CITY OF FLOWERY BRANCH
Council Meeting
Work Session Minutes
Thursday October 17, 2013 6:00 PM

OPEN MEETING:

CALL TO ORDER: Mayor Miller called the meeting to order at 6:01 p.m.

IN ATTENDANCE: Mayor Mike Miller, 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 and Chief of Police David Spillers.

ABSENT: Mayor Pro tem Joe Anglin

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

PRESENTATION:
Update on Redevelopment Plan

- Mr. Joel Reed with Pond and Company gave a presentation to update the Council on the progress being made on the City Redevelopment Plan. A copy of the presentation is attached as Exhibit A.
- There will be Community Meeting on October 22 from 5:30 to 7:30 p.m. in the Flowery Branch Depot.
- The final Redevelopment Plan will be adopted at the City Council meeting on November 21, 2013.

UNFINISHED BUSINESS:
Discussion – Second reading Ordinance 447A - Update to Speed Zone Ordinance

- At the Council meeting on October 3, Councilmember Anglin indicated that he was concerned about changing the speed limit in front of Stonebridge Village from 35 to 45 miles per hour. City Manager Andrew stated that he and Chief Spillers went and looked at that area and they felt that the speed limit needed to remain at 35 miles per hour. Chief Spillers contacted the Georgia Department of Transportation and they will be forwarding a new agreement to the City that will reflect the correction. City Attorney Bennett suggested that the Council postpone the second reading of Ordinance 447A to a later date, after the new agreement has been received from the Department of Transportation. The date suggested to have the second reading is November 21, 2013.

NEW BUSINESS:

Discussion – Draft Council meeting minutes from October 3, 2013

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

DEPARTMENT REPORTS:

City Manager Report: None

City Director Planning and Community Development Report:

- Mr. Ching, who has a commercial property on Hog Mountain Road, has applied for a permit to add a prefabricated warehouse of about 6000 square feet on his property.
- Permit fees have slowed down, but the City is on target to meet the goal for the year.
- City Manager Andrew and City Director of Planning and Community Development McHenry are currently working on an application to the State Roadway and Toll Authority for the Lights Ferry Road connection. The application is for both a grant and/or a loan for construction, which is estimated to be $635,000. The deadline to apply is October 31. The City would pay for the acquisition of Right of Way and preparation of the design plans. The Council is in agreement that the City should submit the application for both the grant and the loan, if needed. The City should know by January 2014 whether the grant or loan has been approved.
- City Manager Andrew and City Director of Planning and Community Development McHenry have looked at a traffic circle which is currently being used in the City of Duluth. That traffic circle is 120 feet, which is about how big the one in the City would need to be to accommodate trailers and boats that would be going to the lake.
- Mayor Miller verified with City Manager Andrew that the property that has already been acquired for the Light Ferry Road connection project was purchased by the City from the estate of a deceased resident and not obtained through eminent domain.

City Clerk Report: None

City Attorney Report: None

Council Report

- Councilmember Damon Gibbs: None
- Councilmember Mary Jones: None
- Councilmember Fred Richards: None

- Councilmember Tara Richards: Thanked Mr. Reed for coming and updating the Council on the redevelopment plan.
- Mayor Miller also thanked Mr. Reed for attending and updating the Council on the redevelopment plan.
- Mayor Miller also requested that City Manager Andrew clarify the sequence of events that led to Fifth Row Center leaving the Flowery Branch downtown. City manager Andrew stated that the business license issued by the city for 5509 Main Street, which is owned by the City, was for classes and storage. The Fire Marshal inspected the building based on those uses. The space began being used for performances and the City was not aware that the Fire Marshal had not approved the space for performances. In addition, Fifth Row Center began subleasing the space to a church, which was not a permitted use. This prompted the City to visit the space and discovered electrical cords which powered the theater lights hanging down and in the rafters which were illegal. The Fire Marshal was contacted and inspected the building. The inspection also revealed that the curtains were not fire rated for use in the theater and there were not enough exits. The City informed Fifth Row Center about the items that would need to be corrected to ensure the health and safety of theater attendees and the theater indicated that they did not have the funds to make the corrections so they decided to move out.
- Mayor Miller thanked the City Attorney, City Manager and Councilmembers for helping to facilitate the LOST negotiations.

ADJOURNMENT WORK SESSION: Work session adjourned at 6:52 p.m.

CITY OF FLOWERY BRANCH
Council Meeting
Voting Session Meeting Minutes
Immediately following Work Session
Thursday October 17, 2013

OPEN VOTING SESSION: Mayor Miller called the meeting to order at 6:52 p.m.

PUBLIC COMMENTS:

CONSENT AGENDA:
Draft Council meeting minutes from October 3, 2013

Motion to approve Consent Agenda: Tara Richards
Second: Mary Jones
Unanimous

UNFINISHED BUSINESS:
Second reading Ordinance 447A - Update to Speed Zone Ordinance

AN ORDINANCE TO ESTABLISH SPEED ZONES WITHIN THE CITY OF FLOWERY BRANCH; TO INCORPORATE THE MODEL ORDINANCE AS SET FORTH BY THE GEORGIA DEPARTMENT OF TRANSPORTATION (GDOT); TO ALLOW USE OF SPEED DETECTION DEVICES; TO LIMIT THE USE OF SPEED DETECTION DEVICES; PROVIDING FOR SEVERABILITY, REPEALING CONFLICTING ORDINANCES, AND FOR ALL OTHER LAWFUL PURPOSES.

Motion to postpone the Second reading of Ordinance 447A to November 21, 2013: Fred Richards
Second: Damon Gibbs
Unanimous

NEW BUSINESS: None

EXECUTIVE SESSION:
Executive Session for Land Acquisition
Motion to enter Executive Session at 6:53 p.m. for the purpose of Land Acquisition: Tara Richards
Second: Mary Jones
Unanimous

Motion to exit Executive Session at 7:35 p.m.: Mary Jones
Second: Tara Richards
Unanimous

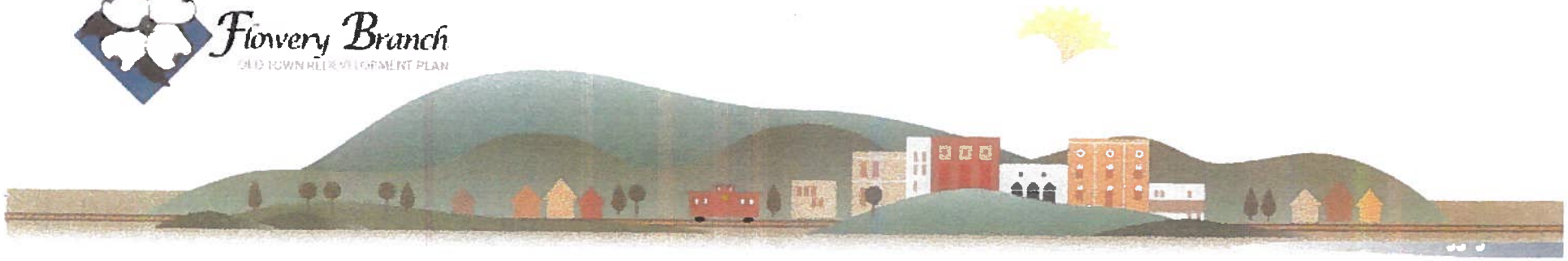
ADJOURNMENT:
Motion to adjourn the voting session at 7:36 p.m.: Damon Gibbs
Second: Fred Richards
Unanimous

James "Mike" Miller - Mayor

11/7/13
Dated

Marja Burney – City Clerk

Flowery Branch
OLD TOWN REDEVELOPMENT PLAN



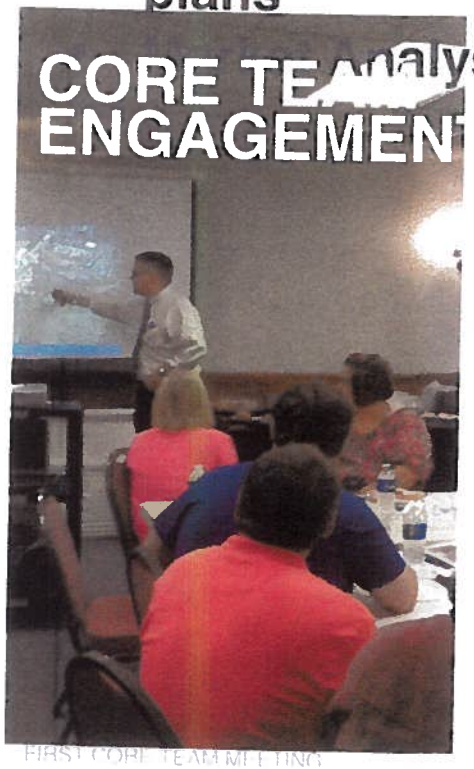
COUNCIL MEETING PRESENTATION:

- PROJECT UPDATE
- DRAFT PLAN PRESENTATION
  - Development plan context
  - Short term development plan
  - Long term development
- NEXT STEPS

EXHIBIT A

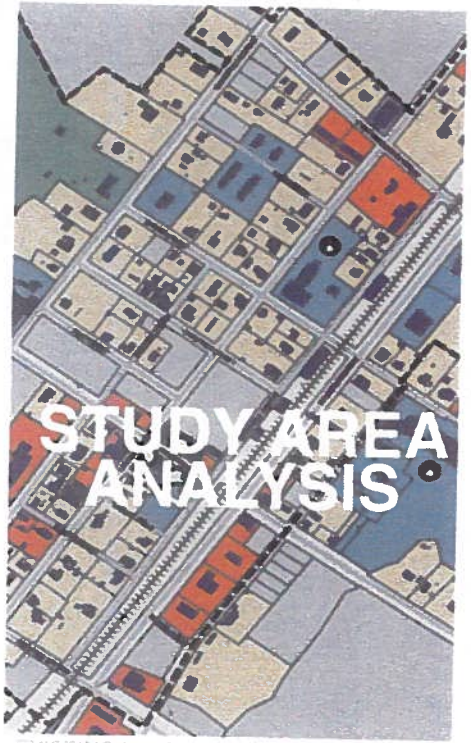
WHERE ARE WE NOW

- Core team engagement: monthly meetings
- Public engagement: project website and community survey, interviews
  - Community Meeting 1: Design Charrette
- Study area analysis: site visits, existing conditions report, draft plans



FIRST CORE TEAM MEETING

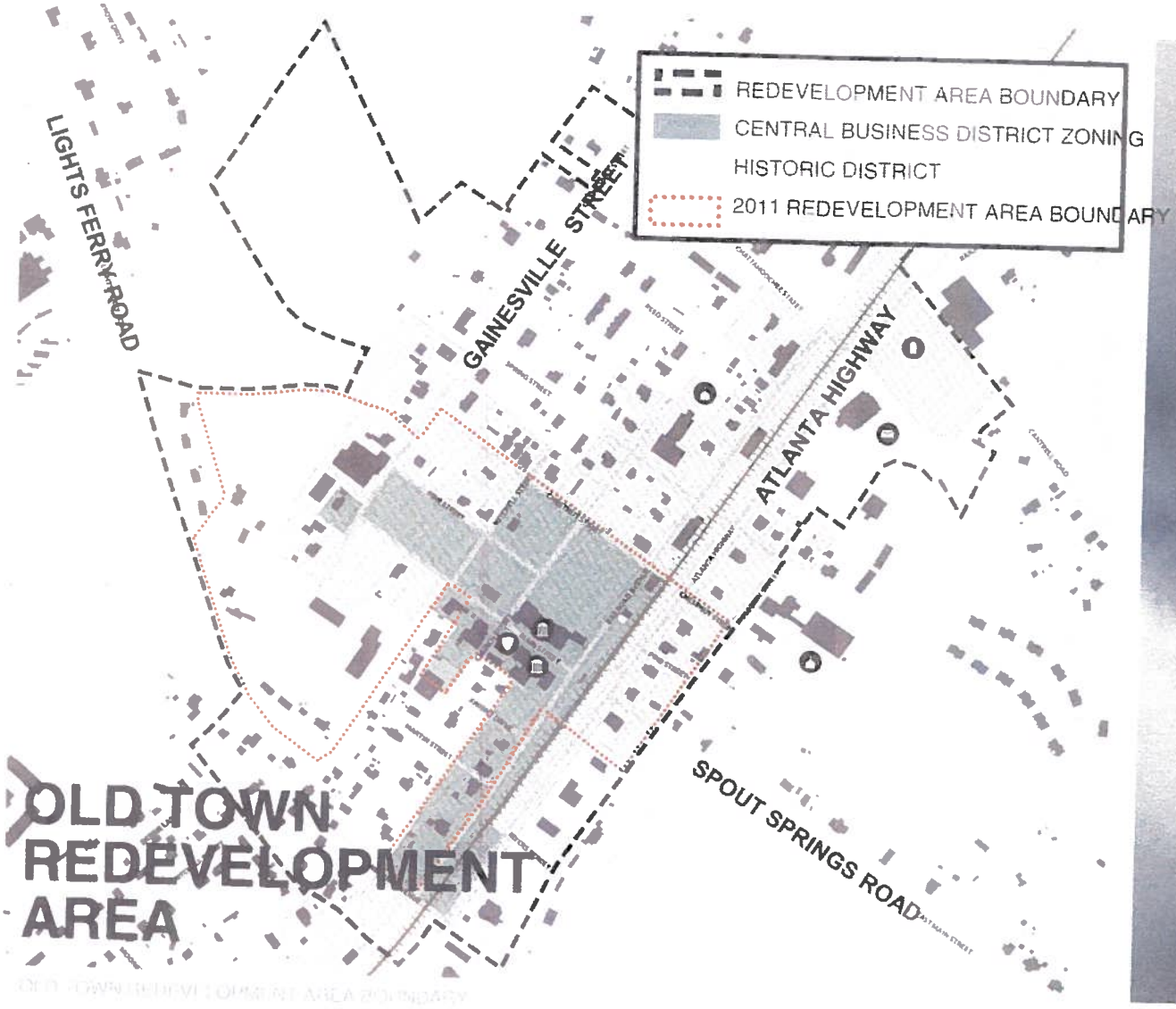
WEBSITE SCREEN GRAB



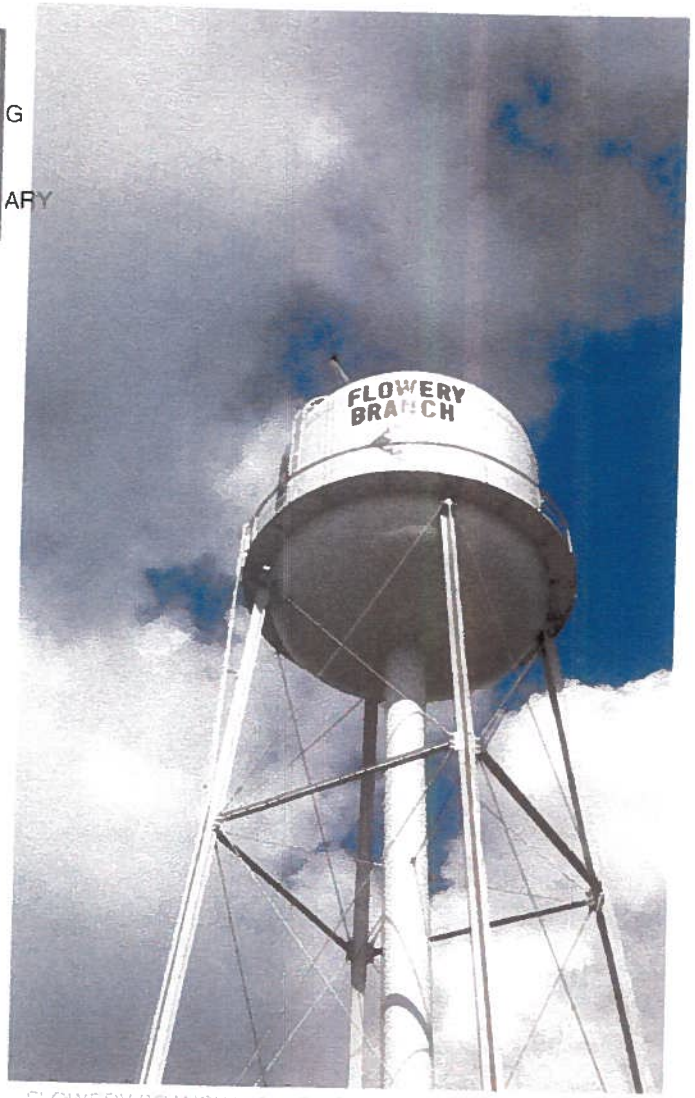
EXISTING LAND USE MAP DETAIL

PREVIOUS OLD TOWN FLOWERY BRANCH

INTRODUCTION AND WELCOME



OLD TOWN REDEVELOPMENT AREA BOUNDARY

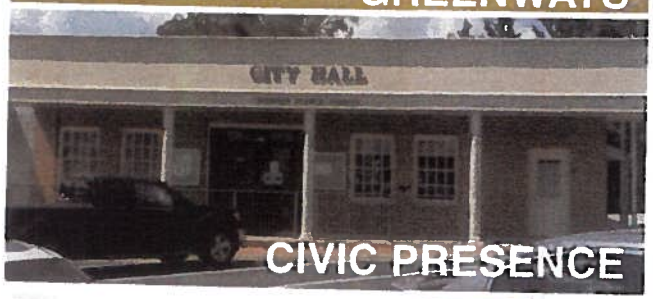


FLOWERY BRANCH WATER TOWER

PROJECT GOALS

PROJECT GOALS

- Present a clear vision for Flowery Branch Old Town



Flowery Branch will preserve its small town feel, which is generated by Old Town with its historic district and skinny streets. Old town, residential properties will transition in use and obsolete buildings will be redeveloped while being sensitive to its historic resources. Old Town will retain its historic qualities and new development will respect historic characteristics short of artificially imitating them. By 2015-2020 a new city hall will be developed that meets the need for city office space and that stimulates redevelopment prospects. Old Town, will become more pedestrian friendly with the addition of safe sidewalks and multi-use trails in appropriate locations. We envision Old Town to be free from truck and boat traffic by facilitating direct access from McEver Road to Spouts Springs road. With the revitalization of Old Town with a vibrant mix of retail, restaurants, civic uses and housing and the installation of sidewalks and streetscapes, it will be the gem of South Hall, the premier destination place for residents in the greater South Hall area.

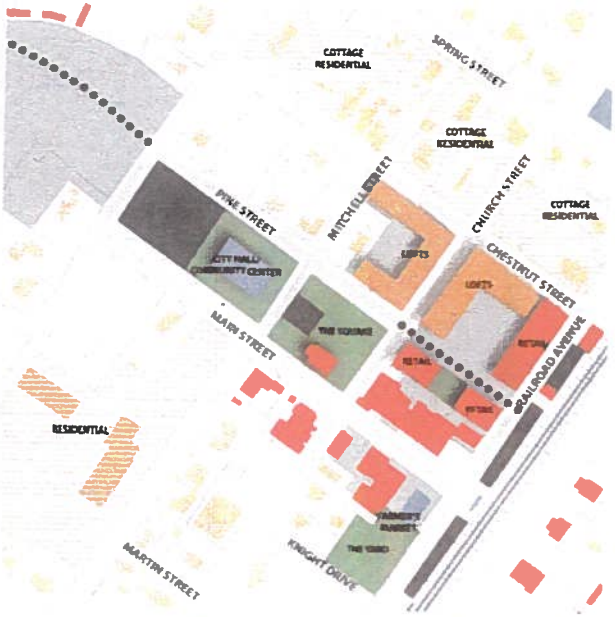
PROJECT GOALS

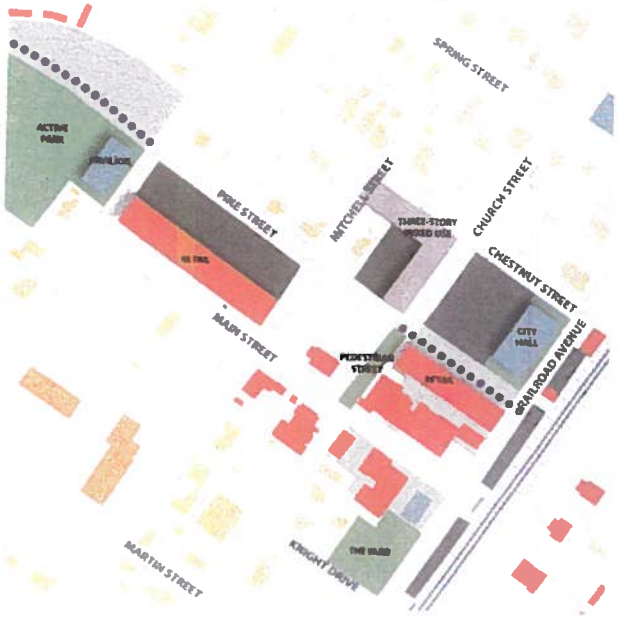
- **Present a clear vision for Flowery Branch Old Town**

COMMUNITY GOALS:

COMMUNITY RESOURCES

- Consolidate city facilities into one city hall.
- Preserve tree canopy.
- Cultivate community identity with public art program.
- Continue to support existing community programs and attract new ones.
- Create small pocket parks, a passive park with space for public events, and active park with uses for children and teenagers.
- Develop wayfinding system to guide visitors to and through Old Town (signs and gateways).
- Preserve historic character.
- Ensure that future development is high quality.



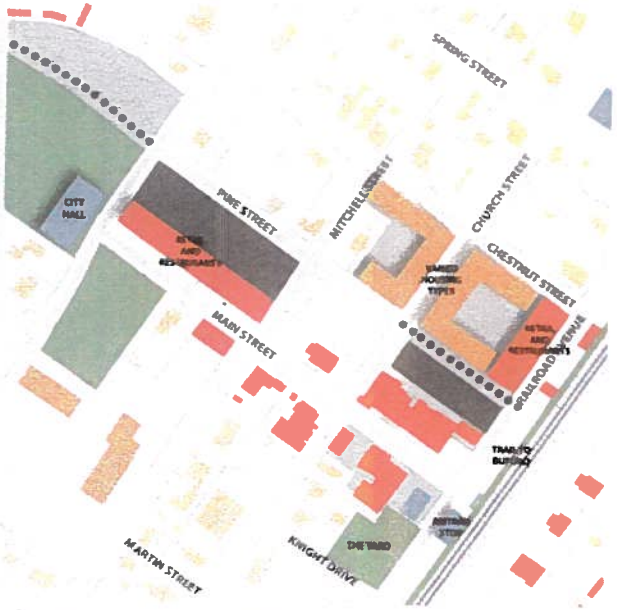


INFRASTRUCTURE

- Implement existing transportation plan
- Increase pedestrian facilities.
- Create pedestrian connections across the railroad and Atlanta Highway.
- Connect Old Town to Lake Lanier via Mitchell Street.
- Improve bicycle facilities.
- Improve stormwater management system.
- Increase on-street parking inventory

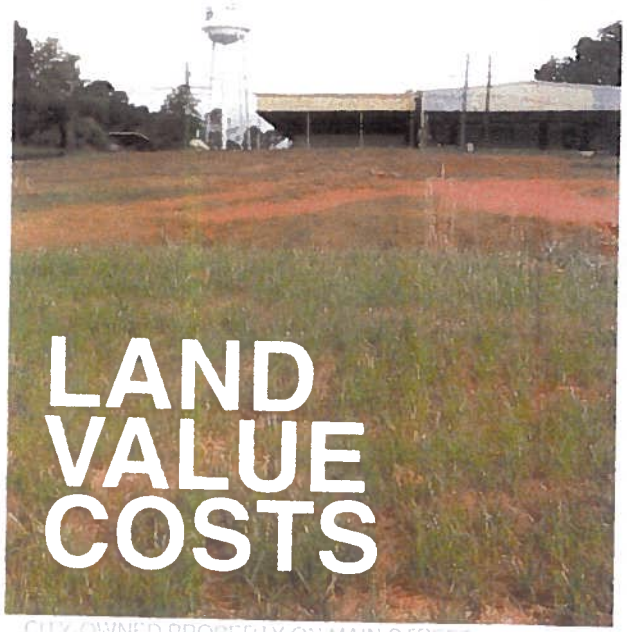
DEVELOPMENT PATTERNS

- Tie land use decisions to existing transportation plans.
- Develop core of Old Town as retail, restaurants, and office.
- Encourage different housing types including lofts, studios, and townhouses.

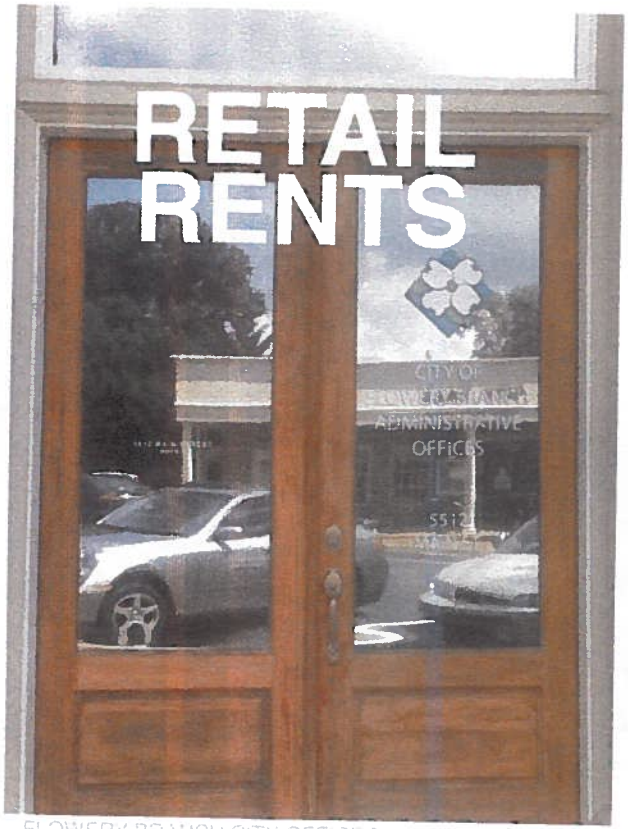


PROJECT GOALS

- Understand the city's assets and market position



CITY-OWNED PROPERTY ON MAIN STREET



FLOWERY BRANCH CITY OFFICES

CABOOSE

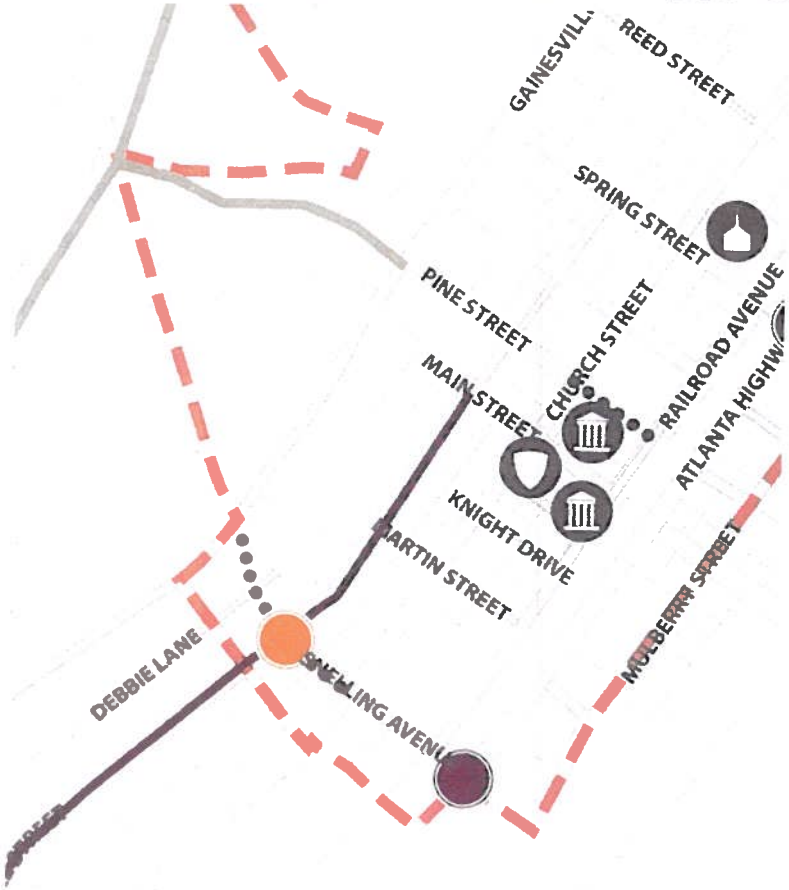
PROJECT GOALS

- **Outline the steps it will take to create a more vibrant towncenter**

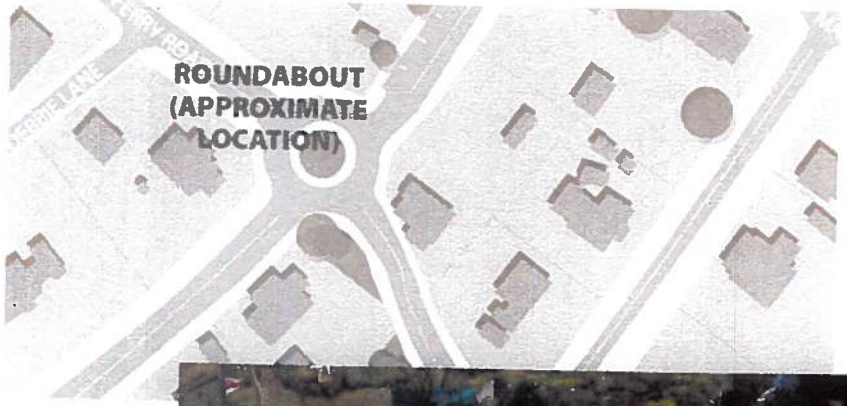
DEVELOPMENT PLAN CONTEXT

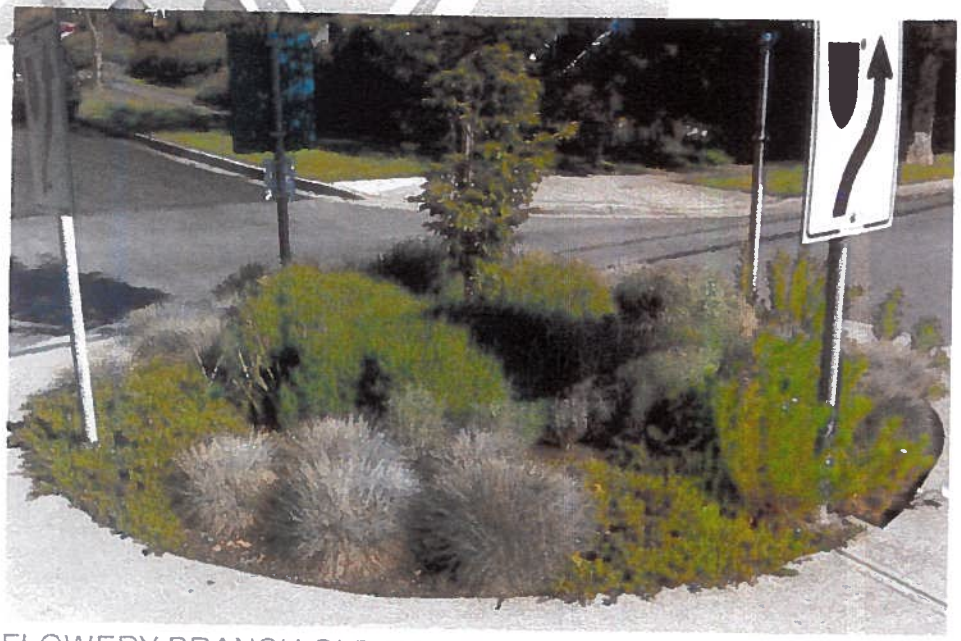
- Lights Ferry/Snelling connection and Mitchell Street roundabout
- Mitchell Street improvements
- Possible future development at Lake Lanier
- Improved park at Lake Lanier
- Gateways
- Greenway network

SNELLING/LIGHTS FERRY CONNECTION AND ROUNDABOUT

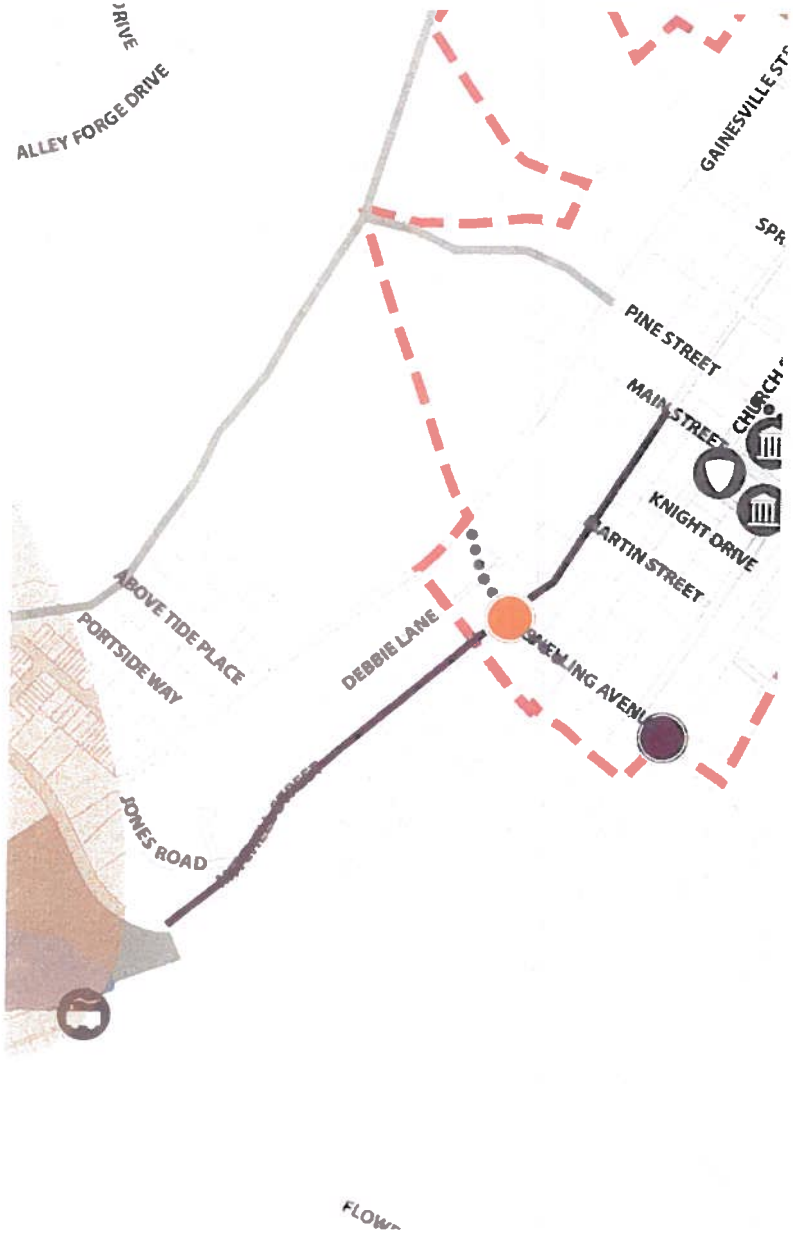


- Increases connectivity
- Allows smooth traffic flow
- Orients drivers towards downtown



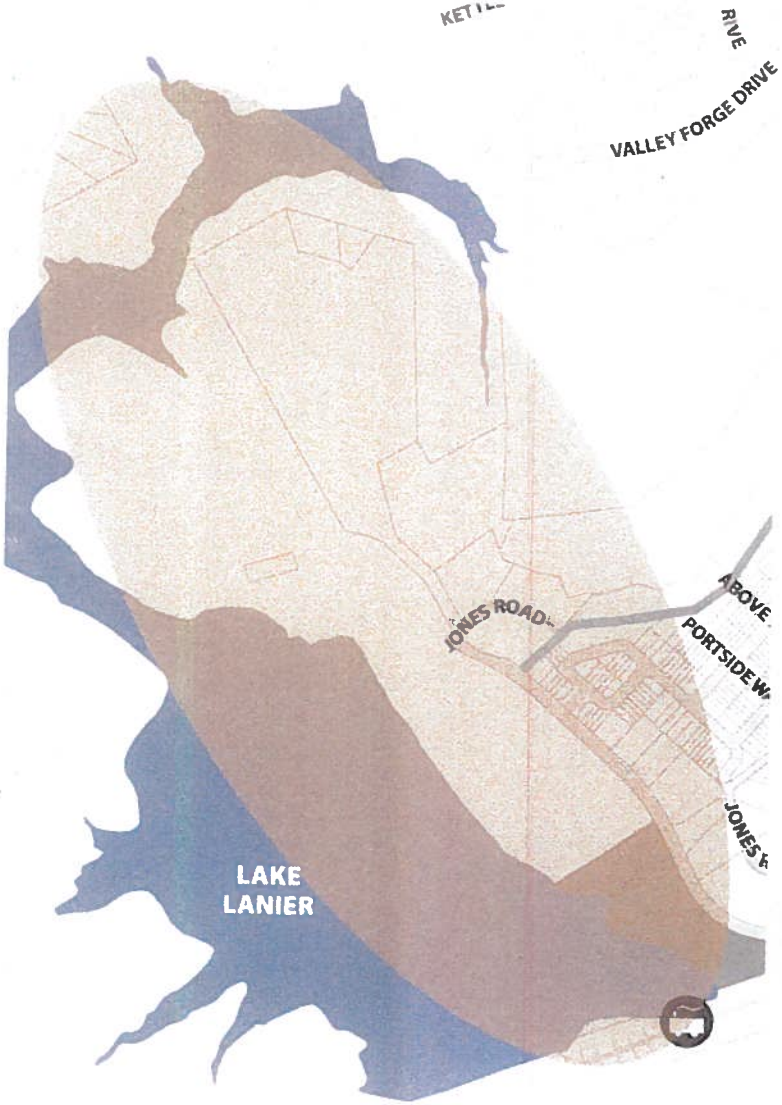


MITCHELL STREET IMPROVEMENTS



- Sidewalks, street trees, on-street parking
- Connects Old Town to Lake Lanier
- Improves pedestrian network
- Draws from roundabout to Old Town

LAKE LANIER DEVELOPMENT



- Connects Old Town to Lake Lanier
- Improves pedestrian network
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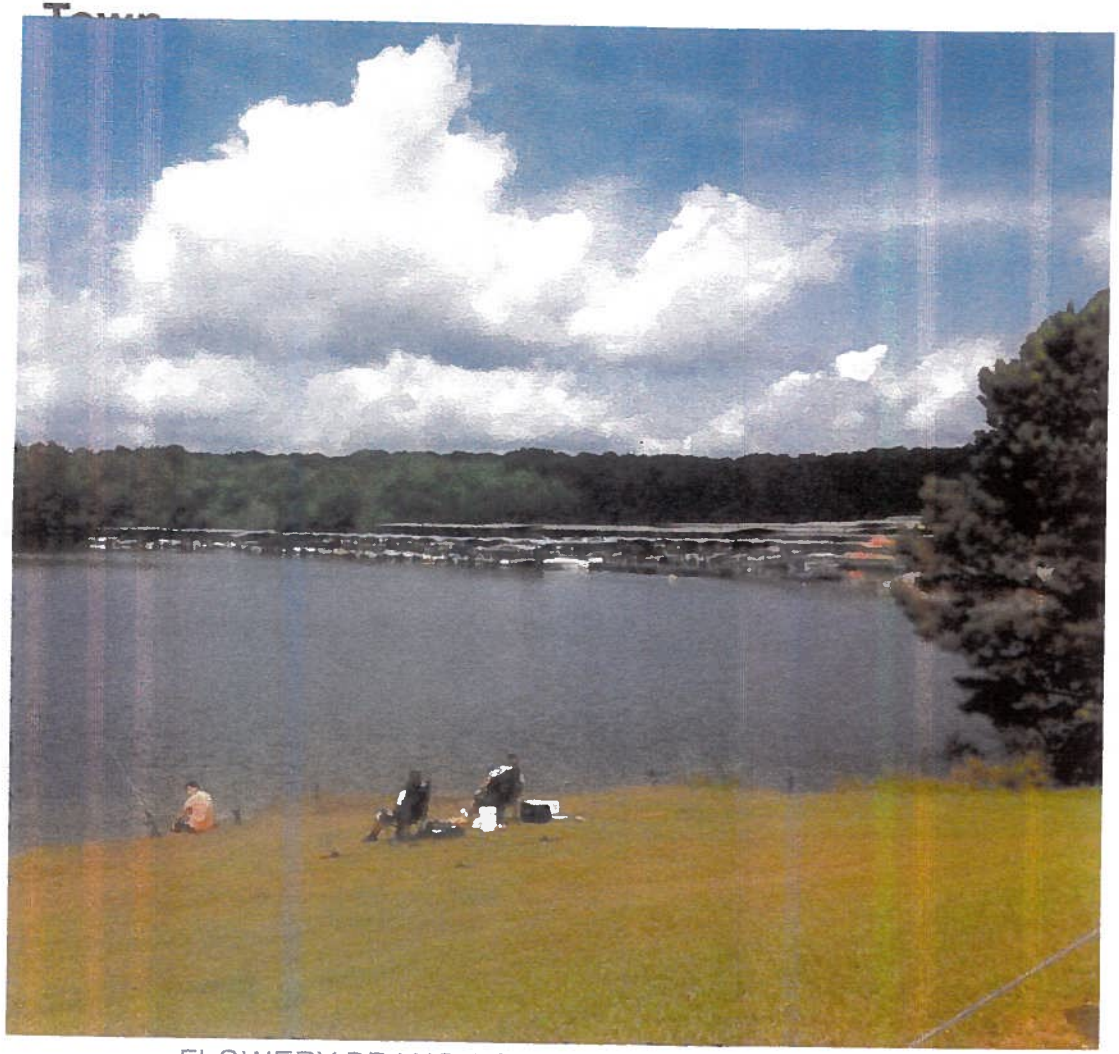
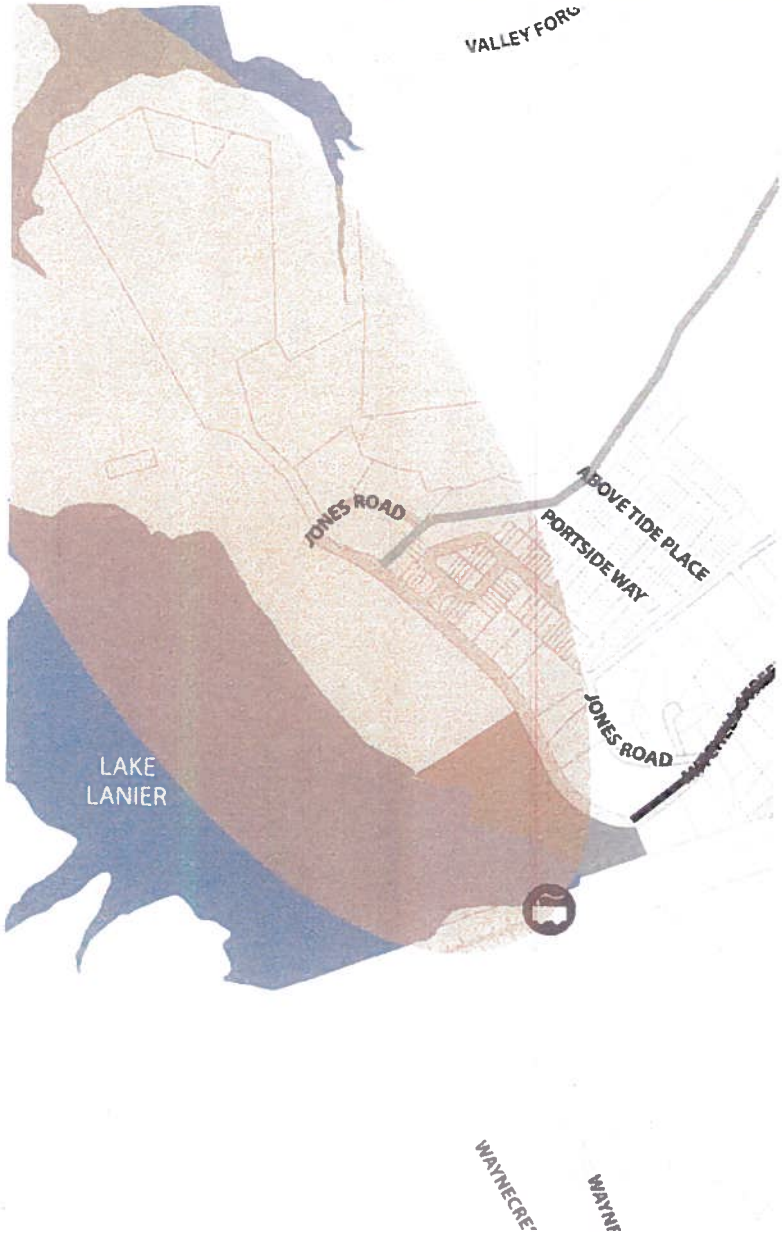


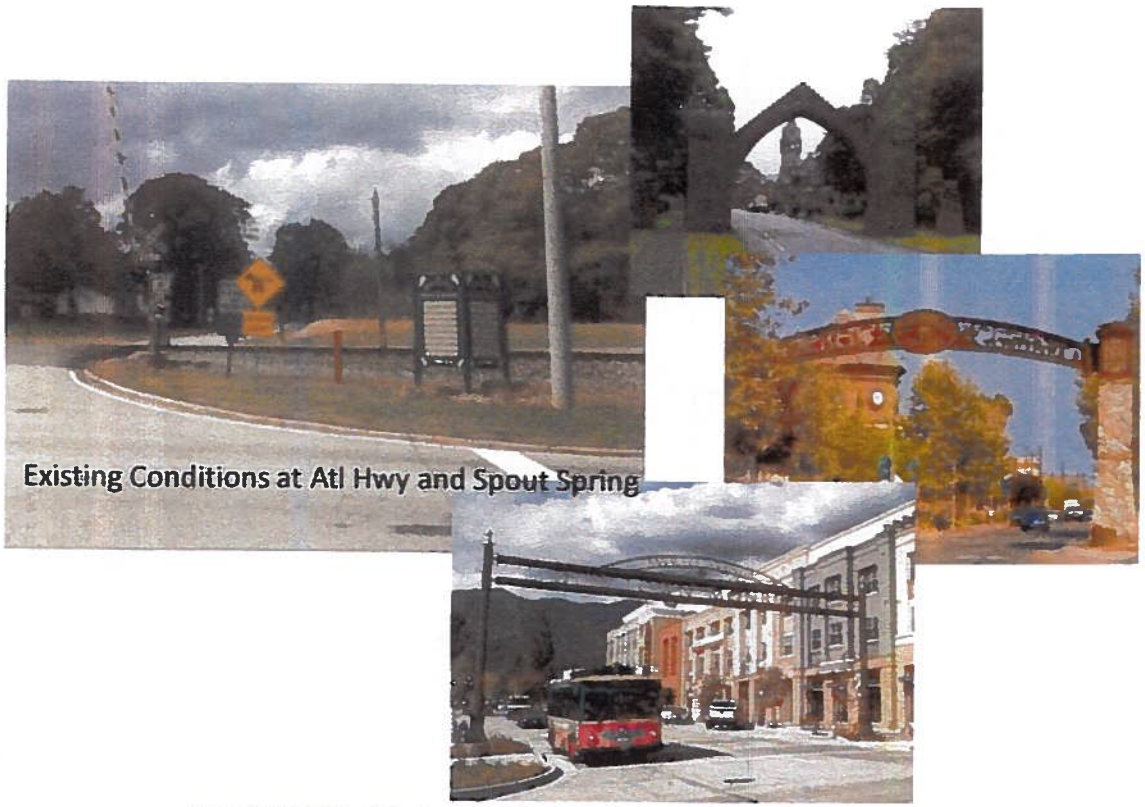
IMPROVED PARK AT LAKE LANIER



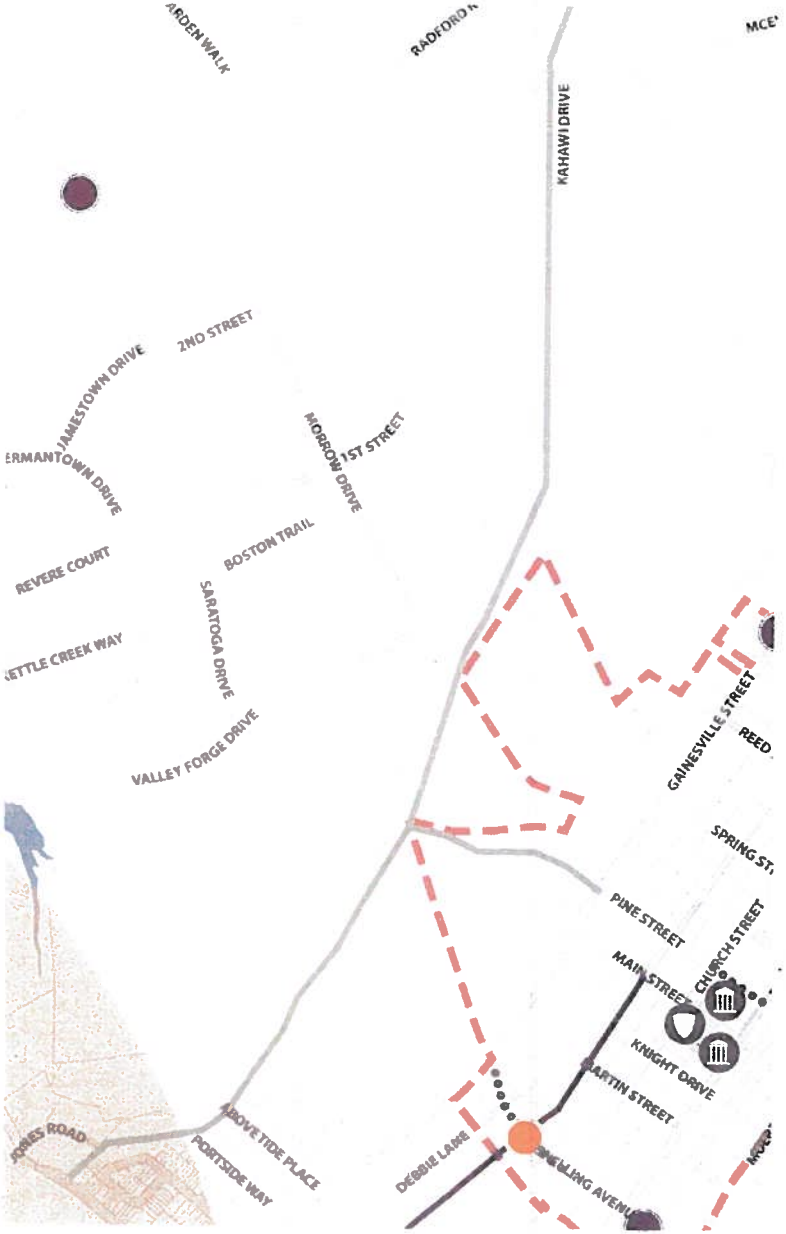
- Larger, improved green space
- Public events at Lake Lanier to draw people from Old Town and from across the lake
- Making the lake more of a destination for residents and visitors to Old Town

GATEWAYS

- Atlanta Hwy and: Phil Neikro; Spring; and Chattahoochee Streets
- Gainesville and Chattahoochee
- Lights Ferry and McEver
- Phil Neikro and Thurmond Tanner



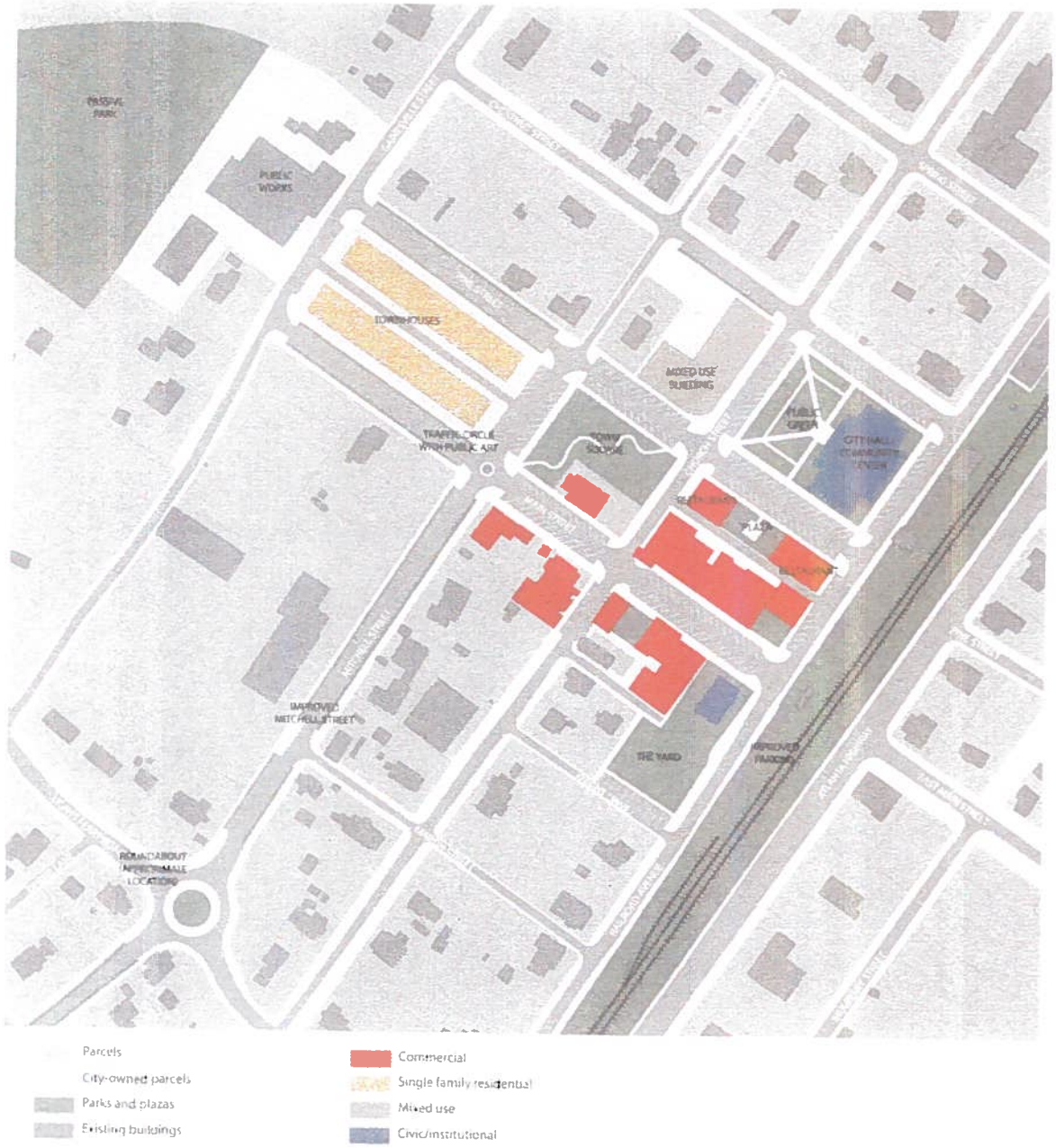
GREENWAY NETWORK



- Connects Gainesville-Hall planned greenway network to Old Town via the public works site
- Makes the lake an accessible amenity for future development and current neighborhoods
- Multi-use trail to lake

DEVELOPMENT PLAN SHORT TERM

- Community center with City Hall
- Retail
- Townhouses
- Mixed Use
- Transportation network
- On-street parking
- Parks and plazas
- Wayfinding
- Events and art

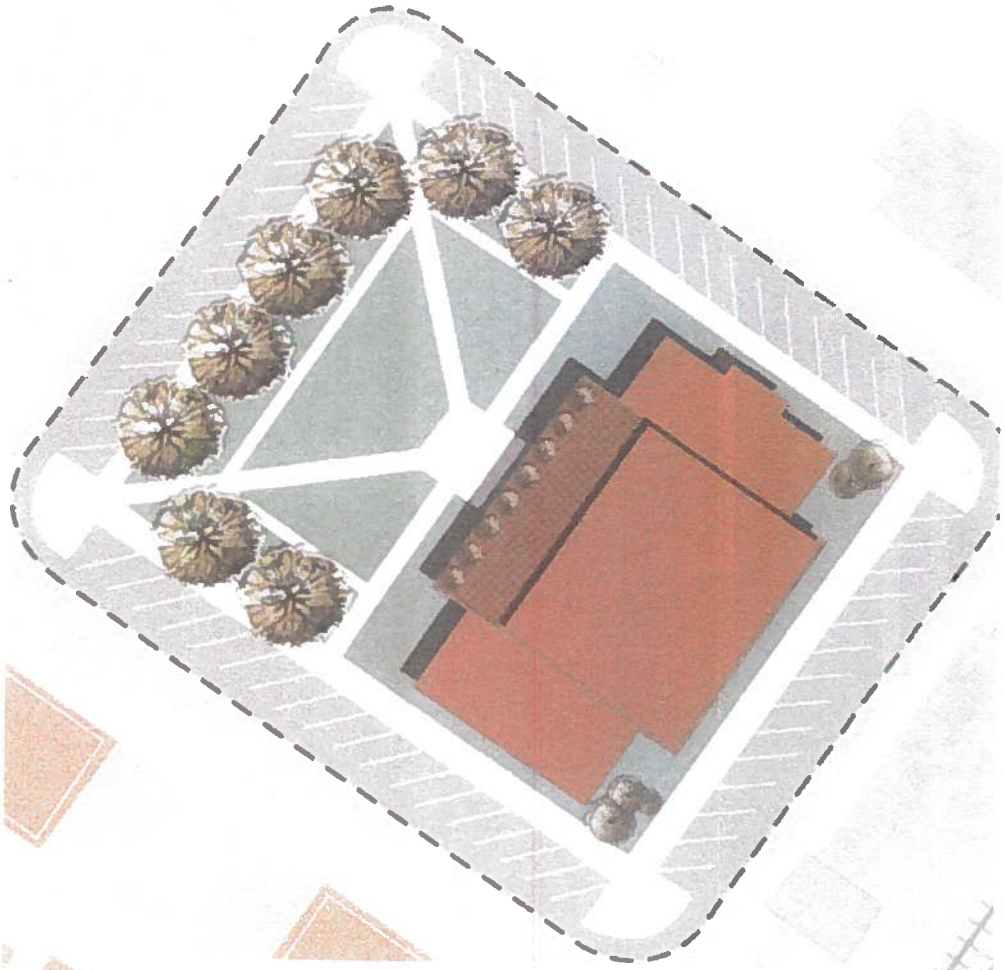


SHORT TERM DEVELOPMENT PLAN

RETAIL AT MAIN STREET AND ON PINE STREET EXTENSION

- Restaurants facing new pocket park
- Managing existing shop space is high priority

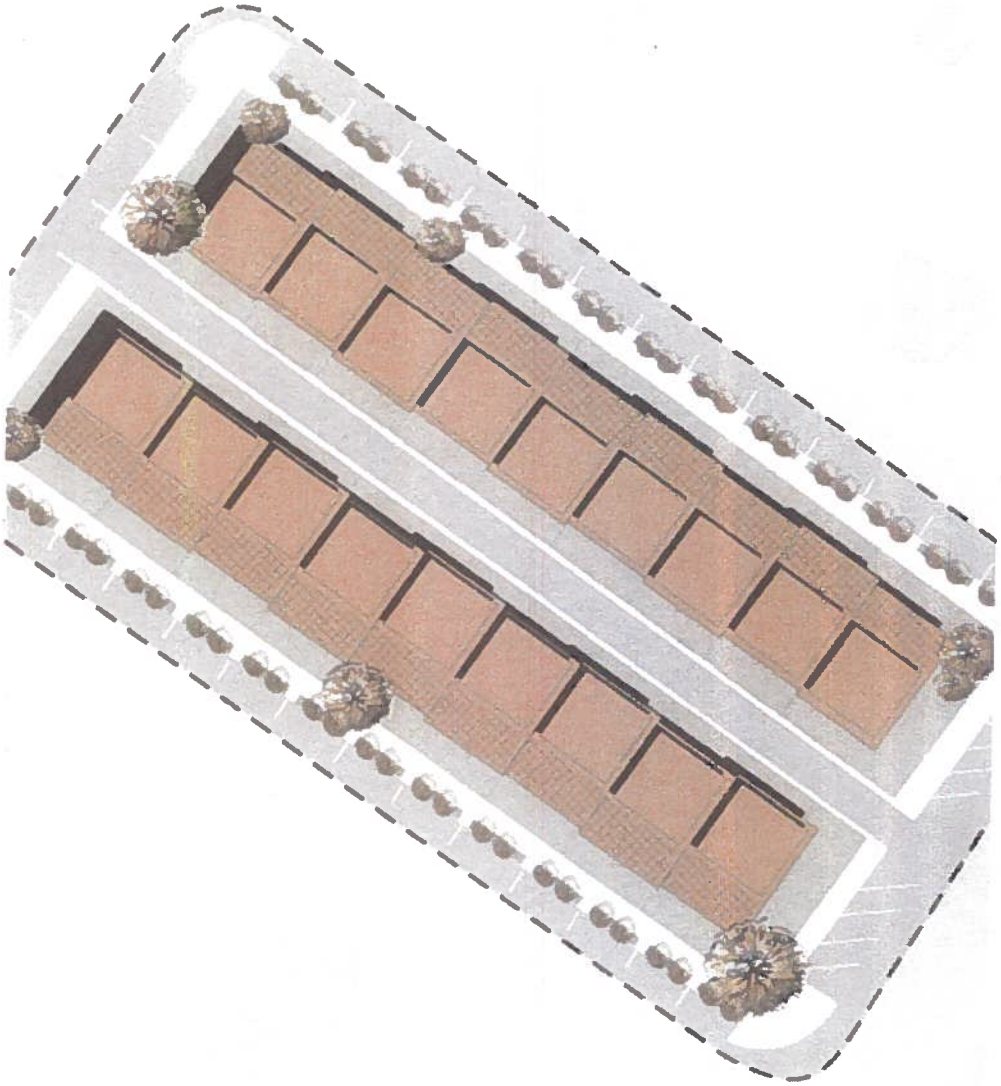
COMMUNITY CENTER WITH CITY HALL



APPROXIMATELY 17,000 SQUARE FEET

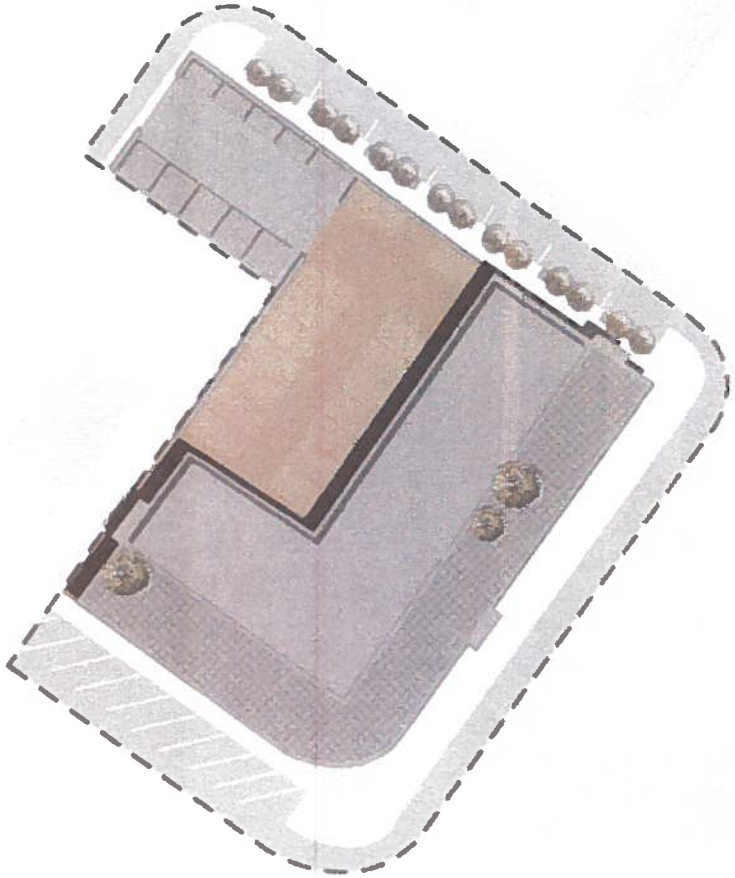
- Flexible space for council meetings and public events
- Surrounding plaza/greenspace
- Iconic building can be seen from Atlanta Highway
- Location on railroad buffers noise and occupies difficult site
- Offices below with Railroad Ave. entrance, community space and city hall above with plaza entrance

TOWNHOUSES



- City-led development effort can ensure that high quality construction sets the tone for future Old Town development
- Townhouses create more density near Old Town retail at a comfortable scale

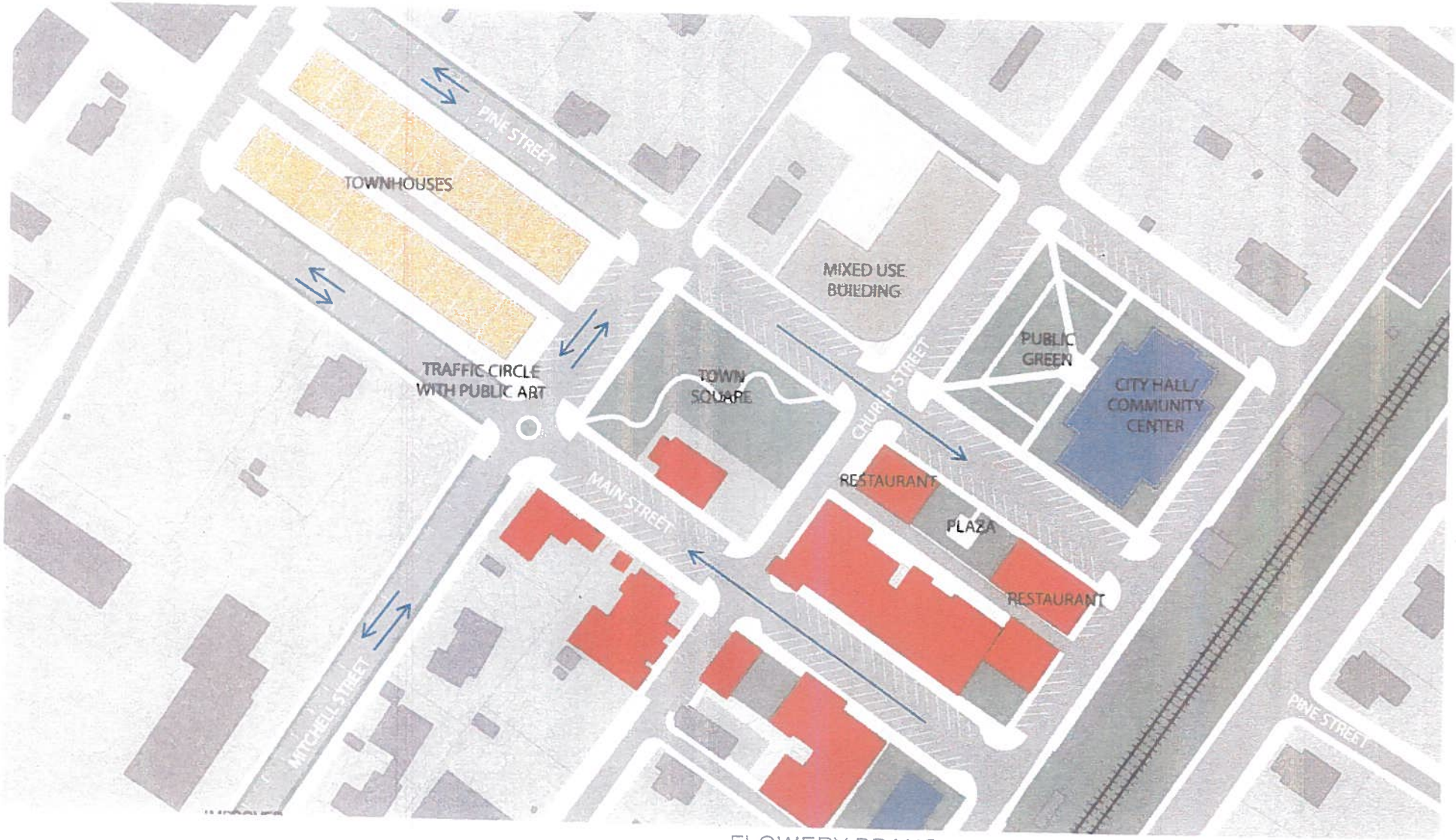
MIXED USE



- 2.5 stories, office/retail at ground level and residential units on top
- Plans include several types of residential units.
- Flexible space allows for office, retail, and residential to occupy the building as the market demands.

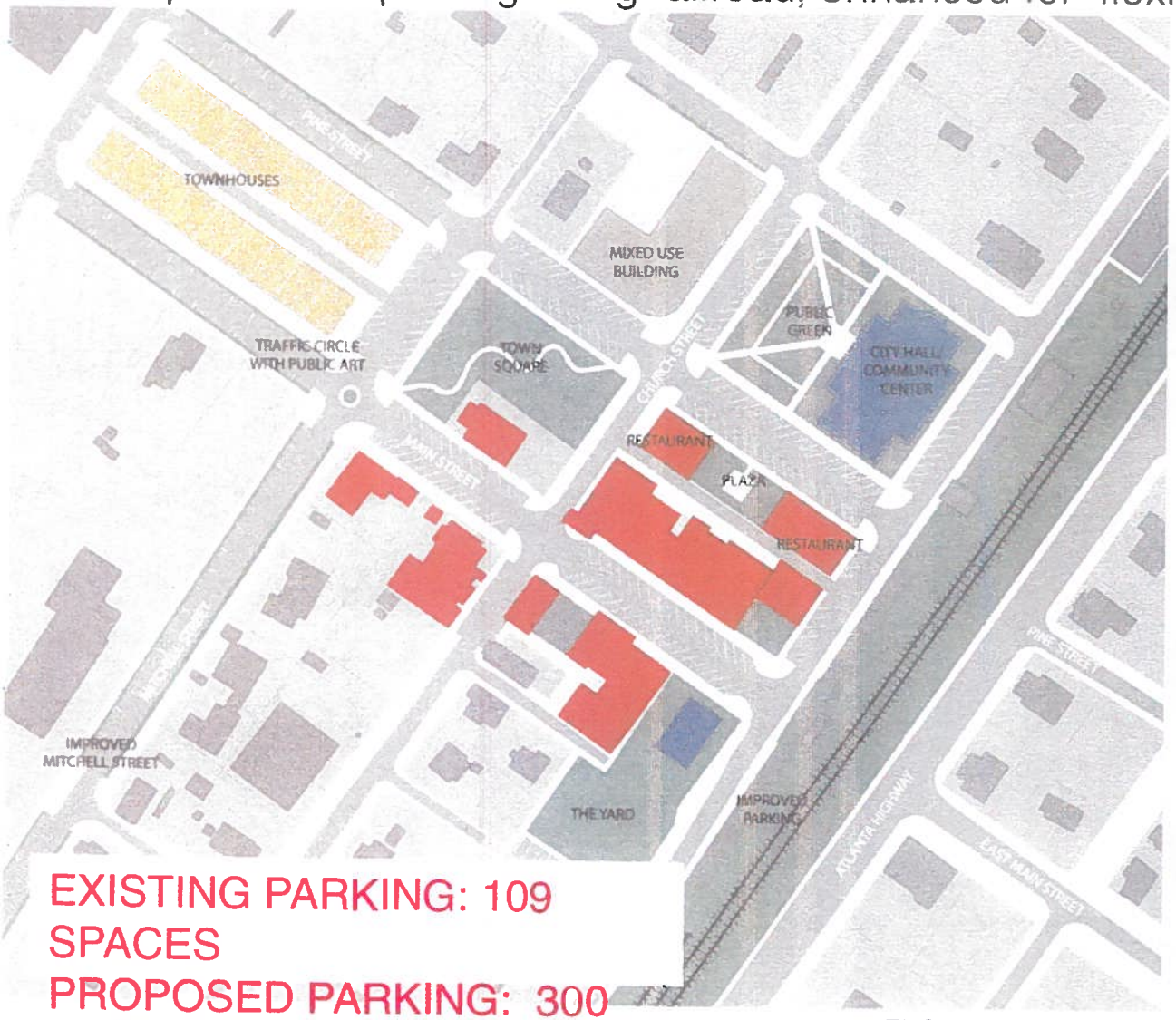
TRANSPORTATION NETWORK: ONE-WAY STREETS

- One way up Main Street to Mitchell and the other way down Pine Street



ON-STREET PARKING

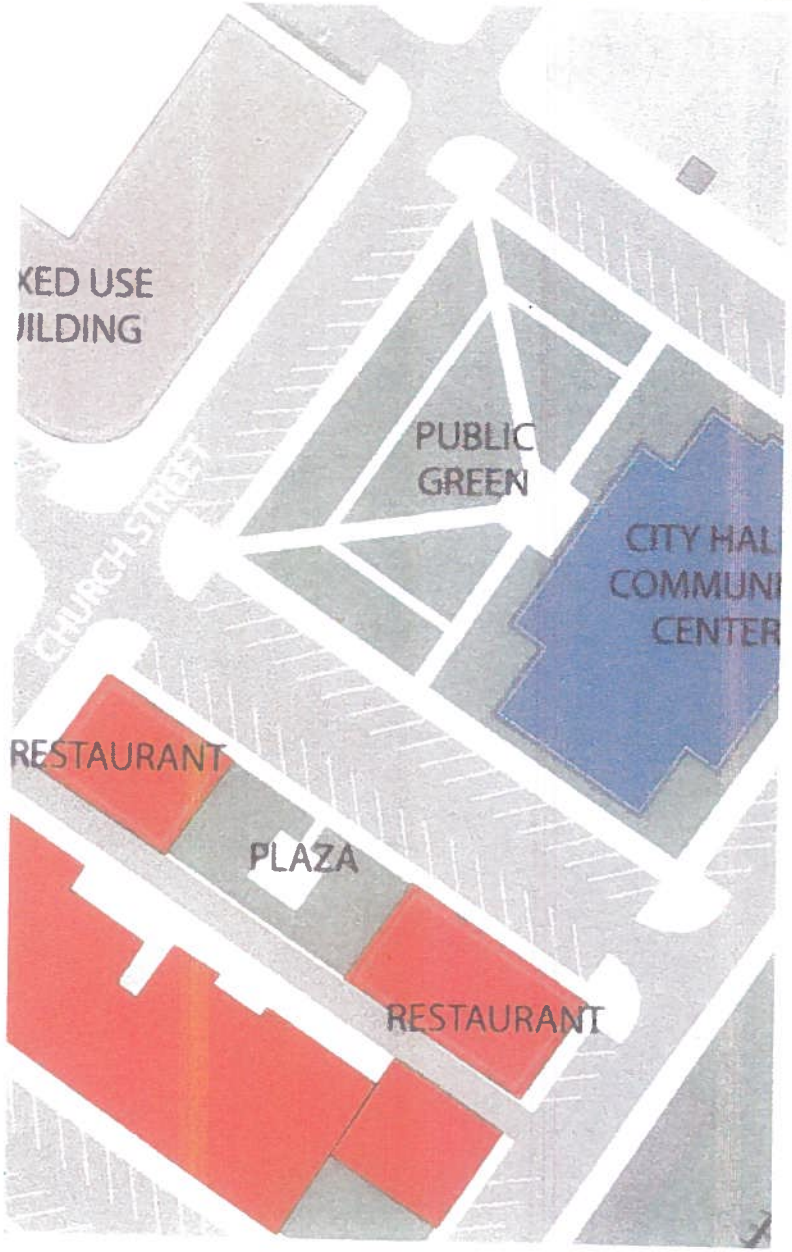
- Parallel and angled parking on streets
- Perpendicular parking along railroad, enhanced for flexible use angled, and parallel



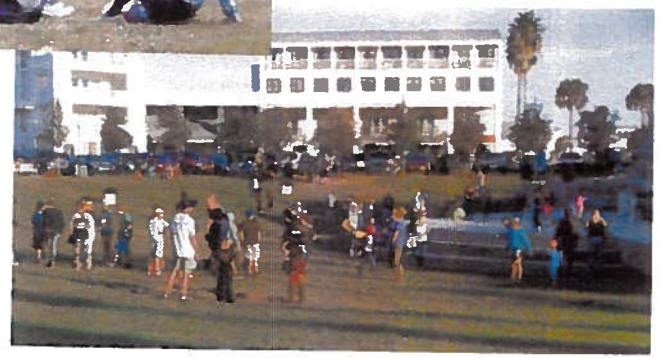
EXISTING PARKING: 109 SPACES

PROPOSED PARKING: 300 SPACES

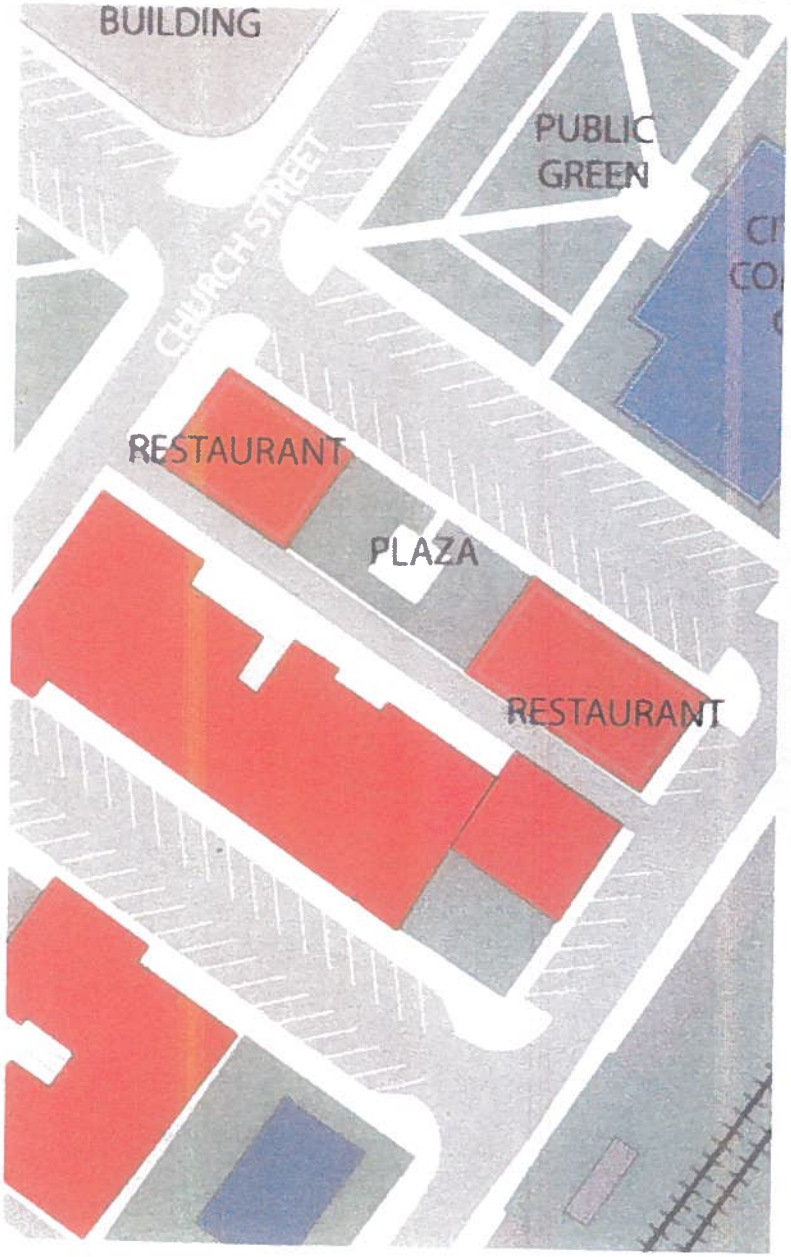
PARKS AND PLAZAS: PUBLIC GREEN & PINE STREET



- Large green space for gatherings or other uses

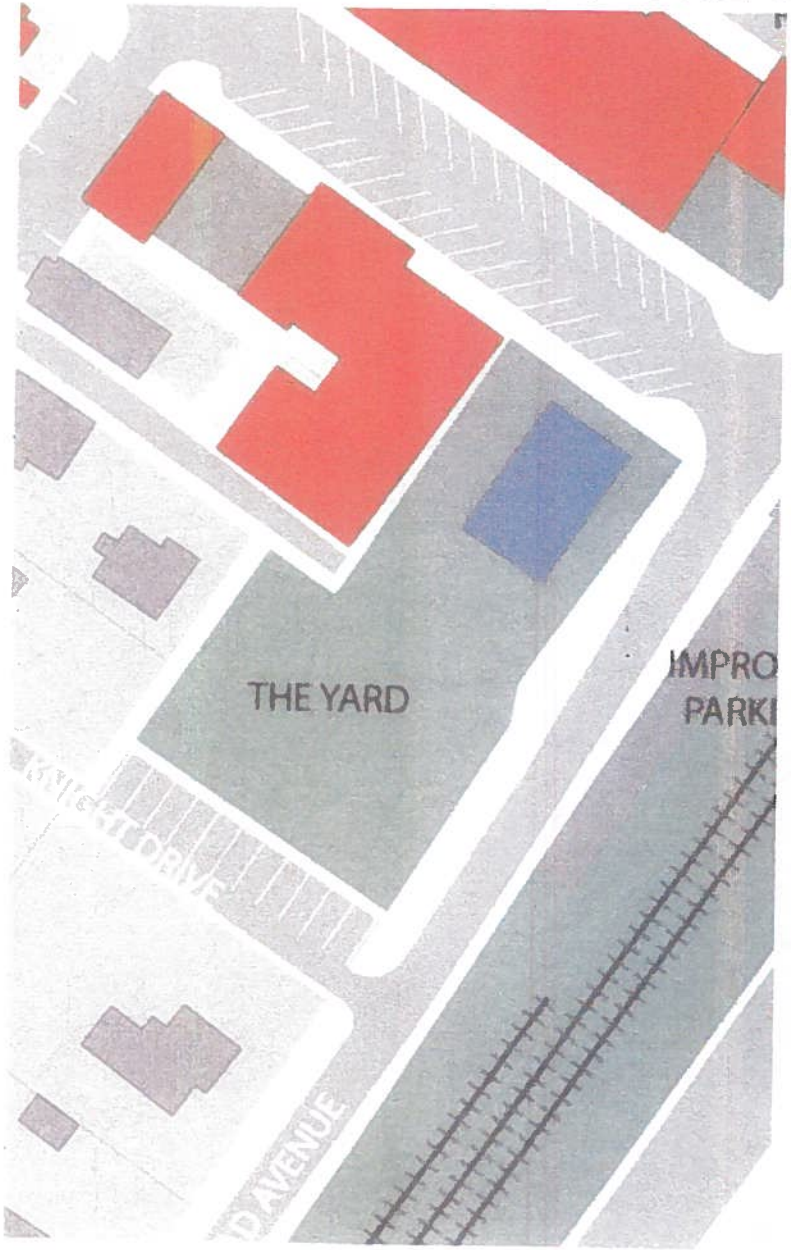


PARKS AND PLAZAS: PINE STREET PLAZA



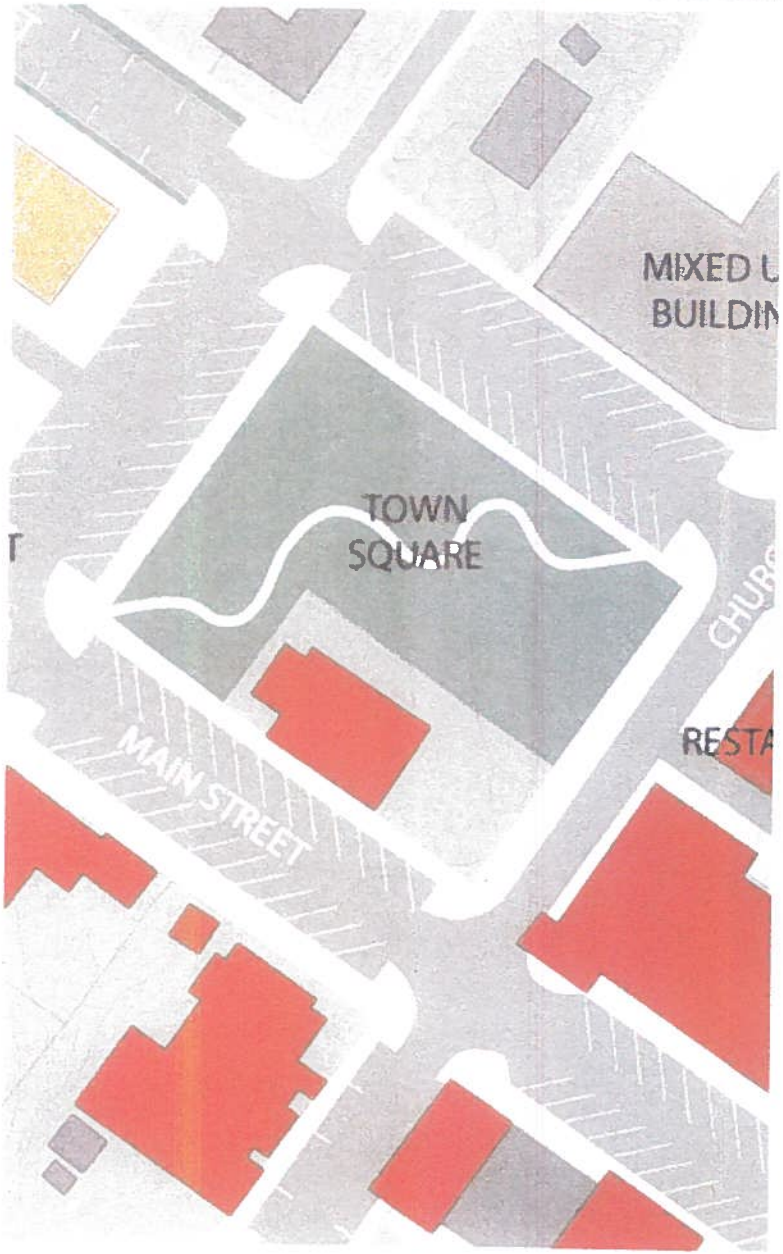
- Pocket park provides garden space for people to enjoy
- Main Street businesses and new restaurants on Pine Street can take advantage of plaza

PARKS AND PLAZAS: THE YARD



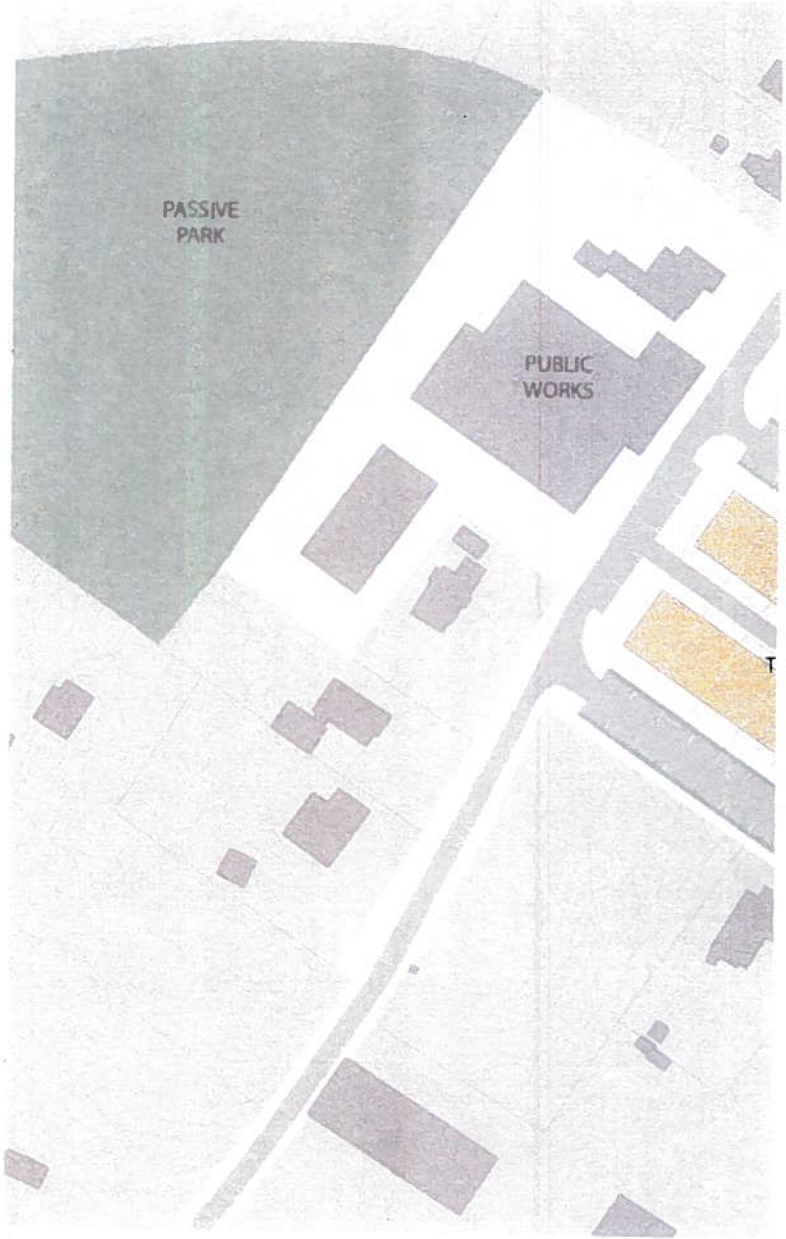
- Flexible, informal event space
- Farmer's market and seasonal programs including Christmas trees, a pumpkin patch, etc.

PARKS AND PLAZAS: TOWN SQUARE



- Gathering and Social space
- Place to relax, socialize and let kids play

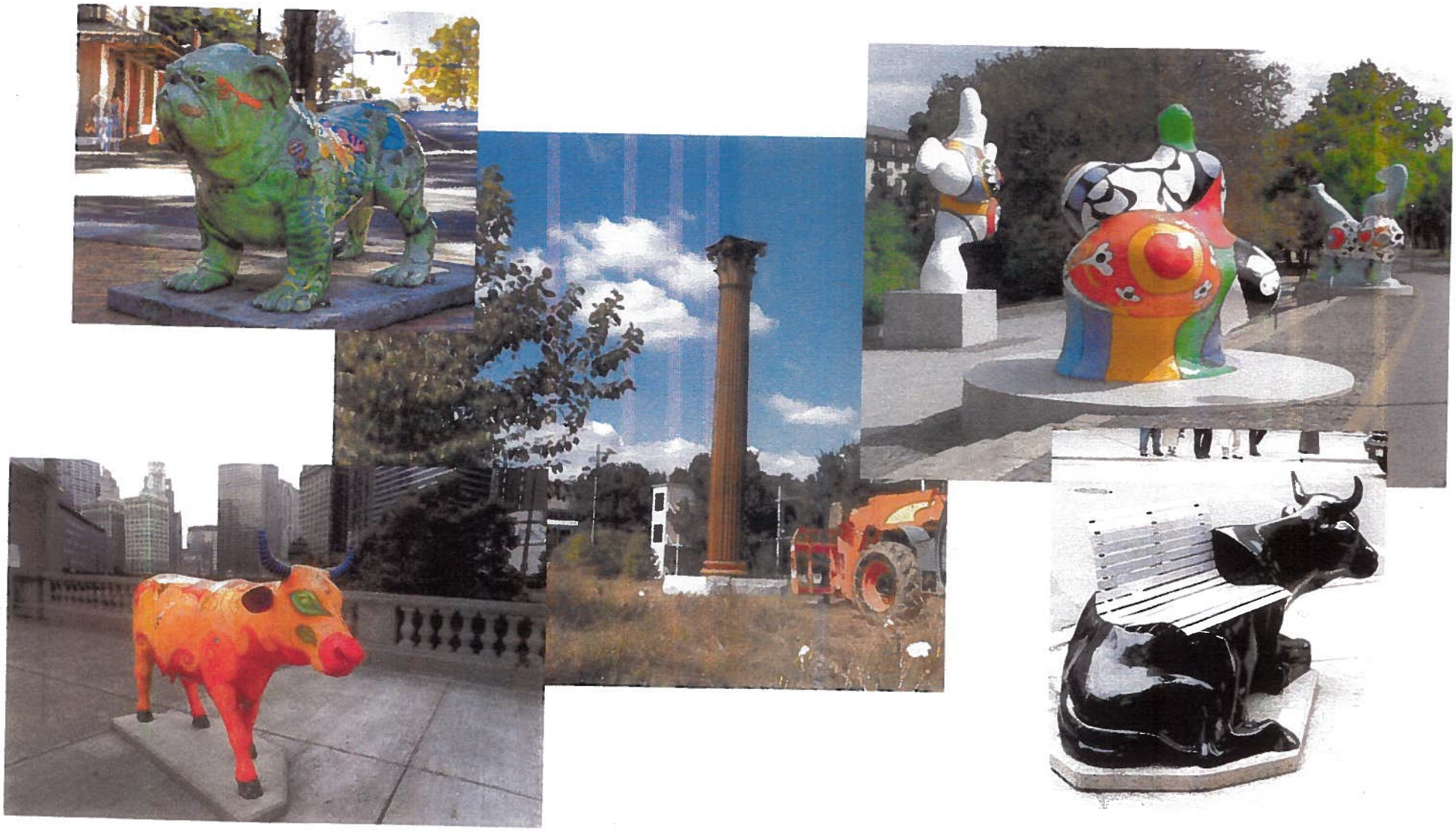
PARKS AND PLAZAS: PUBLIC WORKS SITE



- Large, passive park
- Maintain trees
- As public works moves, park can expand
- Greenway through park connects Old Town to larger trail network

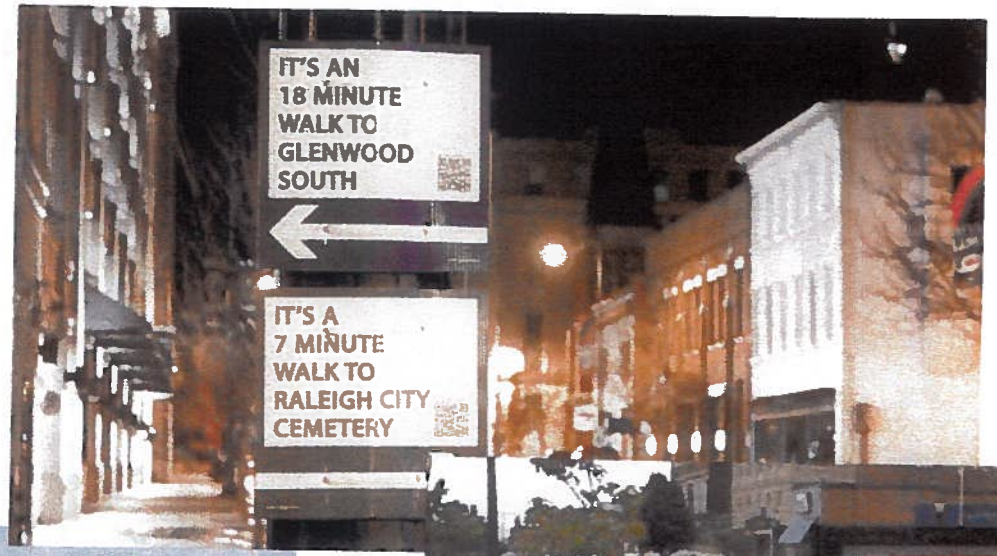
EVENTS, PROGRAMS, AND ART

- Create public art program to foster city identity



EVENTS, PROGRAMS, AND ART

- Improve Wayfinding



EVENTS, PROGRAMS, AND ART

- Create tree protection program to preserve beautiful, diverse tree canopy

EVENTS, PROGRAMS, AND ART

- Maintain and expand roster of city-sponsored events, possibly with a full or part-time events manager. Use the Yard as primary event space.

Real Estate Analysis Findings

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 Flowery Branch
- Broader economic development initiatives will enhance the prospects for employment supporting uses

Housing Financial Parameters

- Higher end townhouses prices per square foot:
  - $94 - $124 Sterling on the Lake
  - $63 - $67 Starboard Acres
- New housing values in the downtown should establish a relatively high standard.
- Recommended minimum target market values for new downtown residential:
  - $110/SF for townhouse
  - $115/SF for condos

Commercial Financial Parameters

- Advertised retail rents range from $12 to $14 per SF NNN in suburban neighborhood centers.
- The fully equipped restaurant on Main Street is advertised for $11.75/SF NNN.
- City-owned properties in the downtown rent for $3.50 to $5.00 per SF NNN.

Conceptual Development Program

- Townhouses at Main and Mitchell
  - 17 2-story, $149,600 ($110/SF)
  - 17 3-story, $224,400 ($110/SF)
- Mixed Use Building at Church and Pine
  - 23,100 SF ground floor commercial
  - 16 2nd floor condos, $143,750 ($115/SF)
- New Retail on Pine St. Extension
  - 7,000 SF ground floor retail
  - 6 2nd floor condos, $132,250 ($115/SF)

Projected Annual TAD Revenues

- Townhouses at Main and Mitchell
  - $50,817
- Mixed Use Building at Church and Pine
  - $43,015
- New Retail on Pine St. Extension
  - $11,760
- Total (2013 dollars)
  - **$105,592**

NEXT STEPS

- **Community Meeting #2: Present Redevelopment Plan and Priorities October 22, 2013 – 5:30-7:30 PM Train Depot**
- **Council Work Session: Present final redevelopment plan November 21, 2013**