

FLOWERY BRANCH, GEORGIA COMMUNITY AGENDA



January 3, 2005 Revised Draft

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**FLOWERY BRANCH, GEORGIA
COMPREHENSIVE PLAN 2025
COMMUNITY AGENDA**

January 3, 2006 Revised Draft

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INTRODUCTION

ORGANIZATION OF THE COMPREHENSIVE PLAN

Flowerly Branch's comprehensive plan consists of three parts per state administrative rules effective May 1, 2005. The community assessment, which is a multi-chapter document that consists of many tables of data and various inventories and analyses, was prepared between May and August, 2005 and is packaged as a separate document. Second, the community participation strategy was drafted and reviewed previously by the Georgia Mountains Regional Development Center and the Georgia Department of Community Affairs. This document, the third of three, is the Community Agenda and contains the "plan" portion of the comprehensive plan.

SUMMARY OF PARTICIPATION

The public participation program included three visioning forums, during which issues and opportunities and preliminary character areas were identified and discussed, along with a citywide vision statement. To ensure adequate notice and participation, the city mailed to all property owners in the city notices of the first visioning forum, displayed two banners at gateways into the city announcing the visioning forums, and arranged to have public notice ads run on government television about the planning effort. Drafts of the community assessment and community participation strategy were made available via the city's web page and in hard copy upon request to all interested individuals.

A questionnaire was completed during the September 20th and 21st (2005) visioning forums, and the results were tabulated and presented to the community at the final (September 27th) visioning forum. A steering committee met three times to discuss the comprehensive planning project and provide guidance and input. Consultants interviewed stakeholders in connection with the planning effort.

CITYWIDE VISION STATEMENT

The following overall vision statement is adopted for the City of Flowerly Branch:

Flowerly Branch will preserve its small town feel, which is generated by Old Town with its historic districts and skinny streets. We are a community aside Lake Lanier, and we are proud to be home of the Atlanta Falcons football team. We acknowledge our role in protecting our environment and maintaining water quality in the Lake Lanier watershed, and we identify with the rest of the Georgia Mountains region north and west of us.

We envision modest increases in the city's boundaries over time, some of which will be master-planned residential communities, but only after considering the need to have a balanced property tax base and all the while retaining the city's small-town atmosphere. As the I-985 corridor develops, we envision a healthy retail and mixed use activity center evolving that will be distinguishable from other places. We will not be "swallowed whole" into the metropolitan Atlanta area, but rather, carefully assimilated into the metro area while retaining distinctiveness and charm. The mixtures of housing available in Flowerly Branch will provide for diversity and affordability, while ensuring that

the mix is not overrun with apartments and incompatible manufactured homes. We will expand housing opportunities for seniors, and they will be welcome and find comfortable living.

City leaders will play a large role in revitalizing Old Town as a major prong of its economic development efforts. In Old Town, residential properties will transition in use and obsolete buildings will be redeveloped, all guided by a responsive urban redevelopment agency and a redevelopment plan that has the backing of the citizenry and property owners, and all the while being sensitive to its historic resources. We envision Old Town will be free from truck and boat traffic by facilitating direct access from McEver Road to Spouts Springs Road, to be accomplished in the city's transportation plans. Industrial establishments north of the city will provide employment areas, and more facilities for small-scale operations and professional offices will be added to the city's mix.

Flowers Branch will by 2010 have a new city hall that meets the needs for city office space and that stimulates redevelopment prospects in Old Town. Flowers Branch will establish and maintain small parks and pocket open spaces in Old Town and elsewhere in the city. Old Town will retain its historic qualities and new development will respect historic characteristics short of artificially imitating them. Old Town will be connected to the city park at Lake Lanier and the I-985 activity center with safe sidewalks and/or multi-use trails. All of the city will be friendly to pedestrians, and residents will walk throughout the city for health and enjoyment reasons. We envision being able to walk or bike safely from the peace and quiet of the city's suburban and traditional neighborhoods to neighborhood commercial facilities.

We envision a city that soundly overcomes its prior reputation as "sleepy," or unable to aspire to great things. Our residents will respect the city's laws, which will be enhanced to address property maintenance, housing upkeep, and development design guidelines. Enforcement of codes will not be needed or at least not become political issues. The city will master plan its water and sewer facilities, extend them as economic development priorities dictate, and become a leader in water conservation efforts. Though there will be growing pains resulting from unprecedented, rapid development, the city government will expand facilities as needed to serve the new people, businesses, and institutions. We will work cooperatively with Hall County to continue receiving countywide services, maintain fire protection, and build new active parks and recreation centers. We will protect east-city residents with a new police precinct when needed.

Flowers Branch's Old Town, with its grid pattern of skinny streets and authentic historic character along the railroad, upon revitalization with a vibrant mix of retail, restaurants, civic uses and housing and the installation of sidewalks and streetscapes, will be the gem of South Hall, the premier destination place for residents in the greater South Hall area.

VISION FOR CHARACTER AREAS

Although the citywide vision statement will be respected in all parts of Flowerly Branch, we envision distinctive areas of the city that give definable meaning to its neighborhoods, activity centers, employment places, and natural areas. The Character Area Visions, specified in Chapter 9 of this Community Agenda, will provide sound guidance in the update of the city's land use regulations and in reviewing and approving new developments in the city. The city will apply development guidelines for character areas comprehensively but fairly and consistently.

QUALITY COMMUNITY OBJECTIVES

The following Quality Community Objectives are hereby adopted to guide this comprehensive plan and the future growth, development, redevelopment, and change of Flowerly Branch. The City may cite these as its own policies and will evaluate annexation and land use decisions in the context of these objectives. Where a land use decision would be inconsistent with one or more of these objectives, the Planning Manager and other city boards and the governing body should consider the extent to which development and land use proposals can be revised so as to be consistent with these objectives.

Appropriate Business Objective: The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.

Educational Opportunities Objective: Educational and training opportunities should be readily available in each community – to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.

Employment Options Objective: A range of job types should be provided in each community to meet the diverse needs of the local workforce.

Heritage Preservation Objective: The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.

Open Space Preservation Objective: New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors.

Environmental Protection Objective: Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.

Regional Cooperation Objective: Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources.

Transportation Alternatives Objective: Alternatives to transportation by automobile, including mass transit, bicycle routes and pedestrian facilities, should be made available. Greater use of alternative transportation should be encouraged.

Regional Solutions Objective: Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.

Housing Opportunities Objective: Quality housing and a range of housing size, cost, and density should be provided in each community, to make it possible for all who work in the community to also live in the community.

Traditional Neighborhood Objective: Traditional neighborhood development patterns should be encouraged, including use of more human scale development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.

Infill Development Objective: Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.

Sense of Place Objective: Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.

LIST OF ISSUES AND OPPORTUNITIES

Issues and opportunities for treatment in the comprehensive plan were first identified in the Community Assessment part of the comprehensive plan. During the visioning process (see summary of participation above), participants had an opportunity to state in a questionnaire whether various statements of concern were really issues or opportunities to be addressed in the comprehensive plan. The public participation process resulted in a fewer number of issues than initially proposed to be included in the plan. Also, issues that were not directly identified by the Consultant but stated during participation exercises, are addressed in this Community Agenda. Following is list of issues and opportunities that were approved by the comprehensive plan steering committee after input from citizens in visioning forums. Each of these issues are addressed in the appropriate element of this community agenda.

Population

1. Underachievement of some of the city's population with regard to educational attainment.

Housing

2. Specify and encourage a certain mix of housing types (e.g., single-family detached, townhouses, manufactured homes, apartments).

3. The balance between owner-occupied and renter-occupied housing in the city.
4. Age and condition of housing units in the city.
5. Housing alternatives for the elderly.
6. Upgrading of existing, smaller homes to meet new market demands.
7. Residential property maintenance and housing code enforcement.
8. City sponsorship or utilization of housing grants and programs.

Economic Development

9. Programs to help seniors find paying jobs or volunteer opportunities.
10. Diversification of area employment opportunities (beyond manufacturing).
11. Promoting and capitalizing on Lake Lanier tourism potential.
12. Promoting and capitalizing on being home to the Atlanta Falcons football team.
13. Promoting and capitalizing on the history and historic resources of the city.
14. Establishment of an urban redevelopment agency for revitalization activities.
15. Staffing in addition to Better Hometown Coordinator for economic development.
16. Tax credits, tax abatement, and other incentives for business development.
17. Use or under-utilization of area colleges and universities (regarding economic development).
18. Water and sewer master planning to provide for additional growth in city.
19. Rate charges and fees for water and sewer as they relate to economic development.
20. Attention to small businesses for their contribution to economic development.

Community Facilities and Services

21. Master planning for expansion of the city's water system.
22. Water conservation and "gray" (nonpotable) water reuse.
23. Affirmation or renegotiation of city sewer service areas.
24. Stormwater/drainage master planning for the downtown area.
25. Provision of a police precinct on the east side of Interstate 985.
26. Provision of a new city hall/municipal government complex.
27. Establishment of city parks and initiation of recreation facilities and programs.
28. Development of an annexation plan to guide future annexations.
29. Participation of Flowery Branch in regional Lanier watershed protection efforts.

Transportation

30. Alternatives for mobility in addition to using cars.
31. Boat traffic through Flowery Branch into the Starboard marina.
32. Road improvement standards that vary by character area.
33. Improvement of narrow city streets in the downtown for additional growth.
34. At-grade crossings of the railroad through town (safety and mobility).
35. Availability of parking and loading areas for an expanded downtown district.
36. Availability of sidewalks – need for sidewalk construction program in city.
37. Designation of bicycle routes in the city.
38. Rules for accessing nonresidential properties.
39. Off-road pedestrian trails and greenways.
40. Extension of the grid-pattern of downtown streets to adjacent areas.
41. Strategies for improving aesthetics of the SR 13 (Atlanta Highway) corridor.
42. Policy and program for street lighting.
43. Maximum parking as well as minimum parking requirements

- 44. Condition of existing city streets and programs for long-term maintenance.
- 45. Traffic impact analysis studies for large developments.
- 46. Accessibility for the disabled.

Natural Resources

- 47. Regulations in addition to existing ones to protect water quality.
- 48. Regulations limiting development on steep slopes.
- 49. Implementation efforts to protect and preserve scenic views.
- 50. Programs to identify and enhance the aesthetics of “gateways” into the city.
- 51. Enhancement of, and additional connections to, Hall County Heritage Trail.

Land Use and Redevelopment

- 52. Revitalization and/or redevelopment of obsolete blocks in the downtown.
- 53. Noise impacts on residential properties from I-985 traffic.

These issues and others are all addressed in the following chapters, though not numbered as provided in this introduction. This list of issues and opportunities was developed after the community visioning forums and is included here to ensure that all community concerns are addressed in the Community Agenda.

CHAPTER 1 POPULATION

SUMMARY OF COMMUNITY ASSESSMENT

Past population growth in Flowery Branch has been modest, and the city has approximately 2,000 residents as of 2004. The City expects a population boom, to a total of 9,000 persons or more in the City, by 2010. That influx of population will quickly raise median incomes, raise educational attainment levels, lower the median age, and increase the diversity of occupations of the city's labor force. In short, this population influx will bring dramatic change to Flowery Branch.

Flowery Branch's population increase is attributed primarily to the annexation of a large planned residential development, Sterling on the Lake. In addition, the city has a new stock of townhouses and a 456-unit apartment complex has received development approval. All of the population is "household" population, meaning that there are no group quarters such as nursing homes in the City of Flowery Branch.

POPULATION AND HOUSEHOLD PROJECTIONS

Flowery Branch's population change occurs within the context of a fast-growing county at the edge of (and part is now within) the Atlanta metropolitan area. Accordingly, it is appropriate to cite Hall County's population and household projections, as shown in Table 1.1.

Table 1.1
Hall County (Countywide) Population Projections, 2005-2025
(Persons Except as Noted)

Projection	2005	2010	2015	2020	2025
Population (Demand-Based)	180,970	237,332	307,089	376,329	437,609
Households (Demand-Based)	62,714	83,514	108,541	132,550	152,943
Average Household Size (PPU)	2.84	2.80	2.79	2.84	2.82
Population (Policy-Influenced)	176,765	215,061	261,291	298,274	325,051

Note: PPU = Persons Per Unit. Source: Gainesville and Hall County Comprehensive Plan, Population Element, Adopted June 24, 2004. Projections by Ross + Associates. Household size projections by Ross + Associates and Woods and Poole Economics, Inc., 2003. Demand-based means generally that market conditions prevail, and policy-influenced means that county land use policies will reduce market growth.

Flowery Branch's households and total population in the near-term future are projected in Table 1.2, and projections of households and population for five-year increments are provided in Table 1.3.

Table 1.2
Population Estimates and Short-term Projections
City of Flowery Branch, 2003-2010

	2003	2004	2005	2006	2007	2008	2009	2010
Households	753	878	1,003	1,478	1,953	2,428	2,903	3,378
Household Size	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.6
Household Population	1,958	2,283	2,608	3,842	5,078	6,313	7,548	8,783
Group Quarters	0	0	0	0	0	30	60	95
Increment of Natural Increase ¹	--	8	25	36	48	60	72	84
Total Population	1,958	2,291	2,633	3,878	5,126	6,403	7,680	8,962

¹ 9.5 persons per 1,000 annually, considering birth and death rates for Hall County in the 1990s.

Source: Jerry Weitz & Associates, 2005, based on ten-year birth and death rates for Hall County as reported in *The Georgia County Guide 2002* and anticipated housing starts from City of Flowery Branch, May 2005.

The projections in Table 1.3 are based on a “buildout” of the vacant portions of land in the city not already projected to be developed by the year 2010. Household projections are based on the assumption that vacant residential acreage in Flowery Branch will build out at densities guided by the future land use plan, as well as some redevelopment (up to 150 units in Old Town).

Table 1.3
Population Projections
City of Flowery Branch, 2010-2030

	2010	2015	2020	2025	2030
Households	3,378	3,822	4,266	4,710	5,154
Household Size ²	2.6	Varied by housing unit	Varied by housing unit	Varied by housing unit	Varied by housing unit
Household Population	8,783	9,972	11,151	12,330	13,509
Group Quarters	95	165	360	425	500
Increment of Natural Increase ¹	--	474	530	585	642
Total Population	8,962	10,611	12,041	13,340	14,651

¹ 9.5 persons per 1,000 annually, considering birth and death rates for Hall County in the 1990s.

² Assumptions: 2.2 persons per unit for apartment, 2.4 persons per unit for townhouse, and 2.8 persons for detached, single family.

Source: Jerry Weitz & Associates, Inc. October 2005.

Between 2010 and 2030, Flowery Branch is forecasted to add approximately 1,775 housing units (that excludes many projects under construction now but which are expected to be built fully by 2010). Of that forecasted housing stock added between 2010 and 2030, it is forecasted that approximately 325 units will be multi-family (18%), 150 will be townhouses (8.5%), and 1,300 will be detached, single-family homes (73%). That forecast does not take into account any additional annexations beyond November 2005. Any additional annexations would affect these projections and forecasts dramatically. For purposes of simplicity, the housing unit (household population) additions are assumed to occur evenly from 2010 to 2030. Faster buildout of Flowery Branch's residential acreage is highly likely, however, meaning that the 2030 projections may be reached more quickly than shown in Table 1.3. The projections should be adjusted annually based on annexations and building permit data.

The addition of 1,775 units between 2010 and 2030 will add 4,715 persons (household population) during that same time (assuming full occupancy). Group quarters populations are likely to increase in Flowery Branch due to an increasingly aging population. Some growth is attributed to natural increase (births minus deaths), based on trends of the 1990s in Hall County. Flowery Branch's population will grow steadily from about 9,000 persons in 2010 to nearly 15,000 in 2030. Again, annexation is not assumed and so that number could easily go much higher if additional residential lands are brought into the city during that time.

ISSUES AND OPPORTUNITIES

Underachievement of some of the city's population with regard to educational attainment. Flowery Branch had a significant percentage of its population (almost one-third) in 2000 that had not completed high school. That finding is more or less similar to Hall County and Buford, but significantly higher than the state as a whole. On the upper end of the educational spectrum, Flowery Branch had the lowest percentage of adults with a bachelor's degree or higher, and at 6.1 percent that number is substantially lower than the state as a whole (24.3 percent). Nearby Oakwood and Buford are also well below the comparable percentage for the state. This is somewhat surprising given the existence of a college in Oakwood, which usually results in a boosting of the educational attainment of residents in the college town and surroundings. Such is not the case in south Hall County. The educational attainment of Flowery Branch's citizenry is well below that of the state as a whole and therefore deserves further attention. Because of the larger percentage of adults without a high school education, many adults in Flowery Branch and nearby cities may find it difficult to find employment other than the most menial, minimum-wage positions.

On the other hand, feedback we received from the steering committee was that the seniors and many others with lower-than-average educational attainment in Flowery Branch were nearing retirement and that they would thus not make good use of any sponsored program to increase adult education. Additionally, it should be noted that the 2010 Census will show remarkable improvements in educational attainment of Flowery Branch's citizenry. Nonetheless, the city leaders should be open to considering how to use countywide adult education programs and leverage resources of colleges and universities in the county to assist with educational functions that will benefit Flowery Branch's residents.

CHAPTER 2 HOUSING

SUMMARY OF COMMUNITY ASSESSMENT

Flowery Branch has had a diverse, affordable housing stock that did not change much in the 1990s. It provides significant affordable housing with manufactured homes and small detached dwellings. Currently, the City's housing stock is short only in terms of higher-end housing. That will change with new residential subdivisions planned inside the City limits, especially included "Sterling on the Lake." A strong surge of housing starts began after 2000 and is adding or has added substantial numbers of detached single-family residences, townhouses, and apartments, further diversifying the housing stock as of 2005. Year 2010 forecasts indicate that the current housing mix will be radically altered in favor of detached, single-family dwellings. Instead of one-third single-family (excluding manufactured homes), by 2010 the City's housing stock is expected to be approximately two-thirds detached, single-family residences. As of 2000, the City's housing stock consisted of a relatively even distribution of owner-occupied and renter-occupied units. As with the types of units, dramatic change will occur by 2010, as numerous owner-occupied, single-family detached units are added to the City's housing stock.

More than half (53.7 percent) of Flowery Branch's housing units in 2000 were two-bedroom units, suggesting that many homes will be considered too small for the market needs of today's and tomorrow's households. In addition to the comparatively small sizes of homes, age is a significant factor for much of the housing in Flowery Branch. As of the year 2000, more than one-quarter (26.3 percent) of the total housing stock in Flowery Branch was built before 1960, and 18.2 percent of the total was constructed before 1950. It sometimes does not make good economic sense to upgrade older homes. The age of homes, however, is not in itself an indicator of poor condition. As of 2000, in terms of affordability, Flowery Branch's owner-occupied housing stock is comparably more affordable than in Hall County or the State as a whole. The affordability of the housing stock in Flowery Branch led stakeholders and visioning participants to find that additional affordable housing programs are not needed in the City.

HOUSING UNIT PROJECTIONS

Table 2.1
Projected Housing Units by Forecasted Housing Type
City of Flowery Branch, 2010-2030

Type of Housing Unit	2010	2015	2020	2025	2030
Detached, single-family	1,954	2,227	2,444	2,742	3,039
Manufactured homes	200	200	175	150	125
Townhouses	524	614	704	794	884
Apartments and Condominiums	700	781	943	1,024	1,106
Total Housing Units	3,378	3,822	4,266	4,710	5,154

Source: Jerry Weitz & Associates, October 2005

Based on the forecasted buildout of the future land use plan, and adopted housing policies, the long-term projection of housing units by type is provided in Table 2.1. As noted in the community assessment, the mix of housing will dramatically change from year-2005 conditions. By 2010, Flowery Branch's housing stock is expected to consist of a majority (58%) detached,

single-family homes. Thereafter, that same percentage of detached, single-family homes will hold relatively steady between 2010 and 2030. If annexation occurs, these projections could change significantly, however.

ISSUES AND OPPORTUNITIES

Specify and encourage a certain mix of housing types (e.g., single-family detached, townhouses, manufactured homes, apartments). After reviewing existing and short-term projected trends, and considering the public input received during the visioning process, it appears that a desirable mix of housing types for Flowery Branch is as follows: Detached, single-family – 60%; Manufactured homes – 5%; Townhouses – 15%; and Apartments and Condominiums – 20%. Such a mix is to be considered a guide only (see policies below).

The balance of owner-occupied and renter-occupied housing in the city. After reviewing existing and short-term projected trends, and considering the public input received during the visioning process, it appears that a desirable mix of owner-occupied to renter-occupied housing units is 2:1 (i.e., two-thirds owner-occupied and one-third renter occupied). Such a mix is to be considered a guide only (see policies below).

Age and condition of housing units in the city; Upgrading of existing, smaller homes to meet new market demands. Smaller, older homes may not serve future market needs. In some cases, they are unlikely to be retained in the future and will be replaced by new units or the lots will transition to other land uses. To the extent older homes are concentrated within one area, housing maintenance programs and incentives need to be considered, and designation as historic should also be considered (for home fifty years and older).

Housing alternatives for the elderly. Stakeholders and visioning participants noted that many of the older and smaller homes are occupied by seniors and are becoming less and less appropriate. Seniors need different housing than the units that exist now. In some cases, the addition of an accessory apartment to a smaller existing home will enable a senior household to “age in place,” retaining their current housing but also adding a new source of income. Accessory apartments do not currently exist in Flowery Branch, and there are several issues that need to be addressed in land use regulations if they are permitted. In other cases, new housing built specifically for the elderly is needed. An important step toward developing successful housing options for the elderly is to offer “life cycle” housing. This term is used to describe areas with a wide range of housing types to residents who can stay in the same area as they progress through different stages in life. Furthermore, the lack of institutionalized living opportunities in Flowery Branch presently suggests that the land use plan should provide for such additions to the housing stock.

Residential property maintenance and housing code enforcement. City officials must continue to monitor housing conditions to ensure there is no increase in the levels of substandard housing conditions. As alluded to above, where existing housing units or residential neighborhoods have visible signs of disrepair or initial signs of neighborhood instability due to housing conditions, Flowery Branch should pursue the enforcement of housing codes and property maintenance standards.

City sponsorship or utilization of housing grants and programs. As a small town with few staff members, Flowery Branch cannot realistically be expected to implement its own housing grants and programs. However, a variety of private, federal, and state housing programs exist which can benefit the City’s housing stock and its housing policies.

HOUSING POLICIES

In considering annexations, residential rezonings, and master plan approvals for mixed use and planned unit developments, the city will consider the extent to which residential development proposals retain or detract from the policies adopted below, both on a citywide basis; and within individual developments. Maintaining these policies will help promote mixed-income housing opportunities. Significant deviations from the policies on individual development sites or citywide may be cited as a reason to deny annexation, rezoning, and/or master plan approvals. However, the city is not required to deny such development proposals even though individual development proposals may not be consistent with these housing policies.

1. ***Desirable mix of housing units.*** Flowers Branch finds that a desirable mix of housing types for the City by year 2010 is as follows: Detached, single-family – 58% or more; Townhouses – 16%; and Apartments and Condominiums – 21%. Manufactured homes make up the remaining percentage.
2. ***Desirable mix of owner-occupied and renter-occupied housing units.*** Flowers Branch finds that it is desirable to promote and maintain a 2:1 ratio of owner-occupied to renter-occupied housing units in the city (i.e., approximately two-thirds of the housing stock should be owner-occupied). Although it is appropriate for the ownership level to increase when compared to the current rate, it is important not to eliminate renting opportunities, which would exclude segments of the population from living in Flowers Branch.
3. ***Age and condition of housing.*** Programs and incentives should be established to assist homeowners in upgrading existing, smaller homes in Flowers Branch so that they better meet existing and future market needs. In cases where such small housing is concentrated and meets age qualifications, such neighborhoods of smaller homes should be retained and considered for historic district status. Where homes are in disrepair, housing maintenance requirements and appearance standards should be imposed. Where transitions of land use are contemplated in the future land use plan, such homes may be appropriately replaced with larger homes or transitioned to offices or other land uses compatible with the residential neighborhood.
4. ***Housing for the elderly.*** A senior household should be allowed to add an accessory apartment to an existing, smaller existing home as a means of “aging in place,” and retaining and upgrading their current housing unit while adding a new source of income. The needs of seniors should be considered in new housing designs. When planned unit and mixed-use developments are considered, strong consideration should be given to providing a small percentage (10-20%) of units designed specifically for senior living and life-cycle housing. Over time with an aging population, the need nursing home beds and other institutionalized residential living facilities will increase. Institutional residential facilities such as nursing or personal care homes should therefore also be considered as a part of planned unit and mixed-use development proposals. Institutional residential living should also be considered appropriate in transitional areas between established residential neighborhoods and office/commercial centers.
5. ***Residential property maintenance and housing “code” enforcement.*** Where existing housing units or residential neighborhoods have visible signs of disrepair or initial signs of neighborhood instability due to housing conditions, Flowers Branch will

enforce housing codes and property maintenance standards. Where manufactured homes are established outside of manufactured home parks, they should adhere to regulatory standards that will ensure they are compatible with other homes in the neighborhood.

6. **Housing grants and programs.** Flowery Branch will identify and pursue various private, state, and federal housing programs designed to improve the housing stock. These may include but are not limited to Habitat for Humanity, Community Development Block Grant (CDBG) Program, and weatherization programs for improving the energy efficiency of existing homes. The City will also consider the prospect for establishing a nonprofit community-based housing organization to provide a rehabilitation program for existing homes in Flowery Branch.

HOUSING WORK PROGRAM

Table 2.2
Housing Short-term Work Program, 2006-2010
City of Flowery Branch

Description	Year(s) To Be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Monitor citywide adherence to housing policies for desired mixes of housing types and recommended owner-renter ratio.	2006-2010		City Planner	
Review annexation, rezoning, and master plan proposals for consistency with housing policies	2006-2010		City Planner	
Identify and publicize local, state, federal, and private/nonprofit housing programs and incentives to upgrade existing housing units	2006-2010		City Planner	
Prepare, adopt, and enforce a housing code and residential property appearance standards	2006-2010		City Planner; code enforcement	Operating budget – code enforcement
Increase housing opportunities for seniors in Flowery Branch; add at least 50 units by 2010 specifically for elderly living	2010		City Planner	Through review of developments

CHAPTER 3 ECONOMIC DEVELOPMENT

SUMMARY OF COMMUNITY ASSESSMENT

Unemployment has not been a major issue in Hall County, with unemployment rates consistently well below that of the State of Georgia. Flowery Branch had a small labor force, just under 1,000 persons, in the year 2000, though the labor force will increase rather dramatically with the influx of new residents anticipated by 2010 and beyond. Nearly half of Flowery Branch's labor force in 2000 was employed in construction, extraction, and maintenance and production, transportation, and material moving (i.e., mostly blue collar) positions. That concentration in these occupations is approximately twice as large as that found in Georgia or the nation as a whole.

In terms of industry employment, Flowery Branch's residents are disproportionately employed in construction and manufacturing industries, though the proportion of residents employed in manufacturing declined during the 1990s, consistent with trends toward a more service-based economy. While manufacturing job opportunities abound in South Hall County, Oakwood, and Gainesville, a majority of Flowery Branch's resident work force found employment outside Hall County in 2000. Nearly one-half of the city's resident workers were employed in the Atlanta metropolitan statistical area outside the central city of Atlanta, and some 40 percent worked in Hall County. Less than 10 percent worked in the city itself in 2000.

Within the Flowery Branch zip code (30542) (including areas outside the city limits), there were 352 establishments employing 4,340 persons in 2002. Of the total establishments in 2002, 71 were construction firms, 40 were retail trade establishments, 32 were administrative support, waste management and remediation services, 30 were manufacturing firms, 30 were wholesale trade establishments, 24 were professional, scientific and technical services, and the remainder were various other types of establishments. Wrigley Manufacturing Company, with 720 employees, is believed to be the largest employer in the Flowery Branch area.

Flowery Branch can capitalize on numerous advantages from an economic development perspective. Because of Flowery Branch's location and amenities (including excellent highway access, small town atmosphere and proximity to Lake Lanier including Lake Lanier Islands), the City's economic base is poised to grow. The Atlanta Falcons Training Facility, which will attract thousands of visitors a year, is within the city limits and helps give the City an identity. The challenge facing the City is to balance the job growth, so that it does not disproportionately favor any one major industry, including blue collar (the traditional area of skills and job needs), professional (historically under-represented), government, health services, and low-paying retail sector jobs (the latter of which will dramatic increase in Flowery Branch). With efforts proposed in this Community Agenda, Flowery Branch will also capitalize on its tourism potential with regard to historic preservation and creating a destination downtown (Old Town). South Hall County will continue to receive a good share of industrial establishments, assuming that water and sewer capacity is sufficient, despite a decline nationally in manufacturing employment.

Economic development resources available include the Greater Hall Chamber of Commerce, Silicon Lake Lanier, Gainesville-Hall County Convention and Visitors Bureau, and a local Economic Development Council. Education and training opportunities are close by, with Gainesville College and Lanier Tech (Oakwood), Brenau University (Gainesville), and a new university in Gwinnett County formally announced in 2005.

EMPLOYMENT PROJECTIONS

The community assessment did not provide an estimate of employment in Flowery Branch, though it found that there were approximately 4,300 employed in the Flowery Branch zip code. Division by industry is not possible given a lack of data for municipal employment. A general estimate of employment in Flowery Branch is 1,500 persons in 2005.

Future employment is estimated on the basis of vacant land areas expected to develop for non-residential uses. An estimated 340 acres of land will develop from retail and service uses, 169 acres for office-institutional uses, and 51 acres for light industrial and manufacturing uses, between 2005 and 2030 in Flowery Branch (see Table 3.1). In preparing the employment forecasts, it was assumed that commercial sites would develop at a 0.25 Floor-Area Ratio (FAR) and light industry at a 0.30 FAR. Commercial properties will be developed at approximately two-thirds retail and service establishments and one-third office space. It is assumed that retail and service will yield 1 employee per 650 gross square feet of building, office space will generate one employee for each 350 gross square feet, and industrial space will generate one employee per 600 gross square feet. The employment growth is assumed to be distributed evenly during the five-year increments from 2005 to 2030. The growth between 2005 and 2030 is added to the estimated 1,500 current employment to yield total employment estimates in Table 3.2.

**Table 3.1
 Forecasted Employment by Land Use Type, 2005-2030
 City of Flowery Branch**

Use of Land (Employment)	Employment Acreage, 2005-2030	Floor-Area Ratio (FAR)	Gross Square Footage of Building	Gross Square Feet per Employee ¹	Employment
Retail and service	341	0.25	3,713,490	650	5,713
Office and institutional	170	0.25	1,851,300	350	5,289
Light industrial	51	0.30	666,468	600	1,111
Total employment, 2005-2030	562	--	6,231,258	--	12,113

¹ Assumptions by Jerry Weitz & Associates based on Table 4.2, "Gross Building Space Occupied Per Employee," p. 43, in Arthur C. Nelson, *Planner's Estimating Guide: Projecting Land-Use and Facility Needs* (Chicago: Planners Press, 2004).

**Table 3.2
 Employment Forecasts, 2005-2030
 City of Flowery Branch**

	2005	2010	2015	2020	2025	2030
Employment	1,500	3,922	6,344	8,766	11,188	13,613

Source: Jerry Weitz & Associates, Inc. October 2005.

Employment by industry for Hall County is provided in Table 3.3.

**Table 3.3
 Employment Projections by Sector, 2005-2025
 Hall County**

Category	2005	2010	2015	2020	2025
Total	85,915	91,818	97,375	102,629	107,607
Farm	908	845	793	754	724
Agricultural Services, Other	814	812	823	845	878
Mining	179	184	189	194	199
Construction	5,473	5,585	5,668	5,745	5,834
Manufacturing	20,875	22,213	23,274	24,031	24,474
T.C.U.	3,331	3,717	4,039	4,303	4,508
Wholesale Trade	4,810	5,161	5,472	5,741	5,967
Retail Trade	12,662	13,659	14,632	15,583	16,531
F.I.R.E.	5,762	6,182	6,517	6,809	7,077
Services	21,984	23,683	25,627	27,848	30,360
Fed. Civilian Government	477	487	492	490	482
Fed. Military Government	475	481	485	488	488
State/Local Government	8,165	8,809	9,364	9,798	10,085

Source: Gainesville-Hall County Comprehensive Plan, Economic Development Element, June 2004.

ISSUES AND OPPORTUNITIES

Programs to help seniors find paying jobs or volunteer opportunities. A significant access to information on employment opportunities for seniors is through the AARP. Most residents have likely heard of the organization but some may be unaware of the benefits and access to information that the AARP offers. Flowery Branch should increase awareness of the organization and inform residents of what the organization offers. Another valuable resource available to seniors is Senior Corps. This is a program of the Corporation for National and Community Service, an independent federal agency created to connect Americans of all ages and backgrounds with opportunities to give back to their communities and their nation. Senior Corps is designed to connect the 55 and older population with people and organizations that need them most. Senior Corps helps them become mentors, coaches or companions to people in need, or contribute their job skills and expertise to community projects and organizations. Senior corps was created during John F. Kennedy’s presidency, and today links more than 500,000 Americans to service opportunities. Their contributions of skills, knowledge, and experience are important to individuals, nonprofits, and faith-based and other community organizations throughout the United States.

Diversification of area employment opportunities (beyond manufacturing). Flowery Branch should continue to expand employment opportunities in the city. Flowery Branch must work closely with the Greater Hall Chamber of Commerce and other institutions and organizations that provide economic development resources. The Chamber has been successful in promoting the county and its cities to companies across the nation and world, and Hall County is currently home to approximately four dozen Fortune 500 companies. Flowery Branch and Hall County’s continued expansion of sewer lines and infrastructure to provide land for new businesses is vital to success in the economic development arena.

Promoting and capitalizing on Lake Lanier tourism potential. Flowery Branch's close proximity to Lake Lanier offers the city a wealth of opportunities to capitalize on one of the premier attractions in North Georgia. Lake Lanier is a 38,000 acre lake that attracts roughly 10 million visitors annually. Flowery Branch does not currently see a large portion of Lake Lanier-generated tourism dollars, because destinations on the lake are outside of the city. During the visioning forums, participants envisioned concerts on the lake taking place during summer months at Flowery Branch Park on Lake Lanier. This Community Agenda envisions enhanced pedestrian, bicycle, auto, and boat access to Flowery Branch Park and Starboard Marina on Lake Lanier. Boosting community activities on the Flowery Branch side of the Lake could have "spin-off" benefits to Flowery Branch's merchants. A "concerts on the lake" program could be jointly sponsored by Flowery Branch and area economic development organizations.

Promoting and capitalizing on being home to the Atlanta Falcons football team. The Atlanta Falcons football training facility is located in Flowery Branch. Having the team train here is a significant benefit to the city and opportunities exist to extend those benefits. Existing partnerships and new partnerships between the city and Atlanta Falcons should be fostered to promote and benefit both parties. One such example suggested during the visioning forums was to operate an Atlanta Falcons store in Old Town. The catering of events towards the Falcons during training season inside the City also has the potential to bring many residents from around the Atlanta Metropolitan Area into Flowery Branch's Old Town who would not otherwise visit Flowery Branch's downtown.

Promoting and capitalizing on the history and historic resources of the city. Flowery Branch should work with the Georgia Office of Historic Preservation and property owners in the city to ensure that worthy historic places and buildings within the City are preserved and kept in quality condition to benefit tourism potential. Marketing efforts that publicize the historic aspects of Flowery Branch should be initiated to increase both community awareness and tourism.

Establishment of an urban redevelopment agency for revitalization activities. This Community Agenda envisions a revitalized Old Town, which will take some clearing of obsolete buildings and structures and redevelopment of at least two large city blocks (see Chapter 10, Redevelopment). Flowery Branch intends to establish an urban redevelopment agency, prepare a redevelopment plan, invest in new public improvements that will anchor redevelopment efforts, form partnerships with landowners for redevelopment, and aggressively market revitalization prospects as described in a redevelopment plan.

Staffing in addition to Better Hometown Coordinator for economic development. Flowery Branch was designated as a "Better Hometown Community" by the Georgia Department of Community Affairs in 1999. This program offers technical assistance in the revitalization of cities with populations of 1,000 to 5,000, and follows a four-point approach toward downtown revitalization, focusing on economic development, organization, promotion and design. Having adequate staff support is crucial for plans to be formed and implemented. It is imperative that Flowery Branch maintain the Better Hometown Program and keep the position staffed. Flowery Branch may be able to rely on that single position for economic development activities. However, as economic development and redevelopment programs take shape, the City should consider hiring an additional staff person or else formalizing cooperative arrangements with other existing economic development organizations.

Tax credits, tax abatement, and other incentives for business development. The State of Georgia offers job tax credits to business or to its headquarters engaged in any of the following six categories: manufacturing, telecommunications, warehouse distribution, research and development, processing (data, information, software), and tourism. Hall County is classified as a Tier 3 county (with Tier 4 being the most developed, and Tier 1 the least developed). This classification allows for a tax credit of up to \$1,750 which can be used toward 50 percent of a business's tax liability. There are numerous other tax credit opportunities available including investment tax credits, child care tax credits, small business tax credits and research & development tax credits, among others.

Use or under-utilization of area colleges and universities. Flowery Branch should partner with local colleges and universities for a number of purposes, especially in providing higher education and job training programs to citizens and providing research support and student projects that stimulate economic growth in south Hall County. Flowery Branch should work with area schools, colleges and universities to ensure the proper skills and training are being provided to its labor force to provide a good employment base for small businesses.

Water and sewer master planning to provide for additional growth in city. In 2003, Hall County and Flowery Branch reached an agreement related to the expansion in the South Hall/Flowery Branch area. Five major corridors were chosen as areas most in need of sewer: I-985 south of Gainesville, Atlanta Highway, Spout Springs Road, Hog Mountain Road (between Friendship Road and Atlanta Highway), and McEver Road. However, the county has not funded or planned for the extension of sewer in these areas. Flowery Branch must continue to work with the county to address sewer needs and implementation strategies. This includes increasing coordination and cooperation with Oakwood and Hall County in each jurisdiction's sewer service delivery strategies. For more information on proposed water and sewer improvements, see Community Facilities in this Community Agenda.

Rate charges and fees for water and sewer as they relate to economic development. Charging fees for sewer and water connections provides Flowery Branch with funding to maintain the current system and expand it as necessary for further development. During the visioning workshop, there were concerns raised by stakeholders with regard to the high water and sewer tap-on fees Flowery Branch charges. If fees are higher than in adjacent jurisdictions, the higher fee could be a disincentive to locating new residences and businesses in Flowery Branch, some stakeholders contend. Flowery Branch should carefully study its capital needs for water and sewer facility maintenance and expansion (see Community Facilities), and only charge tap-on fees that can be justified in terms of a capital improvement program and good estimates of the costs of maintenance.

Attention to small businesses for their contribution to economic development. Supporting small business is another strategy for economic development. The Community Assessment revealed that approximately 10 percent of Flowery Branch's households in 2000 had some form of self-employment income. The majority of businesses are small, and these businesses contribute significantly to the local economy. The Georgia Entrepreneur and Small Business Network is a valuable resource Flowery Branch could utilize. It is a community-based program designed to create an entrepreneur culture and environment to encourage local business growth. The State of Georgia also provides numerous loan and tax incentives to promote the development and expansion of small businesses.

ECONOMIC DEVELOPMENT POLICIES

1. Flowerly Branch should work with the Greater Hall Chamber of Commerce and other economic development agencies to attract new businesses and industries, preferably those with above-average wages.
2. Retain existing businesses and encourage new business relocations by maintaining a positive business climate.
3. Capitalize on the City's access to Interstate 985 (including a second proposed interchange) and its close proximity to Lake Lanier and the Atlanta region.
4. Diversify the city's economy to reduce its reliance upon any one employment sector or industry (e.g., manufacturing or retail).
5. Remove unnecessary regulatory and other impediments which may negatively affect the retention and expansion of existing businesses.
6. Conduct a review of the City's water and sewer tap-on fees in comparison with needs and fees charged in surrounding and nearby jurisdictions, then evaluate whether such fees have an impact on recruitment of businesses and residents.
7. Provide the necessary infrastructure (especially water, sewer, and pedestrian facilities) to support tourism, job growth within activity centers and neighborhood commercial areas, and industrial employment areas, and the revitalization of Old Town.
8. Protect resources, natural and cultural, that can increase tourism in the community.
9. Support activities that bring attention to and sustain the economic vitality of the City's historic districts.
10. When mixed-use or planned unit developments are proposed, consider the development's overall contribution to the economic base of the City in relation to local labor force employment needs.
11. Tap the resources and volunteer labor pool of senior residents in all economic development and redevelopment efforts.
12. Consider the viability of attracting seniors as an economic development strategy.

ECONOMIC DEVELOPMENT WORK PROGRAM

**Table 3.4
Economic Development Short-term Work Program, 2006-2010
City of Flowers Branch**

Description	Year(s) To Be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Conduct a review of the City's water and sewer tap-on fees in comparison with needs and fees charged in surrounding and nearby jurisdictions, then evaluate whether such fees have an impact on recruitment of businesses and residents	2006	\$10,000	Director of Water and Sewer	Operating Budget
Assess needs of small and home-based businesses in the City	2006		Better Hometown Coordinator	
Contact community program coordinators at colleges, universities and technical institutes to determine how they can assist with the City's economic development and redevelopment efforts	2006		Better Hometown Coordinator	
Explore prospects with the Atlanta Falcons and interested business owner(s) to establish an Atlanta Falcons store in Old Town	2006-2007		Better Hometown Coordinator	
Establish an urban redevelopment agency, prepare an urban redevelopment plan for selected city blocks in Old Town in need of redevelopment (see also Redevelopment)	2006-2007	\$25,000	City Planner; Mayor and City Council	Operating Budget
Aggressively market opportunities for redevelopment	2006-2010		Better Hometown Coordinator; Greater Hall Chamber; Convention and Visitor's Bureau	
Work with Old Town merchants to identify and conduct promotional activities, and involve the business community in decision-making about matters that affect them	2006-2010		Better Hometown Coordinator	
Periodically review and implement the recommendations, as appropriate, of the study of economic development potential in the I-985 corridor (sponsored by Hall County)	2006-2010		Better Hometown Coordinator	
Initiate a "Concerts on the Lake" program at Flowers Branch Park on Lake Lanier	2007		Better Hometown Coordinator	
Consider additional staffing beyond the Better Hometown Coordinator to staff the City's redevelopment agency and promote redevelopment and economic development efforts	2008-2009		Mayor and City Council	Operating Budget

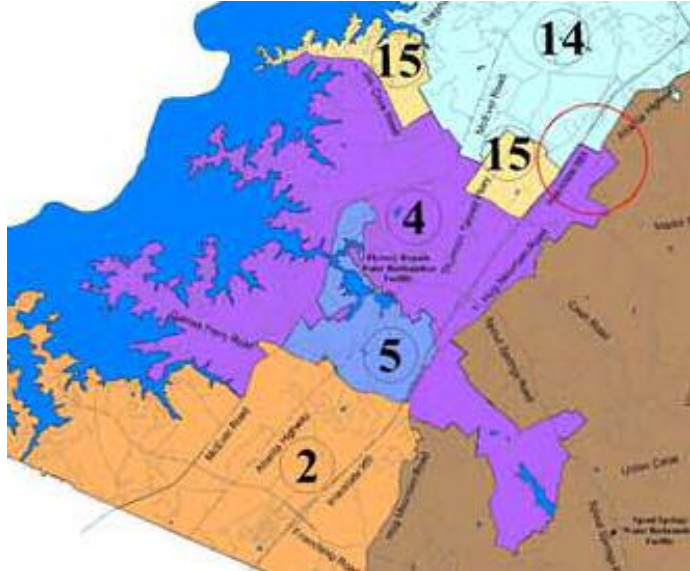
CHAPTER 4 COMMUNITY FACILITIES AND SERVICES

SUMMARY OF COMMUNITY ASSESSMENT

The City of Flowery Branch provides services in the following areas: administration, police, municipal court, water, reuse water, sanitary sewer, community development (planning and zoning), Better Hometown, historic preservation, and parks and recreation. The remainder of major public facilities and services, including fire protection, are provided by Hall County.

Flowery Branch is one of several water providers in Hall County, with the City of Gainesville being the largest water service provider. Flowery Branch's water service area is small and does not encompass the entire City Limits.

Flowery Branch provides sanitary sewer services through its Water and Sewer Department (with a staff of five employees). Flowery Branch's Wastewater Treatment Plant is located on Atlanta Highway. Per the Hall County Service Delivery Strategy, Flowery Branch has its own small service district for wastewater, and in addition, Oakwood and Flowery Branch share a service district in two areas north of Flowery Branch and south of Oakwood.



Source: Hall County Service Delivery Strategy.

Sewer Service Areas

Legend: 4 = Flowery Branch Service District; 5 = Flowery Branch/Hall County Service District; 15 = Oakwood/Flowery Branch Service District

ADMINISTRATIVE SPACE NEEDS

The city's administrative offices are located in City Hall, which consists of 2,397 square feet. Considering employment (1,500 persons est.) plus the resident population of 2,633, the city has a functional population of 4,133. The service area is the entire city limits. The existing (2005) level of service for administrative space per functional population is 0.58 square feet per resident population. It is not considered to be an adequate level of service. A level of service standard of 0.7 is recommended and hereby adopted.

**Table 4.1
 Municipal Administration Space Needs, 2005-2025
 City of Flowery Branch**

	2005	2010	2015	2020	2025	2030
Functional Population (Residents + Employment)	4,133	12,884	16,955	20,807	24,528	28,264
Square footage of Administrative Space Needed @ 0.70 per functional population	2,893	9,019	11,869	14,565	17,170	19,185

PROPOSED IMPROVEMENT – CITY HALL

Through the visioning process it was recommended and elected officials and citizens agreed that Flowery Branch needs to construct a new administrative building (city hall). Therefore, the City will plan to move out of the existing building, thereby freeing up retail space on Main Street. The City will need to act relatively quickly to purchase land, design, and construct a new City Hall of, at minimum, approximately 10,000 square feet to serve a dramatic increase in needs by 2010. Ultimately, by 2030 Flowery Branch is expected to need approximately 20,000 square feet of administrative space to meet the adopted level of service standard of 0.7 square feet of administrative space per functional population. One option is to build to meet the city’s long-term needs and construct a 20,000 square foot facility by 2010. This option would most likely require general obligation bond financing. A second option is to build only 10,000 square feet but design the building for two stories and finish the second floor after 2010. A third option is to build single-story a 10,000 square foot city hall and then add to it on the ground floor another 10,000 after 2010. A fourth option is to build only the 10,000 square foot needed in 2010 by 2010, then reassess possibilities for adding administrative space at the City Hall site or another location in the city.

Of these alternatives, it is recommended (and adopted as policy) that Flowery Branch will pursue the acquisition of sufficient land and construct the entire 20,000 square foot new City Hall using general obligation bond financing (which must be approved by the voters). If that financing is not approved, Flowery Branch will ideally build a two-story building but only finish the first (ground floor) 10,000 square foot and then finish out the second floor sometime after 2010 as needed.

Table 4.2
Schedule of Improvements for Administrative Facilities
(Not Impact Fee-Eligible), 2006-2010
Flowery Branch Capital Improvement Element

Capital Improvement	2006	2007	2008	2009	2010	Total \$	Funding Sources
1. Construct New 10,000 square foot City Hall							
Purchase land (2 acres)	130,000					650,000	General Obligation Bond, Capital Budget (not impact fee eligible)
CIE Planning; Architecture and engineering site improvement and building construction plans (@ 15% of building construction costs)	225,000					225,000	
Land preparation and site Improvements		80,000				80,000	
Building Construction (10,000 square feet @ \$150 per square foot)		750,000	750,000			1,500,000	
Total	355,000	830,000	750,000			\$2,455,000	

The location of City Hall is extremely important. That public project is looked upon as a key revitalization stimulus for the downtown. While the location is not set firmly in this plan, the site at the top of the hill where Main Street terminates into Gainesville Street is believed to be an ideal (though not the only possible) location. Depending on market availability and pricing considerations, another location in Old Town would be suitable if observant of potential to stimulate redevelopment. It is also believed that the two-story construction proposal is preferred, to give City Hall through building height a greater presence and visibility in Old Town.

POLICE FACILITY SPACE NEEDS

The City's Police Department building is located on Main Street near City Hall and consists of 1,608 square feet. The service area is the entire city limits. The existing (2005) level of service for police facility space per functional population is 0.389 square feet per resident population. That is not considered to be an adequate level of service.

Table 4.3
Police Facility Space Needs, 2005-2030
City of Flowery Branch

	2005	2010	2015	2020	2025	2030
Functional Population (Residents + Employment)	4,133	12,884	16,955	20,807	24,528	28,264
Square footage of Police Facility Space Needed @ 0.50 per functional population	2,067	6,442	8,498	10,404	12,264	14,131

A level of service standard of 0.5 square feet of police facility space per functional population is recommended and hereby adopted. Table 4.3 shows facility space needs from 2005 to 2030.

NEW POLICE HEADQUARTERS BUILDING AND EASTSIDE POLICE ANNEX

Through the visioning process it was recommended and elected officials and citizens agreed that Flowery Branch needs to improve police facility space and also consider an eastside police annex (east of Interstate 985). The Consultant recommends and the city adopts a proposal to provide an 8,500 square foot police headquarters building adjacent to City Hall by 2010 and a 5,500 square foot Police Annex on the eastside after 2010, in order to meet projected needs. Building an 8,500 square foot headquarters will serve the City’s projected needs through 2015.

The city could use a combination of general obligation bonds and impact fees to fund the police headquarters site and building. Because the city will need to make up a current deficiency of 459 square feet, would be replacing existing space of 1,608 square feet, and would be overbuilding the headquarters building to serve 2015 rather than 2010 needs (i.e., an excess of a total of 2,058 square feet, only 4,375 square feet of the new police headquarters building (51.47% of the total building cost) could be funded with impact fees through 2010. The other 48.53% of the cost of building the police headquarters could be funded with general obligation bond financing. As the City of Flowery Branch maintains its level of service of 0.5 square feet of police facility space per functional population through 2010, it could then fully fund the eastside police annex with impact fees. See the Capital Improvement Element for Impact Fee-Eligible Projects below.

Table 4.4
Schedule of Improvements for Police Facilities
Impact Fee-Eligible Projects, 2006-2010
Flowery Branch Capital Improvement Element

Capital Improvement	2006	2007	2008	2009	2010	Total \$	Funding Sources
1. Construct Police Headquarters Building							
Purchase land (1 acre)	65,000					65,000	Impact Fees (51.47%) = \$808,722.37
CIE Planning; Architecture and engineering site improvement and building construction plans (@ 15% of building construction costs)	191,250					191,250	
Land preparation and site Improvements		40,000				40,000	Other Funding Source (General Obligation Bond, Capital Budget)
Building Construction (8,500 square feet @ \$150 per square foot)		637,500	637,500			1,275,000	
Total	256,250	677,500	637,500	-	-	\$1,571,250	(48.53%) = \$ \$762,527.62

The location of the police headquarters could be integrated with the City Hall construction project. That is, the Police Department could be located in the same building and the headquarters project combined with City Hall. However, there are good reasons to keep the two separate projects but on the same site or close to one another. For security reasons (e.g., temporary incarceration of prisoners) and the need for 24-hour access, there are advantages to having police located in a separate building. Secondly, parking for patrol vehicles should be

separate and distinct from parking at City Hall, and where not separate the two can conflict. A third reason for separating them is that the police facility is eligible for impact fee funding, while administrative space is not. Establishing the police headquarters building as its own improvement therefore helps separate the accounting practices for an impact fee-eligible and non-impact fee-eligible project.

FIRE PROTECTION AND EMERGENCY MEDICAL SERVICES

Discussion during the visioning forums revealed satisfaction on the part of Flowery Branch's residents with regard to the current levels of fire protection, rescue, and emergency medical services by Hall County. Since those services are provided by Hall County, they are not assessed further in this Community Agenda.

RECREATION AND PARKS

Through the visioning process, it was noted how the Hall County Parks and Recreation Department currently serves all of south Hall County, including Flowery Branch, with active public parks. Due to the expense associated with building and maintaining active recreational facilities, there is consensus in Flowery Branch to have Hall County continue providing active recreation facilities, and therefore, no parks acres per 1,000 population standard or ball field standard is established in this comprehensive plan. However, the visioning process also revealed a desire on the part of the Hall County Parks and Recreation Department to build two new community centers in south Hall. Hall County has selected the two South Hall locations for community centers. One is to be located on Black Jack Road between the Sterling development and Hog Mountain Road. The other is proposed to be located on J.M. Turk Road. Furthermore, the City is more interested in providing for multi-use recreational trails for its citizens than providing active recreation. When trails are designed for recreational use, they can be funded with an impact fee for recreation. So too can community centers if a level of service is established. Community center facilities are used almost exclusively if not exclusively by residents of the City.

Community/Recreation Centers

Flowery Branch has the Historic Railroad Depot in Old Town which consists of 3,715 square feet. It also has the 1,032 square foot City Park Pavilion. Together, these two facilities provide 4,747 square feet which equates to a level of service (2005) of 1.8 square feet of recreation per resident.



Flowery Branch Depot

**Table 4.5
 Community/Recreation Center Building Space Needs, 2005-2025
 City of Flowery Branch**

	2005	2010	2015	2020	2025	2030
Population (Residents)	2,633	8,962	10,611	12,041	13,340	14,651
Square footage of Community/Recreation Center Space Needed @ 1.8 square feet per population	4,747	16,132	19,100	21,674	24,012	26,372

That existing level of service of 1.8 square feet per person (residential population) is adopted as the level of service standard. The service area is the entire city limits. Table 4.5 shows how advantageous it would be to adopt an impact fee to construct additional community/ recreation centers that will keep up with the pace of growth at the level of service the City now provides. By setting the standard at the existing level of service and adopting an impact fee program, Flowery Branch can fully fund community/recreation centers with impact fees if it passes an ordinance imposing the fees in order to fund the improvements recommended in this comprehensive plan.

With collection of a recreation impact fee, Flowery Branch can fund new community/recreation center space of up to 11,385 square feet by 2010 and 21,625 square feet by the year 2030. The Capital Improvement Element for Impact Fee-Eligible Projects includes construction of a 12,000 square foot new community/recreation center, sized to meet (and just exceed) the level of service standard for the year 2010. A 12,000 square foot facility would be 94.9% eligible for funding with impact fees through 2010 (and an 11,385 square foot facility would be eligible at 100%).

Multi-use Recreational Trails

Flowery Branch does not currently provide any level of service for recreational trails. With regard to level of service standards, Flowery Branch hereby establishes level of service standards for recreational trails as follows:

A capital improvement program has been prepared for the construction of greenways. For purposes of impact fees, the two greenway projects called for in the capital improvement element, schedule of improvements, are recreational in nature and therefore eligible for funding with recreation impact fees. These greenway trails will connect important locations and their benefit is citywide; therefore, the entire city limits is the service area for multi-use recreational trails. Since businesses, institutions and industries alike will benefit from the recreational trails, they will be assessed an impact fee along with residential dwellings. The capital program describes two projects totaling 8,894 linear feet. When constructed by 2010, these recreational trails would give the City of Flowery Branch a level of service of 0.69 linear foot of recreational trail per functional population.

**Table 4.6
 Recreational Trails Needs, 2005-2025
 City of Flowery Branch**

	2005	2010	2015	2020	2025	2030
Functional Population (Residents + Employment)	4,133	12,884	16,955	20,807	24,528	28,264
Linear Feet of Recreational Trail per functional population	2,852	8,890	11,699	14,357	16,924	19,502

However, if the level of service standard were set at 0.69 linear feet per functional population, it would mean that the City will have a deficiency in the level of service. Such deficiency would not be eligible for funding with impact fees. Nonetheless, at this time the deficiency is rather small (but will grow rapidly if impact fees are not adopted). The city's deficiency share is 2,852 feet, or 32.1 percent of the proposed two greenway projects. Hence, 67.9 percent of the costs of system improvements (acquiring land and constructing multi-use trails within greenways) can be funded with a recreational impact fee. The city will propose to finance the deficiency with a general obligation bond referendum. The City of Flowery Branch hereby adopts a level of service standard of 0.69 linear feet of greenway recreational trail per functional population, to be applied on a citywide basis. The CIE shows the costs of two greenway multi-use trails to be constructed by 2010.

Thereafter, the City will amend its CIE to specify additional recreational trail projects and intends to continue the recreational trail impact fee program to construct new system improvements. Projects constructed after the two in the CIE will be 100% eligible for funding with impact fees. Between 2010 and 2030, Flowery Branch will need two miles (10,612 linear feet) of greenway recreational trail per functional population, which will be 100% eligible for funding with impact fees. Since these projects are beyond the immediate five-year period of the CIE, those future greenway recreational trail projects can be identified and included in the CIE at a later date.

Civic Park

While not proposed for inclusion in the impact fee program, the downtown redevelopment concept (prepared during the visioning process) proposes acquisition of a park block for Old Town. That project, which is proposed to be funded with general obligation bond financing, is included in the CIE for recreation projects even though it is not eligible for funding with impact fees.

Table 4.7
Schedule of Improvements for Recreation Projects, 2006-2010
Flowery Branch Capital Improvement Element

Capital Improvement	2006	2007	2008	2009	2010	Total \$	Funding Sources
1. Construct new 12,000 square foot new community/recreation center							
Purchase land (1 acre)	65,000					65,000	Impact Fees (94.87%) = \$1,736,121 Other Funding Source (General Obligation Bond, Capital Budget) (5.13%) = \$93,879
CIE Planning; Architecture and engineering site improvement and building construction plans (@ 15% of building construction costs)	225,000					225,000	
Land preparation and site Improvements		40,000				40,000	
Building Construction (12,000 square feet @ \$125 per square foot)			750,000	750,000		1,500,000	
Total	290,000	40,000	750,000	750,000	--	\$1,830,000	
2. Construct greenway connecting City Park and Albert Banks Park							
Purchase land						--	Impact Fees 67.9% = \$495,493 General Obligation Bond 32.1% = \$234,247
Trail Construction (6,634 linear feet @ \$110 per linear foot		729,740				729,740	
Total	-	729,740	--	--	--	\$729,740	
3. Construct greenway from East Main Street to Flowery Way							
Purchase land	50,000					50,000	Impact Fees 67.9% = \$202,342 General Obligation Bond 32.1% = \$95,658)
Trail Construction (6,634 linear feet @ \$110 per linear foot			124,000	124,000		248,000	
Total	50,000	--	124,000	124,000	--	\$298,000	
4. Acquire and Improve Civic Park							
Purchase land	250,000					250,000	General Obligation Bond (100%)
Site improvements		125,000				125,000	
Total	250,000	125,000	--	--	--	\$375,000	
Total, Recreation Schedule of Improvements	590,000	894,740	874,000	874,000	--	\$3,232,740	

POTABLE WATER PRODUCTION, STORAGE, AND DISTRIBUTION SYSTEM

Existing water, reuse water, and sewer lines in Flowery Branch are shown in the Community Assessment. Flowery Branch proposes to make some significant improvements to the potable water system. The City is planning to add one well at a cost of approximately \$100,000 for additional water supply. With regard to storage, the City has two elevated tanks but proposes to add a new, 750,000 gallon prestressed concrete ground storage water tank and accessories at a cost of up to \$800,000. Additionally, new water lines will be needed to tie the new storage tank to the new well and connections to the existing water system. No other additional potable water line extensions are proposed at this time. The City will budget \$100,000 annually for maintenance and replacement of water lines (including fire hydrants) on an as-needed basis.

Forecasting Long-Term Future Water Needs

To meet future needs for water, estimates of future consumption are needed. Many factors influence the amount of water used, including the price, leaks in the system, wasteful practices versus conservation measures, the sizes and types of commercial and industrial establishments, and the amount of annexation (or changes to water service area boundaries) and rezoning. If the estimates are too low, the community risks not having enough water to meet its needs. If the estimates are too high, it risks spending substantial sums of money for capacity it will not use.

Domestic water use can vary between 40 and 120 gallons per person per day. Average per capita per day consumption of water for all uses (residential, commercial, institutional, and industrial) generally is in the range of 170 to 300 gallons per capita per day. Water use can be much higher than these averages, and there are substantial variations in water use from community to community. Water use by land use is illustrated in Table 4.8.

**Table 4.8
 Average Daily Water Use by Selected Land Use**

Use	Average Use (Day)	Equivalent Residential Unit (ERU)
Detached, Single-Family (site built)	100 gallons per capita	1.0 per unit
Manufactured home	75 gallons per capita	0.75 per unit
Multi-family dwelling unit	75 gallons per capita	0.75 per unit
Office	93 gallons per 1,000 gross square feet	0.93 per 1,000 gross square feet
Retail Space	106 gallons per 1,000 gross square feet	1.06 per 1,000 gross square feet
Hotel or motel	168 gallons per room	1.68 per room
Restaurant	50 gallons per seat	0.5 per each seat at capacity
Day care center or school	16 per student	0.16 per student
Industry	150 gallons per employee	1.5 per employee
Assembly hall	2 gallons per seat in largest assembly room	0.02 per seat in largest assembly room
Self-service laundry	250 gallons per washing machine	2.5 per washing machine

Source: Compiled by Jerry Weitz & Associates, Inc., from the following sources: Robert Burchell et al. 1994. 1994. *Development Impact Assessment Handbook* (Washington, DC: Urban Land Institute). Listoken, David, and Carole Walker. 1989. *The Subdivision and Site Plan Handbook* (New Brunswick, NJ: Rutgers, the State University of New Jersey, Center for Urban Policy Research). Matusik, John, and Gary L. Nickerson. 2002. "Water Distribution." In *Land Development Handbook: Planning, Engineering, and Surveying*, Second Edition. The Dewberry Companies (New York: McGraw-Hill). Colley, B. C. 1986. *Practical Manual of Site Development* (New York: McGraw-Hill).

For planning purposes in the absence of a water master plan, a level of service of 300 gallons per day per functional population is adopted. However, with water conservation efforts and the city's reuse system, the Level of Service Standard may be reduced in the future to 200 gallons per day per functional population if warranted. Counting future population and employment, the city's total citywide needs would be as shown in Table 4.9.

Table 4.9
Projected Water Demand, 2010-2030
City of Flowery Branch

	2010	2015	2020	2025	2030
Population + Employment (Functional Population)	12,884	16,955	20,807	24,528	28,264
MGD needed at LOS of 200 GPD	2.58	3.39	4.16	4.91	5.65
MGD needed at LOS of 300 GPD	3.87	5.09	6.24	7.36	8.48

Notes: MGD = Millions of gallons per day. GPD = Gallons per day. LOS = Level of service standard: gallons per function population.

At first glance, this appears to outstrip current plans of the city. However, one should note that the Flowery Branch service area is small and does not encompass the entire City Limits. It also does not include much of the highest growth areas projected in the city limits. Much of the substantial need for future water supply will be provided by Hall County, but Hall County has no water processing capacity. Any water that Flowery Branch cannot supply will likely be purchased from the City of Gainesville.

Water Reuse System

With assistance from the city's consulting water and sewer engineer, the city plans to expand its water reuse system. Anticipated projects include the following:

- Tie McEver Road to Atlanta Highway along Radford Road.
- Connect the Atlanta Falcons facility to the water reuse system.
- Extend a reuse water line along Spout Springs Road.
- Extend a reuse water line up Thurmond Tanner Road to Atlanta Highway.
- Extend the system north to the Tanner's Creek development.

At an estimated cost of \$20 per linear foot of reuse water line, the estimated cost of these improvements is \$1,500,000. The City will budget for these improvements in the capital improvement program over a five-year period or longer if necessary.

Water Conservation

In addition to developing the Water Reuse System, Flowery Branch will need to develop and implement water conservation programs that will meet objectives of (and implement) the Metropolitan North Georgia Water Planning District. Possible conservation measures are reiterated in Table 4.10 from the Community Assessment.

**Table 4.10
 Conservation Efforts Selected by the
 Metropolitan North Georgia Water Planning District**

1	Distribute Retrofit Kits
2	Increase Public Education
3	Provide for or Require Sub-Metering Multi Family Units
4	Regulations for Rain Sensor/ Shut-offs on Automatic Irrigation Systems
5	Commercial Water Audits and Feasibility Reports
6	Require 0.5 gallon/flush Urinals
7	Use Price as a Tool for Water Conservation
8	Leakage Reduction Program Improvements
9	Residential Water Audits
10	District Oversight of Water Conservation
11	Deferral/Downsizing of Capital Improvement Projects

Source: Metropolitan North Georgia Water Planning District. Water Supply and Water Conservation Management Plan.

Policies Related to the Water System

1. Meet at a minimum the strict water quality standards established pursuant to the federal Safe Drinking Water Act of 1974, as amended.
2. Whenever possible, water supply lines should be laid out in a grid-like manner so that there are no dead ends (i.e., a practice called “looping”). The advantage of looping is that there are no dead ends where water can stagnate, and if repairs are required, smaller areas will have the water supply cut off.
3. It is important for the City to anticipate the need to replace obsolete water lines. Flowery Branch will spend money each year for replacements of water lines so as to avoid the costs of replacing a major portion of the water system at a later time.
4. Fire flows of 1,500 gallons per minute will be maintained in commercial areas and at least 1,000 gallons per minute be available in residential areas.
5. The optimum range for water system pressure is between 50 and 70 pounds per square inch (psi). A minimum pressure of 20 psi is needed during fires, and customer complaints can be expected when water pressure falls below 20 psi. Too much pressure can cause leakage and failure of older hot water heaters, so a maximum main pressure is 100 psi.
6. Flowery Branch will develop and implement a water conservation management plan that meets the objectives of the Metropolitan North Georgia Water Planning District in its Water Management Plan. (submitted)
7. Contingency plans should be prepared for dealing with major water line breaks, loss of water sources during drought, and other possible damages to the water system such as flooding. (submitted)

8. Water rates will be established based on forecasted needs. The revenue produced by the system should be sufficient to pay for all necessary capital expenditures, operation and maintenance costs, debt service, administrative costs, and provide a contingency fund for emergencies.
9. Developers of new subdivisions should be required to install the water mains and appurtenances through or along the tract and deed the facilities to the City.
10. The City should establish a policy for the “oversizing” of water mains so that when a larger water main is needed than would serve the subdivision or development, the City can contribute a prorated share of the cost to construct a water main that serves a larger population or area.

The short-term work program for water projects and programs is provided in Table 4.12 which appears later in this Section.

SEWER

The Georgia Environmental Protection Division previously studied the need to discharge wasteloads into Lake Lanier and allocated a maximum of 3.8 million gallons per day (mgd) for Hall County and Flowery Branch in the Lake Lanier Basin. The private system serving Sterling on the Lake is not within the Flowery Branch sewer service area (Hog Mountain Road is a watershed boundary). Connection of that system to Flowery Branch’s system is therefore not contemplated in this plan.

Flowery Branch intends to expand the city’s sewer plant (wastewater reclamation facility) to 2.8 mgd capacity in three years (2008) at an estimated cost of \$10 million. The city’s sprayfield on the north side of the city limits has a capacity of 1.0 mgd. Significant parts of the city’s treatment capacity are reserved for Hall County and Oakwood per separate intergovernmental agreements, which are currently not well worded and in dispute (current litigation) relative to allocation of sewer capacities. The City is also adding a laboratory building at the plant, at a cost of \$362,000 (bond) and which was anticipated to be completed by December 2005.

No additional sewer lines are proposed in the city’s work program, but Hall County has expressed interest in running sewer lines along McEver Road, Atlanta Highway, and Hog Mountain Road to spur additional economic development in South Hall County. Hall County is also planning to replace a short section (300-400 feet) of sewer line along Lights Ferry Road and upgrade the pump station in order to provide sewer west of the city limits. Developers are expected to finance any other extensions to the existing city sewer system.

With regard to maintenance, replacement, and upgrade of existing sewer lines, the city will budget \$100,000 annually for miscellaneous project needs. The city has already dealt effectively with Infiltration and Inflow (I & I) issues with the sanitary sewer line, the city’s consulting water and sewer engineer reports.

Forecasting Long-term Sanitary Sewer Needs

As a general rule of thumb, approximately 70 to 80 percent of the potable water supplied by any given community’s water system is returned to the sanitary sewer collection system. Sanitary sewer systems are usually sized to accommodate average wastewater flows of approximately one hundred gallons per capita per day (Somers et al 1986). Other sources note that in general

“about 60 to 80 percent of the per capita consumption of water will become sewage (Colley 1986), and that an estimated 65 percent of the water used for residential use returns to the sewage system (Brewer and Alter 1988).

Sewage flow rates vary during the day. Due to such fluctuations, the sewer pipe sizes are not designed for the average flow, but rather, peak flows. The peak flow is the highest instantaneous rate of flow occurring during the day. Peaking factors should be applied by a civil engineer in considering flow requirements prior to design and financing.

Table 4.11 provides projections of sewer capacity to meet long-term needs (buildout) of the future land use plan. Two level of service standards are shown – one at 150 gallons per day per functional population, and one at 80% (240 gallons per functional population per day) of the level-of-service standard adopted for potable water (300 gallons per functional population per day).

Table 4.11
Projected Sewer Demand, 2010-2030
City of Flowery Branch

	2010	2015	2020	2025	2030
Population + Employment (Functional Population)	12,884	16,955	20,807	24,528	28,264
MGD needed at LOS of 150 GPD	1.93	2.54	3.12	3.68	4.24
MGD needed at LOS of 240 GPD	3.09	4.06	4.99	5.89	6.78

Notes: MGD = Millions of gallons per day. GPD = Gallons per day. LOS = Level of service standard: gallons per function population.

The short-term work program for water projects and programs is provided in Table 4.12 which appears later in this Section.

Policies Regarding Sanitary Sewer

1. Convey all sanitary wastewater flows to the treatment plant (or spray irrigation) without bypassing flows into receiving waters and without causing waste backups that store sanitary sewage on private properties.
2. The sewer system will be gravity-flow sewer as much as possible. Only in rare instances, when existing sanitary sewer outfalls are too high for the design of a gravity-flow system, will a pumped system with forced mains (pressure systems) be permitted.
3. The City will anticipate the need to replace obsolete sewer lines. Flowery Branch will spend money each year for replacements of sewer lines so as to and avoid the costs of replacing a major portion of the sewer system at a later time.
4. Contingency plans should be prepared for dealing with major sewer line breaks and other possible damages to the sewer system such as flooding.
5. Sewer rates will be established based on forecasted needs. The revenue produced by the system should be sufficient to pay for all necessary capital expenditures, operation and maintenance costs, debt service, administrative costs, and provide a contingency fund for emergencies.

6. Developers of new subdivisions should be required to install the sewer mains and appurtenances through or along the tract and deed the facilities to the City.
7. The City should establish a policy for the “oversizing” of sewer mains so that when a larger water main is needed than would serve the subdivision or development, the City can contribute a prorated share of the cost to construct a water main that serves a larger population or area.

Table 4.12
Water and Sewer Short-term Work Program, 2006-2010
City of Flowery Branch

Description	Year(s) To Be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Complete study and mapping of the city's water system	2005	unknown	City Water and Sewer	Water/sewer fund or annual operating budget
Add laboratory building at sewage treatment plant	2005	\$362,000	City Water and Sewer	Water/sewer fund
Amend intergovernmental agreements to resolve disputes and/or add clarity to allocations of sewer capacity among Oakwood, Flowery Branch, and Hall County	2006	unknown	City Attorney	Annual operating budget (city attorney fees)
Incorporate reuse water service area boundaries into existing intergovernmental agreements with Oakwood and Hall County	2006	unknown	City Attorney	Annual operating budget (city attorney fees)
Prepare maintenance and replacement program for water and sewer lines, conduct a review of the city's water and sewer rate schedules (tap-on fees), and adjust to match identified needs for replacement and upgrade of systems	2006	\$20,000	City Water and Sewer	Water/sewer fund or annual operating budget
Establish a policy for the "oversizing" of water mains (land development regulations)	2006	Include in regulations rewrite	City Water and Sewer; City Planner	Operating budget
Develop city water conservation program, implementing objectives of the Metropolitan North Georgia Water Planning District	2006 (annual implementation thereafter)	unknown	City Water and Sewer	Operating budget
Add new well for additional water supply	2006	\$100,000	City Water and Sewer	Bond; water/sewer fund
Develop contingency plans for dealing with major water and sewer line breaks, loss of water sources during drought, and other possible damages to the water and sewer systems such as flooding	2006-2007	Unknown	City Water and Sewer	Water/sewer fund or annual operating budget
Prepare and/or update technical specifications for connection to the potable water, reuse water, and sanitary sewer systems	2006-2007	\$20,000	City Water and Sewer	Water/sewer fund or annual operating budget
Erect new 750,000 gallon ground storage tank	2006-2007	\$800,000	City Water and Sewer	Bond; water/sewer fund
Connect new well and new tank with water lines	2006-2007	unknown	City Water and Sewer	Water/sewer fund
Maintain and replace water lines as needed (annual expenditure)	2006-2010	\$100,000 annually	City Water and Sewer	Water/sewer fund
Extend lines of water reuse system (multiple projects) (annual expenditure)	2006-2010	\$1,500,000	City Water and Sewer	Water/sewer fund
Expand the sewer plant (wastewater reclamation facility) to 2.8 mgd capacity	2008	\$10,000,000	City Water and Sewer	Water/sewer fund; revenue bonds
Extend sanitary sewer lines along McEver Road, Atlanta Highway (part), and Hog Mountain Road	2006-2010	\$5,000,000	Hall County Water/Sewer	Hall County Capital Improvement Program
Maintain and replace sewer lines as needed (annual expenditure)	2006-2010	\$100,000 annually	City Water and Sewer	Water/sewer fund
Replace water and sewer department vehicles as needed	2006-2010	unknown	City Water and Sewer	Water/sewer fund or annual operating budget

STORMWATER MANAGEMENT

The Watershed Management Plan adopted by the Metropolitan North Georgia Water Planning District sets forth strategies and recommendations for effective watershed management and control of stormwater runoff throughout the planning district. The plan's major focus is to meet and maintain water quality standards and designated uses of streams and other water bodies within and in those areas downstream from the District. With the inclusion of Flowery Branch and Hall County within the jurisdiction of the Metropolitan North Georgia Water Planning District, Flowery Branch faces a number of increased responsibilities during the next five years in responding to mandates to improve the quality of storm water. The City has already engaged in one of the first mandates, adoption of model ordinances for stormwater management, floodplain management, and elimination of illicit discharges to the city's utility systems. However, there is much more that Flowery Branch will need to do in upcoming years, especially in terms of meeting Total Maximum Daily Load (TMDL) limitations on streams.

**Table 4.13
 Stormwater Management Short-term Work Program, 2006-2010
 City of Flowery Branch**

Description	Year(s) To Be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Consider the need to provide a stormwater collection system in Old Town to ensure redevelopment, at the time a Redevelopment Plan is prepared.	2006		City Planner; Director of Water and Sewer Dept.	Operating Budget
75 to 90 percent of the City's population will have achieved awareness of water resource protection issues	2006		To be assigned	Operating Budget
Respond to mandates of the Metropolitan North Georgia Water Planning District in terms of implementing its Districtwide Watershed Management Plan	2006-2010	Unknown	City will need to assign these responsibilities	Operating Budget
Complete inventory of stormwater system	2007	Unknown	To be assigned	
Adopt an ordinance that establishes septic system inspection and maintenance programs, including requirements for pumping septic tanks every five years.	2007		To be assigned; City Attorney	Technical Assistance from Metro N. Ga. Water Planning District
Provide training and certification programs for site designers and engineers to assure that the standards and criteria in the <i>Georgia Stormwater Management Manual</i> are met	2007-2010	Unknown	To be assigned	Technical Assistance from Metro N. Ga. Water Planning District
Initiate water quality monitoring efforts as may be required to meet Water District mandates	2007	Unknown	To be assigned	Technical Assistance from Metro N. Ga. Water Planning District
Consider the feasibility of initiating a stormwater utility to help fund maintenance of stormwater facilities, either individually or in conjunction with Hall County	2007	Unknown	To be assigned; Consultant	Technical Assistance from Metro N. Ga. Water Planning District
Prepare a watershed improvement plan for substantially impacted watersheds (i.e., those that do not meet water quality standards and designated uses), as may be required	2007-2010	Unknown	To be assigned; Consultant	Technical Assistance from Metro N. Ga. Water Planning District

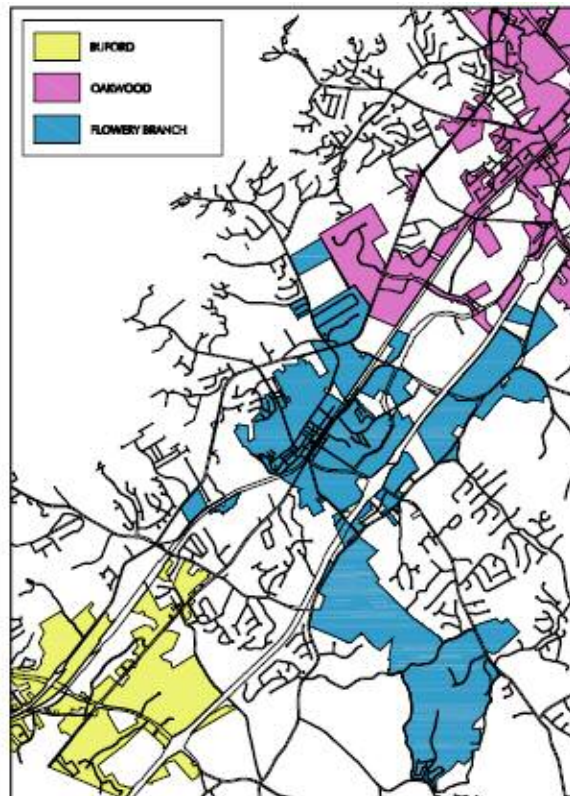
CHAPTER 5 INTERGOVERNMENTAL COORDINATION

SUMMARY OF COMMUNITY ASSESSMENT

The Intergovernmental Element of the Community Assessment identifies other government agencies with which the City is required to cooperate in the delivery of services and the coordination of plans and land use programs. Hall County Government is the most important in terms of providing facilities and services in Flowery Branch. Other important entities include the Metropolitan North Georgia Water Planning District and the U.S. Army Corps of Engineers. Flowery Branch has various agreements with Hall County and other municipalities, especially with regard to sanitary sewer services (see also Community Facilities in Chapter 4 of this Community Agenda). This chapter is intentionally brief, since the issues are discussed in detail in the Community Assessment, and most of the issues that require attention in the Community Agenda are alluded to in Chapter 4 of this Community Agenda.

ISSUES AND OPPORTUNITIES

Development of an annexation plan to guide future annexations. Annexation is an area that can become contentious. Sometimes a formal plan for future boundaries, negotiated between the City and other cities along with the county, can help all governments plan for future facilities and services with more certainty. The Community Agenda does not provide a plan for annexation of additional territory. During the visioning workshops, most respondents to a questionnaire favored only modest annexation in the future. The map to the right, however, shows current (2005) City Limits of Oakwood, Flowery Branch, and Buford. That map is a good starting point for negotiating future annexation and service area boundaries, as needed, in the future.



**City Limits: Flowery Branch,
Oakwood, and Buford**

CHAPTER 6 TRANSPORTATION

SUMMARY OF COMMUNITY ASSESSMENT

Flowery Branch is within the jurisdiction of the Gainesville-Hall Metropolitan Planning Organization (MPO), and Hall County was designated in 2002 as part of the 20-county, 8-hour ozone air quality non-attainment area. As such, the City is expected to comply with regional transportation plans and work toward implementation of the State Implementation Plan. Road projects that add capacity must undergo the MPO's testing to ensure they meet Clean Air Act Amendments (CAAA) standards.

Flowery Branch's residents will continue to depend on the automobile for mobility. A substantial number (11.1 percent) of the City's households in 2000, however, did not have access to a vehicle in 2000. Without any significant public transportation available¹ or planned, it will become increasingly important for the City to develop systems that allow for alternative modes of travel (i.e., bicycle and pedestrian mobility).

The roads carrying the most traffic in Flowery Branch are Interstate 985, Atlanta Highway (SR 13), Spout Springs Road (including Phil Niekro Boulevard), McEver Road, Hog Mountain Road, and Jim Crow Road. Thurmond Tanner Road has comparatively low volumes but is another important artery in the City. Projections of traffic from 2000 to 2030 reveal that Atlanta Highway in south Hall County will increase from less than 10,000 to more than 45,000 vehicles per day. Interstate 985 will more than double its traffic from 42,000 to more than 87,000 vehicles per day over the same thirty-year period.



**Thurmond Tanner Road Northbound
from Spout Springs Road**

One of the most pressing transportation issues (discussed further below) is how to deal effectively with boat traffic to Starboard Marina and truck traffic between McEver Road and Interstate 985 through the City. Presently, boats are towed on trailers through the City along relatively narrow roadways, and trucks are routed along Main Street which conflicts with the pedestrian orientation envisioned for Old Town.



Starboard Marina from City Park

¹ Residents of Flowery Branch do have access to public transportation under the rural demand response service (Dial-A-Ride) operated by Hall Area Transit (HAT). However, statistics show very small levels of ridership (2000 Census as reported in the Community Assessment).

Another significant issue is the Railroad – The Norfolk Southern Atlanta/Gainesville Railroad parallels US Highway 23 (SR 13) and bisects Old Town Flowery Branch. Trains travel through the City frequently, and the railroad raises numerous issues. In particular, the gradients of streets crossing the railroad right-of-way pose complications for boat trailers and through-truck traffic, and at-grade intersections pose potential safety hazards and inconveniences to residents and travelers alike since no grade separated access way exists in Flowery Branch.

Key transportation improvements of regional significance include a new I-985 interchange planned at Martin Road (outside the City limits and an enhancement project (Main Street/downtown streetscape). Other projects proposed in the regional (MPO) plan are listed in Table 6.1 (reiterated from the Community Assessment and found later in this chapter).

Most of the existing streets in Old Town Flowery Branch (i.e., the downtown area inside the original circle of the City) are quite narrow, and a few are designated for one-way travel. These “skinny” existing streets form a grid pattern and contribute substantially to the character of the downtown.



**Knight Street, A Narrow
Two-Way Street**

Pedestrian facilities within the city limits of Flowery Branch are clustered, for the most part, in the downtown area. There are very few sidewalks within the city and those in existence are narrow and fragmented. State Bicycle Route 55 runs north-south along Atlanta Highway (US 23/ SR 13) north to Gainesville. Development of a system of sidewalks, bike routes, and greenways is needed.

ISSUES AND OPPORTUNITIES

Numerous transportation issues and opportunities were identified in the community assessment and during the visioning process. Each of those issues and opportunities is addressed in this chapter as transportation policies.

TRANSPORTATION PLANS

Approved Arterial Road Projects

Flowery Branch defers to the MPO in terms of proposed improvements to the arterial and collector road system, although the City can propose projects for inclusion in the MPO transportation improvement program. The approved long-range plan for road improvements in the Flowery Branch area is summarized in Table 6.1.

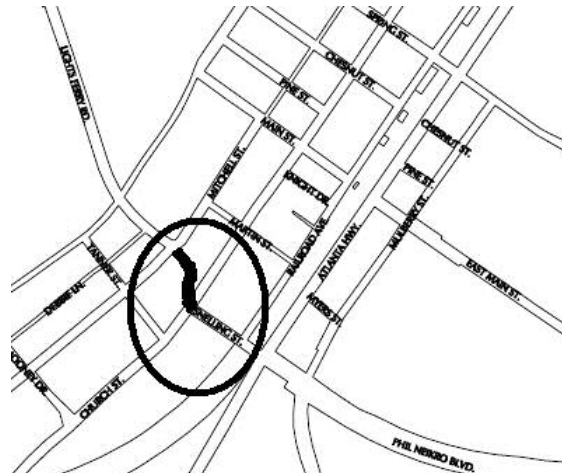
**Table 6.1
Approved Long-Range Road Projects, 2005-2030
Flowerly Branch Area**

Project	Road	Project Termini	Project Cost (\$)	Description [Time Frame]
Flowerly Branch Streetscape	Main Street	Main Street to Railroad Ave	\$402,000	An enhancement project to improve the downtown historic Flowerly Branch streetscape. [2005-2010]
Winder Highway Widening	Winder Hwy (SR 53)	Cedar Ridge Dr to SR 211	\$15,670,000	Widening from end of 4 lane south of SR 13/Atlanta Hwy to Tanners Mill Road. {2005-2010}
Friendship/Thompson Mill Rd Widening & Relocation	Friendship/Thompson Mill Roads (SR 347)	I-985 to SR 211	\$33,527,000	Widening of Friendship and Thompson Mill Roads from I-985 to SR 211. Predominantly new alignment just west of Spout Springs to Old Winder Hwy. [2005-2010]
McEver Road Intersections	McEver Rd	---	\$7,500,000	Intersection improvements/upgrades to 5 intersections (Jim Crow, Lights Ferry and Gaines Ferry in the Flowerly Branch area). [2005-2010]
Friendship Road widening to Lake Lanier Islands	Friendship Rd	I-985 to Lake Lanier Islands	\$5,328,000	Widening of Friendship Road from I-985 to Lake Lanier Islands. [2011-2020]
New I-985 Interchange – Martin Road	I-985/ SR 365	Martin Road to HF Reed	\$11,010,000	Construction of a new interchange on I-985 connecting to Martin Road and HF Reed Industrial Boulevard. [2011-2020]
Atlanta/Buford Highway Widening	Atlanta Highway	Thompson Mill Rd to SR 347	\$3,146,000	Widening of Atlanta Highway from Gwinnett County up to SR347/ Friendship Road. [2011-2020]
Spout Springs Road Widening	Spout Springs Rd	Hog Mountain Rd to Gwinnett Co.	\$18,411,000	The widening from two to four lanes of Spout Springs Road. [2011-2020]
Martin Road Widening	Martin Rd	New Exit 13 to SR 53	\$11,044,000	The widening from two to four lanes of Martin Road. [2011-2020]
McEver Road Widening	McEver Rd	SR 347 to Jim Crow Road	\$14,962,000	The widening from two to .four lanes of McEver Road. [2021-2030]
Atlanta Highway/ Falcon Pkwy Widening	Atlanta Hwy/ Falcon Pkwy	Radford Rd to SR 53	\$11,775,000	The widening from two to four lanes of Falcon Pkwy (Atlanta Highway). [2021-2030]
McEver Road Widening	McEver Rd	Jim Crow Rd to SR 53	\$14,962,000	The widening from two to four lanes of McEver Road. [2021-2030]
Hog Mountain Road Widening	Hog Mountain Rd	Gwinnett Co. To Atlanta Hwy/ Falcon Pkwy	\$17,485,000	The widening from two to four lanes of Hog Mountain Road. [2021-2030]

Source: Gainesville-Hall Transportation Study 2030 Long Range Transportation Plan

Proposed Lights Ferry Road – Snelling Street Connection

This project is proposed to connect Snelling Street to Lights Ferry Road. That project would provide for direct access from I-985 to McEver Road via Lights Ferry, Snelling Street, and Phil Niekro Boulevard. This project will require acquisition of 3 or 4 houses in the path of the proposed road and is included in the transportation short-term work program. This project is adopted as a short-term local transportation project.



Snelling Street and Lights Ferry Road Connection

Grade-Separation of CSX Railroad and Snelling Street

In addition to Snelling Street-Lights Ferry Road Connector, during the long-term, consideration should be given to providing for a grade-separated interchange at the CSX railroad and Snelling Street. Designing such a grade separation poses substantial engineering challenges and may be cost prohibitive and not technically feasible. The design-related impacts of such a project could be enormous and must be considered in the context of whether aesthetically the project could fit in with long-range plans for Old Town and the Atlanta Highway (SR 13) corridor.

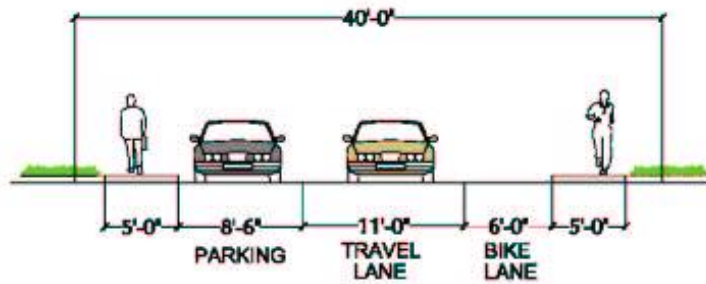
One-Way Pairing of Streets in Old Town

Either as a part of the Redevelopment Plan or through a separate traffic engineering study, the city should develop a plan to convert two-way streets to one-way streets, in part to preserve Old Town's character but also to free up area within existing local street right-of-ways for new sidewalks. Recommended street cross-sections for 40-foot and 50-foot wide rights-of-ways are provided below. The cross-sections call for sidewalks, a bike lane, and on-street parking in addition to one-way vehicle travel. Because vehicle travel is one way, sidewalks can be flush with the curb.

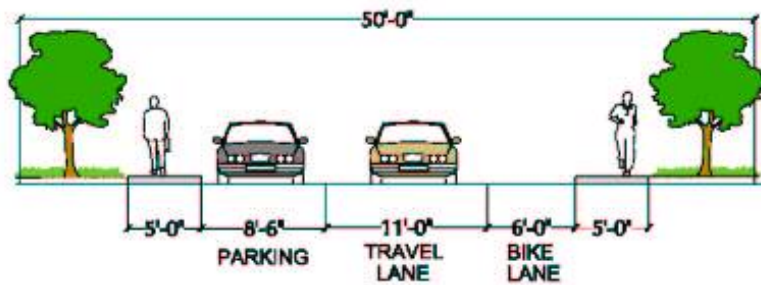


Martin Road, an Existing One-Way Street

The 50-foot right-of-way is preferred because it provides for street tree planting strips within the right-of-way, but the 40-foot cross-section can be used where existing right-of-way widths are constrained.



TYPICAL SECTION - ONE-WAY TRAFFIC - 40'-0" R/W

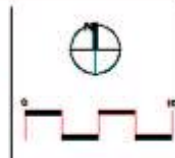


TYPICAL SECTION - ONE-WAY TRAFFIC - 50'-0" R/W



Date: 8/12/16
 Revision:
 Project No.: 2016-01
 Scale: 1"=50'-0"
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 Checked: JH

CITY OF
 FLOWERY BRANCH
 FLOWERY BRANCH, GEORGIA



PROPOSED ROAD
 SECTIONS

Other Local Road Improvements

During the process of reviewing this Community Agenda, the following local road projects were identified:

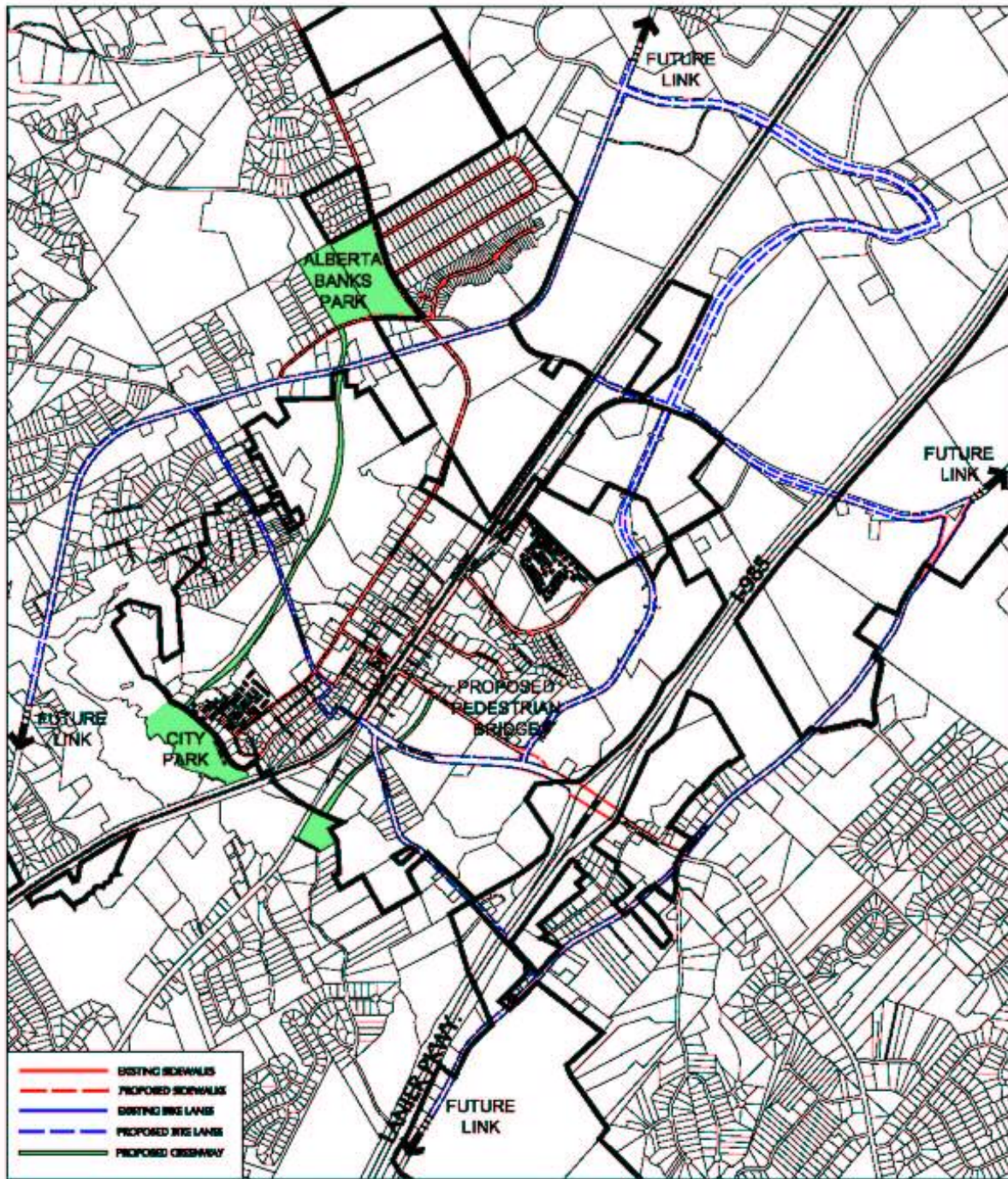
1. The connector road providing for direct travel from Lights Ferry Road to Snelling Street needs to include intersection improvements at Mitchell Street and Lights Ferry Road.
2. Widen Mitchell Street to the Marina (Corps property) and widen Mitchell Street between Main and Pine for trucks (note that this shows on the revised downtown concept map). Alternatively, redesignate Gainesville Street as a one-way into Starboard Marina and Mitchell Street as a one-way out of Starboard.
3. Jones Street needs to be designated as one-way, its intersections with Gainesville Street needs improvement, and its intersection with Mitchell Street needs to be configured as a 90 degree intersection.
4. Pine Street extension is shown on the downtown concept plan and needs to be included in the transportation improvement plan.
5. Knight Drive would be extended to complete a loop for trucks around the Main Street Streetscape.

Bicycle and Pedestrian Network Improvements

The work program at the end of this chapter identifies greenway, sidewalk, and bicycle corridors and projects in and around Flowers Branch (also see plan graphic). The plan will greatly expand the City's current (existing in 2005) sidewalks and bike lanes. The overall intent of the network is to make logical connections from Old Town to surrounding neighborhoods, schools, city parks, neighborhood shopping districts, and the activity center around I-985's interchange with Spout Springs Road. Greenway connections are proposed to link park spaces. A portion of the proposed bike routes forms a perimeter loop immediately surrounding Old Town. This loop will serve as a collector for other bicycle routes extending outward to connect with bike routes, either existing or proposed in Hall County and throughout the State of Georgia.

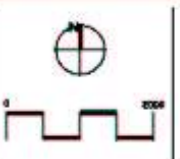
Generally, it is recommended that, where right-of-ways consist of adequate width and grade, separate striped bike lanes or improved roadway shoulders be provided in both directions of travel on two-way streets or roadways. Single lane facilities are recommended for one-way streets. Multi-use paths are recommended as part of the greenway links to allow for pedestrian or bicycle transportation.

The sidewalk improvement program calls for a total of 51,185 linear feet of sidewalks. The multi-use trail within the two proposed greenways is to be proposed to be approximately twelve (12) feet wide paved surface, for a total of 8,894 linear feet. Proposed bicycle lanes, at a minimum of six (6) feet wide, will be delineated with proper bike lane striping, symbols and road signs, and will comprise a total of 130,324 linear feet. Within that total, the proposed perimeter bike loop route around downtown accounts for 44,310 linear feet.



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CITY OF FLOWERY BRANCH
 FLOWERY BRANCH, GEORGIA



PROPOSED PEDESTRIAN FACILITIES

TRANSPORTATION POLICIES

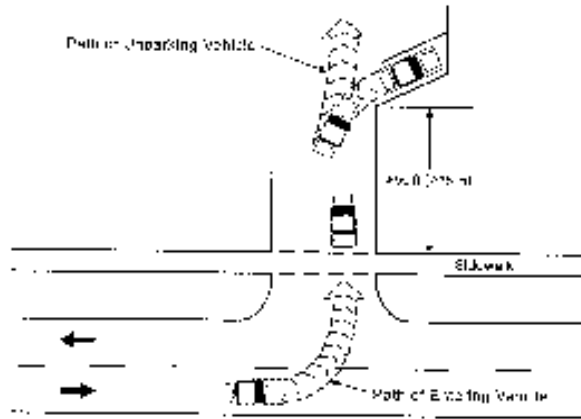
Level of service standard for roads. Flowerly Branch adopts a level of service (LOS) “D,” which means that vehicle speed begins to decline slightly with increasing flows and the speed and freedom of movement are severely restricted.

Access management. Access management specifications will be applied when existing development is modified or new buildings are added. It is desirable to limit access onto arterial roads to mostly existing access points. For those parcels that do not currently have direct access to abutting arterials, it is desirable to provide connections to access roads as opposed to new curb cuts or access points directly onto the arterial. The necessary spacing of driveways (and roads) depends on speed limits and must account for driver perception and reaction time. On state highways, driveways are subject to *Georgia Department of Transportation Regulations for Driveway and Encroachment Control*, dated March 2, 2004, updated 12/01/04, or any official revisions thereto, and other adopted local or state regulations. Aligning access points on opposite sides of a road or highway is important in terms of vehicular safety and the economy of road construction. Aligning access points (curb cuts) on opposite sides of the roads is considered essential when the road is divided by a median and a median break occurs. The entire parcel, rather than simply a particular project, needs to be considered in formulating and approving access plans. In the event that a subdivision or land development required to file development plans with the City has access to a city street which is an unimproved or substandard road, improvements need to be considered through a development agreement.

Interparcel access. Consideration needs to be given to how each land development will connect with compatible land use developments that it abuts. In order to do so, each land development has to be planned with driveway connections across property lines, when the abutting land uses are compatible. When cut or fill is involved in the grading of an individual building pad or development site, the finished grade of the parking lot or driveway needs to be terminated far enough inside the property to allow for the slope to return to that of the natural ground at the property line. The finished grade of any parking lot or driveway should be no more than fifteen (15) percent higher or lower than the natural ground elevation of the property at each abutting property line with frontage on the highway, to allow for driveway connections at acceptable grades. In addition to transportation benefits, proper grading at property lines also provides for a blending of the finished site elevations in a manner so that stark contrasts in the landscape will not occur and so that grading practices will be more in keeping with the natural topography.

On-site circulation standards. Service functions (e.g., deliveries, maintenance activities) need to be integrated into the circulation pattern in a manner which minimizes conflicts with vehicles and pedestrians. Access for service vehicles, trash collection and storage areas need to be located on alleys where alleys exist. When no alley exists, access needs to be provided to the rear or sides of buildings being served. Larger commercial developments need to have service and loading areas separate from main circulation and parking areas.

Driveway entrances need to provide a 100 foot deep clear zone between the pavement of an arterial road and the first turning movement. On any other road (city street) the clear zone or throat length normally needs to be at least 50 feet before a turning movement occurs (including parking), to provide sufficient queuing room for cars and/or delivery vehicles exiting the street.



Provide adequate driveway throat length

Source: Stover, Vergil G., and Frank J. Koepke. 2002. *Transportation and Land Development* (2nd Ed.). Washington, DC: Institute of Transportation Engineers. Figure 7-22, p. 7-31.

Except for detached, single-family dwellings, pedestrian access needs to be provided to individual developments and each establishment within the development. Pedestrian ways need to be well defined, take as direct a path as possible, and they separated where practical from automobile access ways. Parking aisle dividers are appropriate locations for pedestrian access facilities.



Direct Pedestrian Travel from Street to Store Front

Source: Stover, Vergil G., and Frank J. Koepke. 2002. *Transportation and Land Development* (2nd Ed.). Washington, DC: Institute of Transportation Engineers. Figure 8-28, p. 8-35.

Traffic impact study. A traffic impact study is needed for developments generating 100 or more trips in a peak hour or 1,000 vehicle trips per day, to determine the most appropriate road improvements. Prior to development approval, additional road right-of-way for a local road or frontage road may be needed at intersections or at other locations fronting the property where turning lanes, storage lanes, medians, or realignments are required for traffic safety, and where the existing right-of-way would be inadequate to accommodate the road, drainage, and utility, and other improvements necessitated by the development.

Local street standards. Flowery Branch will permit flexible, contextual street standards, depending on the type of development and character area. For instance, within the traditional neighborhood development character area, alleys are encouraged, with garages and carports fronting the alley rather than the street. Development regulations will accommodate variations in street design standards (width, construction materials, engineering geometry, etc.) and

provide street standards appropriate for the various contexts found in the community (e.g., historic districts, environmentally sensitive areas, rural areas, skinny streets in the downtown, etc.).

The first graphic below shows existing (typical) street cross-sections. If consistent with recommendations for the character area, the cross-sections for existing roads may be appropriate and applied to new streets in Flowery Branch. The second graphic shows alternative road cross-sections which may be appropriate and applied to new streets, as well. Generally, the alternative cross-sections are preferred and may be required for certain character areas (see Chapter 9) because they provide for street tree planting strips within the right-of-way.

Extend Old Town street grid where possible. The small block pattern found in the center of downtown should be extended as more dense, urban development proceeds outward. To ensure compatibility with the unique street grid pattern in Flowery Branch's Old Town, development in and near the downtown core needs to be served with adequate road capacity, pedestrian friendly design features, good connectivity, and improved streetscapes.

Local street connectivity. In cases where some undeveloped land exists among developed subdivisions in the area, developers and subdividers should propose additions to the system of local roads so that a connected pattern of local streets will form a more accessible local street network.

Street Trees. Street trees should be required in Old Town, mixed-use, traditional neighborhood development, neighborhood commercial, and activity center character areas. They should be encouraged if not required in suburban residential areas. In conservation subdivisions, natural groupings of trees (left in their original state) are preferred over the replanting of non-indigenous tree species.

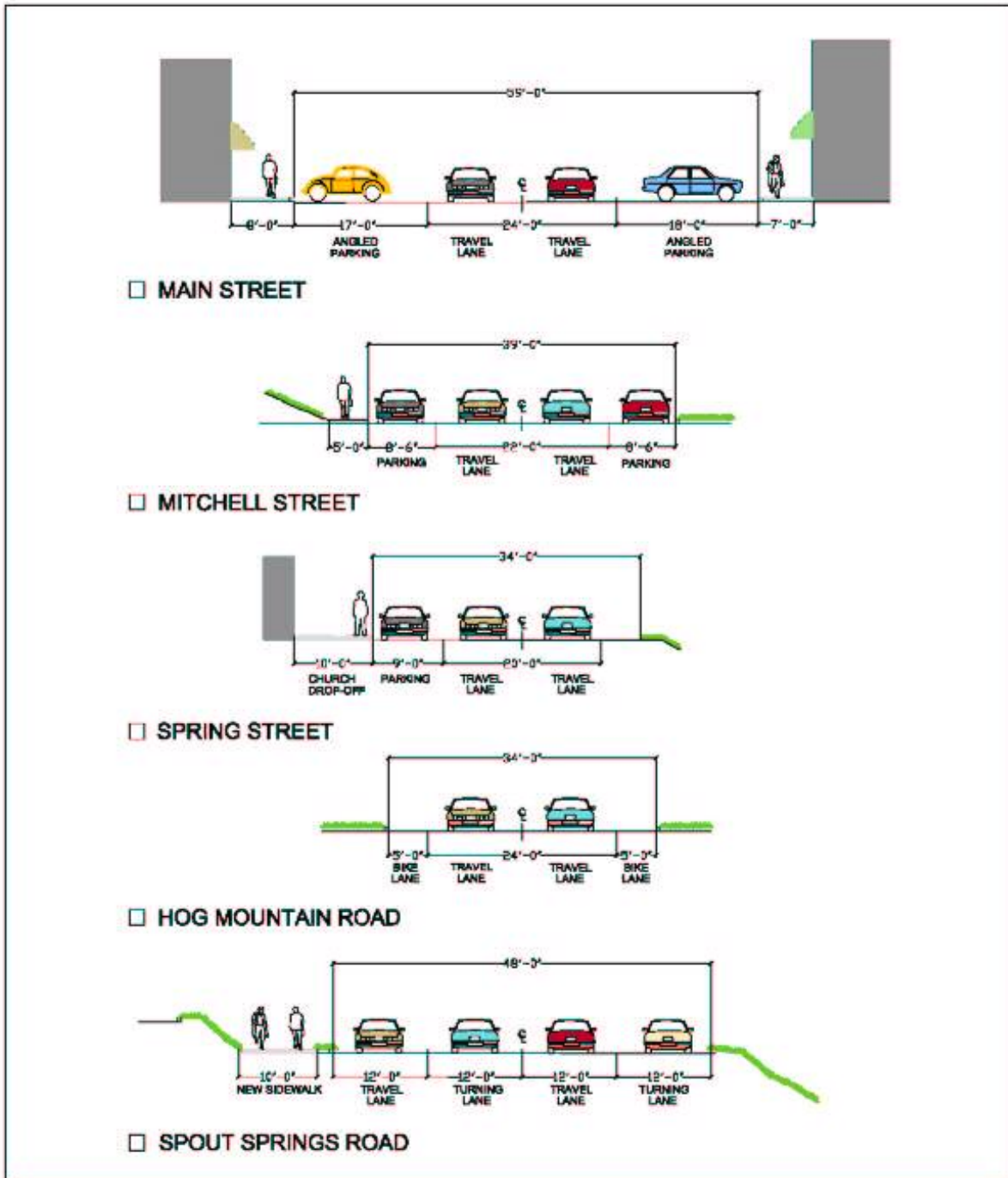


Street Trees along Lake Sterling Drive

Street Lighting. Street lights should be required unless considered out of character with the development, such as in conservation subdivisions. Where provided street lights need to conform to construction standards and specifications for light levels, glare reduction, uniformity, and color.

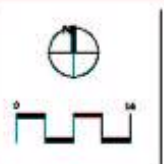
Bicycle Facilities. Bicycle facilities should follow the *AASHTO Guide for the Development of Bicycle Facilities* or acceptable alternative.

Parking for Old Town. Through redevelopment planning the City will anticipate and help to serve the anticipated needs for parking to serve future development in Old Town. The City will permit some of the required minimum parking spaces in mixed use, traditional neighborhood, and Old Town character areas to be met with on-street parking.

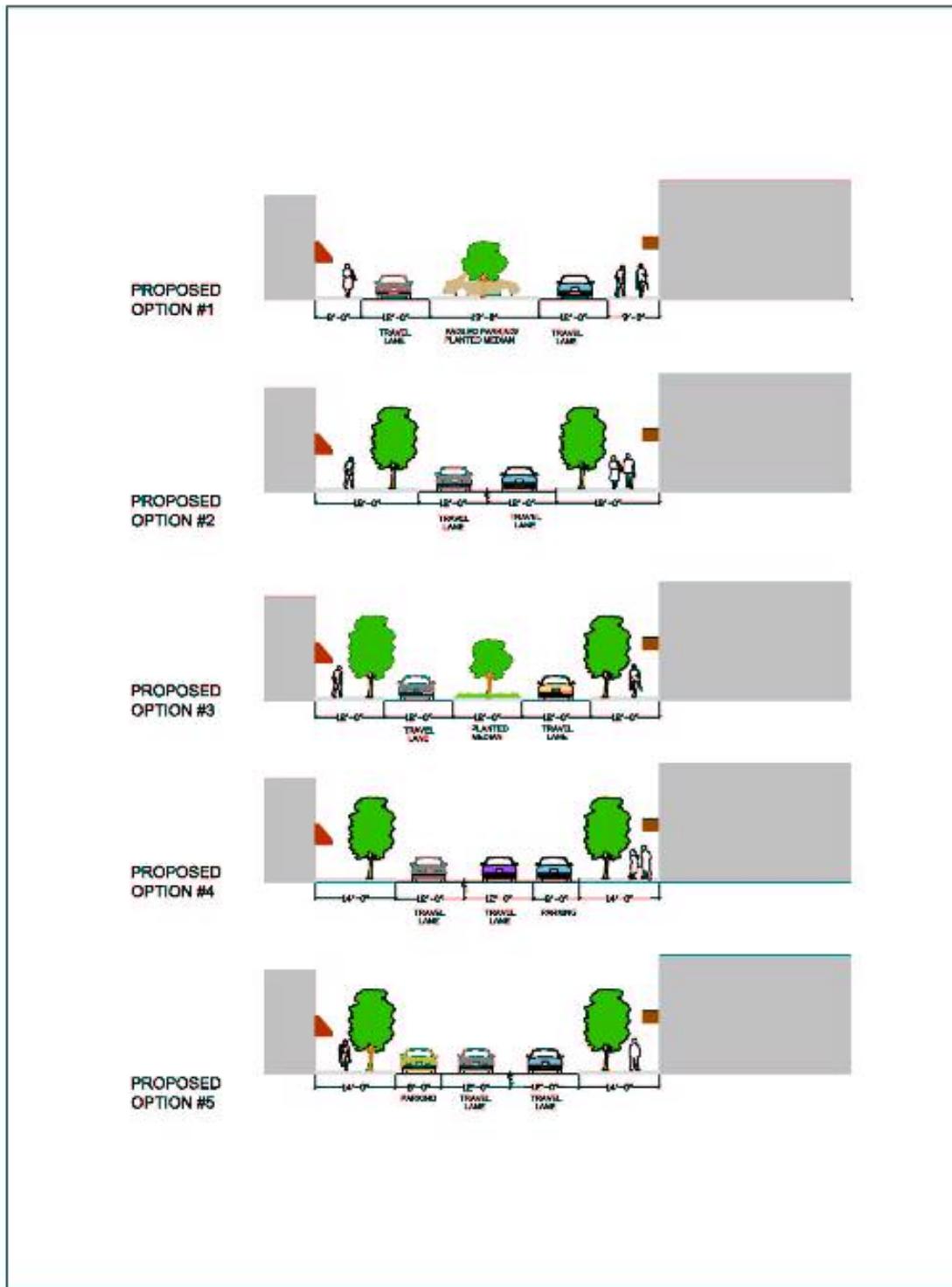


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CITY OF FLOWERY BRANCH
 FLOWERY BRANCH, GEORGIA



ROAD SECTIONS EXISTING CONDITIONS



Date: 8/1/2005
 Revision:
 Project: 2005
 Scale: 1"=20'-0"
 Drawn: JL
 Checked: JH

CITY OF FLOWERY BRANCH
 FLOWERY BRANCH, GEORGIA



ROAD SECTION EXISTING CONDITIONS
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Maximum parking thresholds. The City will establish maximum in additional to minimum parking requirements for land developments.

Americans With Disabilities Act (ADA) Accessibility. The ADA is federal civil rights legislation passed in 1990 which requires accessibility for disabled persons. Curb (wheelchair) ramps provide access between the sidewalk and roadway for people using wheelchairs, strollers, walkers, crutches, handcarts, bicycles, and also for pedestrians with mobility impairments who have trouble stepping up and down high curbs. Curb ramps must be installed at all intersections as mandated by federal legislation. Wheelchair ramps must have a slope of 1:10 and must be designed in accordance with the ADA guidelines. All newly constructed and altered roadway projections must include curb ramps. Existing facilities without curb ramps should be upgraded where deficient. While curb ramps are needed for use on all types of streets, priority locations are in downtown areas and on streets near schools, parks, medical facilities, shopping areas, and near residences with people who use wheelchairs. The cost is approximately \$800 to \$1,500 per curb ramp (new or retrofitted) (see *DOT Pedestrian Facility Users Guide – Providing Safety and Mobility*, Publication No. FHWA-RD-01-102, March 2002).

Porous paving. Porous pavement and grass pavers reduce runoff by allowing it to pass through the paved surface and infiltrate back into the soil and groundwater. Utilizing porous pavements and grass pavers also reduces or eliminates land dedicated to surface storm water management facilities. Porous pavement designs and grass pavers may be appropriate in some developments.

Road Resurfacing Program. The City needs to develop and carry out road maintenance and rehabilitation projects to upkeep the local road system. Surface treatment, crack filling, and pothole filling are a routine part of a pavement management program. The city's pavement maintenance program should include correction of any soft spot locations (weak base) and the routine filling of potholes. In carrying out the program, the city will seek to maintain a level no worse than a "2" street "rideability" (surface condition) rating.



**Concrete Patch of Asphalt Road
 Lorimar Court**

Condition	Description
1	Smooth
2	Slightly bumpy
3	Considerably bumpy
4	Severe jolt or potential safety hazard

TRANSPORTATION WORK PROGRAM

A key "catalyst" transportation enhancement to be completed in the near future is the Flowery Branch Streetscape. Plans for the project include replacing the current sidewalks with new bricked sidewalks, installing decorative streetlights, and adding additional landscaping. This project will increase the appeal of downtown Flowery Branch and make the City's downtown even more viable.

**Table 6.2
Transportation Short-term Work Program, 2006-2010
City of Flowers Branch**

Description	Year(s) To Be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Complete downtown streetscape project	2006	\$402,000	City Planner	TEA-21
Monitor the proposal to develop commuter rail between Atlanta and Gainesville	2006-2010		City Planner	
Implement the transportation policies at the time of site plan and preliminary plat review.	2006-2010		City Planner	
Include specific provisions for off-street, public parking lots as a part of the Old Town redevelopment plan	2006-2007		City Planner	Fund under redevelopment plan
Acquire right-of-way and construct connector road between Snelling Street and Lights Ferry Road	2006-2008	Unknown	Mayor and City Council	General Obligation Bond
Acquire right-of-way and construct connector road between Atlanta Highway and Mitchell Street, including CSX Railroad underpass	2006-2008	Unknown	Mayor and City Council	General Obligation Bond; Georgia DOT
Implement selected pedestrian and bicycle improvements to provide safe alternate forms of transportation, in accordance with the project schedule of improvements provided in this chapter (see Table 6.3).	2006-2010	See Table 6.3	Public Works Director or City Engineer	General Obligation Bond
Implement a pavement management system that improves the rideability rating of all local roads from "3" or "4" to "2" or better within five years.	2006-2010		Public Works Director or City Engineer	Annual operating budget; LARP
Develop a plan to convert two-way streets to one-way streets, as may be appropriate, to provide for sidewalks within existing right-of-ways.	2006-2007	\$20,000	Traffic Engineering Consultant	Annual operating budget
Prepare and adopt an access management and enhancement plan for parts of Atlanta Highway within the City limits	2008	\$20,000	Urban design/ Planning Consultant	Annual operating budget

Table 6.3
Long-Range Bicycle and Pedestrian Improvement Program, City of Flowery Branch

Facility	Reference Location	Distance (LF)	Distance Totals (LF)	Cost	Total Cost	Notes
Greenways			8,894		\$978,340	(\$110/LF)
Park Connector	City Park - Alberta Banks Park	6,634		\$729,740		width varies
Neighborhood Park Connector	East Main Street - Flowery Way	2,260		\$248,600		
Sidewalks			51,185		\$1,433,180	(\$28/LF)
Railroad Avenue	Snelling Street - Chattahoochee Street	2,328		\$65,184		5'-0" wide
East Main Street	Atlanta Hwy. - Thurman Tanner Road	6,219		\$174,132		
Spring Street	Atlanta Hwy. - Cul de Sac	2,937		\$82,236		
Cantrell Road	Atlanta Hwy. - Beacon Ridge Lane	5,224		\$146,272		
Main Street	Mitchell Street - Gainesville Street	739		\$20,692		
Gainesville Street	Mitchell Street - McEver Road	15,685		\$439,180		
Gainesville Street	McEver Road - N. Overby Road	11,280		\$315,840		
Lights Ferry	Mitchell Street - Gainesville Street	419		\$11,732		
Mitchell Street	Tanner - City Park	1,185		\$33,180		
Radford Road	residential street	5,169		\$144,732		
Bikeways			86,014		\$3,440,560	(\$40/LF)
Mulberry Street	Phil Niekro Blvd. - Hog Mountain Road	9,547		\$381,880		6'-0" lane width
Atlanta Hwy	Thurman Tanner Road - Hog Mountain Road	9,643		\$385,720		striping & signs
Hog Mountain Road	Wade Orr Road - Mulberry Street	5,604		\$224,160		
Hog Mountain Road	Mulberry Street - Atlanta Hwy.	15,503		\$620,120		
McEver Road	Lights Ferry Road - Gaines Ferry Road	11,642		\$465,680		
McEver Road	Radford Road - McBrayer Road	11,354		\$454,160		
Sims/White Road	McEver Road - Thurman Tanner Road	11,122		\$444,880		
Thurman Tanner Road	Sims/White Road - Atlanta Hwy.	11,599		\$463,960		
Bikeway Loop			44,310		\$1,772,400	(\$40/LF)
McEver Road	Lights Ferry Road - Radford Road	8,225		\$329,000		6'-0" lane width
Radford Road	McEver Road - Thurman Tanner Road	5,739		\$229,560		striping & signs
Thurman Tanner Road	Atlanta Hwy. - Phil Niekro Blvd.	13,265		\$530,600		
Phil Niekro Blvd.	Thurman Tanner Road - Atlanta Hwy.	4,715		\$188,600		
Snelling/Church/Tanner/	Railroad Avenue - Gainesville Street	3,125		\$125,000		
Lights Ferry Road	Gainesville Street - McEver Road	9,241		\$369,640		

CHAPTER 7 NATURAL RESOURCES

Conservation of natural resources is vital to ensuring a healthy and sustainable natural environment in the face of the inevitable development of the city.

SUMMARY OF COMMUNITY ASSESSMENT

The City of Flowery Branch is drained by both the Chattahoochee and Oconee River Basins. These two river systems are the major watersheds. The Chestatee and Little Rivers both feed the Chattahoochee River which is then impounded by Buford Dam to create Lake Sydney Lanier, probably the area's most important natural resource. Buford Dam, and thus the flow of the Chattahoochee River and water levels at Lake Lanier, is controlled by the Army Corp of Engineers. The headwaters of the Oconee River are the Middle and North Oconee Rivers that form in Hall County and ultimately join together in Athens to form the Oconee River.

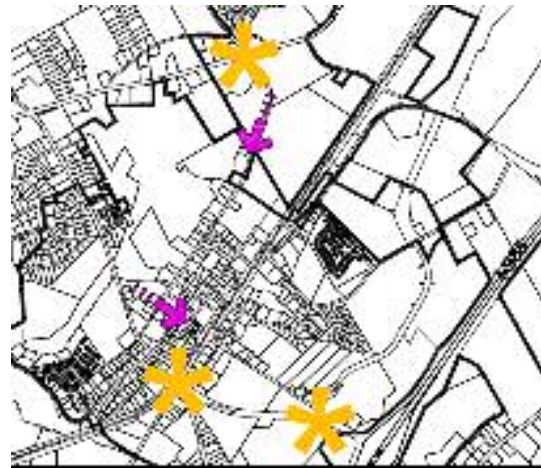
Only a small area of the city, just east of I-985 and Hog Mountain Road at the southern part of the City limits, is within a significant groundwater recharge area. Wetlands are limited primarily to elevations near Lake Lanier. Approximately 383 acres or about 11 percent of the total city land area are stream buffer zones or wetlands.

The community assessment found that, due to its rolling topography, the City of Flowery Branch has a considerable amount of steep (more than 25 percent) slopes. Flowery Branch is potentially inhabited by two endangered plant species (noted with the common and scientific names): Ozark Bunch Flower (*Melanthium woodi*) and the Indian Olive (*Nestronia umbellula*).

A scenic vista is found while driving south along Gainesville Street as the road meanders toward downtown through grassed farmland on both sides. A scenic view is offered by looking down Main Street from its intersection with Gainesville Street – it offers an attractive scene of the historic pattern of houses and streets in Old Town, including the old settlement pattern across Atlanta Highway. Despite the scenic potential and accessibility of Lake Sidney Lanier, there are few views to the lake from the city limits due to vegetative screening along the Starboard Marina. The cove at Flowery Branch Park does provide an interesting backdrop for visitors, but lacks a striking natural experience.

The community assessment indicated gateway corridors should receive special attention. Primary corridors that provide gateway opportunities for Flowery Branch include:

- Entry into the city of Flowery Branch from I-985 at Spout Springs Road;
- Entry into the city of Flowery Branch from Atlanta Highway into the downtown area; and
- Entry into the city of Flowery Branch from the intersection of McEver Road and Gainesville Street.



Scenic Views and Gateways

ISSUES AND OPPORTUNITIES

Regulations in addition to existing ones to protect water quality. Multiple jurisdictions are affected by water quality in Lake Lanier, and though Flowery Branch does not presently abut Lake Lanier, the City of Flowery Branch recognizes its role as partner in basin-wide efforts to protect water quality. Flowery Branch has adopted ordinances implementing the “Part V” Environmental Planning Criteria of the Georgia Department of Natural Resources for water supply watersheds, groundwater recharge areas, and wetlands. In 2005 Flowery Branch also adopted all of the model ordinances of the Metropolitan North Georgia Water Planning District, except for conservation subdivisions which will be included in the rewrite of the city’s land use regulations scheduled for 2006.

A primary strategy for protecting water quality and at the same time promoting recreation in accordance with the Community Vision is to acquire the stream buffers and flood zones along streams in the original settlement area of Flowery Branch where possible. As noted in the chapter on Community Facilities, Flowery Branch proposes greenways connecting McEver Road (and Alberta Banks park north of it) and Flowery Branch park at Lake Lanier. A second greenway is proposed to connect East Main Street to the wetlands near Lake Lanier on the east side of Atlanta Highway. There also appear to be opportunities for further connections and extensions of these first two greenway projects in the future.

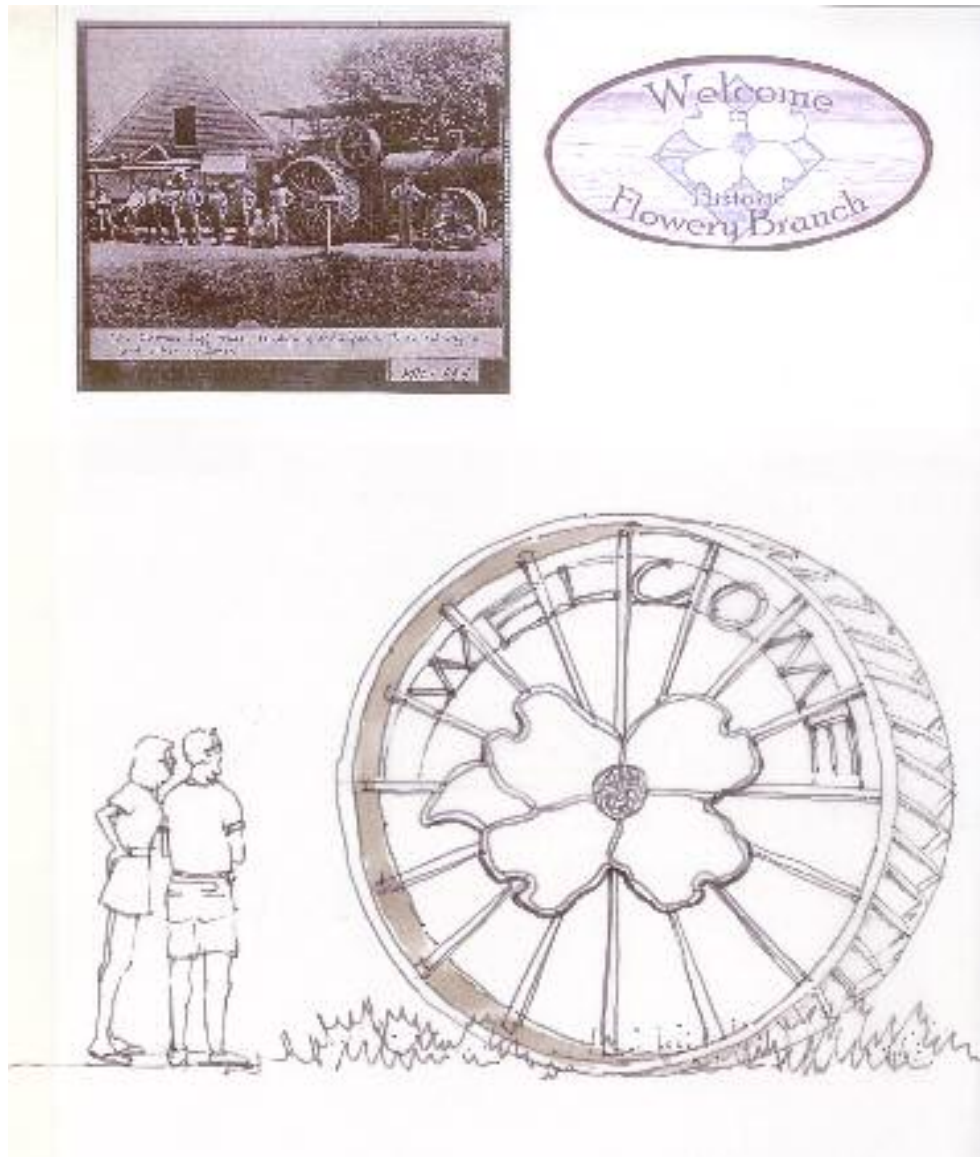


Within stream buffers and flood zones, Flowery Branch plans to acquire land for greenways that will protect stream habitat and promote recreation consistent with the City’s overall vision.

Regulations limiting development on steep slopes. Development on steep slopes may need to be limited or restricted due to environmental concerns such as greater susceptibility to erosion and greater storm water run-off. The need for steep slope regulations will be considered in the rewrite of the city's zoning, subdivision regulations, and land development regulations.

Implementation efforts to protect and preserve scenic views. One strategy for the City to capitalize on the scenic view of Old Town is to purchase the property above Gainesville Street at Main Street for the site of a new City Hall (see Community Facilities in this Community Agenda). As a way to encourage maintenance of the scenic views north and west of Gainesville Street, the city has designated that property as appropriate for conservation subdivisions (see Character Areas), which can preserve existing rural/scenic/agricultural qualities while allowing for single-family residential development.

Programs to identify and enhance the aesthetics of "gateways" into the city. Gateway areas should be enhanced and maintained, along with any other primary corridors that may be added in the future (such as a new interchange at I-985). Flowery Branch proposes to implement improved architectural appearance standards in all of Flowery Branch. In addition, the consulting team has prepared some suggestions for gateway enhancement as shown below.



Concept for Aesthetic Treatment of Flowerly Branch's Gateways

Enhancement of, and additional connections to, Hall County Heritage Trail. A part of the Hall County Heritage Trail winds its way through the heart of Flowerly Branch. This trail is intended to provide a scenic and historic experience for tourists as they drive through Hall County. The Lake Lanier/Flowerly Branch/Oakwood Trail follows Atlanta Highway south to Snelling Street, turns right and continues through downtown Flowerly Branch, and follows Gainesville Street and Jim Crow Road north out of the town limits.

NATURAL RESOURCES POLICIES

1. Water quality. Enforce best management practices for water quality. In addition, the city will evaluate proposed land developments with respect to the following land use practices to protect water quality as shown in the table below:

Provision	Purposes and Benefits of Implementation				
	Increase Infiltration/ Reduce Runoff	Reduce Development Costs	Reduce Auto Use and/or Pollution	Treatment or Filtering	Preserve Existing Vegetation
Density zoning (vs. minimum lot sizes)	X	X			X
Stream buffers	X			X	X
Limit impervious cover	X	X			X
Mixed land uses		X	X		
Paths for walking/biking			X		
Infill development policies		X	X		X
Narrow street widths	X	X			X
Limit cul-de-sac radii	X	X			X
Reduce parking minimums	X	X			X
Use pervious pavements where appropriate	X				
Use vegetated swales		X		X	X
Swale biofiltration velocity control	X			X	
Treatment at "hot spots"				X	
Inlet labeling				X	
Limit clearing and grading	X	X			X

Source: Derived from University of Georgia School of Environmental Design, 1997. *Land Development Provisions to Protect Georgia Water Quality*. Atlanta: Georgia Department of Natural Resources.

2. Environmental protection. Evaluate each proposed development's compatibility with the existing environment to determine the limitations and capabilities of the site for development. Limit development to a level that does not exceed the capabilities and requirements of a healthy environment. Limit development in environmentally sensitive areas such as water supply watersheds, severe topography, and areas with drainage problems. Prohibit development within flood plains and designated stream buffers and acquire the most environmentally sensitive areas in the City, while protecting the private property rights of landowners.
3. Environmental restoration and mitigation. Restore and enhance environmental functions damaged by prior site activities.
4. Steep slopes. Development should respect, and blend with, the existing topography of the land. Development proposed on slopes of 25 percent or more should be subject to greater scrutiny and limitations to protect them from adverse development impacts. Development shall not be allowed to dominate or overwhelm the scenic view of the hillside from Main Street in Old Town looking east across Atlanta Highway.
5. Tree Protection and Landscaping Practices. Use reclaimed water on large landscaped areas. Promote the preservation of trees as part of the land development and construction process on nonresidential and multi-family residential properties, including maintenance of a minimum tree density. Prevent the indiscriminate removal of trees and reduction of canopy cover within the City. Prevent massive grading of land, without

provision for replacement of trees. Encourage or require the planting of street trees in subdivisions.

NATURAL RESOURCES WORK PROGRAM

Table 7.1
Natural Resources Short-term Work Program, 2006-2010
City of Flowery Branch

Description	Year(s) To Be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Prepare and adopt conservation subdivision provisions in the City's new (rewritten) land use regulations	2006	Funded	City Planner; consultant	
Consider the appropriateness of regulations to protect steep slopes	2006	Funded	City Planner; consultant	
Include provisions for tree protection and street tree planting within subdivision in the City's new (rewritten) land use regulations	2006	Funded	City Planner; consultant	
Consider the appropriateness of additional provisions limiting clearing and grading	2006	Funded	City Planner; consultant	
Acquire lands within designated greenways for water quality protection and recreation	2006-2010	See Community Facilities	Mayor and City Council	See Community Facilities
Participate in basin-wide Lake Lanier watershed protection planning efforts	2006-2010		City Planner	
Protect the scenic view of Old Town by purchasing property at the north end of Main Street (at Gainesville Street) for a new City Hall complex	2006-2008	See Community Facilities	Mayor and City Council	See Community Facilities
When justified, hire a water quality inspector or other personnel to assist with enforcement of water quality regulations	2008-2010	\$40,000 plus benefits	City Planner; code enforcement	Operating budget – code enforcement
Identify sites, acquire easements or land, and install gateway improvements in three identified locations of the city (annually)	2007-2009	\$50,000 (annually)	Community Development	Operating budget

CHAPTER 8 HISTORIC PRESERVATION

SUMMARY OF COMMUNITY ASSESSMENT

Flowery Branch's history is traced back to 1871, and creation of the town is directly related to the building of the railroad. The remarkable stock of historic properties reflects a long period of the growth of the town. Buildings associated with the history of transportation, including the railroad depot and two historic gas stations, are also present in Flowery Branch and are representative of the town's developmental history.



**Main Street in Flowery Branch, 1899,
was a bustling place of commerce**

The National Register of Historic Places is our nation's official list of historic places deemed worthy of preservation. Flowery Branch has one listing in the National Register of Historic Places. The Flowery Branch Commercial District (see map on following page), listed in 1985, recognizes the historic significance and distinctive architectural character of the collection of commercial buildings along Main Street.

Flowery Branch has two local historic districts (see map on following page). The Railroad Historic District runs along Atlanta Highway/Georgia 13 and includes the city cemetery, several residential buildings dating from the late nineteenth and early twentieth century, a factory associated with the Georgia Shoe Manufacturing Company, two early-twentieth century gas stations, and a small group of houses built during the 1940s and 1950s at the northern edge of the district.

The Cotton Historic District extends from the south end of Railroad Avenue to Main Street, then along Main Street to its western terminus, taking in the commercial buildings listed on the National Register in 1985 as well as the Mooney Manufacturing complex, and eight houses constructed from circa 1890 to 1910.



Flowery Branch's First Cemetery

A field survey of historic properties located within the city limits of Flowery Branch began October 15, 2003 and was completed by December 15, 2003. Flowery Branch's Historic Preservation Commission sponsored the survey, using a grant from the Historic Preservation Division of the Georgia Department of Natural Resources, along with supplemental funds provided by the City of Flowery Branch. There were 160 historic resources catalogued in that survey.



**National Register District and
Two Local Historic Districts**

HISTORIC PRESERVATION PROGRAM STATUS IN FLOWERY BRANCH

The City of Flowery Branch has developed an impressive historic preservation program since 1985, as follows:

- 1985: The City applied for and received listing of the Flowery Branch Commercial District in the National Register of Historic Places.
- 1999: The City established a Better Home Town Program that has given the city access to funding and economic redevelopment opportunities available from the state.
- 2000: The City adopted a local historic preservation ordinance that has provided a framework for forming a local Historic Preservation Commission and local historic districts. Subsequently, Flowery Branch formed its own Historic Preservation Commission.
- 2001: The City designated two local historic districts (Cotton and Railroad) in the general downtown area.

- 2002: The city obtained designation as a Certified Local Government (CLG) that has allowed Flowery Branch to obtain professional technical expertise for downtown preservation projects, as well as matching historic preservation grant funding from the Georgia State Historic Preservation Office (GSHPO).
- 2003: The city applied for and received funding from the GHSPO to complete a historic resources survey of two and one half square miles of Flowery Branch. The results of a historic resource survey indicate the numbers and groupings of buildings, structures and objects dating over 50 years old that are deemed to be significant for their historical associations, architecture, or craftsmanship. Some historic resources are significant because they represent the only existing example of a particular architectural style or building type in an area; other resources are significant as a group, such as a group of buildings that together form a historic district. 160 historic resources were identified, most of which appear to meet National Register criteria.

ISSUES AND OPPORTUNITIES

Assessment of the historic preservation program. Discussions during the community visioning workshops and questionnaire results indicate strong support for the City's historic preservation program. Therefore, it will continue and is expected to become a lynchpin in the City's overall economic development and Old Town revitalization strategies in upcoming years. Discussions with individual stakeholders, however, revealed significant concerns about implementation practices. Generally, stakeholder interviews and the consulting team's experiences suggest the following:

- The local historic district, while based on sound knowledge, may no longer be optimally delineated.
- The historic resources survey did not provide sufficient mapping (information on the location of historic resources) and was done after designated of local historic districts in 2001.
- The program has not been well and consistently enforced, and there is risk of it being applied unreasonably or unfairly.
- The program does not include landmark designations or optimize the benefits of being on the National Register of Historic Places.
- Local historic districts do not appear to extend to many other areas worthy of protection.
- Little if any formal guidance is provided with regard to issuing certificates of appropriateness.
- The existing program does not contemplate interrelationships with redevelopment objectives and guidance in resolving possible conflicts between preservation and redevelopment objectives of the City.

These findings above lead to several recommendations and work program activities.

Provide more detailed mapping and historic information for historic resources in Flowery Branch. Of the many tools available to establish a planning framework for a local historic preservation program, a historic resource survey is one of the most important. Consultants found that the 2003 survey did not provide enough information for input on what needs to be preserved (and what not to preserve or what might be redeveloped) in Old Town. A new, more

comprehensive, refined, and detailed survey is highly recommended. The survey should include the entire city if possible but at minimum must provide better data and mapped locations for the resources in Old Town, prior to redevelopment activities being finalized.

Reconsider the boundaries of the existing local historic districts. Following completion of a new survey, the City should reconsider drawing the boundaries of its local historic districts. Furthermore, additions to the districts and/or new districts or individual site designations should be pursued based on the new information. It is best to gather that additional data on historic resources prior to making recommendations and decisions on where those new boundaries of local historic districts should be drawn. However, The Jaeger Company offers the following preliminary recommendations for further consideration:

- **Reduce size of Railroad Local Historic District.** Based on analysis of the existing historic resource survey and a windshield survey of the area conducted by project consultants, it is recommended that the existing Railroad Local Historic District boundary be reduced in size to remove many non-contributing and non-historic properties from the boundary of the local district. The smaller local historic district could include those historic properties that are most historically and architecturally significant; specifically, properties fronting on Atlanta Highway and extending from the south side of East Main Street to the north side of Spring Street. Some of the historic resources that are currently in the local historic district may be eligible for local landmark status and should be pursued as such.
- **Expand the Cotton Local Historic District.** Based on an analysis of the existing Cotton Historic District (the west side of Atlanta Highway) it is recommended that the local historic district boundaries of the Cotton Local Historic District be extended to include adjacent historic properties in the surrounding residential blocks, where appropriate. It is clear from the survey results that there is a clustering of historic resources in the immediate proximity of downtown Main Street, generally bounded by Gainesville Street on the west and Mulberry Street on the east.

Prepare a master plan for preservation and redevelopment of Old Town. Flowery Branch should prepare a comprehensive master plan for the redevelopment of Old Town that includes the existing historic resources in downtown as a foundation of the planning process. The redevelopment plan should address pedestrian and vehicular circulation, unified streetscape improvements, parking, improvement of city-owned historic properties and structures, public signage, and installation of additional amenities such as parks and open space (see also Redevelopment in this Community Agenda).

Create a citywide local landmark program. It is recommended that a local landmark program be added to the historic preservation planning program in Flowery Branch. A local landmark program allows for the designation of individual buildings, structures, objects and sites as local historic landmarks with the same protection as a local historic district. The ability to designate individual properties of historic and architectural significance can be an important tool for the city and citizens of Flowery Branch, in that it would allow for protection and local decision-making over historic resources that are isolated from local historic districts. Several properties (not a comprehensive list) that might be considered for local landmark status include the Black-Butler House and Farm, Bagwell House and Farm, the Knight House, and the Young Family Cemetery.

Expand the existing National Register District. The Jaeger Company's preliminary review suggests that there are good prospects for creating a larger National Register district. The

existing National Register Historic District in downtown Flowers Branch is focused exclusively on the commercial street-front buildings along Main Street. It is recommended that the boundaries of the National Register District be expanded to include an area generally bounded by Knight Drive on the south, Gainesville Street on the west, portions of the blocks all the way to Chattahoochee Street on the north, and the railroad corridor on the east.

Publicize the benefits and incentives of National Register District status. Listing on the National Register, or a determination of eligibility to the National Register, can provide significant federal tax credits for certain expenses incurred in connection with the rehabilitation of an old building. These credits are available to owners and some long-term renters of income-producing properties -- 20 percent for a historic building and 10 percent for a non-historic building. Georgia law provides an owner of an historic property which has undergone substantial rehabilitation an eight-year freeze on property tax assessments (Georgia Trust for Historic Preservation). Financial incentives for historic properties can be an excellent tool for redevelopment of small downtown communities. This type of financial funding is not available everywhere—Flowers Branch is fortunate to have such a fine stock of historic resources to utilize in its future redevelopment.

Provide more formal guidance to development, redevelopment, and demolitions in the form of design guidelines. The goal of designating local historic districts is to preserve the unique character of the district, while allowing new construction to include architectural designs that are compatible with the neighboring historic buildings and their surroundings. A historic preservation commission reviews and comments on projects affecting designated buildings. More guidance is needed for the HPC to make informed, reasonable, and fair decisions. A set of design guidelines should be prepared in conjunction with or immediately following the redrawing of local historic district boundaries.

Create a new city staff position to manage Old Town Redevelopment, Better Home Town and the Historic Preservation Commission. The historic preservation and economic redevelopment activities of downtown Flowers Branch are intrinsically linked. For instance, an important incentive for maintaining a Better Home Town Program is that an active program can generate grant funding for a variety of downtown projects, such as streetscape enhancements, preservation projects, and community improvement projects of all kinds. Therefore, it is recommended that the activities of historic preservation programming and downtown development be combined into one staff position to increase institutional efficiency and coordination (see also Economic Development).

HISTORIC PRESERVATION WORK PROGRAM

**Table 8.1
 Historic Preservation Short-term Work Program, 2006-2010
 City of Flowery Branch**

Description	Year(s) To Be Implemented	Estimated Cost (\$)	Responsible Party(ies)	Possible Funding Sources
Provide more detailed mapping and historic information for historic resources in Flowery Branch (prior to or in conjunction with redevelopment plan for Old Town), citywide if possible	2006	\$10,000 - \$15,000	Historic Preservation Commission (HPC); City Planner	Consider matching grant funds from SHPO
Publicize the benefits and incentives of National Register District status	2006-2010		HPC; City Planner	
Reconsider the boundaries of the existing local historic districts	2006	\$0 - \$2,500	Mayor and City Council; HPC, City Planner	RDC technical assistance; Operating Budget
Prepare a master plan for preservation and redevelopment of Old Town	2006-2007	\$25,000	HPC, Urban Redevelopment Agency; City Planner; Consultant	Operating Budget
Create a citywide local landmark program	2007	\$0 - \$5,000	Mayor and City Council; HPC, City Planner; Consultant	RDC technical assistance; Operating Budget
Expand the existing national register district	2007	\$0 - \$5,000	HPC, City Planner; Consultant	RDC technical assistance; Operating Budget
Provide more formal guidance to development, redevelopment, and demolitions in the form of design guidelines	2007-2008	\$0 - \$10,000	HPC, Urban Redevelopment Agency; City Planner; Consultant	Operating Budget
Create a new city staff position to manage Old Town Redevelopment, Better Home Town and the Historic Preservation Commission.	2008	\$40,000 plus benefits	Mayor and City Council	Operating Budget

CHAPTER 9 CHARACTER AREAS AND LAND USE

While every component of the Comprehensive Plan is central to implementation of the City's vision and policies, it is this chapter that is most influential in terms of everyday decision-making. The land use element is most often (and properly) cited in support or denial of zoning and other land use changes. The most important graphics of the Comprehensive Plan are the Character Area Map and the Future Land Use Plan Map, which are presented in this chapter. Those maps will continue to be cited as an overall expression of the City's land use policy, though care must be taken to interpret those maps with due regard to the City's overall vision statement, the quality community objectives, character area visions, and local policies provided in this Community Agenda.

CHARACTER AREAS

Summary of Community Assessment

The Community Assessment contained a "preliminary" character area map per state administrative rules. After discussion during the visioning exercises, several changes were made to the preliminary character area map presented here in this Community Agenda as a final character area map. Those changes are summarized as follows:

- The "Town Center" was renamed "Old Town." The designation was scaled back (reduced in size) considerably because there was concern about promoting too much residential density there.
- The proposed character area, "Mixed Residential," was deleted out of concerns voiced during the visioning forums that manufactured housing should not be promoted in Flowery Branch.
- The Traditional Neighborhood Development character area was revised in its description so that it did not have densities exceeding six units per acre. The pictures and descriptions of this character area during visioning forums provided for higher densities and townhouses, which were omitted in the final character area description.
- A large area shown as suburban residential, north of Old Town, was changed mostly to a new character area created as a result of the visioning exercises, titled "Conservation Subdivision." In conjunction with this change, a greenway (conservation) area was designated through that property (approximate and conceptual), to reflect the City's desire to have a greenway connecting McEver Road to Lake Lanier through the City limits. Portions of the property and small persons fronting on the north side of Gainesville Street were redesignated Traditional Neighborhood Development on the final Character Area Map.
- Areas not located close to the Old Town area but which were designated as a "Mixed Use" character area were found not to be viable for mixed use. These areas were changed to activity center (along Thurmond Tanner) and neighborhood commercial (along south Hog Mountain Road). Also, certain areas close to Old Town were changed from traditional neighborhood to Mixed Use.

Policies for Character Areas

1. There are some individual properties where the Character Area Map and the Future Land Use Plan 2025 Map do not agree. With regard to land uses, in cases of conflict or inconsistency, the Character Area Map is superseded by the Future Land Use Plan 2025 map. The Character Area Map is prepared to show desired character, but on the other hand, the Future Land Use Plan 2025 Map was drawn after considering existing zoning map designations, current land uses, and the need to protect existing rights of landowners per those existing uses and zoning designations.
2. The Character Area Map is primarily intended to serve as a design and physical development guidance tool. In reviewing rezonings, special uses, and development plans, the City Planner will consult available design guidelines and policies for the Character Area and work with the applicant or developer to ensure implementation of character area recommendations to the maximum extent possible.
3. The Character Area Map provides a character area designation for certain parcels of land not currently inside the city limits. At the present time, the future land use map prepared by Hall County is the official future recommended land use designation of those unincorporated areas. However, if such properties are considered for annexation by Flowery Branch, the Character Area Map indicates the City of Flowery Branch's expectations and preferences for the future character and land use of such areas.

Character Area Work Program

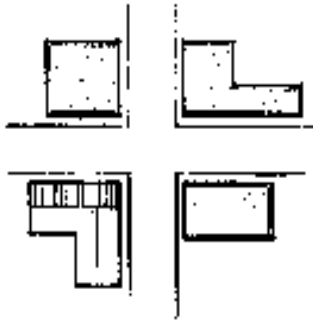
Apply the Character Area Map as a guide in annexation, rezoning, special use, and development recommendations and decision-making.

Refine existing design guidance and add additional design guidelines as appropriate to further implement the desired outcomes of the Character Area Map.

[Insert Character Area Map]

Old Town

VISION: Old Town will be a compact area corresponding with the city's downtown core and including surrounding residential areas and the two established historic districts. Old Town will incorporate redevelopment and revitalization objectives of a compact, attractive, pedestrian-friendly downtown: "The Gem of South Hall." (See also description for "Mixed Use" character area).



Buildings Placed Close to the Street

USES AND INTENSITIES: Detached single-family residences on small lots with traditional neighborhood characteristics, retail and service establishments, restaurants, offices, civic buildings and uses, institutional, and mixed-use developments, and pocket parks and civic green spaces. Densities of housing ranging from 3 to 6 units per acre. Intensities of 0.75 to 0.85 Floor Area Ratio in mixed use development blocks (including housing).

MAJOR FEATURES: Rectangular or square block, lot, and street pattern of skinny city streets, retained but with careful improvements where required, including new sidewalks, street trees, and other distinctive streetscape features.

REGULATIONS: To be implemented by a redevelopment plan, zoning, and existing historic district regulations. More design control will be instituted. New traditional neighborhood and central business district zoning categories will be created along with a controlling redevelopment plan.

QUALITY COMMUNITY OBJECTIVES IMPLEMENTED (see list): Appropriate business, heritage preservation, open space preservation, transportation alternatives, housing opportunities, traditional neighborhood, infill development, sense of place.



Pedestrian Retail with On-Street Parking



Pedestrian Scale of Development



Typical Skinny Street in the City

Mixed Use

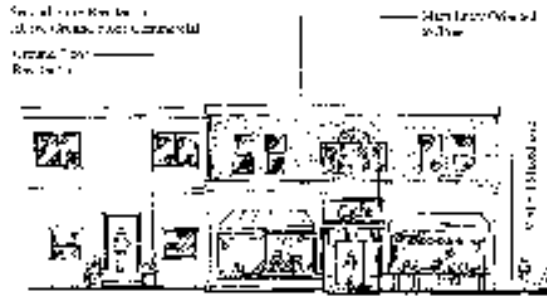
VISION: Areas that will be developed with a combination of different land uses. Well-connected pedestrian-friendly, diverse places with unique architecture.

USES AND INTENSITIES: Acceptable uses include planned unit developments, all types of residential uses (except manufactured homes), offices, retail and services, restaurants, and civic/institutional. Commercial intensities are within a range of approximately 15,000 to 26,136 square feet of building space per acre (a Floor-Area Ratio of 0.34 to 0.6). Three-story height limit, minimum 1.5 story height for shops along pedestrian streets.

MAJOR FEATURES: Grid block pattern, skinny streets with sidewalks and street trees, distinctive materials (e.g., stamped concrete) with variable widths. Developments are at a pedestrian-friendly scale and include plazas and small urban pocket parks. A minimum of 20 percent of the lot is open space or landscaped. There is a high level of connectedness among uses.

REGULATIONS: To be implemented with a new mixed-use zoning district. Design guidelines will be provided, and mixed use projects will be required to complete design review.

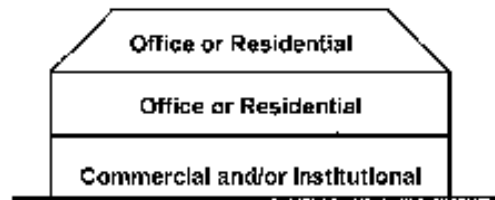
QUALITY COMMUNITY OBJECTIVES IMPLEMENTED (see list): Appropriate business, employment options, housing opportunities, traditional neighborhood development, transportation alternatives, sense of place.



Illustrative Desirable Mixed Use



Illustrative Desirable Mixed Use



Illustrative Desirable Mixed Use

Traditional Neighborhoods

VISION: Mostly residential neighborhoods in a rectangular or square block, lot, and street pattern in the originally settled neighborhoods of Flowery Branch.

USES AND DENSITIES: Acceptable uses are primarily single-family residences, stick-built (excluding manufactured homes). Duplexes, townhouses, and accessory apartments may be permitted. Greens, plazas, and pocket parks incorporated into development plans. Little if any setback from city streets. Densities are in the range of 3-6 dwelling units per acre.

MAJOR FEATURES: Rectangular or square block, lot, and street pattern of skinny city streets, retained but with careful improvements where required, including new sidewalks, street trees, and other pedestrian-friendly streetscape features.

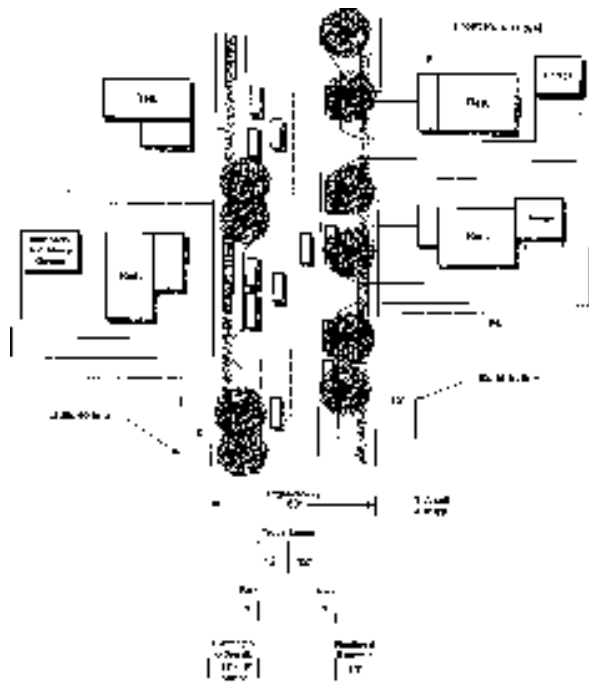
REGULATIONS: To be implemented with a new traditional neighborhood development zoning district with design guidelines. Design review required for compatibility with existing residences.



Residence in Traditional Neighborhood



Grid Pattern of Streets and Blocks



Traditional Neighborhoods typically have on-street parking, street trees, dwellings with front porches located close to the street

QUALITY COMMUNITY OBJECTIVES IMPLEMENTED (see list): Historic preservation, open space preservation, transportation alternatives, housing opportunities, traditional neighborhood, infill development, sense of place.

Suburban Neighborhoods

VISION: Conventional suburban subdivisions with larger lots (1/3 to 1 acre) that may have cul-de-sacs and curvilinear streets. Houses are set back from the road. Streets are built to relatively wide standard when compared with traditional neighborhoods.

USES AND DENSITIES: Acceptable uses are almost exclusively single-family residences, stick-built (excluding manufactured homes), though some civic and recreational uses integrated into subdivision plans are acceptable. Duplexes, townhouses, multi-family, and accessory apartments are not permitted. Densities are in the range of 1-3 dwelling units per acre.

MAJOR FEATURES: Houses are setback from city streets. Garages are visible in street scene. Automobile access dominates function but sidewalks are required.

REGULATIONS: To be implemented with existing residential zoning districts with limited design guidelines.

QUALITY COMMUNITY OBJECTIVES IMPLEMENTED (see list): Open space preservation, housing opportunities, infill development, suburban sense of place.



Typical Street Scene in a Suburban Neighborhood



**Dwelling Setback from Street
And Garage Access Dominates Street Scene**



**Conventional Suburban Subdivision
With Curvilinear Street Pattern**

Conservation Subdivisions

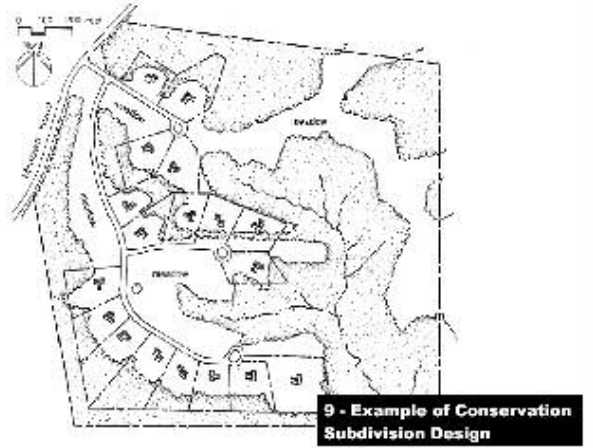
VISION: An alternative to conventional suburban subdivisions that protects open space and farmland (approximately 40% of the total area in the subdivision).

USES AND DENSITIES: Acceptable uses are almost exclusively single-family residences, stick-built (excluding manufactured homes), though some civic and recreational uses integrated into subdivision plans are acceptable. Duplexes, townhouses, multi-family, and accessory apartments are not permitted. Densities are in the range of 1-3 dwelling units per acre.

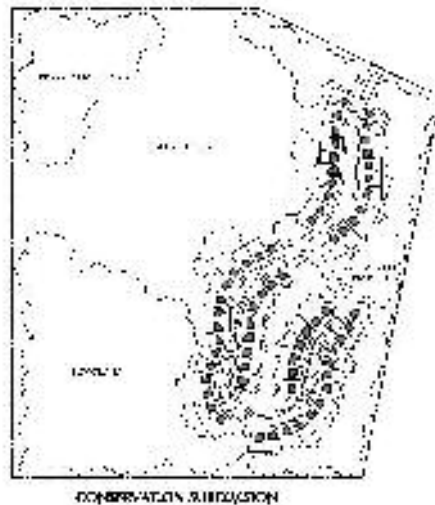
MAJOR FEATURES: Dedicated open space, clustered subdivision lots which are smaller than in conventional subdivisions though the overall gross density is comparable.

REGULATIONS: To be implemented with a conservation subdivision development option within single-family residential zoning districts. Design guidelines provided.

QUALITY COMMUNITY OBJECTIVES IMPLEMENTED (see list): Open space preservation, housing opportunities, infill development, sense of place.



Illustrative Conservation Subdivision

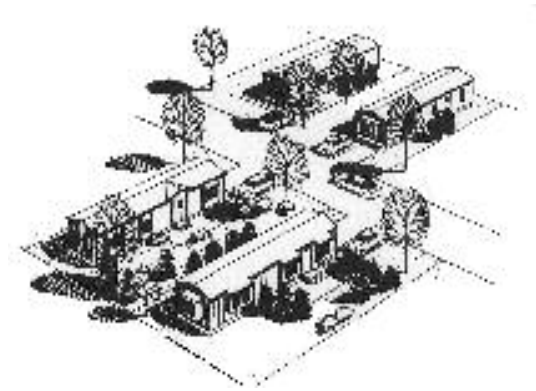


Conservation Subdivisions Can
Protect Open Fields and Woodlands

Urban Density Communities

VISION: Higher density, urban living environments that provide primarily rental housing opportunities.

USES AND DENSITIES: Acceptable uses include multi-family development (apartment complexes, townhouses, and manufactured home parks). Densities range from 6 to 12 units per acre.



Manufactured Home Park

MAJOR FEATURES: Master planned with high quality architecture, entrance landscaping, and recreational amenities.

REGULATIONS: To be implemented with existing multi-family residential zoning districts with design guidelines. Design review required.

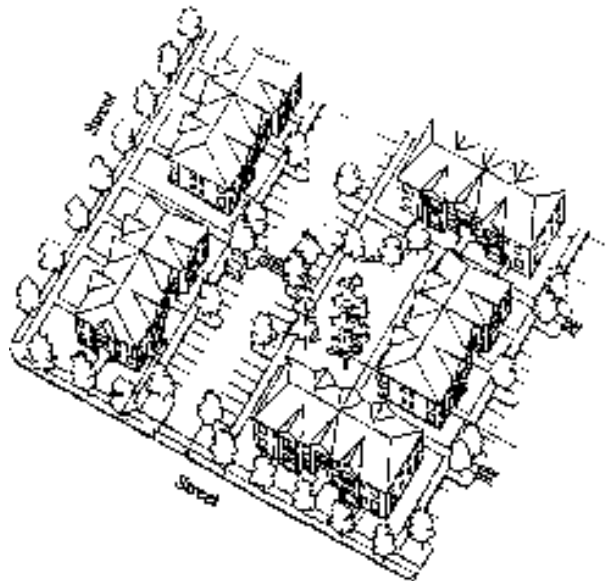
QUALITY COMMUNITY OBJECTIVES IMPLEMENTED (see list): Open space preservation, housing opportunities, infill development, suburban sense of place.



Typical Fee-Simple Townhouses



Apartments with Good Articulation of Buildings



Connectivity and Quality Design of Urban Density Communities

Institutional Campus

VISION: Large institutional campuses including the Atlanta Falcons Training Facility, Hall County public schools, and large churches.

USES AND INTENSITIES: Primarily public and institutional. Relatively low intensities, with a Floor-Area Ratio (FAR) of 0.22 to 0.34 (10,000 to 15,000 square feet of building space per acre)

MAJOR FEATURES: These are mostly single-function land use districts where public access is controlled or limited. Areas are designed for trucks and individual establishments are not connected with one another. In the case of schools, pedestrian accessibility is provided, but other institutions are largely reliant on the automobile for access. Campus-style site planning and generous landscaping.

REGULATIONS: This character area will be implemented with an Institutional or Public-Institutional zoning district. Design guidelines will be provided, and design review is required. Four-story height limit. Minimum 20 percent of the lot is private open space or landscaped.

QUALITY COMMUNITY OBJECTIVES IMPLEMENTED (see list): Educational opportunities, employment options, open space preservation, sense of place.



Illustrative Quality Design



Illustrative Quality Design

Neighborhood Commercial

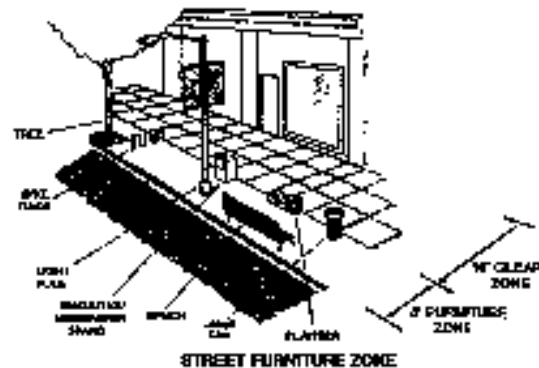
VISION: Attractive, non-auto related neighborhood businesses and services, with distinctive architectural features and a scale compatible with pedestrians and connected to adjacent residential neighborhoods.

USES AND INTENSITIES: Neighborhood-serving commercial intensities are within a range of approximately 10,000 to 15,000 square feet of building space per acre (a Floor-Area Ratio of 0.22 to 0.34). Business establishments do not exceed 25,000 square feet in any one tenant space, to keep the bulk and intensity in scale with the needs of adjacent neighborhoods.

MAJOR FEATURES: Pedestrian accessibility is promoted via sidewalks connected to nearby neighborhoods, but uses are mostly reliant on the automobile for access. Nonetheless, buildings are scaled to be compatible with and promote pedestrian activity. Open space is limited to suburban plazas or small open spaces. Two-story height limit. Entrances, frontages, and building façades are softened with landscaping and low-lying identification signs.

REGULATIONS: This character area will be implemented with a neighborhood commercial zoning district. Design guidelines will be provided, and neighborhood commercial projects will be required to complete design review. Minimum 20 percent of the lot is open space or landscaped.

QUALITY COMMUNITY OBJECTIVES IMPLEMENTED (see list): Appropriate business, employment options, transportation alternatives, sense of place.



Illustrative Pedestrian Features



Outdoor Seating and Attractive Lighting



Quality, Compatible Architectural Design Including Signage

Activity Center

VISION: Centered at the interchange of Spout Springs Road and I-985, and also extending north and south along Hog Mountain Road, this character area will be an accessible center of businesses, services, and complementary uses, which may include traditional neighborhood development and mixed-use developments, contributing extensively to the economic base of the city.

USES AND INTENSITIES: Dominated by commercial uses but also intended to accommodate mixed-use developments. The widest possible range of uses is contemplated in this character area, except for industry and single-family, detached or manufactured homes. This character area is the proper place for big box retail, shopping centers, lodging and auto-related uses. Commercial intensities are within a range of approximately 15,000 to 26,136 square feet of building space per acre (a Floor-Area Ratio of 0.34 to 0.6). Four-story height limit, minimum 1.5 story height for shops along pedestrian streets.

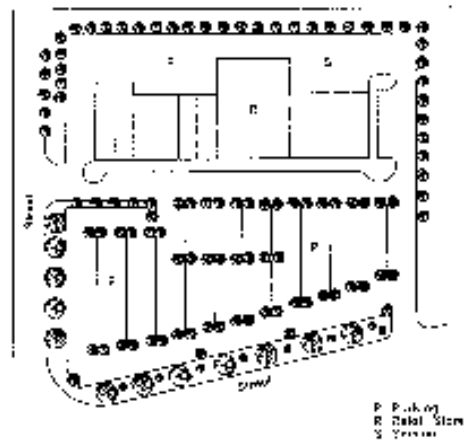
MAJOR FEATURES: Grid block pattern, skinny streets (connected local network) with sidewalks and street trees. Pedestrian accessibility is promoted, although most activity is via the automobile for access. Entrances, frontages, and building façades are softened with landscaping and low-lying identification signs. Open space is provided via plazas and greens. A minimum of 20 percent of the lot is open space or landscaped.

REGULATIONS: This character area will be implemented with an activity center or a commercial zoning district. Design guidelines will be provided, and activity center projects will be required to complete design review.

QUALITY COMMUNITY OBJECTIVES IMPLEMENTED (see list): Appropriate business, employment options, transportation alternatives, sense of place.



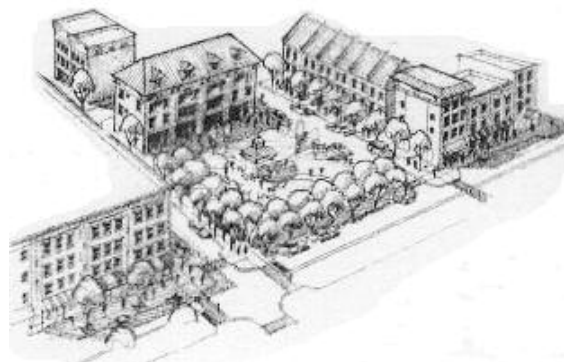
Well Articulated Buildings with Pitched Roofs and Canopies or Awnings



Conventional Shopping Center Layout That Requires Rethinking



Monument Signage



Desirable Mixed-Use Activity Center Anchored on Public Square or Green

Employment/Industrial

VISION: Contributing heavily to the blue collar employment base, this character area functions as a concentration of employment and job activity, contributing heavily to the economic base of the city.

USES AND INTENSITIES: Light and heavy industries are the primary uses contemplated within this Character Area. Building intensities are within a range of approximately 15,000 to 26,136 square feet of building space per acre (a Floor-Area Ratio of 0.34 to 0.6). Five-story or 75 foot height limit.

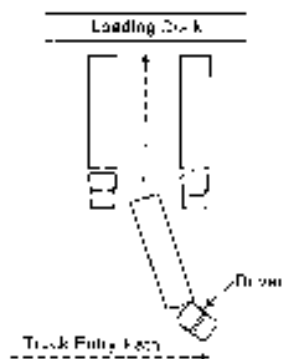
MAJOR FEATURES: Truck traffic is frequent, and individual manufacturing establishments are not necessarily connected with one another. Driveways and curb radii are designed to accommodate large trucks. Pedestrian accessibility is generally not anticipated, though pedestrian access is required along road frontages. Entrances, frontages, and building façades are softened with landscaping and low-lying identification signs.



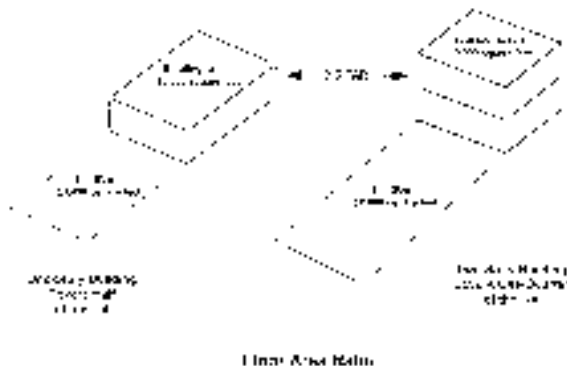
All Brick, Articulated Building Façade



Landscaping to Soften View of Large Building



Loading Areas are Typical
 In This Character Area



Example of Floor-Area Ratio

REGULATIONS: This character area will be implemented with light and heavy manufacturing or industrial zoning districts. Design guidelines will be provided, and projects will be required to complete design review.

QUALITY COMMUNITY OBJECTIVES IMPLEMENTED (see list): Appropriate business, employment options.

Conservation

VISION: An interconnected system of environmentally sensitive lands and riparian corridors which protect the environment, enhance water quality, and provide passive recreational opportunities.

USES AND INTENSITIES: Since these are lands that are or should be set aside for greenspace, uses are limited to preserve natural features. Impervious surface limitations may apply.

MAJOR FEATURES: City parks and open spaces, environmentally sensitive areas such as wetlands or riparian corridors, connected to facilitate habitat movement and providing for maximum water quality enhancement. Access is limited to conservation-compatible activities and may include trails, 8-10' wide, in natural areas.

REGULATIONS: Implemented by an appropriate zoning district and/or environmental overlay regulations.

QUALITY COMMUNITY OBJECTIVES IMPLEMENTED (see list): Open space preservation, environmental protection, regional cooperation, transportation alternatives, sense of place.



City Park on Lake Lanier



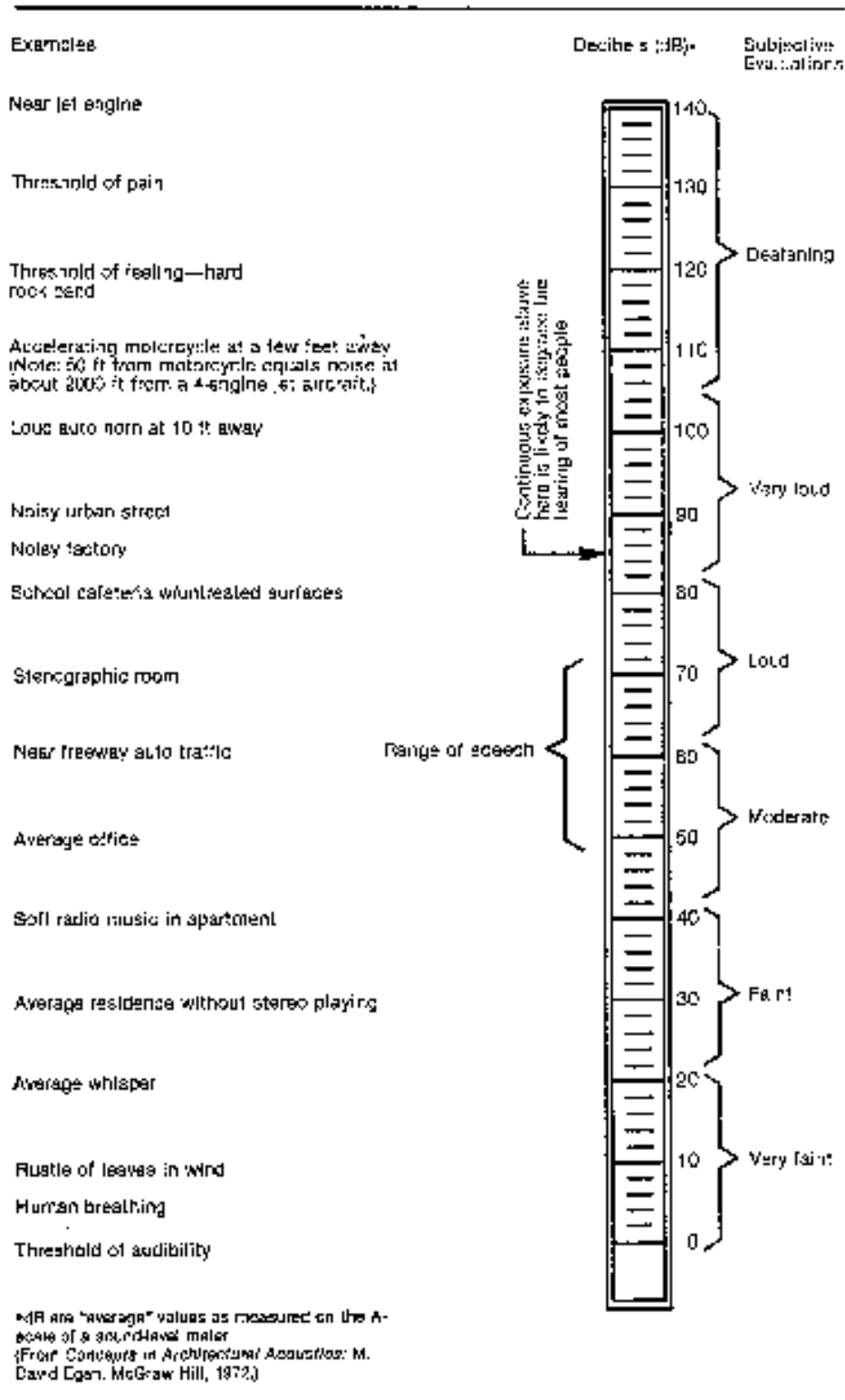
Connectivity of Open Spaces Desired



Flood Plain, Floodway, and Flood Fringe



Cross-Section, Typical Multi-Use Trail



Sound Acceptability Thresholds

Table 9.1
Sound Acceptability Thresholds

Receiving Land Use Category	Noise Level (dB A)	
	10:00 p.m. to 7:00 a.m.	7:00 a.m. to 10:00 p.m.
All residential	45	60
Commercial	60	65
Industry	70	70

Maximum acceptable noise levels as shown in Table 9-1 are not to be exceeded. When the development is located near the I-985 highway corridor or otherwise involves machinery, equipment or other significant sources of noise, the Planning Department may require an acoustical analysis and mitigation measures prior to development plan approval.

Land Use Categories

Single-Family Residential: Single-family dwelling units on individual lots.

Traditional Neighborhood Development: Single-family dwelling units on individual lots but with an “in-town” character.

Multi-Family Residential: Residential buildings containing two or more dwelling units, such as duplexes, triplexes, townhouses and apartments. Mobile home parks are also included within this category.

Public/Institutional: State, federal or local government uses, and institutional land uses. Government uses include city halls, police and fire stations, libraries, prisons, post offices, schools, military installations, etc. Institutional uses include colleges, churches, cemeteries, hospitals, etc.

Commercial: Land dedicated to non-industrial business uses, including retail sales, office, service and entertainment facilities.

Central business: A compact area of mostly commercial uses within the Old Town character area. Mixes of public-institutional and residential uses are also included within this land use category.

Industrial: Land dedicated to manufacturing facilities, processing plants, factories, warehousing and wholesale trade facilities, mining or mineral extraction activities, and other similar uses.

Transportation, Communication and Utilities: Major transportation routes, public transit stations, power generation plants, railroad facilities, radio towers, telephone switching stations, airports, port facilities or other similar uses.

Park/Recreation/Conservation: Land dedicated to active or passive recreational uses. These lands may be either publicly or privately owned and may include playgrounds, public parks, nature preserves, wildlife management areas, national forests, golf courses, recreation centers, or similar uses.

Agriculture and Forestry: Land dedicated to farming (fields, lots, pastures, farmsteads, specialty farms, livestock production, etc.), agriculture, or commercial timber or pulpwood harvesting.

Vacant/Undeveloped: Lots or tracts of land that are served by typical urban services (water, sewer, etc.) but have not been developed for a specific use or where developed for a specific use that has since then been abandoned.

Mixed Use: Combinations of retail, service, public, institutional, and residential land uses planned and designed at a scale that is friendly to pedestrians.

Future Land Use Plan Map

The future land use plan map is presented on the following page.

[Insert Future Land Use Plan Map]

Land Use Change

As described in the Community Assessment, Flowery Branch will undergo dramatic change in terms of land use between 2005 and 2010 and beyond. Table 9.2 provides acreage estimates of existing and future land use in the City. More than 2,000 acres of undeveloped/vacant land and agricultural land will be developed by 2025. The vast majority of the increase in developed land will be detached, single-family residential land uses. Commercial development will increase by more than 350 acres (not counting commercial development within 150 more acres designated as mixed use).

**Table 9.2
 Existing and Future Land Use
 and Land Use Change, 2005-2025
 City of Flowery Branch**

Land Use	2005		2025		Net Change in Acreage
	Acreage	Percent of Total Area	Acreage	Percent of Total Area	
Agriculture and forestry	173	5.2%	0	--	-173
Residential, single-family	413	12.5%	1,740	52.6%	+1,327
Traditional Neighborhood Development	n/c	--	142	4.3%	n/a
Residential, multi-family	182	5.5%	121	3.7%	-61
Public-Institutional	263	7.9%	379	11.5%	+116
Transportation/Communication/Utilities	31	0.9%	75	2.3%	+44
Commercial	188	5.8%	545	16.3%	+357
Industrial	88	2.6%	135	4.1%	+47
Mixed-Use	n/c	--	153	4.6%	n/a
Parks, Recreation, Conservation	0	--	20	0.6%	+20
Vacant/Undeveloped	1,974	59.6%	0	--	-1,974
Total	3,312	100%	3,310	100%	--

Source: The Jaeger Company, October 2005.

Jobs Housing Balance

Table 9.3 shows the ratios of jobs to housing units anticipated from present conditions (2005 estimate) by five year increments through 2030. If these employment projections hold true, Flowery Branch's jobs-housing ratio will first drop due to extensive housing being developed between 2005 to 2010, then increase substantially as a result of so much commercially designated land in the city (assuming buildout shown under the economic development element). As noted in the community assessment, a good "balance" is considered about 1.5 or 1.6 jobs for each housing unit. As the ratios in Table 9.3 show, Flowery Branch will become a job-rich area over time. While it seems that Flowery Branch's jobs-housing ratios will become "unbalanced" over time, one has to keep in mind that much of surrounding Hall County is low density residential land, and if a larger geography was used to calculate the job-housing ratio, the greater Flowery Branch area would be more or less within an acceptable "balance."

Table 9.3
Jobs-Housing Unit Ratios, 2005-2030
City of Flowery Branch

	2005	2010	2015	2020	2025	2030
Employment	1,500	3,922	6,344	8,766	11,188	13,613
Housing Units	900	3,378	3,822	4,266	4,710	5,154
Jobs-Housing Unit Ratio	1.66 : 1	1.16 : 1	1.66 : 1	2.05 : 1	2.37 : 1	2.64 : 1

Character Area, Future Land Use, and Zoning District Compatibility Matrix

Table 9.4 provides comparisons among the character areas, future land use categories, and anticipated zoning district categories.

Table 9.4
Character Area, Future Land Use and Zoning Comparison Matrix

Character Area	Density or Intensity	Future Land Use Category	Zoning Classification
Old Town	Housing: 3 to 6 Units Per Acre; Mixed Use: Floor-Area Ratios of 0.75 to 0.85 (including housing)	Central Business District, Mixed Use, and Traditional Neighborhood Development	Central Business, Mixed Use, Traditional Neighborhood Development, Historic District Overlays, Controlling Redevelopment Plan
Mixed Use	Floor-Area Ratio of 0.34 to 0.6	Mixed Use	Mixed Use
Traditional Neighborhood Development	3-6 units per acre	Traditional Neighborhood Development	Traditional Neighborhood Development
Suburban Residential	1-3 units per acre (1/3 to 1 acre lots)	Residential, Single-family	Residential, Single-family (may be more than one)
Conservation Subdivision	1-3 units per acre	Residential, Single-family	Residential, Single-family, with special provisions governing conservation subdivisions
Urban Density Communities	6 to 12 units per acre	Residential, Multi-family	Residential, Multi-family
Institutional Campus	Floor-Area Ratio of 0.22 to 0.34	Public-Institutional	Public-Institutional
Neighborhood Commercial	Floor-Area Ratio of 0.22 to 0.34; Maximum 25,000 square feet in any one tenant space	Neighborhood Commercial	
Activity Center	Floor-Area Ratio of 0.34 to 0.6	Highway Commercial; Mixed Use	Highway Commercial, Mixed Use
Employment/Industrial	Floor-Area Ratio of 0.34 to 0.6	Industrial	Industrial
Conservation		Parks, Recreation and Conservation	Residential, Single-family, Conservation Subdivision; Other

Land Use Work Program

The only work program item is to rewrite the City's zoning, subdivision, and environmental land use regulations into a unified development code. A contract has been approved and that work will be underway and completed by Spring, 2006.

LAND USE POLICIES

For additional illustration of policies, see the descriptions of Character Areas in this chapter, photos of desirable development in Chapter 10 of this community agenda, and Chapter 6 of this community agenda relative to transportation.

General

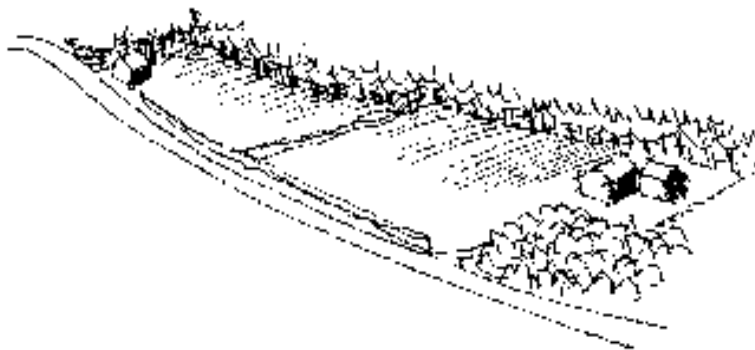
1. Encourage a land use distribution pattern that emphasizes land use compatibility; safe, efficient and sustainable development, and preservation of the integrity of existing land uses.
2. Ensure appropriate transitions between incompatible land uses.

Single-Family Neighborhoods

1. Maintain and preserve quiet, stable neighborhoods of detached, single-family residences in a conventional suburban design and layout at low densities.
2. Applications for conditional uses should be carefully considered to ensure compatibility with the neighborhood's residential character.

Conservation Subdivisions

1. Where possible, barns and other agricultural outbuildings in reasonably good condition and which contribute to the open space character of the area should be retained on the site.
2. Dwellings and driveways should not be prominent visual features within a conservation subdivision. Dwellings and associated outbuildings should have a low visual impact. When a residential dwelling is proposed in an area with an open field or area with agricultural character, it should be sited at the edge of the field if possible to preserve the view of the open field, pasture, or agricultural scene. Conservation Subdivisions should minimize the number of homes sited in open fields, if farmland protection and meadow preservation are principal objectives.



Site Dwellings at the Edges of Fields in Conservation Subdivisions

3. Priorities for conserving or developing conservation areas should be based on an understanding of what features of the given property are more special, unique, irreplaceable, environmentally valuable, historic, scenic, or otherwise significant when compared with other similar features and in relationship to neighboring parcels.
4. Scenic views, sites and vistas should be unblocked and uninterrupted. Views can be created or opened up further by pruning limbs and selectively removing trees as opposed to clear-cutting.
5. Each conservation subdivision should provide a minimum of forty percent (40%) of its total land area as open space.

Traditional Neighborhoods

1. Traditional neighborhoods should be predominantly, though not necessarily exclusively, comprised of detached single-family neighborhoods.
2. Traditional neighborhoods should be designed in a grid-like pattern of blocks and interconnecting streets. Block lengths should not exceed 800 feet without intervening (mid-block) pedestrian footpaths.
3. If access from traditional neighborhood street to off-street parking must be provided, the garage should be located to the rear or at least to the side where visibility of the garage is reduced. If off-street parking must be directly accessed from the street and directly facing the street, the garage should at minimum be recessed back behind the front wall of the dwelling so that it is subordinate rather than dominant. In no event should dwellings be designed so that garages dominate the street scene.

Urban Density Communities

New residential developments should provide for recreational opportunities such as greenspace, swim and tennis facilities, and for developments with more than 100 units, community buildings or multi-use recreation centers.

Central Business

1. Development in the Central Business District may consist of greater lot coverages, building heights, and building intensities and little or no front and side building setbacks.
2. Development that is adequately served by public parking or on-street parking, or which qualifies for exemptions, should have reduced minimum off-street parking requirements.
3. Automobile-related facilities and services are not appropriate in the Central Business District because they do not facilitate pedestrian friendly design, and thus, new highway business uses are not permitted in the Central Business District.
4. Pocket parks, or greenspace amounting to 20 percent of the total site area, should be provided as a part of mixed-use developments in the Central Business District.

Neighborhood Commercial

1. Neighborhood commercial character areas are intended to provide areas for limited, small-scale commercial uses of a convenience nature serving nearby residential neighborhoods as opposed to a regional market.
2. With the exception of convenience stores with gasoline pumps, neighborhood commercial character areas are not intended to permit or accommodate automotive uses or other types of more intensive highway business activities, or those uses that generate excessive traffic, noise, odors, pollution, safety hazards, or other adverse impacts which would detract from the desirability of adjacent properties for residential use.
3. Uses within neighborhood commercial character areas generally occur within enclosed buildings with no outside storage and limited outdoor display of goods and merchandise.

Activity Centers Including Automobile-Related Establishments

1. Within an activity center, a logical hierarchy of building forms should be created. Building heights and masses should be greatest in the focus area and inner portion of the support area (the part closest to the focus area), and should transition to lower heights and less mass outward from the focus area to the outer edge of the support area. Building massing should be varied to create a logical hierarchy of building forms, to break up long expanses of façade, and to create shade and shadow. Buildings at the outer edge of an activity center's support area should be comparable in height and mass with the surrounding neighborhood beyond the support area.
2. Building location, setbacks, and orientation should be carefully considered so as to increase pedestrian comfort.
3. As far as practicable, buildings in activity centers should not be separated from fronting streets by large parking lots. At a minimum, placement of outparcel buildings between a large parking lot and the street should be used to help define the streetscape, and lessen the visual impact of the parking lot from the street.
4. Provide a grid pattern of local streets. There should be at least one public or private through-street for every 600 feet of property frontage along a major road, connecting to the road. Smaller block widths (one per 400-500 feet) are preferred in activity center character areas. Blocks with a perimeter of 2,000 feet or less are encouraged.
5. Auto service facilities should not have their service bays facing the street, and parking for all uses should be located to the side or rear of the building rather than in the front yard. Regardless, service areas and/or service bays should be screened or sited so they are not visible from the street.
6. Vehicles under repair should be kept either inside a structure or in an area which is screened from views from the street.

7. Service areas shall provide adequate queuing space that does not impede vehicle circulation through the site or result in vehicles stacking into the street.
8. Perimeter and security fencing, when needed, should be constructed of attractive materials which are compatible with the design and materials used throughout the project. Razor wire or electric fencing should not be used, and chain link fencing is discouraged but if used should be vinyl coated.
9. Separate structures (canopy, car wash, cashier's booth, etc.) on the site should have consistent architectural detail and design elements to provide a cohesive project site. If a car wash is incorporated into the project, it should be well integrated into the design. The car wash opening should be sited so that it is not directly visible as the primary view from the street into the project site.
10. All areas devoted to the outside storage of vehicles, merchandise, and/or equipment not intended for display for public rent, lease, or sale, shall be screened from view from the right-of-way of the highway or public road along the entire property frontage, except in areas where access crossings have been approved. Screening may be accomplished by a natural vegetative buffer, by a building, by an earthen berm, by a 100 percent opaque, solid wooden fence or wall, or combination of these screening methods. The use of low-lying landscaping that does not screen the display areas from view from the public right-of-way shall not be deemed to comply with this policy.

Industrial/Employment

1. Industrial land uses should be limited to areas with relatively level topography, adequate water and sewerage facilities, and access to arterial streets.
2. New industrial operations should be limited to those that are not objectionable by reason of the emission of noise, vibration, smoke, dust, gas, fumes, odors or radiation and that do not create fire or explosion hazards or other objectionable conditions.

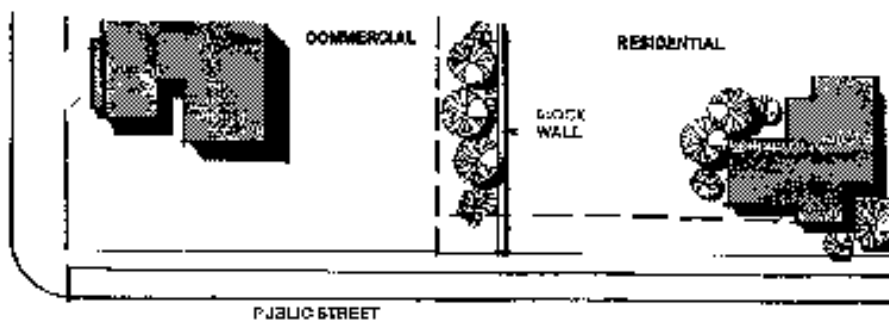
Redevelopment

1. Encourage redevelopment to occur in a manner consistent with the community's expectations for superior design and development characteristics that promote quality of place.
2. Create human-scale development and pedestrian-friendly places, including generally the principles of traditional neighborhood development.
3. Redevelopment must be sensitive to, and extends design principles characteristic of, historic properties in the city.
4. Install small public gathering places and pocket parks in redeveloped areas.

DEVELOPMENT GUIDELINES

General

1. The site plan, building design, and landscaping of new development should achieve high quality and appearance which will enhance and be compatible with the character of the surrounding area.
2. Site planning and design of projects proposed adjacent to dissimilar land uses should carefully address the potential undesirable impacts on existing uses. These impacts may include traffic, parking, circulation and safety issues, light and glare, noise, odors, dust control and security concerns.



Buffering of Incompatible Uses

Environmental

1. Evaluate the proposed development's compatibility with the existing environment to determine the limitations and capabilities of the site for development. Conserve and protect natural resources, including air quality, trees, natural vegetation, existing topography, streams, creeks, wetlands, watersheds, water quality, and wildlife habitat. Development should be limited to a level that does not exceed the capabilities and requirements of a healthy environment.
2. Significant site features such as habitats, natural ground forms, existing site vegetation, large rock outcroppings, water, and significant view corridors should be identified and incorporated into development plans. Where possible, a diversity of habitats is preferred.
3. Riparian zones, stream corridors, and wetlands should be protected for their wildlife habitat and other values. Development plans for these areas should treat these components as assets. A continuous, connected, natural vegetative corridor should be preserved along all creek and stream corridors to provide stream quality protection and for the efficient movement of wildlife throughout the area. No fill, removal, or modification of a riparian area should take place, unless there is no reasonable and feasible alternative. The alteration or improvement of significant natural resource areas where permitted, should ensure that potential losses are

mitigated and best management practices are employed to minimize permanent damage.

4. Existing vegetation should be retained to the maximum extent possible. Clearing of native vegetation should be limited to that required for the provision of essential purposes (i.e., access, building, sewage disposal, etc.). Where appropriate, existing native vegetation should be enhanced with plantings of the same variety.
5. Preserve patches of high-quality habitat, as large and circular as possible, feathered at the edges, and connected by wildlife corridors.

Grading

1. Developments should be designed to fit the existing contours and landform of the site and to minimize the amount of earthwork. Excavation and earthworks should be kept to a minimum to reduce visual impacts and erosion. Where cut and fill is required, balancing the cut and fill is highly encouraged.
2. Abrupt or unnatural-appearing grading is strongly discouraged. Avoid the creation of harsh, easily eroded banks and cuts.
3. The height and length of retaining walls should be minimized and screened with appropriate landscaping. Tall, smooth-faced concrete retaining walls should be avoided in highly visible areas. Terracing should be considered as an alternative to the use of tall or prominent retaining walls, particularly in highly visible areas on hillsides.
4. Disturbed areas which are not used for roads, buildings, or other auxiliary uses should be replanted.

Drainage

1. Natural on-site drainage patterns should be used where practicable. Detain runoff with open, natural drainage systems where possible.
2. Design man-made lakes and stormwater ponds for maximum habitat value and/or to serve as amenity features.

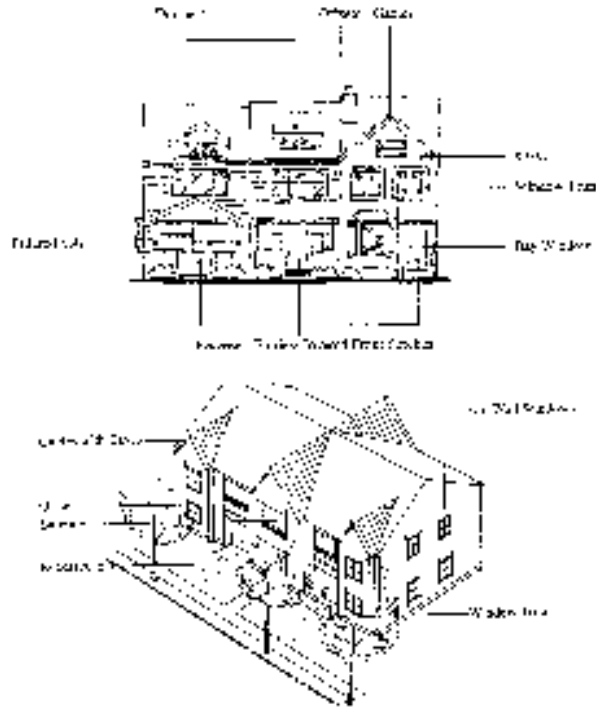


Stormwater Pond as an Amenity Feature

Architectural Design

1. Architectural design should be compatible with the developing character of the neighboring area. Design compatibility includes complementary building style, form, size, color, materials, and detailing. The designer should consider each of the following contexts as part of the design process:

- Size (the relationship of the project to its site)
- Scale (the relationship of the building to those around it)
- Massing (the relationship of the building's various parts to each other)
- Fenestration (the placement of windows and doors)
- Rhythm (the relationship of fenestration, recesses and projections)
- Setback (in relation to setback of immediate surroundings)
- Materials (their compatibility with the historic district)
- Context (the overall relationship of the project to its surroundings)



Selected Architectural Features

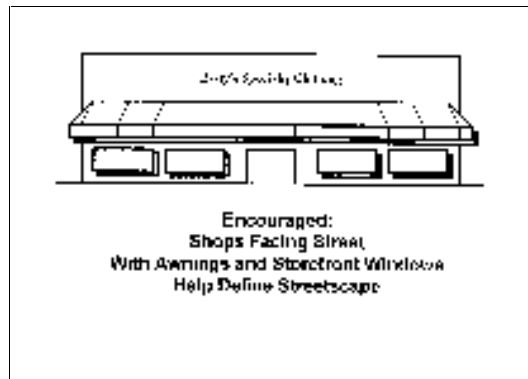
2. Efforts to coordinate the height of buildings and adjacent structures are encouraged. This is especially applicable where buildings are located very close to each other. It is often possible to adjust the height of a wall, cornice or parapet line to match that of an adjacent building. Similar design linkages such as window lines should be placed in a pattern that reflects the same elements on neighboring buildings.
3. Diversity of architectural design should be encouraged. "Theme" or stylized architecture which is characteristic of a particular historic period or trend is not encouraged, unless the existing building or site is historically important to the district or necessary for architectural harmony.
4. Multiple buildings on the same site should be designed to create a cohesive visual relationship between the buildings.
5. Long or continuous wall planes shall be avoided, particularly in pedestrian activity areas, where buildings should exhibit more detail and elements appropriate for close range pedestrian view. Recesses and projections should be used along the front façade to break up long expanses of wall planes.



6. Outside of pedestrian retail districts, building surfaces over two stories high or fifty feet in length should be relieved with changes of wall plane (i.e., recesses and projections) that provide strong shadow or visual interest.
7. All sides of a building may impact on its surroundings and should be considered for treatment with an architectural finish of primary materials (i.e., brick and stone), unless other materials demonstrating equal or greater quality are used. As a general rule, front facades should be at least 80 percent brick and stone. Side facades should be at least fifty percent brick and stone. Rear facades do not have a minimum suggested standard for primary materials unless they are visible from a public right-of-way.
8. Exterior building materials on the primary structure should not include smooth-faced concrete block, tilt-up concrete panels, or prefabricated steel panels. Exterior building elevations within employment/industrial character areas may be split face (integrated block), tilt-up concrete panels accented with steel panels. However, elevations visible from the public right-of-way must be permanent, non-metal construction.
9. The following types of building materials should not be used: highly reflective, shiny, or mirror-like materials; mill-finish (non-colored) aluminum metal windows or door frames; exposed, unfinished foundation walls; exposed plywood or particle board; and unplastered, exposed concrete masonry blocks.
10. Material or color changes generally should occur at a change of plane. Piecemeal embellishment and frequent changes in material should be avoided. A horizontal accent stripe (e.g., a foot wide stripe of different color) should be used to help reduce the monotonous color and break up the appearance of large building walls.
11. Facade colors should be low reflectance, subtle, neutral, or earth tone colors. High-intensity colors, metallic colors, black, or fluorescent colors should not be used. Building trim and accent areas may feature brighter colors, including primary colors, provided that the width of the trim shall not exceed four (4) feet.
12. Building colors should be carefully chosen so that each building complements that of its neighbors. Colors can be classified as the “base” color (used on the majority of the building surface), “trim” color (used on the window trim, fascia, balustrades, and posts), and “accent” color (used on signs, awnings, and doors). The base color should consist of more subdued earth tones or brick shades. Trim colors should have contrasting lighter or darker shade than the base color. If natural brick is used, it should not be painted.
13. The use of awnings on buildings are recommended so as to provide much needed protection from sun, wind, and rain, and to improve aesthetics of the building exterior.
14. Awnings are recommended to be constructed with a durable frame covered by a canvas material. Awnings that are backlit through translucent materials may be acceptable but are not particularly encouraged. Aluminum and other metal canopies are acceptable in most instances, particularly when integrated into shopping center designs. Flameproof vinyl, canvas or metal awnings and canopies may be used.

15. Solid colors are preferred over striped awnings, but striping is permitted if colors compliment the character of the structure or group of buildings.

16. Awnings are encouraged for first floor retail uses to provide architectural interest and to encourage pedestrian activity. Where awnings are used, they should be designed to coordinate with the design of the building and any other awnings along the same block face.



17. The design of fences and walls shall be compatible with the architecture of the main building(s) and should use similar materials. All walls or fences fifty feet in length or longer, and four feet in height or taller, should be designed to minimize visual monotony through changes in plane, height, material or material texture or significant landscape massing. Chain link fencing is discouraged. Use of special fencing design or materials should be discussed in cases where site security is paramount. If used, chain link fences should be vinyl coated (black or green colored vinyl encouraged).

18. All garbage dumpsters and other similar areas devoted to the storage of waste materials should be screened on three (3) sides of said dumpster or area with a minimum six (6) foot high solid wooden fence, or a wall constructed of materials substantially similar in appearance to the building on site. In addition, said dumpster areas should be gated on the fourth side with a material that provides opaque screening.

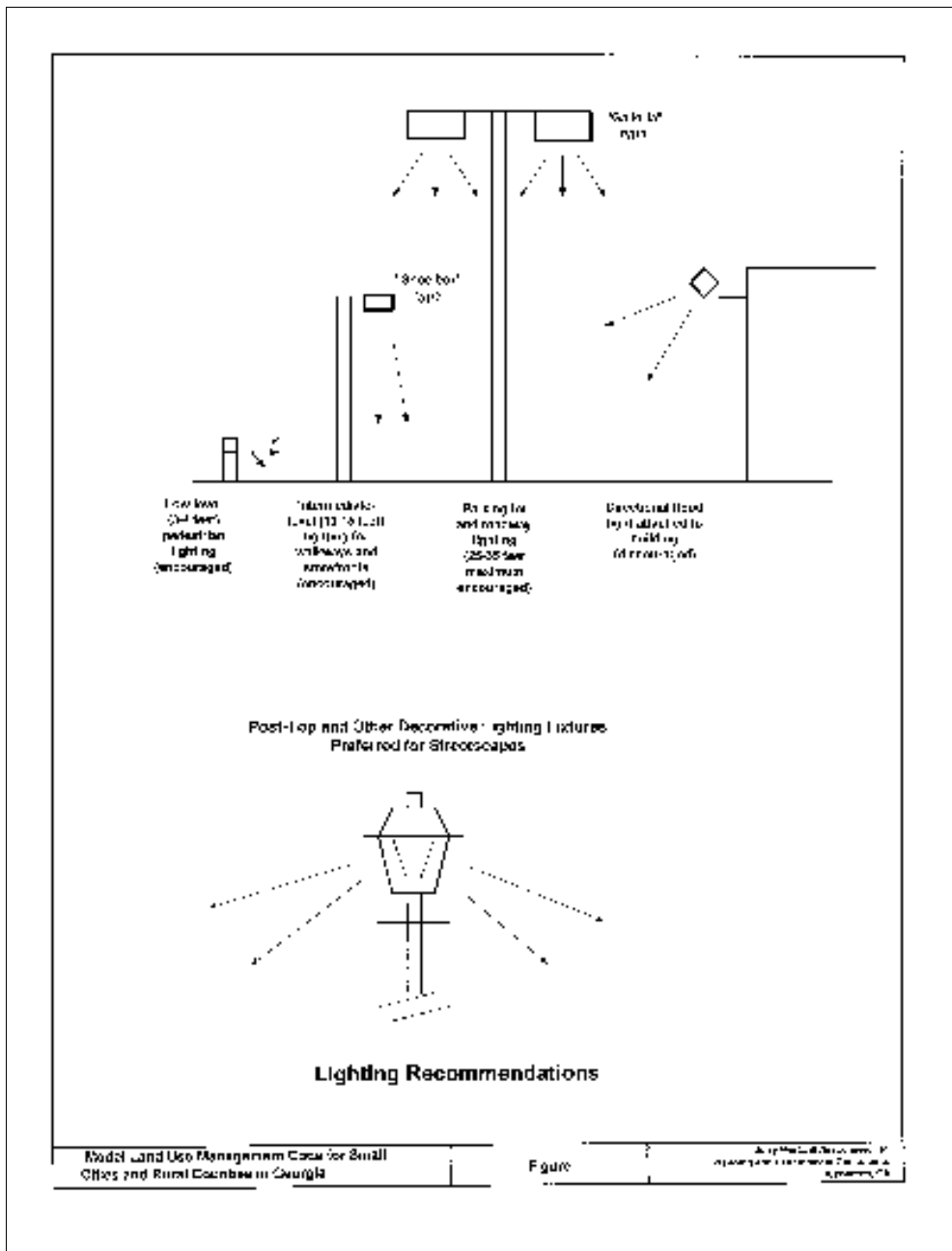


**Recommended Practice for
Screening Dumpsters**

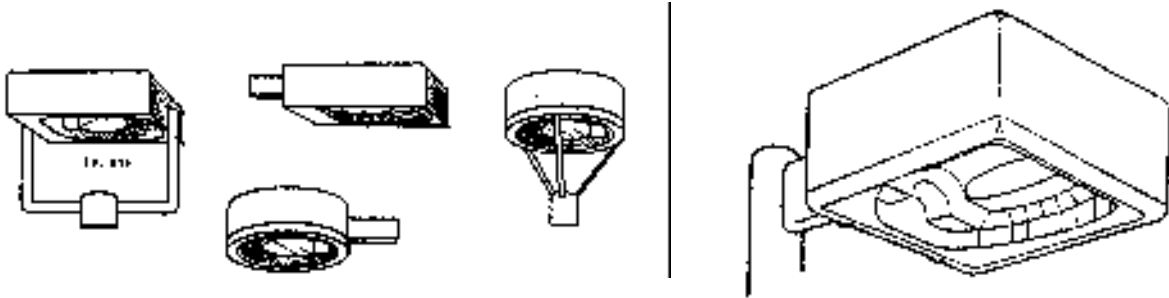
19. Rooftop mechanical equipment should be screened from view from all portions of the public right-of-way or adjoining residential properties.

Exterior Lighting

- Exterior lighting should be architecturally compatible with the building style, material and colors. Galleria style and shoe box styles (cutoff fixtures) are preferred over cobra type light fixtures and directional flood lights. Fixture mounting height should be appropriate for the project and the setting. The mounting height of fixtures in smaller parking lots or service areas should not exceed twenty feet, with lower mounting heights encouraged, particularly where adjacent to residential areas or other sensitive land uses. Use of low, bollard-type fixtures, 3-4 feet in height, are encouraged as pedestrian area lighting.



2. Exterior lighting of the building and site should be designed so that light is not directed off the site and the light source is shielded from direct offsite viewing. All outdoor light fixtures should be fully shielded or be designed or provided with light angle cut-offs, so as to eliminate uplighting, spill light, and glare.



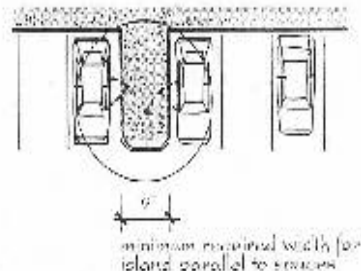
Cut-Off Fixtures

Parking Lot Landscaping

1. Parking lots that face a street should be partially screened from the street by a low fence, wall, hedge, berm, or vegetated buffer. If a parking lot fronts an arterial or major collector street, and is of such a size that it dominates views from the fronting arterial/collector street and detracts from the overall streetscape and community appearance, then the parking lot should be screened or buffered with vegetation in its entirety from view along the fronting roadway(s) within the required right-of-way frontage planting strip.
2. Landscape islands containing at least one overstory tree or two understory trees planted in each landscape island, should be provided within parking areas with ten (10) or more spaces and located in such a manner so as to divide and break up the expanse of parking areas. One landscape island should be located at the end of each row of parking spaces in the interior of the parking lot. In addition, one parking lot landscape island should also be provided for every 150 linear feet of parking spaces, whether at the periphery or in the interior of the parking lot. Each landscape island should be of sufficient shape and size so that one overstory tree or two understory trees will fit within the island. No portion of an island should be less than three feet in width.



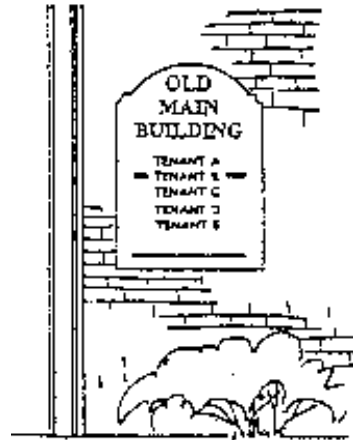
TREE ISLAND IN PARKING LOT



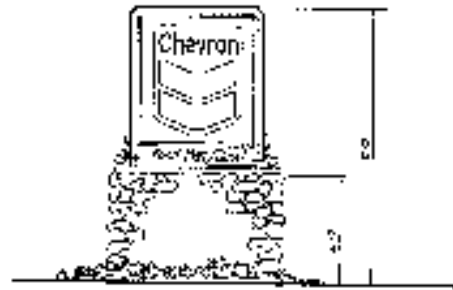
minimum required width for island parallel to spaces

Signage

1. In pedestrian retail districts (Old Town and Mixed Use Character Areas), where possible, directory signs should be integrated onto buildings rather than free-standing.
2. Signs within locally established historic districts require review and approval by the Historic Preservation Commission.
3. Monument signs, i.e., those with a brick or stone base, are preferred and may be required in certain character areas.
4. The height of signs should be kept as low as possible while still maintaining visibility by motorists. In pedestrian districts, freestanding signs should have a four (4) foot height limit.



Wall Directory Sign



CHAPTER 10 REDEVELOPMENT

This chapter addresses the need for redevelopment within Old Town. The community visioning process resulted in strong support for revitalizing unused or underused blocks in Old Town. It establishes a preliminary redevelopment area boundary and provides a preliminary concept to be used in preparing a detailed redevelopment plan. The concept drawing suggests land use changes, shows the site for a new City Hall and Police building as a “catalyst” project, and shows acquisition of a “civic park” to further spur revitalization in the area.



**Redevelopment Potential
along Railroad Avenue**

REDEVELOPMENT AREA

A redevelopment focus area within Old Town is recommended in this chapter. That area is shown generally within the confines of the aerial photograph shown below and on the Redevelopment Concept.



Aerial View of Approximate Redevelopment Area

Considerable thought was given to drawing the recommended redevelopment area boundary, but it is recognized that revision or refinement to the boundary may occur prior to adoption and over time. First, it was thought that the redevelopment area should be relatively compact and small, encompassing only those blocks that required redevelopment or that would provide for “catalyst” projects that would provide investment that would stimulate other redevelopment projects.

The two most important redevelopment blocks are those bounded by (1) Gainesville, Pine, Mitchell and Main Streets, and (2) Main, Church, and Chestnut Streets and Pine Avenue. These two blocks should be the priority redevelopment projects for the city. The boundary was also extended south, across the Railroad tracks and Atlanta Highway, primarily because planners perceived the need to provide for a catalyst project intended to spur private redevelopment and revitalization there. The boundary was not extended north, into adjacent blocks which are predominantly single-family residential, because the boundary should be kept small, the residences are not necessarily in need of revitalization, and the residential areas have some potential for preservation of historic and cultural resources.

REDEVELOPMENT CONCEPTS

As noted above, two blocks should be considered priorities for redevelopment. The first is bounded by Main, Mitchell, Pine, and Gainesville Streets and is presently developed as an industrial building which is now obsolete. This block is in prime position to capitalize on public investment provided by the proposed City Hall and Police Building, as well the proposed Civic Park. Mixed use development is appropriate in this block, particularly an extension of Main Street-type retail on the ground floor along Main Street with housing units above the ground-floor retail (also see vision statement for Old Town and Mixed Use Character Areas).

A second block that should be high priority for redevelopment is bounded by Railroad Avenue, Chestnut Street, Church Street, and Main Street. This area also is developed but should be redeveloped for retail uses on the ground floor and offices and residences on second and/or third floors.

On other blocks within the proposed redevelopment area, additional housing is proposed primarily in the form of fee-simple townhouses and historic-compatible infill of single-family, detached dwellings north of the redevelopment area. The redevelopment area boundary extends across Atlanta Highway in order to include a “catalyst” redevelopment project that may further stimulate revitalization activities and new traditional neighborhood development south of the railroad.

TRUCK LOOP AND TRANSPORTATION IMPROVEMENTS

During public review of this community agenda, it was noted how the Main Street streetscape project would not facilitate truck access in Old Town. To compensate for that concern, a “truck loop” was added to the redevelopment concept. That truck route would follow Pine Street extension and necessitated two other rights-of-ways to complete the loop. The projects contemplated in the redevelopment concept are included in the city’s transportation improvement plans (see Chapter

[insert redevelopment concept]

INFRASTRUCTURE SUPPORT FOR REDEVELOPMENT

One of the most widely accepted tools used to promote redevelopment is the provision of infrastructure (i.e., streetscape improvements, road improvements, off-site and on-street parking and stormwater management facilities, etc.). Flowerly Branch needs to invest in infrastructure to make redevelopment happen. Such investment signals interested developers that the local government is committed to the revitalization of an area.

Streetscape improvements can help achieve interconnectivity between commercial areas and the surrounding neighborhoods, add to the sense of place, and make an area more pedestrian-friendly. These generally consist of upgrading sidewalks and adding lighting fixtures, benches, trash receptacles and water features. A related element is burying or consolidating utilities to eliminate multiple overhead wires, but that requires great expense.

ESTABLISHMENT OF A REDEVELOPMENT AGENCY

The City could establish a redevelopment agency to take a direct role in land assembly, parking, developing partnerships with private developers, and other functions. Such an agency would be an asset in promoting redevelopment in Old Town.

REDEVELOPMENT POLICIES AND DESIRED QUALITIES

1. Flowerly Branch's redevelopment should build on its sense of place and historic resources, and it should be mixed-use where feasible.
2. The proposed redevelopment plan should be adopted as a component of the comprehensive plan, though it may be a separate document.
3. Take ideas and cues from successful and attractive downtowns, such as Madison, Georgia, as illustrated in the pictures below.



**Key Desirable Features:
Two-story brick buildings with ground-floor windows; street trees; on-street parking
(Madison, GA)**



**Key Desirable Features:
Wide sidewalks composed of distinctive materials; street furniture (benches); shopfront windows
(Madison, GA)**



Key Desirable Features:
Historic-era street signs;
mast arms for traffic signals
rather than overhead wires
(Madison, GA)



Key Desirable Features:
On-street parking;
Unobtrusive, pedestrian-scale signage
(Madison, GA)



Key Desirable Features:
Compatible rhythm of building facades;
Awnings; Building heights that enclose the
street; shopfront windows
(Madison, GA)



Key Desirable Features:
Civic building has major presence in
downtown; attractive, historic architecture
(Madison, GA)

REDEVELOPMENT WORK PROGRAM

**Table 10.1
 Redevelopment Work Program, 2006-2010
 City of Flowery Branch**

Description	Year(s) To Be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Establish an urban redevelopment agency, prepare an urban redevelopment plan for selected city blocks in Old Town in need of redevelopment	2006-2007	\$25,000	City Planner; Mayor and City Council	Operating Budget
Aggressively market opportunities for redevelopment	2006-2010		Better Hometown Coordinator; Greater Hall Chamber; Convention and Visitor's Bureau	
Work with Old Town merchants to identify and conduct promotional activities, and involve the business community in decision-making about matters that affect them	2006-2010		Better Hometown Coordinator	
Consider additional staffing beyond the Better Hometown Coordinator to staff the City's redevelopment agency and promote redevelopment and economic development efforts	2008-2009		Mayor and City Council	Operating Budget

CHAPTER 11 CONSOLIDATED SHORT-TERM WORK PROGRAM

Each of the preceding chapters of this community agenda as appropriate provides a short-term work program. This chapter (Table 11.1) consolidates those work programs into a single table so that the City of Flowery Branch can more easily monitor implementation. Where public improvements are set up in a capital improvement element (CIE) format, those improvements are consolidated into Table 11.2, Capital Improvement Element, 2006-2010, which is also considered to be a part of the Short-term Work Program. The Capital Improvement Element contains some projects which are eligible for funding with impact fees.

**Table 11.1
Consolidated Short-Term Work Program
City of Flowers Branch, 2006-2010**

Description	Year(s) To Be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
HOUSING				
Monitor citywide adherence to housing policies for desired mixes of housing types and recommended owner-renter ratio.	2006-2010		City Planner	
Review annexation, rezoning, and master plan proposals for consistency with housing policies	2006-2010		City Planner	
Identify and publicize local, state, federal, and private/nonprofit housing programs and incentives to upgrade existing housing units	2006-2010		City Planner	
Prepare, adopt, and enforce a housing code and residential property appearance standards	2006-2010		City Planner; code enforcement	Operating budget – code enforcement
Increase housing opportunities for seniors in Flowers Branch; add at least 50 units by 2010 specifically for elderly living	2010		City Planner	Through review of developments
ECONOMIC DEVELOPMENT				
Conduct a review of the City's water and sewer tap-on fees in comparison with needs and fees charged in surrounding and nearby jurisdictions, then evaluate whether such fees have an impact on recruitment of businesses and residents	2006	\$10,000	Director of Water and Sewer	Operating Budget
Assess needs of small and home-based businesses in the City	2006		Better Hometown Coordinator	
Contact community program coordinators at colleges, universities and technical institutes to determine how they can assist with the City's economic development and redevelopment efforts	2006		Better Hometown Coordinator	
Explore prospects with the Atlanta Falcons and interested business owner(s) to establish an Atlanta Falcons store in Old Town	2006-2007		Better Hometown Coordinator	
Establish an urban redevelopment agency, prepare an urban redevelopment plan for selected city blocks in Old Town in need of redevelopment (see also Redevelopment)	2006-2007	\$25,000	City Planner; Mayor and City Council	Operating Budget
Aggressively market opportunities for redevelopment	2006-2010		Better Hometown Coordinator; Greater Hall Chamber; Convention and Visitor's Bureau	
Work with Old Town merchants to identify and conduct promotional activities, and involve the business community in decision-making about matters that affect them	2006-2010		Better Hometown Coordinator	

**Chapter 11, Consolidated Short-Term Work Program
Flowers Branch Comprehensive Plan, Community Agenda**

Description	Year(s) To Be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Periodically review and implement the recommendations, as appropriate, of the study of economic development potential in the I-985 corridor (sponsored by Hall County)	2006-2010		Better Hometown Coordinator	
Initiate a "Concerts on the Lake" program at Flowers Branch Park on Lake Lanier	2007		Better Hometown Coordinator	
WATER AND SEWER				
Consider additional staffing beyond the Better Hometown Coordinator to staff the City's redevelopment agency and promote redevelopment and economic development efforts	2008-2009		Mayor and City Council	Operating Budget
Complete study and mapping of the city's water system	2005	unknown	City Water and Sewer	Water/sewer fund or annual operating budget
Add laboratory building at sewage treatment plant	2005	\$362,000	City Water and Sewer	Water/sewer fund
Amend intergovernmental agreements to resolve disputes and/or add clarity to allocations of sewer capacity among Oakwood, Flowers Branch, and Hall County	2006	unknown	City Attorney	Annual operating budget (city attorney fees)
Incorporate reuse water service area boundaries into existing intergovernmental agreements with Oakwood and Hall County	2006	unknown	City Attorney	Annual operating budget (city attorney fees)
Prepare maintenance and replacement program for water and sewer lines, conduct a review of the city's water and sewer rate schedules (tap-on fees), and adjust to match identified needs for replacement and upgrade of systems	2006	\$20,000	City Water and Sewer	Water/sewer fund or annual operating budget
Establish a policy for the "oversizing" of water mains (land development regulations)	2006	Include in regulations	Water and Sewer; Planner	Operating budget
Develop city water conservation program, implementing objectives of the Metropolitan North Georgia Water Planning District	2006 (annual implementation thereafter)	unknown	City Water and Sewer	Operating budget
Add new well for additional water supply	2006	\$100,000	City Water and Sewer	Bond; water/sewer fund
Develop contingency plans for dealing with major water and sewer line breaks, loss of water sources during drought, and other possible damages to the water and sewer systems such as flooding	2006-2007	Unknown	City Water and Sewer	Water/sewer fund or annual operating budget
Prepare and/or update technical specifications for connection to the potable water, reuse water, and sanitary sewer systems	2006-2007	\$20,000	City Water and Sewer	Water/sewer fund or annual operating budget
Erect new 750,000 gallon ground storage tank	2006-2007	\$800,000	City Water and Sewer	Bond; water/sewer fund
Connect new well and new tank with water lines	2006-2007	unknown	City Water and Sewer	Water/sewer fund

**Chapter 11, Consolidated Short-Term Work Program
Flowerly Branch Comprehensive Plan, Community Agenda**

Description	Year(s) To Be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Maintain and replace water lines as needed (annual expenditure)	2006-2010	\$100,000 annually	City Water and Sewer	Water/sewer fund
Extend lines of water reuse system (multiple projects) (annual expenditure)	2006-2010	\$1,500,000	City Water and Sewer	Water/sewer fund
Expand the sewer plant (wastewater reclamation facility) to 2.8 mgd capacity	2008	\$10,000,000	City Water and Sewer	Water/sewer fund; revenue bonds
Extend sanitary sewer lines along McEver Road, Atlanta Highway (part), and Hog Mountain Road	2006-2010	\$5,000,000	Hall County Water/Sewer	Hall County Capital Improvement Program
Maintain and replace sewer lines as needed (annual expenditure)	2006-2010	\$100,000 annually	City Water and Sewer	Water/sewer fund
Replace water and sewer department vehicles as needed	2006-2010	unknown	City Water and Sewer	Water/sewer fund or annual operating budget
STORMWATER MANAGEMENT				
Consider the need to provide a stormwater collection system in Old Town to ensure redevelopment, at the time a Redevelopment Plan is prepared	2006		City Planner; Director of Water and Sewer Dept.	Operating Budget
75 to 90 percent of the City's population will have achieved awareness of water resource protection issues	2006		To be assigned	Operating Budget
Respond to mandates of the Metropolitan North Georgia Water Planning District in terms of implementing its Districtwide Watershed Management Plan	2006-2010	Unknown	City will need to assign these responsibilities	Operating Budget
Complete inventory of stormwater system	2007	Unknown	To be assigned	
Adopt an ordinance that establishes septic system inspection and maintenance programs, including requirements for pumping septic tanks every five years	2007		To be assigned; City Attorney	Technical Assistance from Metro N. Ga. Water Planning District
Provide training and certification programs for site designers and engineers to assure that the standards and criteria in the <i>Georgia Stormwater Management Manual</i> are met	2007-2010	Unknown	To be assigned	Technical Assistance from Metro N. Ga. Water Planning District
Initiate water quality monitoring efforts as may be required to meet Water District mandates	2007	Unknown	To be assigned	Technical Assistance from Metro N. Ga. Water Planning District
Consider the feasibility of initiating a stormwater utility to help fund maintenance of stormwater facilities, either individually or in conjunction with Hall County	2007	Unknown	To be assigned; Consultant	Technical Assistance from Metro N. Ga. Water Planning District
Prepare a watershed improvement plan for substantially impacted watersheds (i.e., those that do not meet water quality standards and designated uses), as may be required	2007-2010	Unknown	To be assigned; Consultant	Technical Assistance from Metro N. Ga. Water Planning District

**Chapter 11, Consolidated Short-Term Work Program
Flowerly Branch Comprehensive Plan, Community Agenda**

Description	Year(s) To Be Implemented	Estimated Cost (\$)	Responsible Party	Funding Sources
TRANSPORTATION – STREETS				
Flowery Branch Streetscape (Main St.)	2005-2010	\$402,000	City	Federal Grant
Winder Highway Widening from Cedar Ridge Drive to SR 211	2005-2010	\$15,670,000	County; State	See MPO Plan
Friendship/ Thompson Mill Road Widening and Relocation from I-985 to SR 211	2005-2010	\$33,527,000	County; State	See MPO Plan
McEver Road Intersections	2005-2010	\$7,500,000	County; State	See MPO Plan
One-Way Pairing of Streets in Old Town	2005-2010	Cost of signs	City	Capital Budget
Widen Mitchell Street between Main and Pine for trucks	2005-2010	\$100,000	City	Capital Budget
Widen Mitchell Street to the Marina (Corps property) or designate as a one-way out of Starboard Marina	2005-2010	\$150,000 or cost of signs	City	Capital Budget
Designate Gainesville Street as a one-way into Starboard Marina	2005-2010	Cost of signs	City	Capital Budget
Designate Jones Street as one-way	2005-2010	Cost of signs	City	Capital Budget
Improve intersection of Jones and Gainesville Street	2005-2010	\$150,000	City	Capital Budget
Reconfigure Jones Street intersection with Mitchell Street to 90 degrees	2005-2010	\$100,000	City	Capital Budget
Pine Street extension to Railroad Avenue	2005-2010	\$275,000	City	Capital Budget
Knight Drive extension to Mitchell Street	2005-2010	\$225,000	City	Capital Budget
Monitor the proposal to develop commuter rail between Atlanta and Gainesville	2006-2010		City Planner	
Implement the transportation policies at the time of site plan and preliminary plat review	2006-2010		City Planner	
Include specific provisions for off-street, public parking lots as a part of the Old Town redevelopment plan	2006-2007		City Planner	Fund under redevelopment plan
Implement a pavement management system that improves the rideability rating of all local roads	2006-2010		Public Works Director or City Engineer	Annual operating budget; LARP
Prepare and adopt an access management and enhancement plan for parts of Atlanta Highway within the City limits	2008	\$20,000	Urban design/ Planning Consultant	Annual operating budget
Friendship Road widening from I-985 to Lake Lanier Islands	2011-2020	\$5,328,000	County; State	See MPO Plan
New I-985 Interchange – Martin Road	2011-2020	\$11,010,000	County; State	See MPO Plan
Atlanta/Buford Highway Widening from Thompson Mill Road to SR 347	2011-2020	\$3,146,000	County; State	See MPO Plan
Spout Springs Road Widening from Hog Mountain Rd to Gwinnett Co.	2011-2020	\$18,411,000	County; State	See MPO Plan
Martin Road Widening from new interchange to SR 53	2011-2020	\$11,044,000	County; State	See MPO Plan
Lights Ferry Road – Snelling Street Connection and intersection improvements at Mitchell Street and Lights Ferry Road	2011-2020	\$385,000	State; City	Federal and state
Grade-Separation of CSX Railroad and Snelling Street	2011-2020	\$20,000,000	State; City	Federal and state
McEver Road Widening (SR 347 to Jim Crow Road)	2021-2030	\$14,962,000	County; State	See MPO Plan
Atlanta Highway/ Falcon Parkway Widening from Radford Road to SR 53	2021-2030	\$11,775,000	County; State	See MPO Plan
McEver Road Widening (Jim Crow Rd to SR 53)	2021-2030	\$14,962,000	County; State	See MPO Plan
Hog Mountain Road Widening (Gwinnett County to Atlanta Hwy/ Falcon Pkwy)	2021-2030	\$17,485,000	County; State	See MPO Plan

**Chapter 11, Consolidated Short-Term Work Program
Flowers Branch Comprehensive Plan, Community Agenda**

Description	Year(s) To Be Implemented	Estimated Cost (\$)	Responsible Party	Funding Sources
SIDEWALKS AND BIKE WAY PROJECTS				
Greenway: Park Connector from City Park to Alberta Banks Park	2006-2010	\$729,740	City	TBD; GO Bond
Greenway: Neighborhood Park Connector from East Main Street - Flowery Way	2006-2010	\$248,600	City	GO Bond; Capital Budget
Sidewalk, Railroad Avenue from Snelling Street to Chattahoochee Street	2006-2010	\$65,184	City	GO Bond; Capital Budget
Sidewalk, East Main Street from Atlanta Highway to Thurman Tanner Road	2006-2010	\$174,132	City	GO Bond; Capital Budget
Sidewalk, Spring Street from Atlanta Highway to Cul-de-Sac	2006-2010	\$82,236	City	GO Bond; Capital Budget
Sidewalk, Cantrell Road from Atlanta Highway to Beacon Ridge Lane	2006-2010	\$146,272	City	GO Bond; Capital Budget
Sidewalk, Main Street from Mitchell Street to Gainesville Street	2006-2010	\$20,692	City	GO Bond; Capital Budget
Sidewalk, Gainesville Street from Mitchell Street to McEver Road	2006-2010	\$439,180	City	GO Bond; Capital Budget
Sidewalk, Gainesville Street from McEver Road to North Overby Road	2006-2010	\$315,840	City	GO Bond; Capital Budget
Sidewalk, Lights Ferry Road from Mitchell Street to Gainesville Street	2006-2010	\$11,732	City	GO Bond; Capital Budget
Sidewalk, Mitchell Street from Tanner to City Park	2006-2010	\$33,180	City	GO Bond; Capital Budget
Sidewalk, Radford Road to unnamed residential street	2006-2010	\$144,732	City	GO Bond; Capital Budget
Bikeway, Mulberry Street from Phil Niekro Boulevard to Hog Mountain Road	2011-2020	\$381,880	City	GO Bond; Capital Budget
Bikeway, Atlanta Highway from Thurman Tanner Road to Hog Mountain Road	2011-2020	\$385,720	City; State	Capital Budget; State TIP
Bikeway, Hog Mountain Road from Wade Orr Road to Mulberry Street	2011-2020	\$224,160	City; County	Capital Budgets
Bikeway, Hog Mountain Road from Mulberry Street to Atlanta Highway	2011-2020	\$620,120	City; County	Capital Budgets
Bikeway, McEver Road from Lights Ferry Road to Gaines Ferry Road	2011-2020	\$465,680	County; State	Capital Budget; State TIP
Bikeway, McEver Road from Radford Road to McBrayer Road	2011-2020	\$454,160	County; State	Capital Budget; State TIP
Bikeway, Sims/White Road from McEver Road to Thurman Tanner Road	2011-2020	\$444,880	City	Capital Budget
Bikeway, Thurman Tanner Road from Sims/White Road to Atlanta Highway	2011-2020	\$463,960	City; County	Capital Budgets
Bikeway Loop, McEver Road from Lights Ferry Road to Radford Road	2011-2020	\$329,000	County; State	Capital Budget; State TIP
Bikeway Loop, Radford Road from McEver Road to Thurman Tanner Road	2021-2030	\$229,560	City; County	Capital Budgets
Bikeway Loop, Thurman Tanner Road from Atlanta Highway to Phil Niekro Boulevard	2021-2030	\$530,600	City; County	Capital Budgets
Bikeway Loop, Phil Niekro Boulevard from Thurman Tanner Road to Atlanta Highway	2021-2030	\$188,600	City; State	Capital Budget; State TIP
Bikeway Loop, Snelling/Church/Tanner from Railroad Avenue to Gainesville Street	2021-2030	\$125,000	City	Capital Budget
Bikeway Loop, Lights Ferry Road from Gainesville Street - McEver Road	2021-2030	\$369,640	City; County	Capital Budgets
Prepare and adopt conservation subdivision provisions in the City's new (rewritten) land use regulations	2006	Funded	City Planner; consultant	

**Chapter 11, Consolidated Short-Term Work Program
Flowerly Branch Comprehensive Plan, Community Agenda**

Description	Year(s) To Be Implemented	Estimated Cost (\$)	Responsible Party	Funding Sources
NATURAL RESOURCES				
Consider the appropriateness of regulations to protect steep slopes	2006	Funded	City Planner; consultant	
Include provisions for tree protection and street tree planting within subdivision in the City's new (rewritten) land use regulations	2006	Funded	City Planner; consultant	
Consider the appropriateness of additional provisions limiting clearing and grading	2006	Funded	City Planner; consultant	
Acquire lands within designated greenways for water quality protection and recreation	2006-2010	See Community Facilities	Mayor and City Council	See Community Facilities
Participate in basin-wide Lake Lanier watershed protection planning efforts	2006-2010		City Planner	
Protect the scenic view of Old Town by purchasing property at the north end of Main Street (at Gainesville Street) for a new City Hall complex	2006-2008	See Community Facilities	Mayor and City Council	See Community Facilities
When justified, hire a water quality inspector or other personnel to assist with enforcement of water quality regulations	2008-2010	\$40,000 plus benefits	City Planner; code enforcement	Operating budget – code enforcement
Identify sites, acquire easements or land, and install gateway improvements in three identified locations of the city (annually)	2007-2009	\$50,000 (annually)	Community Development	Operating budget
HISTORIC PRESERVATION				
Provide more detailed mapping and historic information for historic resources in Flowerly Branch (prior to or in conjunction with redevelopment plan for Old Town), citywide if possible	2006	\$10,000 - \$15,000	Historic Preservation Commission (HPC); City Planner	Consider matching grant funds from SHPO
Publicize the benefits and incentives of National Register District status	2006-2010		HPC; City Planner	
Reconsider the boundaries of the existing local historic districts	2006	\$0 - \$2,500	Mayor and City Council; HPC, City Planner	RDC technical assistance; Operating Budget
Prepare a master plan for preservation and redevelopment of Old Town	2006-2007	\$25,000	HPC, Urban Redevelopment Agency; City Planner; Consultant	Operating Budget
Create a citywide local landmark program	2007	\$0 - \$5,000	Mayor and City Council; HPC, City Planner; Consultant	RDC technical assistance; Operating Budget
Expand the existing national register district	2007	\$0 - \$5,000	HPC, City Planner; Consultant	RDC technical assistance; Operating Budget
Provide more formal guidance to development, redevelopment, and demolitions in the form of design guidelines	2007-2008	\$0 - \$10,000	HPC, Urban Redevelopment Agency; City Planner; Consultant	Operating Budget
Create a new city staff position to manage Old Town Redevelopment, Better Home Town and the Historic Preservation Commission	2008	\$40,000 plus benefits	Mayor and City Council	Operating Budget

**Chapter 11, Consolidated Short-Term Work Program
Flowers Branch Comprehensive Plan, Community Agenda**

Description	Year(s) To Be Implemented	Estimated Cost (\$)	Responsible Party	Funding Sources
CHARACTER AREAS				
Apply the Character Area Map as a guide in annexation, rezoning, special use, and development recommendations and decision-making	2006-2010		City Planner	Operating Budget
Refine existing design guidance and add additional design guidelines as appropriate to further implement the desired outcomes of the Character Area Map	2006-2010		City Planner	Operating Budget
LAND USE				
Rewrite the City's zoning, subdivision, and environmental land use regulations into a unified development code	2005-2006	\$22,300	Consultant and City Planner	Operating Budget
COMPREHENSIVE PLAN AMENDMENT				
Amend the comprehensive plan as appropriate at any time the city annexes an accumulated area of 100 acres or more	(As applicable)	\$1,500 to \$5,000 per amendment	City Planner	Operating Budget

**Table 11.2
 Capital Improvement Element Schedule of Improvements
 City of Flowery Branch, 2006-2010**

Capital Improvement	2006	2007	2008	2009	2010	Total \$	Funding Sources
Construct New 10,000 square foot City Hall							
Purchase land (2 acres)	130,000					650,000	General Obligation Bond, Capital Budget (not impact fee eligible)
CIE Planning; Architecture and engineering site improvement and building construction plans (@ 15% of building construction costs)	225,000					225,000	
Land preparation and site Improvements		80,000				80,000	
Building Construction (10,000 square feet @ \$150 per square foot)		750,000	750,000			1,500,000	
Total	355,000	830,000	750,000			\$2,455,000	
Construct Police Headquarters Building							
Purchase land (1 acre)	65,000					65,000	Impact Fees (51.47%) = \$808,722.37 Other Funding Source (General Obligation Bond, Capital Budget) (48.53%) = \$ \$762,527.62
CIE Planning; Architecture and engineering site improvement and building construction plans (@ 15% of building construction costs)	191,250					191,250	
Land preparation and site Improvements		40,000				40,000	
Building Construction (8,500 square feet @ \$150 per square foot)		637,500	637,500			1,275,000	
Total	256,250	677,500	637,500	-	-	\$1,571,250	
Construct new 12,000 square foot new community/recreation center							
Purchase land (1 acre)	65,000					65,000	Impact Fees (94.87%) = \$1,736,121 Other Funding Source (General Obligation Bond, Capital Budget) (5.13%) = \$93,879
CIE Planning; Architecture and engineering site improvement and building construction plans (@ 15% of building construction costs)	225,000					225,000	
Land preparation and site Improvements		40,000				40,000	
Building Construction (12,000 square feet @ \$125 per square foot)			750,000	750,000		1,500,000	
Total	290,000	40,000	750,000	750,000	--	\$1,830,000	

**Chapter 11, Consolidated Short-Term Work Program
Flowers Branch Comprehensive Plan, Community Agenda**

Capital Improvement	2006	2007	2008	2009	2010	Total \$	Funding Sources
Construct greenway connecting City Park and Albert Banks Park							
Purchase land						--	Impact Fees 67.9% = \$495,493 General Obligation Bond 32.1% = \$234,247
Trail Construction (6,634 linear feet @ \$110 per linear foot		729,740				729,740	
Total	-	729,740	--	--	--	\$729,740	
Construct greenway from East Main Street to Flowery Way							
Purchase land	50,000					50,000	Impact Fees 67.9% = \$202,342 General Obligation Bond 32.1% = \$95,658)
Trail Construction (6,634 linear feet @ \$110 per linear foot			124,000	124,000		248,000	
Total	50,000	--	124,000	124,000	--	\$298,000	
Acquire and Improve Civic Park							
Purchase land	250,000					250,000	General Obligation Bond (100%)
Site improvements		125,000				125,000	
Total	250,000	125,000	--	--	--	\$375,000	
Total, Recreation Schedule of Improvements	590,000	894,740	874,000	874,000	--	\$3,232,740	
Other							
Prepare a development impact fee program and adopt impact fee ordinances	\$30,000					\$30,000	Operating Budget; reimbursed with Impact Fees



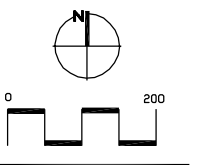
119 Washington Street, Danville, GA 30501
770/534-0506 FAX: 770/534-0507

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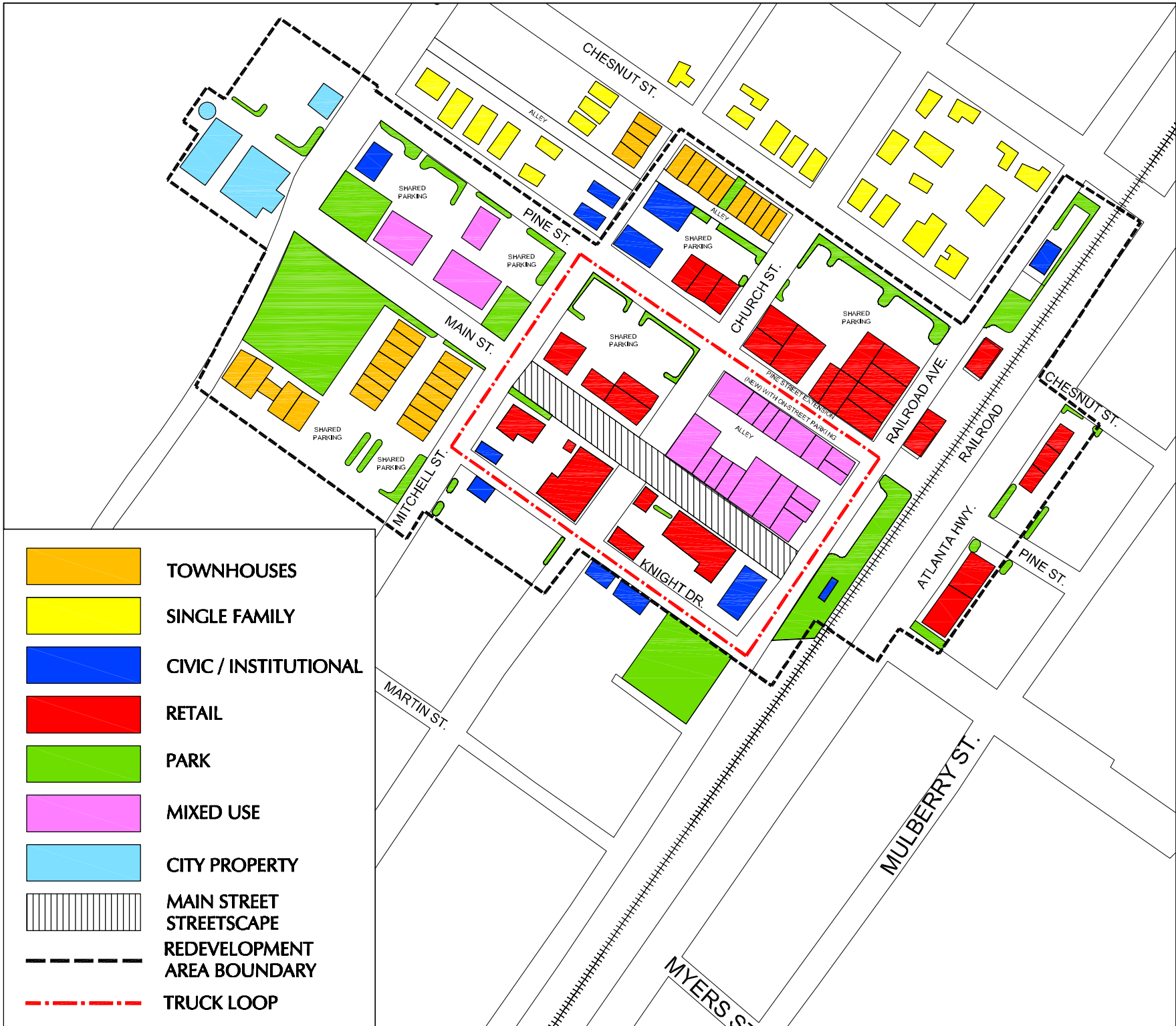
**CITY OF
FLOWERY BRANCH**
FLOWERY BRANCH, GEORGIA








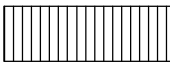


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Revisions: _____
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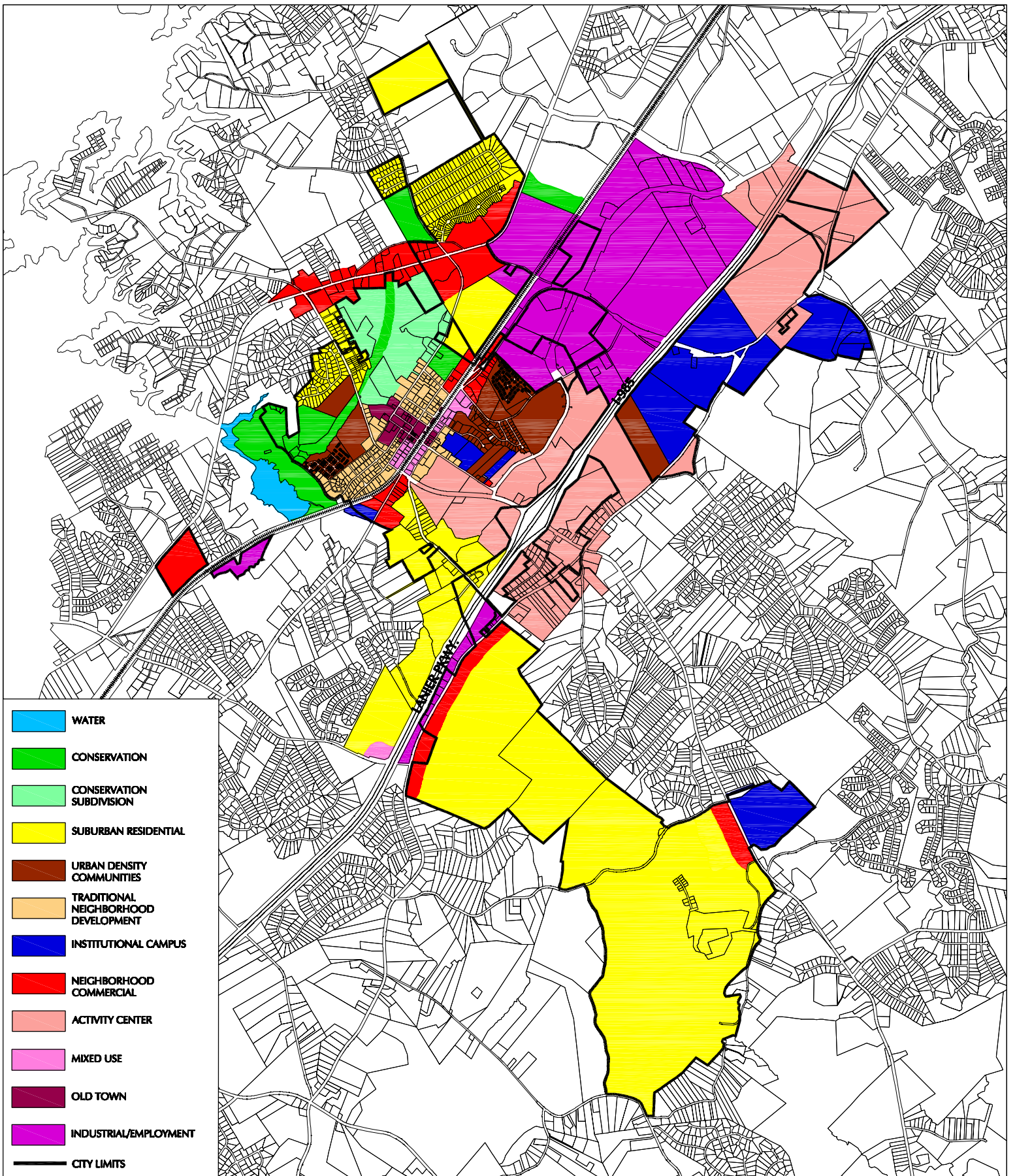


**DOWNTOWN
CONCEPT MAP**

DRAFT: 9.19.2005



-  TOWNHOUSES
-  SINGLE FAMILY
-  CIVIC / INSTITUTIONAL
-  RETAIL
-  PARK
-  MIXED USE
-  CITY PROPERTY
-  MAIN STREET STREETScape
-  REDEVELOPMENT AREA BOUNDARY
-  TRUCK LOOP

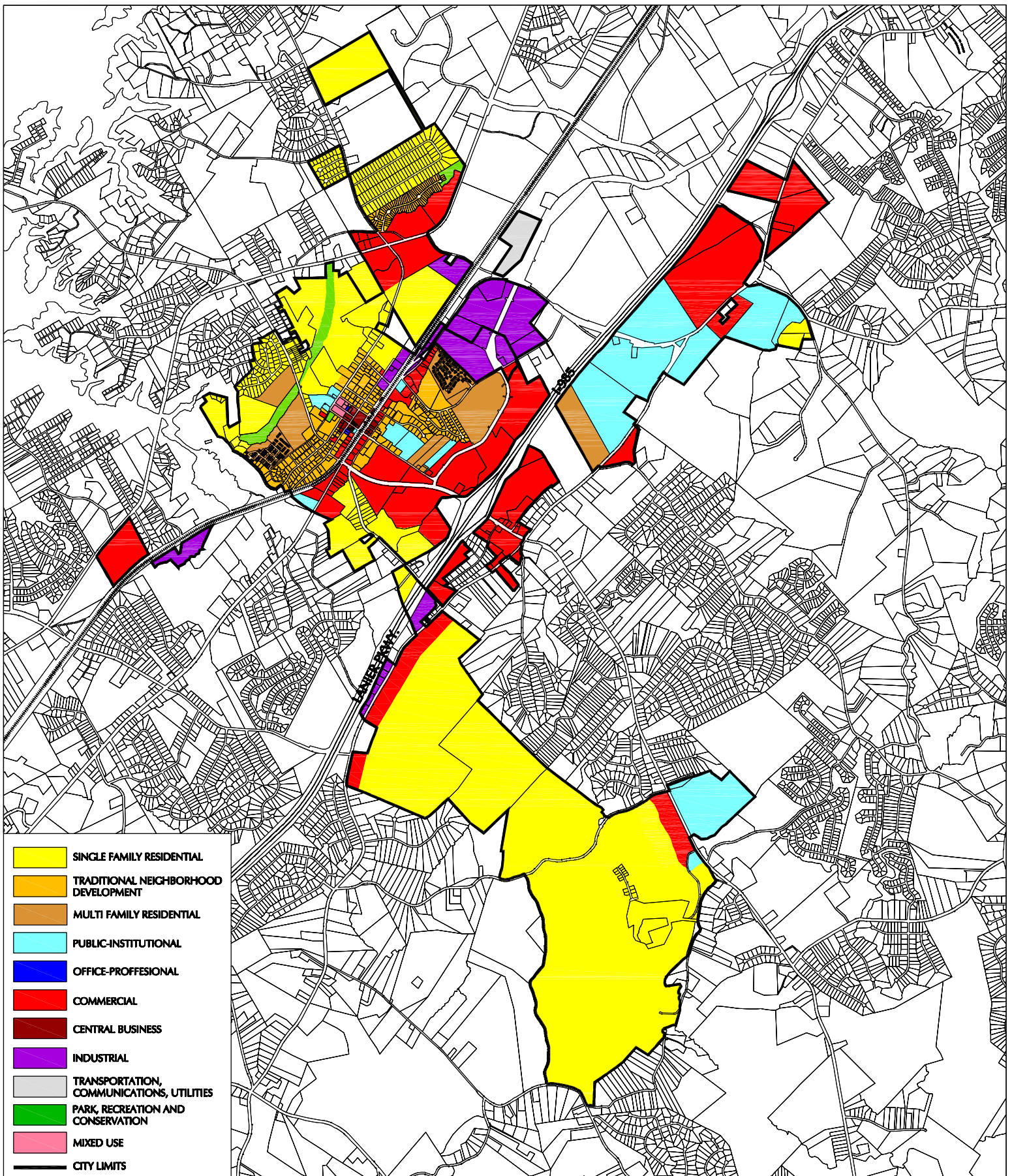


CITY OF FLOWERY BRANCH

FLOWERY BRANCH, GEORGIA



CHARACTER AREA MAP



- SINGLE FAMILY RESIDENTIAL
- TRADITIONAL NEIGHBORHOOD DEVELOPMENT
- MULTI FAMILY RESIDENTIAL
- PUBLIC-INSTITUTIONAL
- OFFICE-PROFFESIONAL
- COMMERCIAL
- CENTRAL BUSINESS
- INDUSTRIAL
- TRANSPORTATION, COMMUNICATIONS, UTILITIES
- PARK, RECREATION AND CONSERVATION
- MIXED USE
- CITY LIMITS

Landscape Architecture - Historic Preservation - Planning



**THE
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COMPANY**

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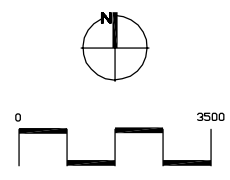
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 Revisions: _____

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 Checked: **AW**

**CITY OF
FLOWERY BRANCH**

FLOWERY BRANCH, GEORGIA



**FUTURE
LAND USE**