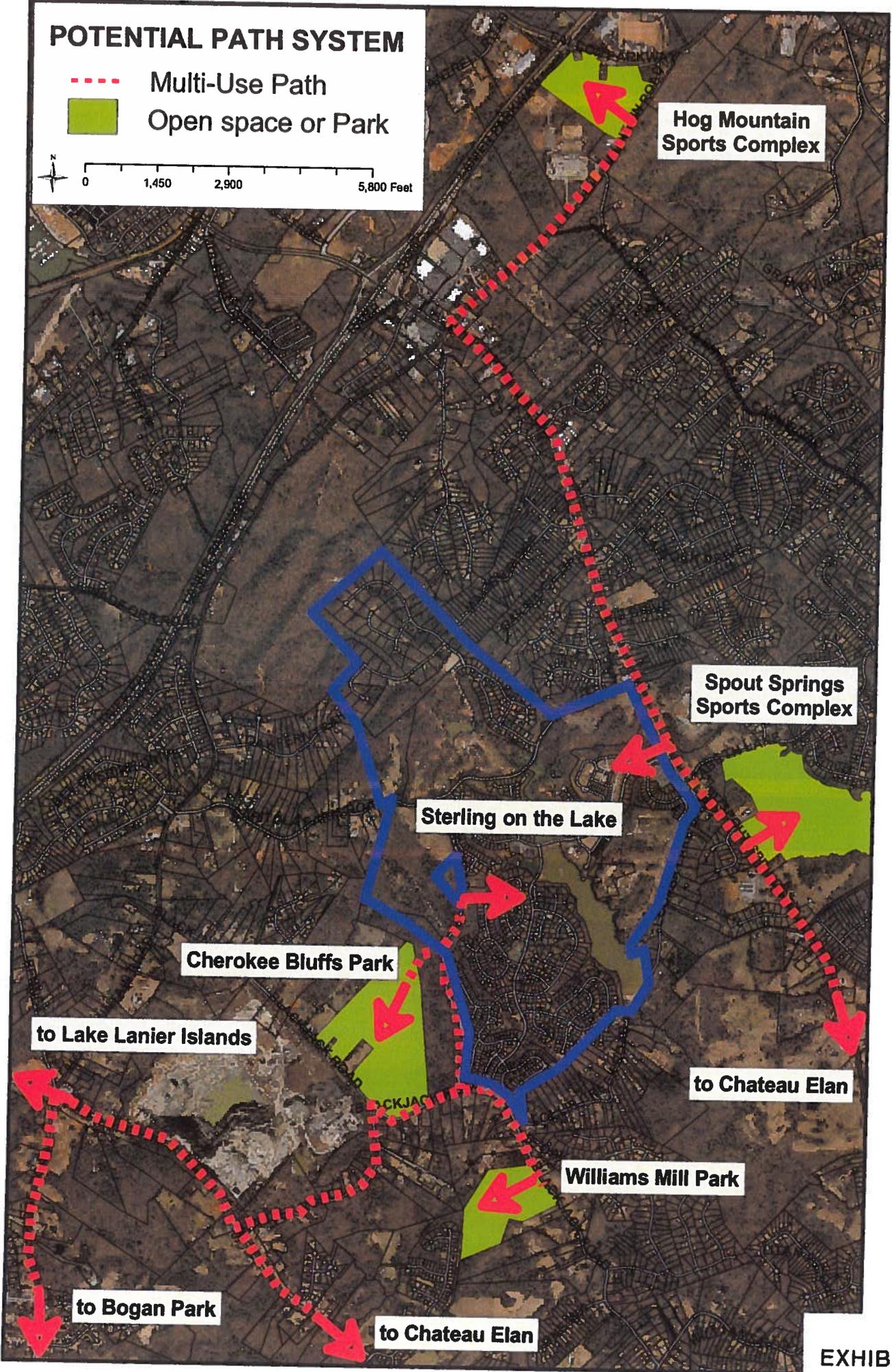
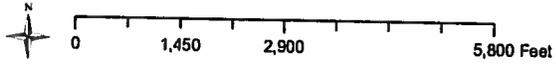
WOODSTOCK TOWN CENTER PLAN CHARRETTE CONCEPTS



Questions?

POTENTIAL PATH SYSTEM

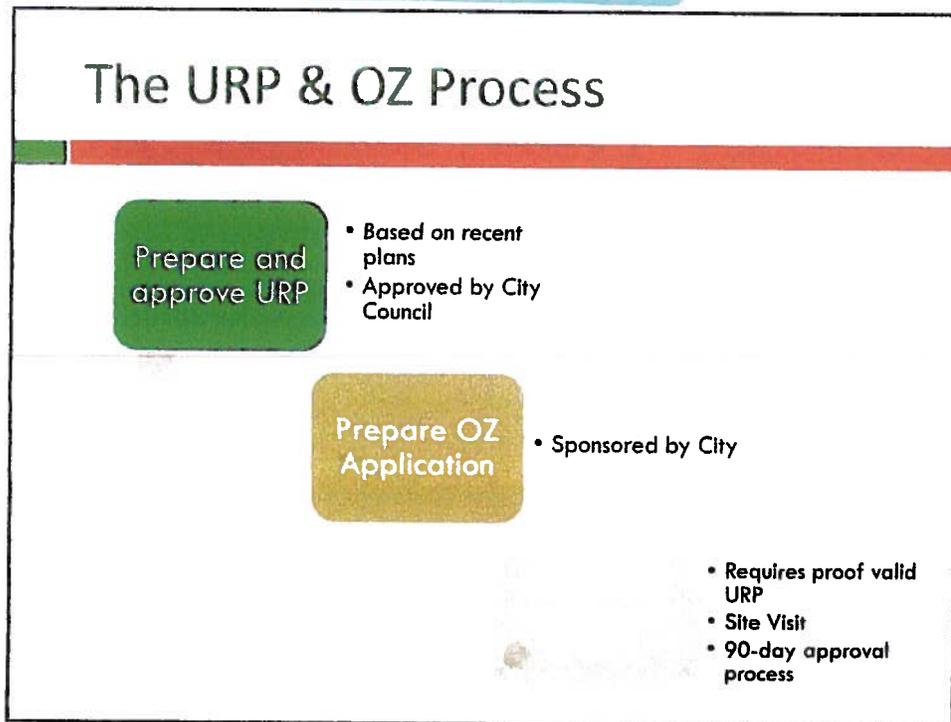
- Multi-Use Path
- Open space or Park



Summary of the Proposed
Flowery Branch Opportunity Zone
and
Urban Redevelopment Plan



June 2013



Georgia's Opportunity Zone Program

- **Companies that create jobs (relocate or expand) in an Opportunity Zone receive a \$3,500 tax credit per new job.**
 - Business must create at least two (2) net new jobs (full-time, permanent)
 - Average wage must be above lowest avg. county wage in GA (currently \$435 per week or \$22,620 per year)
 - OZ lasts 10 years, job credits good for 5 years per job
 - Retroactive to January 1 of calendar year of approval.
- **There are currently over 100 Opportunity Zones in Georgia.**

Creating an Opportunity Zone

Two- Step Process:

1: Establish Urban Redevelopment Plan (URP)

- Urban Redevelopment Plan ≠ Redevelopment Plan
- URP enables use of OZ and other redevelopment powers
- Area must contain pervasive poverty, underdevelopment, general distress, blight
- Public hearing required
- URP must be approved by local jurisdiction.
- URP does not require state-level approval

20 ppl
\$350 k
5/5/13

Creating an Opportunity Zone

What does the URP enable?

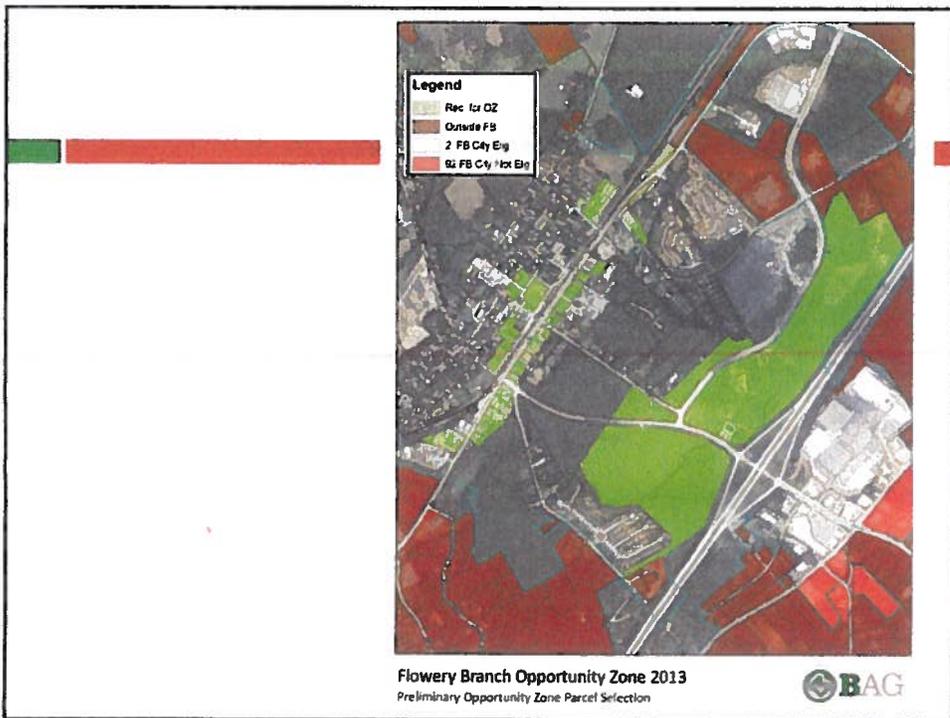
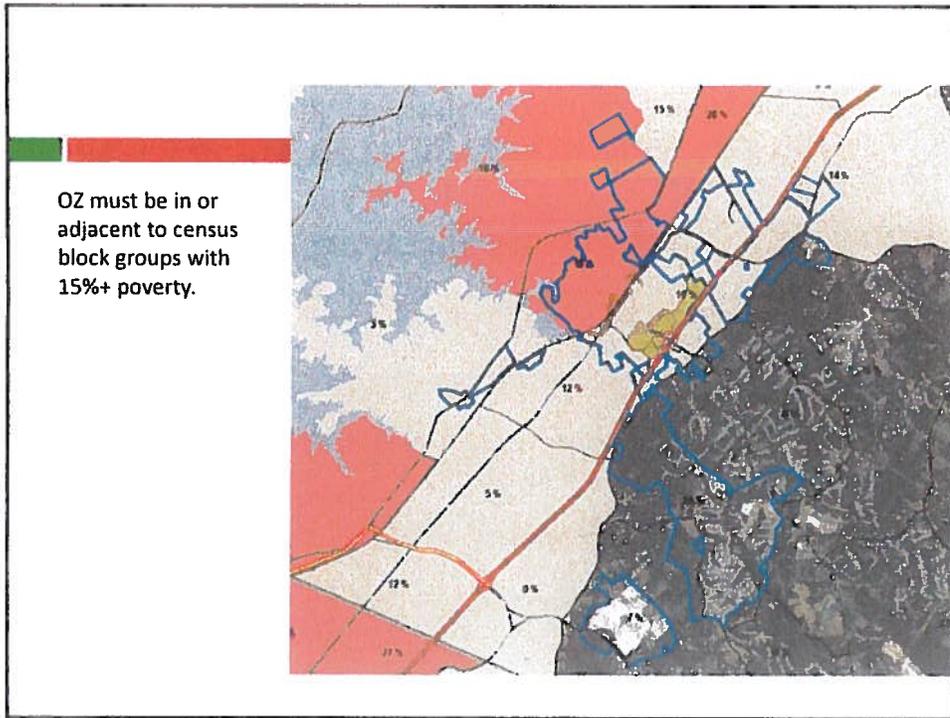
- Gives City powers to redevelop blighted or threatened areas
- Allows City to buy and assemble property for revitalization and resale.
- Encourages involvement of private enterprise & public private partnerships.
- Permits use of tax exempt bonds, loans and grants & tax credits.
- Guides City investments in infrastructure to support redevelopment.
- Allows the City to negotiate variances and waive some requirements of its existing zoning and development code.
- Can be implemented either by a Downtown Development Authority (DDA) or a Redevelopment Authority appointed by the city.

Creating an Opportunity Zone

Two- Step Process:

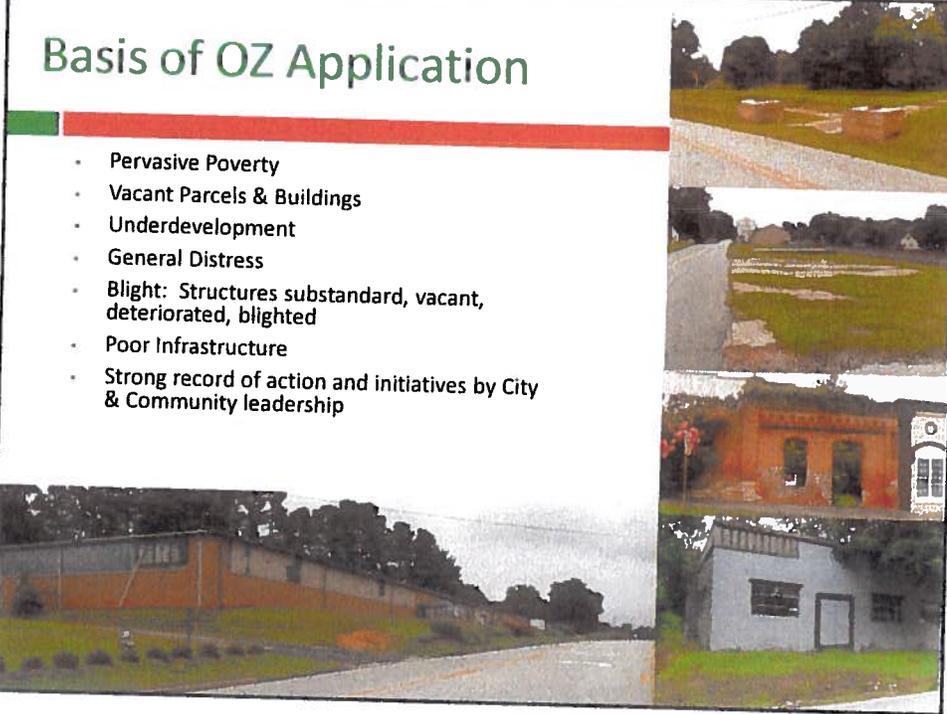
2: Apply for one or more Opportunity Zones

- OZ must be inside Urban Redevelopment Plan area
- OZ must be in or adjacent to census block groups with 15%+ poverty.
- More rigorous designation criteria and documentation required.
- Submitted to Georgia Department of Community Affairs (DCA) for review and approval.
- OK to add additional OZ's in future within URP area without new URP plan.



Basis of OZ Application

- Pervasive Poverty
- Vacant Parcels & Buildings
- Underdevelopment
- General Distress
- Blight: Structures substandard, vacant, deteriorated, blighted
- Poor Infrastructure
- Strong record of action and initiatives by City & Community leadership



Basis of OZ Application

Data to Document Pervasive Poverty, Underdevelopment, General Distress and Blight

1. Unemployment Rate.
2. Building permit information
3. Business license information
4. Vacancy rate estimates
5. Code enforcement actions
6. Crime rate information
7. Information on the number of abandoned, obsolete, deteriorated or dilapidated structures
8. Information on the extent of deteriorated infrastructure
9. Newspaper documentation of issues and undertakings
10. Photo documentation